



Keep North Charleston Beautiful

Program Guide:

Flowerscape

(Median Plantings)

Keep North Charleston Beautiful
4800 Park Circle • North Charleston, SC 29405
843.745.1073 • kncbsc@gmail.com
www.keepnorthcharlestonbeautiful.org

PROGRAM SUMMARY

Keep North Charleston Beautiful first implemented the Flowerscape Program on Valentine's Day, February 14, 2007, by planting fifty red Knock-Out roses at the intersection of Rivers Avenue and Ashley Phosphate Road. The goal of the Flowerscape Program is to plant colorful gardens in highly traveled locations that will positively impact the North Charleston community.

The program has grown to four Flowerscape locations over the past eight years. There are two types of Flowerscapes available for sponsorship. The first type is a Flowerscape that is planted in a median and is maintained by a landscape maintenance company. The gardens in North Charleston improve the quality of life for our residents, are highly visible, and offer a burst of color on highly travelled roads. Many people see and enjoy the gardens while driving in North Charleston.

The second type is a Flowerscape that is planted at a City park and maintained by a volunteer group. These gardens serve as educational gardens for the community, featuring butterfly attracting plants such as Milkweed, Lantana, and Bronze Fennel. These plants are essential to the survival of the Monarch Butterfly and the Eastern Swallowtail Butterfly, South Carolina's state butterfly.

FLOWERSCAPE LOCATIONS

Median Plantings:

- Intersection of Rivers Avenue and Ashley Phosphate Road
- Intersection of Dorchester Road and Ashley Phosphate Road

Butterfly Gardens:

- Park Circle Butterfly Garden (4800 Park Circle)
- Northwoods Butterfly Garden (8348 Greenridge Road)

REQUIREMENTS

Volunteer groups should be made up of ten or more members from a business, civic association, or other community group. Volunteers commit to working in the garden a minimum of three hours, once a month. This is a great opportunity for all skill levels – KNCB volunteers will teach you everything you need to know and have supplies on hand for groups to use during their event. Hours are flexible during the week, and there is no monetary commitment. Sponsoring groups are recognized by a sign in the garden so that the community will be able to identify the volunteer groups that is working to make North Charleston bloom with beauty!

Please see the enclosed contract for a detailed service agreement.

INCENTIVES AND AWARDS

All incentive prizes will be awarded in December based on volunteer activity from January 1 through October 31. Prizes are available in the following categories:

Flowerscape Group of the Year:

This award is given to the group with the most volunteer hours for the year, through October 31. This award will be given based on a combination of the number of hours the group has worked and the number of volunteers who worked those hours. For example: If KNCB had 10 volunteers who worked 4 hours, they would be credited with 40 volunteer hours. Hours will be determined by submitted monthly reports.

The prize for this award will be a gift card or gift cards valued at \$75 or more.

Perfect Attendance Group of the Year:

This award is given to the group who has volunteered every month during the year. If more than one group qualifies, there will be a random drawing for the group who wins the prize. This attendance will be based on submitted monthly reports.

The prize for this award will be a gift card or gift cards valued at \$25 or more.

Above and Beyond Award:

This award is given to the group that goes “above and beyond” in their volunteer efforts. Examples of going above and beyond may include: recruiting more than 10 volunteers each month, volunteering more than the required 3 hours each month, or recruiting additional Flowerscape sponsor groups. This award will be determined by KNCB staff.

The prize for this award will be a gift card or gift cards valued at \$50 or more.

**Groups may only win one award or prize each year. In the event that a group qualifies for more than one award or prize, they will be awarded the highest valued prize.*

REPORTING

All Flowerscape groups are required to submit a short monthly report detailing their Flowerscape activity during the previous month. Online Flowerscape reports are due by the first Tuesday of each month. These reports will be used to determine all incentive prizes awarded to groups.

The online form is available on the KNCB website in the “Flowerscape” section, or at the direct link:

<https://kncb.forms-db.com/view.php?id=12094>

HOW TO SPONSOR

New sponsors and renewing sponsors should complete the enclosed contract and return it via email or mail by January 1, 2016. Flowerscape contracts are valid for one year.



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FLOWERSCAPE PROGRAM

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” – Margaret Mead

What is a Flowerscape? A landscape company sponsors a highly visible Flowerscape location. The company does landscaping tasks in a North Charleston median garden for at least three hours each month.

Why should you sponsor a Flowerscape? The gardens in North Charleston improve the quality of life for our residents, are highly visible, and offer a burst of color on highly travelled roads. Many people see and enjoy the gardens while driving in North Charleston.

What do Flowerscape sponsors receive for their service? Each group gets their name on a sign that is located in a highly travelled Flowerscape garden. The names of our sponsors are listed on our webpage. Additionally, during the year photographs of the group working are shared to our Facebook page. Flowerscape groups are eligible for contest, prizes, and other awards designed to recognize outstanding efforts at the end of the year.

Sponsor Flowerscape Agreement (Median Plantings)

Please choose the location that your group would like to sponsor. If your group sponsors more than one location, please fill out a separate contract for each location.

Intersection
(Rivers Avenue and Ashley Phosphate Road)

Intersection
(Dorchester Road and Ashley Phosphate Road)

Company/Organization Name: _____
(Please write your name exactly as you would like it to appear on the Flowerscape sign.)

Contact Name: _____

Address: _____

Phone: _____ E-Mail Address: _____

Web Address: _____

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Service Agreement

During the term of this agreement, the Sponsor agrees to perform general garden maintenance of the median planting, a minimum of three hours monthly. The Sponsor's responsibilities include, but are not limited to:

- Placing barricade pre-emerge herbicide as needed, a minimum of once every three months. Maintaining a weed-free flowerbed by spraying or hand-weeding as needed, a minimum of once a month.
- Removing the dead flower blooms monthly.
- Pruning the plants as requested by the Director of KNCB.
- Keeping flowerbeds healthy and disease-free, maintaining soil with herbicide, fertilizer, fire ant killer, and other control products as needed.
- Replenishing pine straw as needed, a minimum of once every three months. Pine straw will be provided by the sponsoring group.
- Replacing any dead plants with new plants as requested by the KNCB Director. New plants will be furnished by the City of North Charleston and/or KNCB.
- Notifying the Director of KNCB with any suggested improvements to the Flowerscape that will create a more appealing appearance to the public.

Any other activities must be pre-approved by the Director of KNCB.

Terms of Agreement

This agreement is effective as of **January 1, 2017** and shall remain effective until **December 31, 2017**.

This agreement defines the terms under which Keep North Charleston Beautiful and

_____ enter into a sponsorship agreement to
(Name of Sponsoring Group)

provide maintenance of the median planting at _____
(Location of Flowerscape)

Printed Name: _____

Signature: _____

Date: _____