



Register Today for the 2017 National Awards Program



Planting Pride in American Communities since 2001.

Building Communities, Planting Pride



Do you love your community? Want to celebrate your local heroes and advocates and gain national recognition? Enjoy the same benefits as hundreds of other American cities by registering for America in Bloom's National Awards Program.

America in Bloom offers...

a national awards program based on similar proven programs around the world. It provides a framework for enhancing the overall quality of life in communities of all sizes.

Communities are scored on "what they do with what they have" ... they are evaluated against their own potential rather than compared with other communities.

America in Bloom participants receive:

- On-site, one-on-one mentoring and coaching by a team of experts
- A detailed, written evaluation highlighting strengths and offering recommendations for improvement
- Nationwide visibility as a community that excels
- Free on-line, on-demand webinars to help you prepare your entry.
- A high-quality metal sign. Join the growing network of participants that proudly display their America in Bloom sign.



Awards

- ★ Each community receives a **bloom rating, score**, and a **special recognition** for efforts in one of the evaluated areas.
- ★ Winners in each population category are invited to advance to international competition.
- ★ **Recognition** of a noteworthy project.
- ★ **Outstanding achievement awards** for Overall Impression, Environmental Efforts, Heritage Preservation, Urban Forestry, Landscaped Areas, Floral Displays, and Community Involvement
- ★ **Community Champion Award** honors an individual who exemplifies community leadership and demonstrates vision and selfless commitment to moving the community forward.
- ★ **YouTube Video Award** is open to current and past participants and offers a cash prize for the video that best shows the impact of America in Bloom participation on a community.
- ★ **Special awards** (different each year)



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

"America in Bloom has provided the structure and the challenge to our town of Lewes, DE to successfully create an environment that lifts the spirit and delights the eye."

Warren Golde, Founder, Lewes in Bloom

"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

"Echo, Oregon started its America in Bloom story in 2006. Our tiny town of 710 people has used America in Bloom to leverage grants, donations and community pride."

Diane Berry, Echo, Oregon

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

Vivian Lund, former mayor, Warrenville, IL

"I am amazed and gratified each year by the new people that join us and the enthusiasm they bring. We certainly had no such expectations during our first year of AIB involvement.... Holliston in Bloom has a life of its own!"

Mary Greendale HIB Volunteer, Holliston, MA

Participants experience:

- National recognition as a community that plants pride and cares about improving quality of life for its residents
- Improved cooperation among municipal government, businesses, and residents ... everyone works toward common goals
- Visible results, increased civic pride
- Exchanges of ideas and best practices with neighboring, national, and international communities
- Improved first impression of community
- Increased property values
- Reduced crime
- More tourism
- Expanded volunteer efforts to leverage community expenditures.

Evaluated Areas

Specially trained, experienced judges typically visit towns of similar population. They offer suggestions based on successes they've seen in other cities that can be adapted to your community. They evaluate participants on efforts in these areas:

- *Overall Impression*
- *Environmental Efforts*
- *Heritage Preservation*
- *Urban Forestry*
- *Landscaped Areas*
- *Floral Displays*
- *Community Involvement*



Participants include communities of all sizes, business districts, college and university campuses, and military installations. Evaluated sectors include municipal, commercial, and residential.

Steps to Success

1. Register your community. The registration form is on the back of this brochure and also online at www.AmericaInBloom.org.

2. Form a local “In Bloom” committee. Committees can include a member of the municipal council, members of service groups, businesses, garden clubs or others interested in horticulture, heritage, and improving community life, volunteers of all types, and media. Work with municipal departments such as parks and recreation, economic development, tourism, etc.

3. Survey, plan, implement. Inventory your community’s assets, interests, and abilities in each of the evaluated areas. 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). Develop an itinerary for the judges’ tour.

4. Host the judges (they will be in your community for two days). Two professional volunteer America in Bloom judges will visit your community. Provide lodging for up to three nights and provide a comprehensive tour for them.

5. Attend the America in Bloom Symposium and Awards Program. At the symposium and awards, you will get ideas by networking with other participants. Learn from outstanding speakers and tours. Celebrate your achievements. Be recognized for the efforts of everyone who helped make a difference.

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.

A free comprehensive startup kit of resources to help you can be downloaded at www.AmericaInBloom.org. It includes a sample evaluation, sample community profile, a PowerPoint presentation, and even customizable posters and postcards.





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Registration deadline is **February 28, 2017**.



Please complete and return this form to the AIB office or register online.



Community: _____



Population: _____



Category: Full Participant Entry-level Participant



Contact: _____



Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

Email: _____

Community web site: _____

How did you learn about AIB? _____

Eligibility: Communities of all sizes, business districts, university campuses, and military installations. Registration fee is on a sliding scale based on your population:

Population	Before 12/31/16	After 12/31/16
< 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



Please include "Best Ideas" book. (\$25)
Qty: _____

This book showcases nearly 2,000 ideas, examples, and photos of community enhancements.

Easy ways to save:

Register before December 31, 2016 and receive \$100 off your registration. Earn a 25% discount on your registration for each new community you recruit.

America in Bloom

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www.AmericainBloom.org

Our thanks to Neal Mast & Son Greenhouses for their support. To learn more about this wholesale grower of high-quality indoor and outdoor potted plants, visit www.NealMastGreenhouses.com.





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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, nonprofit 501c3 corporation.

You're Invited to participate in the 2017 America in Bloom National Awards Program!