

Raton 2018

Summer of Color

We're Blooming!

Dear Raton Business Owner,

We are writing to you as the newly formed Raton Beautification Coalition and to present you our ideas and plans for the upcoming 2018 Summer of Color!

The coalition is perhaps the first effort in decades to bring together many diverse groups and organizations seeking to improve and enhance Raton. We include Raton Parks and Recreation, GrowRaton!, Raton MainStreet, Raton Chamber of Commerce, the Center for Sustainable Community, and many other active community members working to enhance our city.

We plan to change the face of Raton for the summer months with colors and flowers. Specifically, we intend to line Second Street from Galisteo to the north edge of Ripley Park, First Street from Rio Grande to Park (and the Avenues between) with bright banners and baskets of blooming flowers hung from our downtown's antique lamp posts. The posts will also be encircled with lights and lit through the evenings. We will add bright hanging banners in the south part of town, encouraging visitors to come see the downtown display.

We envision bursting the barrage of color into view with a kickoff weekend of groups and community members stringing lights and hanging banners and baskets in late May. We have a dozen other ideas already for community projects, enhancements, and contests. If businesses would like to participate, we will have coordinating flowers available for purchase from our local flower vendors.

A key part of this project is to use the "Summer of Color" as a marketing tool for all of Raton's summer events. For example, from Rodeo to Shuler performances to horseshoe tournaments and a color run, all variety of events will be publicized together as part of what Raton is doing during the "Summer of Color". This will be a unified effort on our part to cross promote and unify the fun Raton has to offer all summer long.

Vital to the project is our hiring a rotating crew of paid employees whose tasks will include watering and caring for the flowering baskets. These employees will also be available to water the planters of any businesses who want that care provided. We have solidified the funding for these positions already.

The Lodger's Tax Board is supporting this effort with funding, and we are seeking additional funding from foundations. We are also asking that businesses such as yours, which benefit from community growth and development, contribute what you can, in time and funding, to support this leap forward in community pride and beautification. We hope you will get involved. We see this event expanding year by year and are excited about this new venture and the enthusiasm and pride we think it will bring to Raton. For further information, don't hesitate to contact a member of the coalition.

Sincerely,

Raton Parks and Recreation, GrowRaton!, Raton MainStreet, Raton Chamber of Commerce, Center for Sustainable Community. and community members.

