



VanDusen & Bloedel

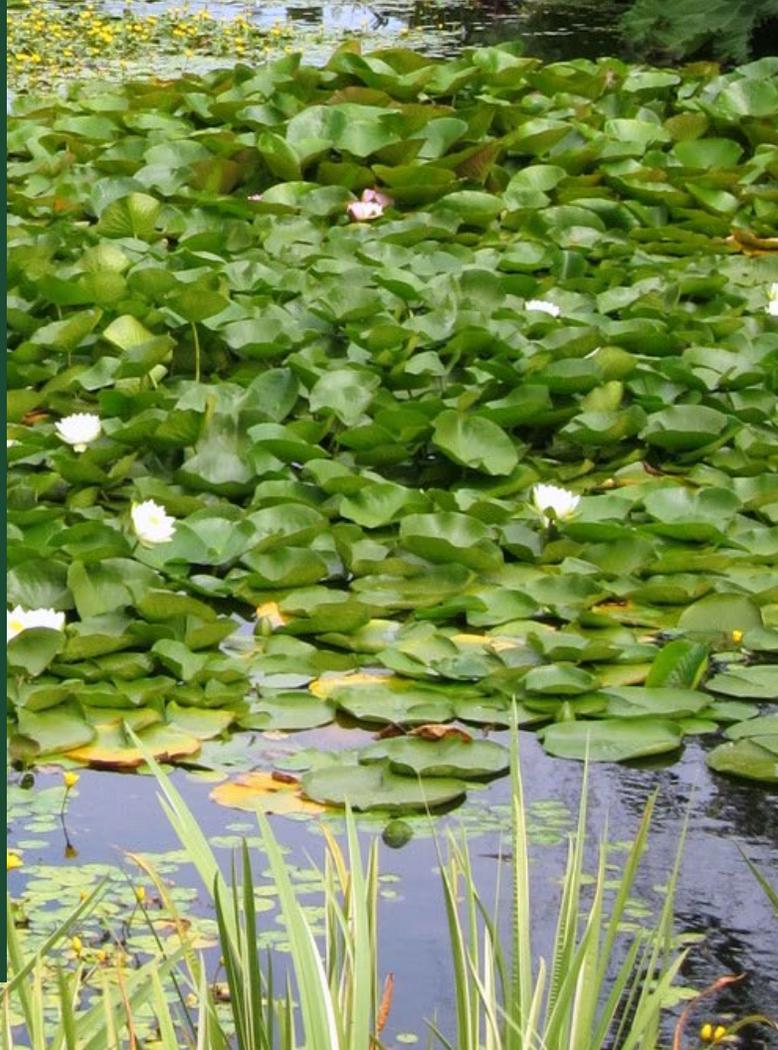
Strategic Plan

Fall 2021



Land Acknowledgement

Vancouver is located on the unceded traditional territories of the xʷməθkʷəy̓ əm (Musqueam), Sḵwx̱wú7mesh (Squamish) and səl' ilwətaʔt (Tsleil-Waututh) Peoples. Musqueam, Squamish, and Tsleil-Waututh peoples have been and are stewards of these lands and have deep knowledge and connection to the plants and the land that have sustained their people for time immemorial. We believe that Vancouver's parks and natural spaces are venues to foster new connections between the land and people and a place to learn from the Musqueam, Squamish, and Tsleil-Waututh peoples. Contained within this Strategic Plan is a shared commitment between the Vancouver Board of Parks and Recreation and the Vancouver Botanical Gardens Association to advance reconciliation, working respectfully with First Nations and honouring the long history of stewardship of these special gardens.



A Letter From Both Boards

The VanDusen Botanical Garden and the Bloedel Conservatory (VanDusen and Bloedel) are two treasured locations in the City of Vancouver. As places for exploration, learning, and respite, VanDusen and Bloedel draw people from Vancouver, the Lower Mainland, provincially, nationally, and internationally.

Together, the Vancouver Botanical Gardens Association (VBGA) and the Vancouver Board of Parks and Recreation (Park Board), operate and manage the gardens. The gardens were in need of a strategic plan that would enable further collaboration between these two organizations and set a solid foundation for the future of the gardens. This strategic plan outlines our shared values, vision, mission, and goals as we move forward in true partnership.

As we look to the future, we also take into account our past and present:

Advancing Reconciliation. We acknowledge the land upon which VanDusen and Bloedel sit is the traditional territory of the Musqueam, Squamish, and Tsleil-Waututh Nations, and we commit to advancing reconciliation with Indigenous Peoples.

Continuing the Legacy. We seek to carry on the legacy of stewardship that our founders, W. J. VanDusen and Prentice Bloedel, left to the City. They foresaw the significant value in setting aside space to appreciate and learn about plants and their critical role in the natural world that we now enjoy.

Addressing the Climate Crisis. Our climate is changing, and we recognize the responsibility for botanical organizations to lead the way in addressing climate change and demonstrating resilience. Our knowledge of plants and their relationship to people and the environment puts us in a unique position to be leaders in conservation, sustainability, and in enhancing the natural world.

VanDusen and Bloedel have been incredible places for people to experience and learn about plants from the Pacific Northwest and around the world, and with this Strategic Plan, we aim to reach even higher. We want to provide transformative experiences to every visitor by connecting them to plants, nature and each other.

We, the VBGA and the Park Board have developed this Strategic Plan through a process rooted in consensus and collaboration. We are thankful for the opportunity to envision a significant future for VanDusen and Bloedel and are very pleased to be sharing this with you.

Sincerely,



Commissioner Camil Dumont
Park Board Chair



Janet Rhodes
VBGA President



Vancouver
Botanical
Gardens
Association



Project Acknowledgement

A heartfelt thank you to all that contributed to the success of this project and particularly the staff and volunteers who operate VanDusen Botanical Garden and Bloedel Conservatory daily and provided their feedback on this project during the engagement phase.

Vancouver Board of Parks and Recreation Commissioners (2018-2022):

Camil Dumont, Chair

Dave Demers

Gwen Giesbrecht

John Coupar

John Irwin

Stuart Mackinnon

Tricia Barker

Vancouver Board of Parks and Recreation Staff:

Amit Gandha, Director of Parks Operation

Dave Hutch, Director, Planning and Park
Development

Donnie Rosa, General Manager

Doug Shearer, Manager of Planning, Policy
& Environment

Ema Tanaka, Garden Director - VanDusen
Botanical Garden, Bloedel Conservatory,
QE Park, Sunset Nursery

Octavio Silva, Manager of Business
Development

Steve Jackson, Director of Business
Services

Vancouver Botanical Gardens Association Board of Directors (2021-2022):

Angela White

Ann-Marie Copping

Bill Manning

Christine McCaffrey - Treasurer

Dennis Johnston

Donald Zarowny

Janet Rhodes - President

Jasmine Sidhu

Norene Kimberley

Paul Kluckner - Vice President

Rozanne Kipnes

Susan Witter - Secretary

Stephen Shapiro, Vancouver Botanical
Gardens Association Executive Director

Project Team:

Leila Todd, Senior Planner, Vancouver
Board of Parks and Recreation

Delaney and Associates: Brittany Mason
and Jessica Delaney

Design Workshop: Amanda Jeter, Hadley
Peterson, Kurt Culbertson

EMD Consulting: Karen Sikkenga and
Rick Daley

How We Developed this Strategic Plan

Our planning process, though interrupted by the global COVID-19 pandemic, sought to include those who were interested or impacted by the VanDusen and Bloedel Strategic Plan.

We began by listening to and learning from the community and interested and affected parties^[1]. We aimed to gather their insights into the Vision, Mission, and Values of VanDusen and Bloedel, and better understand the principles they believe should guide the gardens. We also explored key measures of success for the Strategic Plan with stakeholder parties, including botanical leaders. Through our internal and external engagement process (which included surveys, interviews, focus groups, workshops, and open houses), we heard from approximately 6,000 people.

Once we had concluded our engagement process, we established a Steering Committee, formed of VBGA Board and staff, and Park Board staff. Through a series of workshops, expert interviews, virtual site visits, and collaborative online work, we incrementally developed the contents of this strategic plan. Our approach was rooted in consensus: we reflected, considered, and compromised to arrive at this shared plan which sets the course for a vibrant future for the gardens.

¹ Through our process we engaged with: visitors to VanDusen and Bloedel, VBGA members, volunteers, VBGA and Park Board staff, donors, and educators.



Vision To be a leading garden of transformative experiences and botanical discovery.

Mission To inspire a deeper understanding of plants and a passion for biodiversity, and to encourage generations to conserve, protect, and enhance the natural world.

Values

Botanical Conservation: We are committed to and will advocate for conservation of plant biodiversity from the Pacific Northwest and ecosystems from around the world.

Discovery: We value discovery for all through transformative experiences, education and research. We want every visitor who comes to the garden or conservatory to discover something new about plants and nature in places of inspiration.

Inclusion: We welcome every community member and work to enhance human connection to nature, plants and each other by being inclusive and relevant to those we serve now and in the future.

Reconciliation: We recognize and celebrate the original stewards of these unceded lands of the Musqueam, Squamish and Tsleil-Waututh Nations. We are committed to carrying out the important work of reconciliation.

Respite: We value being a place that allows for peace, restoration and grounding oneself in nature.

Stewardship: We honour the garden and conservatory's founders including W.J. VanDusen and Prentice Bloedel and all other donors, contributors and legacy by promoting environmental stewardship, and ensuring the financial resources to maintain and grow the gardens.



Be a leader in conservation and sustainable practices

Cultivate knowledge, understanding, and passion for the important role of plants, and gain commitment to promoting biodiversity

Increase horticultural and botanical relevance and significance

TRANSFORMATIVE GOALS

Facilitate a memorable experience for all visitors, members, and groups

Achieve long-term financial sustainability

Support understanding and appreciation of the relationship between nature, culture, and heritage while celebrating the relationship of Musqueam, Squamish, and Tsleil-Waututh First Nations to the unceded lands on which the gardens are located

Cultivate strong and active partnerships between City of Vancouver, Park Board, and Vancouver Botanical Gardens Association

Vision is an inspirational statement that simply states the aspirational future for VanDusen Garden and Bloedel Conservatory. The vision articulates hopes and dreams, inspires and unites.

Mission is a simple statement that communicates the why and how we do something.

Values represent the core of who we are, what we stand for and what we believe in.

Transformative Goals align with the values, help realize the vision, and advance the mission.

- Achieving these goals will require a number of specific actions. These actions will impact the work of staff in each organization, and it is important to develop these actions with staff capacity, time, and financial resources.

