

# Beautify Petaluma

## DOWNTOWN HANGING FLOWER BASKET PROGRAM

1

In 2026, an exciting new installation of hanging flower baskets in Downtown Petaluma is being launched by **Beautify Petaluma**, a new community nonprofit. We need everyone's help to make it happen!

Every other economically vibrant downtown has this beautification. Now it's time for Petaluma to bloom!

### SCOPE:

Phase I, planned for installation in May 2026, includes **14 baskets on 11 streetlight poles on two blocks of Kentucky Street (between B St. and Washington St. See Map)**. Beautify Petaluma envisions expanding the program annually, in three separate phases. By adding flower baskets to more blocks, it can add appeal to even more of Downtown.

### FUNDING – SPONSORS NEEDED:

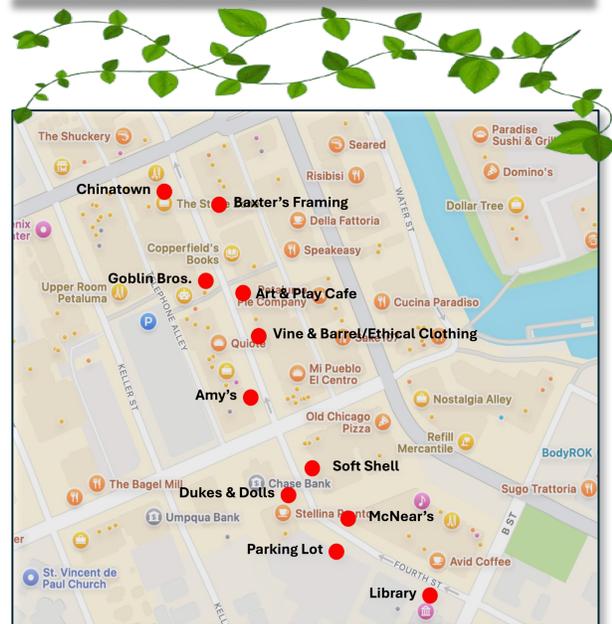
Sponsors for the flower basket program are essential. This program relies on grassroots funding and in-kind donations of time and materials from the community.

### COMMITTED KEY PARTNERS:

Petaluma Downtown Association  
Petaluma Business Improvement District  
City of Petaluma  
Rebuilding Together Petaluma

### BUDGET:

Approximately \$10,500 for self watering baskets, brackets, plants, planting materials, installation and watering for a summer season.



BEAUTIFYPETALUMA.COM

# Beautify Petaluma

## DOWNTOWN HANGING FLOWER BASKET PROGRAM

1

### FAQs:

#### Who will water the flowers?

Rebuilding Together Petaluma (RTP) will both install and water.

**Is there insurance coverage?** Yes, both Beautify Petaluma and RTP carry necessary liability insurance.

**Has the City of Petaluma approved the project?** Yes, we are coordinating with City officials.

**Have you considered maintenance needs?** Yes, to reduce watering requirements, we specify self watering baskets. To reduce plant maintenance, we specify Proven Winner's Supertunias that do not require deadheading.

### PLEASE JOIN US AS A LEAD SPONSOR!

Join the enthusiastic community partners and sponsors already pledged to support the program, including numerous Petaluma organizations, companies, and individuals.

All sponsors will be thanked and recognized in online program materials and news, at a celebration event, and in media releases. Donations can be made by check or online at [BeautifyPetaluma.com](http://BeautifyPetaluma.com).



### Downtown Hanging Flower Basket Program

Project start: Mon, 1/5/2026  
 Display week: 1  
 Project leads: Rosemary Hart / Katherine Gregor

TASK	PROGRESS	START	END
<b>FUNDING</b>			
PWCF - \$2,000			
Present to PWC/PWCF Boards	0%	2/2/26	2/9/26
<b>BID - \$1,000</b>			
Request Funds	0%	1/26/26	2/17/26
<b>Corporate Sponsors</b>			
Mail Campaign	0%	1/22/26	1/30/26
Follow Up Meetings with Proposal	0%	2/9/26	2/27/26
<b>Go Fund Me</b>			
Set up Go Fund Me Page	0%	1/26/26	1/30/26
<b>ADVERTISE</b>			
Argus Courier Fundraising Section	0%	1/30/26	2/27/26
Chamber of Commerce	0%	1/30/26	2/27/26
Social Media	0%	1/30/26	2/27/26
<b>EQUIPMENT</b>			
Provide City with Specifications	0%	2/11/26	2/13/26
Measure Poles	0%	2/16/26	2/27/26
Order Baskets	0%	2/16/26	2/27/26
Order Brackets	0%	3/9/26	4/1/26
Install Brackets	0%	4/1/26	5/1/26
<b>PLANTING</b>			
Determine Flowers	0%	1/5/26	2/23/26
Purchase Flowers	0%	2/25/26	3/13/26
Purchase Soil & Amendments	0%	2/25/26	3/13/26
Pre-grow Flowers	0%	3/13/26	5/1/26
<b>INSTALL BASKETS</b>			
Install Baskets	0%	5/1/26	5/4/26



BEAUTIFYPETALUMA.COM