



Date: October 14, 1998

TO: Board Members - Parks and Recreation
FROM: General Manager - Parks and Recreation
SUBJECT: COMMUNITIES IN BLOOM COMPETITION

RECOMMENDATION

- A. THAT Park Board approval be given to enter the 1999 Communities in Bloom Competition.**
- B. THAT the Board consider establishing an Organizing Committee responsible for the event, chaired by a Commissioner.**

BACKGROUND

The *Communities in Bloom* Competition is a program developed by the Federal Government that fosters civic pride and encourages community participation in a variety of beautification projects. Cities are grouped into different population categories and judged on tidiness, urban forest development, landscaped areas, floral arrangements, turf areas, and environmental effort.

The *Communities in Bloom* program began in Canada in 1994 and Vancouver Park Board participated in the program in 1996 receiving the award for “**Best Park Management System and Floral Display**” for cities with a population exceeding 300,000 .

DISCUSSION

The Vancouver Park Board is acclaimed world wide for its high standard of floriculture and display park maintenance. By participating in the 1999 program, the Board will convey its support for a nation wide event that fosters civic beautification in all its diverse guises while setting a bench mark for other municipalities in Vancouver’s population category. The budget of **\$5,000** for this program will be allocated from operating funds and cover registration fees, hotel accommodation for visiting judges, awards ceremony attendance in Ottawa and any marketing and promotion required.

CONCLUSION

As a result of participating in the *Communities in Bloom* program, stronger partnerships with local businesses and citizen groups will be formed, civic pride fostered and the Board can expect greater community support and awareness for the services it provides.

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