

The Santa Barbara Botanic Garden Strategic Plan 2011 - 2016

VISION

SBBG envisions a world where society understands the interdependency between people and plants, and acts to preserve the natural world.

MISSION

The Santa Barbara Botanic Garden fosters the conservation of California native plants through our gardens, education, and research, and serves as a role model of sustainable practices.

GLOSSARY

- **Fosters the Conservation** – Through our programs in education, research and display we provide the information and inspiration necessary to encourage society to preserve California native plants from extinction in the wild. Our seed bank and living collections provide *ex situ* conservation of germplasm, while our herbarium and library collections are critical sources of information.
- **California Native Plants** – plants naturally occurring prior to European contact primarily within the California Floristic Province (as defined by Conservation International) or secondarily from within the political boundaries of the state.
- **Gardens** – the palette of cultivated displays and managed landscapes operated by the Santa Barbara Botanic Garden.
- **Education** – formal and informal means to foster understanding and appreciation of the natural world. This could include classes, workshops, signage, lectures, tours, field trips, the website....
- **Research** – basic and applied investigations which advance the understanding of California native plants.
- **Role Model of Sustainable Practices** – The Santa Barbara Botanic Garden models practices which meet the needs of today without compromising the ability of future generations to meet their own needs. To be truly sustainable, a practice must be able to be continued into the distant future when considering not only

GOALS

1. Secure the Conservation of California's Native Plants
2. Native Plants in Every Garden
3. Ensure the Financial Stability of the Santa Barbara Botanic Garden
4. Be the Center for California Native Horticulture and Ecological Education
5. Be A Role Model for Sustainable Practice in California
6. Make the Garden A Physical Expression of Our Mission While Respecting its Heritage.

GOAL I - Secure the Conservation of California's Native Plants

California's flora includes 6,515 taxa of native plants; 2,250 of these are found nowhere else in the world, and ~1,000 are considered to be threatened or endangered. The Santa Barbara Botanic Garden strives to ensure the perpetuity of all California native plants and their habitats.

STRATEGIES

A. Safeguard the conservation of California's most imperiled (S1) plants

GLOSSARY

- **Central Coast** – Monterey, San Benito, San Luis Obispo, Kern, Santa Barbara, and Ventura counties
- **Taxa** – species, subspecies, or varieties
- **S1** – less than 6 occurrences or less than 1000 individuals or less than 2000 acres in the State of California
- **S2** – 6-20 occurrences or 1000-3000 individuals, 2000-10,000 acres in the State of California
- **Special Concern Taxa** – those ranked as either S1 or S2 or represent disjunct or isolated occurrences that may be genetically different, and qualify as 1 or 2 within their political distribution (county) or management unit (e.g., Channel Islands National Park, Los Padres National Forest).

B. Conduct research on California native plants and their relationship to natural resource management.

C. Convey information about California native plants and their relationship to natural resource management (including conveying information developed by others in academia – being the bridge between academia and research)

D. Advocate at local, state, and national levels for the protection of California native plants

GOAL II – Encourage the Use of Native Plants in Every Garden

SBBG seeks to create a world where there are natives in every garden. We will highlight the importance of native plants and respond to their comparatively poor availability and the general lack of public awareness in multiple ways. We will work to increase the public's appreciation and awareness of native plants and subsequently increase both the demand and supply of California natives while simultaneously decreasing the public's use of invasive plant species.

STRATEGIES

- A. Use the Garden to foster awareness and appreciation of natives in the landscape (see Goal #6)**
- B. Use outreach and education to promote the horticulture and use of native plants**
- C. Increase native plant demand and availability in the nursery trade through our growing operations and working with partners**

GOAL III -Ensure the Financial Stability of the Santa Barbara Botanic Garden

The Santa Barbara Botanic Garden seeks to improve its contributions to the community in all program areas. We will do this with an emphasis on sustained growth of our program base, as we recognize we cannot achieve more on flat or declining funding. In a time of unprecedented economic change, we seek to minimize boom-bust cycles with broader and more even distribution of our funding sources.

STRATEGIES

- A. Increase sources of revenue by:**
 - Earned income**
 - Annual giving**
 - Membership**
 - Grants**
- B. Increase the endowment**
- C. Be accountable and transparent in reporting on how we use resources**
- D. Collaborate with like organizations to reduce costs and our need for scarce resources**
- E. Limit new structures as needed to support our mission.**
- F. Protect and enhance the Garden's physical assets and human resources.**

G. Develop and maintain CUP compliance matrix for annual reporting

GOAL #IV - Be the Center for California Native Horticulture and Ecological Education

The Santa Barbara Botanic Garden advocates life-long learning and inspires stewardship of our natural world. We are committed to being the premier native plant Botanic Garden for California, and as such, we are dedicated to advancing the knowledge and understanding of botanical, horticultural, and ecological sciences among students, scholars, and field professionals, as well as our community. The Garden's living collections, cultural landscape, and professional staff serve as a unique resource and provide a broad range of formal education opportunities, as well as strategic informal interpretation for the daily visitor. Using the latest technology, we will provide greater public access to our images, collections, research, and information. Collectively, these opportunities lead to a deeper appreciation of the plant world and its significance to human survival.

A. Offer an on-site, self-directed educational experience for every visitor to the Garden.

B. Offer directed education opportunities to develop a community of learners.

B1. Become the best local resource for K-12 and university-level students, and their teachers, to learn about native plants, conservation, and the environment.

B. 2. Become the best local resource for adults, to learn about native plants, conservation, and the environment.

B.3. Train the current and next generation of botany related professionals in sustainable landscaping, ecosystem services, conservation and restoration

B4. Become the best local resource for family and community outreach and events

C. Utilize the collections (books, data, specimens, publications, website) to further our educational mission.

GOAL V - Be A Role Model for Sustainable Practice in California

With sustainability a demonstrable attribute in all areas of the Garden's operations, we will show an efficient use of resources reflecting the economy, the environment, and the social – the three legs of sustainability. Acting deliberately with our status as a role model in mind, we will evaluate our actions regularly and adjust as necessary to maintain sustainable characteristics. We will promote a culture of sustainability through our expectations of staff and organizational conduct, our educational endeavors and our greater community involvement.

- A. In our operational and administrative activities, support the “3 legs” of sustainability (economy, environment, social)**
- B. Demonstrate sustainable practices**
- C. Teach sustainable practices**
- D. Partner to encourage sustainable practices**

GOAL #VI – Make the Garden A Physical Expression of Our Mission while respecting its heritage.

Use the garden exhibits to foster the conservation of California's flora in the wild, increase the appreciation of native plant gardening, and be an example of sustainable practice. Ensure that the garden is renowned for its garden experiences which inspire the use of native plants throughout our region.

- A. Improve the aesthetics & functionality of Garden displays and grounds through increased maintenance.**
- B. Expand the range of landscape design styles to have the most renowned landscape design of any native plant garden.**
- C. Make changes to landscape required to comply with the fire management plan**
- D. Display the greatest diversity of California native plants of any public garden**
- E. Conserve the historic integrity of the Garden**