



# Baltimore County Community Gardens

Robert H. Smith School of Business  
May 6, 2021

Final Recommendations





# Presentation Outline



Our Smith Team

Project Overview

Site Selection Strategy  
and Recommendations

Marketing Strategy  
and Recommendations





# Our Smith Team

## Project Leads



Chris Pitts

## Site Selection



Hao Jiang

## Data and Marketing



Sherry Chen

## Consultant Advisor



Christian Lopez



Hunter Petrik



Stephanie Zheng



Njeri Warrington



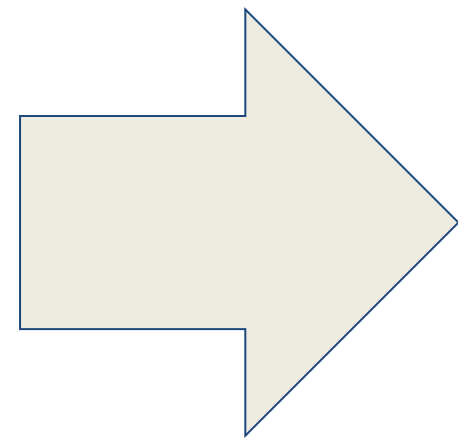
# Project Overview

## Opportunity Statement

Help Baltimore County Government determine the optimal locations for community gardens and help garner community support for this project.

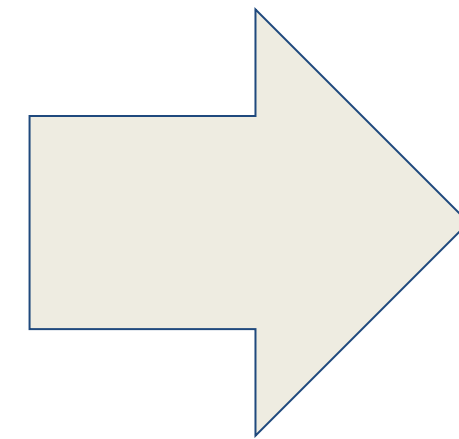
### Site Selection

- locate in food deserts
- parking availability
- low to moderate income
- not near large trees
- dense population
- available water source



### Marketing

- social media campaign
- collaborate with other organizations

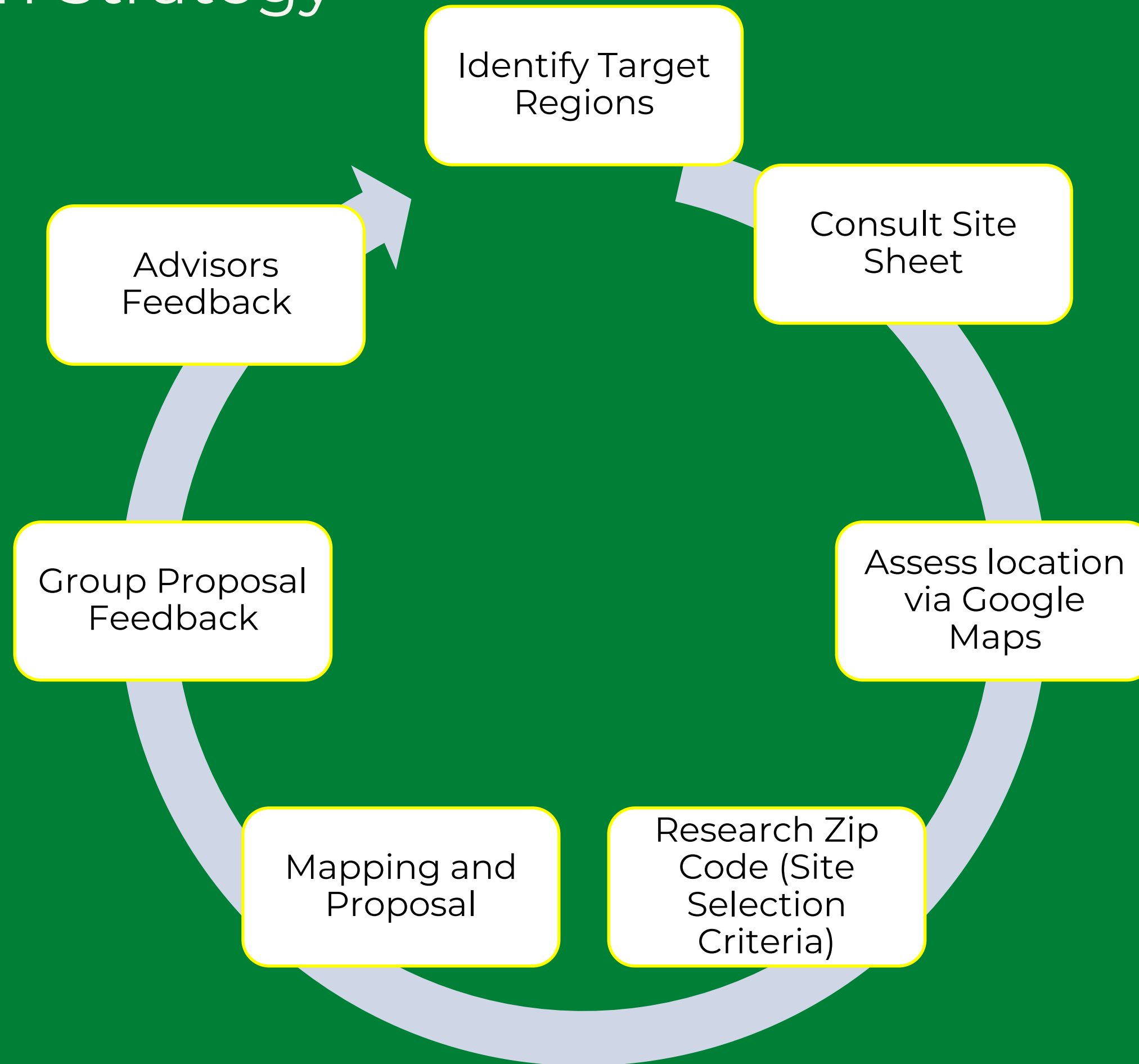


### Visually Appealing Gardens

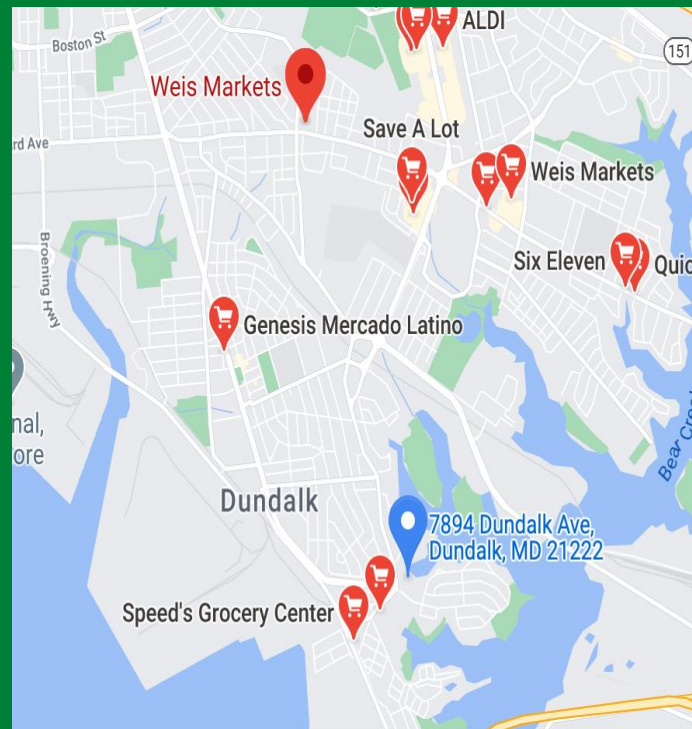
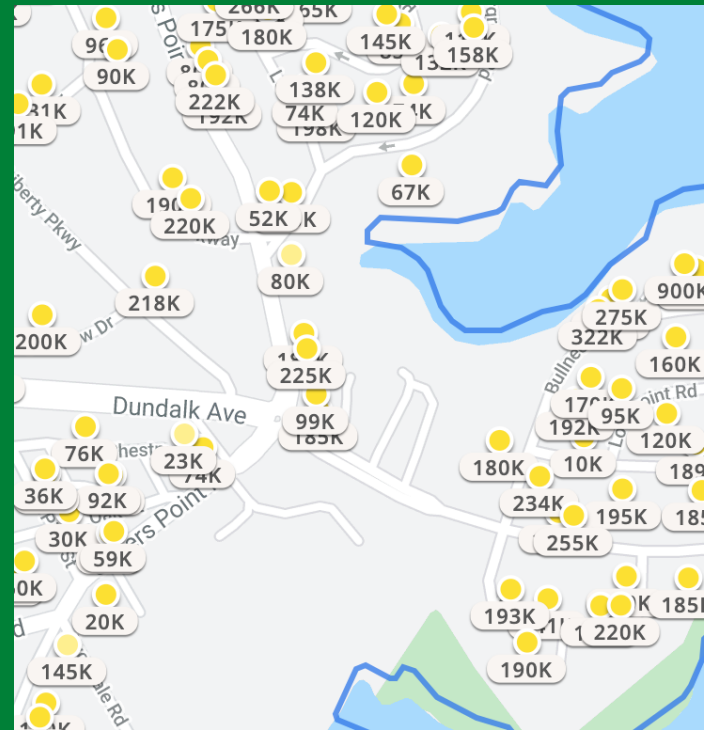
- raised beds
- sturdy fencing
- welcome gate
- shelter for tools and community gatherings



# Site Selection Strategy







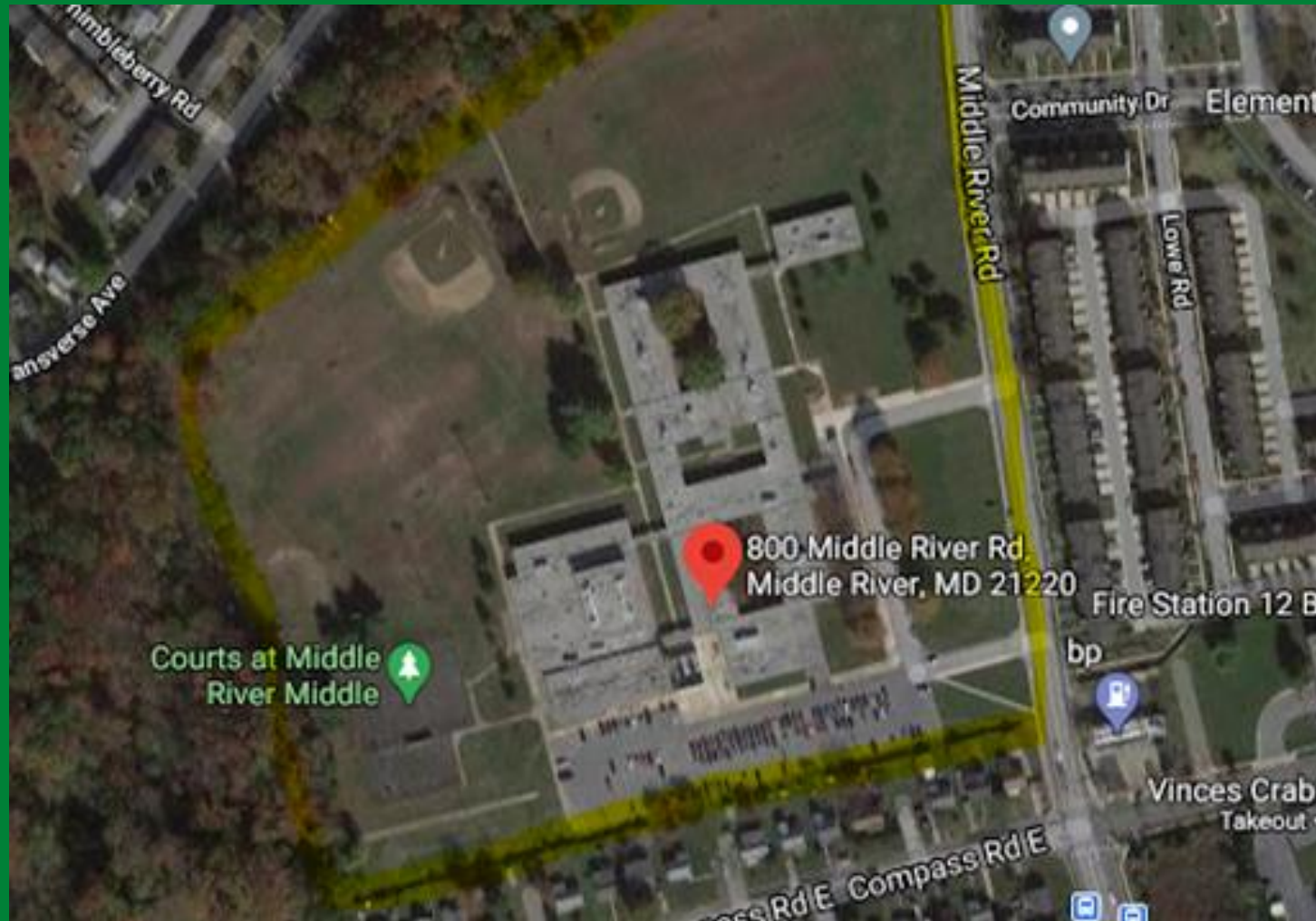
## Demographics:

- ## Location

- Sollers Point Rd and Dundalk Ave
- \$130K - \$250K houses
- parking, sun exposure, water source
- nearest grocery store: 2.3 miles



# Recommendation 2: 800 Middle River Road, Middle River



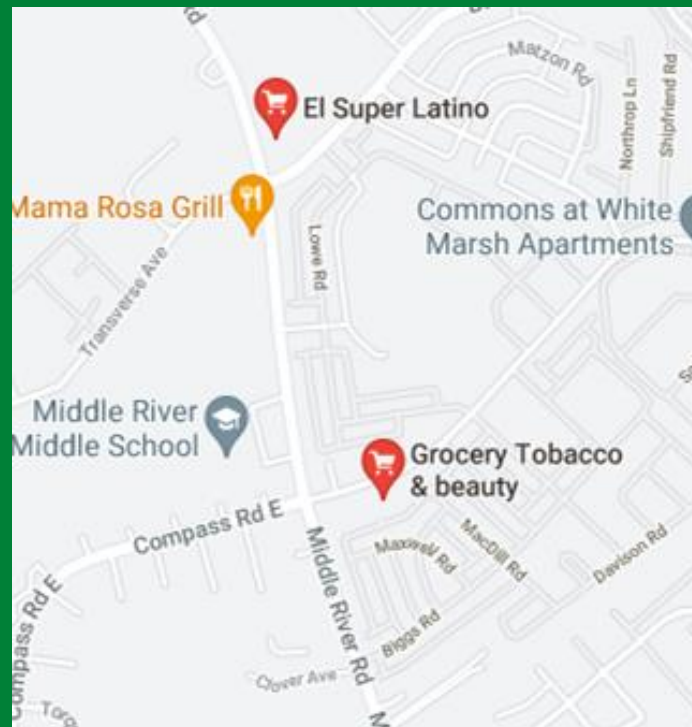
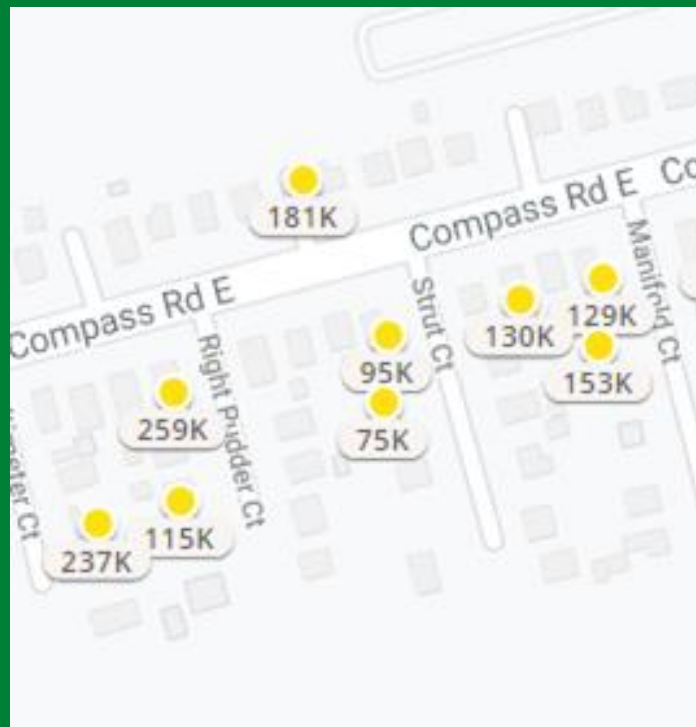
## Key Considerations

### Demographics

- poverty rate: 11.6%
- household income: \$56,000
- population: 25,000

### Location

- nearest grocery store: 1 mile
- near school/parking (2 elem., 1 middle)
- far from existing sites
- near churches, apartments, and accessible from Pulaski Highway





# Recommendation 3: 4627 Old Court Road, Pikesville,

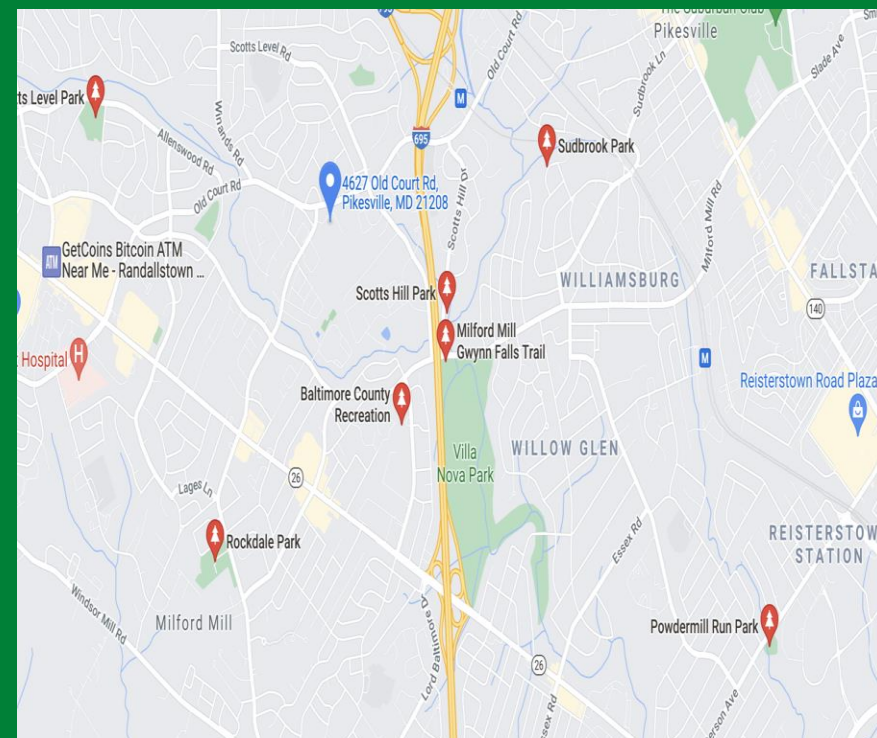
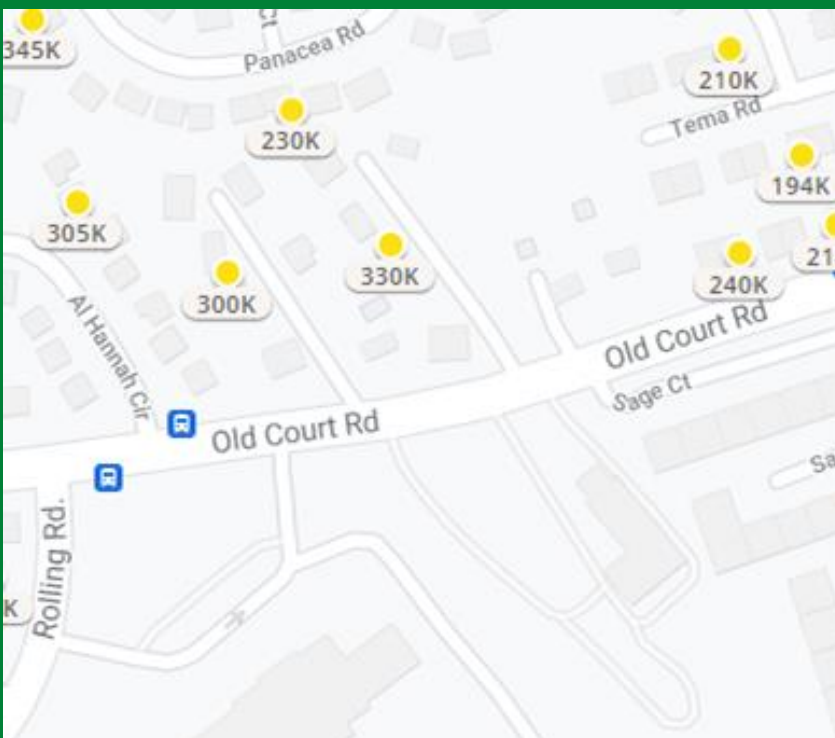
## Key Considerations

### Demographics

- white: 50%, black: 38%
- median income: \$68,000
- covid cases: 2,724 as of March 30

### Location

- nearest grocery store: 1.7 miles
- site size: 29.4 acres
- transportation and parking
- surrounded by parks—ensured water sources



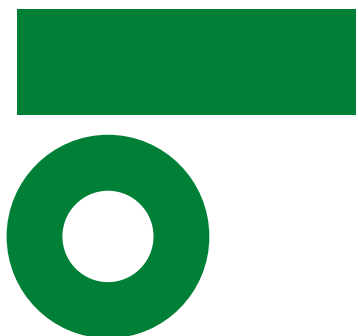


# Site Selection Lessons

A site may meet several criteria, but if it fails to work as a community garden, it's not worth pursuing

In food desert areas, small corner stores are operated by community members

Department of Recreation and Parks is a complex organization





# Recommendation: Marketing Strategy



○ Social Media Campaign

- Includes daily post with pictures of gardens
- Contest or giveaways

○ Develop Best Practices



○ Collaborate with other county and/or Organization's

- Creative Kids
- Community Assistance

○ Develop How- to's & tutorials for community garden





# Best Practices: Building Collective Achievement

## Website Optimization

- More activity drives more traffic
- Increase conversations and grow community support

## Improve Social Media Content Strategy

- Citizen-driven
- Encourage super users
- Social Media Partnership with similar organizations
- Partnership with community partners & food social justice groups
- Short videos: the gardening process, interviews
- Recruit fellow organizers and volunteers

Example: Alley Cat Acres (Glover, 2012)





# External Partnerships

## Benefits

### **Building relationships is valuable for:**

- Video creation
- Creative Kids: Leadership Program for Teenagers
- Showing community unity
- Gaining Community Gardens





# Marketing Strategies

## Social Media Campaign

An organized marketing effort to increase awareness, interest, and loyalty to our organization through social media channels.

## Purpose

- Getting gardeners' feedback, user-generated content
- Increase fan page traffic and get noticed
- Word of mouth effect

Develop how-tos and tutorials for community gardens

Run a contest or giveaway

## Spring FTS Call: School Garden Idea Swap

MARCH 24, 2021 BY LIBBY WEILAND

Join us **Thursday, April 8th, 3:30-5:00pm**, for a conversation with fellow school garden organizers and enthusiasts to prepare for the upcoming season!

- Glean inspiration from experienced garden coordinators about exciting new projects for getting communities engaged and enhancing learning.
- Swap ideas and discuss solutions with others engaged in school garden work.
- Get your gardening questions answered in preparation for the season.
- Gather resources to help you set your school garden project up for success.

**Please register** by **Wednesday, April 7th**, so we can gather important information prior to the call and send you the Zoom link to join us!

This event is free and open to anyone interested!

Event presented by the **Vermont Farm to School Network** and the **Vermont Community Garden Network**.

**Share this opportunity:**

Share **this flyer**

Share on **social media**



# Visually Appealing

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Chippewa County - Wisconsin



Port Coquitlam - Canada



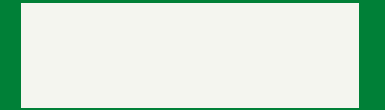


# Tampa Community Garden





# Lesson Learned: Marketing



Community gardens are more successful when they're citizen-driven. Social media and networks can help community gardens increase their “social impact” and social equity and create sustainability.

Provide followers incentives to follow the fan page, for example, useful information, a sense of belonging, or a giveaway.

Unity is important. Collaborating on projects in the community brings success.



Thank You!  
Questions?

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