



# Transform Your Community with America in Bloom



## America in Bloom National Awards Program Participation Guide

[AmericaInBloom.org](http://AmericaInBloom.org)



**Building Communities** | Making America Bloom

# Your community is invited to participate in the America in Bloom National Awards program

America in Bloom helps communities of all sizes enhance quality of life.

It provides an internationally-recognized process of participation, evaluation, coaching, transformation, and recognition that produces visible results and measurable benefits.

## America in Bloom participants receive:

- On-site, one-on-one mentoring and coaching by a team of expert America in Bloom judges
- Evaluations based on "what you do with what you have" and scores reflecting your community's potential rather than compared with others
- A detailed and valuable written report highlighting strengths and offering recommendations for improvement
- Nationwide recognition as a community that plants pride and excels at Making America Bloom

**REGISTER TODAY**  
for the National Awards Program  
[AmericaInBloom.org](http://AmericaInBloom.org)



# Discover the transforming power of America in Bloom

*"Our town is beaming with pride following the judges' visit and our leaders have a renewed sense of pride in taking further actions to make Dekalb an even better place to live, work, and learn."*

**Marshall Dirks, Dekalb, IL**

*"Greendale adopted the America in Bloom ethos in 2005 and has participated in the program each year since, working mindfully as a community in leveraging our resources to reach for our dreams."*

**Linda Cromer, Greendale, Indiana**

*"America in Bloom is the best community development tool I've seen."*

**Vivian Lund, former mayor, Warrenville, IL**

More than 22 million people touched by America in Bloom® efforts in communities across the country.



## Participants have experienced:

- National recognition as a community that plants pride and cares about improving quality of life for its residents
- Improved cooperation among municipal government, organizations, businesses, and residents, because people are working toward a common goal
- Visible improvements resulting in improved first impressions, increased civic pride
- Increased property values
- Reduced crime
- More tourism
- Expanded volunteer efforts to leverage community expenditures
- Exchanges of ideas and best practices with neighboring, national, and international communities



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A background of large, vibrant pink and purple flowers, possibly tulips and irises, with a blue rectangular overlay in the center. The overlay contains the text '6 STEPS TO SUCCESS' in white. A small purple flower is visible at the top center of the blue box, and a larger purple flower with yellow markings is at the bottom center.

6

STEPS  
TO SUCCESS



# 1. Register your community for the National Awards Program

## Registration deadline is February 28.

Participants in the America in Bloom Program include communities of all sizes, business districts, college and university campuses, and military installations. There's a category just right for your community.

Please complete and return this form to the AIB office or register online at: [www.AmericanInBloom.org](http://www.AmericanInBloom.org).

Community: \_\_\_\_\_

Population: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Community web site: \_\_\_\_\_

How did you learn about AIB? \_\_\_\_\_

Population	Before Dec.31 <sup>st</sup>	After Dec.31 <sup>st</sup>
< 10,000	\$999	\$1,099
10,001 - 25,000	\$1,099	\$1,199
25,001 - 35,000	\$1,199	\$1,299
35,001 - 50,000	\$1,299	\$1,399
50,001 - 100,000	\$1,399	\$1,499
100,001 - 300,000	\$1,499	\$1,599
300,001 - 500,000	\$1,699	\$1,799
500,000 - 1 Million	\$1,999	\$2,099
Over 1 Million	\$2,699	\$2,799
University Campus	\$1,099	\$1,199
Business District	\$1,099	\$1,199
Military Installation	\$1,099	\$1,199



## Easy way to save:

Register before December 31<sup>st</sup>, and receive \$100 off your registration. Earn a 25% discount on your registration for each new community you recruit.

Please include America in Bloom's "Best Ideas" book. (\$25 each) Qty: \_\_\_\_\_

See nearly 2,000 ideas, examples, and photos of successful America in Bloom projects to help inspire your community's participation.





## 2. Form a local “In Bloom” committee

Committees can include members of service groups, businesses, garden clubs, municipal council, or others interested in community development, horticulture, heritage preservation, and community involvement. Engage municipal departments such as parks and recreation, economic development, and tourism, too.

A free, comprehensive startup kit to help you get your committee started can be downloaded at [www.AmericaInBloom.org](http://www.AmericaInBloom.org). It includes a sample evaluation, sample community profile, a PowerPoint presentation, and customizable posters and postcards.



## 3. Survey, plan, implement

Inventory your community's assets, interests, and abilities in each of the areas

**America in Bloom judges will evaluate:**

- Landscaped Areas
- Urban Forestry
- Flowers
- Community Vitality
- Celebrating Heritage
- Environmental Efforts
- Overall Impression
- Community Involvement



- Encourage volunteers of every demographic to participate.
  - Inform and engage the media.
  - Prepare a community profile that summarizes your achievements in the evaluated areas (a template is provided to help your committee prepare).
  - Develop an itinerary for the judges' tour.
- 



## 4. Host the judges

Two volunteer America in Bloom judges will visit your community for two days. Provide lodging for up to three nights and provide a comprehensive tour for them.

America in Bloom judges are experienced, specially-trained professionals. They offer suggestions that can be adapted to your community based on successes they've seen in other cities of similar population sizes. Judges will prepare a detailed evaluation report.



## 5. Attend the America in Bloom Symposium and Awards Program



- At the symposium and awards, you will get ideas and be inspired by networking with other participants.
- Learn from outstanding speakers and tours.
- Be recognized for the efforts of everyone who helped make a difference.
- Celebrate your achievements.



## 6. After the Symposium and Awards Program

- Review the judges' evaluation report. It provides useful, practical, and personalized ideas for improvements.
- Use it as a template and springboard for new projects and programs.
- Register to enter the America in Bloom awards program for next year.



**REGISTER TO ENTER**  
the America in Bloom awards  
program for next year



Planting Pride Since 2001

**America in Bloom**

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**AmericainBloom.org**

*America in Bloom envisions communities across the country as welcoming and vibrant places to live, work, and play – benefiting from colorful plants and trees; enjoying clean environments; celebrating heritage; and planting pride through volunteerism.*

*America in Bloom is an independent, non-profit 501C3 corporation.*