



Communities in Bloom (CiB)

People, plants and pride... growing together

Judging Date: Friday July 28, 2017

Communities in Bloom (CiB) is a volunteer based, Canadian non-profit organization, committed to fostering civic pride, environmental responsibility, beautification and to improving quality of life through community participation and the opportunity to participate in a national program.

On **Friday, July 28, 2017** CiB judges will tour the Town of Morinville to evaluate the overall contributions of the entire community: municipality, businesses, institutions and residents including volunteer efforts. The evaluation is based on six (6) criteria: ***Tidiness, Environmental Action, Heritage Conservation, Urban Forestry, Landscape and Floral Displays***; Following the tour/evaluation, the total number of points recorded is used to assign a Bloom Rating of 1 to 5 Blooms. In 2016 the Town of Morinville received 4 Blooms.

This year we are encouraging businesses to participate to help the Town reach 5 Blooms.

So why participate? There are numerous benefits of participating in Communities in Bloom:

- Increased civic pride and community involvement,
- Participation from all ages and walks of life,
- 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 neighbouring, provincial, national and international communities,
- Valuable information and feedback from trained judges,
- Decreased vandalism,
- Economic development and increased property values,
- Marketing and promotional opportunities,
- Positive benefits for the tourism, hospitality and retail industries, and
- Improved quality of life.

To find out more about the Morinville CiB program visit www.morinville.ca or about the criteria in which judges use to evaluate, visit <http://arpaonline.ca/program/cib/>.

