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The Key West
Tropical Forest
& Botanical
Garden

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Key West Botanical Garden



ARCHIVE—DECEMBER 1936



ARCHIVE – JULY 1988

START WITH THE BASICS #1

- **FIX UP YOUR FRONT DOOR**

- Entrance

- Visitor Welcome Center

- Guest Facilities



Then and Now



Before



After



BASICS #2

• BRING IT INTO THE 2021ST CENTURY

Focus on Education

- Horticulture Training
- Descriptive Signage
- Public Information
 1. Self-guided Tours
 2. Garden Guide
 3. Cell phone Tours
 4. Internet (app) Tours
 5. Docent Tours



#3 MOST IMPORTANT CHILDREN ARE OUR FUTURE

1. CHILDREN'S EDUCATION PROGRAM
LIVING LAB

2. CLASS FIELD TRIPS

3. GARDEN COMPANIONS

4. FAMILY THEMED COMMUNITY EVENTS

- MIGRATION MANIA & GREAT EGG HUNT
- SCREAMING GREEN HALLOWEEN
- KEY WEST ART *in the* GARDEN EXHIBIT
- SCARECROWS *in the* FOREST EXHIBIT



KWBGGS Mission

- **Purpose**
 - Preserve
 - Develop
 - Expand
 - maintain
- **the historic Key West Tropical Forest & Botanical Garden**
 - as an arboretum
 - botanical garden
 - living museum
 - native habitat
 - wildlife refuge
 - education center
 - cultural heritage museum
- **Showcasing flora & fauna**
 - native to the Keys
 - Cuba
 - & the Western Caribbean
 - emphasis on cultivation of threatened and endangered species of the Florida Keys.
- **Vision to encourage study of the collection**
 - Center for study and research
 - Threatened, endangered and endemic species of flora and fauna, both resident and migratory of the Florida Keys, Cuba and the Caribbean
- **Promote the benefits of native vegetation worldwide**
 - Encourage conservation
 - Advocate the importance of native plants and wildlife
- **Provide educational programs for all age groups and various levels of interest geared to**
 - Keys residents
 - Tourists
 - Plant experts
 - Academia
 - Other Conservation Groups



Our Mission is to develop, promote, protect and conserve the natural beauty of the Upper Keys.

We accomplish this through education and cooperation with our members, residents and visitors.

Our objectives are to develop and augment knowledge and love of plants and gardening with a focus on native plants,

Promote community planting and beautification of the Upper Keys,

Protect and conserve our natural resources by education the community and

Maintain our gardens and garden center as teaching tools.

CREATE A CONCEPTUAL MASTER PLAN



HOW DO YOU WANT IT TO LOOK LIKE IN 5 – 10 YEARS

- ❑ BOARDWALKS vs WALKWAYS vs PATHS vs NATURE TRAILS
- ❑ CULTIVATED GARDENS vs NATURAL HABITATS
- ❑ RAISED BEDS vs EXHIBITS
- ❑ INDOOR vs OUTDOOR EXHIBITS

CREATE A 5 YEAR STRATEGIC PLAN

- A. Identify your inventory of plants
 - i. What you have now
 - ii. What is the focus of your collection
- B. What do you want to have
- C. Identify the means to get it
 - i. Purchase (from where?)
 - ii. Cultivate / Nursery

What it takes to Grow and Thrive

- **Bio-Diversity is key**
 1. **Plant species**
 2. **Communities**
 3. **Cultures**
 4. **Race**
 - **All lives matter**

VOLUNTEERS

- ***RECRUITMENT***
 - ***EVERYONE RECRUITS***
- ***TRAINING***
 - ***CONTINUED EDUCATION***
- ***SCHEDULING***
 - ***REGIMENTED OR FLEXIBLE***
- ***RETENTION***

COMMUNITY SUPPORT

- COMMUNITY EVENTS
- BUSINESS ASSOCIATIONS
- DONATIONS
- GRANTS

PUBLIC AWARENESS

- **Social Media**

- **Designate someone as the key person**

- **Website**

- **Designate someone as the key person**

- **Update routinely**

- **Show current and relevant content**

- **Easy access to public donations and memberships**

- **Promote your History**

IN CLOSING

Select a Committee to
dream and present options

Stay the Course

Keep Growing!



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