

Dear Lafayette Residents & Business Owners:

November, 2018

Lafayette is one of only 15 “Certified Azalea Cities” by the Azalea Society of America; www.azaleas.org. Our grand boulevards, residential areas and business landscapes of azaleas are a floral splendor in early spring. We know that our beautiful lush and colorful landscape is great for tourism and our economy. Since the 1930’s the Lafayette Historic Azalea Trail has attracted thousands upon thousands of visitors annually to enjoy the splendor of the azaleas. In the 1980’s Southern Living Magazine designated Lafayette’s Azalea Trail one of the top 20 destinations in the south! Thankfully we are still a top tourist destination. We are passionate about our azaleas and want to pass this on to the next generation.

Lafayette neighborhoods and businesses have great potential to be a part of the “Azalea City” promotion. which also helps bring attention to our Historic Azalea Trail! We launched a new website; www.azaleatrail.org ! Would you join us in this city wide azalea beautification and improvement effort? We are seeking your help as a homeowner or business owner to consider the following landscaping efforts:

- Selectively prune azaleas **only in the spring right after the flowers faded away and before July**. Azaleas begin to grow their flower buds in July and late summer. Mulch around the base of the bushes.
- Hedge trimming or invasive cutting back is not necessary as azaleas do best when allowed to grow naturally.
- If you don’t currently have azaleas, please plant azaleas in your front yard in the fall or early spring.
- Beautify your front porch with container azaleas during the bloom season in early spring.
- Adopt azaleas in public spaces near your home by removing vines and small trees and/or mulching.
- Please visit www.lsuagcenter.com for azalea planting and maintenance information.
- Donate time, materials and/or funds by emailing Scenic Lafayette for ongoing trail revitalization efforts.
- “Like” us on www.facebook.com/sceniclafayette to share pictures of your azaleas.

Scenic Lafayette’s Azalea Trail Committee has done great work over the past several years to revitalize the historic Azalea Trail by planting over 700 new azaleas and conducting outreach campaigns to residential and business owners. With the help of Lafayette Convention and Visitors Center (LCVC) grants, donations and volunteers, we have had lots of success. We have partnered with LCVC, the Downtown Development Authority, the Preservation Alliance of Lafayette, Keep Lafayette Beautiful and Project Front Yard to bring parts of the trail back to its former glory. We are proud of our city certification and want to promote and share our floral beauty with visitors. Thank you for being a part of this beautification effort to keep Lafayette more scenic with azaleas. Please visit www.lafayettetravel.com to view our azalea trail map and www.google.com/maps for pictures and info.

Sincerely,

Mrs. Denise R. Lanclos
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Azalea Committee Co-Chair

Mrs. Cheryl B. Perret
Azalea Committee Co-Chair

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We are a 501(c) 3 Non-Profit Organization operating as an affiliate of Scenic America.