



Legislation Details (With Text)

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Title: Downtown Hanging Flower Baskets Funding Request for 2022
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Date	Ver.	Action By	Action	Result
1/25/2022	1	Town Council	approved	Pass

FROM:

David P. Donery, Town Manager

SUBJECT:

Downtown Hanging Flower Baskets Funding Request for 2022

RECOMMENDATION

That Council consider approval of a donation of \$2,500 to the San Anselmo Beautification Committee for use in the 2022 hanging flower basket program.

BACKGROUND

In 2018, a group of merchants got together and held a fundraiser to start a hanging flower basket program in the downtown area. This group raised over \$3,000 which paid for pole brackets, a portable watering system and twelve hanging flower baskets. The baskets were watered by a team of volunteers.

DISCUSSION

In 2019, a group of residents, led by Nancy Altman and Jeanne Imai, started the San Anselmo Beautification Committee and are raised funds to not only continue the hanging basket program, but to expand it from 12 to 24 baskets. The increased cost for the program was due to the increased number of baskets along with the cost of hiring an individual to manage the watering of the baskets.

FUNDING REQUEST

Staff is recommending a contribution of \$2,500 towards the program in 2022, which is the same amount that the Town donated in 2021. The Beautification Committee relies on business and individual donations to keep

this valuable program funded. Staff encourages the San Anselmo Beautification Committee to continue to work with interested individuals, the business community, the Chamber of Commerce and the Town to develop a sustainable funding model to fund and manage the hanging flower baskets program.

FISCAL IMPACT

If approved, this donation will be paid from the Town's Downtown Beautification Fund.