

Park and Recreation Advisory Board

Action Item VI. A

Presented February 22, 2017

“Fort Worth Botanic Garden Strategic Plan Phase One Implementation including Earned Revenues, Staff and Operational Expenses”

Strategic Plan Overview

Phases I and II



Strategic Plan: Action for next 12 months

Refer the Plan to the City Manager and staff for further review and evaluation to develop strategies and policies for the implementation of the Plan.

Realign governance and existing financial resources – also in Phase II
Began work on purpose of the not for profit, Botanic Garden Conservancy, working on realigning financial resources

Identify needed capital infrastructure costs
City Council approved contract 2/21/17

Assemble more visitor information
Visitor intercept surveys began February 6, 2017 (funded by support groups)

Strategic Plan: Phase I - Scope

1. Setup Special Revenue Fund for Fort Worth Botanic Garden
2. ***Revenues and expenses from General Fund to Special Revenue Fund***
3. Redirect income currently flowing to support groups
 - Admission*** – Conservatory and Japanese Garden
 - Rentals*** – Japanese Garden, Garden Center, Botanic Garden areas
 - Retail*** – Photography, Treasure Tree Gift Shop, etc. (including one-time donation of Gift Shop inventory)
4. Redirect funds coming from other organizations
 - Botanical Research Institute of Texas***
 - Fuller Foundation***

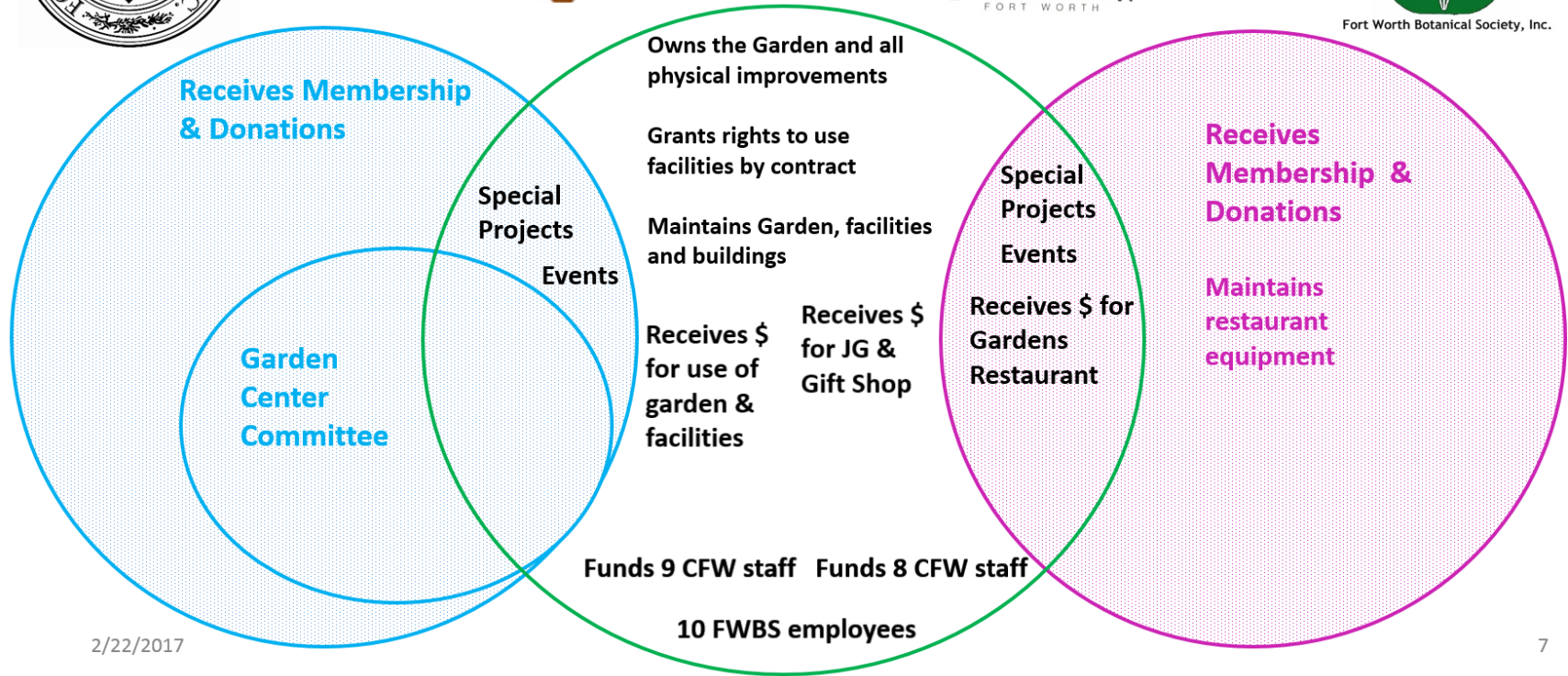
Strategic Plan: Phase I - Scope

5. City assumes expenses

- 9 CFW staff – Garden Center Committee of the Fort Worth Garden Club
- **8 CFW staff – Fort Worth Botanical Society**
- **10 FWBS staff – 8 currently filled, 2 vacant**
- **4 new CFW staff (if approved) – housekeeping, customer service, electrician**
- Related operating expenses

Working through funds received through commitment – ensure they are spent in accordance with donor, free of restrictions

Phase I - Results

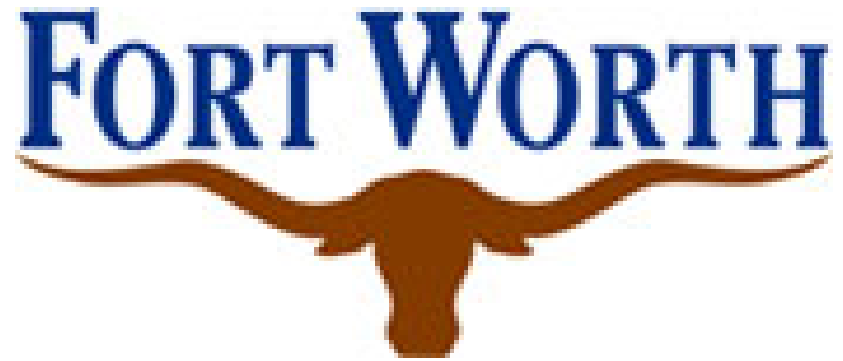


Strategic Plan: Phase I Timeline

- November 15, 2016 – City Council authorized acceptance of the Plan
- January 25, 2017 – Park Board received Information Item
- February 22, 2017 – Park Board receive Action Item
- **March 21, 2017 – City Council to receive presentation on the Plan**
- **March 28, 2017 – City Council to take action on the Plan, Phase I**

Strategic Plan: Phase II - Scope

1. Establish non-profit as **Botanic Garden Conservancy**
2. **Primary focus** – fund raising and membership
3. **Conservancy receives** retained funds from **FWBS** and **FWGC**
To use as “seed” money
4. **Insurance** to cover any **outstanding liabilities**
5. **Time table** to develop contract between city and non-profit
 - June 28, 2017 – Park Board Information Item
 - July 26, 2017 – Park Board Action Item
 - August 1, 2017 – City Council Informal Report
 - August 15, 2017 – M&C presented for action to Mayor and Council



Questions?