



Metro Blooms

GROW. BLOOM. INSPIRE!

2022 Impact Report

Mission Partner with communities to create resilient landscapes and foster clean watersheds, embracing the values of equity and inclusion to solve environmental challenges

Strategic Areas of Focus

Diversity, Equity,
& Inclusion

Design + Build for
Healthy Resilient
Lands & Water

Community
Relations,
Engagement &
Inspiration

Broaden Geographic Reach

Organizational Identities
& Interconnections

Education &
Community
Resources

Partnerships in Community -
Strong Interconnected
Partnerships

Financial Sustainability
& Accountability



Community Projects

Partnering with communities for more resilient landscapes

We engaged residents in communities that have experienced environmental injustice to work with us on creating more resilient outdoor spaces. In one program, we worked with six affordable housing communities to incorporate clean water practices and native planting for pollinators, and that centered community priorities. Residents were active decision-makers in their project. We hired residents as project stewards and to work alongside us in planting and landcare.

These projects are made possible by public and private funding — including watershed districts, cities, and counties, foundations, property owners and individual donations — and by partnering with deeply rooted community members and organizations.

225	8,451	842,620
Resident and community member participants	Square feet native plantings	Gallons stormwater runoff diverted annually

Blooming Boulevards in Minneapolis

This program transformed residents' boulevards in several North Minneapolis neighborhoods into beautiful raingardens featuring native pollinator-friendly plants. Community partners helped us recruit participants to receive a blooming boulevard. Metro Blooms Design+Build helped residents with design and plant choices. Residents learned about stormwater capture and benefits of native plants.

Community partners: Jordan Area Community Council, Sunnyside Peace and Prayer Coalition, Northside Residents Redevelopment Council, All Nations Youth and Community Assistance Program and Liberty Healing Space. Funding partners: City of Minneapolis, Minnesota Board of Water and Soil Resources' Lawns to Legumes program.

32	9,625	444,000
Blooming boulevards	Square feet native plantings	Gallons stormwater runoff diverted annually



Planting trees, Brook Gardens, Brooklyn Park



Blooming boulevard, Minneapolis



Community review of design of new park, B Apartments, Minneapolis

Learning With Blue Thumb



Blue Thumb - Planting for Clean Water is Metro Blooms' education program and a partnership of local governments, landscape contractors, native plant nurseries and others committed to promoting native plantings, raingardens and shoreline plantings.

Sustainable Landcare Training

We're growing a local workforce and creating job and education pathways in the environmental field. This 30-hour program covers stormwater basics, installing and caring for green infrastructure, native plants and more. We had 73 participants in 2022. Many youth members of All Nations Church took part in landcare training in North Minneapolis. Afterwards, several participants became a paid crew for Metro Blooms, planting and maintaining area boulevard projects.



"We loved helping with the project because it gave us time with our youth to connect. We had the opportunity to put our hands in the dirt and work with the soil." — Lenda, crew leader

DIY Workshops



We reached hundreds of DIYers with our Resilient Yards and Pollinator Lawns workshops. We also debuted a partnership with MN SEED for workshops on collecting native seed and winter sowing.

21

Workshops
offered

576

Participants

Lawns to Legumes



Minnesotans received individual grants of up to \$350 to plant native pollinator habitat at home. Blue Thumb managed the program for the Minnesota Board of Water and Soil Resources.

Outcomes as of December 2022

32

Acres of native
pollinator habitat
created

1,260

Projects
completed

1,958

Pollinator-
friendly trees and
shrubs planted

Metro Blooms Design+Build

Metro Blooms Design+Build LLC offers design, build and landcare services. Our D+B team's landscape designers and crews also provide technical expertise for community projects and education programming. They lead our design and install projects and share knowledge about sustainable practices during community planting events, DIY workshops and landcare training.

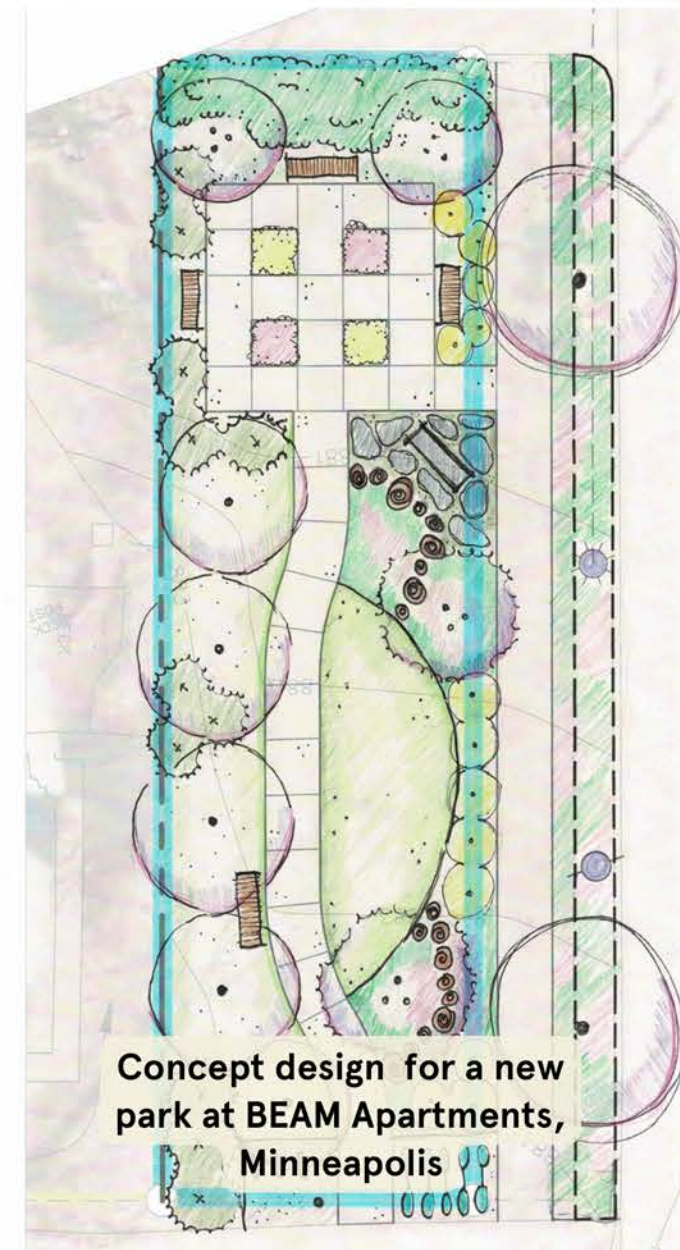
Neighborhood Projects

Neighborhood of Raingardens

Neighborhood of Raingardens makes it easier for residents in participating neighborhoods and cities to add a raingarden in their yard. Conservation Corps MN & Iowa, one of our partners, provides crews paid by the Clean Water Fund, helping to lower residents' costs and reduce practical challenges like excavating soil.

Protecting Shorelines

With help from Conservation Corps MN & Iowa, we planted 454 native plants in shoreline buffers at three residential properties on Lake Minnewashta. The project was financially supported by residents, the Carver Soil & Water Conservation District and Lake Minnewashta Preservation Association.



79

Neighborhood of
Raingarden projects
installed

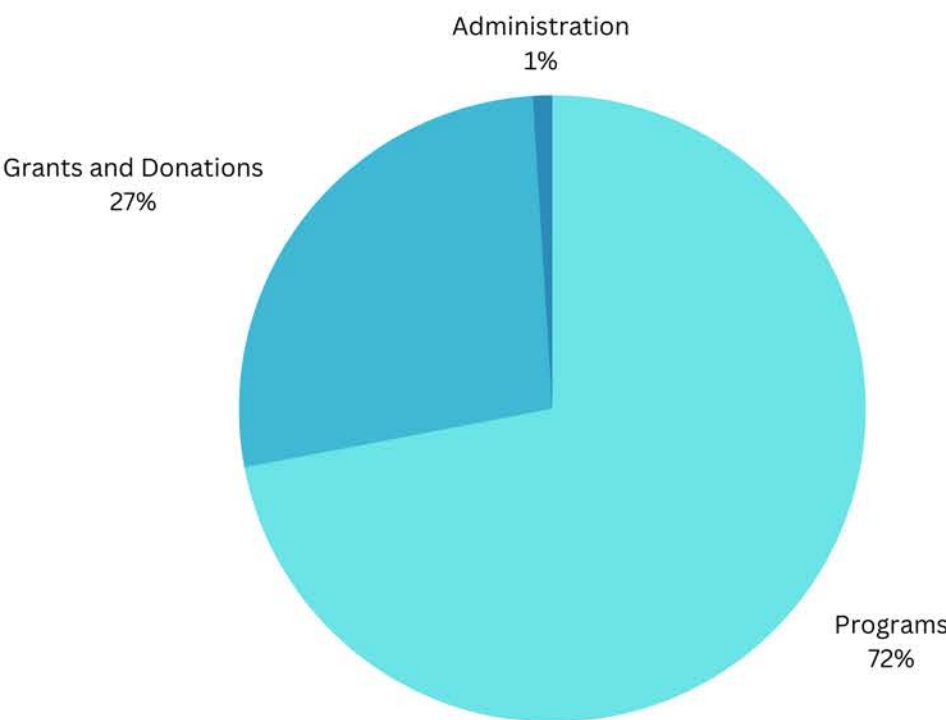
1,532,600

Gallons stormwater
diverted annually

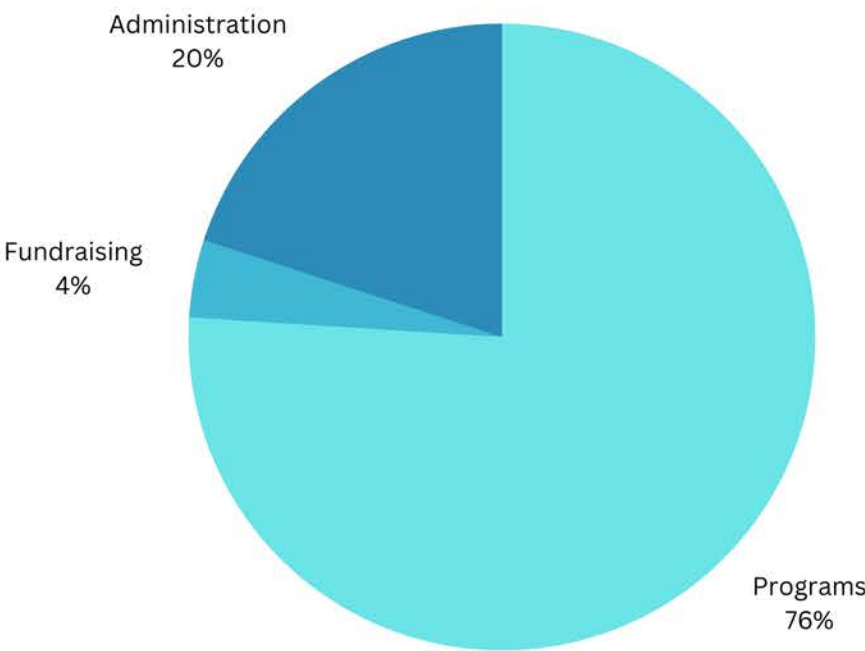


2022 FINANCIALS

Consolidated Revenue



Consolidated Expense



LEADERSHIP

Laura Scholl, Executive Director

Directors

- Erin Bogle
- Jennifer Ehlert
- John Bly
- Rebecca Rice
- Rich Harrison

GOVERNANCE

Carol Kuechler, Chair, Board of Directors

Board of Directors

- | | |
|---------------------|-------------------|
| Alex Kim | Norman Greenberg |
| Catherine Menick | Randy Rau |
| Dan Jaker | Steph Jacobs |
| Jeanette Boit-Kania | Travis Thein |
| John Kinara | Beth Carreño, |
| Megan Tenenbaum | Blue Thumb Liason |



Capital Campaign Update

Our capital campaign has raised \$100,000 to support a work home for our staff.