

America in Bloom

National Awards Program

Participation Guide

Planting Pride in America since 2001





Join the variety of participants across the U.S. that have discovered the power of America in Bloom to transform communities.



America in Bloom is a national awards program that provides a framework for improving overall quality of life. It is the only program of its kind that provides on-site, one-on-one mentoring and coaching by a team of expert judges.

Participants experience:

- better cooperation among municipal government, business, and residents ... everyone works toward a common goal
- visible results
- information and cultural exchanges with neighboring, national, and international communities
- a detailed evaluation with many recommendations

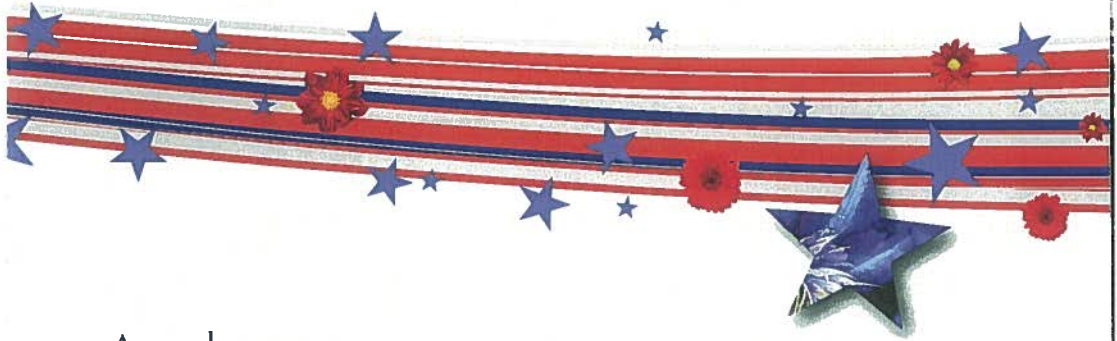


What the judges look for:

Experienced judges evaluate participants on the following:

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

A sample evaluation form can be downloaded from www.americainbloom.org.



Awards

- Each participant receives a **bloom rating, score, and a special recognition** highlighting one of the six criteria.
- Winners are announced in each **population category** and have the option of moving on to international competition.
- **Special mention** of a noteworthy project.
- **Outstanding Achievement awards** are given for the "best of the best" in each criteria.
- Our **Community Champion** award recognizes an individual who exemplifies community leadership and demonstrates vision and selfless commitment to moving the community forward.
- A **YouTube video award** is open to current and past participants. They have an opportunity to win a cash prize for the video that best shows the impact of America in Bloom participation on a city.



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

Vivian Lund, former mayor, Warrenville, IL.

"I looked at my community with new eyes when the judges were here."

Carol Potter, Cadillac, MI.



Who Can Participate in AIB?

America in Bloom welcomes participants from towns, villages, cities, townships, counties, university campuses, business districts, and military installations. Also, identifiable sections of large cities are now evaluated individually for consideration as participants in AIB.

Join the Circle of Champions

America in Bloom has a designation that honors the achievement of participants that have won a combination of three population and/or criteria awards. This special recognition highlights these communities for a period of three years. To maintain the elite status the community has to participate in AIB at the end of the three-year period. Only a small number of communities have achieved this new designation.

America in Bloom Startup Kit (ASK)

The AIB Startup Kit contains brochures; a CD with customizable presentations, posters, postcards; sample evaluation form; and ideas and suggestions for a local contest, involving the entire community, and more. It's everything you need to build momentum. Your AIB Startup Kit will be sent when you register, or if you're thinking about participating, request it on the AIB web site.

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.

For more information, contact us at 614-487-1114 or aib@ofa.org.



Start Planning Your Entry

Step 1: Register

- A registration form is available in this brochure and online at www.americainbloom.org.

Step 2: Form a local AIB committee

- A typical organizing committee can include a member of municipal council, members of associations, businesses, organizations interested in horticulture, heritage, and improving community life, volunteers, media. Contact municipal departments (parks and recreation, economic development, tourism) about AIB participation.

Step 3: Survey, plan, implement

- Inventory your community's assets, interests, and abilities in each of the evaluation criteria
- Encourage volunteers
- Inform and involve the media
- Implement your plans
- Prepare materials for the judges that reflect your efforts in all parts of the evaluation form

Step 4: Host the judges

- Provide lodging for up to three nights for two judges
- Provide a comprehensive tour for the judges

Step 5: Attend the Symposium & Awards Program; celebrate your achievements

- Hosted by a different AIB city each year in the fall
- Network with other participants
- Informative community improvement and beautification symposium
- Tours of the host city
- All AIB participants and interested persons are invited to attend
- All participants are showcased and promoted
- Recognize and celebrate the efforts of everyone who helped make a difference
- Review the judges' evaluation. It provides many useful, practical, and personalized ideas. Use it as a template and springboard for future projects.
- Register to enter for the following year.





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Recruit
a new
participant
and save

25%



Register Today for the 2014 Program

Registration is due by February 28, 2014.

Complete and return this form or register online.

Participant: _____

Population: _____

Participation category: ☐ contestant ☐ participant only

Contact: _____

Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

Email: _____

Web site: _____

How did you learn about AIB? _____

Registration fee is a sliding scale based on your population:

< 10,000	\$899	500,001 - 1,000,000	\$1,799
10,001 - 25,000	\$999	1 million or greater	\$2,499
25,001 - 50,000	\$1099	University Campus	\$999
50,001 - 100,000	\$1199	Business District	\$999
100,001 - 300,000	\$1,299	Military Installation	\$999
300,001 - 500,000	\$1,499		

☐ AIB Symposium
Registration (\$225 each)

Qty: _____



Recruit A New Participant & Save

Help plant pride in America by recruiting others to participate in AIB.

You get 25% off your registration for each new registrant!

Recruit four new participants and your registration is FREE!

America in Bloom

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