Keep Bartow Beautiful – Bartow County Government Department of Community Development, has partnered with the City of Cartersville Downtown Development Authority to improve seven existing planters along Wall Street in the heart of downtown Cartersville.

These improvements were designed to create an attractive and cohesive theme to the downtown Wall Street area to encourage visitors and, by extension, encourage commerce in our historic downtown. In addition, by planting native and pollinator species, the project also promotes Keep America Beautiful’s "National Planting Day". In collaboration with dozens of conservation and gardening organizations nationwide, Keep America Beautiful is a founding member of the National Pollinator Garden Network and is part of a new national campaign — the Million Pollinator Garden Challenge. This campaign is in support of President Barack Obama’s call to action to reverse the decline of pollinating insects, such as honeybees, native bees and monarch butterflies.

A “rack card” explaining the “Planter Project” listing the natives and pollinators used for the project are on the front. On the back of the card is info from the Million Pollinator Garden Challenge. These have been distributed to the Wall Street businesses. Small sponsor signs have also been placed in a planter recognizing their contributions.
The Downtown Wall Street Planter Project is part of a larger coordinated effort (including a Hometown Grant) to not only beautify but to create and promote an identity that will ultimately draw people from Hwy 75 into town focusing on our vibrant Museum, Theater and Arts Community ultimately benefiting all of downtown economically.