



# Ottawa, Illinois

## Downtown Brand Direction





# What's going on & why



**The project:**

**To Create a  
Downtown Ottawa Branding, Development &  
Marketing Action Plan**



# What we're doing

- Brands and sub-brands
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- Product development
- 

- Dovetail with downtown, city, economic development efforts
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- The roles defined
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- Marketing: advertising, public relations, internet specifics
- 

- The brand graphics
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- Capital projects identified
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- Cross-participation defined



**This is about cash**





# Downtown Ottawa Goals

Strengthen Ottawa's economy by promoting year-round sustainable tourism.

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Increase awareness of and visitation to Ottawa - particularly by those within a 2-hour driving time.

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Champion the cause for a vibrant downtown with evening and nighttime product because...



...70% of ALL consumer spending  
(locals and visitors)  
takes place after 6:00 pm.

**Are you open?**



# Why branding?



# The big collision is taking place.

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The traveler demographic

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The internet

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The airline industry

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Fuel prices

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The experience economy

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Convenience

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# **Ingredient #1:** **The new travel demographic**





**The baby boom generation now accounts  
for 80% of ALL travel spending.**





# DEMOGRAPHICS

The baby boom generation:

- 350,000 turning 50 - every MONTH

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- For another seven years

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- They control 70% of North America's wealth

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- Mindset: Individuality, emphasis on youth, self absorption

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- Currencies embraced: Time, comfort, easy access

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- Trend: "Downshifting" and simplicity. Entire trip planned with detailed itineraries.



## Want some more?

- Extend your seasons: Empty nesters prefer to travel during the shoulder seasons. The “new” peak months: April, May, September & October.

The baby boom generation:

- The “inheritance boom.” \$10.4 trillion

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- A HUGE opportunity for “me oriented” spending

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- Spending: Second homes and travel

# EXPERIENCES EMBRACED BY BOOMERS

- Culinary tourism: Visiting chefs, restaurants, education

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- Art: Artists in action, learning new hobbies, education

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- Ethnic events: European, Scandinavian, Cajun, Indian

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- Home & Garden: Education, training, garden tours

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- Open air markets, farmers markets

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**Ingredient #2:**  
**The age of experiences**





# **Experiences over geography**

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Interactivity, not passive things to look at

---

Location is always second to the activity

---

Visitors don't really care about regions, counties or cities

---

Sell the rapids, not the river



## **The ad slogan:**

"Welcome to breathtaking Tokyo Water Park where you can wash away the pressure and stress of the overcrowded city and relax with your friends in the soothing enjoyment of sun, fun and splashing."



The ultimate “escape”





# **Ingredient #3:** **The airline industry**



# **The challenge:**

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Bankruptcies nearly weekly

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Mergers to reduce flights and options

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Charges for extra bags, meals, videos, large customers

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Flights are slower, prices higher, cancellations and delays at all time highs, commuter routes being cut

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45% say with increased prices they will not fly



# Ingredient #4: Travel by private auto





## **The challenge:**

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Fuel prices have reached \$4 gallon

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96% of domestic trips are via private auto (car, RV)

---

The increased cost is changing the psyche of travel

---

45% of Americans are sticking closer to home as a result.



# **Ingredient #5:** **The internet has changed everything**





The playing field has been leveled.





## **On top of all that...**

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Every year 1,500 communities decide to diversify.

---

We are exposed to nearly 1,200 marketing messages a day.

---

97%

of **all** community-based  
advertising is ineffective.



**Why?**

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Because we filter out everything not directly appealing to us.

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## **The challenge:**

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Competition has never been more fierce.

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Communities have been forced to specialize...

---

yet most are still stuck in the mire of the “group hug mentality”



The good news

Travel is a necessity, not a luxury

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We will always have the desire and need to “get away”

---

Travel is NOT something people are willing to give up



The big questions

Is this something I can get or do closer to home?

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Is it worth the added cost and hassle?


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Do I have enough info to go on? Is it convenient?



**So, what do you have that I can't get  
closer to home?**





“Discover the wide-open spaces, gracious people, and picturesque landscapes that characterizes Canton, Illinois. Each season holds the promise of a new adventure and an incredible memory. Come join us in Canton and discover the scenic and recreational opportunities that await you.”



The art of setting yourself apart from everyone else

The background of the slide features a sepia-toned photograph of three cowboys on horseback, silhouetted against a bright, hazy sky. They are positioned in a line, moving from left to right across a grassy field. The cowboy on the right is slightly ahead of the other two. The overall mood is nostalgic and evokes a sense of individuality and tradition.

Welcome to the  
**era of the brand**

**You MUST jettison the generic.**

**Welcome to the Era of the Brand:**  
The art of setting yourself apart from everyone else.



# **What's in it for Ottawa?**









25 miles

50 miles

75 miles

# Quick Facts

Tourism is the fastest growing industry in all 50 states and is a \$700 billion dollar annual industry in the U.S.

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It is the “front door” to all of your non-tourism economic development efforts.

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The heart and soul of any community, besides its people, is its downtown

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The #1 activity of visitors is shopping, dining & entertainment in a pedestrian-friendly, intimate setting.

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This is where 80% of all visitor spending takes place.

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70% of ALL consumer spending takes place after 6:00 pm.



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People will spend the night where there are things to do after 6:00 pm.

---

**...and finally**

---

If local residents don't hang out downtown, neither will visitors.

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# What is a brand?



# Branding Defined

- Branding is the process of setting yourself apart from everyone else.

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- Successful brands create the perception that there's no place quite like yours.

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- Brands are built on product. Marketing is how you tell the world that the product exists.

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- Successful brands don't appeal to everyone. Find your niche and promote it like crazy.

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- Brands must be experiential - based on activities, not things to look at.

# The Rules

1. A successful brand MUST be unique

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2. If you're not different, then you better be the best

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3. Differentiate between your primary lure and diversions

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4. Develop sub-brands for niche marketing

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5. The brand must be pervasive. The more you have to offer, the further people come and the longer they stay

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6. Branding is a team sport



## **A Brand Must...**

...be specific. No brand can succeed that is generic.

A generic brand stands for nothing  
and does not set it apart from the competition

# A brand is...

...specific and never generic.

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...experiential - activity-based.

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...a perception, what people think of you.



# **What isn't a brand?**

# These are NOT brands:

Logos and slogans.

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Something for everyone.

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Lists of things to do.

---

Geography, historic downtowns, locations.

---

Diversionary activities.

---

Icons (photo opportunities).

---

Agriculture.



Does the text below make you want to go there? If you said no, then you are like most people. It's too generic.

# Illinois Valley Area Chamber

## of Commerce & Economic Development

300 Bucklin St., P.O. Box 445 | LaSalle, IL 61301 USA | 815-223-0227 | Fax - 815-223-4827 | Email: [ivaced@ivaced.org](mailto:ivaced@ivaced.org)

[Home](#) | [Economic Development](#) | [Community Info](#) | [Demographics](#) | [Tourism](#) | [Contact Us](#) | [Member Info](#)

**The Illinois Valley...**  
**At the Crossroads of the Nation,**  
**in the Heart of Illinois**  
**Where East-West (I-80)**  
**Meets North-South (I-39)**

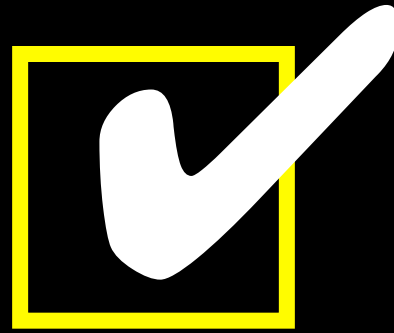
Strategically located in North Central Illinois, the Illinois Valley is within a 60 mile radius of Rockford, Peoria, Bloomington-Normal, Rock Island-Moline and 90 miles from Chicago. The Illinois Valley encompasses the cities of LaSalle, Peru, Oglesby, Spring Valley, Wenona and a number of smaller villages.

The beautiful Illinois Valley in North Central Illinois provides a quality environment for family living and many economic opportunities and incentives for businesses and industrial firms.



# **What makes a successful brand?**





## **STEP #7:**

**Run the ideas through the feasibility test**

**You build your brand on feasibility,  
not just local sentiment.**

# THE FEASIBILITY TEST

1. Is this something the primary and secondary markets can't get (or do) closer to home?

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2. Will it extend our seasons?

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3. Is it experiential? If it were in Horton would you go there for it then turn around and come home?

---

4. How much will it cost and when will we see a return on investment?

---

5. Can the community buy into it over time?



6. Will and can the private sector invest in the brand?

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7. How wide an audience will it attract?

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8. Does it have legs? (Can we start with a niche, then add extensions to the brand?)

---

9. Do we have those who will tirelessly champion the cause? (Every brand requires pioneers.)

---

10. Can we make it obvious and pervasive throughout the community?

## **The primary lure:**

The thing you have that no one else has and makes you worth a special trip.

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## **The icon:**

The photo opportunity that supports what you are known for.

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## **Diversions:**

Things I can get closer to home, but will do while I'm in Stockton.

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## **Ambiance:**

Historic downtowns, landscaping, agriculture, rural feel, etc.



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## **RULE:**

---

The average visitor is active 14 hours a day yet they spend 4 to 6 hours with the primary lure...

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... and 8 to 10 hours with diversionary activities.

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Ottawa needs both a lure AND downtown diversions

# Ottawa's brand



# Downtown Brands Considered

Some brands we rejected fairly quickly for a variety of reasons:

- **Outdoor recreation** – Lack of variety in natural landscapes
- **Team Sports** – Lack of significant sports facilities. Too much competition. Not centrally located.
- **Visual Arts** – Lack of uniqueness and presence of regional mature art towns. Lots of competition.

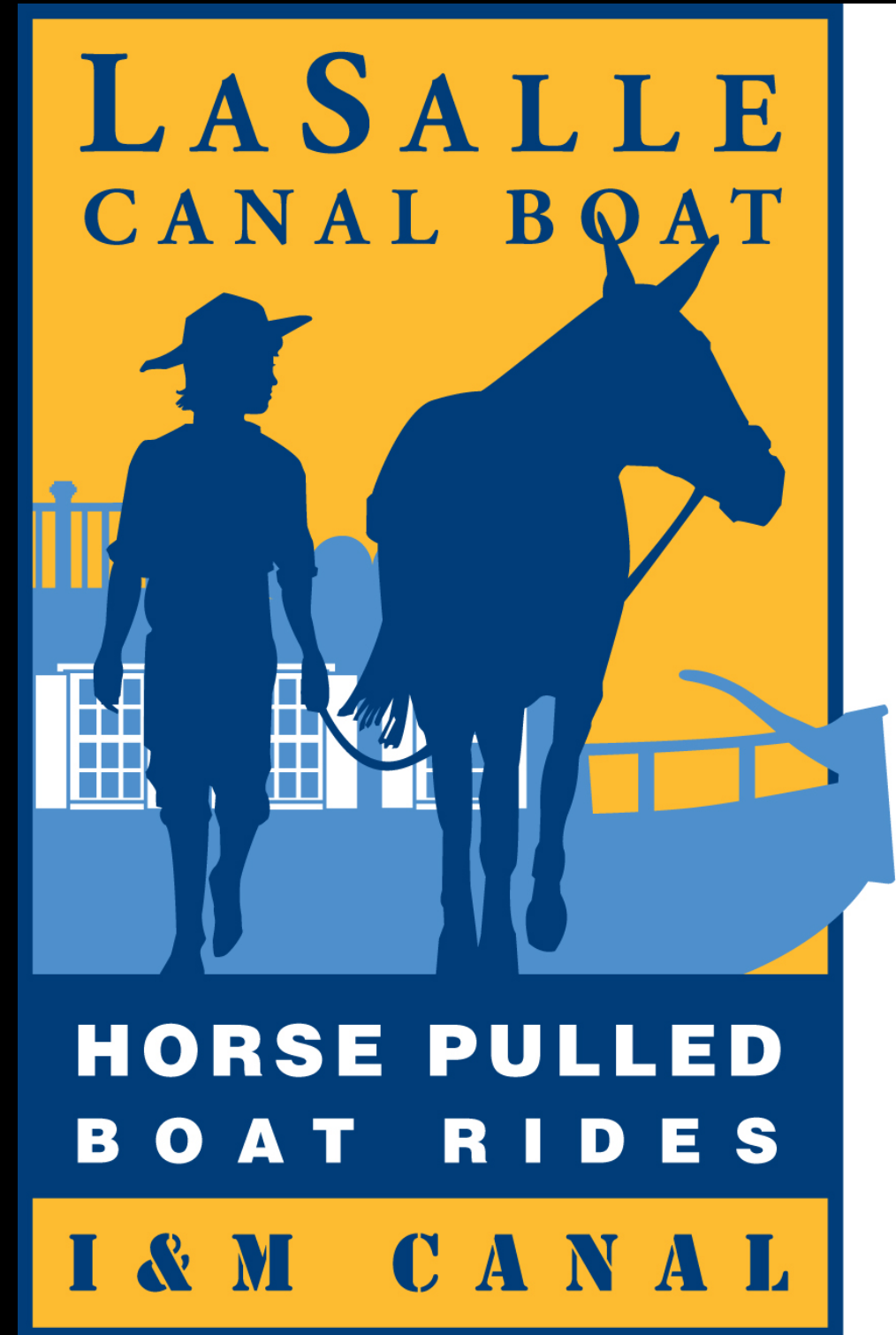


**A marching band destination.** Originally, the quality of the high school band lead to the idea of a destination for band competitions and performances from all over the country. But the students are not around in the summer when they would be most needed.





**The Illinois & Michigan Canal Brand.** We thought of making Ottawa a central destination of the I & M Canal project. There just were not enough visitor experiences that could be developed to make this a brand work for downtown Ottawa.



**Art Glass.** We considered building on the legacy of Ottawa's glass manufacturing with an artisan based art glass brand. Many other communities in the midwest have already this as a significant attraction and it would not be unique.









**Organic Culinary & Dining.** Drawing on the argarian heritage of the region, we looked at developing a downtown “restaurant row” of organic food experiences. However, problems with supply chain distribution made this brand difficult to sustain.





**Botanical Arts - Gardening.** We looked again at the farming, horticulture and agrarian elements of the region and considered gardening as a brand. Not just passive viewing of gardens, but the active learning and creating of gardens of all types.



# **Botanic Arts**

## **Gardening Destination Brand**



## **Narrow focus:**

Good brands have a narrow focus

## **Brand extensions:**

Farmers market, flower and garden shows, organic foods, indoor plants, landscaping, retail spending, heirloom gardening.



## **Wide appeal:**

Gardening is the second most popular leisure time activity in the United States.

It is the fastest growing hobby and the number one hobby of the boomer generation.

## **Uniqueness:**

No regional town or area owns this brand



## **Existing assets:**

A riverfront location, pedestrian-friendly downtown

Good architectural appeal

## **New money:**

Consumers spend an average of \$428 per household on gardening activities each year.

And the trend is growing.



## **An environment for locals:**

Cross-over between developing downtown branded retail and diversions and local needs.

Will create a pleasant environment for locals

## **The Brand Goal**

To become the state's gardening capital,  
eventually expanding throughout the Midwest.

The place to learn about horticulture, experience great gardens, and  
the garden-related shopping destination.

A great place to hang out.



**Fredericksburg, Texas**







# PHIL JACKSON'S

GRANITE & IRON STORE

















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*Art  
Gallery*

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www.fredartgallery.com



**Greenville, South Carolina**









Beattie PL



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TURN  
ON RED

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enon  
Craps  
LORDS OF MEL?

The  
Tent

SUSHI  
WASO

Maple for  
enjoy  
No More Handicaps in  
Barley's Day Room  
No and No Kid Images  
Maple King City  
downtown















ANY TIME



**P**ARK  
**FREE**

**on nights  
and  
weekends  
this location!**

Courtesy of:  
**INDEPENDENCE  
NATIONAL BANK**

 City of Greenville

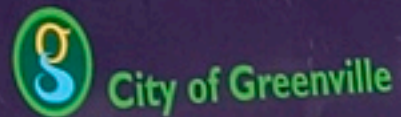




City of  
Greenville

**Riverwalk**

**Coming  
Soon**



City of Greenville











































CARRIAGE  
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220-3650











**Oxnard, California**











# The Brand Promise

Ottawa's historic downtown becomes a regional centerpiece for the traditions of botanical art - gardening. Amid the historical and beautiful architectural buildings, downtown Ottawa showcases the aesthetic pleasures of plant life in its many forms, and creates a pedestrian environment of engaging attractions and diversions.

Stroll the waterfront with its beautiful English-inspired greenhouse full of botanical surprises. Listen to music while surrounded by luxurious gardens and fountains. Discover a special gift in unique signature shops, or dine on organically grown produce by the tree-lined streets.



Ottawa adds another dimension to your experience. Here you can learn from Master Gardeners how to improve your own gardening skills, how to “go green” and become frugal while protecting the environment. Watch skilled craftsmen create outdoor art from glass, iron and clay.

Amble through the Farmer’s Market for the best produce the region has to offer, the latest in botanical species, and the tools you need to make your own handmade efforts satisfying.



## **The Ottawa lure:**

THE place to go to see and experience the best in the botanical arts: floriculture, organic produce, garden art, indoor gardening, heirloom species, etc.

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## **The icon:**

A large english-style greenhouse/arboretum located near the waterfront.

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## **Diversions:**

Organic dining, music in the gardens, retail shopping, artisan garden art, the Farmers Market, gardening demonstrations...

---

## **Ambiance:**

Historic downtown Ottawa, outstanding landscaping, gathering places



# Feasibility



# The popularity of gardening

“The fastest-growing leisure activities on the list of twenty-one activities of the first two decades of the new millennium are walking for exercise and gardening.”

“In addition, the range of merchandise sold in support of these activities will change over time. Opportunities abound for businesses that incorporate these future leisure trends into their strategic plans.”

From “The Tourism and Leisure Industry: Shaping the Future” by Klaus Weiermair and Christine Mathies, Haworth Press, Inc.



# The popularity of gardening - continued

U.S. consumers now spend more than \$1.3 billion a year on container gardening, according to Container Gardening Associated.

Retail sales of lawn and garden products to consumers totaled \$35.1 billion last year. That was an increase of \$1 billion in just one year.

Do-it-yourself lawn and garden activities that saw the biggest increase in spending in 2007 included lawn care, vegetable, ornamental, and herb gardening.

*2007 National Gardening Survey*



# The popularity of gardening - continued

Nationwide, 71% of all U.S. households or an estimated 82 million households participated in one or more types of lawn and garden activities in 2007.

The most popular garden activities in 2007 included

- Lawn care (48% of households)
- Growing indoor houseplants (31% of households)
- Flower gardening (30% of households)
- Landscaping (27% of households)



# Who are these people?

Consumers spent an average of \$428 per household on do-it-yourself lawn and garden activities in 2007, or 7% more than the \$401 average spent in 2006.

Households that spent the most:

- People 55 years of age and older
- College graduates
- Married households
- Households with annual incomes of \$75,000+
- Households in the South
- Two-person households
- Households with no children at home

*Harris Interactive for the National Gardening Association*



# Who's the market?



# A large market exists for this brand

## Pop Facts: Demographic Quick Facts

### Center of Town - Ottawa, IL 0.00 - 25.00 mi

### Center of Town - Ottawa, IL 0.00 - 50.00 mi

### Center of Town - Ottawa, IL 0.00 - 75.00 mi

#### Population

2012 Projection

2007 Estimate

2000 Census

1990 Census

Growth 1990-2000

175,775

171,576

165,806

157,449

5.31%

1,867,380

1,669,344

1,376,519

1,103,682

24.72%

9,639,187

9,411,733

9,035,707

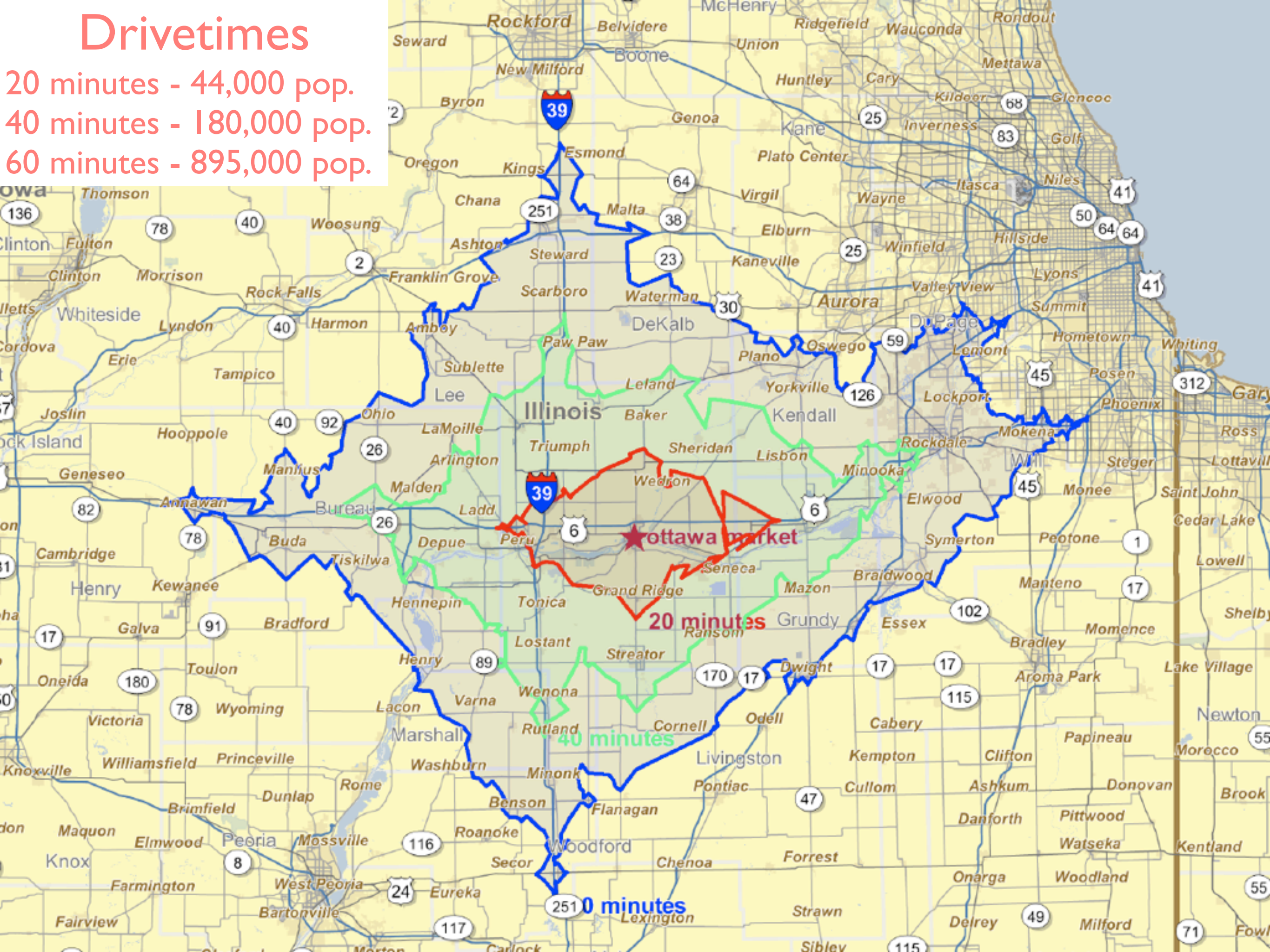
8,201,474

10.17%



# Drivetimes

20 minutes - 44,000 pop.  
40 minutes - 180,000 pop.  
60 minutes - 895,000 pop.





# Illinois Garden Club

## 206 clubs. Nearly 10,000 members



Use the links below to  
navigate:



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P.O. Box 499  
Elmhurst, IL 60126-0499



Welcome to The Garden Clubs of Illinois Website

## Welcome

Welcome to The Garden Clubs of Illinois Website. Currently we have 9648 members in 206 clubs, an additional 18 affiliate plant societies, arboretums and the-like, and 27 Junior Clubs in Illinois. Founded in 1925, we are a charter member of National Garden Clubs, Inc., an international organization that is the largest volunteer gardening organization in the world. Wander through this site. Find out what we do. Check on educational opportunities. Learn how to join a garden club. Contact us through our Headquarters via mail, telephone, fax or e-mail. Office hours are Monday, Wednesday, Friday 10 a.m. - 3 p.m. The federation is governed by a Board of Directors representing all areas of Illinois. The President for the 2007-2009 term of office is Jody Bailey. Barbara D. May of Massachusetts is National Garden Club president. The theme for her 2007-2009 administration is "Nurture the Earth - Plant Natives."

Photo: Netherlands Flower Bulb Information

See BROADWAY IN BLOOM information/schedule on the Latest News Page!



### **Mission Statement of National Garden Clubs, Inc.:**

National Garden Clubs, Inc. provides education, resources, and additional networking opportunities for its members to promote the love of gardening, floral design, civic and environmental responsibility.



# Indiana Garden Club

106 clubs. 2,500 members



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State Events

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Photo Trail

Articles

Ways & Means

"On The Wing"

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## Mission Statement

The Garden Club of Indiana, Inc. promotes interest and education in Horticulture, Landscaping, Floral Design and Environmental Concerns.



## Welcome

Join our journey along the path of education, information and enjoyment.



**"Gardening...  
with a Native Palette"**

Members of the TGCI Board, club members, and friends, a heartfelt thank you for entrusting to me, the administration of TGCI for the next two years.



# Michigan Garden Club

189 clubs. 7,141 members



**77th Annual Meeting**  
**May 19, 2008**  
**Ann Arbor, Michigan**

**Register Today**  
**Click Here**

## MICHIGAN GARDEN CLUBS, INC.

### MEMBER LOGIN

USER :

PASSWORD :

**LOGIN**

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## Welcome

Thank you for visiting this resource for promoting the love of gardening across Michigan. We intend for it to support the informational enrichment of our garden club members and to invite you and others to join a garden club in your local community and experience the pure satisfaction of nature.



## Come Join Us!

The mission of the Michigan Garden Clubs is "to provide education, resources, and network opportunities for its members to promote the love of gardening, floral and landscape design, and environmental responsibility." This is accomplished through the following major areas of interest:

- \* Flower Arranging
- \* Environmental Conservation
- \* Landscaping

## Special Features

[MGC History](#)

[A Tribute to Edna Rosenfield](#)

[Web Site Information](#)

Read this on your first visit

[Web Site Welcome](#)

[Annual Meeting - 2008](#)

Information and Registration Form



# The Character of the Market

Nearby (40 minutes from downtown)

20.7% are upscale - invest in landscaping

24.4% are “senior styles” - take pride in their gardens

24.7% are “traditional living” - garden care

6.1% are a “midland crowd” - do-it-yourselfers

11.3% are “rural life” - garden care

*Top 10 ESRI “Tapestry” LifeMode segments*



**25% of 10 million people**  
2.5 million strong market base.



# Local resources



# Local Garden Centers & Nurseries

- Garden Center & Nurseries
- That Perennial Place - 3 miles, 25 miles
- Bennett Garden Center/Market - 8 miles
- Bloomin Petals & More - 22 miles
- Winding Creek Nursery - 23 miles
- Majestic Landscape - 23 miles
- Nicholas' Nursery - 24 miles
- Larson's Family Farm - 26 miles
- Hinsdale Nurseries, Inc. - 27 miles
- Jones Country Gardens - 28 miles
- Contrary Mary's Plants & Designs - 30 miles
- Prairie Wood Nursery - 30 miles



# Local Farmers Markets & Stands

- Old Town Farmers Market - 0 miles
- Knutson's Country Harvest - 19 miles
- Plow Creek Farm - 33 miles
- Keller's Farmstand - 34 & 37 miles
- Jim Gorman Vegetables - 37 miles
- Anderson Farm Produce - 38 miles
- Yaeger's Farm Market - 40 miles
- Kuipers Family Farm - 40 miles



# Local Garden Products & Supplies

- Hinsdale Nurseries, Inc. - 27 miles
- Contrary Mary's Plants & Designs - 38 miles
- The Red Geranium - 42 miles
- Green View Nursery - 44 miles
- Home Landscape Garden Center - 45 miles
- Smith & Hawken - 46 miles
- Kestel Farm & Landscape Supply - 46 miles



# Elements supporting the idea



Park Block

Downtown  
Shopping  
District

Single Owner  
Redevelopment  
Area

Waterfront  
Redevelopment  
Area

Riverwalk





A permanent home for an expanded farmers market  
with an emphasis on organic produce.



# Overland Park City Market





# Overland Park Market Pavillion





# Seattle's famous Pike Place Market













# Bellingham, Washington Farmers Market









# Outdoor Market, Virginia





# Market Pavillion, Louisiana





# Outdoor Market Pavillion









Poster Art









# Setting the scene



# Branded Activities

La Salle, Columbus and connecting streets display container gardens and raised beds designed by master gardeners and sponsored by regional and national suppliers (Ortho, John Deere, MiracleGro, Fiskars, Green Thumb, Burpee, etc.)

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Permanent Open Air Market with covered pavillion and an emphasis on organic produce.

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English-style Greenhouse/Arboretum large enough for plant exhibits and year-round receptions, weddings, parties, small concerts, etc.







## **Branded Activities- continued**

Chicago-televised gardening show from Ottawa, with a local master gardener/celebrity.

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Spin off of radio call-in gardening show by same or similar garden experts.

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Redeveloped Illinois River waterfront with landscaping, gardens, fountains, waterfalls, koi ponds, gathering spaces for outdoor music and events.

---

Public “urban garden plots” along the Canal.



## **Branded Activities- continued**

A butterfly garden, Japanese garden, heirloom garden, therapy garden for the blind (aromatic garden),

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Exhibitions and training in organic gardening, composting, recycling, natural pest control, and other “green” activities.

---

Exhibitions (temporary and permanent) by landscape architects, contractors, artisans.

---

Retail mix in support of the brand



# **Downtown Retail Mix**

- Gardening tools
- Indoor plants
- Garden art (glass, iron, clay)
- Patio furniture/bbq's/spas
- Nurseries
- Seed and bulb supplies
- Landscape architects
- Ponds/water features
- Greenhouses/pargolas
- Watering systems/irrigation
- Contractors
- Wild Birds Unlimited
- Home & garden accents



# **Branded Activities- continued**

- Demonstrations and shops for garden furniture builders.

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- Seasonal flower shows

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- Master Gardener lecture series

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- Outdoor wedding sites (this could spawn a whole wedding destination industry)

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- Holiday indoor gardens, Christmas Tree sales



# It has to start downtown

The rule of invitations & staying power







Blaine, WA





**Ellensburg, WA**



# **Case History: Victoria, BC**

Population: 300,000

Claim to fame: British flair

Challenge: Remaining true to the brand

The brand:

The World's Garden City













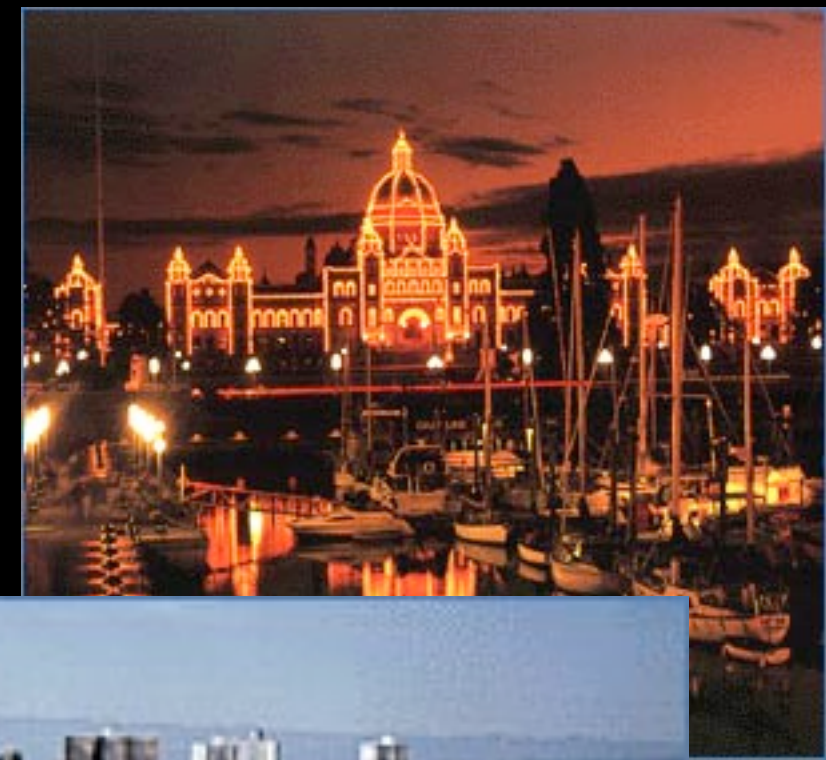






























**The brand:**  
The Garden City

**Result:**  
One of the most visited cities in Canada  
A national treasure  
Strong 12-month season



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## **The icon:**

Butchart Gardens, The Fairmont Empress

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## **The lure:**

Victoria Harbor, Butchart Gardens

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## **Diversions:**

Entertainment, shopping, dining  
Undersea gardens, carriage rides  
Harbor activities, golf, tours, etc.

---



## **POINT:**

---

Beautification is an investment with a tremendous return and creates customer loyalty.

---



S. OAK ST.





**The nation's largest  
community improvement  
network**

**[www.kab.org](http://www.kab.org)**



**KEEP  
AMERICA  
BEAUTIFUL<sup>®</sup>  
INC.**



# Neenah, WI





# Neenah, WI





# Gardens and water are perennial attractors













# Gathering places & gardens













# Art Glass and Gardens work together







Moving water is an attractor



Four season gardens







Gardens work at night



A former gravel pit after many years





# Making it happen





## Key ingredients:

1. Community participation
2. The Brand Leadership Team
3. Local partners:
  - City of Ottawa
  - Downtown Property Owners
  - Downtown Retailers
  - Chamber of Commerce
  - Ottawa Visitors Bureau
  - Business community
4. Funding for major projects
5. Local business buy-in
6. Regional Universities
7. Regional Farms
8. Master Gardeners



# Marketing the brand



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*A Perennial Favorite™*





HOME



VISIT



RESOURCES



GETTING HERE



DINING



DOWNLOADS



LIVING




CONTACT




## WELCOME TO THE GARDENING CAPITAL OF THE MIDWEST


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nunc. Curabitur nisl. Cras fermentum mi at quam. Mauris porttitor pellentesque pede. Proin a eros. Proin consectetur sem et erat. Quisque porttitor mauris id velit. Integer lobortis ornare lectus. Pellentesque mauris lectus, dictum et, vehicula in, mollis ultrices, lacus. Phasellus justo lorem, feugiat non, laoreet et, faucibus nec, turpis. Sed vitae tellus nec mauris vestibulum convallis. Vestibulum eget tellus ut augue blandit tincidunt. Cras arcu. Ut a quam in erat placerat imperdiet. Aenean facilisis turpis

## LATEST NEWS

 Date set for 2009  
International Garden Expo  
Monday, February 18, 2008

 New Organic Dining:  
Geena's Grand Opening  
Monday, February 18, 2008

 Compost Workshop Slated  
Monday, February 18, 2008

 New Spa offers organic  
aroma-therpay massage  
Monday, February 18, 2008



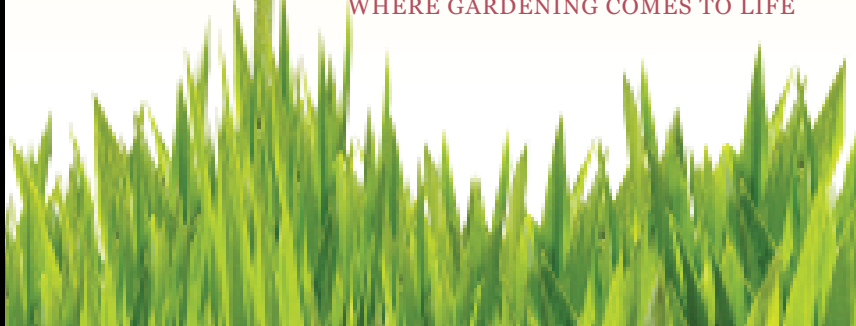


# 20 BEST PLACES



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WHERE GARDENING COMES TO LIFE







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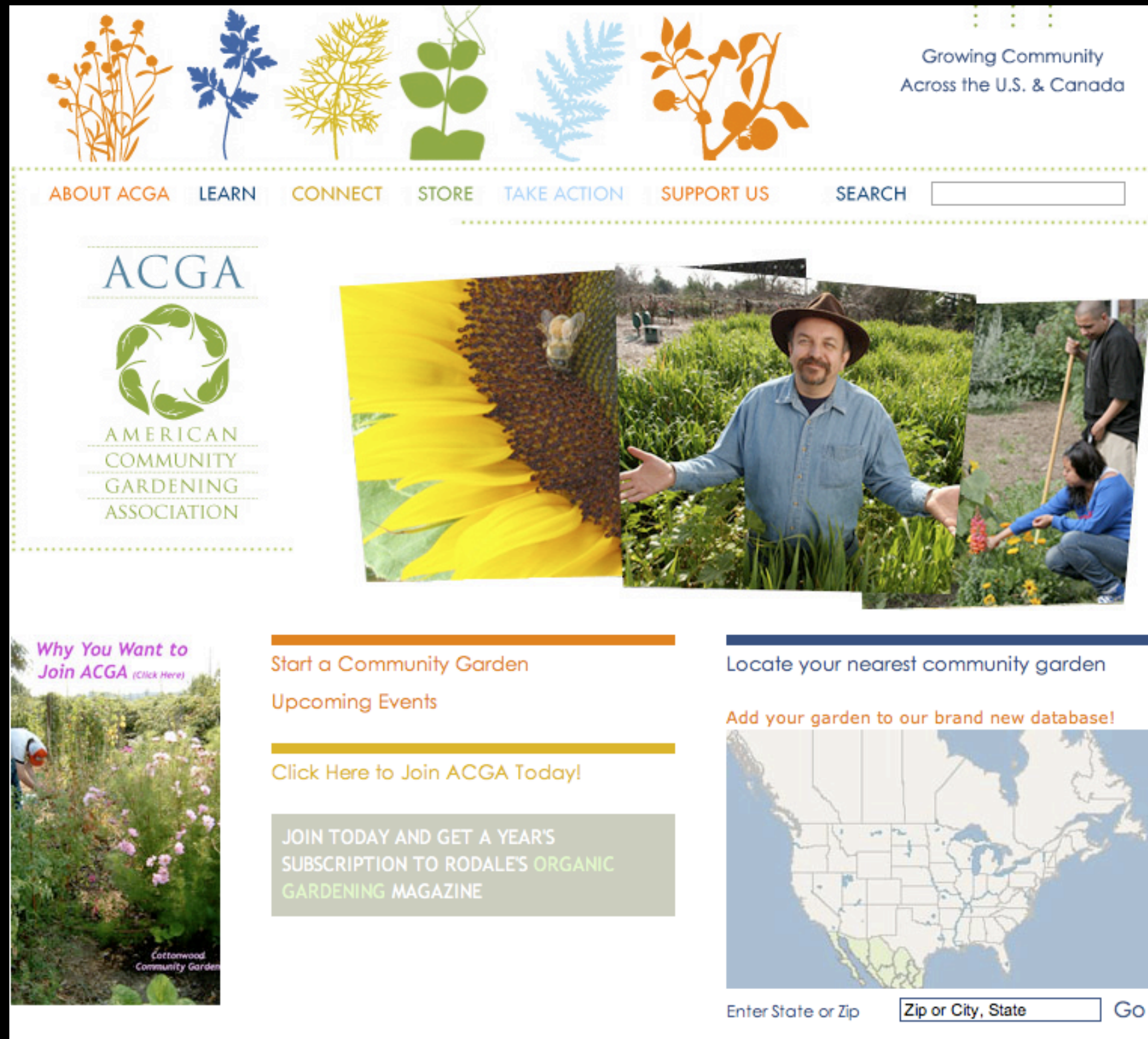


# **Brand-building resources**



# American Community Gardening Association

- Neighborhood & community development
- Stimulating social interaction
- Encouraging self-reliance
- Beautifying neighborhoods
- Producing nutritious food
- Conserving resources & creating opportunities for recreation, exercise, therapy and education.





# American Public Gardens Association

- Increasing the knowledge of public garden professionals throughout North America
- Information sharing
- Professional development
- Networking
- Public awareness
- Research



The screenshot shows the APGA website layout. On the left is a vertical sidebar with the APGA logo (a 2x2 grid of icons: a tree, a flower, a flower, and grass, with 'apga' text below) and a large photo of a historic building with mountains in the background. The main content area has a header with the text 'AMERICAN PUBLIC GARDENS ASSOCIATION' over a green leaf background. Below the header is a navigation bar with links: 'Member Resources', 'eCommunities', and 'Events'. To the right of the sidebar photo is a section titled '2008 APGA Annual' with a paragraph of text: 'Putting together an annual conference... creative vision and a script; actors, mu... of technically adept craftspeople to bri... and a business back-office to keep it o... finally a finely honed marketing strateg...'. At the bottom left of the sidebar is a link that says '» Join APGA Now'.

apga

AMERICAN PUBLIC GARDENS ASSOCIATION

Member Resources | eCommunities | Events

## 2008 APGA Annual

Putting together an annual conference... creative vision and a script; actors, mu... of technically adept craftspeople to bri... and a business back-office to keep it o... finally a finely honed marketing strateg...

» Join APGA Now

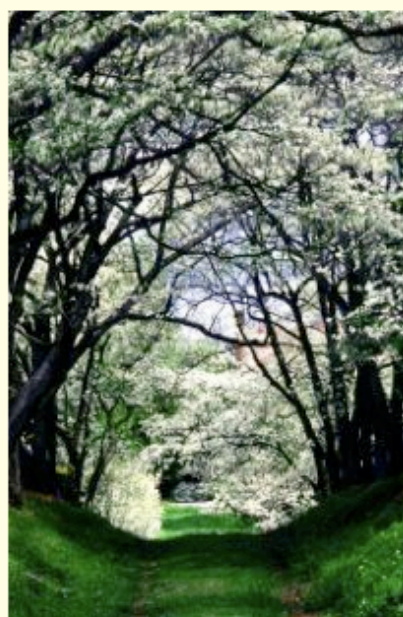


# Garden Club of America

- Educational meetings
- Conferences
- Correspondence and publications
- Restore, improve, and protect the quality of the environment through educational programs and action in the fields of conservation and civic improvement.



The purpose of The Garden Club of America is to stimulate the knowledge and love of gardening, to share the advantages of association by means of educational meetings, conferences, correspondence and publications, and to restore, improve, and protect the quality of the environment through educational programs and action in the fields of conservation and civic improvement.



The Garden Club of America is a 501(c)(3) organization incorporated in the state of Delaware, March 5, 1923.



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Home | Arboreta & Gardens | GCA Clubs | Pamphlets | Position Papers | Scholarship | Casey Trees | Donate | Members Only  
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# National Garden Bureau

- Dissemination of accurate information so that home gardeners can successfully grow flowers and vegetables from seed

National Garden Bureau : About Us

[Home](#) | [Site Map](#)



> About Us  
> Gardening  
> Member Info  
> Youth Resources  
> All-America Selections  
> CA. Pack Trials  
> Image Center



01 02 03 04 05 06 07

(Click on the photo to view a full size image)



01 02 03 04 05 06 07

(Click on the photo to view a full size image)



- Largest volunteer gardening organization in the world.
- Educational opportunities in all aspects of gardening
- Protection and conservation of natural resources
- Civic beautification and encourages improvements of roadsides and parks.

## National Garden Clubs





- Plant-based education
- Health and wellness
- Environmental stewardship
- Community development
- Home & school gardens: gardening with kids
- Grants and awards.

# National Gardening Association

Home • About NGA • Grants & Awards • Sponsors • ADOPT A GARDEN

**NATIONAL GARDENING ASSOCIATION**  
When you garden, you grow

Home Gardening | Kids Gardening | NGA Garden Shop | Kids Store | National Garden Month  
Research  
Urban Gardening | Edible Landscaping | Celebrating the Seasons | Beautiful Backyards  
Sprouting Gardeners

Search content and products:  
  
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[NGA Live](#)  
[SUPPORTER LOGIN](#)  
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[SUPPORT NGA](#)

**NEW THIS WEEK**  
Regional Reports  
National News

**EXPERT ADVICE**  
Plant Finder  
Weed Library  
Gardening Articles  
Q and A Library  
How-To Projects  
Pest Control  
Library  
Food Garden Guide  
Plant Care Guides

**Regional Reports** Find out what's happening in YOUR region this week!

May 8 - May 22, 2008  
Featured Report: **Western Mountains and High Plains**

**Eastern Redbud, a Tough Survivor**  
After a long winter, it's a delight to watch the ornamental trees explode with a profusion of colorful blooms. Despite our fluctuating temperatures and spring snowstorms, their consistent color is a sure sign that spring has arrived. One of my favorites is the Eastern redbud that blooms ahead of its foliage.... [View and comment on this article >>](#)

[View YOUR Report](#)  [GO ▶](#)

**Moss in the City — William Moss**

 Rewards and challenges of gardening in cities and small spaces.  
**NEW for May! A Container Veggie Garden** Now is the time to plant crops for bountiful harvests this summer and fall. [more >>](#)

**National Garden Month®**  
New articles served up fresh each month!  
Gardening in the City Helps You Grow [more >>](#)

**2008 NGA BUYER'S GUIDE**  
everything you need for your lawn & garden

  
[Click here to learn more about Miracle-Gro® Organic Choice™](#)

**NGA Garden Shop**  
[SAVE 10% and Support NGA](#)



A still life composition of various Italian ingredients arranged on a rustic wooden surface. In the foreground on the left is a large glass bottle of olive oil with a red cap. To its right, a wooden crate holds a large bundle of uncooked spaghetti, several small onions, a sprig of fresh rosemary, and a wedge of hard cheese. In the bottom right corner, a pile of small, bright red cherry tomatoes is scattered. The text "The final ingredient: Enthusiasm" is overlaid in the center of the image.

The final ingredient:  
Enthusiasm



---

“Nothing great was ever  
accomplished without  
enthusiasm.”

-Ralph Waldo Emerson





# What next



- Additional feedback
- Research is still in the process
- Champions & pioneers, please step forward
- Local resources, ideas, input

Draft plan headed your way within the next 45 days.



