CITY OF NEW RICHMOND

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January 16, 2013

Dear Community Members,

The downtown flower baskets and planters are a great part of downtown New Richmond. They are a welcoming part of our community. I have been told that it leaves visitors and residents alike with a warm feeling, thinking New Richmond is special.

With budget restraints the City is looking at different ways of funding services. This letter is to ask you to help by sponsoring a planter or flower basket. By contributing you will help the city keep the flowers downtown and give the parks department the ability to provide the care they need so they will continue to be a beautiful display for New Richmond.

Often with challenges there comes change and I feel this is an opportunity for us all. It is my hope that the citizens and businesses of New Richmond respond with sponsorships. We have contacted eleven surrounding communities to see how they pay and care for the flowers in their downtown. The answers range from partnerships with the chamber, downtown associations, and city, to community service groups, fundraising, business improvement districts and volunteer business owners caring for them. When citizens and business owners were directly involved there was an increased sense of ownership and pride that was reflected in the downtown community.

The city's budget for the planting and care of the nine flower pots and 26 hanging baskets is $4,200. The chamber budget is $1,200 a year for the hanging baskets to be planted.

We are asking you to take an active part in keeping flowers in our downtown by making a donation. You can do this by completing and returning the form below. Your sponsorship will be greatly appreciated.

Sincerely,

Fred Horne

Mayor Fred Horne

The City of New Richmond needs your help to preserve our signature flower baskets and planters. Your support is important in raising the funds necessary to cover the cost of the flowers and maintenance associated with these beautiful flowers. If New Richmond's flower baskets and planters represent a value to you, your business, and your community, please consider a generous donation and invite your friends to help with this project.

Thank You!

1 Basket $105

½ Basket $55

Other $____
(any other amount)

Donor Name _____
(please print)

Address _____

_____

Or...Donation in thoughts of:

_____

Donations are tax deductable if checks are made payable to:
City of New Richmond – Flower Funds
156 E. 1st St., New Richmond, WI 54017