



Keep Charlevoix Beautiful

P.O. Box One ♦ Charlevoix, MI ♦ 49720

www.keepcharlevoixbeautiful.org

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After a challenging winter, it's time to think spring! With every season comes change and this year, Operation Petunia, Charlevoix's spring rite of passage since its inception in 1982, will see a fresh approach.

Faced with several logistical challenges to related to the curbside petunia planting area, the Keep Charlevoix Beautiful Board of Directors has formulated a new plan.

With the new Bridge Street/U.S. 31 road configuration and the elimination of the second traffic lane Keep Charlevoix Beautiful is no longer able to plant flowers along the curbs. Without access to the second traffic lane, citizens and donors are no longer permitted to plant along the curbs on Petunia Planting Day and access has been eliminated to the daily truck watering route.

While this is a major shift in the effort and eliminates the planting day festivities as well as the weeding nights, we have opted to instead extend and bolster the petunia baskets that line the north and south sides of our beautiful city.

To continue and expand the effort, we need your help.

Last summer, Keep Charlevoix Beautiful installed 60 new hanging baskets from Hurlbut Street to Carpenter Avenue. This year, we will add 60 new baskets on the north side from Dixon Street to Burns Street.

To keep the baskets blooming, we have devised an efficient, effective watering system that will work well from the sidewalks. The city at this time waters 85 baskets in the city limits. The balance will be serviced via two small tractors pulling small tanks!

In addition, Keep Charlevoix Beautiful will lower the poles 18 inches to make the baskets more visible. The board is confident that this new configuration (one basket every 50 feet and staggered across the street so that there is 1 basket every 25 feet along U.S. 31) will highlight the community's beauty to the same level as the curb planting.

The transition from curbside planting to baskets will take a total of 450 new baskets to cover the 5 mile U.S. 31 corridor from M-66 to Mercer.

The board has launched a fundraising effort to bring the project to fruition. Each new basket and pole needs you! The pole's feature an engraved custom plaque with a donor message and are a wonderful way to show your community support while memorializing a loved one or featuring your business or family name. Pricing is \$500 per pole with locations available from Hurlbut Street to M-66 and Dixon Street to Mercer. Pole locations from Hurlbut Street to Dixon Street see greater foot traffic and are \$1,000. To date, the board members have sold approximately 20 of the 450 available.



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- I wish to support Petunia Baskets!
 - \$500 petunia basket \$1,000 downtown basket
 - I will donate to the General Fund. Use my donation for the best purpose!

Donor Name(s): _____

Mailing Address: _____

Email: _____ Phone: _____

Donation Amount: _____

Plaque Inscription (exactly what you write is what will be inscribed):

The donation of petunia baskets will be recognized by the placement of an engraved plaque on the supporting pole.

Mail Donations to:
Keep Charlevoix Beautiful, Inc.
P.O. Box 1 Charlevoix, MI 49720

Or use Paypal at
www.keepcharlevoixbeautiful.org
(231) 881-0149