



Tompkins County Community Beautification Program



Twenty Years of Beautification

- Established in 2002 with funds from the Hotel Room Tax.
- Administered by Cornell Cooperative Extension.
- The mission of the Tompkins County Beautification Program is to work with volunteers to increase the aesthetic visual quality of Tompkins County's landscapes while welcoming visitors and enhancing quality of life for residents.
- In the City of Ithaca, this is accomplished through the efforts of a group of staff and volunteers called the Beautification Brigade.
- The Community Beautification Program has traditionally awarded grants to towns in Tompkins County for beautification projects, which are also implemented and maintained primarily by volunteers.
- Beautification Program is 20 years old this year!



What's new this year?

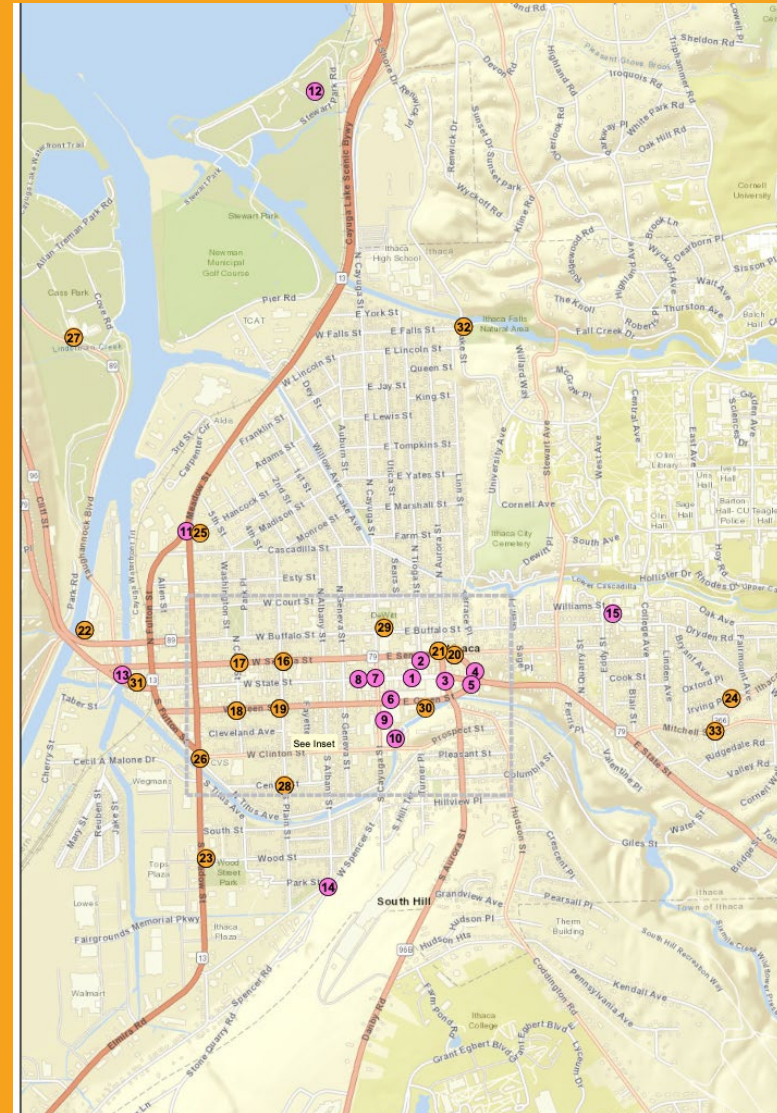
- Beautification now has a year-round, part-time Program Coordinator, which helped the program hit the ground running in the spring.
- Mila Fournier has moved on and will no longer be supervising the program. Janine will take on additional responsibilities for Beautification. We thank Mila for her efforts on behalf of Beautification.
- Our current staff is Janine Willis, Eileen Sheehan, and Brett Williams, all part-time staff members.
- In the fall we will be overhauling the planting at Ithaca Falls, in partnership with City Forestry



Current Plantings

Primary Plantings

- 1 The Ithaca Commons
- 2 Bank Alley
- 3 Aurora St Triangle
- 4 Zelkova Triangle
- 5 Sign Triangle
- 6 City Hall
- 7 Cayuga St Planters
- 8 West State St Planters
- 9 Tompkins County Public Library
- 10 Creekwalk
- 11 Purity Point
- 12 Stewart Park
- 13 Van Horn Park
- 14 The Rotary
- 15 Dryden Rd/People's Park



Secondary Plantings

- 16 Rain Garden Bump-out
- 17 Rain Garden Bump-out
- 18 Bump-out
- 19 Bump-out
- 20 Seneca Point
- 21 Rainshadow
- 22 Brindley Park
- 23 Pump House
- 24 Bryant Park
- 25 Hancock St
- 26 Clinton St
- 27 Cass Park Rink
- 28 Plain and Center Rotary
- 29 Dewitt Park Sidewalk Strip
- 30 Tompkins County Mental Health
- 31 Pedestrian Refuge
- 32 Ithaca Falls
- 33 Mitchell St Bump-out



Commons, West State and Cayuga Streets





Commons



Strategy:

- Container recipes for full and overflowing planters
- Dwarf canna, sweet potato vines, petunias, marigolds, etc
- Many sun loving plants! Have now added shade tolerant plants such as elephant ears, caladium, coleus, begonias and impatiens.

Challenges:

- Hard to balance watering needs-
- Special shout out to DIA and the Ambassadors this year!
- 75+ containers, planted 3x/year



East State Street Triangles





Triangles



Strategy:

- Colorful and diverse plants
- Added more perennials for multi-season interest
- Easy access to water, and added irrigation lines aid in regular watering

Challenges:

- Weeds
- Trash
- Construction

Other Major Road Sites





Other Major Road Sites



Strategy:

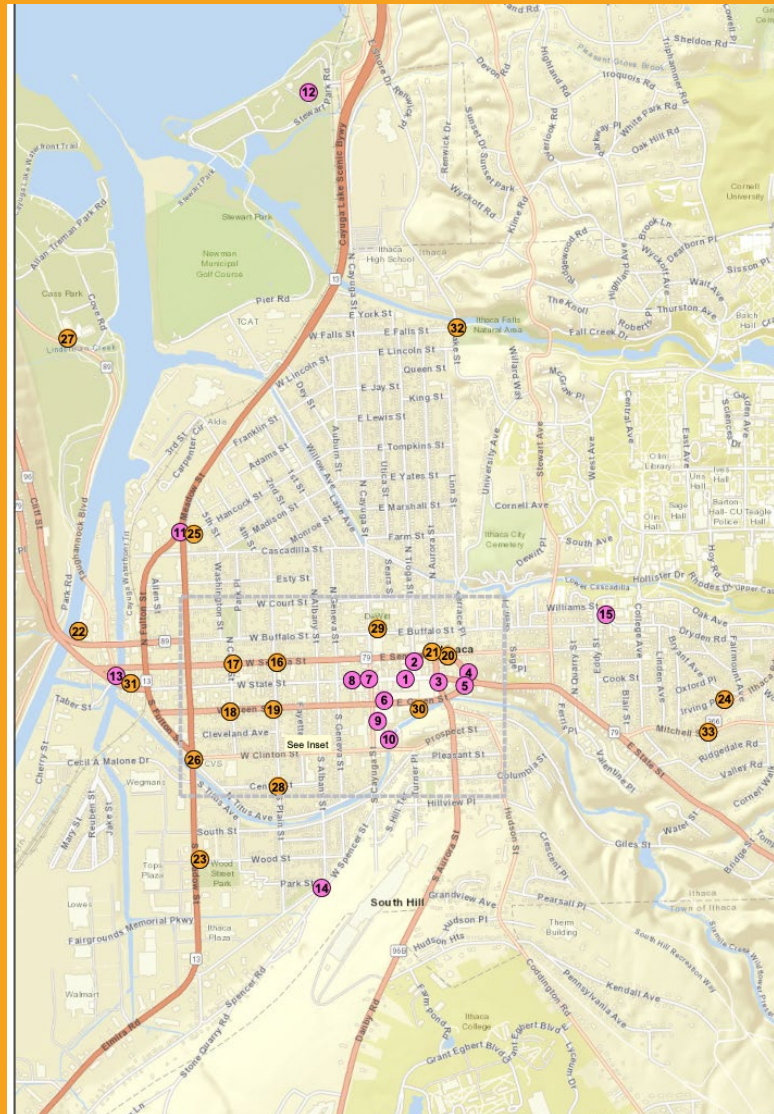
- Added more perennials
- Pops of color with annuals and bulbs
- Core of shrubs provides structure

Challenges:

- Watering
- Sites are big
- Sites are weedy
- Animals eating plants- groundhogs and deer
- Cars sometimes drive into plantings!



Secondary Plantings



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Hancock St.





Year in Beautifying

- Pre-season planning
- Greenhouse growing
- Early spring clean up and planting
- Summer planting
- Fall cleanup
- Winter decoration



Pre-season planning



- Evaluate prior year successes/challenges
- Make planting plans
- Order seeds and equipment
- Arrange greenhouse space (Cornell or other)
- Volunteer recruitment and training



Greenhouse growing



Each year we grow approximately:

- 600 tropical plants
- 2000 annuals
- 100 perennials
- Grown starting April 1st in rented greenhouse (Cornell) then transplanted and brought to CCETC.
- Over 300 hours of staff time

Cost to program (including staff time) +/- \$8000

Cost to purchase plants if we did not grow our own +/- \$20,00



Greenhouse plants move to CCETC:





Early spring clean up and planting





Summer planting





Fall cleanup & planting, Winter decoration





Challenges

- Water
- Animals (mainly groundhogs and deer)
- Tough locations, traffic, noise
- Construction
- Vehicles
- Garbage
- Signage gets stolen or knocked over



Can't do this alone Partners other than Tourism

- Downtown Ithaca Alliance (DIA)
- City Forestry
- Rotary Club (annual grant)
- Harold and Sabrina Mills- Water Usage at Rotary
- Kendra Hutchins (Cornell Annual Flower Trials)
- Early Bird Farm (plants and cleanup space)
- Moore's Tree Farm (winter greens)
- BOCES/Luke Sjolund
- K & H Redemption- Donations
- Town of Ithaca- compost
- Larry Hershberger and Saoirse McClory (canna storage)
- NYSEG- Paul Parradine (Pump Houses)
- Friends of Stewart Park



Can't do this alone volunteers





Future

- More perennials & shrubs for more resilience
- More educational opportunities with selected drawn planting plans and plant lists available online. QR code sticker to be added to existing signs. Will be working with Whitham Planning and Design for this.
- Continued use of Cornell Greenhouse Space for more annuals and tropicals.
- More outreach to organizations serving low income residents (Esty Street Garden, Learning Farm, Sunflower Houses, etc)
- Reach out into other parts of the county
 - Reinvigorate Rural grants in coming year.



Thank you!



Image by Jacob Mroczek
for the Ithaca Voice