Let’s get our Bloom On!

2020 mParks
Conference & Trade Show
Why Beautification?

Why are Beautification Efforts and Parks & Rec Programming a good fit? Because both ...

– relate to *placemaking* and making communities more livable

– are a People Business! Beautification gets people involved as volunteers and builds positive relationships ... creating more support for Parks funding, programming facilities, etc.
The Soul of the Community study, a project of Gallup and the John S. and James L. Knight Foundation, explored how residents feel about their communities.

In a random, representative sample in each of the 26 communities where Knight Foundation invests – nearly 14,000 people each year and culminating in 2010.

11 domains associated with self-reported feelings about community at varying levels were studied.
Aesthetics: physical beauty and green spaces,
Basic services: community infrastructure;
Civic involvement: residents’ commitment to their community through voting or volunteerism;
Education systems;
Emotional wellness: the mixture of mental and physical well-being
Leadership and elected officials
Local Economy
Openness/welcome-ness: how welcoming the community is to different people
Safety
Social offerings: opportunities for social interaction and citizen caring
Social capital: social networks between residents

11 Areas of Study
The Perceived strength of Social Offerings, Openness, and Aesthetics were most highly correlated with measures of community satisfaction in all of the 26 communities studied.
Beautification is MORE than planting flowers!

• What are your communities assets?
• What do you do very well?
• Every community is different.
  – Acknowledge their efforts
  – Support their efforts with resources
  – Neighboring!
• What are your communities needs?
  – Beautification
  – Recycling
  – Litter Pickup/blight removal/dumping
About Placemaking ...

Placemaking is all about planning, designing and managing public spaces ...

.... The same tasks used by P&R departments to make those same spaces not only useful, but making them gathering places and centers of a community!
Who is Midland?

- Population: 42,200
- 36 Square Miles
- Rich manufacturing and industrial heritage
- Well-educated, passionate population base
- Focused on outdoor activities and amenities:
  - 80+ city-maintained parks
  - 19.25 miles of walking/hiking/biking trails
  - 30-mile Pere Marquette Rail Trail trailhead
  - Popular outdoor spaces: Tridge, City Forest, Chippewa Nature Center, Dow Gardens, Dahlia Hill
How We Bloom: Beautification Advisory Committee

- Formed in May 1969 by Bette R. Tollar
- Subcommittee of the Parks and Recreation Department
- Nine Volunteer Members on the Committee
- Meets monthly
- Utilizes a City Liaison from the Parks and Recreation Department as Secretary
- Two “programs” per year: Appreciation of Beautification Awards, Make Midland Beautiful Poster Contest
How We Bloom:
Appreciation of Beautification Awards

• City is divided into 9 Zones
• Member nominates properties in their zone
• Public nominations are also accepted
• Approximately 12-20 properties are recognized annually
How We Bloom: Make Midland Beautiful Program

• Annual poster contest open to 800+ school children in grades 2 & 6
• Students illustrate what “makes Midland beautiful” to them
• School administrators select artwork to represent each school
How We Bloom: Other Notable Beautification Programs

- Midland Blooms
- Garden Club Partnerships
- Reece Endeavor
Resources & More Info

- Midland Beautification Advisory Committee
- Make Midland Beautiful Poster Contest

City of Midland, Michigan – Municipal Government
@CityofMidlandMI | #mymidland
www.cityofmidlandmi.gov
Willkommen
To Frankenmuth
Michigan’s Little Bavaria!
Who is Frankenmuth?

- Just under 5,000 population
- About 2.5 square miles
- Tourism Center and Rich Entrepreneur History
- Neighborhood Friendly & Walkable

About Parks & Recreation

- 18 Public Parks on 100 Acres
- Year Round Programming
- Emerging Biking Community
- Cass River Water Trail
Mission:
The City Beautification Committee (CBC), a volunteer organization of the City of Frankenmuth, guides aesthetic enhancements within the City of Frankenmuth.

Using the community’s human, natural and financial resources, the CBC nurtures a picturesque environment, rewarding the community and its visitors through positive year-round efforts.
Committee Work

- Established in 1955 by the City Council
- Wally Bronner was a founding member.
- 25-member committee, PLUS ADVISORS, including Vendors, City Staff, Chamber & DDA
- 4 Seasons of Beauty: Flowers, Banners, Flags, Cornstalks & Mums, Holiday
- 1 Year Round Season of Fundraising
- Always Evolving
Budget

- **Flowers & Landscape:** Hanging Baskets, Watering Truck, Materials, Labor
- **Fall & Spring:** Cornstalks, Mums, Bulbs
- **Flags & Banners**
- **Holiday:** Nearly 200 Pole Trims, 30+ In Ground Displays

Less than 1% Clerical & Admin
Revenues

- City: between $20K-$25K
- DDA: $2500 + Staff Assistance + (Irrigation) + In-ground Plantings + Christmas Display Electricity
- Grants & Donations:
  - Social & Fraternal Organizations
  - Foundations
  - Family Trusts
- Other
Fund-Raising

- Partnerships
- Making the Ask
- Accepting the Gift & Sending Thank You’s
- Finding Ways to “Spike” Contributions
- Accept Credit Cards
- Balanced Marketing Plan
- Maximize Social Media
Timelines

• Mail to All Current Donors (November) (About 500)

• US Post Office EDDM (Every Door Direct Mail) (December)

• Organizations & Foundations (January)

• Phone Calls by Every Board Members (May/June)
A Picture is Worth 1,000 Words...
Help Us Keep Frankenmuth Beautiful Year-Round!
EDDM Product

Every parcel with a mailable address gets one; huge savings on postage – about 2500 to City addresses only. Large size format doesn’t get lost in the mail.

Message is all about quality of life.
Honor Cards

Kroger’s Community Rewards Program

501c3
No advertising; Only Word of Mouth
Using Kroger Plus Card
Endowment

- Frankenmuth Community Foundation
- Effort to fund Frankenmuth “forever beautiful”
- Established in 2005 (50th Anniversary) with a $5,000 gift from a committee member
- Matched for 5 Years with a gift from Wally & Irene Bronner Family Foundation of $35,000
- Grown to $360,000 / Dec 2019
- Goal is $1,000,000 to fund beautification forever.
Resources & More Info

www.Frankenmuth.com/beautification

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A Tale of Two Cities

• Big or Small -- Beautification Efforts Are Doable & Manageable

• Find Champions — Who can be the face(s) of your efforts?

• Begin Small to Achieve Success -- Successful small projects show how easy it is to be successful. While a large project may be AWESOME, many small projects build sustainability for the long haul

• Partnerships – the broader the partnerships, the stronger the base of support

• Tell Your Story. Tell Your Story. Tell Your Story.
Getting Started in Your Community

• Gather some folks who have an interest. Begin thinking out-loud.
• Present the idea to your City Council/governing board and share your vision.
Contact ....

- Garden Clubs
- Master Gardeners Program (MSU Extension)
- FB Groups dedicated to Beauty/Stewardship
- Nature-based Civic Clubs and Organizations
- Nurseries/Landscapers
- Ladies Auxiliary Clubs
- Youth Groups & Schools
- Private Businesses & Vendor

- Other Resources that can help you ...
**Keep Michigan Beautiful**

- Coordinate the annual statewide "Clean-up Days" (April 1–May 31)
- To promote beautification and restoration projects.
- To encourage enhancement of environmental quality.
- To distribute pertinent information to individuals and groups interested in developing projects that realize the above objectives.
- To host the Annual Awards Program to recognize efforts that contribute to the fulfilment of the goals of KMB.
  
  www.keepmichiganbeautiful.org

**Keep America Beautiful**

- End Littering
- Improve Recycling
- Beautify America’s Communities
  
  https://kab.org/
America in Bloom

- America in Bloom (AIB) promotes nationwide beautification through **education and community involvement** by encouraging the use of flowers, plants, trees, and other environmental and lifestyle enhancements.

- We envision communities across the country as welcoming and vibrant places to live, work, and play – benefiting from colorful plants and trees; enjoying clean environments; celebrating heritage; and planting pride through volunteerism.

- [https://www.americainbloom.org/](https://www.americainbloom.org/)
Questions, Discussion?

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