Celebrating 25 years of Excellence

By Raymond Carrière and Odette Sabourin-Dumais
Celebrating 25 years of excellence

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1. Introduction

- Origin of the idea
- Creation of the Logo
- Slogan: « People, plants and pride… growing together »
1. Introduction

- Attendees at the First Meeting

ATTENDIES OF THE FIRST MEETING - PARTICIPANTS DE LA PREMIÈRE RENCONTRE

NOVEMBER 22, 1994 - OTTAWA - 22 NOVEMBRE 1994

National Capital Commission - Commission de la capitale nationale

Louis Beaupré, Association des architectes - paysagistes
Marchel Blanchard, Commision de la capitale nationale
Ted Blowes, Organisation of Small Urban Municipalities of Ontario
Jacques Cardinal, Nutrite
Raymond Carrière, Canada en fleurs - Canada in Bloom
Jill Cherry, City of Toronto, Ontario
Yvonne Gibb, Association of the villages of New-Brunswick
Géraldine Hébert, Canadian Parks and Recreation Association
Ken Jackson, City of Regina, Saskatchewan
Charlene Lambert, Federation of Canadian Municipalities
Rachel Larin-Hagen, Association canadienne des loisirs et parcs
Roger Mareschal, Fédération canadienne des municipalités
Hervé Mongeon, Nutrite
Donna Mockler, National Capital Commission
Barry Newcombe, Green Cross
Shirley Racine, Commission de la capitale nationale
Claudette Savaria, Association des responsables d'espaces verts municipaux du Québec
Dick Standish, Ontario Parks Association

- Founding sponsors
2. Launch of the National Program in 1995

• 29 First National Finalists

**Capitals – Capitales**
- Winnipeg (MB) – Winner
- Edmonton (AB)
- Regina (SK)
- Toronto (ON)
- Halifax (NS)
- St. John’s (NL)

**Population: Up to 1,500**
- Osoyoos (BC) – Winner
- Carlyle (SK)
- Exeter (ON)
- Fredericton Junction (NB)
- Morris (MB)
- Passadena (NL)
- Souris (PE)
- St-Jacques-de-Leeds (QC)

**Population 5,001 – 30,000**
- Rosemère (QC) – Winner
- Edmundston (NB)
- Inverness County (NSb)
- Gander (NL)
- Morden (MB)
- Quesnel (QC)
- Stony Plain (AB)
- Stratford (ON)
- Summerside (PE)
- Weyburn (SK)

**Population: 30,001 – 100,000**
- Brantford (ON) – Winner
- Brandon (MB)
- Darmouth (NS)
- Lethbridge (AB)
- Saint-Léonard (QC)
2. Launch of the National Program in 1995

- First Jury 1995:
  - 10 Judges from 8 provinces

**FIRST JURY - 1995 - PREMIER JURY**

**Capitals - Capitales**
Gérald Lajeunesse, Architecte-paysagiste en chef, Commission de la capitale nationale
Dirk Oostindie, Park Superintendent, retired, District of North Vancouver, British Columbia

**Population: 1 - 1,500**
Art Drysdale, Horticulturist, Toronto, Ontario
G. Keith Pickard, Architect, Charlottetown, Prince Edward Island
Hubert G. Noseworthy, Manager Parks Division, City of St.John's, Newfoundland & Labrador

**Population: 5,001 - 30,000**
Odette Dumais, Horticultrice, Ville de Montréal, Québec
Marjorie Willison, Garden writer, Halifax, Nova Scotia

**Population: 30,001 - 100,000**
Len Stanley, Parks Superintendent, retired, City of Toronto, Ontario
Michael Allen, City Forester, City of Winnipeg, Manitoba
Daniel Bélanger, Directeur général, Jardin Botanique du Nouveau Brunswick
2. Launch of the National Program in 1995

• First Award Ceremony on Parliament Hill Ottawa
3. Program

- Evaluation criteria

- Tidiness

- Environmental action

- Langford, BC

- Kelowna, BC

- Halifax, NS
Urban Forestry

Toda, Japan

Medicine Hat, AB

Whitehorse, YK
- Turf and groundcovers
  - Lethbridge, AB

- Floral displays
  - Letterkenny, Ireland
  - Maple Ridge, BC
  - International Peace Garden, MB
Heritage Conservation

Ponoka, AB

Boissevain, MB

Community Involvement

Rosemère, QC

Metro Moncton, NB
3. Program

- Evaluation Report
3. Program

- Bloom rating (1997)
  1 to 5 Blooms

- Bloom levels (2015)
  3 levels
3. Program

Outstanding Achievement Awards

- Recognize exemplary achievement in each criteria, plus other special initiatives.
3. Program

- 2017 National Edition Special Canada 150 Category
- Canadian Forces Sustainable Communities (2006)
3. Program

• Special attractions

National Battlefields Commission, QC

Ukrainian Village, AB

International Peace Garden, MB

Reford Gardens, QC

SDC Vieux-Montréal, QC
3. Program

- WinterLights Celebrations

Ottawa, Winterlude, Rideau Canal

Niagara Falls, Festival of Lights

Winnipeg, Festival du Voyageur
4. Funding Sources

**Communities in Bloom Budget Revenues**
- Registrations: 38%
- Sponsorship: 26%
- Symposium and Awards: 12%
- Funding initiatives: 24%

**Communities in Bloom Budget Expenditures**
- National Organization: 22%
- Administration: 26%
- Judging National and International Editions: 9%
- Symposium and Awards: 5%
- Funding initiatives: 24%
- Marketing: 14%
5. Landmarks

- Communities in Bloom Foundation

  Dedicated to funding, developing and disseminating education and awareness to a wide audience on the value, improvement, importance and sustainable development of green spaces and natural environment in Canadian society.
5. Landmarks

- Parks and Grounds

Fundy National Park, NB

Okanagan College, BC
5. Landmarks

- International Category

Belgium

British Isles

Croatie

Czech Republic

England

France

Hungary

Ireland

Italy

Japan

Netherlands

Northern Ireland

Scotland

Singapore

Slovenia

South Korea

Turkey

United States of America

Wales
• Mentoring, Twinning, Networking

Chatel, France

Mont-Tremblant, QC
National Symposium on Parks and Grounds

Provincial Editions

British Columbia | Colombie-Britannique
Catherine Kennedy | 604-576-6506
c.kennedy@telus.net | www.bccib.ca

Alberta
Karen Sneath | 403-789-6287
ksneath@arpoinline.ca | www.cib-arpaonline.ca

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Nova Scotia | Nouvelle-Écosse
Tanise Mundie | 902-423-4480 | 1-800-948-4267
tanise@tourism.ca | www.novascotiacommunitiesinbloom.org

New Brunswick | Nouveau-Brunswick
Terre-Nueve-et-Labrador
Northwest Territories | Territoires du Nord-Ouest
Prince Edward Island | Île-du-Prince-Édouard
Nunavut | Yukon

Please contact the Program Coordinator | Veuillez contacter la Coordonnatrice de programme : 514-694-8871
bloom@cib-cef.com | www.communitysinbloom.ca

NATIONAL SYMPOSIUM ON PARKS AND GROUNDS
NOVA SCOTIA PROVINCIAL AWARDS CEREMONIES
NATIONAL & INTERNATIONAL AWARDS CEREMONIES

Yarmouth, Nova Scotia
September 25 – 28, 2019

CELEBRATING EXCELLENCE

We are looking forward to hosting you in Yarmouth next September. Be sure to take the time to explore the Yarmouth & Annapolis Shores region and other parts of the province. There is so much to see and do. If you need any help planning your trip, reach out to our Visitor Information Centre at 1-800-567-6363.

Mayor Pam Maud
Town of Yarmouth, NS

PRELIMINARY PROGRAM | SUBJECT TO CHANGE WITHOUT NOTICE

NATIONAL SYMPOSIUM ON PARKS & GROUNDS
SYMPOSIUM NATIONAL SUR LES PARCS & ESPACES VERTS
• Promotional Tools

- Magazine
- Website and social medias

« How to participate » flyer
5. Landmarks

• CIB Gardens at the CN Tower

• Edition Stamp

Stratford, ON at the CN Tower
• Proclamation Week

• Sovereign's medal for volunteers

• Song written for CIB: 150th Confederation

• CIB Play at Fringe Festival
6. Grants, Contests and Contracts management

- La Route des Fleurs et des Jardins
- AIB mentoring
- Cultural Capitals of Canada
6. Grants, Contests and Contracts management

- Scotts Canada Gro for food garden and green spaces grants

- Scotts Miracle-Gro Best Garden Selection
6. Grants, Contests and Contracts management

- Home Hardware – Mark’s Choice Canada’s Backyard Contest
- CN EcoConnexions From the Ground Up

Jasper, AB
6. Grants, Contests and Contracts management

- Gardens of Remembrance
- MosaïCanada 2017
7. Benefits

- Community initiatives
7. Benefits

- Civic pride
• Improved quality of life

Metro Moncton, NB

• Environmental awareness and stewardship

Morro Bay, CA
• Beautification

Lambton Shores, ON

• Downtown revitalization

Niagara-on-the-Lake, ON

Rosemère, QC
• Leverage for economic development

• Leverage for tourism development

Indian Head, SK
8. Conclusion

THANK YOU TO OUR VOLUNTEER JUDGES

From 1995 to 2019, 190 persons have judged at least one year, doing a total of 594 judging tours.