



Estelline in Bloom

2025 America in Bloom
Evaluation Summary

Community
Presentation

Estelline Area Economic Development



Cole Hoyer
President



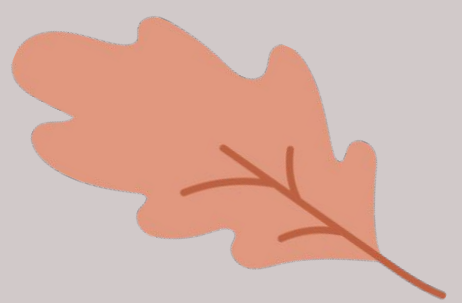
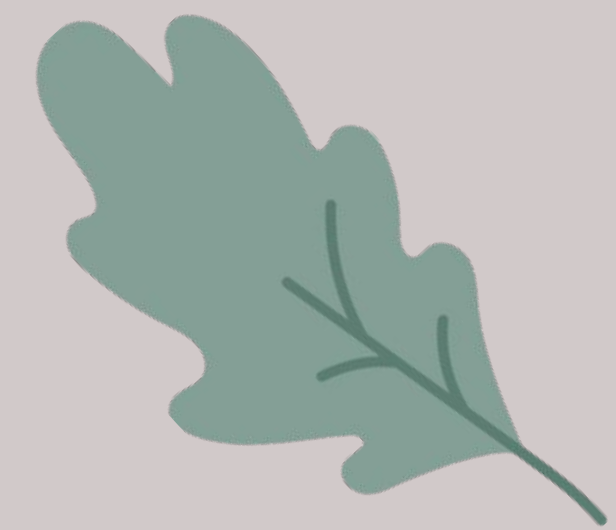
Linda Salmonson
Vice President



David Ebbers
Treasurer



Lynda Pierce
Secretary



Renee Axtell
Mayor of Estelline



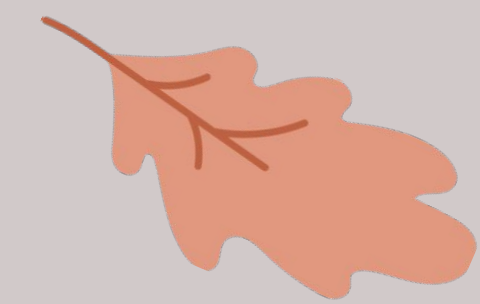
Jennifer Bortnem-Risty
Board Member



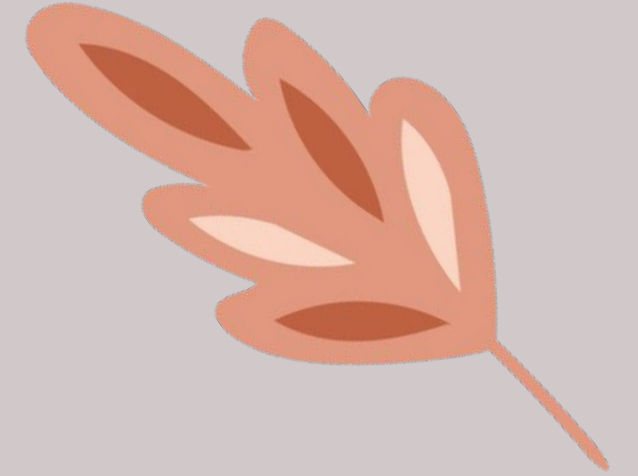
Molly Prinsloo
Board Member



Darrion Poppen
School Board Representative



About America in Bloom



What it is....

- National program promoting beautification, community pride, and sustainability.
- Communities are evaluated in seven categories: community vitality, floral impact, landscaping, forestry, environment, heritage, and overall impression.

Facts...

- Estelline, SD joined for the first time in 2025.
- We are the first town in South Dakota to partner with America in Bloom.

How we did...

- 4-Star Community!!
- Total Score: 252 out of 805 (31.3%)
- Highest scoring area: Community Vitality (57.8%)
- Strong preparation and engagement (92%)

Community Vitality



- Strong sense of community and volunteerism
- Excellent school system and nursing home
- Events like Rodeo Days bring people together
- Growing business development downtown
- New housing development
- Enhance appearance of Gazebo Park
- Consider murals to sides of buildings

Floral Impact

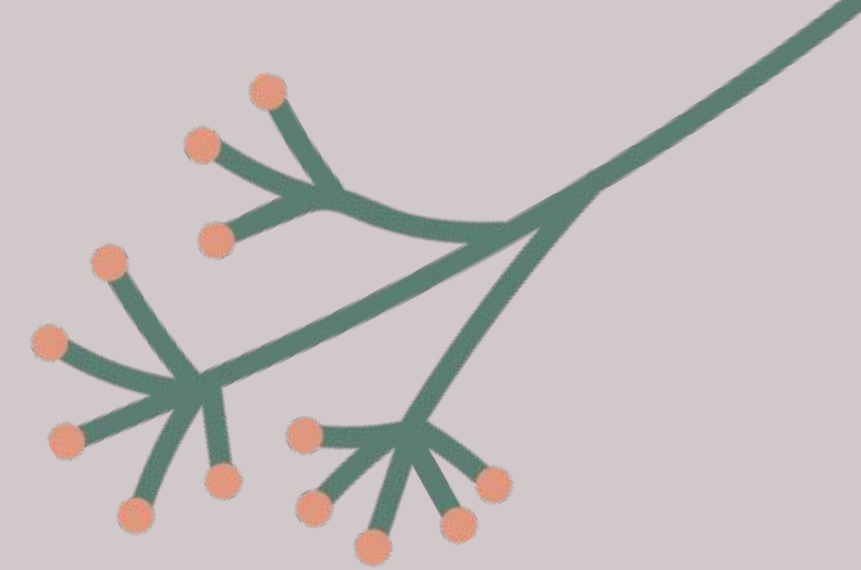
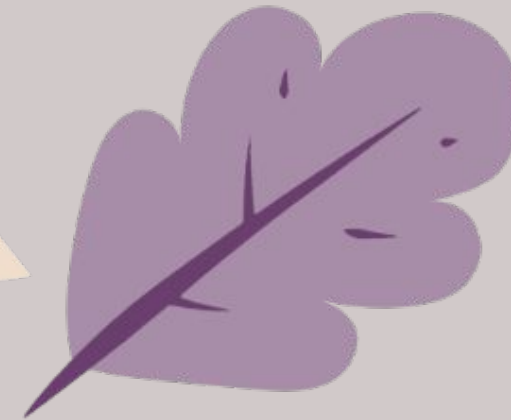


- Beautiful flowers at ENCC and around town
- Encourage more flowerpots and hanging baskets downtown
- Create a showcase floral area at Gazebo Park
- Work with post office to improve flower bed
- Expand youth and volunteer participation in planting projects at the nursing home

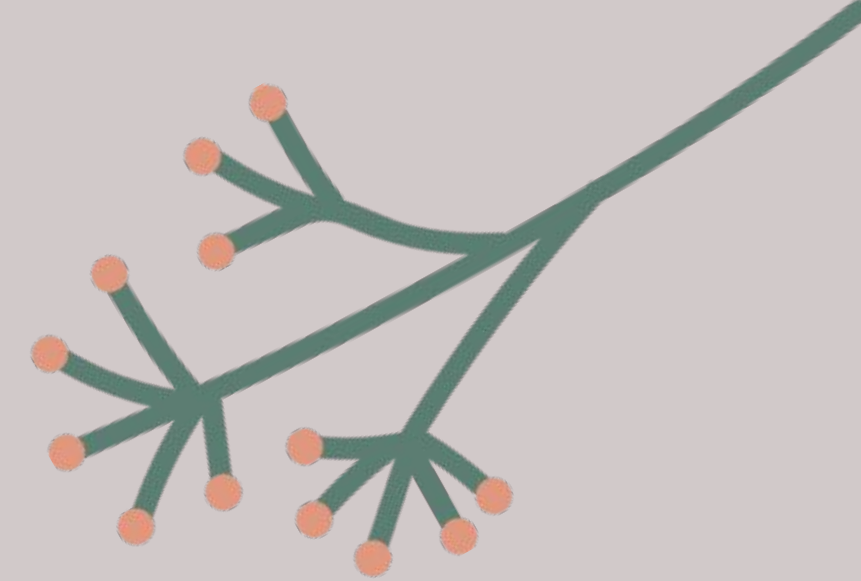
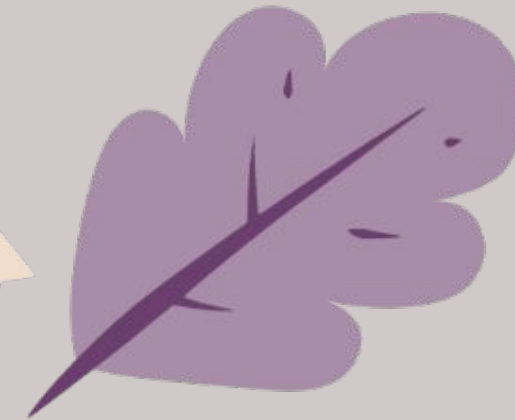
Landscaping



- Improve highway corners with native shrubs and grasses
- Enhance public spaces with colorful, low-maintenance landscaping
- Add monument signs at entrances with landscaping



Urban Forestry



- Develop a city-wide tree planting program
- Add trees downtown and in new development
- Consider trees near the school
- Consider enrolling in Tree City USA program

Environmental



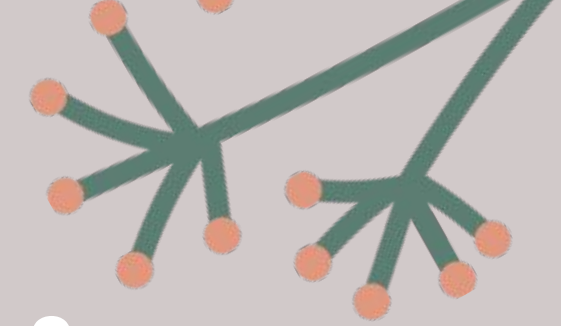
- Create a Green Team to promote sustainability projects
- Explore rain gardens
- Add recycling stations at community events
- Consider installing an EV charging station

Heritage



- Restore and highlight Gazebo Park
- Preserve historic buildings and explore an oral history project
- Install interpretive signage with historic photos
- Offer tours of historic structures


Overall Impression



- Estelline is welcoming, clean, and full of potential!
- Focus on uniform signage, murals, and creating an environment that will cause a ripple effect throughout town.
- Upgrade downtown lighting and add Redhawk themed crosswalks.
- Continue revitalizing Main Street with coordinated design and pride.



What do we do with all of these ideas?

CREATED 4 SUBCOMMITTEES	
Estelline in Bloom	
Housing	
Business Growth	
Engagement	



Each recommendation
for Economic
Development in the
report was assigned a
priority & subcommittee.

Priority

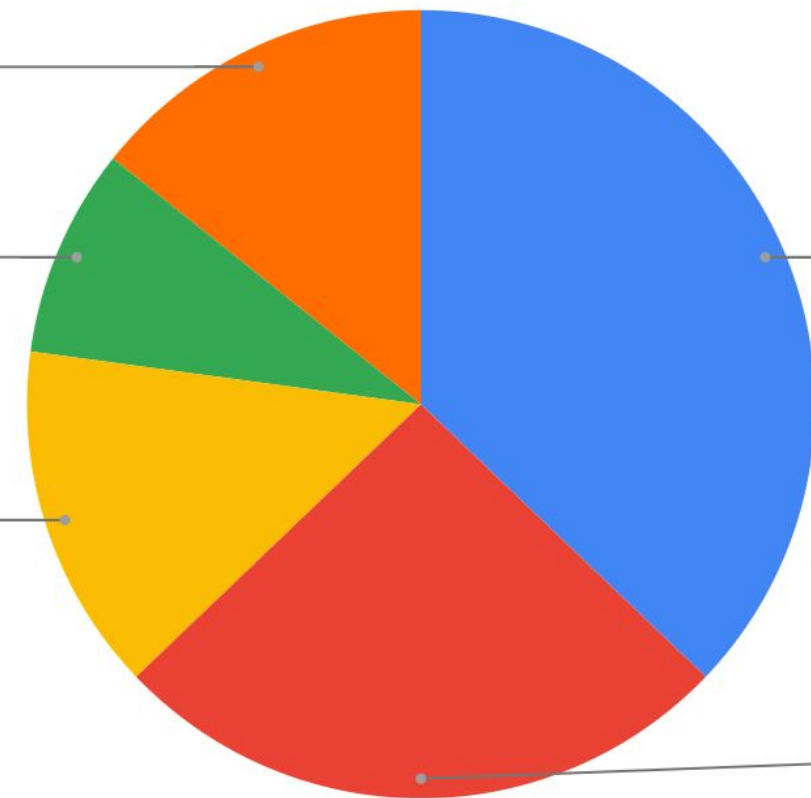
3-6 Months
14.3%

4-6+ Years
8.6%

6-12 Months
14.3%

0-3 Months
37.1%

1-3 Years
25.7%



0-3 Month Plan



Re-establish Facade Program for Businesses

EAED to match up to \$2,500
(\$10,000 max/yr).



Floral Improvements

Focus on Gazebo Park & Main Street.

Add Murals to Buildings

Project for students and residents of Estelline.



Paint Light Poles

Light poles on Main St to be painted black in Spring 2026.



3-6 Month Plan



Restore Gazebo Park

Add cultural plantings around the Gazebo.



Assist with Gardening

Create workdays/resources to assist gardeners at their own homes.

Assist Homeowners

Work with residents and help them research grant opportunities to assist with projects.



Business Inventory

What do we currently have?
What businesses do we want to see?



6-12 Month Plan



Monument Signs

Place welcome signs at the 4 entrances into town inviting people to our great community.

Build relationships with business owners

Meet and discuss what we can do to help improve business.



Construct Little Libraries

Place at key locations throughout the city. Make them art pieces.



1-3 Year Plan



Create Pop Up Park

Create a space with seating, fire pits, and string lights for people to gather.



Interpretive signage

Collaborative project with school and nursing home to record stories of the past.

Restore Hoffelt Drug Store

Bring life back to the historic building!

Revitalize Cafe Building

Decide what is needed in it's place and how best to facilitate.

Apply for Tree City USA

Need to evaluate our tree canopy and prepare for future needs.

4-6+ Year Plan



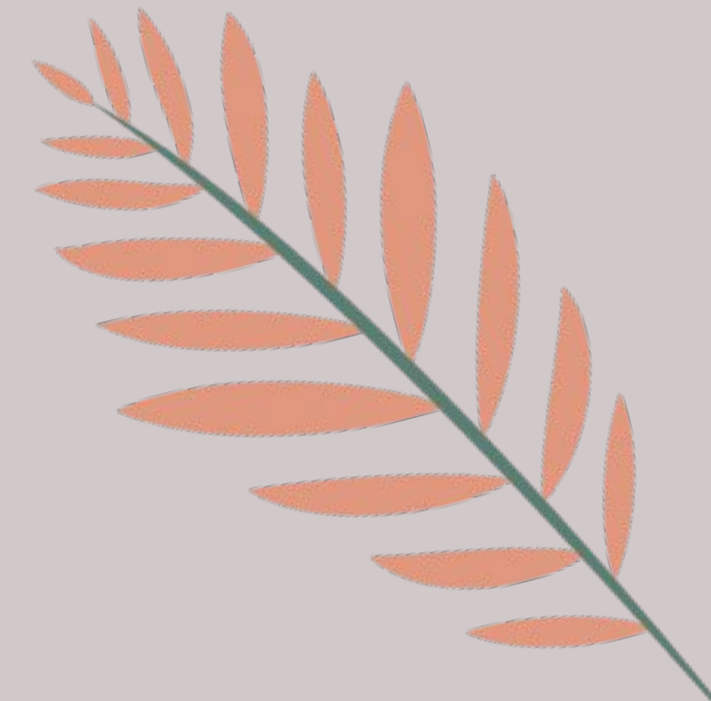
Explore Rain Gardens

Allows management of stormwater while beautifying areas.



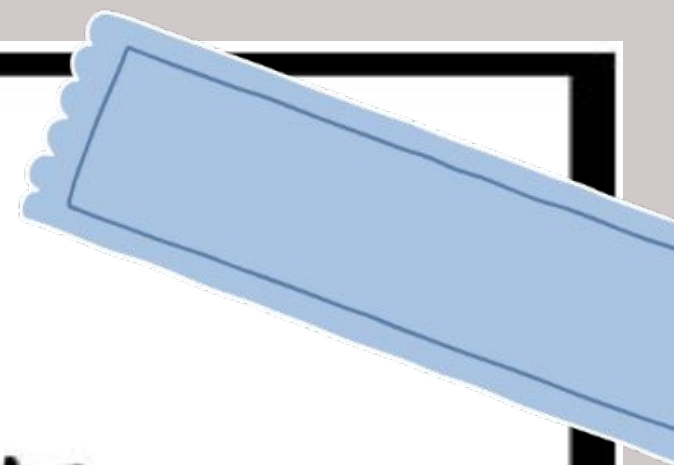
Consider Billboard

Advertising our town and inviting travelers.

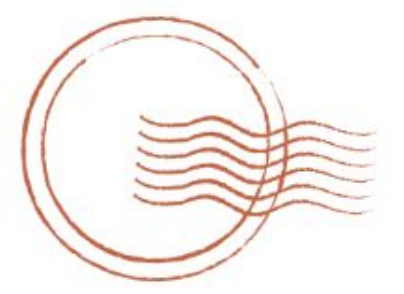




GET
INVOLVED

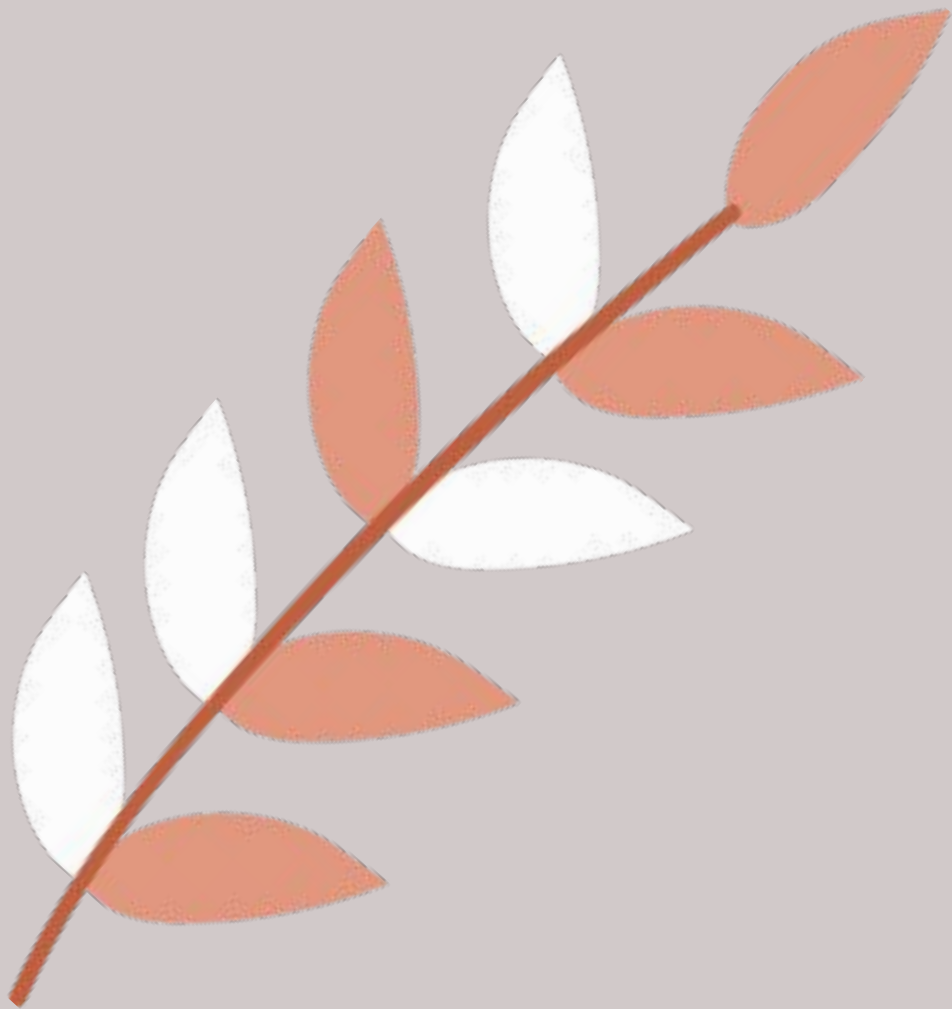


- ☐ Help us make
- ☐ our town better!
- ☐ Any help is greatly appreciated.

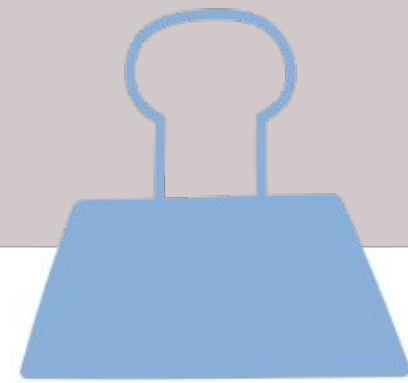
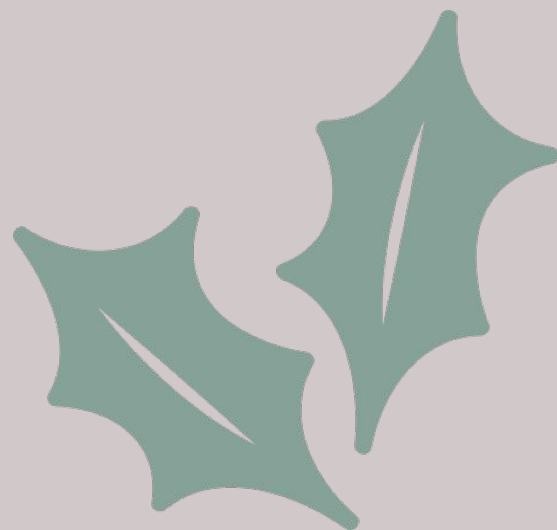




Thank you!



Get In Touch




☐ **Email** estellineecon@gmail.com

☐ **Facebook** [Estelline Economic Development](#)

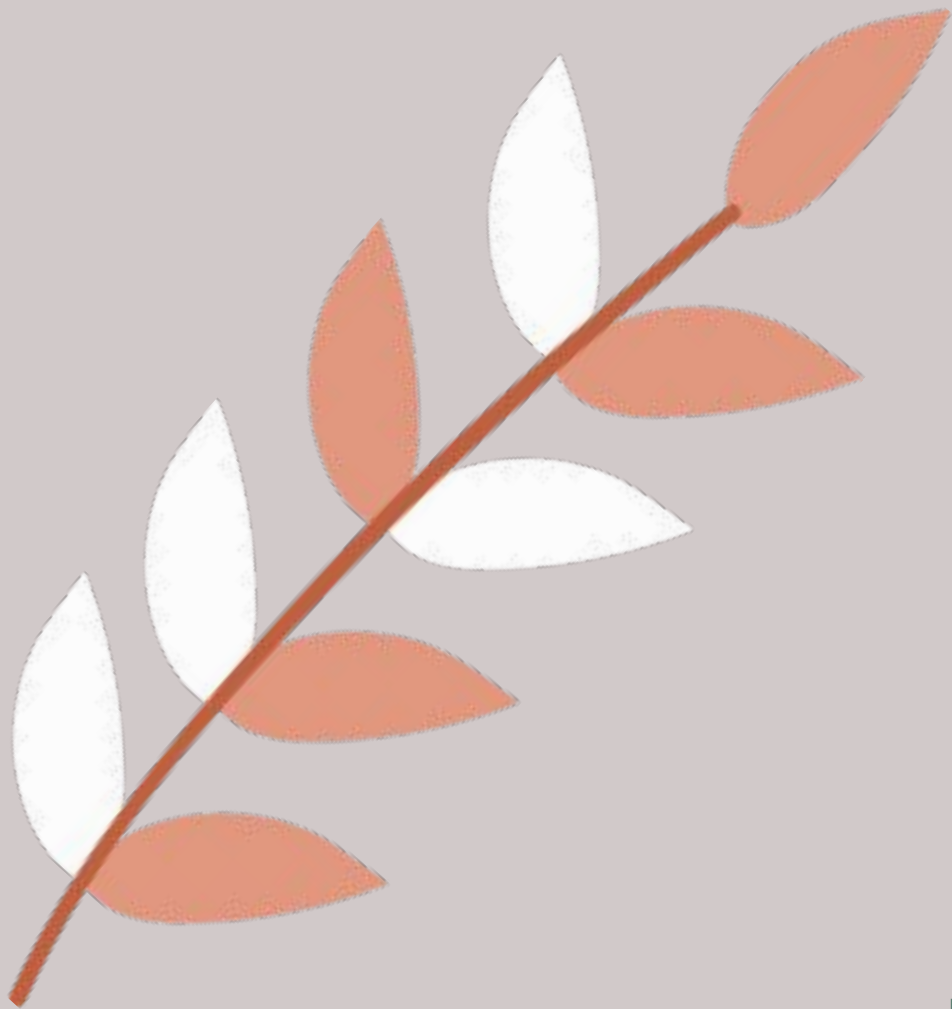
☐ **Instagram** [@estellineareadev](#)

☐ **Website** estellineecon.org

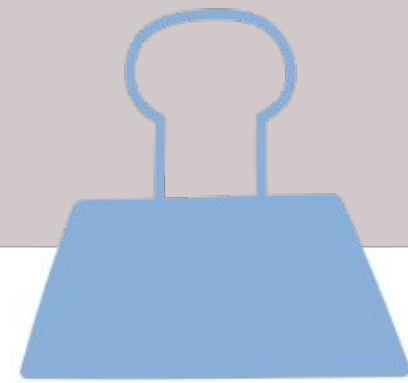
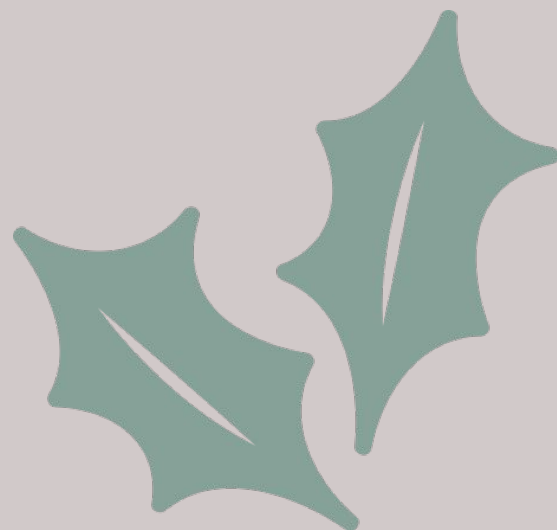
Break Out Session

5 Minutes per Station	
Estelline in Bloom	
Housing	
Business Growth	
Engagement	





Get Involved Now!



- ☐ **Planter Sponsorship**

- ☐ **Register your home or Business with AIB**

- ☐ **Plan to submit to the Downtown Art Project**

- ☐ **Purchase a Patio Paver as a sponsorship for the Gazebo Park Renovation**