



Lawn Care for Cleaner Air and Grow More Mow Less Programs

Quarterly Report: 04/20/16

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With spring now upon us and summer only a couple of months away, the Lawn Care for Cleaner Air (LCCA) and Grow More Mow Less (GMML) programs are in full swing. We have already begun running LCCA ads and our advertising campaign will run until August. We are running ads with our usual partners: Leo, Courier Journal, and Louisville Public Media, but with an increased focus this year on social media and email marketing. Two of our big campaign goals are regaining traction in zip codes where we saw rebate reductions last year (i.e., 40204, 40205, 40206, 40207) and expanding into the far eastern parts of the county (i.e., 40223, 40243, 40219, 40059). We have historically had a difficult time tapping into this market, perhaps because of the large average lot size in this part of the county. There seems to still be reluctance on the part of homeowners with large yards and lawn care professionals to embrace electric lawn equipment.

In order to combat this sentiment we spent the last few months revamping LCCA Pro in an attempt to raise awareness of the program and to make participating easier for both customers and participating retailers. We have simplified the program's paperwork and made it possible for people to receive Pro rebates on equipment from the retailer of their choice; not necessarily one of our participating retailers. Hopefully relaxing this policy will lead to an increase in LCCA Pro rebates and our rebates in general. In related (and great) news, we have processed almost twice as many total rebates so far this year than we had at this point last year. With help from the Louisville Metro Office for Performance Improvement we have discovered that our yearly rebate totals are closely correlated with the previous year's advertising spending, so we hope that last year's increase in ad spending means a big year for LCCA.

In GMML news, the popularity of our Facebook page continues to grow as we are now approaching 2,000 followers. One of our recent posts concerning native plants that attract birds and butterflies reached nearly 7,000 people. We have found that people are using the site to talk to other gardening/landscaping enthusiasts and as a clearing house for a wide range of helpful tips and information.

Finally, with our move to 701 W Ormsby complete, the plants and trees from our GMML Demonstration Garden are also finding new homes. Hopefully we will both thrive in our respective new "digs."

This quarter's rebate totals:

Rebates in Period for Board Report					
Last Name	First Name	ZIP code	Rebate Amt.	Description	Vendor Name
AUSTIN	CHELLIS R	40206	\$50.00	Battery, large (for lawnmower)	Keith's Hardware
BARTLEY	DAWN M	40220	\$100.00	Lawnmower, battery-powered (cordless) electric	Home Depot, Breckenridge Lane
CLEMENTS	CHRISTOPHER J	40220	\$100.00	Lawnmower, battery-powered (cordless) electric	Highlands Hardware
COATES	PAUL F	40205	\$100.00	Lawnmower, battery-powered (cordless) electric	Highlands Hardware
CONLON	STUART M	40220	\$15.00	String trimmer, electric (corded or battery)	Lowe's, Hurstbourne Pkwy.
CONLON	STUART M	40220	\$100.00	Lawnmower, battery-powered (cordless) electric	Lowe's, Hurstbourne Pkwy.
COOK	MARTY D	40245	\$100.00	Lawnmower, corded electric (120 V)	Brownsboro Hardware
DUNN	THOMAS A	40220	\$100.00	Lawnmower, battery-powered (cordless) electric	Lowe's, Bashford Manor
EARP	WILLIAM H	40220	\$100.00	Lawnmower, battery-powered (cordless) electric	Home Depot, Hurstbourne
ENGLISH	DAVID B	40207	\$100.00	Lawnmower, battery-powered (cordless) electric	Lowes, Norton Healthcare
GUARNIERI	ANN P	40222	\$50.00	Lawnmower, battery-powered (cordless) electric	Worx.com
HEIMBROCK	EDWARD M	40207	\$100.00	Lawnmower, battery-powered (cordless) electric	Brownsboro Hardware
HOSEY JR	LAWRENCE F	40205	\$50.00	Lawnmower, battery-powered (cordless) electric	Mowers Direct
HUTCHINS	FRANCIS T	40220	\$100.00	Lawnmower, battery-powered (cordless) electric	Home Depot, Clarksville
KIMPFLEIN	WILLIAM F	40215	\$100.00	Lawnmower, battery-	Brownsboro

Rebates in Period for Board Report					
Last Name	First Name	ZIP code	Rebate Amt.	Description	Vendor Name
				powered (cordless) electric	Hardware
KIMPFLEIN	WILLIAM F	40215	\$30.00	Blower/vacuum, electric (corded or battery)	Brownsboro Hardware
KIMPFLEIN	WILLIAM F	40215	\$15.00	Battery, small (for trimmer or blower)	Brownsboro Hardware
LAMBERT	MARY A	40223	\$50.00	Battery, large (for lawnmower)	Keith's Hardware
LINK III	JAMES M	40207	\$15.00	String trimmer, electric (corded or battery)	Amazon.com
LINK III	JAMES M	40207	\$15.00	Blower/vacuum, electric (corded or battery)	Amazon.com
LINK III	JAMES M	40207	\$50.00	Lawnmower, battery-powered (cordless) electric	Amazon.com
LUTTMANN	SCOTT K	40222	\$30.00	String trimmer, electric (corded or battery)	Menards
MEWHINNEY	JAMES D	40207	\$100.00	Lawnmower, battery-powered (cordless) electric	Home Depot, Breckenridge Lane
MOORE	PAIGE A	40217	\$50.00	Lawnmower, corded electric (120 V)	Target.com
MOORE	PAIGE A	40217	\$15.00	String trimmer, electric (corded or battery)	Amazon.com
MOORE	PAIGE A	40217	\$15.00	Blower/vacuum, electric (corded or battery)	Amazon.com
MOSCOE	LARRY T	40205	\$100.00	Lawnmower, corded electric (120 V)	Amazon.com
OBANNON III	JAMES W	40206	\$90.00	Lawnmower, corded electric (120 V)	eBay
PEARSON	BONNIE C	40242	\$100.00	Lawnmower, battery-powered (cordless) electric	Lowe's, Hurstbourne Pkwy.
ROBERTS	MARY D	40242	\$100.00	Lawnmower, corded electric (120 V)	Brownsboro Hardware
ROSENGARTEN	ELLIOTT M	40242	\$15.00	String trimmer, electric (corded or battery)	Lowe's, Hurstbourne Pkwy.
SLEDER	MICHAEL	40205	\$50.00	Lawnmower, battery-powered (cordless) electric	Louisville Tractor - Stihl
TALLIO	JUSTIN K	40217	\$100.00	Lawnmower, battery-powered (cordless)	Amazon.com

Rebates in Period for Board Report					
Last Name	First Name	ZIP code	Rebate Amt.	Description	Vendor Name
				electric	
TRYON III	RICHARD R	40217	\$30.00	String trimmer, electric (corded or battery)	Lowe's, Preston Crossing
TRYON III	RICHARD R	40207	\$30.00	Blower/vacuum, electric (corded or battery)	Lowe's, Preston Crossing
WESTERGREN	J SCOTT	40241	\$100.00	Lawnmower, corded electric (120 V)	Brownsboro Hardware
WILBURN	KAREN S	40217	\$50.00	Lawnmower, battery-powered (cordless) electric	Amazon.com
WINEINGER	MAX A	40204	\$50.00	Lawnmower, battery-powered (cordless) electric	Sears, Oxmoor Mall