

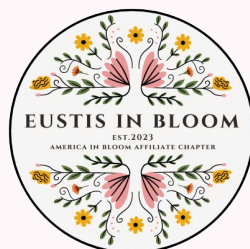
# Eustis In Bloom – Downtown Beautification Storefront Planter Program

The City of Eustis is launching a new program to beautify downtown with plants and flowers. The program will partner with downtown businesses to create a more vibrant, ornate and colorful landscape. The City will provide sidewalk planters and cultivated soil at no charge to business/building owners who agree to fill them with plants and flowers.

We recognize that beautification of the streets, sidewalks, and open spaces creates positive vibes, making the area more welcoming to residents and visitors which increases their affinity for Eustis.

## Let's Get Started...

- 1** Fill out and submit your application by September 15, 2024. Encourage your neighboring shop owners to sign up. Remember, there is no charge for the planters. You only pay for the flowers you put in them.
- 2** Clear the area in front of your store. Square and round planters will be alternated along the sidewalks.
- 3** Fill the planters with flowers from the list provided by the Public Works Department, which can also be found on the City of Eustis website.
- 4** Take pictures of your planters and flowers and post them to your social media pages.
- 5** Invite customers, neighbors, family and friends to come downtown to see the beautiful display.
- 6** Pick up one Eustis in Bloom plant label to display in your planters.



# EUSTIS IN BLOOM

## Downtown Beautification Storefront Planter Program

The City of Eustis is thrilled to offer our downtown business owners the chance to team up with us in creating even more vibrancy and curb appeal on our streets. The Eustis in Bloom Downtown Beautification Storefront Planter Program has been created to help downtown businesses and building owners beautify their part of the central business district. Through the Community Redevelopment Agency (CRA), the City is able to provide planters with cultivated soil to businesses interested in planting colorful flowers and plants outside their storefronts to make the area more vibrant, esthetically pleasing and welcoming.

The City of Eustis has become a member of America in Bloom, which has helped us identify even more ways for our community to become more beautiful and sustainable. Join us and let's work together on this initiative!

### Eligibility Requirements:

- Must be a business located in the downtown CRA area
- Must agree to abide by the **Rules** and **Care** for the maintenance of the planters
- Must agree to purchase and maintain the flowers and plants within the planters

### Rules and Care:

- Flowers/plants must be chosen from pre-defined lists (see Page 3)
- Flowers/plants must be rotated each season
  - Seasons are defined as: March (Spring/Summer) and September (Fall/Winter)
- NO permanent decorations in or on the planters
- Must water plants and flowers on a regular schedule
- Must weed, prune and remove dead/dying flowers and plants as needed
- Personal decorations must be secured or removed during hazardous weather

### Restrictions:

- No permanent decorations in or on planters  
Ex: Paint, fixtures

### Program Process:

1. Complete and submit Page 2 of the Application to Marissa [cellam@eustis.org](mailto:cellam@eustis.org), or 10 N Grove St, Eustis, FL 32726.
2. Applicant will receive confirmation of received application within two business days.
3. Upon Approval a list of approved flowers/plants will be provided, and planters with soil/compost will be delivered by the Eustis Public Works Department.
4. Soil will be replenished/replaced once per year by the Eustis Public Works Department.

Failure to comply with any of the above **Rules**, **Care** and **Restrictions** will result in the removal of the planters. Business/property owners may be responsible for the unapproved removal of a planter or damages outside of normal wear and degradation costs.



# EUSTIS IN BLOOM

## Downtown Beautification Storefront Planter Application

**Applicant Information:**

**Business Owner:**

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Business Information:**

Business \_\_\_\_\_

Business Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

**Property Owner\* (if different from Applicant):**

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Important Note:**

- Applicant must provide visual of store front.
- The City’s Public Works Department has determined the maximum number of planters that can be placed in front of each business.
- Rectangular planters will be between 42” - 48” Long. Circular planters will be between 20.5” – 26.75” in diameter.

**Additional information and conditions to be provided at the time of installation.**

**Property Information:**

Full storefront length (ft.) \_\_\_\_\_ Applied for length\* (if different from full length) \_\_\_\_\_

Print Name \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_



# EUSTIS IN BLOOM

## Downtown Beautification Storefront Planter Application

### Seasonal Suggested Container Plants:

Spring/Summer	Fall/Winter	Year Round
Stokes Aster	Poinsettia	Tropical Sage
Periwinkle	Begonias	Lantana
Impatiens	Skyblue Lupine	Pentas
Lakeside Sunflower	Tickseed	Firebush
Lanceleaf Coreopsis	Blanket Flower	Tibouchina
Twinflower	Marigold	Firecracker
Blackeyed Susan	Pansies	Crotons
Cutleaf Coneflower	Violets	Dwarf Bougainvillea
Plumbago	Gerbera Daisies	Sunshine Ligustrum
Cornflower	Dusty Miller	
Gardenia Buttons Bush	Dianthus	
Birds of Paradise	Petunias	

\*Plants provided in this list are suggestions. The only **Prohibited** plants include:

- Dangerous/poisonous plants
- Fake plants

