

GRIFFITH OBSERVATORY
FOUNDATION

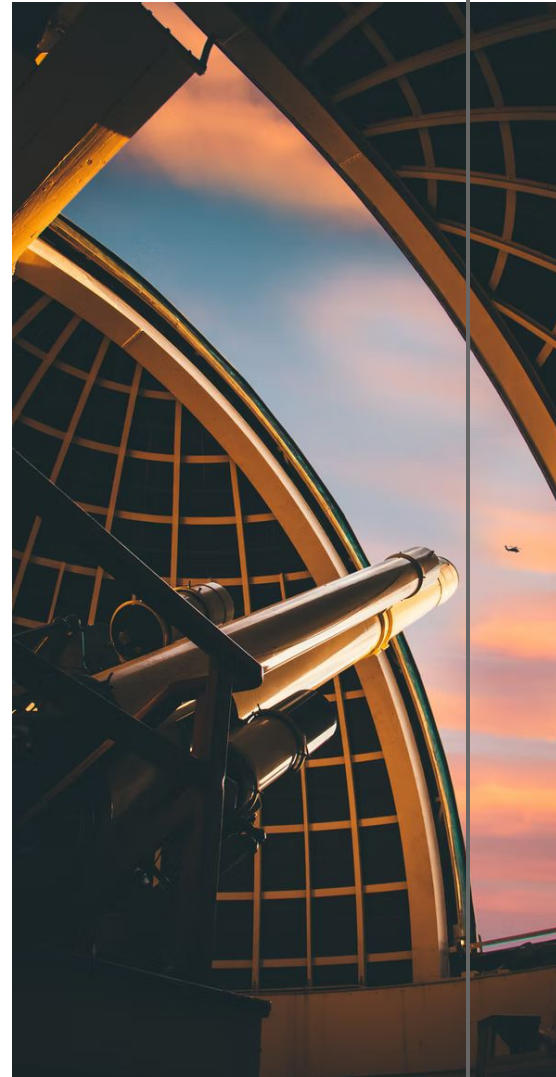
STRATEGIC PLAN

2023-2028



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Dear Friends and Community,

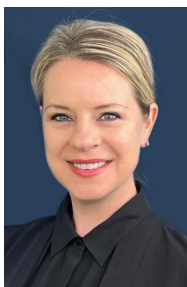
Griffith Observatory is the incomparable jewel of Los Angeles, and Griffith Observatory Foundation is its closest ally and advocate. This unique public-private partnership is nearly half a century old, and we have accomplished so much together: The \$93-million-dollar renovation of the early 2000s, the production of *Signs of Life*, the new signature show now playing in the Samuel Oschin Planetarium, and innovative solutions through the pandemic and beyond.

With the 2028 Olympics coming to Los Angeles, great excitement is on the horizon. To prepare, we embarked on a strategic planning process earlier this year. Our purpose was simple: Create an achievable plan to increase resources for this iconic institution so it can shine brightly on the world stage. The successful execution of the plan means new possibilities for the Observatory in areas such as innovation, reach, and influence. And it means positioning Los Angeles at the forefront of technology, access, and diversity.

Our success depends on our relationships. Join us in building a culture of philanthropy and a spirit of generosity to prepare the Observatory for the international spotlight in 2028. With the support of community and corporate partners, and our closest friends, the sky truly is the limit.

Looking up and looking ahead,

Ann Marie Bedtke, Executive Director
Griffith Observatory Foundation

A handwritten signature in black ink that reads "Ann Marie Bedtke".

Dr. E.C. Krupp, Director
Griffith Observatory

A handwritten signature in black ink that reads "E. C. Krupp".



Vision for this Plan

This strategic plan is focused on amplifying the impact of Griffith Observatory by building community and resources.

Griffith Observatory aims to humanize astronomy and build science literacy through astronomical experiences in a one-of-a-kind location.

This plan represents the Observatory and the Foundation's work to increase local impact, global reach, community ownership, and expand the audience for our cosmic content.

GRIFFITH OBSERVATORY GOALS AND OBJECTIVES

Observatory Goals and Objectives

1. Enhance and expand programming

This goal represents Griffith Observatory's desire to build internal production capabilities. These objectives allow us to enhance and update exhibits, create more cosmic content, and increase the ability of Griffith Observatory to inspire with science.

2. Enhance visitor and supporter experience

This goal represents Griffith Observatory's unique ability to attract visitors. As more people visit our site, we shall ensure we show our core value of inclusiveness; Griffith Observatory is for everyone. Additionally, onsite upgrades will allow us to invite more people to interact with Griffith Observatory online.

3. Promote education and science literacy by bringing experiences with astronomy to more people

An important part of the mission of Griffith Observatory is inspiring interest and appreciation for science and astronomy through hands-on experiences and interactions. This starts with the young learners of Los Angeles. By expanding our educational offerings to include programming off the hill and in the community, we aim to reach more people.

4. Expand the audience for our cosmic content

This goal aims to build our digital communication capabilities with the aim of inspiring more people about astronomy and science.

FOUNDATION GOALS AND OBJECTIVES



GOAL AREA 1

Building new local connections to increase capabilities and impact

Our success lies in our ability to build alliances, connections, and capabilities supporting Griffith Observatory's mission. We seek to build influence in Los Angeles first, giving us a foundation for broader reach.



GOAL AREA 2

Building and increasing ongoing community support

Raising significant funds lies in our ability to develop a philanthropic community. Our goals are to move beyond one-off and transactional fundraising, to develop ongoing streams of support based on: relationships, an understanding of the value of Griffith Observatory, and a sense of belonging.



GOAL AREA 3

Creating experiences to inspire *and* expand our community

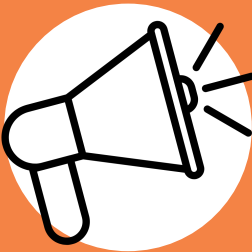
The heart and soul of Griffith Observatory is that it is a unique experience. We aim to create more of those experiences to inspire our community, build a sense of belonging, and offer opportunities to support the mission of Griffith Observatory.



GOAL AREA 4

Creating partnerships to bring Griffith Observatory to more people

Three core values of Griffith Observatory are to be public, inclusive, and inspiring, making us a strong partner. We recognize that we can create funding and resource partnerships to further our educational mission.



GOAL AREA 5

Building a global audience for Griffith Observatory

In addition to amplifying the content and work of Griffith Observatory, this goal is designed to increase the audience for support. We recognize that a strong communications presence can build Griffith Observatory's brand and influence, communicate the need for support, and show potential partners Griffith Observatory and its community in action.



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