

Okefenokee Swamp Park



2014-2016 Strategic Plan

MISSION STATEMENT

We are the world's window to the Okefenokee Swamp.

Our mission is to promote ecological tourism and education by providing—as a convenient point of entry into the Okefenokee—an authentic opportunity for the public to develop an appreciation for the wildlife, culture, and natural beauty of the “Land of the Trembling Earth.”

EDUCATIONAL PROGRAMMING	FACILITIES AND EXHIBITS	FINANCIAL MANAGEMENT	ORGANIZATIONAL OBJECTIVES
<ul style="list-style-type: none"> • Improve current interpretation, tours, and exhibitions • Develop the capability to broadcast interactive Okefenokee presentations to the world • Strengthen the wireless environment on site • Develop QR or similar codes for exhibits/wildlife information • Create an indigenous carnivorous plant garden • Rebuild an outdoor classroom in the swamp • Create a watershed/water conservation educational exhibit • Enhance our focus on native American and early Okefenokee settler cultures • Create a Center for Okefenokee Studies 	<ul style="list-style-type: none"> • Maintain existing facilities and exhibits • Create internet-capable classrooms in our Nature Center and the Cypress Cove buildings • Create a comprehensive American alligator exhibit • Upgrade existing rail footprint and train barn • Extend our boardwalk system • Clear new canoe/kayak trails into the swamp • Create an inspirational interpretive center 	<ul style="list-style-type: none"> • Manage on site revenues (admission tickets, boat rides, and gift shop sales) to sustain current operations • Strengthen and sustain fundraising via The OSPrey Project and foundational grants to fund unbudgeted capital expenses, including major renovations, new facilities, and new exhibits • Enhance and market the Okefenokee Foundation, our planned giving program allowing interested individuals to make arrangements for endowments and other contributions • Establish Director of Advancement 	<ul style="list-style-type: none"> • Recruit and retain high quality staff members • Enhance our marketing efforts • Foster local volunteer efforts • Recruit and educate the most effective on site volunteers • Maintain and strengthen collaborative partnerships • Pursue new collaborative partnerships, including and extending outside of the local geographic area • Create task-oriented advisory committees • Create a Board of Advisors from all interested stakeholders • Ensure effective management succession

Okefenokee Swamp Park Inc. is a non profit 501(c)3 organization. We do not receive any direct Local, State or Federal Funding.