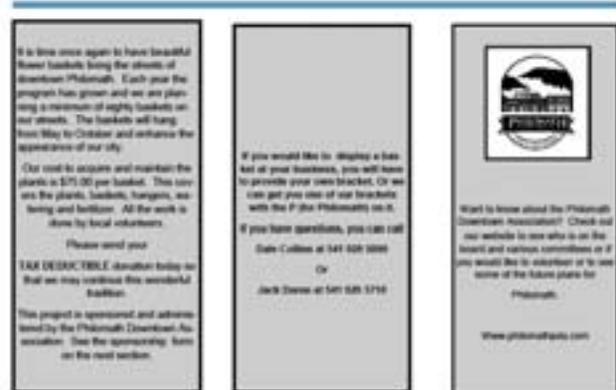


PHILOMATH'S HANGING FLOWER BASKET PROGRAM

Philomath is located along a major thoroughfare from Corvallis to Newport. The downtown area extends along a linear corridor for more than a mile. After the completion of the Hwy 20 couplet, there was a lot of asphalt and concrete, but scarce color in their downtown area. The Flower Basket program started in response to the need to beautify and to unify the downtown corridor and side streets.

This program also was the first effort of the PDA to reach deep into the community and ask for volunteer's time and treasure. The response was amazingly positive. Headed by Jack Duren and Dale Collins and their team of volunteers, they start early to recruit basket sponsors by mailing out brochures each February, followed by in-person visits to businesses. Approximately \$5,000 is raised each year. The program has tripled since the first year in 2007, with 91 baskets going up in 2012.

From the time the baskets go up in May, they are watered daily by volunteers. Dale procured the original red watering truck from the Rural Fire department. Since then, Dale convinced the City of Philomath to donate a utility truck to replace the original watering truck. The positive impact of this project is evidenced by continued and growing sponsorship, and the compliments PDA receives from community members, visitors, and the City Council. And, the visibility of PDA began with, and is continually reinforced by, this program. Since then, they have had strong, positive public interaction on other projects.



PHILOMATH DOWNTOWN ASSOCIATION 2012 FLOWER BASKET PROGRAM

