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Shop Corner: Creating Community

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Editor's note: In this space, we'll highlight business tips, marketing, buying and other topics from houseplant shops told from a variety of angles that will help smaller shops make their businesses more effective. To contribute your thoughts, please email me at jpolanz@ballpublishing.com.

I'm always looking for ideas to share about how smaller shops can build strong ties to their community. A great example of this is Botany in South Bend, Indiana (I featured them in [the January 2022 issue of Green Profit](#)).

Owner Ben Futa has always set the bar high, and the company aims to turn a collection of four city lots in South Bend into an urban public garden, dedicated to education, demonstration gardens, community events and more. He's asking supporters to become a "Botany Backer," by pledging monthly donations to the program. In return, depending on the level of donation, supporters receive store discounts and other perks, all while benefitting the local community. You can read more about the program

here: botanyorbust.com/become-a-botany-backer. **GP**

Pictured: Owner Ben Futa in the shop when I visited in late 2021.