112 Terry Fox, Kirkland (Québec), Canada
Tel: 514-694-8871 Fax: 514-694-3725
www.communitiesinbloom.ca
bloom@cib-cef.com
What is Communities in Bloom?

Communities in Bloom is a Canadian non-profit organization committed to fostering civic pride, environmental responsibility and beautification through the enhancement of green spaces in community settings.
Established with the guidance of Britain in Bloom, Tidy Towns of Ireland and Villages Fleuris de France, Communities in Bloom held its first edition in 1995 and 29 participating municipalities were honoured at the first awards ceremonies on Parliament Hill. The program now includes more than 500 communities across the country and an international challenge involving communities from the United States, Japan and several European countries allows participants to compete internationally.

The program consists of communities receiving information and being evaluated either provincially or nationally by a volunteer jury of trained professionals on the accomplishments of their entire community (municipal, private, corporate and institutional sectors, citizens) on seven key criteria: Tidiness, Environmental Action, Heritage Conservation, Urban Forestry, Landscape, Floral Displays and Community Involvement.
Program Benefits

Communities will be able to gain from numerous benefits through participation in the Communities in Bloom program, including:

- Green & Sustainable Initiatives
- Best Practices & Information Exchange
- Valuable Feedback from the judges
- CiB Foundation
- Environmental Leadership
- Tourism Development
- Marketing and promotional opportunities
- Funding initiatives
- Community Involvement & Civic Pride
- Year-round projects
- Access to a network of Information
Program Philosophy

PEOPLE - PLANTS - PRIDE

Growing Together

Building Better Communities

• Liveable
• Enjoyable
• Diverse

• Green
• Sustainable
• Healthy
Communities in Bloom Program

Evaluation Categories

- Landscape
- Urban Forestry
- Floral Displays
- Tidiness
- Environmental Actions
- Heritage Conservation
- Community Involvement
LANDSCAPE INITIATIVES

All efforts to create and improve the landscape environment and green spaces, both urban and rural. Covers initiatives from parks to playgrounds and playing fields to civic spaces and streetscapes

Past Winners

2015 Sun Rivers Resort Community BC

2014 Trail BC

2013 Southwest Middlesex ON
URBAN FORESTRY

Efforts made with regards to written policies, by-laws, standards for tree management (selection, planting, and maintenance), long and short-term management plans, tree replacement policies, tree inventory, Integrated Pest Management (IPM), heritage, memorial and commemorative trees.

Past Winners

2015
Charlottetown PE

2014
Drummondville QC

2013
Brandon, MB
FLORAL DISPLAYS

Efforts made by the municipality, businesses and institutions, and residential sectors of the community to plan and maintain floral displays of high quality standards. Evaluation includes the design and arrangements of flowers and plants in the context of originality, distribution, location, diversity and balance, color, and harmony. This pertains to flowerbeds, carpet bedding, containers, baskets and window boxes.

Past Winners

2015
Rosemère QC

2014
Stratford ON

2013
Boissevain MB
TIDINESS

Overall tidiness effort made by the municipality, businesses, institutions, and residents of the community. Elements for evaluation are green spaces, medians, boulevards, sidewalks, streets, municipal, commercial, institutional and residential properties, ditches, road shoulders, vacant lots and buildings and signage, with regards to weeds, maintenance and repair, graffiti and vandalism.

Past Winners

2015 Castlegar BC

2014 Stettler AB

2013 Sun Rivers Resort Community BC
ENVIRONMENTAL ACTIONS

Efforts and achievement by the municipality, businesses, institutions, and residents of the community, with respect to: policies, by-laws and best practices, 3-R initiatives (reduce/reuse/recycle), waste reduction, landfill sites, hazardous waste collections, water conservation, naturalization, environmental stewardship activities, and environmentally friendly transportation, under the guiding principles of sustainable development.

**Past Winners**

- 2015 Brandon MB
- 2014 Wood Buffalo AB
- 2013 Yarmouth NS
HERITAGE CONSERVATION

Efforts made to preserve the natural and cultural heritage within their community. Priority is given to natural heritage, as well as the integration of landscape and streetscapes as it pertains to the built heritage of a community.

Past Winners:

2015
Grand Falls-Windsor NL

2014
Millet AB

2013
Jasper AB
Public involvement in various community programs and projects, focused on the recognition of volunteers.

Volunteer efforts have a significant impact.

Past Winners

2015  Jasper AB
2014  Strathcona County AB
2013  Qualicum Beach, BC
Outstanding Achievement Awards
YOUTH INVOLVEMENT AWARD

To recognize community involvement in projects which engage youth. Entries should relate the measurable impact of Youth Involvement on the community.

Past Winners

2015 Stettler AB
2014 Killarney-Turtle Mountain, MB
2013 Wood Buffalo, AB
COMMUNITY OF GARDENERS AWARD

To recognize collective Community Involvement in gardening, floral and horticulture projects.

Past Winners

2015
Edmonton AB

2014
Summerside PE

2013
Goderich, ON
LAND RECLAMATION AWARD

The park/garden/green space will have been an area for which the community was looking for new perspectives.

Past Winners

2015
Yarmouth NS

2014
Brandon, MB

2013
Palmerston Lions Heritage Park
Minto, ON
WINTERLIFE AWARD

To recognize efforts and involvement in projects and initiatives which engage the community with indoor and outdoor activities and programs during the winter season

Past Winners

2014
Edmonton AB

2013
Charlottetown PE
Why get involved?
WHY GET INVOLVED

Promoting pride…

❖ Celebrating

❖ Acknowledging

❖ Showcasing your achievements
WHY GET INVOLVED

- Encourage consumers to plant
- Promote your trade
- Create relationships
- Network with stakeholders
"Like many other small communities, Hampton depends heavily on its volunteers to get the job done. There is a real sense of accomplishment generated in the community, a 'yes we can' attitude."

Laurie Mills - Hampton, New Brunswick

The networking opportunities that CIB provides through its website, national sponsors, info packages, judges visits along with the awards ceremonies."

Dean Dietrich - Neepawa, Manitoba
LOCAL CONTESTS

Increase awareness of the beautification program and its benefits to the environment, the community and the quality of life of its residents

Create opportunities for citizen participation.
LOCAL CONTESTS

- **Residential:**
  - Front yards
  - Flower beds
  - Balconies
- **Commercial:**
  - Hanging baskets
  - Grounds
  - Maintenance
Promoting Green Spaces

1. Economic benefits

2. Environmental benefits

3. Public Health/Leisure benefits
Within the actual context of global warming and environmental challenges, everyone involved in parks and green spaces are actually contributing to the solutions.
Effects of vegetation on Air Temperature

Tree groves: 5°C cooler than an open terrain

Grass sports field: 1 to 2°C cooler than parking lot

Source: Maco & McPherson, 2003
INCREASED PROPERTY VALUES

• Market value of homes can increase up to 7%

• Resale values can be increased by 15% with landscape investment
MULTIPLE ECONOMIC BENEFITS

Tourism Benefits

• 25% to 30% of adults visit a park while on a trip

• 36% of travellers identify parks and horticultural attraction as desired destinations
ENVIRONMENTAL BENEFITS

Oxygen production

Reduces carbon footprints

Pollution Amelioration
  • Absorption of gaseous pollutants
  • Collection of dust, ash and other particulate matter
ENVIRONMENTAL BENEFITS

Water Management and Erosion Control
• Wetlands and Green Space purify and retain water that would otherwise overload storm sewers

Wildlife Attraction, Preservation and Biodiversity

Windbreaks and Noise Attenuation
Health & Leisure Benefits

Life satisfaction and Well-Being

- Exercice
- Health
- Connection with nature
- Community and social relations

Reduction in Agression and Violence

- Neighbourhoods with more green public spaces report fewer crimes
Health & Leisure Benefits

Fitness
• Gardening is considered a beneficial physical activity

Parks and Recreation
• Scenery of parks has an impact on the level of use
  Plants provide the environment
MAJOR NATIONAL SPONSORS

Scotts
Home Hardware
CN

NATIONAL SPONSORS

NCC CN
Ball Horticultural Company
Beauit Tone Canada’s Paint Experts
Natra
Miracle-Gro

Teck
Municipal World Canada’s Municipal Magazine
VIA Rail Canada

PARTNERS

Garden Making
Canadian Institute of Planners
Institut Canadien des Urbanistes
Composting Council of Canada
CPRA ACPL
Nutrients for Life
Nutriments pour la vie
Agriculture
International Challenge
Défi international
Antalya in Bloom 2015
Village of Cehnice, Czech Republic
Comune di Cervia, Italy
Kilkenny City, Ireland

Photo Credit: Keep Kilkenny Beautiful
City of Zlin, Czech Republic