



ADOPT-A-POT PROGRAM APPLICATION

The Adopt-A-Pot program was created to help the business owners beautify and green the Douglas Avenue corridor. Sponsored by the Douglas Avenue Business Improvement District, the adopt-a-pot program will encourage Douglas Avenue business owners to flex their green thumbs by nurturing and proudly displaying large 30" blooming flower pots, valued at \$250. The adoptive businesses will be required to provide the required maintenance to keep them blooming throughout the summer.

Eligible properties must be within the Douglas Avenue BID Corridor

I agree to be bound by the "Rules Governing the Douglas Avenue Landscaping" grant which are part of this contract.

Contact Name: _____

Name of Business: _____

Business Address: _____

Telephone: _____

Email: _____

Signature of Business Owner(s): _____

Desired Location for Flower Pot: _____

DOUGLAS AVENUE BUSINESS IMPROVEMENT DISTRICT
P.O. Box 44605 Racine, WI 53404 262.880.2379 discoverdouglasavenue.com



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Rules governing the “Adopt-A-Pot Program”

1. Only existing businesses within the Douglas Avenue Business Improvement District will be considered.
2. Applications will be approved at the discretion of the Douglas Avenue Business Improvement District Board of Directors.
3. The purpose of this grant is to provide a 30” x 30” planted flower pot for your business. The placement of the flower pot must be within your property boundaries. The placement of the flower pot must be visible from Douglas Avenue (or adjoining side street, if applicable). To place the flower pot on the sidewalk or other public right-of-ways, prior written consent from the City of Racine is required.
4. It is understood that the flower pot will come already planted in the first year. The business owner will be responsible for replanting the pot in subsequent years.
5. Upon receipt of the completed application, it will be reviewed by the BID Board for approval. Upon approval, the BID will authorize Milaeger’s (provider of the flower pots) to contact the business owner to arrange for a mutually agreed upon date for installation of the flower pot.
6. After installation of the flower pot, the BID will pay Milaeger’s directly.
7. Only one flower pot will be awarded per business. Funding is limited so applications will be taken on a first-come first-serve basis.
8. The approval of the Adopt-A-Pot application is valid for 3 months from the date of approval. If good faith undertaking of the installation has not occurred at the end of 3 months, the grant approval automatically becomes void. Re-application for the grant will be considered in such circumstances.
9. Maintenance of the flower pots will be the express responsibility of the applicant. The following guidelines should be followed:
 - WATER every day - save a 1 gallon milk jug and water your pot with it in the morning. When the days get really hot, they may need watering twice per day.
 - Too much watering - yellowing. Too little watering - weeping and browning.
 - DEADHEAD once per week which simply means pinching off all the wilted and dead flower buds. Please also remove any trash that might have found its way into the pot.



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