

# 2024 - 2028 Strategic Plan

## Ambition Statement

The Garden's ambition is to create a bold new vision for our work, one that is forward-thinking, sharing how we believe we can best address the challenges of our time.

### Strategic Imperatives

Expand and deepen the Garden's local reach through the full breadth of the Garden's work	Develop and expand our main campus for greater relevance, resilience, and guest experience	Grow our global presence through a global network of plant biodiversity sites	Expand our digital reach through a robust, user-centered digital ecosystem	Expand our financial reach through a robust, diversified financial portfolio
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### Strategic Goals

- Evolve the experience and our message so that more people believe the Garden offers something of value
- Broaden the understanding of the Garden's work among the public, policymakers, plant experts, and business
- Grow the number of unique visitors across all Garden locations
- Reinforce our position as a world leader in plant science, art, and design
- Expand our presence in new geographic markets
- Increase our financial resilience and capacity to support our work
- Increase our digital reach and engagement
- Expand our financial reach through a robust, diversified financial portfolio