

2024 – 2028 Strategic Plan

Ambition Statement:

The Garden’s ambition is to earn global recognition for the positive **impact** its nature-based initiatives have in shaping how people experience, value, and care for the planet.

Strategic Imperatives	<p>Expand and deepen the Garden’s local, national, and global reach through the full breadth of the Garden’s work</p>	<p>Develop and adapt the main campus for greater relevance, resilience, and guest experience</p>	<p>Grow the Garden’s Chicagoland presence through platforms for partnerships</p>	<p>Establish the Garden as a global leader for plant conservation science and restoration</p>	<p>Establish long-term financial and operational sustainability and a thriving organizational culture</p>
Strategic Goals	<ul style="list-style-type: none"> • Evolve the experience and our message so that more people believe the Garden offers something for them • Broaden the understanding of all the Garden’s work among the public, policymakers, plant experts, and peers • Grow the number of unique visitors across all Garden locations 	<ul style="list-style-type: none"> • Delight guests through new experiences, connecting nature, science, art, and design • Create a seamless, inclusive, and accessible end-to-end guest experience • Accelerate sustainable practices to adapt to climate destabilization 	<ul style="list-style-type: none"> • Refine the financial and operating model to sustain and scale Windy City Harvest • Co-create new visitor experiences with Farm on Ogden communities • Expand and support partnerships across Chicagoland that build capacity and extend the Garden experience 	<ul style="list-style-type: none"> • Lead a global effort to conserve the genetic diversity within plant collections worldwide • Pursue major plant conservation science policy and practical applications • Increase species diversity for landscape restoration efforts throughout the Upper Midwest 	<ul style="list-style-type: none"> • Diversify revenue streams and grow annual revenue • Modernize the Garden’s operations and technology to sustain growth • Strengthen our people-centric organizational culture grounded in equity, diversity, inclusion, and accessibility