

## QUESTIONS TO ASK IN DEVELOPING THE KEY PURPOSE AND FOCUS OF THE GARDEN

Excerpted from:

Rakow, D. A., and S. A. Lee. 2011. Public Garden Management. John Wiley & Sons, Inc., Hoboken, New Jersey. p. 46.

What is the primary purpose of the garden?

- Showcase plants; display garden
- Display, collect, and save native plants
- Historic preservation
- Garden for human interaction
- Preserve land and/or habitats
- Education of identified audiences
- Research on plants

What is the plant focus?

- Diverse horticultural collections
- Balance of collections and display
- Native vs. non-native
- Nonhardy species displayed in conservatories
- Themed collections (e.g., herb garden, water garden)

What is the plan for financial support and long-term sustainability?

- Establish endowment
- Contributions

- Earned revenue
- Public support

Will it be an urban garden or suburban/rural?

- Focus on urban issues: traffic, land prices, crime
- Rural locations often have larger land tracts but are less accessible
- Size and demographics of community often have a direct impact on contributions and earned revenue.
- What is the best model of governance?
- Public
- University
- Nonprofit
- Public/private

Are there existing assets that need to be incorporated into the plans and managed?

- Art collections
- Historic buildings and structures
- Natural areas