



Community Beautification



**Cornell Cooperative Extension
Tompkins County**

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Community Beautification Numbers

More than **3000** annuals and **380** perennials planted at **28** sites across the city.

Done with **6** staff members and **688** volunteer hours (as of 10/12).

Received **5** applications for Rural Grants and funded all the projects.



Community Beautification Strategic Plan Conversations

- Meetings with Program Work Team members and Nick to compile list
- Met with
 - STPB members
 - City officials
 - Municipality leaders from outside Ithaca
 - CCE staff, board members, and volunteers
 - Organizations with similar goals

Community Beautification Strategic Plan Conversations

"Beautification has a huge impact on the way the city looks and how welcoming it is... these invisible people come in and make it beautiful. The plantings are **essential to downtown, our city would look very different without it**, couldn't have what we have without the program."-Lisa Nichols, City of Ithaca Director of Planning and Development

"Beautification is a neat way to **create outreach into the community**...gardens as a communication mechanism." - Cynthia Cave-Gaetani, CCTC Executive Director

"I worked by the Sign Triangle planting and would see the flower van and volunteers working there. Seeing **those plants inspired me to get into gardening**." - Meek, Southside Community Center Garden Program Coordinator

"Beautification can feel superficial but its more about relationships and building things. It touches on **climate change mitigation and economic vitality** which can be **avenues for equity and justice**." -Dorothy Lovelace, Ithaca Murals Board Member

"Beautification can seem frivolous but it's not, it **supports community** and invests in community by **making it feel like a place taken care of**." -Grace Azaula, Village at Ithaca Director of Special Initiatives

Community Beautification Strategic Plan Themes

- Beautification is important and often overlooked at how impactful it is on wellbeing and community pride
- Communities outside of Ithaca feel separate, appreciate the Rural Grants and don't expect more
- Help people put in their own gardens to get into new areas without stretching past capacity
- Re-engage with other beautification efforts such as public art
- Better signage so people know what is cared for by CB



Community Beautification Strategic Plan Action Steps

Short Term:

- Continue making gardens more climate resilient
- Adding signage for recognition

Medium Term:

- Reach new areas with by helping with plantings
- Educational signage

Long Term:

- Work force development program
- Incorporating with other beautification projects



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