



2024 – 2026 STRATEGIC PLAN

Guiding the strategic vision of the Garfield Park Conservatory Alliance to effectively change more lives through the power of nature.

Goal #1: No Longer a Hidden Gem

Successfully complete construction of 3 major projects (EMG Children’s Garden; Child Wild Exploration Garden; Lobby Refresh) and ensure operations, staff, programs, fundraising, and marketing support growth of annual attendance from 325,000 to 500,000 by 2028.

Goal #2: The Most Inclusive Campus for Nature Education

Be the nation’s most inclusive campus for nature education through the accessibility and inclusivity of public engagement and nature education programs to ensure everyone feels welcome and has an equitable experience.

Goal #3: Commitment to Community

Implement the recommendations of our Community Engagement Logic Model by establishing a Community Advisory Board, Youth Advisory Council, Web Community Corner and Complimentary Community Membership.

Goal #4: Build the Alliance

Invest in staff, board members and volunteers, leaning into the organization’s culture of creativity, inclusivity, accountability and efficacy.

Goal #5: Build a Long Range Master Plan

With input from all stakeholders, review existing Campus Framework Plan and establish new master plan to support continued growth in visitation and programming as well as advance investment in East Garfield Park.