




2023 Annual Report



AmericainBloom.org

A city street scene with a large planter in the foreground, a man walking on the sidewalk, and buildings in the background. The planter is filled with colorful flowers and greenery. A man in a suit is walking on the sidewalk to the right. In the background, there are several buildings, including one with a sign that says "JACKSON KELLY".

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

Mission: America in Bloom promotes nationwide beautification through education and community involvement by encouraging the use of flowers, plants, trees, and other environmental and lifestyle enhancements.

Meet Our Board of Directors
and Staff



Transforming Communities, Changing Lives

We empower communities to beautify and improve the overall quality of life through our National Awards Program, Annual Symposium & Awards Celebration, Growing Vibrant Communities program, grant opportunities, free resources, and more. Interested in serving on the board? [Learn more.](#)



Make Your Community Shine

America in Bloom offers numerous programs and educational resources to help beautify and improve your community.



[ABOUT](#) [PROGRAMS](#) [SUPPORT](#) [RESOURCES](#) [CONTACT](#)



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Helping Communities Flourish

Communities are more welcoming and vibrant with colorful plants and trees in clean environments. We also believe in celebrating heritage and planting pride through volunteerism.

[ABOUT US](#)

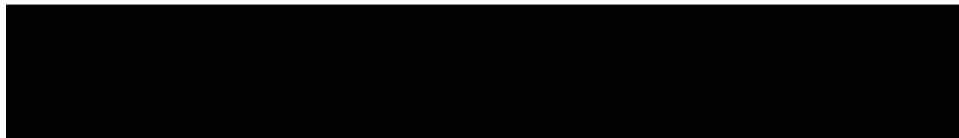


See our 2023 work in action!

Watch How We Are Transforming Communities



A Community Snapshot

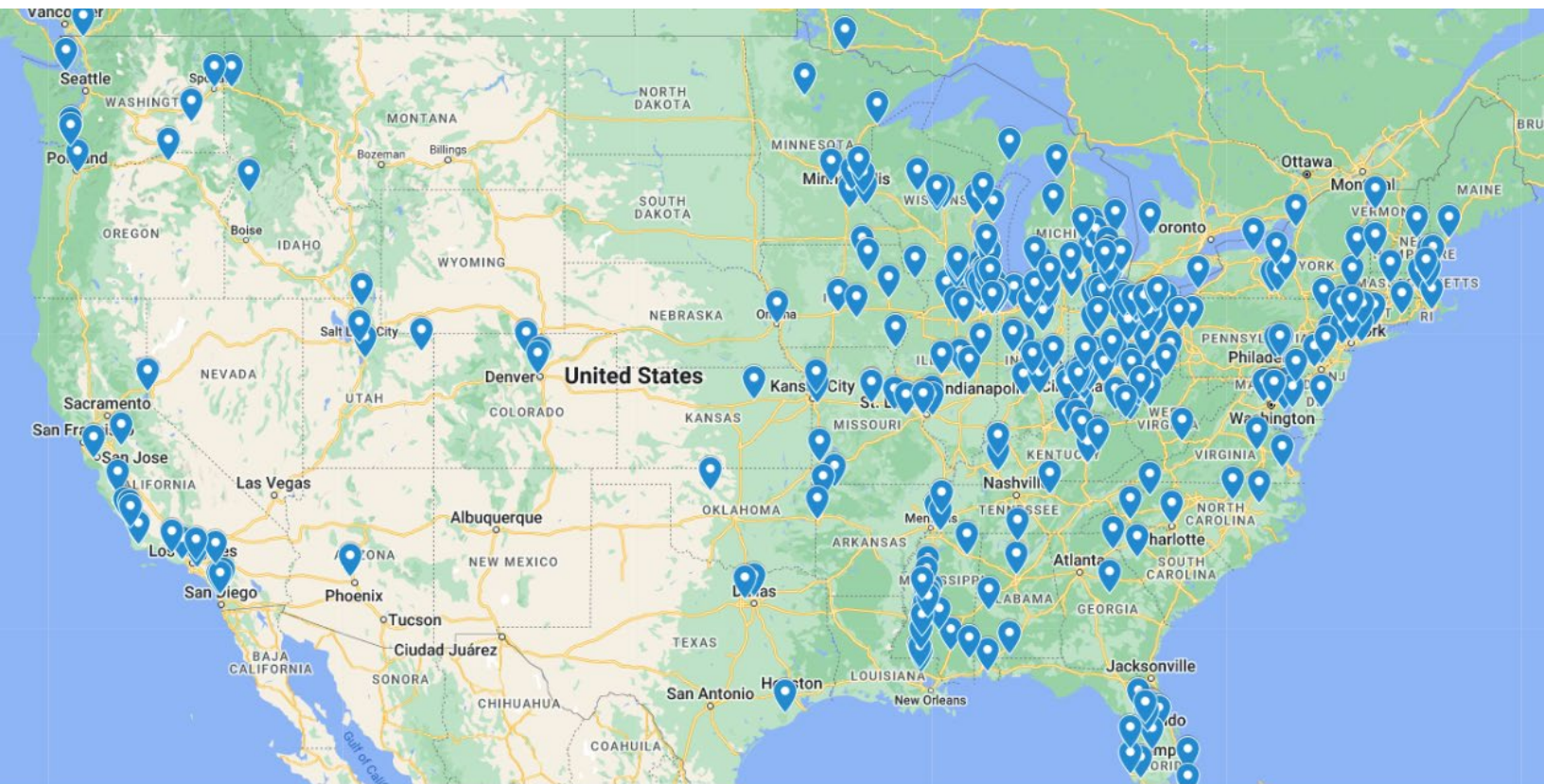


[Watch the Logan, Ohio video.](#)



[Watch the Orion Township, Michigan video.](#)

Our Impact Across the Nation



354 communities in 43 states

Communities evaluated in 7 areas of impact:

- Community Vitality
- Floral Impact
- Landscaped Areas
- Urban Forestry
- Environmental Initiatives
- Celebrating Heritage
- Overall Impression

Meet the Dedicated Team of Advisors



Transform Your Community

WITH AMERICA IN BLOOM



America in Bloom offers numerous programs and educational resources to help your community become more beautiful, vibrant, and sustainable.

Our Tiered Program is as Easy as A-B-C.

DISCOVER HOW TO MAKE YOUR COMMUNITY MORE BEAUTIFUL AND VIBRANT.

A Level 1: Activate Your Community

Get started with America in Bloom by utilizing the Level 1 quick self-assessment tool. Activate your community's path to transformative change by helping volunteers, municipal leaders, and organizations to identify community strengths and weaknesses.

LEARN MORE

AmericaInBloom.org/Programs

B Level 2: Build Your Community

Dive deeper in the America in Bloom program by going through a full and robust self-assessment. More metrics, more ideas, more inspiration. Plus, with Level 2 you are connected with a specially-trained AIB Advisor for a one-hour consultative session. It's a smart way to help you get the most from your self-assessment, and to gain community-building confidence.

C Level 3: Celebrate Your Community

In-person coaching by specially-trained America in Bloom Advisors, a detailed community evaluation with recommendations for community transformation, eligibility for national recognition, and opportunity to receive distinguished awards for fully adopting and succeeding with the America in Bloom program.

Through volunteer leadership and community engagement, communities will work toward enhancement goals across seven criteria of self-assessment: community vitality, flowers, landscaped areas, urban forestry, environmental efforts, celebrating heritage, and overall impression.



2023 Symposium & Awards Celebration

Education + Celebration

Spartanburg and Greenwood, South Carolina

- Educational sessions
- Idea sharing
- Learning tours
- Networking
- Award announcements
- Sponsor demos



EcoCONNECTIONS

From the Ground Up

America in Bloom partners with CN Railway on a [grants program](#) that encourages communities along the CN corridor to take environmental action by improving their communities through healthy urban forests, landscaping, groundcover improvement, and flower displays.

106 communities along the CN corridor have received grant funding since the program's inception in 2014.

In 2023 we awarded 10 communities \$25,000 each for their projects. Each project requires a matching contribution.



Auction Fundraisers

America in Bloom held two auction this year. Our silent auction took place at the Symposium and raised \$3,782. The online auction featured exciting destinations for travel, plants, and other horticultural products and more. More than \$8,751 was raised in the online auction, and we are thankful for those who donated items that allowed AIB to extend its fundraising reach.



Thank You to Our Sponsors

Our gratitude and heartfelt thanks to our national sponsors, symposium sponsors, and media partners who invest in our mission. Our progress and success are a direct result of your generous support.

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Platinum Sponsors

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- [Wallitsch Garden Center](#)

Thank You to Our Individual Donors

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Rick Webb

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Mike DeRee

John Dole

James Eason

Max Epp

Tim France

Todd Frauendorfer

George Freas

Galen Gates

Michael Geary

Mike Gooder

Lee Griesbach

Charlie Hall

PAUL Hammer

Will Healy

Tatiana Holden

Ed Hooker

Clay Johnson

Meriam Karlsson

Nathan King

Michael Klopmeier

Laura Kunkle

Todd Larson

Steve Layton

Jim Leider

Manon Lemieux

Bert Lemkes

Gunter Lennon

Anne Leventry

Scott Longfellow

Lisa Love

Nora Lozada

Vivian Lund

Alene Mangino

Scott McAdam

Heather Melton

Marvin Miller

Rebecca Miller

Lynne Monroe

TERRIL Nell

Jennifer Neujahr

Peter Orum

Ellen Paparozzi

Jan Patranella

Jane Pearl

Mitchell Rand

Dorothy Skowrunski

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Bryan Stringer

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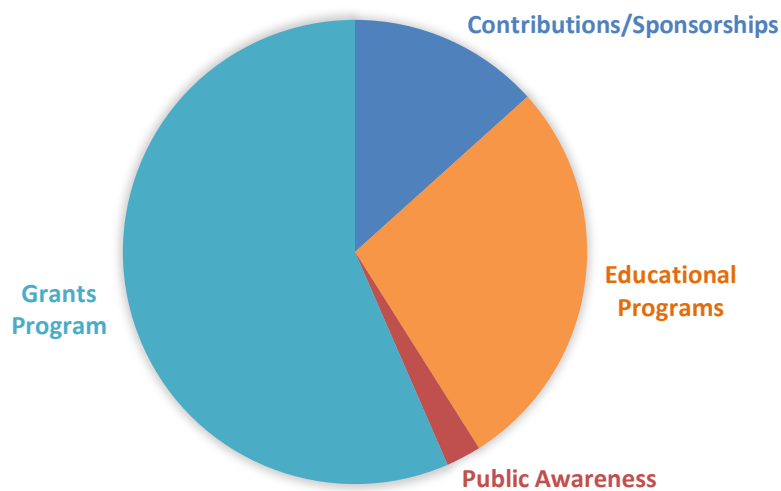
Mark Yelanich

Craig Yoshida

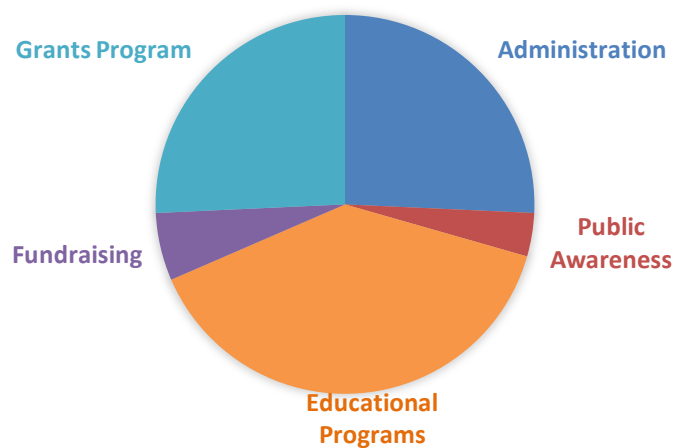
2023 Financial Overview

In 2023 we had revenue of \$518,792. This does **not** include the thousands of hours donated by our Advisors, volunteers, and other in-kind donations. In 2023 we had expenses of \$535,989.

INCOME



EXPENSES



Learn More About
America in Bloom

AmericaInBloom.org



AmericaTM
IN BLOOM

GROWING VIBRANT COMMUNITIES

