

# Central Gardens of North Iowa, Inc.

## Strategic Plan 2017-2020

Existing Mission Statement: *The mission of Central Gardens is to create an intergenerational environment for the 21<sup>st</sup> century that is beautiful, safe and secure, calm and reflective, educational and recreational—a setting that tells the story of our changing seasons, our pride in our past, the uniqueness of our present, and the hope of our future.*

**Proposed Mission Statement:** It is the mission of Central Gardens of North Iowa, Inc. to provide a public, intergenerational Garden environment that is welcoming (synonym: inviting), beautiful, calm, educational, recreational, and fun (synonyms: amusing, entertaining, enjoyable).

### Goal 1: **Beautify the Grounds**

#### **Strategies:**

1. Refurbish 2-3 gardens each year for the next five years.
2. Improve the lighting in the Gardens
  - a. Update the existing lighting in 2017
  - b. Add seasonal lighting displays in 2018 and 2019
3. Add a significant piece of art work into the Gardens every 2-3 years
  - a. Create a art committee in 2017 to begin planning
  - b. Secure a new piece of art work no later than 2020
4. Install a large "Sail Structure" to provide shade and dramatic curb appeal by 2020
5. Install a lighted welcome sign on the NW Corner of the Gardens by 2018

## Goal 2: **Provide Creative Events and Programming**

### **Strategies:**

1. Offer seasonal dinners by 2018
2. Offer an outdoor play every year by 2020
3. Institute a series of seasonal lectures by 2019
4. Offer art tours, traveling arts, etc. through increased collaboration with the Clear Lake Arts Center by 2018
5. Target specific events that would appeal to the 20-40 year-old demographic and offer those events in 2018

## Goal 3: **Ensure Financial Stability**

### **Strategies:**

1. Increase the endowment by \$60,000 by 2020
  - a. For any cash gift received, 50% goes to the endowment
  - b. Any excess funds over budget at years end will go into the endowment
2. Add 5 corporate sponsors per year beginning in 2017 who will provide both funds and volunteers to specific gardens.
3. Increase membership by 15% per year
  - a. Continue with tiers for individual memberships
  - b. Develop a corporate tier with appropriate levels of support in amounts ranging from \$50-\$1000 beginning in 2017
  - c. Ensure appropriate recognition strategies for gifts given in various print and social media outlets
  - d. Utilize PayPal for memberships and publicize tax incentives for donating.
4. Conduct a different brick campaign each year that targets a specific audience/different theme each year from 2017-2020.

## Goal 4: **Grow the "Reach" of the Gardens**

### **Strategies:**

1. Revise, print and distribute rack cards to welcome centers, hotels, businesses and other appropriate outlets every year beginning in 2017.
2. In conjunction with the finance committee, develop a plan for corporate memberships that includes and extends beyond Clear Lake, beginning in 2017.
3. Conduct a general membership drive in 2018 with a goal of increasing memberships by WHAT PERCENTAGE?
4. Purchase banners and flags to emphasize when the gates are open in 2017.
5. Seek city approval for street light banners to be installed in 2018.