Communities in Bloom | Collectivités en fleurs
CANADA
Growing Great Places Together
Cultivons ensemble de beaux espaces

February 27th, 2025

Warden Eleanor Roulston
Municipality of the District of East Hants
230-15 Commerce Court
Elmsdale, Nova Scotia B2S 3K5

Honourable Mayor and Members of Council,

Communities in Bloom is a charitable, not-for-profit Canadian organization committed to fostering civic pride, environmental responsibility, and beautification through community engagement. Now in its **31st year**, CiB's program nurtures involvement and action by citizens of all ages and in all sectors: municipal government; service organizations; public institutions; commercial and residential.

The CiB communilty evaluation guide is based on the six foundational pillars of place making:

General Appearance and Tidiness, Environmental Actions, Heritage Conservation (including natural, built, and cultural elements), Urban Tree Management, Landscape, and Plants & Floral Displays.

In the past few years, significant changes have occurred in society's expectations for, and usage of, our outdoor environments. We encourage you to join communities across the Atlantic provinces and Canada to develop and strengthen your efforts to:

- **Build civic pride**
- **Mitigate and adapt to the impacts of climate change**
- **Enhance green spaces**
- **Strengthen neighbourhoods, and**
- **Increase investment opportunities and tourism**

We invite your community to explore the program, experience Canadian community pride, and enjoy the benefits of people, plants and pride - ***Growing Great Places Together*** by participating in the 2025 Communities in Bloom program.

In 2024, several Atlantic communities joined the program, demonstrating their commitment to enhancing public spaces and community engagement. Among them were Mahone Bay (NS), Woodstock (NB), New Maryland (NB), Come By Chance (NL), Carbonear (NL), Miramichi (NB), and plenty more. These communities embraced the opportunity to beautify their surroundings, strengthen local pride, and foster connections among residents—showing the real impact the program can have. Their success serves as an invitation for more communities to get involved this year and experience the benefits firsthand.

Your community will receive **invaluable feedback from a professional team of experienced, volunteer judges** who will provide you with a comprehensive report of written observations and recommendations to serve as a **template for continuous improvement** following their visit.

Your community has the option to participate in one of the following categories:

- **Population Category (community is evaluated):**
  Two volunteer judges visit and evaluate the community to provide a detailed report, including any special mentions and an overall bloom rating (from 1 to 5 blooms). The evaluation visit will be scheduled for two days with accommodation provided by the host community.

  Or

- **Friends Category (community is not evaluated):**
  Community is not evaluated: becomes part of the Communities in Bloom network, able to access an educational, idea sharing netowrk for community improvement, and an invitation to attend the annual symposium.

Participating in the CiB program has proven, **positive benefits**! While impacting all sectors of your municipality, CiB will help to encourage and enhance community involvement, improve green infrastructure, and become more environmentally sustainable. The very high Return on Investment that has been noted by other communities make CiB **one of the best investments** you can make for your hometown!

CiB Atlantic is inviting your community to act early and REGISTER for the 2025 Atlantic Provincial Edition!

The deadline to register is **March 31st, 2025.** The registration form can be completed directly on-line, by following this link: https://www.communitiesinbloom.ca/cib2025/

In keeping with our tradition of annual themes, we are pleased to announce that the 2025 National theme will be **EDIBLE GARDENS**. We encourage everyone to integrate edible plants into their green spaces to celebrate the many benefits of gardening and nurturing both sustainability and community well-being.

For more information about how Communities in Bloom can **help your community** become a **Greener, Healthier More Liveable** community, please contact:

Sonia Parrino - CiB Program Specialist
Phone: (514) 694-8871 email: bloom@cib-cef.com

Sincerely,

Susan Ellis,
B.A., B. Ed., Ec.D.
CiB National Chairperson



Vision

To inspire all communities to enhance the quality of life and our environment through people and plants in order to create community pride.

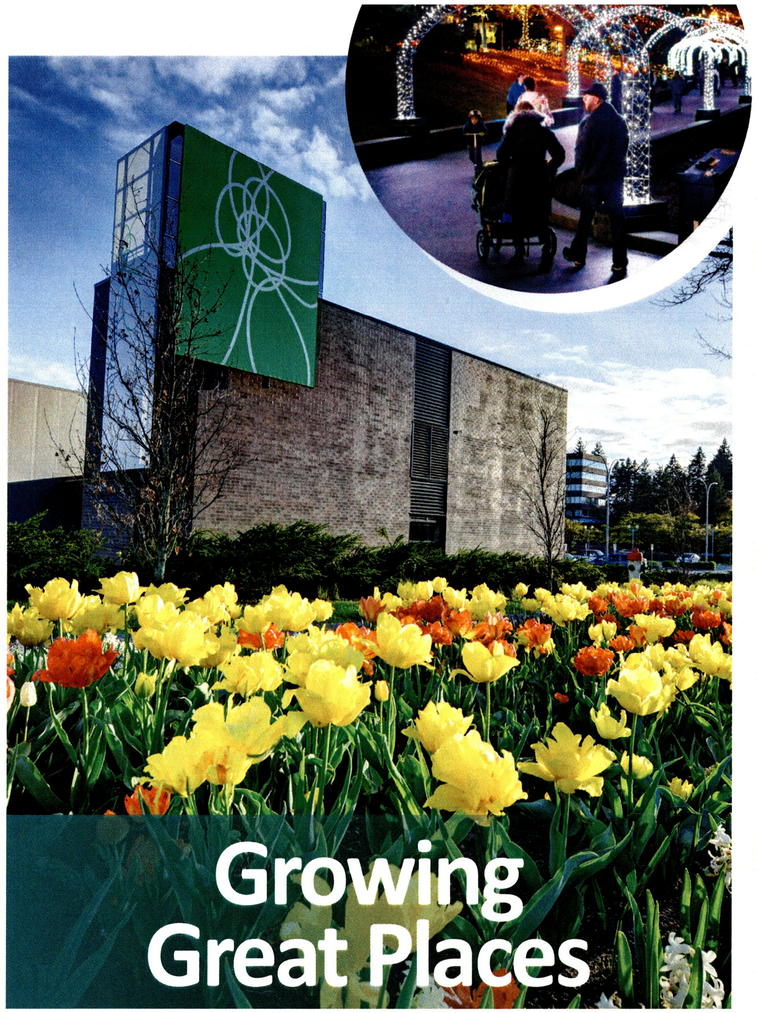
About us

For the past 27 years, Communities in Bloom has helped participating communities develop civic pride, mitigate and adapt to the impacts of climate change, enhance green spaces, strengthen neighbourhoods, and increase investment opportunities and tourism.

It is a comprehensive proven approach to community development and its positive benefits are felt immediately!

900+
REGISTERED COMMUNITIES

4,400+
LOCAL VOLUNTEERS

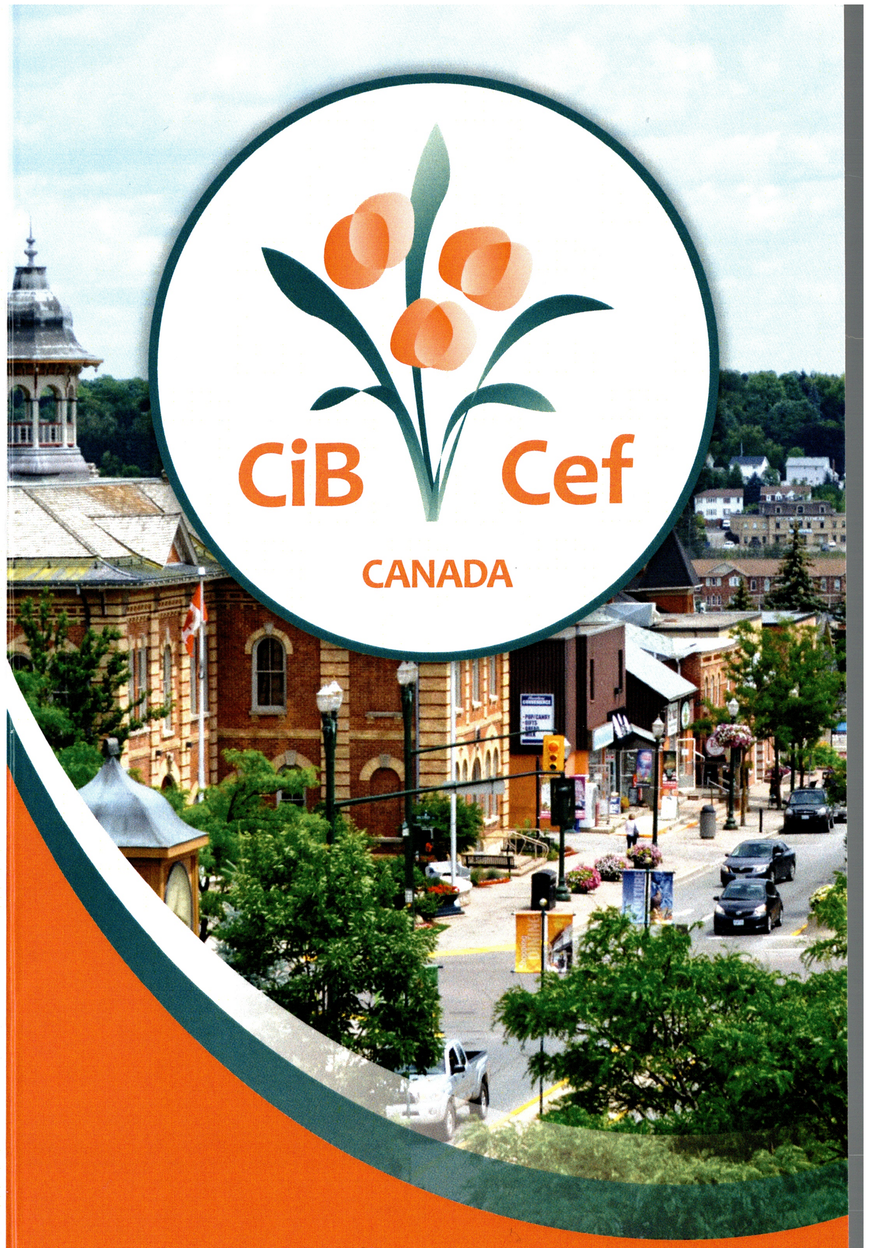


Growing Great Places Together

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Join Communities in Bloom

Who are we?

Established with the guidance of Britain in Bloom, Tidy Towns of Ireland, and Villes et Villages Fleuris de France, Communities in Bloom held its first edition in 1995 and 29 participating municipalities were honoured at the first awards ceremony on Parliament Hill.

The program now includes hundreds of communities across Canada and an international challenge which has engaged communities from the United States, Europe and Asia over the past three decades.

What do we do?

CiB is a volunteer and partnership driven charitable organization. A multi-tiered competitive evaluation process engages the entire municipality while placing an emphasis on continuous improvement.

The program helps the community to focus on:

- **Developing green infrastructure to help adapt to, and mitigate, the impacts of climate change**
- **Connecting more people to nature which contributes to creating healthier communities**
- **Strengthening and conserving natural, built, and cultural heritage**

Six criteria are judged : *1) Community Appearance, 2) Environmental Action, 3) Landscape, 4) Heritage Conservation, 5) Tree Management, and 6) Plant, & Floral Displays.*

CiB participation provides practical solutions to help mitigate and adapt to the impacts of climate change. The program is designed to encourage continuous improvement in all aspects of your community.

What's in it for the community?

Participating communities unanimously agree! Growth in civic pride, a positive sense of community, and tangible improvements generated by their efforts are immediately felt.

Communities in Bloom is an holistic community program where everyone wins. It is a citizen-led, community economic development program, with a return on investment that is measurable, predictable and accountable.

United to build forward.

In 2020, **Communities in Bloom** united with the **Canadian Nursery Landscape Association (CNLA)** a national not-for-profit federation of provincial horticultural trade associations representing over 4,000 members with landscape, garden centre, and nursery businesses.

This strategic alliance will help municipalities educate the public on the value of protecting our environment, while also showcasing their achievements and fostering civic pride throughout Canada and around the world.





Discover more at
communitiesinbloom.ca