



MEMO

PLANNING AND COMMUNITY DEVELOPMENT

To: Redevelopment Authority
From: Adrienne Nelson, Associate Planner
Date: May 4, 2026
Re: 2026 Downtown Planters Proposal

At the RACK meeting on [April 2, 2026](#), a discussion was held on how to finance the City's downtown/uptown flower planters for summer 2026. RACK suggested that staff engage with local businesses to see if they would be interested in sponsoring a planter, pending advice from the City's Marketing and Communications Manager on if the City should request a donation and select the flowers for the businesses or make it a competition and have the businesses select the flowers themselves.

With guidance from Marketing and Communications Manager Fencl, staff put together a concept flyer for a flower planter competition (see attached). By offering \$50 in Chamber Bucks and budgeting for at least \$15 per sign per planter, staff estimate that the competition itself will cost at least \$185, which is \$315 less than the usual cost of \$500.

If this proposal is approved by RACK, staff will move forward with crafting a personal message to past volunteers. Staff will also post to social media in order to reach a wider audience that might be interested in participating. It should be noted that this would all be done on a tight timeline since it is already May. Staff is proposing the following:

- Messaging sent out to past volunteers on May 7th.
- Social media post made on May 8th.
- If the response is low, additional messaging sent out as needed by May 15th.
- Forms must be turned in by May 22nd.

- Planters must be filled by June 1st. If planters are not filled by June 8th, City staff will plant.
- Community vote on Facebook from August 10th-14th.

Recommendation

Staff recommend approval of the proposal and an allocation of up to \$500 for Chamber Bucks, signage, and planting materials as needed.