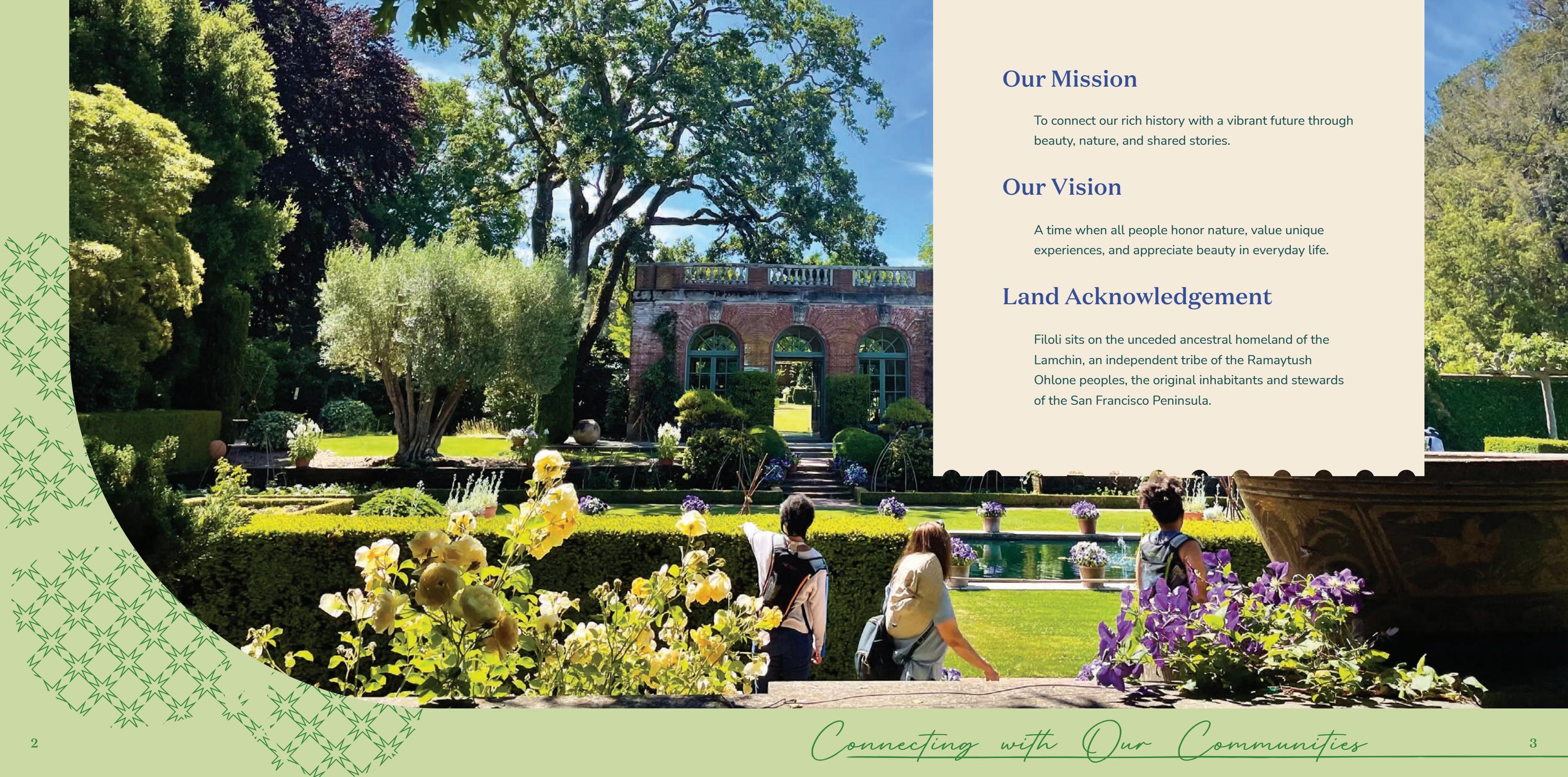




fi
lo
li

Strategic Plan

2024 – 2028



Our Mission

To connect our rich history with a vibrant future through beauty, nature, and shared stories.

Our Vision

A time when all people honor nature, value unique experiences, and appreciate beauty in everyday life.

Land Acknowledgement

Filoli sits on the unceded ancestral homeland of the Lamchin, an independent tribe of the Ramaytush Ohlone peoples, the original inhabitants and stewards of the San Francisco Peninsula.

Our Commitment

Filoli's five-year strategic plan amplifies our fundamental cultural commitment to diversity, equity, and inclusion and ensures that diverse communities experience a deep connection to the beauty of this historic place.





Our Values

Filoli's values are rooted in Integrity; we are accountable for our work, actions, and impact on our guests, community, and environment.

INCLUSIVE Remove barriers to participation, enjoyment, and belonging and seek unique viewpoints that broaden our perspective.

WELCOMING Serve as gracious hosts and provide exceptional engaging experiences in every interaction.

INNOVATIVE Inspire our audiences by leading boldly, courageously, and creatively, adapting to changing needs and expectations.

COLLABORATIVE Connect people, community, and place through respectful dialogue, interactive participation, and meaningful action.

STEWARDS Embody an enduring commitment to preserve Filoli's rich history and implement sustainable practices for the future.



Goal Pillars

Strengthen our connections by growing the number of people who feel welcomed, valued, and inspired by Filoli and by deepening the quality of our relationships with our community.

Curate and expand unique experiences, stories, and programs for and with our guests.

Steward our natural and built environment through sustainable practices, strategic site development, and land conservation.

Establish Filoli as a national workplace of choice and a people-centered culture of integrity and equity.

Embrace our industry leadership role and shape best practices through ongoing innovation and advocacy.





Strengthen our connections by growing the number of people who feel welcomed, valued, and inspired by Filoli and by deepening the quality of our relationships with our community.

- Build the development staff and infrastructure needed to support a comprehensive culture of philanthropy and sustain our expanded vision for serving the community
- Sharpen our public communication messaging and methods to amplify our mission, values, and culture
- Significantly expand tourism visitation to become a leading Bay Area destination
- Cultivate and welcome new donors and members who more fully reflect the communities we serve
- Increase accessibility by reducing financial, physical, transportation, and cultural barriers to all people visiting and enjoying Filoli
- Develop a customer service delivery model with an exceptional ability to create a sense of belonging and welcome

Fight for a Just Cause

Steward our natural and built environment through sustainable practices, strategic site development, and land conservation.

- Fund and launch implementation of the Master Plan to expand visitor amenities while protecting our natural resources
- Open additional trails and natural spaces for guest enjoyment
- Adapt horticultural and agricultural practices to meet changing ecological needs while preserving the original landscape
- Preserve historic buildings and return them to their original aesthetic with modern upgrades
- Combine preservation with resilient design to create innovative programs and techniques that conserve natural resources, support biodiversity, and engage with visitors





Curate and expand unique experiences, stories, and programs for and with our guests.

- Expand Filoli's events and programs in the arts, leveraging sites across the property to create distinctive, memorable events
- Increase multi-day and repeat visitation through more frequent new program development, exhibit rotation, and site upgrades
- Build Filoli's reputation as an innovator in food education, agriculture, and sustainable garden-to-table practices
- Create new outdoor guest experiences that embrace adventure and celebrate nature
- Lead historic sites, museums, and public gardens in the production of unique and engaging guest experiences

Love Your Fellow Man

Establish Filoli as a national workplace of choice and a people-centered culture of integrity and equity.

- Strategically expand staff benefits and in-house resources that focus on professional growth and personal wellness
- Develop an internal Filoli leadership program of mentoring, training, and exchange programs with peer institutions to expand our talent pipeline
- Research and define industry-leading initiatives for employee equity
- Create succession plans for all positions, including recommendations for career navigation and continuing education
- Establish employee recognition programs that celebrate and empower staff in ways that are meaningful to them
- Create opportunities for flexible job design that respond and adapt to the needs of our staff, guests, and community
- Strengthen the sustainability and engagement of the board of directors through skill development, succession planning, and strategic recruiting





Embrace our industry leadership role and shape best practices through ongoing innovation and advocacy.

- Serve as a model among heritage sites for our environmental sustainability and how we balance our use of resources with our ecological impact
- Model an authentic programmatic, financial, and educational partnership with our regional Indigenous peoples
- Invest in innovative technology to enhance how guests experience museums, historic sites, and public gardens
- Develop a conservation program focused on ecosystem redevelopment that builds biodiversity
- Develop sector-leading initiatives on inclusion and anti-racism that support a sense of belonging and a thriving organizational culture
- Drive thought leadership by convening our peers, hosting crucial conversations, and publishing and speaking on critical industry topics

Live a Good Life

ESTD



1917

filoli

86 Cañada Road, Woodside CA, 94062
filoli.org | 650.364.8300 | info@filoli.org

 filolistate

 _filoli

 Filoli