
OBJECTIVE: *Elevate* the Oklahoma City Zoo’s Botanical Gardens to one of Oklahoma’s premiere horticultural destinations. Create a transformative experience using the botanical gardens and natural landscapes.

STRATEGY: *Develop* and implement programs throughout **2019** that emphasize the botanical garden’s commitment to Conservation, Research, Collections and Education. Use the 2019 foundation to “grow” the botanical gardens reputation in 2020.

TACTICS: *Promote* state and national botanical garden events through social media, plant sales, garden tours, and educational opportunities for the community. Cultivate botanical garden awareness using the formal gardens as a clean start of plant accessioning and horticulture excellence.

CONSERVATION

- Support the Zoo’s conservation mission through the development of plant conservation actions (in situ and ex situ) to align with the animal conservation activities already in place. Develop and evolve these actions over the course of 2019 to establish them in 2020. June 1, 2019-actions identified. January 2020-actions in place with 2020 goals established.
- Bring awareness to habitat loss and tie it to the animal conservation actions.
- Continue to use green/environmental products and services.
- Continue to develop the compost program and tie this into educational classes.
- Work with Zoo’s animal/education and “Green” teams to promote/implement eco-friendly alternatives where possible especially with the use of chemicals and pesticides.
- Assist marketing team to promote Zoo Poo compost for launch in spring 2019.

RESEARCH

- Collaborate with local university to develop a research program that benefits the OKC Zoo’s botanical program.
- Create horticulture internship program by working with the education team. May-July. 2019.
- Find graduate students that will benefit from using the botanical collection for studies/experiments.
COLLECTIONS

- Develop at least one botanical collection per area. January 2019. Add to each collection quarterly. Accession/GPS locate plant materials as planted.
- Grow Zoo volunteer groups by working with the education team to help implement bigger annual projects (e.g. planting bulbs, annuals, mulching etc.) that require lots of simple/manual labor.
- Identify the botanical gardens three (3) most unique botanical features and begin plans to cultivate and grow them:
  - Cross timber trees: label, protect, promote 200 year old trees
  - Oklahoma Cacti: label, protect and promote unique cacti of Oklahoma
  - Zoo Blooms: develop program to emphasize blooms (beyond tulip bulbs) that can be promoted in the spring.

EDUCATION

- Work with Zoo’s education team to develop an “evergreen” or seasonal botanical class schedule offered to elementary and high school students for spring 2019.
- Develop monthly classes or activities that engage the public with an introductory botanic program: wreath making, planting a terrarium, etc.
- Develop a “behind the scenes” botanic tour that shows guests a unique look at both the Zoo’s landscape and how it is taken care of.
- Create one written blog on gardening per month for the website, and work with the marketing team to create content for a weekly horticulture related social media post.
- Work with Oklahoma Gardening to promote classes and plant sales on weekly television program. “Botanical Events Section” at the end of the program.
- Strategize a collaboration with the Myriad Botanical Garden.
- Create a “Currently Blooming Display” for guest relations office. A place where guests can find information specifically about the botanical garden and what is in bloom.
- Weekly social media posts to feature a plant of the week or information on a specific garden task occurring in the gardens. Monthly blog articles written by the horticultural curator on timely aspects of Oklahoma gardening. Monthly horticulturally related educational programs. Monthly garden tour themes with tours happening weekly. Quarterly plant sales featuring plant material propagated from the botanical collection.

Botanical Garden Events, Plant Sales, Garden Tours, and Classes for 2019:

- Publicize on social media and the OKC Zoo website. Organize plant sales and garden tours alongside these events to increase attendance and elevate the guest experience.

ANNUAL BOTANIC GARDEN EVENTS:

- **Oklahoma State Arbor Week**: March 25-29, 2019. Tree sale.
- **ZooBlooms**: March–April 2019. Tulip and daffodil garden tours weekly during the month of strong bloom. (late February to early April, weather and bloom dependent)

**BOTANICAL GARDEN TOURS 2019:**
Five different themed tours occurring monthly during the growing season. Garden tours are one hour in length and are free with paid admission. (41 total tour hours annually.)

- **March**: Tulip and Daffodil Tours:
  - Friday, 3/8/19 at 1:00PM
  - Saturday, 3/9/19 at 1:00PM
  - Friday, 3/15/19 at 1:00PM
  - Saturday, 3/16/19 at 1:00PM
  - Friday, 3/22/19 at 1:00PM
  - Saturday, 3/23/19 at 1:00PM
  - Friday, 3/29/19 at 1:00PM
  - Saturday, 3/30/19 at 1:00PM

- **April**: Tulip and Daffodil Tours:
  - Friday, 4/5/19 at 1:00PM
  - Saturday, 4/6/19 at 1:00PM
  - Friday, 4/12/19 at 1:00PM
  - Saturday, 4/13/19 at 1:00PM
  - Friday, 4/19/19 at 1:00PM
  - Saturday, 4/20/19 at 1:00PM
  - Friday, 4/26/19 at 1:00PM
  - Saturday, 4/27/19 at 1:00AM

- **May**: Pollinator Habitat Tours:
  - Friday, 5/3/19 at 1:00PM
  - Saturday, 5/4/19 at 1:00PM
  - Friday, 5/10/19 at 1:00PM
  - Saturday, 5/11/19 at 1:00PM
  - Friday, 5/17/19 at 1:00PM
  - Saturday, 5/18/19 at 1:00PM
  - Friday, 5/24/19 at 1:00PM
  - Saturday, 5/25/19 at 1:00PM

- **June**: Pollinator Habitat Tours:
  - Friday, 6/7/19 at 1:00PM
  - Saturday, 6/8/19 at 1:00PM
  - Friday, 6/14/19 at 1:00PM
Saturday, 6/15/19 at 1:00PM  
Friday, 6/21/19 at 1:00PM  
Saturday, 6/22/19 at 1:00PM  
Friday, 6/28/19 at 1:00PM  
Saturday, 6/29/19 at 1:00PM  

- **July:** Drought Tolerant Plant Tours:  
  - Friday, 7/12/19 at 11:00AM  
  - Friday, 7/19/19 at 11:00AM  
  - Friday, 7/26/19 at 11:00AM  

- **August:** Drought Tolerant Plant Tours:  
  - Friday, 8/9/19 at 11:00AM  
  - Friday, 8/23/19 at 11:00AM  

- **September:** Native Plant Tours:  
  - Friday, 9/13/19 at 11:00AM  
  - Friday, 9/27/19 at 11:00AM  

- **October:** Century Tree Tours:  
  - Friday, 10/11/19 at 1:00PM  
  - Friday, 10/25/19 at 1:00PM  

**PLANT SALES 2019:**  
Vendor plant sales for specialty items and in-house sales of propagated plant materials for spring and fall.  
- Arbor Day Tree Sale- April 2019  
- Spring Plant Sale- May 2019  
- Summer Cactus Sale- July 2019  
- Fall Plant Sale- October 2019  
- Winter Bonsai Sale- February 2019  

**EDUCATIONAL CLASSES 2019:**  
- **January:** Bonsai for Beginners  
- **February:** Totally Terrariums  
- **March:** Tree and Shrub Planting and Establishment  
- **April:** Annuals and Perennials for Oklahoma  
- **May:** Using Annuals and Perennials in Mixed Containers  
- **June:** Planting for Pollinators  
- **July:** Drought Tolerant Plants for Oklahoma  
- **August:** Composting for Soil Health  
- **September:** Oklahoma Native Medicinal Plants  
- **October:** Pumpkin and Gourd Decorating with Fall Annuals  
- **November:** Fall Wreath Making  
- **December:** Evergreen Wreath Making
MONTHLY BLOG POSTS 2019:

- **January:** Spring Garden Planning and Design
- **February:** Ornamental Grasses/Maintenance
- **March:** Tree and Shrub Planting and Establishment
- **April:** Annuals and Perennials for Oklahoma
- **May:** Animal Browse
- **June:** Planting for Pollinators
- **July:** Drought Tolerant Plants for Oklahoma
- **August:** Composting for Soil Health
- **September:** Bulb Planting and End of Season Garden Tasks
- **October:** Mulching and End of Season Garden Tasks
- **November:** Bamboo and Windscreen Planting
- **December:** Tree and Shrub Pruning