

# Keeping the Greenway Green Campaign

The “Keeping the Greenway Green” campaign gives you an opportunity to help maintain our splendid backyard. Join others who are stepping forward to ensure that this pedestrian jewel stays vibrant and green for years to come.

The City of Minneapolis will shoulder its responsibility by maintaining the Greenway’s hard surfaces; as neighbors we intend to do our part by providing a professional horticultural service to maintain the Greenway’s plants, shrubs and flowers, and also to train neighborhood volunteers who will assist professionals in some activities.

## *The Challenge*

The City of Minneapolis, through its Department of Public Works, has poured over \$2,000,000 in capital investment for renewing Loring Greenway -- construction completed in 2008. However, Minneapolis has joined the ranks of other U.S. cities that no longer have funds to preserve most of its public spaces. In this case, there simply isn’t any public money to care for plants and shrubs on Loring Greenway.

Increasingly public/private partnerships are being formed to ensure that important public landmarks are maintained at high standards. Loring Greenway’s neighbors are being challenged to do just that -- by providing leadership to preserve the beauty of this special pedestrian walkway, our “backyard.”

The Loring Greenway Advisory Committee -- representatives of the residential associations adjoining the Greenway -- has endorsed this challenge.

## *What Your Gift Will Support*

**As a partner, the City will do its share of maintenance. Here is a sampling:**

- Caring for fountains and the new irrigation system
- Grass cutting and fall removal of leaves, dead grass, etc.
- Winter snow removal
- Prompt replacement of light bulbs
- Trash removal

**The professional maintenance service contracted through the Campaign will provide:**

- Mulching and tree fertilizing
- Maintaining and professional deadheading of annuals and perennials and replacement of failed plants
- Perennial & annual bed slow release fertilization and liquid annual flower fertilization (three times)
- Pruning of shrubs
- Deadheading of perennials (volunteer assisted)
- Weeding of planting beds (volunteer assisted)
- Planting of annuals (volunteer assisted)

**The contracted service provider — Rainbow — is highly recommended**

- by horticultural and arborist professionals
- by Lee Frelich, Professor of Forest Ecology, University of Minnesota

**Annual cost**

- \$39, 800 per year.

**Advantages of your gift to maintain the Greenway**

- Adds value to adjoining properties
- Ensures a beautiful appearance for residents and visitors
- Maintains our community’s investment

## *Gift Pledge Choices*

The Campaign asks for three-year pledges, annual gifts provided for a period of three years. (Example: \$350 per year for 2008, 2009 and 2010). This enables a good start that avoids the additional costs and effort for annual appeals. **Your gift is tax deductible.**

In keeping with the spirit of the green nature of this campaign, giving categories are named in honor of native Minnesota plants:

\$99.00 and under	Trout Lily Society
\$100.00 to \$249.00	Wild Indigo Society
\$250.00 to \$499.00	Wild Rose Society
\$500.00 to \$749.00	Trillium Society
\$750.00 to \$999.00	Blue Bead Lily Society
\$1,000 or more	Showy Lady Slipper Society

### **Mailing Your Pledge & Checks**

Make your check payable to:

CLPC: Campaign for Keeping the Greenway Green

Detach the form below for "Your Gift" and mail it with your check to:

Campaign for "Keeping the Greenway Green"  
c/o of Merry Keefe, Treasurer  
210 West Grant Street, #408  
Minneapolis, MN 55403

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*For questions or more information please contact Ray Harris at: 612-672-9590*

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### **Your Gift**

Your name (s): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Pledge for 2008 \$ \_\_\_\_\_ This pledge is payable by October 1, 2008

Pledge for 2009 \$ \_\_\_\_\_ I will pay the 2009 pledge by (enter date) \_\_\_\_\_

Pledge for 2010 \$ \_\_\_\_\_ I will pay the 2010 pledge by (enter date) \_\_\_\_\_

Please indicate if the campaign can recognize your gift in its publications (circle your response) YES NO

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Signature

Date