

FEASIBILITY OF CITY-WIDE BEAUTIFICATION PROGRAM “REHOBOTH IN BLOOM”

March 5, 2012

Commissioners Workshop Meeting

Background:

- ▣ Discussion at Streets & Transportation meeting *“Lewes looks so nice...possible to do a similar project in Rehoboth”?*
- ▣ Charged with fact-finding mission

Lewes in Bloom

Mission

.....“to promote the beautification and maintenance of Historic Lewes and the community at large. ... by doing so, historical preservation, urban forestry, environmental awareness and wide-ranging community involvement, in addition to floral displays and landscaping are enhanced for everyone's enjoyment.”

Lewes in Bloom 2011



History

- ▣ Began 10 years ago with 1 dedicated individual & 7 volunteers – planters/barrels on 2nd street, 1812 Park & St. Peters Church
- ▣ Inspiration – trip to Europe – quaint towns be-decked with flowers
- ▣ Subsequently winners of 3 “America in Bloom” competitions – 2003, 2005, 2010

How did they do it?

- Buy-in from Chamber/Council/Parks & Recreation
- City - main financial supporter
- Recently incorporated as a 501(c)(3) organization – fund raising
- Membership drive in 2011 to residents and businesses (\$15/25/50) – covers any shortfall
- **Participation in “*America in Bloom*” initiative**

America in Bloom

▣ Mission

“America in Bloom promotes nationwide beautification through education and community involvement by encouraging the use of flowers, plants, trees, and other environmental and lifestyle enhancements.”

(America in Bloom is an independent, non-profit 501(c)(3) organization)

What is America in Bloom?

- ▣ A non-profit, volunteer-supported organization
- ▣ Started by a group of floriculture businessmen to help industry
- ▣ Patterned after French, British and Canadian programs



Financial breakdown - Lewes

Council support - \$9-10,000 p/year

- Watering – major expense @ \$8,000
 - Volunteers now replaced by paid volunteer – truck w/tank (4 tanks)
- Plants, soil, fertilizer, moss liners, planters @ \$3,000 (LIB covered shortfall)
 - First year start-up expenses could be considerable planters, hayracks, tiered from \$25-\$200 depending size/type/number

Case for “*Rehoboth in Bloom*”

- ▣ Foster volunteerism in the community
- ▣ Promote collaboration between neighborhoods/businesses/organizations
- ▣ Dovetails to other projects
 - Beautification of Baltimore/ Wilmington Ave
 - Urban forestry (*park maintenance, clean-up*)
 - Lake preservation (*buffers, rain gardens*)
 - Historic preservation

Projects

- ▣ Lake Gerar Bridge
 - ▣ The Canal Bridge (Rehoboth End)
 - ▣ Bandstand area
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- All chosen for their visibility/impact – to entice resident, business, city participation

Lake Gerar Bridge – sectional planters



6 (200") Sectional Planters



Bandstand area



8 Window box planters – front
4 Window box planters - back



Bandstand area - alternative



7-10 half whiskey barrel
planters

Canal Bridge – Rehoboth entrance



Eastbound:
Hayrack planters –
3 units

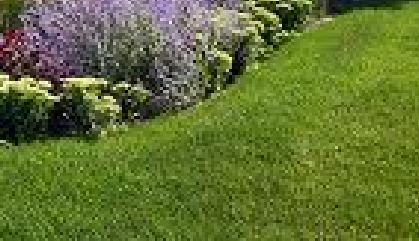
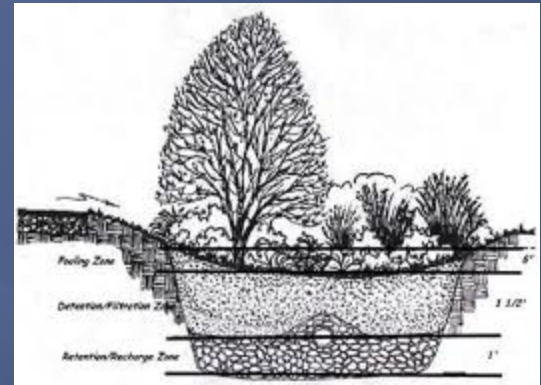


Westbound:
Hayrack planters – 1
unit



Rain Gardens

- ▣ 1000 Rain Gardens for the Inland Bays initiative (Boswell @ CIB/EPA regional program)
 - ▣ Sustainable, economical way of dealing with storm water - low tech
- ▣ Demonstration rain garden for Rehoboth (Millville)
- ▣ Two sites suggested (visibility; impact)
 - City Hall Complex
 - Grove Park Pavilion



City Hall Complex



Grove Park



Next Steps - Discussion

- ▣ City buy-in
- ▣ Mechanism of operation
 - City-run beautification committee (Bethany, South Bethany)
 - City funded with volunteers (Lewes) with S&T /Parks-Shade oversight
 - Contractor-managed planting/watering, i.e. Sposato

Costs

	Planters	Plants & Soil	Freight (15%)	Total	
Canal Bridge					
1 - Hayrack KC26 Planter	300.00	220.00	45.00	565.00	
2 - Hayrack KC26EX Planters	408.00	300.00	61.20	769.20	
1 - Hayrack KC26 Planter	364.00	250.00	54.60	668.60	
6 - Hayrack xxxxx Planters	438.00	240.00	65.70	743.70	
Total				2,746.50	
Lake Gerar Bridge					
6 - 200"Kinsman expanable, sectional planters	2,184.00	1,500.00	327.60	4,011.60	
Total				4,011.60	
Bandstand					
8 - Kinsman ZWBS36-5 Window Box Planters	250.00	320.00	37.50	607.50	
4 - Kinsman ZWBS44-4 Window Box Planters	128.00	160.00	19.20	307.20	
Total				914.70	
Boardwalk Area					
10 - Half Whiskey Barrel Planters	200.00	400.00		600.00	
Total	4,272.00	3,390.00	610.80	8,272.80	
Rain Garden Projects					
Town Hall Reclamation Garden (Envirotech)				3,036.00	[less \$405 if city does exca
Grove Park Pavilion (Envirotech)				4,036.50	[less \$875 if city does exca