

COMMUNITIES IN BLOOM 2021 PARTICIPATION GUIDE

SASKATCHEWAN PROVINCIAL EDITION



Provincial Partner



Saskatchewan
Parks and Recreation
Association

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Note: Ongoing adjustments are required due to the COVID-19 Pandemic and SPRA COVID-19 Mitigation Measures – additional information will be sent directly to Communities in Bloom local contacts and judges. This information is being provided in reflection of a typical Communities in Bloom program year.

Note: This Participation Guide is a compilation of information from both the National and Provincial CiB editions that has been developed over a number of years since 1995 when the program began. While there is a great effort to keep information current, some references may include past processes and/or dated language; however, the overall information is still valuable as you develop your local Communities in Bloom program.

Section One



PROGRAM GUIDELINES

Program Overview

Communities in Bloom (CiB) is a national charitable Canadian Foundation committed to fostering civic pride, environmental responsibility and beautification through community participation and the challenge of a national competition. The Foundation operates the national Communities in Bloom program and works with partners to deliver provincial programs. In Saskatchewan, the provincial partner is the Saskatchewan Parks and Recreation Association (SPRA) which delivers the Saskatchewan Communities in Bloom program.

National beautification programs have flourished in Europe, including England, France and Ireland, for decades, and were the inspiration for Communities in Bloom. In Canada, it began in 1995 with 29 communities and has grown to include hundreds of participating communities in the provincial and national programs.

Communities in Bloom promotes involvement and action by citizens of all ages, the municipal government, local organizations and businesses. The program strives to improve the tidiness, appearance and visual appeal of Canada's neighbourhoods, parks, open spaces and streets through the imaginative use of flowers, plants and trees. A focus on environmental awareness and preservation of heritage and culture is also an integral part of its success, resulting in an improved quality of life. All Canadian communities are invited to participate in the provincial and national editions, within their population categories. Communities in Bloom also invites its national finalists to participate with municipalities from other countries in the International Challenge.

The evaluation, done by volunteer judges during the months of July and August, is based on the six following criteria: Community Appearance, Environmental Awareness, Natural and Cultural Heritage Conservation, Tree/Urban Forest Management, Landscaped Areas, and Floral Displays. Community involvement is an integral component of the program.

Program Benefits

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

- Increased tourism
- Increased civic pride and community involvement
- Participation from all ages and walks of life
- Mobilization of citizens, community groups, local government and businesses
- Information exchange and networking with other Communities in Bloom communities
- Promotion of participants through various media
- National recognition on the Communities in Bloom website
- Citizens, groups, organizations, business and municipal government all mobilized and working together
- Year-round projects and continuous improvement for the entire community
- Information and cultural exchange within the community and with neighboring, national and international communities
- Valuable information and feedback from the judges
- Decreased vandalism
- Economic development and increased property values
- Marketing and promotional opportunities
- Positive benefits for the tourism, hospitality and retail industries
- Improved quality of life

Evaluation Criteria

COMMUNITY APPEARANCE

Community appearance reflects an overall effort by the municipality, businesses, institutions and the residents throughout the community to create great first impressions and a sense that there is continuous attention and upkeep to critical elements of a community that benefit quality of life and economic vitality. Elements for evaluation are: parks and green spaces, medians, boulevards, sidewalks, streets; municipal, commercial, institutional and residential properties; ditches, road shoulders, vacant lots, signs and buildings; weed control, litter clean-up, graffiti prevention/removal and vandalism deterrent programs.

ENVIRONMENTAL AWARENESS

Sustainable development, policies and bylaws, waste reduction, landfill sites, hazardous waste collection, transfer/recycle stations, recycling initiatives, Integrated Pest Management (IPM), water source, treatment and conservation, naturalization, environmental cleanup activities, environmentally friendly transportation, etc.

NATURAL AND CULTURAL HERITAGE CONSERVATION

Heritage policies, bylaws and natural heritage management plans; preservation and restoration of buildings, homes, churches, monuments, artifacts, sites, parks, heritage gardens, trees; preservation of traditions and customs; festivals/celebrations; heritage foods and the arts.

TREE/URBAN FOREST MANAGEMENT

Written policies, bylaws and regulation plans (both long and short-term). Distribution of trees, inventory, variety, suitability, new plantings, main street programs, new survey developments, preservation of heritage trees, commemorative trees, woodlots, succession planting, Plant Health Care and Integrated Pest Management, qualified/trained individuals (volunteer or on staff).

LANDSCAPED AREAS

This criterion supports all efforts to create an environment where plants form an essential element of the overall surroundings: design and suitability for location and use; native and introduced materials; balance of plants, materials and constructed elements; harmony (colour, texture, shape); tasteful integration of hard surfaces and art elements; standards of maintenance.

FLORAL DISPLAYS

Arrangements of flowers and plants (annuals, perennials, bulbs, ornamental grasses, etc.), originality, distribution, location, diversity and balance, colour, harmony, quality and maintenance. This pertains to flowerbeds, carpet bedding, containers, baskets and window boxes.

Each criterion takes into consideration the overall combined efforts and actions of the municipality, the corporate/business sector and private citizens.

Participation Categories

It is important to note, provincial editions of the program are based on the national program. However, some of the following guidelines have been adapted to meet the needs of Saskatchewan's provincial participants. To receive the national edition's Participation Guidelines, please contact the National Communities in Bloom Organization at (514) 694-8871.

For Municipalities...

1. Provincial Competitive Category: Competition between Saskatchewan municipalities and entry into the national competition

Each population category is comprised of communities that are similar in population size. Each community is evaluated on its ability to address the evaluation criteria and in comparison to others within its population category. Full details on the population categories can be obtained from the Saskatchewan Parks and Recreation Association (1-800-563-2555).

This category may lead a community to the National Competition. For communities to be eligible for the national Communities in Bloom competition, the following criteria must be met:

- A minimum of 82% in the provincial edition is required to participate in the national edition.
- Any community may choose to remain in the provincial edition of the program, instead of moving nationally.

A community can choose to participate in both the National Competitive and Provincial Friends edition in the same year.

2. Provincial Novice Category: A non-competitive, partly-evaluated category designed to introduce communities to the program and evaluation process

New communities or communities that have not competed since 2015 can enter. The community is evaluated on three criteria areas. The non-competitive evaluation process includes an evaluation experience and a program workshop with the judges.

The intention for the Novice category is for the community to participate competitively or as an Evaluated Friend in the provincial program next year.

This category is recognized for Bloom Achievement.

3. Provincial Evaluated Friends Category: A non-competitive, fully evaluated category

Communities are not competing; however, they do receive the valuable visit from the judges in an effort to track community progress.

This category is recognized for Bloom Achievement.

4. Tourist's Takeaway: A non-competitive and customized evaluated category

What would a tourist see when visiting your community? Using a customized evaluation grid, Communities in Bloom Judges will visit the community unannounced as if they were tourists. There is no in-person contact with the judges.

This category is recognized for Bloom Achievement.

5. Provincial Friends Category: A non-competitive and non-evaluated category

Communities do not compete for a Bloom rating and are not visited by the judges.

This category is recognized for participation only. Past national and provincial participants may enter this category to maintain their bloom rating.

Participation in this category allows access to the program and its associated benefits.

For Non Municipal Participants...

1. Communities in Bloom Places and Spaces (Evaluated) – Evaluated and Non-Competitive

Participants are non-municipal entities that are interested in Communities in Bloom's values and support through evaluation. This is non-competitive category which includes a unique evaluation specifically developed for this participant type.

Participants may include: Senior/Long Term Care Facilities, Park Authorities, Museum Facilities, Residential Complexes, Private Subdivisions and other non-municipal groups.

This category is recognized for Bloom Achievement.

2. Communities in Bloom Places and Spaces (Non-Evaluated) – Non-Evaluated and Non-Competitive

Participants are non-municipal entities that are interested in Communities in Bloom's values and support. Participants may include: Senior/Long Term Care Facilities, Park Authorities, Museum Facilities, Residential Complexes, Private Subdivisions and other non-municipal groups.

This category is recognized for participation only. Participation in this category allows access to the program and its associated benefits.

Participation Process

Note: Ongoing adjustments are required due to the COVID-19 Pandemic and SPRA COVID-19 Mitigation Measures – additional information will be sent directly to Communities in Bloom local contacts and judges. This information is being provided in reflection of a typical Communities in Bloom program year.

It is important to note, provincial editions of the program are based on the national program. However, some of the following processes have been adapted to meet the needs of Saskatchewan's provincial participants. To receive the national edition's Process for Participation, please contact the National Communities in Bloom Organization at (514) 694-8871.

1. Receiving Information

Communities interested in participating in the Communities in Bloom program will receive a Program Outline, a Participation Guide and a Registration Form. **Additional information and support** that can assist a community's participation may be found on both the Saskatchewan Parks and Recreation Association and National Communities in Bloom Organization's websites: www.spra.sk.ca/cib; www.communitiesinbloom.ca.

2. Registration

Registration in Saskatchewan's provincial edition is due April 15 of each year. Upon confirmation of registration, the community will begin receiving all relevant information made available by the collaborative efforts of the provincial and national organizations.

3. Suggested Structure for Local Committee

The Committee is usually comprised of local citizens including one or more members of municipal council, members of associations, businesses and organizations interested in promoting the six criteria in the community. The Committee works to involve the community by a variety of means (such as events, contests, workshops) to increase awareness and benefits of the Communities in Bloom program. The Committee acts as a liaison with the municipal authorities. Further examples on Committee Structures are available from both the Saskatchewan Parks and Recreation Association and National Communities in Bloom Organization.

4. Budget

While participation in the program does not require considerable financial resources, obtaining funds to promote the program, involving the community, honoring the participants and volunteers, attending the awards ceremonies etc. are recommended. Contact the National Communities in Bloom Organization if you would like to network with other communities that established sponsorship and/or fundraising initiatives.

5. Communities in Bloom Merchandise

A variety of Communities in Bloom merchandise is offered. Please check out the following website for ordering and information, www.communitiesinbloom.ca. Communities in Bloom promotional items can be used for fundraising and to create awareness of the program in your community.

6. Program Commitment

- **COMMUNITY INVOLVEMENT**
Participating communities should consider involving a large segment of the community as well as municipal council.
- **Evaluation Day: HOSTING THE JUDGES**
Prepare for the judges visit (typically in July or August): in most cases you are required to provide lodging for one night for 2 judges (B and Bs and billeting are acceptable).
- **FINANCIAL OBLIGATION**
Submit registration fee to the Saskatchewan Parks and Recreation Association.
- **ADMINISTRATIVE OBLIGATION**
Submit all requested materials (contacts for those who will show the judges your community, photographs, municipal information form, etc.) to the Saskatchewan Parks and Recreation Association. The deadline for submissions is June 1.
- **COMMUNITY PROFILE BOOK (CPB)**
The Community Profile Book is **no longer** mandatory for evaluated communities. While this document was very important for the evaluation process in the past, Communities in Bloom has recognized that it can be a burden on the community to develop. It is still recommended to develop some type of Community Profile or documentation of your activities. This documentation (photos, articles, etc.) about your community is important as it captures the history of your local Communities in Bloom program. It can also be used to orientate the community and elected officials about your activities and may still be used as a tool in the evaluation process.

Guidelines for a CPB book are still available and the Community Profile Book should be submitted to SPRA at least two weeks prior to your Communities evaluation date if you would like the judges to review the document.

- **ITINERARY**
An itinerary should be prepared for the evaluation day. Submit the judges' itinerary to the coordinating judge ahead of the judges' visit if possible, or upon their arrival. An electronic version is acceptable. The judges are always pleased to offer suggestions on preparing an itinerary and examples are included in this guide.
- **JUDGES AND PROGRAM EVALUATION**
You will receive a form in which your community will have the opportunity to evaluate the Communities in Bloom program and the judges that evaluated your community. Submit the Judge's Evaluation Form to the Saskatchewan Parks and Recreation Association.

7. Evaluation

- SPRA will provide your community with the names and contact information for your judges. The judges will contact your community directly to establish the evaluation date. Their need for accommodations and availability to attend any scheduled activities should be determined at this time. It is important to note, the judges are volunteers within the program and their availability may reflect this.
- Judges should have the opportunity to visit a good cross section of the community and meet with those involved. Those who are knowledgeable about the community, both from a municipal and volunteer perspective should lead the tour.
- Convenient and appropriate standards for welcoming the judges are suggested in order to keep it simple and focused on the achievements of the community. Judges are not to judge local contests or view a significant amount of individual gardens, their focus is to view overall initiatives of the community.
- The coordinating judge will submit the Evaluation Form to the Saskatchewan Parks and Recreation Association at the completion of the judging tour. The evaluation score is reviewed, however the comments of the judges are not.
- Communities will be judged using a "bloom" rating. (See #14 for breakdown.)

8. The Judges' Visit

How to make it a success:

- Know the Evaluation Form
- Prepare materials that address all the criteria in the Evaluation Form
- Make effective use of the allotted time with the judges
- Schedule the itinerary to take into consideration unanticipated changes
- Have the Community Profile Book ready upon arrival of the judges (**optional**)
- Send the judges the general itinerary in advance
- The itinerary should include activities for all categories in the Evaluation Form
- Be aware that judges like to interact with key individuals in each category
- Be flexible so judges can see a good cross section of the community
- Try to plan for a wrap up meeting at the end of the judges' visit
- Allow sufficient time (approximately 3-4 hours) in a quiet place for the judges to start completing the Evaluation Form and to determine if they have any further questions near the end of their visit. The judges may or may not request this time based on travel plans and individual preference
- HAVE FUN and be proud of your achievements!

9. Awards Ceremony and Symposium

Each participating community receives a certificate outlining its bloom rating and recognition for a special project or achievement. Awards are presented to the highest ranking 5-Bloom community in each category, and criteria awards are also presented to communities excelling in each of the 6 criteria.

The announcement of the provincial “winners” is made in advance of the Saskatchewan Parks and Recreation Association’s annual Awards Gala. The Awards Gala is scheduled in October during the SPRA Annual Conference and Communities in Bloom participants are recognized at that time.

The National Awards Ceremonies and Symposium is held annually in September or October. Each year a different Canadian City hosts the event. For more information, visit the National Communities in Bloom website at www.communitiesinbloom.ca.

10. National Promotional Opportunities for All Participating Communities

Participating in the Communities in Bloom program offers several ways to promote your community, including:

- Profile on the national **Communities in Bloom website**
- The website (www.communitiesinbloom.ca) provides information and updates on the various programs, participating communities and sponsors of Communities in Bloom
- Community Display at the awards
- Media coverage; press releases are sent to the media contacts you provide.
- Host community opportunities
- Feature in the **Communities in Bloom Magazine**, published twice a year by the National Office. The magazine provides information on the program, promotes participating, municipalities and features articles from the communities and judges of CiB.
- **Communities in Bloom Foundation** (<http://www.communitiesinbloom.ca/cib-foundation/>). This is a public foundation with registered charity status and is dedicated to fund, develop and disseminate education material on the value, importance, improvement and sustainable development of green spaces and the natural environment in our society.
- Use of the Communities in Bloom logo, according to the logo guidelines (the link and document is sent to all registered communities or contact the National office)
- Each year there are a variety of promotional programs and contests. You will be informed of all new opportunities and initiatives, and we are pleased to provide further information any time if you have questions.

Contact your Provincial CiB Coordinator for more information about these opportunities.

11. Community Photographs

- Communities are requested to submit quality photos to showcase their community on the Communities in Bloom website, magazine and presentations at the Awards Ceremony.
- All communities are encouraged to take the best quality photos possible. Think of the six criteria and try to capture a unique shot depicting each one. Think of photos that show the benefits of the CiB program, i.e. community, beautification, tourism shots, etc.
- Take into consideration lighting and shadows.
- Photographs need to be submitted in the following format: digital, minimum of 300 dpi at print size (min. 4” x 6”). As an indication, the photo file size should be approximately 800 KB to 1.5 MB (or more, depending on the size of the photo).

12. Initiatives and Special Projects

Please send any interesting projects or initiatives to the office of the Saskatchewan Parks and Recreation Association. Such projects are of great interest to participants and have the opportunity to be showcased provincially and nationally.

13. Recognizing Sponsors

When possible, recognize the provincial sponsors (Saskatchewan Parks and Recreation Association and Saskatchewan Lotteries) and national sponsors. A listing of national sponsors can be found on the national organization's website (www.communitiesinbloom.ca).

14. How the Judges Evaluate

You will be sent the Evaluation Form prior to the judge's visit and will receive your completed form prior to the Awards Ceremony. The judges will be pleased to provide general comments and suggestions that will benefit the community as it moves through the Communities in Bloom program.

The "Bloom" rating is as follows:

0 to 55%	= 1 Bloom	73 to 81%	= 4 Blooms
55 to 63%	= 2 Blooms	82% and over	= 5 Blooms
64 to 72%	= 3 Bloom		

15. Criteria Awards:

Criteria Awards are only available in the national competition and recognize outstanding achievements in each of the selected criteria. These awards are not based on population category nor do they reflect the overall bloom rating. Therefore it is quite possible to be a Criteria Awards recipient with 3 or 4 Blooms, based on particular achievements or creative initiatives in one of the criteria.

16. General Guideline on Provincial Dates:

*The *details and exact deadlines* of information requested from communities will be sent to the contact outlined on the community's Registration Form (note: this is why you must include an email address). Please inform the Saskatchewan Parks and Recreation Association if you change your email address or if you have any questions. It is the community contact person's responsibility to disperse the information to their Committee.

ACTIVITY	DATES
Invitation to Participate	January 31
Registration Deadline (community responsibility)	April 15
Confirmation of Registration	Late April
Participation Guide Made Available	Late April/Mid-May (delays in 2021 due to Covid-19 adjustments)
Submission of Community Information (community responsibility)	Prior to your evaluation date not required for non-evaluated communities
Confirmation of Evaluation Dates	Mid June/Early July (if applicable)
Evaluation of Communities	Mid July – Late August
Provincial Results Announced	Mid-September
Evaluation of the Program and Judges (community responsibility)	Mid-September
Announcement of Results to Media	Early October
Provincial Awards / Annual SPRA Conference	Mid October – a different Saskatchewan Community hosts each year
National Awards	Mid October – a different Canadian City hosts each year

Section Two





Community Data Form

This document along with photos are to be submitted to the Saskatchewan Parks and Recreation Association (SPRA) prior to your evaluation. Your communities Word Profile, Photographs, and the Contacts who will meet the judges should accompany this Community Data Form. This information can also be submitted by email to parks@spra.sk.ca as an alternative to completing this form.

This is important information will help:

- (1) Prepare the judges who will be visiting your community
- (2) Provide exposure of your community to the media, national office and others

GENERAL INFORMATION

Community: _____ Population: _____

Total area of Community: _____

Communities in Bloom budget: _____

Sources of funding: _____

CiB Budget (Please explain what your largest expenses are)

Percentage of Community land consisting of municipal parks/green spaces: _____

Contacts for the Judges (names, phone numbers, email addresses):

1. _____

2. _____

COMMUNITY WORD PROFILE: Describe your community

Section Three



Evaluation Form

2021



2021 Evaluation Form

Program Disclaimer

Saskatchewan Parks and Recreation Association (SPRA) staff, volunteer judges and all personnel associated with Communities in Bloom (CiB) will not be held liable for any observations, suggestions, or recommendations made in this Evaluation Document or at any time during the delivery of the CiB program. This will also include any resulting activity or events related to participation in the CiB program.

2021 Evaluation Form



Community:

Province: Saskatchewan

Category:

Community Appearance

0.00 / 150.00

Environmental Action

0.00 / 150.00

Heritage Conservation

0.00 / 150.00

Urban Forestry

0.00 / 175.00

Landscape

0.00 / 200.00

Floral Displays

0.00 / 175.00

Total

0.00 / 1000.00

Percentage:

0.00%

Bloom rating:

Bloom rating:

Up to 55%: 1 bloom

56% to 63%: 2 blooms

64% to 72%: 3 blooms

73% to 81%: 4 blooms

>82%: 5 blooms

Mention:

Representative(s) of Community

Name: _____

Function: _____

Name: _____

Function: _____

Name: _____

Function: _____

Judges

Name: _____

Name: _____

Evaluation
date:

2021 Evaluation Form

IMPORTANT NOTES

Evaluation is adjusted to the climate and environmental conditions of the community.

The score will vary from the previous year based on the facts that the evaluation form is subject to modifications each year and that the scores are based on the perception of the current judges.

SECTORS OF EVALUATION

Municipal:

- Municipal properties, parks and green spaces, streets, streetscapes
- Properties owned and run by municipality such as museums, historical sites

Business and Institutions:

Properties owned and managed by

- **Business:** commercial sector, shopping centres, commercial streets, industrial parks, manufacturing plants
- **Institutions:** schools, universities, churches, hospitals, service and community organization buildings (such as YMCA, Legion), private museums, Government and Crown Corporations buildings (such as Canada Post, provincial and federal parks, etc.)
- **Tourism bureaus and Chamber of Commerce offices**
- **Farms:** in rural communities, farms can be considered in this section

Residential:

- Citizens and citizen groups acting within their own properties
- Residential property owners, rate payer groups

Community Involvement:

The principle of community involvement is so fundamental to the program that it is considered in each segment of the evaluation.

- Individuals, community organizations, citizen groups (includes youth programs) – all contributing to various aspects of community improvement, including municipal spaces maintained through the efforts of volunteers and community
- Organized clubs such as horticultural societies, garden clubs, community associations, school groups
- Service clubs such as Rotary, Lions, Optimist
- Participation (financial and/or in-kind or employee participation) by the municipality, businesses and institutions.

2021 Evaluation Form

GENERAL COMMENTS AND SUGGESTIONS

2021 Evaluation Form

Community Appearance (formerly Tidiness)		
Community appearance reflects an overall effort by the municipality, businesses, institutions and the residents throughout the community to create great first impressions and a sense that there is continuous attention and upkeep to critical elements of a community that benefit quality of life and economic vitality. Elements for evaluation are: parks and green spaces, medians, boulevards, sidewalks, streets; municipal, commercial, institutional and residential properties; ditches, road shoulders, vacant lots, signs and buildings; weed control, litter clean-up, graffiti prevention/removal and vandalism deterrent programs.		
	Max	Actual
Municipal		
Overall Impressions Tidiness, order, cleanliness and first impressions	10	
Anti-litter Community anti-litter awareness programs	10	
Regulations Effective bylaws, programs and policies and enforcement; litter control, unsightly private property maintenance by-laws, graffiti prevention and eradication, graffiti removal kits to residents	10	
Cleanliness Of public green infrastructure: parks, streetscapes (sidewalks, planters, urban signage and furniture such as benches, litter and recycling containers etc.)	15	
Municipal Properties Appearance Visual appeal and condition of municipal buildings and properties (including city hall grounds)	15	
Business & Institutions		
Overall Impressions Tidiness, order and cleanliness and first impressions	15	
Site Conditions Condition of buildings (exterior maintenance), grounds, sidewalks and parking lots	15	
Furniture Appearance Condition of urban furniture: benches, litter and recycling containers	5	
Residential		
Overall Impressions Tidiness, order and cleanliness	20	
Property Conditions Condition of buildings, grounds and yards	15	
Community Involvement		
Public Participation In community, neighbourhood or individual street tidiness, clean-up programs, activities and annual maintenance (including promotion, organization, innovations involving youth and seniors, etc.)	10	
Community Support Financial and/or in-kind or participation by the municipality, businesses and institutions for community clean-up programs	10	
Community Appearance Total	150.00	0.00

2021 Evaluation Form

COMMUNITY APPEARANCE

Observations:

Recommendations:

2021 Evaluation Form

ENVIRONMENTAL ACTION		
<p>Environmental action pertains to the impact of human activities on the environment and the subsequent efforts and achievements of the community with respect to: policies, by-laws, programs and best practices for waste reduction and landfill diversion, composting sites, landfill sites, hazardous waste collections, water conservation, energy conservation, and environmental stewardship activities under the guiding principles of sustainable development pertaining to green spaces.</p>		
	Max	Actual
Municipal		
<u>Sustainable Development Strategies</u> Policies, programs, guidelines, long-term planning/vision; effective bylaws/policies and their enforcement; and public education programs and activities	20	
<u>Waste Reduction</u> Reduction of waste going to landfill and results (3-R: reduce, reuse and recycle), municipal composting programs, including activities such as composting sites, yard waste collections, mulching of wood debris (Christmas trees, hedge trimmings, etc.) & reclamation of cut trees. Handling of hazardous waste including e-waste collection and reuse of compost material.	20	
<u>Water Conservation</u> Use-reduction programs such as promotions, efficient irrigation, use of non-potable water, water restriction policies	15	
<u>Energy Conservation</u> Programs such as alternate forms of energy (ex. geothermal, biomass, wind, solar) and initiatives such as: energy-efficient appliances, shielding for night skies, efficient street lighting	15	
<u>Environmental Initiatives, Innovations and Actions</u> <ul style="list-style-type: none"> - Development and expansion of sustainable mobility and active transportation network such as bike lanes and multi-used pathways; - Horticultural practices such as green roofs, green walls, green lanes, living fences, buffer zones; re-use of sites; engineered wetlands, bio-swales, permeable surfaces and rain water management - Brownfield redevelopment, remediation, land reclamation - Air quality programs such as anti-idling, reduction of greenhouse gas emission (carbon reduction). 	10	
Business & Institutions		
<u>Participation in The Environmental Effort</u> Waste management (reduce, reuse and recycle), water conservation, energy conservation, brownfield management	10	
<u>Corporate Environmental Action</u> Innovation/stewardship, initiatives, activities (for example: environmental clean-up activities)	10	
Residential		
<u>Participation in Environmental Initiatives</u> 3-R (reduce, reuse and recycle), composting	10	
<u>Water Conservation</u> Practices such as water use reduction, rainwater collection and rain gardens	15	
Community Involvement		
<u>Public Participation – Civil Action</u> Participation in public forums and policy development on environmental issues	5	
<u>Public Participation in Activities</u> Community (including children/youth), neighbourhood or individual street environmental activities and programs (including promotion, organization and evidence of taking ownership, etc.)	10	
<u>Community Support</u> Financial and/or in-kind or participation by the municipality, businesses and institutions in public environmental activities and programs	10	
Environmental Action Total	150.00	0.00

2021 Evaluation Form

ENVIRONMENTAL ACTION

Observations:

Recommendations:

2021 Evaluation Form

HERITAGE CONSERVATION		
Heritage conservation includes efforts to preserve natural and cultural heritage within the community. Preservation of natural heritage pertains to policies, plans and actions concerning all elements of biodiversity including flora and fauna ecosystems and associated geological structures and formations. Cultural conservation refers to the heritage that helps define the community including the legacy of tangible (built/hard assets) elements such as heritage buildings, monuments, memorials, cemeteries, artifacts, museums and intangible elements such as traditions, customs, festivals and celebrations. The participation of groups such as historical societies and conservation groups is considered.		
	Max	Actual
Municipal		
Natural Heritage Plans Management and preservation policies, plans programs and initiatives: including eco systems, eco parks, trail networks, grasslands, naturalization, wetlands, urban agriculture/farming, wildlife, protection of sensitive habitats, species at risk and support for at risk pollinators.	20	
Natural Heritage Promotion Management and promotion of natural heritage (through communications, information and support programs, economic development/tourism) including activities and programs (year-round) for education and use of natural heritage sites (including trail networks) for and by the public.	15	
Cultural Heritage Plans Policies, by-laws, plans and preservation initiatives for heritage buildings, cemeteries, artefacts, museums, monuments, heritage trees and gardens, including their integration with streetscapes and landscape	15	
Cultural Heritage Activities Initiatives throughout the year including festivals and celebrations along with preservation of traditions and customs	15	
Business & Institutions		
Natural Heritage Assets Conservation, restoration and integration of natural heritage, including eco parks, conservation areas, trails, heritage gardens, trees and landscapes.	10	
Cultural Heritage Assets Conservation, restoration and reuse of heritage buildings and artefacts including their integration with the built/hard streetscapes and green landscapes	10	
Residential		
Cultural Heritage Initiatives Conservation/restoration and reuse of heritage buildings and artefacts on residential lands	10	
Community Involvement		
Natural Heritage Public Participation Participation in community (including children/youth), neighbourhood or individual natural heritage programs and initiatives including developing policies and plans, site improvements (including trails, eco parks , reforestation and management, maintenance, conservation and education initiatives	20	
Natural Heritage - Community Support Financial and/or in-kind or participation by the municipality, businesses and institutions (including environmental groups) in community-initiated natural heritage activities and programs	10	
Cultural Heritage - Public Participation Participation in community (including children/youth), neighbourhood or individual cultural heritage programs including year-round heritage community events/activities, festivals and celebrations along with preservation of traditions and customs	15	
Cultural Heritage - Community Support Financial and/or in-kind or participation by the municipality, businesses and institutions (including historical societies) in community-initiated cultural heritage activities and programs.	10	
Heritage Conservation Total	150.00	0.00

2021 Evaluation Form

HERITAGE CONSERVATION

Observations:

Recommendations:

2021 Evaluation Form

URBAN FORESTRY		
Urban forestry includes the efforts of the municipality, businesses, institutions and residents with regards to written policies, by-laws, standards for tree management (selection, planting, and maintenance), long and short-term management plans, tree replacement policies, pollinator-friendly tree selection, tree inventory, and Integrated Pest Management (IPM), heritage, memorial and commemorative trees.		
	Max	Actual
Municipal		
Overall Impression Overall impact, benefit and first impression of the urban forest	10	
Strategic Plans Policies, regulations and tree by-laws, tree protection and planting on public and private lands	15	
Urban Forestry Plan Plan, design and inventory management including integration with overall green infrastructure landscape plan, and measures to preserve, protect, manage and expand overall tree inventory, including woodlots	20	
Plan of Action Procurement, species diversity (including native trees), selection of hardy and pollinator habitat tree species, recommended tree list and tree planting standards.	10	
Integrated Pest Management (IPM) / Plant HealthCare (PHC): plan of action for invasive pest detection and control, information on current infestations and diseases	10	
Public Information Programs Provides information on good planting techniques, best practices and maintenance programs	15	
Maintenance Quality Best practices with demonstrated results	10	
Qualified Resources Qualified personnel (including seasonal staff and/or qualified experienced contractors) and/or in place training programs	5	
Business & Institutions		
Tree inventory Contribution to expanding overall tree inventory, with consideration of design and diversity including native and hardy species of trees, on properties owned by businesses and institutions.	15	
Maintenance Quality Programs, best practices with demonstrated results: watering, pruning, IPM	10	
Residential		
Tree Planting Contribution to expanding overall tree inventory, with consideration of design and diversity including native and hardy species of trees on residential properties	15	
Maintenance Quality Best practices with demonstrated results	10	
Community Involvement		
Public Participation Participation (including children/youth) in tree planting and conservation programs such as Green Streets Canada, Arbor Day, Maple Leaf Day, and other tree planting and maintenance programs and activities on public lands (including promotion, organization etc.)	20	
Community Support Financial and/or in-kind or participation or promotion by the municipality, businesses and institutions for community tree planting and conservation programs on public lands	10	
Urban Forestry Total	175.00	0.00

2021 Evaluation Form

URBAN FORESTRY

Observations:

Recommendations:

2021 Evaluation Form

LANDSCAPE		
<p>Landscape includes planning, design, construction and maintenance of parks and green spaces suitable for the intended use and location on a year-round basis. Elements for evaluation include: native and introduced materials; balance of plants, materials and constructed elements; appropriate integration of hard surfaces and art elements, use of turf and groundcovers. Landscape design should harmonize the interests of all sectors of the community. Standards of execution and maintenance should demonstrate best practices, including quality of naturalization, use of groundcovers and wildflowers along with turf management.</p>		
	Max	Actual
Municipal		
<u>Gateway Impressions</u> First impressions of the community including gateway/entrance treatments	10	
<u>Sustainable Designs – Soft Landscape</u> Sustainable designs (seasonally adjusted year round): energy efficient, use of green materials, naturalization, xeriscaping, suitable plant varieties (including pollinator friendly) , traffic calming, bank stabilisation	10	
<u>Sustainable Designs - Hard Landscape</u> Urban and civic design standards for streetscape and public places: flags, banners, public art, fountains, site furnishings, signage, seasonal design and décor, walkways and paving materials	10	
<u>Landscape Plan</u> Integrated and implemented throughout the municipality	10	
<u>Turf Management Programs</u> Integrated Pest Management (IPM), Plant Health Care (PHC), alternative solutions to diseases and infestations when appropriate, increased naturalization and adapted maintenance programs	10	
<u>Landscape Maintenance</u> Policies, Standards, Best Practices and Programs	10	
<u>Landscape Quality</u> Landscape maintained to appropriate standards, specs and best practices.	5	
<u>Qualified Resources</u> Qualified personnel (including seasonal staff) and/or in place training programs and/or qualified experienced contractors	10	
<u>Year-round use</u> Demonstrated year-round opportunities and programs for education and use of parks and green spaces (urban agriculture, community gardens, parks and recreation programs)	10	
Business & Institutions		
<u>Sustainable Designs</u> (Seasonally adjusted year-round): energy efficient, use of green materials, naturalization, xeriscaping, alternate groundcovers, urban agriculture	10	
<u>Integrated Plan</u> Contribution to urban & civic design and public green spaces above requirements: such as public art, streetscape, site furniture, fountains & innovation in concept & design	15	
<u>Maintenance Quality</u> Adequate ongoing life cycle management (ongoing maintenance, ground & asset management, rehabilitation & replacement) of all landscape elements	10	
Residential		
<u>Streetscape Appeal</u> Of landscapes (year-round, seasonal, themed)	15	
<u>Maintenance Quality</u> Lawn care, trees and shrub maintenance (with demonstrated results)	15	
<u>Plant Selection</u> Selection of plant material (native, local, innovative, edible & pollinator friendly plants)	10	
Community Involvement		
<u>Public Participation</u> in community programs (including children/youth) such as: urban agriculture, community gardens, "yard of the week", volunteer park maintenance, holiday illumination & decoration (promotion, organization, etc.)	20	
<u>Volunteer Recognition</u> Recognition (by municipality and/or volunteer groups) of volunteer efforts in all aspects of the Communities in Bloom program including activities in all evaluated criteria	20	
Landscape Total	200.00	0.00

2021 Evaluation Form

LANDSCAPE

Observations:

Recommendations:

2021 Evaluation Form

FLORAL DISPLAYS		
<p>Floral displays evaluates efforts of the municipality, businesses, institutions and residents to design, plan, execute, and maintain floral displays of high quality standards. Evaluation includes the design and arrangements of flowers and plants (annuals, perennials, bulbs, ornamental grasses, edible plants, water efficient and pollinator friendly plants) in the context of originality, distribution, location, diversity and balance, colour, and harmony This pertains to flowerbeds, carpet bedding, containers, baskets and window boxes.</p>		
	Max	Actual
Municipal		
Floral Display Plan of Action Integration into overall landscape plan and distribution through community. Concept and design including sustainable design	15	
Diversity of Displays Flowerbeds, raised beds, planters, hanging baskets, window boxes, carpet bedding, mosaics	20	
Diversity of Plants Annuals, perennials, bulbs, grasses, woody plants, natural flora, pollinator friendly plants	10	
Maintenance Quality Maintenance to appropriate specifications and standards, best practices: watering, weeding, edging, dead heading, etc.	20	
Qualified Resources Qualified personnel (including seasonal staff) and/or in place training programs and/or qualified experienced contractors	10	
Business & Institutions		
Design Concept and design (including arrangement, diversity, colour of display and plants) on grounds	15	
Overall Plan Contribution to, and integration with, overall community floral program	10	
Maintenance Quality Of planting and maintenance: watering, weeding, edging, dead heading, etc. with demonstrated results.	10	
Residential		
Concept and Design (including arrangement, diversity, colour of display and plants) on residential properties including Pollinator gardens and/or inclusion of pollinator plants in gardens	20	
Maintenance Quality Of planting and maintenance with demonstrated results.	15	
Community Involvement		
Public Participation In community projects, volunteer initiatives (including children/youth), and outreach programs in floral displays (including promotion, organization, etc.)	15	
Community Support Financial and/or in-kind or participation by the municipality, businesses and institutions for community floral displays activities	15	
Floral Displays Total	175.00	0.00

2021 Evaluation Form

FLORAL DISPLAYS

Observations:

Recommendations:

2021 Evaluation Form



THANK YOU FOR YOUR INVOLVEMENT

"Within the context of climate change and environmental concerns, communities involved in the Communities in Bloom program can be proud of their efforts, which provide real and meaningful environmental solutions and benefit all of society."

COMMUNITIES IN BLOOM IS MADE POSSIBLE BY

The commitment of local, provincial and national volunteers

The support of elected officials and of staff in municipalities

The dedication of our judges, staff and organizations

The contributions of our sponsors and partners

Evaluation Form

Tourist's Takeaway

2021



2021 Tourist's Takeaway Evaluation Form

Program Disclaimer

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2021 Tourist's Takeaway Evaluation Form



Community:

Province: Saskatchewan

Category: Tourist's Takeaway

Community Appearance

0.00 / 110.00

Environmental Action

0.00 / 80.00

Heritage Conservation

0.00 / 100.00

Urban Forestry

0.00 / 100.00

Landscape

0.00 / 110.00

Floral Displays

0.00 / 100.00

Total

0.00 / 600.00

Percentage:

0.00%

Bloom rating:

Bloom rating:

Up to 55%: 1 bloom

56% to 63%: 2 blooms

64% to 72%: 3 blooms

73% to 81%: 4 blooms

>82%: 5 blooms

Mention:

Judges

Name:

Evaluation Date:

Name:

Evaluation Date:

2021 Tourist's Takeaway Evaluation Form

IMPORTANT NOTES

Evaluation is adjusted to the climate and environmental conditions of the community.

The score will vary from the previous year based on the facts that the evaluation form is subject to modifications each year and that the scores are based on the perception of the current judges.

SECTORS OF EVALUATION

Municipal:

- Municipal properties, parks and green spaces, streets, streetscapes
- Properties owned and run by municipality such as museums, historical sites

Business and Institutions:

Properties owned and managed by

- **Business:** commercial sector, shopping centres, commercial streets, industrial parks, manufacturing plants
- **Institutions:** schools, universities, churches, hospitals, service and community organization buildings (such as YMCA, Legion), private museums, Government and Crown Corporations buildings (such as Canada Post, provincial and federal parks, etc.)
- **Tourism bureaus and Chamber of Commerce offices**
- **Farms:** in rural communities, farms can be considered in this section

Residential:

- Citizens and citizen groups acting within their own properties
- Residential property owners, rate payer groups

Community Involvement:

The principle of community involvement is so fundamental to the program that it is considered in each segment of the evaluation.

- Individuals, community organizations, citizen groups (includes youth programs) – all contributing to various aspects of community improvement, including municipal spaces maintained through the efforts of volunteers and community
- Organized clubs such as horticultural societies, garden clubs, community associations, school groups
- Service clubs such as Rotary, Lions, Optimist
- Participation (financial and/or in-kind or employee participation) by the municipality, businesses and institutions.

2021 Tourist's Takeaway Evaluation Form

GENERAL COMMENTS AND SUGGESTIONS

2021 Tourist's Takeaway Evaluation Form

Community Appearance (formerly Tidiness)		
<p>Tidiness includes an overall tidiness effort by the municipality, businesses, institutions and the residents throughout the community. Elements for evaluation are parks and green spaces, medians, boulevards, sidewalks, streets; municipal, commercial, institutional and residential properties; ditches, road shoulders, vacant lots, signs and buildings; weed control, litter clean-up (including cigarette butts and gum), graffiti prevention/removal and vandalism deterrent programs.</p>		
	Max	Actual
Municipal		
Overall Impressions Tidiness, order, cleanliness and first impressions	10	
Cleanliness Of public green infrastructure: parks, streetscapes (sidewalks, planters, urban signage and furniture such as benches, litter and recycling containers etc.)	15	
Municipal Properties Appearance Visual appeal and condition of municipal buildings and properties (including city hall grounds)	15	
Business & Institutions		
Overall Impressions Tidiness, order and cleanliness and first impressions	15	
Site Conditions Condition of buildings (exterior maintenance), grounds, sidewalks and parking lots	15	
Furniture Appearance Condition of urban furniture: benches, litter and recycling containers	5	
Residential		
Overall Impressions Tidiness, order and cleanliness	20	
Property Conditions Condition of buildings, grounds and yards	15	
Community Appearance Total	110.00	0.00

2021 Tourist's Takeaway Evaluation Form

COMMUNITY APPEARANCE

Observations:

Recommendations:

2021 Tourist's Takeaway Evaluation Form

ENVIRONMENTAL ACTION		
<p>Environmental action pertains to the impact of human activities on the environment and the subsequent efforts and achievements of the community with respect to: policies, by-laws, programs and best practices for waste reduction and landfill diversion, composting sites, landfill sites, hazardous waste collections, water conservation, energy conservation, and environmental stewardship activities under the guiding principles of sustainable development pertaining to green spaces.</p>		
	Max	Actual
Municipal		
<u>Evidence of Waste Reduction</u> Reduction of waste going to landfill and results (3-R: reduce, reuse and recycle), municipal composting programs, including activities such as composting sites, yard waste collections, mulching of wood debris (Christmas trees, hedge trimmings, etc.) & reclamation of cut trees. Handling of hazardous waste including e-waste collection and reuse of compost material.	20	
<u>Visible Energy Conservation</u> Programs such as alternate forms of energy (ex. geothermal, biomass, wind, solar) and initiatives such as: energy-efficient appliances, shielding for night skies, efficient street lighting	15	
<u>Evidence of Environmental Initiatives, Innovations and Actions</u> <ul style="list-style-type: none"> - Development and expansion of sustainable mobility and active transportation network such as bike lanes and multi-used pathways; - Horticultural practices such as green roofs, green walls, green lanes, living fences, buffer zones; re-use of sites; engineered wetlands, bio-swales, permeable surfaces and rain water management - Brownfield redevelopment, remediation, land reclamation - Air quality programs such as anti-idling, reduction of greenhouse gas emission (carbon reduction). 	15	
Business & Institutions		
<u>Evidence of Participation in The Environmental Effort</u> Waste management (reduce, reuse and recycle), water conservation, energy conservation, brownfield management	10	
<u>Evidence of Corporate Environmental Action</u> Innovation/stewardship, initiatives, activities (for example: environmental clean-up activities)	10	
Residential		
<u>Visible Participation in Environmental Initiatives</u> 3-R (reduce, reuse and recycle), composting	10	
Environmental Action Total	80.00	0.00

2021 Tourist's Takeaway Evaluation Form

ENVIRONMENTAL ACTION

Observations:

Recommendations:

2021 Tourist's Takeaway Evaluation Form

HERITAGE CONSERVATION		
<p>Heritage conservation includes efforts to preserve natural and cultural heritage within the community. Preservation of natural heritage pertains to policies, plans and actions concerning all elements of biodiversity including flora and fauna ecosystems and associated geological structures and formations. Cultural conservation refers to the heritage that helps define the community including the legacy of tangible (built/hard assets) elements such as heritage buildings, monuments, memorials, cemeteries, artifacts, museums and intangible elements such as traditions, customs, festivals and celebrations. The participation of groups such as historical societies and conservation groups is considered.</p>		
	Max	Actual
Municipal		
<u>Condition/Availability of Natural Heritage Sites</u> Including eco parks, trail networks, grasslands, naturalization, wetlands, urban agriculture/farming, wildlife, protection of sensitive habitats, species at risk and support for at risk pollinators.	20	
<u>Natural Heritage Promotion</u> Management and promotion of natural heritage (through communications, information and support programs, economic development/tourism) including activities and programs (year-round) for education and use of natural heritage sites (including trail networks) for and by the public.	15	
<u>Condition/Availability of Cultural Heritage Sites</u> Including buildings, cemeteries, artefacts, museums, monuments, heritage trees and gardens, including their integration with streetscapes and landscape	20	
<u>Cultural Heritage Activities</u> Initiatives throughout the year including festivals and celebrations along with preservation of traditions and customs	15	
Business & Institutions		
<u>Natural Heritage Assets</u> Conservation, restoration and integration of natural heritage, including eco parks, conservation areas, trails, heritage gardens, trees and landscapes.	10	
<u>Cultural Heritage Assets</u> Conservation, restoration and reuse of heritage buildings and artefacts including their integration with the built/hard streetscapes and green landscapes	10	
Residential		
<u>Cultural Heritage Impression</u> Conservation/restoration and reuse of heritage buildings and artefacts on residential lands	10	
Heritage Conservation Total	100.00	0.00

2021 Tourist's Takeaway Evaluation Form

HERITAGE CONSERVATION

Observations:

Recommendations:

2021 Tourist's Takeaway Evaluation Form

URBAN FORESTRY		
Urban forestry includes the efforts of the municipality, businesses, institutions and residents with regards to written policies, by-laws, standards for tree management (selection, planting, and maintenance), long and short-term management plans, tree replacement policies, pollinator-friendly tree selection, tree inventory, and Integrated Pest Management (IPM), heritage, memorial and commemorative trees.		
	Max	Actual
Municipal		
Overall Impression Overall impact, benefit and first impression of the urban forest	20	
Public Information Programs Provides information on good planting techniques, best practices and maintenance programs	10	
Maintenance Quality Best practices with demonstrated results	10	
Business & Institutions		
Appearance and Maintenance Quality Programs, best practices with demonstrated results: watering, pruning, IPM	15	
Residential		
Tree Planting Contribution to expanding overall tree inventory, with consideration of design and diversity including native and hardy species of trees on residential properties	15	
Impression of Maintenance Quality Best practices with demonstrated results	15	
Urban Forestry Total	100.00	0.00

2021 Tourist's Takeaway Evaluation Form

URBAN FORESTRY

Observations:

Recommendations:

2021 Tourist's Takeaway Evaluation Form

LANDSCAPE		
<p>Landscape includes planning, design, construction and maintenance of parks and green spaces suitable for the intended use and location on a year-round basis. Elements for evaluation include: native and introduced materials; balance of plants, materials and constructed elements; appropriate integration of hard surfaces and art elements, use of turf and groundcovers. Landscape design should harmonize the interests of all sectors of the community. Standards of execution and maintenance should demonstrate best practices, including quality of naturalization, use of groundcovers and wildflowers along with turf management.</p>		
	Max	Actual
Municipal		
<u>Gateway Impressions</u> First impressions of the community including gateway/entrance treatments	25	
<u>Sustainable Designs – Soft Landscape</u> Sustainable designs (seasonally adjusted year round): energy efficient, use of green materials, naturalization, xeriscaping, suitable plant varieties (including pollinator friendly) , traffic calming, bank stabilisation	10	
<u>Sustainable Designs - Hard Landscape</u> Urban and civic design standards for streetscape and public places: flags, banners, public art, fountains, site furnishings, signage, seasonal design and décor, walkways and paving materials	10	
<u>Landscape Quality</u> Landscape maintained to appropriate standards, specs and best practices.	15	
Business & Institutions		
<u>Sustainable Designs</u> (Seasonally adjusted year-round): energy efficient, use of green materials, naturalization, xeriscaping, alternate groundcovers, urban agriculture	10	
<u>Maintenance Quality</u> Adequate ongoing life cycle management (ongoing maintenance, ground & asset management, rehabilitation & replacement) of all landscape elements	10	
Residential		
<u>Streetscape Appeal</u> Landscapes (year-round, seasonal, themed)	15	
<u>Maintenance Quality</u> Lawn care, trees and shrub maintenance (with demonstrated results)	15	
Landscape Total	110.00	0.00

2021 Tourist's Takeaway Evaluation Form

LANDSCAPE

Observations:

Recommendations:

2021 Tourist's Takeaway Evaluation Form

FLORAL DISPLAYS		
<p>Floral displays evaluates efforts of the municipality, businesses, institutions and residents to design, plan, execute, and maintain floral displays of high quality standards. Evaluation includes the design and arrangements of flowers and plants (annuals, perennials, bulbs, ornamental grasses, edible plants, water efficient and pollinator friendly plants) in the context of originality, distribution, location, diversity and balance, colour, and harmony This pertains to flowerbeds, carpet bedding, containers, baskets and window boxes.</p>		
	Max	Actual
Municipal		
Floral Display WOW Factor Integration into overall landscape plan and distribution through community. Concept and design including sustainable design	20	
Diversity of Displays Flowerbeds, raised beds, planters, hanging baskets, window boxes, carpet bedding, mosaics	20	
Diversity of Plants Annuals, perennials, bulbs, grasses, woody plants, natural flora, pollinator friendly plants	10	
Maintenance Quality Maintenance to appropriate specifications and standards, best practices: watering, weeding, edging, dead heading, etc.	20	
Business & Institutions		
First Impressions of Design and Maintenance Arrangement, diversity, colour of display and plants on grounds	15	
Residential		
First Impressions of Design and Maintenance Arrangement, diversity, colour of display and plants in addition to general maintenance on residential properties	15	
Floral Displays Total	100.00	0.00

2021 Tourist's Takeaway Evaluation Form

FLORAL DISPLAYS

Observations:

Recommendations:

2021 Tourist's Takeaway Evaluation Form



THANK YOU FOR YOUR INVOLVEMENT

"Within the context of climate change and environmental concerns, communities involved in the Communities in Bloom program can be proud of their efforts, which provide real and meaningful environmental solutions and benefit all of society."

COMMUNITIES IN BLOOM IS MADE POSSIBLE BY

The commitment of local, provincial and national volunteers

The support of elected officials and of staff in municipalities

The dedication of our judges, staff and organizations

The contributions of our sponsors and partners

Evaluation Form

Places and Spaces

2021



2021 Places and Spaces Evaluation Form

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2021 Places and Spaces Evaluation Form



Communities in Bloom Places and Spaces

Participant Name: _____

The evaluation will be based on efforts in management, planning, maintenance, improvement and innovation in the following criteria.

General Appearance	0.00	/	85.00
Environmental Action	0.00	/	75.00
Natural and Cultural Heritage Conservation	0.00	/	75.00
Urban Forestry	0.00	/	75.00
Landscape	0.00	/	100.00
Floral Displays	0.00	/	100.00
Total	0.00	/	510.00

Percentage:

0.00%

Bloom rating: _____

Bloom rating:

Up to 55%: 1 bloom

56% to 63%: 2 blooms

64% to 72%: 3 blooms

73% to 81%: 4 blooms

>82%: 5 blooms

Mention: _____

Participant Representative

Name: _____ Function: _____

Name: _____ Function: _____

Name: _____ Function: _____

Judges

Name: _____ Name: _____

Evaluation date: _____

2021 Places and Spaces Evaluation Form

IMPORTANT NOTES

All criteria are adjusted to the climate and environmental conditions of the participant.

The evaluation score will vary from the previous year based on the facts that the evaluation form is subject to modifications each year and that the evaluation is based on the perception of the current judges.

2021 Places and Spaces Evaluation Form

GENERAL COMMENTS & SUGGESTIONS

2021 Places and Spaces Evaluation Form

General Appearance		
General Appearance includes first impressions, overall tidiness efforts and asset condition. Elements for evaluation are green spaces, local roads, sidewalks and pathways along with exterior of buildings and signage regarding to litter, weeds, and graffiti.		
	Max	Actual
<u>Overall Impressions</u> Tidiness, order, cleanliness and first impressions	25	
<u>Cleanliness</u> Of roads, sidewalks, walkways and hard surfaces	20	
<u>Condition of Hard Assets</u> Condition of buildings and urban furniture: benches, litter and recycling containers	20	
<u>Engagement and Involvement</u> Support and coordination (financial and/or in kind or participation) of efforts which improve tidiness in partnership with participant stakeholders	20	
General Appearance Total	85.00	0.00

2021 Places and Spaces Evaluation Form

General APPEARANCE

Observations:

Recommendations:

2021 Places and Spaces Evaluation Form

ENVIRONMENTAL ACTION		
<p>Environmental action includes environmental efforts such as waste reduction, composting, recycling initiatives, plant health care, integrated pest management (IPM), water conservation, naturalization, environmental clean-up activities and sustainable development initiatives pertaining to green spaces.</p>		
	Max	Actual
<u>Sustainable Development Strategy</u> Environmental policies, guidelines and long-term planning / vision	15	
<u>Waste Management Programs:</u> <ul style="list-style-type: none"> Recycling, including construction and demolition waste Re-use programs, including building materials, community outreach Organics management, including leaf and yard waste collection, composting Hazardous waste, including e-waste collection And more! 	15	
<u>Environmental Actions:</u> <ul style="list-style-type: none"> Green roofs, green walls Brownfield development and remediation Land reclamation and site re-use Retention ponds Erosion control programs Solar/Efficient Lighting Systems Rain Gardens Energy efficiency programs And more! 	15	
<u>Water Conservation</u> Use reduction programs such as efficient irrigation, use of non-potable water and water restriction policies	15	
<u>Engagement and Involvement</u> Engagement strategies, Financial and/or in kind support and overall efforts to ensure that stakeholders are involved in efforts that support the environment	15	
Environmental Action Total	75.00	0.00

2021 Places and Spaces Evaluation Form

ENVIRONMENTAL ACTION

Observations:

Recommendations:

2021 Places and Spaces Evaluation Form

HERITAGE CONSERVATION		
Natural and cultural heritage conservation includes efforts to preserve heritage. Priority in evaluation is given to natural heritage as well as the integration of landscape and streetscapes as it pertains to the built heritage of the site. The evaluation includes: heritage policies and natural heritage management plan; preservation and restoration of buildings, homes, churches, monuments, artefacts, sites, heritage gardens, trees, etc.		
	Max	Actual
<u>Heritage Policies and Plans</u> Policies, procedures, management and effective programs are in place to support the preservation, documentation and recognition of the natural and cultural heritage efforts	15	
<u>Preservation, Recognition, Restoration, and Reuse</u> Of parks /green spaces/buildings/local history with demonstrated results.	15	
<u>Promotion of Heritage</u> Through communication, information and support programs and tourism, walking tours, open door programs and other initiatives	15	
<u>Education</u> Activities and programs (year round) for education and recognition of heritage for and by the public	15	
<u>Involvement</u> Support by the participant (financial and/or in kind or participation) for internal, municipal, community or neighbourhood heritage programs and activities.	15	
Heritage Conservation Total	75.00	0.00

2021 Places and Spaces Evaluation Form

HERITAGE CONSERVATION

Observations:

Recommendations:

2021 Places and Spaces Evaluation Form

URBAN FORESTRY		
Urban forestry includes the efforts in regards to written policies and standards for tree management (selection, planting and maintenance), long and short term management plans, tree replacement policies (hardy species, variety, succession planting), tree inventory (heritage, memorial and commemorative trees), qualified/trained staff, pollinator-friendly tree selection and Integrated Pest Management (IPM).		
	Max	Actual
Urban Forestry Plan and Management Planning, design, tree inventory including integration with overall landscape plan. Practices for tree protection and planting	20	
Plan of Action Procurement, varieties of species, selection of resistant /hardy species, pollinator-friendly and potential to contribute towards enhanced local biodiversity, commemorative, memorial and heritage trees , Integrated Pest Management (IPM) plan of action for invasive pest detection and control, planting techniques and maintenance program with demonstrated results	15	
Resources and Maintenance Qualified personnel (including seasonal staff and/or qualified experienced contractors) and/or in place training programs ensure the proper management of the trees, shrubs and other urban forest components	20	
Support and Involvement Support by the participant (financial and/or in kind or participation) in internal, municipal, community or neighbourhood tree planting programs and activities (such as Green Streets Canada, Arbor Day, Maple Leaf Day). Community (individuals, groups, organizations, business) involvement in tree planting and conservation activities on the Institution's grounds and subsequent recognition programs for volunteer efforts Efforts to offer programs or services that engage stakeholders in urban forest and its components	20	
Urban Forestry Total	75.00	0.00

2021 Places and Spaces Evaluation Form

URBAN FORESTRY

Observations:

Recommendations:

2021 Places and Spaces Evaluation Form

LANDSCAPE		
<p>Landscape includes planning, design, construction and maintenance of parks and green spaces suitable for the intended use and location on a year-round basis. Elements for evaluation include: native and introduced materials; balance of plants, materials and constructed elements; appropriate integration of hard surfaces and art elements, use of turf and groundcovers. Landscape design should harmonize with the interests of all sectors of the community. Standards of execution and maintenance should demonstrate best practices, including quality of naturalization, use of groundcovers and wildflowers including pollinator-friendly plants, along with turf management.</p>		
	Max	Actual
<u>First Impressions</u> First Impressions of greenspaces including gateway/entrance treatments	20	
<u>Landscape Plan and Components</u> Urban and civic design standards for streetscape and other public places: flags, banners, public art, fountains, site furnishings, lighting design, walkways and paving materials, control of signage. Parks/greenspaces rejuvenation, rehabilitation and maintenance	20	
<u>Sustainable Designs</u> Seasonally adjusted year round, energy efficient, use of green materials, suitable plant varieties (including pollinator-friendly), naturalization, xeriscaping	15	
<u>Qualified Resources</u> Qualified personnel (including seasonal staff and/or qualified experienced contractors) and/or in place training programs	15	
<u>Turf Management</u> Programs, Integrated Pest Management (IPM), Plant Health Care (PHC), alternate solutions to diseases and infestations when appropriate, increased naturalization, alternate mowing frequency and water management and maintenance with demonstrated results	15	
<u>Support and Involvement</u> Support by the Institution (financial and/or in kind or participation) in municipal, community or neighbourhood landscape programs and activities which make use of the landscape Local community involvement in development, maintenance and use of the grounds of the Institution and subsequent recognition of volunteer efforts	15	
Landscape Total	100.00	0.00

2021 Places and Spaces Evaluation Form

LANDSCAPE

Observations:

Recommendations:

2021 Places and Spaces Evaluation Form

FLORAL DISPLAYS		
<p>Floral displays evaluates the efforts to beautify the parks/green spaces with floral displays. Evaluation includes: design and arrangements of flowers and plants (annuals, perennials, bulbs, ornamental grasses, et cetera with attention to pollinator-friendly selection) in the context of originality, distribution, location, diversity and balance, harmony, quality and maintenance. This pertains to flower beds, carpet bedding, containers, baskets, and window boxes.</p>		
	Max	Actual
<u>Diversity of displays</u> Including flowerbeds, raised beds, planters, hanging baskets, window boxes, carpet bedding, mosaics with attention to pollinator-friendly plants	25	
<u>Floral Display Plan</u> Integration into overall landscape plan, distribution throughout the space. Concept and design including sustainable design	25	
<u>Diversity of plants</u> Including annuals, perennials, bulbs, grasses, woody plants, natural flora	25	
<u>Maintenance Quality and Qualified Resources</u> Maintenance/quality / best practices (watering, weeding, edging, dead heading, etc.) with demonstrated results Qualified personnel (including seasonal staff and trained volunteers) and/or in place training programs and/or qualified experienced contractors	25	
Floral Displays Total	100.00	0.00

2021 Places and Spaces Evaluation Form

FLORAL DISPLAYS

Observations:

Recommendations:

2021 Places and Spaces Evaluation Form



THANK YOU FOR YOUR INVOLVEMENT

"Within the context of climate change and environmental concerns, communities involved in the Communities in Bloom program can be proud of their efforts, which provide real and meaningful environmental solutions and benefit all of society."

COMMUNITIES IN BLOOM IS MADE POSSIBLE BY

The commitment of local, provincial and national volunteers

The support of elected officials and of staff in municipalities

The dedication of our judges, staff and organizations

The contribution of our sponsors and partners

Section Four





Examples of Local Committees

Local “Communities in Bloom” Committee

(Members – Functions – Meetings)

- Two full-time staff are assigned to the CiB initiative: one is responsible for the labour and the hard services, one liaises with the volunteer committee. The committee is comprised of community volunteers (interested individuals), representatives of the local garden club, the local garden centres, community service clubs (Chamber of Commerce, Rotary), etc. The committee assists with local beautification initiatives, co-ordinates group efforts and brainstorms ideas for community aesthetics. They also plan and host a reception and awards night during the competition. Meetings are intermittent throughout the year with a concentration of bi-weekly meetings from April to July.
- Our committee is made up of community volunteers (We do have one member who also happens to be a Town Councillor- this is very helpful). Many members are the founding members who had been garden club members interested in entering our community. With several new recruits, our numbers grew.

We are informal and do not have a constitution. We have a chairperson, a treasurer, and a secretary. We have subcommittees of one to four people who arrange specific projects (ex: plant exchange, judge's itinerary, municipal information form, etc.). Within subcommittees we designate duties (ex: one person in charge of watching the newspaper for any relevant articles). We have designated liaisons each responsible to communicate with a specific group (ex: schools, council, chamber twinning Town).

From August to March, we have one meeting per month. From April to July, one meeting every 2 to 4 weeks as required. Work parties (ex: weeding, planting, tidying).

- The committee chair person is a Town Councillor. The committee currently has 12 members who review evaluation of the judges and make recommendations on Town improvements. We meet once every two months or as an ad hoc basis during the summer months.

Local “Communities in Bloom” Committee (members – functions – meetings)

(Continued)

- The committee is made up of one Town Councillor and several community members. Our Council representative acts as liaison between committee and Town Council, and ensures our continued participation in the program. One of our members acts as secretary/treasurer and all are equally involved in the planning and implementation of our activities.
- A core of 9 dedicated interested volunteers keep up the momentum and interest in keeping the community involved in participation in the CiB Program by planning workshops, garden tours and lobbying business. Meeting monthly or as required.
- Our committee is strictly volunteers. We also have a representative/ liaison member of Town Council on the committee. Its function is to plan and coordinate activities related to CiB. We meet a minimum of once a month. More frequently (as needed) when the time of judging approaches.
- Volunteer Group of Friends. We work together extremely well and get the community involved in functions. We meet randomly when necessary, approximately 6 times a year.
- Committee is comprised of appropriate city staff, seniors garden club, local beautification program, media, business associations, chamber of commerce, and other interested members. Approximately 8 meetings occur annually. The committee is divided up into ad hoc groups to undertake certain tasks.
- Collaboration effort between local volunteer committee of 18 persons (meet monthly) and the parks section of the Borough Council (local government agency). Chair of committee and head of Parks meet appreciatively every 6 weeks.

Nature and origin of funds for participation

- Three years ago we joined the CiB program with a \$500.00 service club donation- \$300.00 of which paid our registration fee. Since that time our budget has been based on donations from supportive corporations and service clubs and gifts in kind from businesses. We have also been successful in applying for grants from the Lottery Board, Green Streets Canada, etc. In the past three years, from starting with a nil budget, we have raised over \$55,000.00 that has been put directly into beautification projects within the city.
- Our **first year** was the entry fee plus \$500.00 (to clean up a specified lot) from chamber and a \$200.00 grant from Town, although they did contribute 40 yards of soil (recommend a working project on Main Street- very visible volunteers).
Second year: gained credibility and received \$750.00 grant from Rural municipality, \$1500.00 grant from the Town and \$1500.00 from Lions Club. Town provided a student for 8 hours per week to water plants.
Third year: \$4500.00 grant from Town (\$3000.00 for specified projects) and minimal in kind services including use of some equipment for watering, \$750.00 grant from Rural Municipality as well as grader hours (graded a gravel parking lot to control weeds). We did not receive funding from Lions Club but will re-apply as their funding is in great demand and depends on their community needs. Received a MMF (Metis Federation) grant for a qualifying summer student for 8 weeks.
Memorial gardens: Capital costs covered by donations but not ongoing maintenance costs.
Perennial plants: Donated plants from local gardens/gardeners.
Each year, hundreds of volunteer hours for everything from mending banners to weeding, planting, picking garbage, painting banners, creating a scrap book, etc.
Future expectations: Plan to apply for a grant from Manitoba Hydro for trees (Forest Enhancement Program). Expect similar funding from Rural Municipality and \$1500.00 to \$400.00 from Town depending on planned projects. Lions and business must be solicited each year with no guarantees.
- CiB program budget is part of the municipal budget: however, the committee budget is largely in kind, donations, and matched funding. The municipality does not fund all the initiatives of the committee; rather it concentrates on large projects and urban green area maintenance.
- Much of our funds were through local sponsors and fundraising. Town Council support financially as well for registration. Much time, talent, and resources were given by individual donation, both funds and in kind.
- The main part of our budget is part of the municipal budget. This would include areas of maintenance of public areas, i.e. grass cutting, tree pruning, etc. Our 2001 budget for Parks is \$10,300.00. For special Communities in Bloom projects we are funded by contributions from individuals or groups, such as Lions Club.

Most important factors for success

- Volunteer enthusiasm!! FUN!!
- The main factor for success is visible improvement. The Town looks good and its through the efforts of the committee members and citizens of the Town.
- The main factors for our success are community involvement, Council support and dedicated staff.
- Everyone does a large share of the organization duties so there isn't a lot of work for every one person. Good Town Council representation that works with us. Recreation director helps coordinate our organization with the rest of the community activities.
- The main factor for success of the organization of the committee was the work of the volunteers and the commitment of Town Council and staff.
- The volunteer work and community support.
- Community spirit and dedication of the members to show off the community.
- The success of the organization of our committee is a result of the desire of the residents of the Town to improve their community and they see this avenue as a way to achieve this need.

Comments on impact of program in communities

- This is a beneficial program! It is also one of the building blocks of an economic development benefit for tourism
- There have been substantial benefits to our community from our participation in Communities in Bloom. People are becoming more and more aware of CiB and are planning activities on an individual, family, business, or community group level. This has heightened community involvement and identification with their community. The identification with their community is another way of saying increased community pride. The increased numbers of hanging baskets, trees, gardens, and community clean-up programs has been obvious over the last several years. Part of this reflects on our involvement in Communities in Bloom and the increased community pride taken by residents.
- The stated benefits are by far community involvement: the efforts by many groups to contribute to the program and getting together for common goals as well as a genuine pride to make our Town sparkle and more inviting to visitors.
- Increased pride - A huge boost to the community- even better if you do well in the competition.
Community beautification - Municipal, private, and commercial property beautification initiatives.
Higher standard of maintenance.
A common community goal - Youth participation included.
Decreased vandalism.
Awareness and appreciation of what our community has to offer.
- There are obvious visible improvements that have been noticed and appreciated, not only by our residents but others who have visited and toured Wetaskiwin. People are taking notice of our city and there have been obvious tourism benefits. Our city is the home of Reynolds Albert Museum as well as Canada's Aviation Hall of Fame. We now have a "Museum Mile" depicting artefacts in landscaped beds that offer a great partnership between the City and this world-class tourism attraction. Many people have commented that since we have joined this program, there appears to be more community spirit in our City. We now have groups of every age calling and volunteering to do their part. People are requesting to make a donation of trees, etc. to show their support to the program and enhance areas of the city. Our quality of life is definitely improving.
- Participation in Communities in Bloom has brought great benefits to our Town through information exchanges and friendly competition. We have learned so much from so many and some of the best ideas have come from some of the smallest communities.

Comments on impact of program in communities

(Continued)

- Community involvement - We have numerous volunteers from all ages that donate time, money, and support. The Town is much neater and clean. Many private and commercial properties have done improvements to their properties which compliments the entire village. Lots of civic pride and wonderful comments from visitors.
- Community awareness and civic pride.
- The main benefit Communities in Bloom has done for our Town is to create public awareness and pride in our Town's appearance. Almost everyone in Town cleans, tidies, and fixes up their property in preparation for the evaluation. But it is more than just doing it for the "judging". All summer long people keep their property looking its very best. As a Town we focus on tourists and the CiB Program enhances our possibilities.

IDEAS AND INITIATIVES UNDERTAKEN BY COMMUNITIES IN PREVIOUS EDITIONS OF COMMUNITIES IN BLOOM

Tidiness

Chamber of Commerce coordinated clean-up of litter in commercial/industrial areas.

Letter sent to CP Rail requesting clean-up of rail side property

Hummer Days - Encouraged residents to fire up their lawnmowers, hedge clippers, etc. on a common date before judging day.

Salvation Army coordinated clean-up effort

Individuals and groups volunteered to cut and remove invasive weeds throughout the community.

Adopt-a-Road Program - Cared for by local service groups.

Equestrian group maintains portion of trail system.

Business Broom Program initiated by the Downtown Business Association. It engages the merchants in the litter free Downtown concept.

Urban Evolution is a worthwhile program transforming derelict buildings and vacant lots to exciting developments in the downtown core.

Anti-Vandalism Program - Focuses on prevention, community awareness, maintenance and repair, enforcement, and penalties.

Biz Patrol - Name given to hired students that keep the downtown litter free and devoid of graffiti.

Graffiti Prevention - Murals are painted by volunteer students on a highly visible wall in the downtown core.

Environmental Awareness

Backyard Habitat Program - Habitat gardening is an alternative to traditional gardening that brings a new dimension to caring for wildlife habitats at home.

Construction of waterfront trail with floating sections is an environmentally sensitive practice to preserve the natural beauty of the habitat.

Recycling Program that is taken directly to people - A trailer with bins goes door-to-door weekly and blue boxes are instantly sorted. The trailer is conveniently parked for anyone to deliver and deposit recyclables. On a regular basis the trailer goes to a larger centre so the contents move on to the next stage of recycling.

No fishing and No Take Zone - Marine protected areas prohibits individuals from harvesting marine life within 100 metres of the shore.

Duck Nesters Program - Wildlife habitat for migratory birds.

Natural and Cultural Heritage Conservation

CN Station - Restoration by volunteers and town.

Coal Car Planters - Made and displayed in keeping with the coal mining history.

Creek Restoration Project - Re-establish access to fish habitat in the creek.

Heritage River - Friends of the River develops, promotes, and implements projects to preserve and enhance the ecology of the river.

Tall Grass Prairie Heritage Site - Remains as an original tall grass prairie site protected from housing development.

Tree/Urban Forest Management

Coalition to Save the Elm, STOPDED, and Adopt-an-Elm Program - Commitment of all citizens and staff to sustain a healthy and vibrant urban forest.

Landscaped Areas

Public Sculpture Program - Donations and sculpture purchases are on permanent display in outdoor locations.

Greening of derelict lots - People and the city working together to change less than desirable strip of land into a beautiful green space that all can enjoy.

Art in the Landscape – Street banners designed by an art group.

Naturalizing with Wildflowers – The use, seeding, and encouragement of wild flowers along the road side and on beams to promote country atmosphere and sustainability.

Floral Displays

Adopt-a-Garden Program – Volunteers tend floral displays in high profile areas and downtown centre.

Marigolds on Main Street Program - Fosters a commitment from volunteers, especially the children, to improve the neighborhood through landscape and garden projects.

Open Garden Tour, Secret Garden Tour, and Walking Garden Tour – Gives an opportunity for all involved to share their gardens, their successes, and their pride. Tickets are sold for fundraising.

Service Group – Planted perennial border in the park and is now used for wedding photographs.

Floral bed planted under a trail head sign as a beautification project by residents.

Young Beavers group planted flowers in barrels that are displayed in downtown streets.

Incentives for Increased Community involvement

Door Knob Hangers – To acknowledge citizens for their efforts to enhance the community, art class students produced 200 laminated door knob hangers to hang on citizens doors.

Youth Start Program – Excellent way to integrate the young people into the community where they have the chance to show their many skills which allows them to become more aware of the environment and ultimately valuable citizens.

Youth of Today Society – Who provide a number of services to the community i.e. signage, graphic banners, web-design, youth labour for local projects.

Butterfly Garden of Promise – Young children involved in making the environment around us a better place for future generations.

Young Offenders - Work at the beautification of the city. Cleaning up, letting the kids take a new regard in that aspect, encouraging the pride of the young towards the city they live in.

Floral Planter Program - Planters painted by local artists and then planted and displayed on the streets and then auctioned off to raise funds.

Citizen of the Year – Shows respect and appreciation of its citizens.

Blooming Best Business Program – Customers cast a ballot in participating stores, selecting the best business in town.

Religions in Bloom – Churches encouraged to beautify their properties inside and out.

Friends of Park – Provide volunteer help with staff person.

Adopt-a-Park – Volunteer program in which citizens assist in enhancement and preservation of local parks and green spaces.

School Art Promotion – Children's paintings promoting Communities in Bloom competition hung in store windows.

School Beautification Program – PTA actively involved in encouraging children with gardening practices and to respect the environment.

Summer fair parade float created to promote competition.

Window Painting – Businesses used summer students to paint store windows.

Adopt-a-Barrel – 150 flowers filled in barrels and displayed in downtown streets.

City Council Barrel Challenge – Promotional campaign to heighten awareness for competition. Which councillor had best barrel.

Photography Contest – To involve non-gardeners in the spirit of Communities in Bloom

Best Yard of the Week – Chamber of Commerce organized and sponsored a <<Best Yard of the Week>> competition.

Tree Fund – Local grocery store fund-raiser for Tree Fund. Trees planted in selected open spaces.

Covered Lattice Pedestrian Bridge – Raised in approximately 48 hours with help of several timber farmers and hundreds of volunteers.

Water tank and tractor sponsored by Improvement Committee. Equipment purchased through fundraising.

IDEAS AND SUGGESTIONS ON HOW YOUR COMMUNITY CAN PREPARE FOR ITS EVALUATION DAY

- Once you have confirmation of the judges assigned to your community, the coordinating judges will be contacting you to discuss your proposed itinerary for their visit as well as events that the judges are expected to attend during their stay.
- It is recommended that the actual touring of your community should start the morning following the Judges' arrival. However, the community is encouraged to hold an orientation meeting or a community social event to honour your volunteers, during the evening preceding the tour.
- Upon the Judges' arrival in your community, they should each be presented with their itinerary, along with a Community Profile Binder. Binders should contain the Municipal Information form and information pertaining to the six criteria that the Judges will be evaluating. The binder should be no larger than 50 pages.
- In the Community Profile Binder, please include a "What's New" section for each of the criteria since the last evaluation.
- In the preparation of your Community Profile Binder, please include as much information as possible about the Commercial and Industrial Sectors. Outline how the businesses are contributing to the community in the Tidiness programs, participation in the environmental effort, historical preservation, sponsorship programs, etc.
- Please be reminded that each year, a different team of judges will evaluate your community and scoring is done according to what they see. In order for them to complete the best possible report, you should provide them with relevant material pertaining to each of the criteria.
- An orientation meeting should be arranged with community leaders, staff, volunteers, and citizens most knowledgeable with each of the six criteria. The judges will want to interact with these people, in order to directly receive information about each of the criteria. This orientation should last no longer than two hours.
- Another suggestion to further assist the judges in seeking information about your community could be to consider setting up a "Volunteer Showcase Event" (i.e. trade show style). Invite all volunteer groups to assemble in a community Hall, set up their Information Booths where they will be able to answer questions and explain their initiative/contributions to the community. This event could be open to the public and may provide another opportunity for the community to honour their volunteers in the presence of the judges and public.

- It is important to note that the judges require at least three hours in order to complete their evaluation grid prior to departing from your community.
- Should the judges have a scheduled day off while in your community, you are not obligated to entertain them or continue to showcase your community. After several weeks on the road the judges require some time for themselves to catch up on rest, laundry, and report writing.
- Whether your community is participating at the provincial or national level, it is important to remember that both the National and Provincial Organizations are at your disposal.

MOST IMPORTANTLY, HAVE FUN! WE ARE ALL VOLUNTEERS!



Public Relations Tool Kit

Participating in Communities in Bloom brings many benefits that will be advantageous to your community. It's good news, so why not make sure people hear about it? Being proactive in communicating throughout your participation in the program will -

- Earn recognition and support for the program
- Win appreciation from your elected representatives
- Encourage community involvement
- Increase the effectiveness of your efforts
- Result in an overall better outcome- more blooms and a better rating from judges!

Guide to CiB Public Relations (PR)

This kit has been designed to help you promote your community's involvement with Communities in Bloom. Throughout the program you will find there are key milestones that will be of interest to the media. These opportunities include -

- Decision to participate/registration in the program
- Campaign kickoff or launch activity
- The 6 Criteria- profiling the Communities in Bloom Program
- Getting ready for judging
- When the Judges are in town
- Results! Share the outcome

As you prepare your community for judging there will no doubt be other opportunities to interest the media in helping you promote your efforts. This kit provides the following tools to help you engage the media's interest and ensure members of your community can share in the excitement of being a Communities in Bloom participant.

- Suggested activity calendar/key milestones and news angles
- Potential photo opportunities
- Other promotional opportunities
- Template media advisory to invite media to cover your event
- Template news release to tell the media your news

People, Plants and Pride...Growing Together

112 Terry Fox, Kirkland (Québec) H9H 4M3 Tel: (514) 694-8871 Fax: (514) 694-3725
E-Mail/Courriel: bloom.fleurs@symoatico.ca Web site: www.communitiesinbloom.ca

PUBLIC RELATIONS TOOL KIT

Program Milestones are Newsworthy!

The following are examples of highlights of the Communities in Bloom program that will be newsworthy in your community.

Program Announcement- News release to media informing them of your community's decision to compete and outlining the program details and criteria.

Campaign Kickoff- A creative event and photo opportunity to officially "kickoff" your community's participation. Invite a troop of cub scouts to clean up a park. Ask your Mayor to proclaim a Communities in Bloom Day. Or simply invite media to hear members of your CiB Committee or local horticulture society or gardening club describe the program and its benefits. Visit the LIN site for more kickoff ideas!

Profiling the Program- Offer your local media weekly news stories for eight weeks in which you provide details on each of the Six Criteria. Then tell them how your community is preparing for judging on each aspect.

The Judges are Coming! The Judges are Coming!- Announce a cleanup or neighborhood beautification week ahead of the arrival of your judges. Challenge everyone to be a part of making your community a winner. Hold a contest for the most beautiful street, schoolyard or business improvement area. Engage your community!

They're Here!- Treat your judges like celebrities. Invite the media to come and interview and photograph them while at work.

Thank You Sponsors and Volunteers- Recognize the contribution of your local sponsors and the involvement of your volunteers

And the Winners Are...- No matter what the outcome, share the results of all of your efforts. Announce the number of blooms you are awarded. If you win a Criteria Award, invite the sponsor to come and present it at a local news conference, to Council, or to your volunteers and invite the media to cover the presentation.

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PUBLIC RELATIONS TOOL KIT

Photo Opportunities

Television and newspapers need a steady supply of interesting images to bring their news coverage to life. Invite them to -

- Campaign kickoff event
- Community clean up
- Planting day with volunteers
- Hanging baskets going up on a main through-fare
- CiB information session or workshop for volunteers
- Judges touring your community
- Planting a tree with the Mayor or members of Council
- *And you will want to add more -you most certainly have a ton of examples...*

Other Media/ Promotional Vehicles

- Special inserts or special sections in community or daily newspapers
- Radio talk show discussions or call in shows
- Local news programs
- Municipal billing insert
- Community newspaper ads
- Municipal newsletters
- Council proclamations

Templates

You will find enclosed templates for Media Advisory and News Releases

Share the good news

We want to know how you are supporting the program and engaging citizens in your communityand we can post the good news on our website.

Please share your news with Communities in Bloom by sending us your media advisories, news releases and media coverage:

By fax at (514) 694-3725

By e-mail at bloom.fleurs@sympatico.ca

Thank you to Jill Fairbrother, Director of Stakeholder Relations, Scotts Canada for providing guidance on this document

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PUBLIC RELATIONS TOOL KIT

Template Media Advisory

Using the following layout and headings, insert your own information and details and send the information to media when you want to invite-them to cover an event or photo opportunity.

MEDIA ADVISORY

(Community name) Kicks Off Communities in Bloom Program/Competition

With (insert name/description of activity) .

Sample headline: Bloomsville Mayor Kicks off Communities in Bloom Program with Boy Scouts Clean Up Day

Date: Of your event

Time: From when to when, noting time of any remarks, ribbon cutting or other key happenings for journalists and photographers

Place: Location with intersection, directions as necessary

Details: Describe what will happen and list VIPs or special guests of interest to media - include children, celebrities, mascots, and others of general interest or visual appeal.

Sample Details:

Mayor Daily will join the Bay Street Boy Scouts troop for a tree planting and park clean up this Saturday to kick off Bloomsville 's participation in the Communities in Bloom (provincial/national/international) competition.

Background: Communities in Bloom is a Canadian beautification program that provides information and education, and awards Bloom Ratings for achievement in the areas of floral displays, landscapes, turf, urban forestry, community involvement, heritage, conservation, environmental awareness and tidiness. This volunteer-based non-profit organization fosters civic pride, environmental responsibility and beautification through community participation and the challenge of national competition.

For more information please contact: Insert name of local program contact person for media inquiries.

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PUBLIC RELATIONS TOOL KIT

Template News Release

Inserting your own information, use this format to provide media with the details of a newsworthy event or development in the program as the competition unfolds.

NEWS RELEASE

For Immediate Release

Headline

Sample headline: *Bloomsville to Participate in National Communities in Bloom Competition*

Bloomsville, Province- Monday, January x, 2015- Mayor (or other) Daily today announced that the City of Bloomsville will participate in the xth edition of the Communities in Bloom national competition. This is the X year that Bloomsville has participated in the Program.

Communities in Bloom is a Canadian beautification program that provides information, education, and awards Bloom Ratings for achievement in the areas of Tidiness, Environmental Awareness, Natural and Cultural Heritage Conservation, Tree/Urban Forest Management Landscaped Areas, and Floral Displays.

Bloomsville's participation will be led by (name of program director or coordinator) with the support of (insert name of committee, volunteer groups, etc.). Throughout the spring and summer, volunteers and staff will work to beautify our community by (insert list of activities, plantings, cleanups, turf care, etc.).

Insert Quote- Sample: "Our community is dedicated to improving our natural environment and beautifying the spaces in which we live and work for all who live in Bloomsville", said (insert name and title). "As we prepare for judging in the Communities in Bloom competition, we need the help of every business, every school group and every neighbour to ensure we do ourselves proud".

This volunteer-based non-profit organization fosters civic pride, environmental responsibility and beautification through community participation and the challenge of national competition.

For more information please contact: insert name of local program contact person for media inquiries.

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PREPARING FOR THE JUDGING DAY- PLANNING THE JUDGE'S TOUR

- Your tour should focus on showing all 6 categories.
- Include Meeting volunteers on the way and involving volunteers in breakfasts, lunches, teas etc.
- An Idea to start the tour day is to host a breakfast and have various volunteers take 5 minutes to explain their roles and achievements.
- Make sure you have name tags for all volunteers; the Judges should have their own!

MOST IMPORTANT: plan some flexibility into the tour as planes can be late, cars can breakdown etc.



TIP: Look at the evaluation grid every year

- Have the evaluation grid handy when filling out the Community Profile Binder and planning your tour. This way you won't miss out on any of the information required.



Judge's Tip: Look carefully at the grid. This is Important in what you are shown and what you are told. Note the value of each section.

- A page each for each one of these categories per grid section is enough information.

PROVIDING FOR THE JUDGES

The Judges schedule and tour transportation should be:

- Comfortable and large enough for both judges to ride together.
- Judges need to see about 80% of the community (they need time to leave the car and walk around to inspect some sites – esp. turf).
- See and hear about things in all 6 sections and every part of the grid.
- Communities in Bloom is more than just planting flowers-it is about **PEOPLE, PLANTS and PRIDE**.



TIP: Choose your tour guides carefully:

- Don't have them talk ALL the time.
- Should be knowledgeable.
- Parks manager/Town Foreman would be an asset.
- Consider changing tour guides through the tour.

On each tour stop

- The judges need to chat with and question volunteers.
- Ask to speak with the people who are responsible.

Planning a good tour

- Be flexible, the judges will often ask to stop to see something that is not on the tour route.
- Limit the number of private gardens (2 IS ENOUGH) you take us to. Although that is important, we are not on a garden tour.

THE INITIAL MEETING

The Meeting is...

- A great opportunity for the judges to get a feel for the community, and...
- An enthusiastic, upbeat Judge can set the tone for the entire visit.

At the meeting, supply:



- 2 copies of the Community Profile Binder.
- 2 copies of a map with the tour route.
- A copy of last year's grid.

TIP: A Community Profile Binder should include:

- The Municipal Information form, past evaluation grids (if available), clippings, pictures, of past community events and Municipal by-laws to be used by the judges in assessing how the community has met the 6 criteria that may not have been shown or explained on the tour.
- **Please supply a binder for each judge; these are forwarded onto the National CiB office once the judges are finished with them.**

WHO COULD BE AT THE INITIAL MEETING?

People with the betterment of the community at heart:

- CIB committee members.
- Mayor and/or council members.
- Chamber of commerce representative, Service club representatives.
- Corporate sponsors, Business people.
- Parks management & staff.
- Volunteers or any other people that are involved in community activities.

They don't have to be members of the CiB Committee!

DISCUSS AT THIS MEETING

Introduce your community "In a nutshell" e.g. special climatic, geographic, economic, and social challenges.

- History of CiB in community: How did it start? How has it grown? What difference has it made?
- CiB projects: this year and briefly about past projects.
- Town bylaws: Changes to these? Enforcement?
- Community events: (Christmas, Children's Day, Citizen of Year, Community Appreciation Day)
- Community projects, long term goals.

SOME IDEAS OF WHAT TO INCLUDE ON TOUR:

Tidiness Effort

- Boulevard, median, ditches & sidewalk maintenance.
- Public, business and municipal involvement.
- Municipal structure maintenance, urban furniture, litter & recycling containers.
- By-law enforcement.
- Graffiti, notices, posters.
- Back alleys, vacant lots, weeds, garbage, maintenance & repair.

Environmental Awareness

- Water source treatment & conservation
- Sustainable development, IPM policies.
- Recycling facility, waste reduction, landfill, hazardous waste collection.
- Community environmental clean-up activities.

Heritage Conservation

- Preservation & restoration of building, homes, churches, and artefacts.
- Museums, archives, and cemeteries
- Historic sites/buildings/trees.
- Cultural traditions & customs, festivals, heritage, foods, etc.

Urban forestry

- Distribution of trees, inventory, variety & suitability.
- Long range plans for street trees, bylaws
- Pruning/removal/replacement.
- Citizens support and participation in tree plans and maintenance.

Landscaped areas

- Cityscapes, landscaping along Main Street, parks, etc.
- Balance of hard landscape and natural elements.
- Turf management (manicured to rough).
- Use of ground covers other than grass.
- Irrigation & water restriction plans.

Floral displays

- Originality.
- Appropriate design and maintenance.
- Planter competitions amongst businesses.



TIP: If possible, have the volunteers at tour stops give a short presentation.



TIP: Once tour route is established, take someone else, not associated with CIB committee on tour. Often a fresh set of eyes finds the little things often overlooked.

REMEMBER

To give us a feel for your community we want to talk to:

- **Volunteers-** having them at each stop to chat with the judges about the site and activity indicates good community involvement.
- **Municipal staff** (parks foreman, public works) talk to them about their jobs, maintenance levels of parks and public areas and what kind of support for training from the town/city.

Don't be afraid to SHOW us the "bad" stuff...

Don't be afraid to TELL us the "bad" stuff...

We can help your effort by adding suggestions into our evaluation.

Remember our time is really your time!

- It is wonderful for you to arrange entertainment for us (golf game or a boat ride) but this takes away from us being able to see your community and give you a fair evaluation.
- We are with you such a short time; please don't ask us to judge events like garden competitions. We really need to focus on the job at hand and be able to give you good feedback and ideas for next year.

Remember not to schedule our day full.

- We need 3-4 hours of quiet time alone to fill out our evaluation grid. This is not including sleep time.
- We need to be able to spread out the information given to us and go to work.
- We realize you are excited to have us visit, and proud of your community, but you can imagine the work it takes to fill out the grid.

We do appreciate gifts and souvenirs of your community, but we would rather see those funds put back into your community.

LASTLY REMEMBER-

- The main factor of success is visible community improvement.
- A growth of community spirit.
- Ensuring your community is a nice safe place to live.
- Make it fun and enjoy the journey.
- If time permits, a short wrap up meeting with the judges before they leave your community.

Sample Itineraries

Itineraries are important for Community Evaluations. This information allows our volunteer judges to become familiar with community in advance of the visit. They will also be able to suggest detours or changes to the tour should a change be needed

Below are four sample itineraries. Thank-you to Indian Head, Wynyard and Ituna Communities in Bloom for providing this information. These are great examples of how itineraries can be built.

Sample Itinerary One

Itinerary

1. Tour of our community will start at the Town Hall. We will meet with Town Officials for a formal greeting! Viewing of the Dahlia Club Bed, Horticultural Flower bed, start of the Sunbeam Walking Trail, and gazebo, Sunbeam Creek Park and Lion's Club Memorial Hall brick project. Taking note of the hanging baskets and flower boxes.
2. South to R.C.M.P. and Royal Bank Centennial Garden
3. H&L Brownie Tree Planting, Bell Farm Agricultural Garden, Elevator Silhouette Marker, backed by Cadet tree planting.
4. West to Riparian Habitat and Heritage Willow Planting, North Railway tree planting.
5. Veteran's Park including Rose Garden, Millennium Garden (est. 2000), Pine Lodge, and Oak Circle plus Memorial Trees.
6. South to Tourist Booth, Red River cart, Buffalo Rubbing Stone, flower boxes)Planted, and maintained by volunteers) and John Walker Memorial.
7. East on Service Road through Industrial Area, noting Service Road snow and sound tree barrier, Craft-T Elevator.
8. North on Service Road viewing Award winning KOA camp ground and visiting Community Forest.
9. To Research Station -Heritage Barn, Peony Collection and Agricultural Summer fallow Plaque.
10. North to newly developed area and Jimmy Robison Sports Field. Note Tree Planting newly done by the Town and volunteers.
11. On Woodard Avenue to view golf course water salvage pond, golf course.
12. West on Eden to Golden Prairie Nursing Home to tour their rest garden, maintained by staff and residents, and Lion's planter.
13. North at Robison Street to view High School grounds, Bell Court and north to Cemetery to Fox Way and view grave site map. Drive through cemetery.
14. North to Bell Barn.

15. South on #56 to Buxton past Ball residence, turn west to Boyle St., Hospital Rest Garden, past several heritage Homes.
16. Down Derkson's Back Alley past Dixon Park, south to view Mother's memorial trees, Leo's Place, Heritage Business buildings, Grad Park, museum. North to see school yard.
17. South to Heritage Willows, Lion's bridge east to service road, then north to original cemetery site, to lagoon.
18. Return to Indian Head along Ponderosa planting to Landfill. Mention of screening planting at landfill.
19. To Squirrel Hills Water Plant. Return by Holding Nursery past Sunbeam Barn. Route through residential area.
20. Possible tour of Sarcan , Bell Barn, or Museum, also worth mentioning.... Reclaimed properties, eg. Presbyterian Church/residential home, TomBoy Store/Church, United Church as Heritage property.

*****Pending judges arrival, some visits may happen the evening prior to Judging Day.**

Sample Itinerary Two

Itinerary

1. Tour of our community will start at the Town Hall. We will meet with Town Officials for a formal greeting! Viewing of the Dahlia Club Bed, Horticultural Flower bed, start of the Sunbeam Walking Trail, and gazebo, Sunbeam Creek Park and Lion's Club Memorial Hall brick project. Taking note of the hanging baskets and flower boxes.
2. South to R.C.M.P. and Royal Bank Centennial Garden, then a drive through the newest areas of town- note tree plantings.
3. H&L Brownie Tree Planting, Bell Farm Agricultural Garden, Elevator Silhouette Marker, backed by Cadet tree planting.
4. West to Riparian Habitat and Heritage Willow Planting, North Railway tree planting.
5. Veteran's Park including Rose Garden, Millennium Garden (est. 2000), Pine Lodge, and Oak Circle plus Memorial Trees.
6. South to Tourist Booth, Red River cart, Buffalo Rubbing Stone, flower boxes)Planted, and maintained by volunteers) and John Walker Memorial.
7. East on Service Road through Industrial Area, noting Service Road snow and sound tree barrier, Craft-T Elevator, and Webster's farm.
8. North on Service Road viewing Award winning SAM camp ground and visiting Community Forest.
9. To Research Station -Heritage Barn, Peony Collection and Agricultural Summer fallow Plaque.
10. North to newly developed area and Jimmy Robison Sports Field. Note Tree Planting newly done by the Town and volunteers.
11. On Woodard Avenue to view golf course water salvage pond, golf course.
12. West on Eden to Golden Prairie Nursing Home to tour their rest garden, maintained by staff and residents, and Lion's planter.

13. North at Robison Street to view High School grounds, Bell Court and north to Cemetery to Fox Way and view grave site map. Drive through cemetery.

14. North to Bell Barn. 15. South on #56 to Buxton past Ball residence, turn west to Boyle St., Hospital Rest Garden, past several heritage Homes.

16. Down Derkson's Back Alley past Dixon Park, south to view Mother's memorial trees, Leo's Place, Heritage Business buildings, Grad Park, museum. North to see school yard.

17. South to Heritage Willows, Lion's bridge east to service road, then north to original cemetery site, to lagoon.

18. Return to Indian Head along Ponderosa planting to Landfill. Mention of screening planting at landfill, and new pits, Landfill Committee.

19. To Squirrel Hills Water Plant. Return by Holding Nursery past Sunbeam Barn. Route through residential area.

20. Possible tour of Sarcan , Bell Barn, or Museum, also worth mentioning.... Reclaimed properties, eg. Presbyterian Church/residential home, TomBoy Store/Church, United Church as Heritage property.

***Route can be changed at any time.

Sample Itinerary Three

2014 Communities in Bloom Judging Day Itinerary

Arrive the Night of Aug 13th and Spend the Night at Seven Bells Bed and Breakfast.

8:00 am- Town Staff will take you from Seven Bells Bed and Breakfast to the Town Shop. Upon arrival the Town Staff will give a tour of the Town Shop, Water Treatment Plant, The Disposal Site, Lagoons and Recycling Centers.

9:30 am- Coffee Break at Town Shop

10:00 am- Meet with the Parks Crew to discuss what the parks department is responsible for (coloring map). This will be followed by a tour of the area's the parks department takes care of.

11:00 am- Tour of the Wynyard & District Regional Park

Noon- Lunch at the Wynyard Golf Club.

1:00pm- Tour of Quill Lakes Important Bird Area Interpretive Center and New Wynyard Museum

2:00pm- 3:00pm- Wrap up and Coffee at Wynyard Town Office.

Sample Itinerary Four

ITUNA COMMUNITIES IN BLOOM TOUR ITINERARY

Saturday, August 9th, 2014

Morning

**Town Office – 7- 1st Ave. NE, CIB Judges and CIB Committee Introduction
Avena Gardens, Cross Roads Park
Ituna Regional Park: Swimming Pool, Golf Course, playgrounds
Holy Trinity Ukrainian Orthodox Church
Pat's/Louise Greenhouse
Lakeside United Church
Ituna School
Ituna Skating Rink
Ituna Curling Rink
Cenotaph
Water Plant, Lagoon & Sewage Cells
St. Stanislaus Roman Catholic Church
Community Fruit Orchard**

Lunch @ Ituna Hotel Restaurant

Afternoon

**Millennium Park
Steam Engine
Paper Recycling Depot, Sarcan
Ituna Lion's Park
Ituna Pioneer Health Care Center
Landfill
Sacred Heart Parish Center
Sunshine Manor**

Ituna Town Office – CIB Judges to discuss community

Section Five



PHOTOGRAPHY LESSONS

Photos are important for the documentation of your community and its projects. It's important to show people working in photos as well as the landscape. Before and After photos are excellent for showing progress. Use one of the higher resolution settings on your digital camera to ensure photos can be used in print and promotional material. SPRA will be looking for your best images in the Fall Awards PowerPoint, new promotional documents and the Home Hardware Charity Calendar. Send in those photos!

Picture (right) from Rosetown.

This is a great example of capturing some of the six (6) criteria judges are looking for! This photo has elements of landscaping, floral displays, and heritage preservation.



Picture (left) from Indian Head.

Capturing the effects of people and community efforts.

Picture (right) from Denzil.

Try to collect photos from a number of different months – weather never cooperates when we need it to!



Send your *Digital* pictures to SPRA by email at aexelby@spra.sk.ca. Contact Andrew Exelby, SPRA Consultant - Parks and Open Spaces for more information.



Suggested Community Photo List

- 1) Highway Entrance (i.e. Sign, Landscaping)
- 2) Major Intersection (i.e. 1st Traffic Light, Street Sweeping)
- 3) Public Buildings (i.e. City Hall, Courthouse, Museum, Arena, Pool, Community Hall, Including Landscaping)
- 4) Cenotaph/War Memorial
- 5) Cemetery (i.e. Entrance, Panorama)
- 6) Sports Fields (i.e. Baseball, Soccer, Lacrosse – Preferably in use)
- 7) Playgrounds (i.e. preferably in use)
- 8) Community Garden (i.e. Preferable with people)
- 9) Commercial Property Landscaping
- 10) Private Residence Landscaping
- 11) Main Street (i.e. Streetscaping)
- 12) Historical Features (i.e. Buildings, Structures, Preserved Natural Landscapes)
- 13) Outstanding section of your urban forest
- 14) CiB Projects (i.e. Before and After)
- 15) CiB Event (i.e. Engaged Residents)
- 16) Other Images showing off your community

“A picture is worth a thousand words”

“A picture of a moment is a treasure that is priceless”

Saskatchewan Guidelines for using the Communities in Bloom Logo

The Saskatchewan Communities in Bloom program uses the Communities in Bloom logo as shown below:



We encourage local CiB organizations to customize the logo to reflect their community. Our suggested format is:

Example of a Community logo:



SPRA will provide registered Communities in Bloom representatives the digital logo file upon request. To request the logo files or for more information, please contact Andrew Exelby, Consultant – Parks and Open Spaces at aexelby@spra.sk.ca or 306-780-9262.

Communities in Bloom

Logo Download & Guidelines

The CiB Logo is comprised of three stylized flowers, the Communities in Bloom name and slogan in both English and French, Canada and the registration trademark.

THE LOGO MAY BE USED

- to support the CiB National and International Edition
- to support the CiB Provincial Edition
- corporate CiB stationery
- newspaper articles
- ads that support the CiB programs
- accredited CiB promotional material
- websites
- merchandise
- flags & banners

WHO MAY USE THE LOGO?

- A municipality participating in an annual CiB edition
- A municipality that has been named “(year) Communities in Bloom winning community” by the CiB judging committee
- By accredited media reporting on CiB events
- Accredited companies for use of CiB promotional materials
- Accredited sponsors, supporters and friends of the CiB program
- Anyone who has received permission from the CiB organization for the purposes of promoting the CiB program

WHY SHOULD THE LOGO BE USED?

- Use is encouraged to help a community identify, promote and celebrate its designation as “(year) Communities in Bloom winning community”.
- By any participating CiB municipality encouraging its citizens to participate in community improvement goals
- Use is encouraged by sponsors / supporters of the CiB program demonstrating support for the participating communities
- Use is encouraged by individuals of a participating community in support of a CiB event

LOGO SPECIFICATIONS

- Four colour process (CMYK) print
- The official CiB logo consists of two colours: Pantone Red 032 & Pantone Green 348
- The font used for the words: “Communities in Bloom / Collectivités en Fleurs” and “Canada”, is [Ellington](#). Available for download in Mac format [here](#).
- CiB logo can be used with or without the slogan and in colour or black and white

GRAPHIC STANDARDS

- The CiB Logo / CiB “Bloom Rating” Logo art may not be altered in any way, shape or form
- The proportion of the type and the icon must remain consistent to the logos provided
- The overall size may vary, but not the proportions
- The Logo should not be reduced to the size that it becomes illegible.

COMMUNITIES IN BLOOM NATIONAL AND INTERNATIONAL “BLOOM RATING” LOGO

There are 2 versions of the Bloom Rating Logo designed to be used by participants in the National and International Edition. One denotes the community's bloom rating & year of participation. The other also indicates winner.



IMPORTANT: If the community indicates that it is a **winner**, the **year** must be included.

LOGO DOWNLOAD



CiB logo with the slogan in Black & White



CiB logo without the slogan in Black & White

[Download
JPG / GIF / EPS](#)

CIB LOGO DOWNLOAD – 5 BLOOMS (BRONZE, SILVER, GOLD)

There are four (4) levels of 5 Blooms **exclusive** to the National and International Challenge, for evaluated communities only. *5 Blooms*: 82 to 83.9% / *5 Blooms - Bronze*: 84 to 86.9% / *5 Blooms - Silver*: 87 to 89.9% / *5 Blooms - Gold*: 90% and over



5 Blooms - Bronze



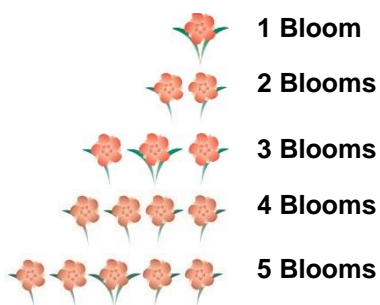
5 Blooms - Silver



5 Blooms - Gold

[Download](#)
[JPG / GIF / EPS](#)

CIB “BLOOM RATING” LOGO DOWNLOAD



[Download](#)
[JPG / GIF / EPS](#)

COMMUNITIES IN BLOOM PROVINCIAL “BLOOM RATING” LOGO

A provincial bloom rating logo is available for any community who has participated at the provincial level & received a bloom rating. Two versions have been designed to be used by provincial participants using the provincial flower to denote bloom rating & year of participation, and one indicating winner.



BC



AB



SK



MB



ON



QC



NB



NS



PE



NL



YT/NT/NU

[Download](#)
[JPG / GIF / EPS](#)

For any other questions, contact 514-694-8871 / bloom@cib-cef.com