



MISSION

To advocate for the preservation and appreciation of wildflowers.

HISTORY

The Wildflower Festival began in 1986 through the efforts of a few insightful Crested Butte locals who envisioned a wildflower celebration in one of the most picturesque valleys in Colorado. The Festival has grown into a summer-long season with over 150 events offered by over 40 instructors, tour guides, and volunteers.

VISION

The Crested Butte Wildflower Festival offers outstanding educational programs and recreational opportunities designed to foster a deep appreciation for the beauty and ecological significance of wildflowers, while advocating for their preservation and serving as a cornerstone of the Gunnison Valley community.

CORE VALUES

Inspiring Lifelong Learning Through a variety of environmental, recreational, artistic, and scientific events, we engage a diverse range of festival participants in immersive educational experiences that inspire curiosity, celebrate the joy of discovery, and instill a deep connection to nature.

Committing to Environmental Conservation We prioritize the protection of wild landscapes, ensuring that future generations will be able to experience and enjoy their natural beauty through careful stewardship. We collaborate with environmentalists and educators to safeguard our natural habitats, focusing on knowledge sharing and joint efforts to conserve vital ecosystems.

Championing Native Horticulture We advocate for the use of native plants in landscaping and gardening, encouraging adaptive practices and plants that support the region's unique ecological diversity.

Supporting the Local Community We foster a resilient community through developing strategic partnerships, investing in the well-being of our residents, promoting economic growth, and providing education in sustainable practices.

Ensuring Operational Viability We ensure fiscal sustainability by offering compelling programs and securing the resources needed to promote our festival's mission and optimize organizational efficiency.

GOALS

Amplify Preservation

The CBWF aims to elevate the festival's role as a leading advocate for wildflower and habitat preservation by embedding environmental stewardship throughout our programming and supporting organizations with wildflower conservation initiatives. Realizations of this goal include increased efforts to:

Expand Offerings

The CBWF strives to thoughtfully expand our range of educational and recreational offerings to reach audiences of diverse backgrounds; meaningfully strengthening both relationships with participants and their relationship with wildflowers and our natural landscapes. This goal is pursued through opportunities to:

Enhance Operational Sustainability

The CBWF prioritizes ensuring long-term viability and growth while maintaining a healthy financial standing aligned with mission-driven objectives. This goal to balance fiscal responsibility and operational efficiency is actualized by initiatives to:

The strategic plan was adopted by the Board of Directors on November 9, 2024