

# Big Bend Conservancy 2015-2020 Strategic Plan

## Mission

To support, promote, and raise funds for Big Bend National Park and the Rio Grande Wild and Scenic River in partnership with the National Park Service.

## Overarching Purpose

Provide a margin of excellence that enhances visitor experiences, promotes the Park, and helps preserve and conserve the natural and cultural treasures.

## Primary Strategies



**Increase public recognition and perception of the National Park, the Wild and Scenic River and the Big Bend Conservancy (BBC)**



**Maintain and strengthen a long-term strategic partnership with National Park**



**Explore providing educational services, programs and additional strategic partnerships**



**Grow and diversify revenue sources to support the Park and the BBC**



**Maintain a robust board of directors**



**Continue to assess and enhance the organizational infrastructure needed to support BBC and its work**