



## Creating Your Community Profile Book

Regardless of the category, this is a valuable piece of documentation and community promotion. Every community develops this document in a different style; however, there are guidelines that SPRA provides.

### Guidelines for developing the Profile Book:

- This document is a strongly recommended asset for the evaluation process
- Concise and clear documentation of community efforts and achievements towards the eight criteria of CiB. Community involvement should be explained for each criteria area
- Remember that Communities in Bloom involves all of the community organizations (municipal, business, service clubs, churches, schools, residents)
- Address previous recommendations from CiB evaluations
- Produce this as an annual document. This document needs to be updated in order to represent your community
- Recognize your CiB sponsors
- Include a Municipal Information page
- Ensure consistent formatting throughout the document
- Portable, lightweight or electronic versions make your information easier to promote
- Supplement the Profile Book with scrapbooking and other documentation of Communities in Bloom initiatives within your community
- Arrange the profile book in a similar order to the Evaluation Grid
- Take as many pictures as possible
- Use these pictures in your material and send them to SPRA for promotional use (include a photo release form... SPRA can supply these)

Provincial Partner:



Supported by:





### **Benefits of Completing an Electronic Community Profile Book:**

- Promotes your community by having printed copies of this document at local libraries, tourist destinations, and municipal buildings
- Electronic versions of the profile book should be on your community website, the SPRA website and other national databases
- Tracks community activities and growth through the content of the profile book
- Provides recognition of the assets that your community has. Many communities do not realise everything that is happening in their community until a document this the profile book is created
- Provides the town council with a summary of the entire community and can be used as a tool in situations where mayor or council is promoting the community
- Ease of Updating: Electronic Profile Books in comparison to Hand Made Profile Books are much easier and faster to update on an annual basis. Last year's electronic profile book provides an excellent base on which to build the current year's profile book.