



2025 Essex Adopt-A-Flowerpot Program

Flower/Plant Care Plan

Name: _____

Flowerpot Number & Location: _____

Centerpiece Plant Type

- 12-inch Red Knockout Rose Bush
- Thuja Arborvitae Emerald Green Shrub

Introduction

Thank you for being part of the Essex Adopt-A-Flowerpot Program! This community initiative brings together residents, businesses, and organizations to beautify the Eastern Boulevard corridor through creativity, collaboration, and shared pride in our neighborhood. By sponsoring and caring for a flowerpot, you are helping to create a warm, welcoming, and vibrant streetscape that reflects the spirit of Essex.

This Flower Care Plan provides simple guidance to help you maintain your adopted flowerpot and keep it thriving throughout the seasons. Your continued attention to watering, seasonal updates, and creative decoration ensures that these planters remain a source of color and joy for all who live, work, and visit our community. We are excited to partner with you and truly appreciate your commitment to making Eastern Boulevard bloom—one flowerpot at a time!

Watering Frequency

- **Fall:** 1-2 times per week, fewer as temperature drops.
- **Winter:** Water only if the soil is completely dry and not frozen, especially for Arborvitae.
- **Spring & Summer:** 2-3 times per week, depending on heat and rainfall.
- **Tips:**
 - ◆ Water deeply at the base. Avoid soaking leaves or stems.
 - ◆ Each pot needs about ½ to 1 gallon of water per session.
 - ◆ Check soil moisture regularly. If the top inch feels dry, it's time to water.

Weeding & Deadheading

- Check weekly for weeds or fallen debris.
- Remove weeds by hand to prevent root competition.
 - ◆ **For Roses**, snip or pinch off dead blooms to encourage new flowers.
 - ◆ Keep the soil surface clear to allow good air flow.



Fertilizing (OPTIONAL)

- Always follow label instructions — too much fertilizer can damage roots.
- **For Roses:**
 - ◆ Use balanced rose fertilizer (10-10-10).
 - ◆ Fertilize every 4–6 weeks in April-September for roses.
- **For Arborvitae:**
 - ◆ Use slow-release evergreen fertilizer
 - ◆ Fertilize once in Spring.

Pruning & Trimming

- Use clean, sharp pruning shears to prevent disease.
- **For Roses:**
 - ◆ Lightly prune dead stems in early Spring and remove spent blooms throughout the season.
- **For Arborvitae:**
 - ◆ Only trim stray or overgrown tips to maintain its round shape. Avoid cutting into the inner brown wood.

Mulching

- Maintain a 1-2 inch layer of hardwood mulch on top of the soil. This helps hold moisture, regulate temperature, and suppress weeds.
- Reapply mulch every season, or as needed.
- Keep mulch a few inches away from the plant stems to prevent rot.

General Maintenance

- Remove fallen leaves, litter, or debris weekly.
- Rotate pots slightly every few weeks for even sun exposure.
- Check pots for cracks or clogged drainage holes.

Seasonal Notes

- **Fall:** Reduce watering, clean up faded blooms, and add mulch before frost.
- **Winter:** Minimal care. Protect pots from freezing, insulate with mulch, and water sparingly during dry periods.
- **Spring:** Refresh soil, fertilize, prune roses, and check mulch depth.
- **Summer:** Water frequently, deadhead roses, and watch for heat stress or pests.

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