

Yerba Buena Gardens Conservancy Strategic Plan

FY22-23

YERBA BUENA GARDENS
CONSERVANCY

Vision, Mission and Values

- **Vision:** A joyful and thriving place that inspires culture, connection, healing, and a feeling of community for all.
- **Mission:** We provide arts, culture, recreation and nature in beautiful, accessible, welcoming spaces for everyone through stewardship and collaboration.
- **Values:** Equity, Inclusion, Integrity, Service, Sustainability.

Overarching Principles

- Interrogating identity of the Gardens (ecosystem)
- Equity

Both through the lens of the Conservancy and Gardens.

Focus Area: Reimagining Purpose

- **Vision of Success:**

- The Conservancy is viewed as a hub and convenor in the ecosystem in a manner that engenders trust and value.
- The Gardens have a clear, responsive, and strong identity and purpose.

- **Strategies**

- Define the identity of the Gardens.
- Define the Conservancy's role.
- Relationships and collaboration.

Focus Area: Vibrant and Active Gardens

- Vision of Success:
 - A thriving ecosystem.
- Strategies
 - Strengthening Financial Model
 - Governance / Partnerships
 - Overall assets are renewed and refreshed.

Focus Area: Equity

- Vision of Success:
 - The ecosystem of the gardens is an intentional model for how we include marginalized voices and how public space can be equitable.
 - Equity and inclusion is operationalized as a part of the Conservancy.
- Strategies
 - Be more inclusive of marginalized communities.
 - Ensure equitable representation at all levels.