

Elmsdale Beautification Society

To : Warden John Patterson and Members of MEH Council
From: Elmsdale Beautification Society
Date : March 13 , 2012
Subject : Letter Requesting Council Endorsement/Support
2012 Provincial Edition of Communities in Bloom-Village of Elmsdale

Background : The Elmsdale Beautification Society had requested an opportunity to provide a 5-10 minute presentation to the March 20,2012 Executive Meeting of Council {copy of brief presentation attached }, however the Municipal Clerk advised that the Executive Agenda would not allow time for this presentation . A suggested option was for our community association to send a letter to Council to be included on the March 20 Agenda .This letter represents that option .

The Elmsdale Beautification Society is a registered non-profit community association whose mandate includes village beautification and community engagement .

The Society {Village of Elmsdale} would like to participate in the 2012 Provincial Edition of Communities in Bloom{CIB} representing East Hants . Local Municipal Council endorsement is a prerequisite . The entry deadline with the Tourism Industry Association of Nova Scotia , the provincial organizer , is March 31. In the past the Village of Maitland represented East Hants in the National Edition of Communities in Bloom and a few years ago , the Village of Enfield represented East Hants in the non-competitive category of the Provincial Edition . Recent contact with Municipal staff has indicated that no other community in East Hants has come forward for the 2012 Editions of CIB .

The benefits of Communities in Bloom along with a brief history is included in the attached presentation.

The Request :

That the MEH Council endorse/support in principle the request from the Elmsdale Beautification Society {Village of Elmsdale } to represent East Hants in the 2012 Provincial Edition of Communities in Bloom .

Who pays : The Elmsdale Beautification Society will cover the entry fees and related participation costs through local community fundraising and programs and prepare the necessary documents for the Community Profile Book ,Judges Visit and Tourism Industry Association of Nova Scotia promotional information .

Benefits to the Municipality : Strategically , this community led initiative parallels and fully supports many of the Municipality's policies , strategies and plans while mobilizing and engaging a number of community , business and municipal partners .The benefits of Communities in Bloom are highlighted in the attached presentation .

Respectfully Submitted by : Stephen King on behalf of the Elmsdale Beautification Society



Elmsdale Beautification Society

Communities in Bloom

- Background :
- Canadian non profit organization committed to fostering civic pride, environmental responsibility and beautification through community participation and the challenge of a national program.
- Began in 1995 with 29 communities , now over 600 from coast to coast
- Provincial , National and International competitions

Communities in Bloom

- Criteria Areas :
- Tidiness
- Environmental Action
- Heritage Conservation
- Urban Forestry
- Landscape , Turf and Groundcovers
- Floral
- Community Involvement
- Community Engagement

Communities in Bloom

- Benefits include :
- Increased civic pride ;community involvement
- Increased awareness on importance of green spaces
- Citizens,groups , organizations,business and municipal government mobilized and working together
- Economic development and increased property values

Communities in Bloom

- Cont'd Benefits:
- Marketing and promotional opportunities
- Positive benefits for tourism , hospitality and retail industries
- Improved quality of life
- Best practices and information exchange

Communities in Bloom

- The Ask
- Regional Council's endorsement /support in principle
- Information /input from Municipal Staff
- Permission/support to showcase Municipal programs and facilities as part of whole package
- Thank-you
- Elmsdale Beautification Society

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