



Our Invitation to Ontario Communities

Communities that *look* successful are most likely to *be* successful. Whether a community's specific goals are to increase tourism, generate new economic development or simply to build civic pride, the appearance presented to citizens and to others is a key factor in achieving those goals.

Communities in Bloom Ontario is a program that inspires communities to enhance and sustain the visual appeal of neighbourhoods, public spaces, parks and streetscapes through the imaginative use of regionally-appropriate flowers, plants, trees and landscaping, through the preservation of heritage and cultural assets and with attention to environmental stewardship.

An integral component of this very popular program is the friendly competition between communities, engaging citizens of all ages, service groups, businesses and associations in a public-spirited effort to succeed and be recognized.

We are inviting communities of all sizes, and from every region of Ontario to participate in the **Communities in Bloom Ontario** program and reap the many social and economic benefits that can result.



People,

Plants

&Pride...Growing Together.

This is what our program is all about!

National beautification initiatives have flourished in Europe for decades and it was from those successful programs that **Communities in Bloom** took its inspiration. Beginning in Canada in 1995 with 29 Canadian communities, the national **Communities in Bloom** program has grown to encompass hundreds of communities across the country with most provinces hosting regional editions.

It is our belief that the **Communities in Bloom** Ontario program complements Ontario's lush wilderness and that the program's continued growth and development will have a positive impact on tourism, attracting new business development, horticultural and other retail activity and general economic prosperity in all corners of our Province.



Who We Are

Communities in Bloom Ontario is a registered non-profit organization whose activities are funded by modest participant registration fees, corporate in-kind and cash sponsorship, and grants such as that recently obtained from the Ontario Trillium Foundation.

Board Members

CiB Ontario Chair: Denis Flanagan, Certified Landscape Designer, Landscape Ontario

- Janet Anderson, President – Sales, Distinct Perennials
- Bob Allen, President – RW Allen Horticultural Services Inc.
- Susan Antler, Executive Director, Composting Council of Canada
- Diane Czaplá, Parks Supervisor, Town of Midland
- Lori Wolfe, Deputy CAO, Director of Human Resources, Town of St. Marys

In addition to our Board, Lee Rozon is the Executive Director of **Communities in Bloom Ontario**. We also have a number of highly qualified judges who are industry professionals that volunteer their time each year.

For further information contact:

Lee Rozon, **Communities in Bloom Ontario** Executive Director

Call toll-free at 1-877-640-4005

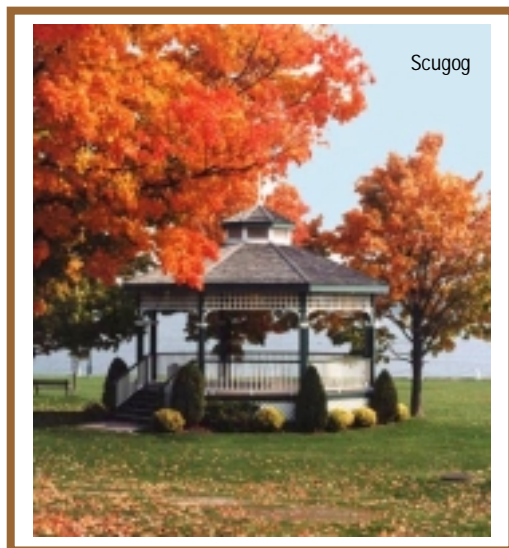
Email: info@cibOntario.ca

Website: www.cibontario.ca



Benefits to Participating Communities

Communities that *look* successful are more likely to *be* successful, on many levels. People and businesses want to be associated with a successful looking community, which is particularly important to potential new residents, investors, visitors, developers, realtors and others.



It is also true that many residents and businesses want real environmental integrity and respect for regional heritage built into their communities, in addition to attractive seasonal plants and flowers. Achieving such integrity requires good horticultural practices such as responsible pest management, plant selection appropriate to the region, good soil nutrition, drainage and water conservation and professional upkeep.

Additionally, a visible valuing of the community's natural and architectural heritage sends a reassuring message that the area honours its past as a solid foundation for future growth and development.

It has been the experience of the **Communities in Bloom Ontario** program that communities tend to be more successful when they have a broader and deeper 'grassroots' involvement including:

- a true desire to participate based on a love of gardens and gardening
- a strong desire to better their communities
- a strong environmental consciousness

- a sense of heritage and civic pride
- an understanding that economic benefit is likely to follow
- support of the Mayor and council

Benefits of participating in any of the Communities in Bloom Ontario programs include:

- increased civic pride with citizens, groups, organizations, business and municipal governments mobilized and working together
- valuable information and feedback from the professional judges provides specific ideas for future improvements in the community
- preservation of the community's natural or architectural heritage as a legacy for the future
- information and cultural exchanges within the community and with neighbouring, national and international communities
- economic development, increased property values, decreased vandalism, improved environmental awareness
- business development in the labour intensive trades of tourism and horticulture
- marketing and promotional potential
- increased tourism appeal as well as increased impact on the hospitality and retail industries
- participating in the programs may assist in acquiring municipal funding and/or special project grants for their endeavours
- And lastly, the rich mosaic of diversity in Ontario brings with it opportunities to explore and enhance First Nations and other garden traditions from around the world.



Program Details

1) Full CiB Ontario Program

Registrations for **Communities in Bloom Ontario** are categorized according to community population in order to ensure fairness with respect to available people and other resources. There are currently seven population categories which may be altered to correspond to current enrolment:

- 1 – 1000
- 1001 – 5000
- 5001 – 10,000
- 10,001 – 20,000
- 20,001 – 50,000
- 50,001 – 100,000
- 100,001 and up

Details are available at www.cibontario.ca

Responsibilities

Each participating Ontario community develops its own organizing committee, with responsibilities ranging from:

- the development of sustainable landscape projects
- floral and other beautification projects
- management of long-term heritage and environmental initiatives
- generating awareness, enthusiasm and involving citizens of all ages in their community's effort
- arranging for and hosting the judges on evaluation day

Evaluation

During July and August of each year, on an agreed date, two **Communities in Bloom Ontario** judges evaluate each participating community on the accomplishments of the whole team – municipal, private, corporate and institutional. Judges are looking for results on eight specific criteria:

- ❖ *Tidiness*, including litter, weeds, maintenance and graffiti in green spaces, on streets and medians, sidewalks, ditches, road shoulders and vacant lots.
- ❖ *Environmental Awareness* includes policies and by-laws, waste reduction, landfill sites, sewage disposal, recycling programs, Integrated Pest Management (IPM), water conservation etc.
- ❖ Depth of *Community Involvement* with projects such as clean-up days, recreational programs, projects for the common good etc.
- ❖ Efforts to preserve built *Heritage Conservation* (building restoration, by-laws etc.) and to promote *Natural and Cultural Heritage* through walking tours, festivals, traditions, celebrations, etc.
- ❖ *Tree/Urban Forest Management* – the existence of by-laws and standards for planting suitable trees, good care practices, inventory, succession planting etc.
- ❖ *Landscaped Areas* – efforts of the community to make plants an essential element of the surroundings; consideration given to colour, texture, regional suitability, native species and maintenance.

- ❖ *Floral displays* – general beautification with beds, baskets, grasses and other ornamental displays.
- ❖ *Turf and Ground Cover* (public and private) – consideration given to quality of naturalization, turf management, IPM and fertilization programs.



All participating communities in either the National or Provincial programs receive a rating of one to five 'blooms'. All participants are promoted within Ontario, and are invited to attend the Provincial Awards Ceremony which takes place in the fall, in a different community each year.

A maximum of two participating communities per province and per population category who have shown a dedication to the Communities in Bloom Program and who have achieved a high level of accomplishment may be invited to participate at the National Level. Visit www.communitiesinbloom.ca for more information on the National Edition of the Communities in Bloom program

In addition to their rating, each **Communities in Bloom Ontario** participant receives a comprehensive report prepared by the highly qualified judges. This report reviews the particular features and projects that the community has undertaken and presented, and offers constructive hints and recommendations for the following year, in each of the eight criteria areas.

Of course, all participants are winners with respect to their ability to attract tourism, corporate relocations, new development and investment; and general economic activity based on being more attractive, liveable communities!

2) Community Corner Program (New for 2007)

This program is suited to community groups with specific projects or geographical segments within a community who are interested in participating in the Communities in Bloom Ontario program.

Who can participate

Any business, group, society or organization within a community. Some examples include: BIA's, Chambers of Commerce, Horticultural Societies, 4H Clubs, Seniors Groups, Youth Groups, Rotary, Kinsmen, Lions, Individual Businesses, Industries and more.

Evaluation Criteria

Projects that exemplify one or more criteria of the Communities in Bloom Program:

‡ Tidiness ‡ Environmental Awareness ‡ Community Involvement, ‡ Natural and Cultural Heritage Conservation ‡ Tree/Urban Forest Management ‡ Landscaped Areas ‡ Floral Displays ‡ Turf & Groundcovers or other unique community projects.

For example: Community projects including trail developments, environmental projects, tidiness projects, historical preservation projects, tree planting/maintenance programs, parkland developments, brownfield developments, downtown streetscape initiatives for a specified area, golf courses, beautification or environmental initiatives for industrial or business sectors.



How to participate

Participants submit digital photographs (max. 5) and a written description of the area that they are showcasing. A panel of Communities in Bloom Ontario board members/judges will review the submissions.

Benefits to the participants:

- Special recognition and assessment of your specific project by Communities in Bloom Board Members and Judges.
- Outstanding projects will be highlighted and posted on the CiB-O website.
- Outstanding project certificates from CiB-O will be presented at the Provincial Awards Ceremony.
- Display & promotion opportunities may be offered at the Provincial Awards Ceremony.
- Participating in this program may assist the group in acquiring municipal funding and/or grants for their projects.
- Low cost, program which helps to recognize your valuable volunteers.
- Showcases creative, unique, and industrious projects.
- CiB Ontario membership grants participants full networking and promotion opportunities.

3) Community Showcase Program (new for 2007)

This program is ideal for communities who would like a membership to enjoy all the benefits of the Communities in Bloom (CiB-O) program in a non-competitive capacity.

How to participate: Involvement is easy through the submission of a completed community description form in addition to a current Community Profile Book and up to (8) digital photographs. Showcase emphasis is on the eight criteria: † Tidiness † Environmental Awareness † Community Involvement, † Natural and Cultural Heritage Conservation † Tree/Urban Forest Management † Landscaped Areas † Floral Displays † Turf & Groundcovers or other unique community projects.



Your Community initiatives may be selected to be showcased and displayed at the annual Provincial Awards ceremony. Participants will receive a framed membership certificate which can be updated yearly.

Two Registration Categories 1) Communities with populations of 1-20,000 and 2) 20,001 and up.

Benefits to the participants:

- Allows the community to “maintain” Communities in Bloom Ontario standards with ongoing membership, continued support and networking through CiB-O to keep up to date on current trends and practices.
- Your Community will receive an invitation to the Provincial Awards Ceremony.
- Your Community may be eligible to be showcased on the CiB-O website and at the Provincial Award Ceremony.
- Participating in this program may assist the group in acquiring municipal funding for their projects.
- Participating may assist the group in obtaining special project grants.
- Low cost, program which helps to recognize your valuable volunteers.

Participating Ontario Communities Since 1995

Ajax	Cochrane	Innisfil	New Tecumseth	Seaforth
Algonquin	Colborne	Kanata	Niagara-on-the-Lake	Smith's Falls
Almonte	Collingwood	Kapuskasing	North Bay	Southampton
Amherstburg	Deep River	Kawartha Lakes	North Dorchester	Southwest Middlesex
Arnprior	Deseronto	Keene	North Glengarry	Springwater
Athens	Dorset	Kenora	North Perth	Stratford
Aurora	Downsview Park	Kincardine	Norval	Strathroy-Caradoc
Aylmer	Dryden	King	Oakville	St. Catherines
Bala	Dunnville	Kingston	Orilla	St-Thomas
Bancroft	Durham	Kitchener	Oshawa	Sudbury
Barrie	Dysart (Haliburton)	Lanark	Owen Sound	Sundridge
Belleville	Eganville	Leamington	Parkhill	Strong
Biddulph	Elliot Lake	Leeds	Parry Sound	Temiskaming Shores
Blue Mountain	Elmvale	Lincoln	Scugog	Woodstock
Blyth	Elora	London	Pelee	Thames Centre
Bonfield	Essex	Lucan	Pelham	Thousand Islands
Bracebridge	Etobicoke	Manotick	Pembroke	Thunder Bay
Bradford West Gwillimbury	Exter	Manulife Financial	Perth	Tiverton
Brampton	Fergus	Marathon	Petawawa	Toronto
Brantford	Fort Erie	Markham	Peterborough	Trent Hills
Brighton	Fort Frances	Marmora	Petrolia	Univ. of Western Ontario
Brockville	Front of Yonge	Meaford	Pickering	Uxbridge
Bruce Mines	Gananoque	Merrickville	Plummer	Vaughan
Burlington	Glen Morris	Middlesex	Port Carling	Verner
Cambridge	Goderich	Midland	Port Colbourne	Walkerton
Campbellford - Seymour	Gravenhurst	Mildmay	Port Hope	Wasaga Beach
Cardinal	Greater Napanee	Millbrook	Prince Edward County	Waterloo
Carleton Place	Greater Sudbury	Milton	Red Lake	West Gwillimbury
Central Elgin	Guelph	Minto	Renfrew	West Perth
Centre Wellington	Halleybury	Mississauga	Richmond Hill	Westport
Champlain	Halton Hills	Mitchell	Rideau Lakes	Whitby
Chatham-Kent	Highlands	Mount Forest	Sarnia	Whitchurch-Stouffville
Clinton	Huntsville	Napanee	Sault Ste. Marie	Wilmot
Cobourg	Ingersoll	Nepean	Scarborough	Windsor
		New Liskeard	Schreiber	Wingham

Future of Communities in Bloom Ontario

Communities in Bloom Ontario operates independently of the national program. We raise our own funds to cover the costs of training volunteer judges, transportation and accommodation to the communities, the awards ceremony, as well as the promotion of the program within the Province. We are largely reliant upon grants, cash and in-kind sponsorships to help grow and develop the program to the benefit of all Ontarians.

Finally we believe that the Communities in Bloom Ontario program can be the catalyst needed to greatly enhance the overall image of Ontario with respect to tourism and to general economic development. We are proud to be an integral and founding proponent of this active initiative and the Communities in Bloom National Edition www.communitiesinbloom.ca.



Thank you to our Sponsors & Partners



2007 ONTARIO EDITION

Municipality (please print)		Total Population	
Name of Municipal Contact		Position / Title	
Address		Province	Postal Code
Phone	Fax	E-mail address	
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ALTERNATE CONTACT:

Name of Community Contact		Position / Title	
Address		Province	Postal Code
Daytime Phone	Evening Phone	E-mail address	
()	()		

Check One	CIB Ontario Regular Program Registration Category	Regular Program Fee*	Total Remitted
	1-1,000	\$350.00	
	1,001-5,000	\$450.00	
	5,001-10,000	\$600.00	
	10,001-20,000	\$700.00	
	20,001-50,000	\$800.00	
	50,001-100,000	\$950.00	
	Over 100,000	\$1,300.00	
	Community Corner Program NEW	\$125.00	
	Community Showcase (up to 20,000)	\$200.00	
	Community Showcase (over 20,001)	\$400.00	
	Date of Payment:		
	Method of Payment:		Cheque: Cash:
	Signature:		

Please make cheque payable to “**Communities in Bloom Ontario**”

Mail your completed registration form & cheque to:
Lee Rozon, Executive Director Communities in Bloom Ontario
 7856 Fifth Line South, RR4 Milton, ON L9T 2X8
 Toll-free: 1-877-640-4005