



THE
FLORIDA BOTANICAL
GARDENS

20 *Years of Growing*





**Working Together
to Care for
& Grow FBG**



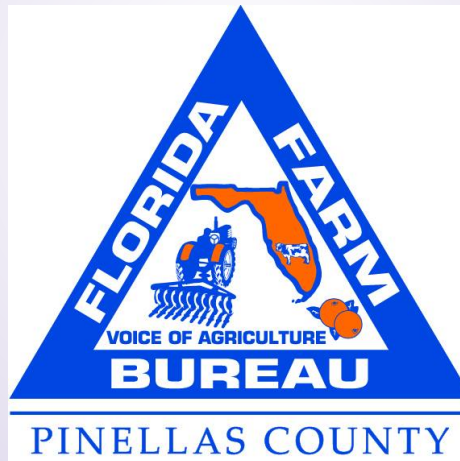
OUR BOARD & STAFF

John Thomas, President
Vivian G Haicken, Vice President
Margaret Stiglitz, Secretary
Danny Beaver, Treasurer
Pete Chiefari, Board Member,
Chair - Master Plan
Implementation Committee
Pat Dieterich, Board Member
Janet Kotash, Board Member,
Chair - Education Committee
Lisa Lombardi, Board Member,
Chair - Development Committee
Alison Nourse-Miller, Board Member
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Chair - Marketing Committee

Emma Eshbaugh, Board Member
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Penny Cathey, Board Member
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Chair - Finance Committee

STAFF
Emily Bloxam,
Communications Coordinator
Vernon Bryant
Executive Director

Collaborating to Care For & Grow FBG





The Florida Botanical Gardens



Foundation

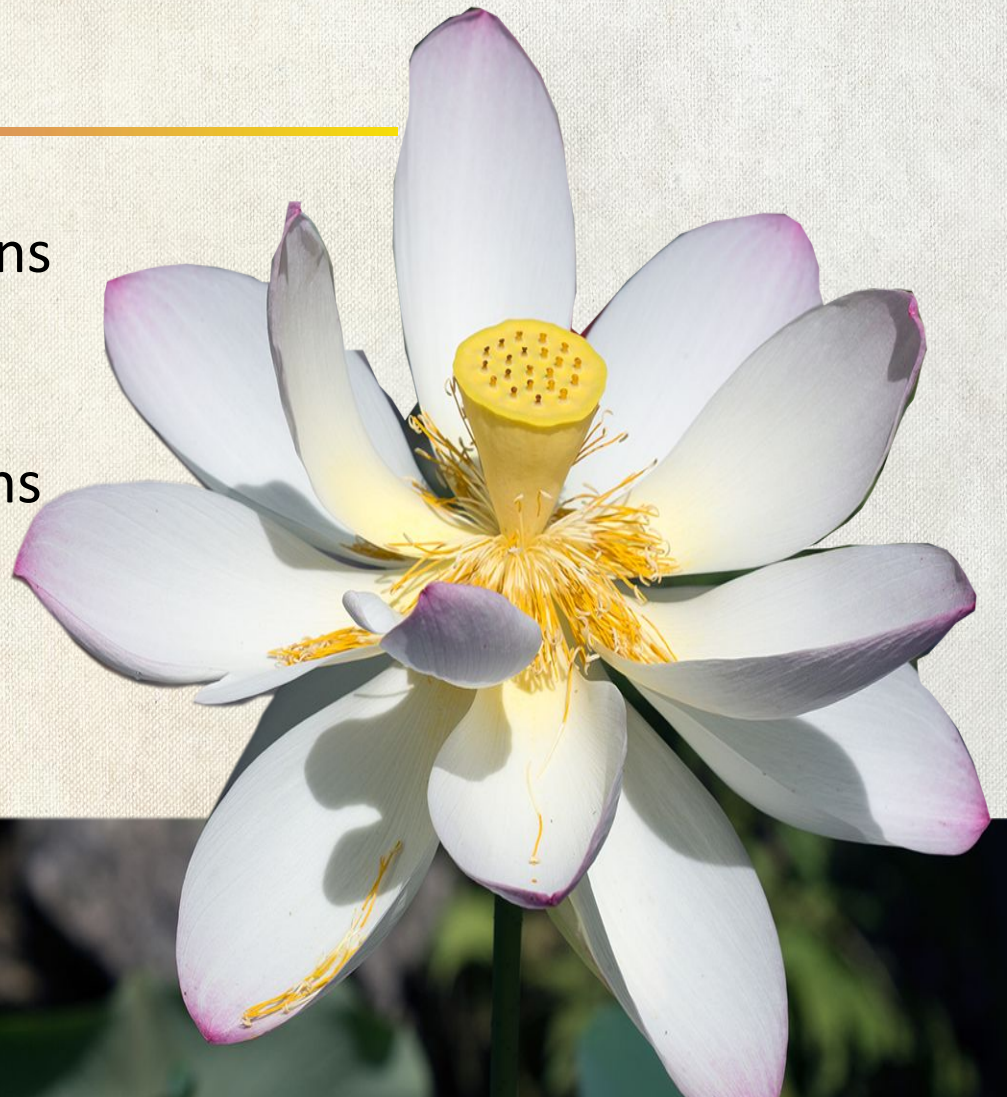
STRATEGIC PLAN

Timeframe: FY 21/22 through FY 23/24

OUR

Mission

The Florida Botanical Gardens Foundation is committed to creating an environment at the Florida Botanical Gardens for the community to come together for education, inspiration and enjoyment.



OUR Values

A cluster of vibrant pink flowers with yellow centers, positioned in the upper right corner of the slide. A horizontal line, colored purple on the left and yellow on the right, runs across the middle of the slide, partially overlapping the flowers.

To ethically, inclusively and respectfully serve our visitors, Foundation members and donors through:

- **Advocacy:** Advocate for the Florida Botanical Gardens as a locally treasured and globally renowned entity.
- **Collaboration:** Develop and foster effective partnerships with our donors, members, volunteers, Pinellas County Government (especially Parks & Conservation Resources), and other organizations that support our mission.
- **Diversity, Equity & Inclusion:** Deliver resources and programming that serve people of all ages, abilities, cultures and incomes.

OUR *Values*

The background features a soft-focus image of pink flowers, likely azaleas, in the upper right corner. A horizontal line, colored purple on the left and yellow on the right, spans across the middle of the page.

- **Financial Security:** Secure financial resources to support our Foundation goals and to help maintain and develop the gardens.
- **Inspiration:** Lift our visitors' spirits, touch their hearts and engage their minds through our endeavors.
- **Stewardship:** Manage the resources entrusted to the Foundation to ensure the conservation and preservation of the natural environment to better serve our current and future generations.

Position

STATEMENTS

Enhance

We work to advance the continual improvement of the Gardens and its collections to enrich the experience for all visitors.

Grow

We seek ways to diversify and increase Garden attendance, Foundation membership, community connections, and financial supporters to ensure the Gardens maintains its status as a premier destination.



Position

STATEMENTS

Educate

We provide rich and relevant educational information and experiences for our visitors with a focus on Florida horticulture and environmental stewardship.

Engage

We communicate and interact effectively with a diverse audience to provide a lasting, meaningful relationship with the Gardens and the Foundation using a variety of engagement activities.

Advocate

We champion and lobby for the continuing existence, nurture and advancement of the Gardens as one of Pinellas County's outstanding, verdant, natural assets for the enjoyment and education of residents and tourists.

- **Children's Discovery Garden and Children's Trail**

Complete the construction of the Children's Discovery Garden and revamp the Children's trail. Create and implement a robust educational program that coordinates the CDG and Children's Trail experiences for children of all ages and abilities throughout the garden.

- **Welcome Center**

Build a welcome center experience in the Tropical Courtyard that will provide visitors with information, orientation and services. This will include renovation of the Tropical Pavilion and Courtyard and the relocation of the Foundation offices and Botanical Bounty gift shop to provide a more consistent presence and visibility in the gardens.

Children's Discovery Garden



Children's Discovery Garden

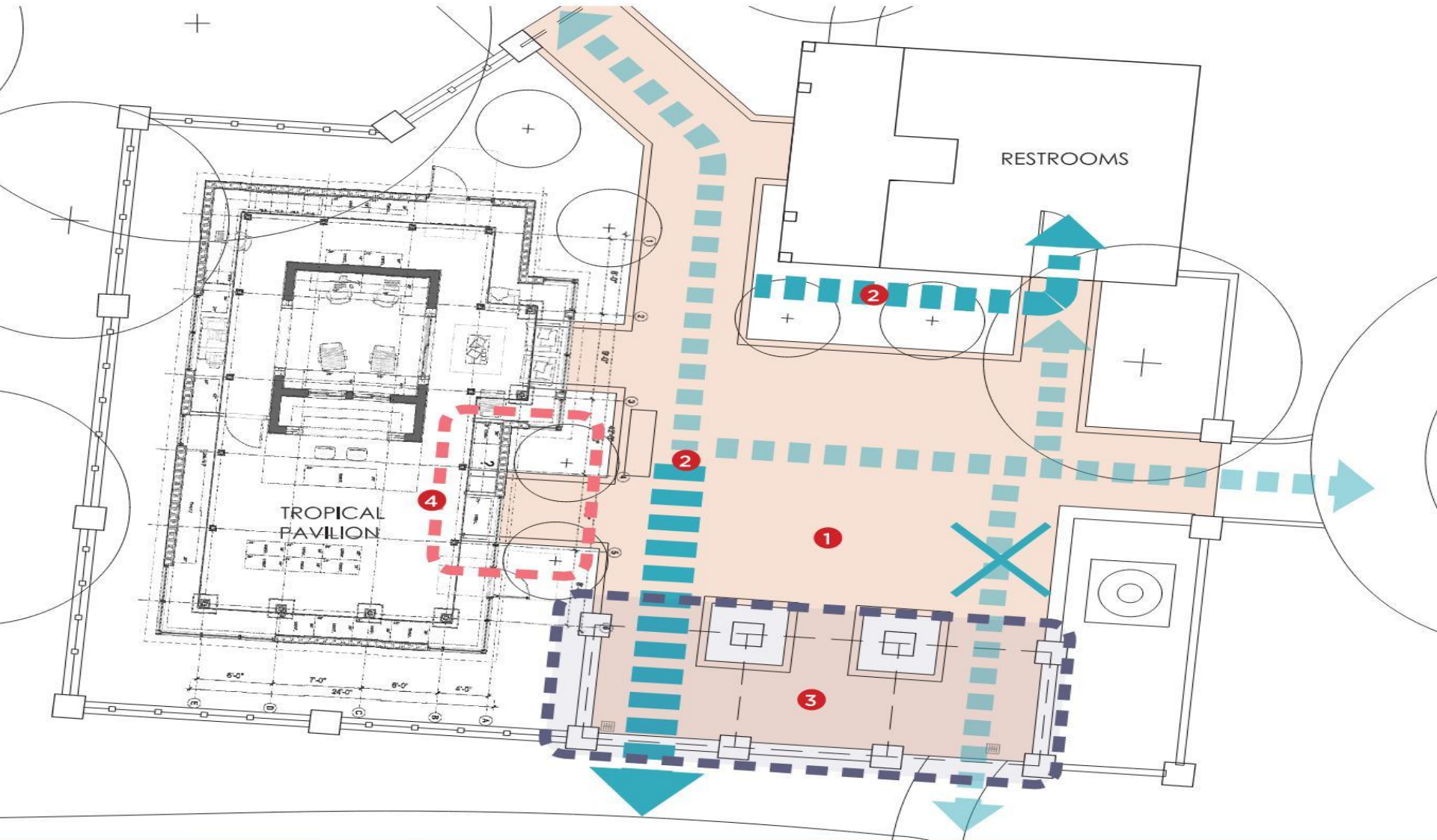


Current Price Tag: \$2.3 Million
Raised: \$1.8 Million

Welcome Center



Welcome Center



Holiday Lights in the Garden



Support Our Upcoming Events

| Event Name | Tentative Date(s) |
|---|--------------------------|
| Fall Tour of Public/Private Gardens | October 10, 2021 |
| Pumpkin Fest | October 24, 2021 |
| Holiday Floral Workshop | Various |
| Fall Hops Night & HL Preview | November 19, 2021 |
| Wine Walk | November 21, 2021 |
| Members HL Preview Party | November 22, 2021 |
| Holiday Lights 2021 | November 26 - January 2 |
| Gift & Plant Sale | December 11, 2021 |
| New Year's Eve Celebration | December 31, 2021 |
| CDG Groundbreaking | January 2022 |
| CDG Hard Hat Tours/Donor receptions | October 2021-August 2022 |
| Clerk's Annual Valentine's Mass Wedding | February 14, 2022 |
| Annual Membership Meeting | February 15, 2022 |
| Orchid Repotting & Plant Sale | March 12, 2022 |
| Earth Day 2022 | April 23 & 24, 2022 |
| Spring Tour of Public/Private Gardens | May 8, 2022 |
| Spring Hops Night & Plant Sale | May 13 & 14, 2022 |
| Go Public Gardens Days | May 20 & 21, 2022 |
| First Annual Picnic | May 28, 2022 |
| Lecture Series | Various |
| CDG Dedication | August 2022 |
| Bus Tours | Various |
| Orchid Society Member Plant Sales | Various |



Thank You & Questions

