

Manitoba Communities in Bloom



2016 Annual Report

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Thank you to our National and Provincial sponsors!

National



Provincial

Platinum



Green Manitoba
An Agency of the Manitoba Government
www.greenmanitoba.ca

Gold



Silver



Bronze



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Executive Summary 2016

The following highlights are provided as an executive summary to this 2016 Annual Report:

Manitoba Communities in Bloom had a successful year reaching goals identified at the 2015 Strategic Planning Session.



Baldur CiB volunteers

- Incorporation achieved September 16th 2016
- MB CiB By-laws completed
- Signed new 2-year agreement with Green Manitoba (April 1st 2016 – March 31st 2018)
- MB CiB financial reporting process updated (Financial Review prepared by Auditor)
- New website (on line registration)
- Created affiliated organization partnerships – i.e. MARR (MB Association of Regional Recyclers)
- New Community Participation Guide
- Updated/formalized conference and awards host community agreement & responsibilities
- First Novice community participant (trial program)

Manitoba Communities in Bloom Program Statistics	2015	2016
Past and present communities in program	62	63
Total Manitoba communities currently participating in program	17	18
Provincial Edition participating communities (total)	11	11
• Provincial current – evaluated	9	8
• Provincial current - non evaluated	2	2
• Novice	n/a	1
National MB participants	6	7
Number of communities opting out from previous year	1	2
Number of new communities	2	2
Judges	9	9
Sponsors (total)	9	8
• Platinum	1	1
• Gold	1	1
• Silver	1	1
• Bronze	6	5
# new sponsors	3	1
Affiliated partnerships (informal)	n/a	5
Board members	5	5+
# of newsletters published	3	4
# of newsletter subscribers	221	277
# of trade shows attended	5	6

Manitoba Communities in Bloom Program Information

The Manitoba Communities in Bloom program provides a comprehensive evaluation beneficial to community development.

It encourages all sectors of the community to work together to develop best practices to achieve clean, green sustainable communities that celebrate their heritage and unique potential.

CiB judges tour participating communities providing an evaluation which focuses on beautification, environmental and heritage conservation efforts.

Municipalities are divided into categories according to population and evaluated on the accomplishments of their whole community (municipal, business, residential and institutional).

Evaluated communities are provided with a bloom rating (1 to 5), a special mention (community highlight), and an Evaluation Report. This report provides specific feedback on community successes and constructive suggestions for challenges. The Evaluation assesses the following six categories:

- ☼ *Tidiness Effort*: Maintenance of buildings and structures, removal of litter, weeds and graffiti
- ☼ *Environmental Action*: Waste reduction, sewage disposal, recycling, composting, integrated pest management (IPM) and water conservation
- ☼ *Heritage Conservation*: Efforts to preserve built heritage; natural and cultural heritage
- ☼ *Urban Forestry*: Existence of long and short term planning, by-laws and standards for planting suitable trees, appropriate care practices
- ☼ *Landscaped Areas*: Community efforts to make plants an element of surroundings; colour, texture, regional suitability, native species and maintenance
- ☼ *Floral Displays*: General beautification with beds, containers and ornamental displays

Board of Directors

The MB CiB Board of Directors is made up of volunteers who have several years' of experience in the Communities in Bloom program and contributing to the successful administration of the program.

Judges

MB CiB qualified volunteer judges have experience ranging from horticulture professionals and Parks administrators to knowledge and experience in community involvement.

Participants

Since 1995 over 60 Manitoba communities have experienced the benefits of Communities in Bloom. By participating, they have made a commitment to work toward a sustainable future for their communities. It is due to our many volunteers and the financial and in-kind support of our sponsors and partners that MB CiB can offer this valuable and worthwhile community development program.



The City of Portage la Prairie –
new Novice participant

Program Registration Categories & Fees

1. Provincial Registration – Evaluated	Population Size	Program Fee
<ul style="list-style-type: none"> * Community is evaluated by 2 judges using an evaluation grid * Community is provided with a written report & a bloom rating * Qualifying communities from this category will be invited (but not obligated) to participate in the national competition the following year 	Population 1—500	\$250.00
	Population 501-1000	\$250.00
	Population 1001-3000	\$300.00
	Population 3001-5000	\$400.00
	Population over 5000	\$500.00
2. Provincial Registration – Non - Evaluated	Population Size	Program Fee
<ul style="list-style-type: none"> * Available to communities who have participated and have been evaluated in the last three years * Community is not judged by MB CiB judges * Communities are included in all networking opportunities (i.e. CiB quarterly newsletter, sponsor information, grants/funding information, participate in the Annual Conference and Awards) 	Population 1—500	\$125.00
	Population 501-1000	\$125.00
	Population 1001-3000	\$150.00
	Population 3001-5000	\$200.00
	Population over 5000	\$250.00
3. Novice Registration – Evaluated	Population Size	Program Fee
<ul style="list-style-type: none"> * Available as an option to communities in the first year of the program * Opportunity to experience the benefits of the program * Community is evaluated by 2 judges using an evaluation grid * Community is provided with a written report & a bloom rating * Community is evaluated on a confidential-basis by MB CiB judges (i.e. a bloom rating is not made public) 	Population 1—500	\$250.00
	Population 501-1000	\$250.00
	Population 1001-3000	\$300.00
	Population 3001-5000	\$400.00
	Population over 5000	\$500.00

Program Administration

Manitoba Communities in Bloom is run by a volunteer Board of Directors and a contract part-time Provincial Coordinator. The 2016 Board of Directors were: President - Shonda Ashcroft; Secretary/Treasurer – Don Budinsky; Directors-at-large - Chris Carruthers, Patti Eilers (Dauphin) and Shawna Phillips.

Our Provincial Coordinator is Diane Banash who joined Manitoba Communities in Bloom in January 2015. Taking direction from the Board of Directors, the Provincial Coordinator manages the day-to-day administration of the Manitoba Communities in Bloom program. The Manitoba Communities in Bloom head office and permanent mailing address are located in East Selkirk.



City of Selkirk boulevard planters

Strategic Planning Session

On November 6th, 2016 the Manitoba Communities in Bloom Board of Directors and program coordinator gathered in Brandon, MB for a Strategic Planning Session facilitated by Don Budinsky Board member.

Strategic Objectives identified for 2017:

- Strategic funding plan – to be completed April 15, 2017
- Develop/improve judges selection process – to be completed Feb 2017
- Review program categories – complete
- Develop strategic alliance plan – June 2017
- Marketing/communication
- Clarity of board/staff responsibilities – Feb 2017

Finances

Sponsors and Partners

Sponsors and partnerships are an integral part of the Manitoba Communities in Bloom program. They provide both essential financial support as well as resources—including information and products—for communities participating in our program.



International Peace Garden – new in 2016

The contribution agreement with our partner Green Manitoba entails the delivery of *Community and Backyard Composting Promotion and Education* within Manitoba communities.

In addition to Green Manitoba there were 6 MB CiB sponsors in 2016; two 2015 sponsors opted out and we gained one new sponsor (Recreation Connections).

National Communities in Bloom

In 2016 Manitoba Communities in Bloom received approximately **\$3,000.00** in financial and “in kind” support from National Communities in Bloom (See Sponsors, Partners and Affiliated Organization).

Affiliated Organizations

This was the first year of starting to establish formal relationships with affiliated organizations. The financial benefit was tradeshow space at the MARR conference an “in kind” contribution of **\$400.00**.

Judges and Board “in kind” Contributions

There are judges and board members who choose to donate their expenses. Board members and judges expenses (mileage, hotel, conference registration and meals) are included in the budget annually.

Revenue

Community registrations remained at 11; two Communities opted out this year (Riverton and Minnedosa) and two new communities (City of Portage la Prairie and International Peace Garden).

Equinox Industries Self Watering Planter Discount Program

In addition to being a gold sponsor Equinox Industries provides a partnership opportunity for revenue for MB CiB and purchase discounts to communities. In 2015 Manitoba Communities in Bloom received **\$268.62** through the Equinox Self Watering Planter Discount Program

2016 Participating Communities

Provincial Results

Provincially eleven communities were recognized at the Awards Banquet on Saturday September 10th in Stonewall Manitoba.

Community and Category	Bloom Rating	Special Mention	Sponsor Award
Population: 1-500			
L.U.D. of Baldur *	5	Veteran Park	
International Peace Garden	4	Conservatory with Cacti and Succulent Collection	
Population: 1001-3000			
Town of Carberry *	5	Community Effort	Green MB – 3R initiatives & Composting Equinox – Floral Display
Town of Lac du Bonnet	Non-evaluated		
Town of Morris	4	Morris and District Centennial Museum	
Population: 3001-5000			
Town of Niverville	3	Niverville Heritage Centre and the Heritage Gardens	
Town of Swan River	5	Green space and recycling	Green MB – 3R initiatives & Composting
R.M. of West St. Paul	3	Middle Church Home Courtyard	
Population: Over 5000			
City of Portage La Prairie	Novice	Gladys Crampton Campbell Memorial Garden	
City of Selkirk	5	Gaynor Family Library and Urban Prairie	Green MB – 3R initiatives & Composting
City of Thompson	Non-evaluated		

National Results

Manitoba's seven entries in the National Edition received their results at the National Symposium and Awards Ceremonies in Regina, Saskatchewan on October 29rd, 2016.

Community	Category	Blooms	Special Mention	Outstanding Achievement
Boissevain-Morton	Grand Champions	5 - silver	Community Leadership	
Town of Stonewall	Pop. 4,401 – 9,000	5	Wayside-Kurelek Park	
Assiniboine Park Conservancy	Special Attractions	5 - bronze	Sustainability	
International Peace Garden	Special Attractions	4	Conservatory with Cacti and Succulent Collection	
Killarney-Turtle Mountain	International Challenge	5	Restoration of Heritage Building	
City of Brandon	Circle of Excellence	Non-eval	N/A	Youth Involvement Scotts Miracle-Gro
City of Dauphin	Circle of Excellence	Non-eval	N/A	

Sponsors, Partners and Affiliated Organizations

2016 Sponsors & Partners

Platinum Partner (\$5,000 or more):	Green Manitoba
Gold Sponsor (\$3,000 or more):	Equinox Environmental Products
Silver Sponsor (\$1,000 or more):	Jeffries Nurseries
Bronze Sponsors (\$500 or more):	Collet Transport for Eco Solutions T&T Seeds Vanderveen's Greenhouses Manitoba Hydro Recreation Connections



MB Historical Society – display at MB CiB conference

National Communities in Bloom

National Communities in Bloom and their sponsors provide support to the Manitoba Communities in Bloom program. In 2016 MB CiB received financial and in-kind support from:

1. Home Hardware
 - Conference name tags and delegates kits
 - Funding for a trade show booth value \$587.00
 - \$100.00 gift certificate for Silent Auction at conference
 - \$250.00 towards conference registrations
2. Scott's Canada
 - Silent Auction prize
3. National CiB invited MB CiB to join them at the tradeshow booth FCM 2016
4. National CiB covered the cost of 2 nights hotel for the National Symposium in Regina

Affiliated Organizations

This year marked the first year of starting to establish formal relationships with affiliated organizations. The basic premise is to offer a mutually beneficial relationship with likeminded organizations.

In 2016 we established a relationship with the following organizations:

1. Green Action Center
2. MB Historical Society
3. MB Horticultural Association
4. MARR
5. Master Gardener Program and Association

MB CiB provided the following:

- Organization was invited to provide article for each newsletter
- MB CiB advertised programs/training provided by the organization on MB CiB web site, Facebook, Mail chimp (260 contacts), tradeshow, and insert in conference kits
- Organization was invited to provide a display and/or distribute material at Annual MB CiB Conference

MB CiB received in return:

- Advertised our registration process
- Advertised our Conference and Awards
- Provided gratis display space at their conference or opportunity to speak/distribute information

Sponsors, Partners and Affiliated Organizations (continued)

Equinox Industries Self Watering Planter Discount Program

Our gold sponsor Equinox Industries provides a partnership opportunity for revenue for MB CiB.

- Manitoba Communities save 10% on all orders of any quantity of self-watering planters and in-ground waste containers by mentioning Manitoba Communities in Bloom.
- All orders generate a 2% rebate for MB Communities and Bloom



Equinox Pick a Planter Contest

Promotion of Sponsors, Partners and Affiliated Organizations

Manitoba Communities in Bloom strives to maintain a mutually-beneficial partnership with all of our sponsors. Each sponsor level has various opportunities for exposure to MB CiB contacts. Below is a description of sponsor involvement in 2016.

- Tradeshows and conferences:
The following sponsors provided product information that was distributed at 6 tradeshows:
 - Green Manitoba
 - Equinox Industries
 - Jeffries Nursery
 - MB Hydro (Forest Enhancement Program)
 - Collet Transport for EcoSolutions
 - Recreation Connections
- MB CiB Annual Conference and Awards:
All sponsors were recognized through power point presentation, thank you poster displayed prominently and conference delegate table thank you handout.
 - Displays at the conference:
 - Green Manitoba
 - Recreation Connections
 - MB Historical Society
 - Sponsored Community Awards presented at Awards Banquet:
 - Equinox Industries sponsored and presented the **Floral Award** to Carberry
 - Green Manitoba sponsored and presented the **3R Initiative and Composting Award** to the City of Selkirk, Swan River and Carberry.



Patti Elliers (MB CiB board and Judge) presenting Equinox Floral Award to Carberry

How MB CiB promoted Sponsor, Partner and Affiliated Organizations (continued)

- MB CiB Community Path Newsletter:
In 2016 - 4 newsletters were published and distributed to over 270 subscribers. The following sponsors either provided articles or were promoted in these newsletters:
 - Green Manitoba – Composting information
 - Equinox Industries
 - Jeffries Nursery
 - Collet Transport for EcoSolutions
 - MB Hydro – Forest Enhancement Program
 - Green Action Center
 - MB Historical Society
 - MB Horticultural Association
 - MARR
 - Master Gardener Program and Association
- Judges Training Workshop
Judges were provided with a complete package of sponsor information and time was taken to explain the products and services in order to pass along information while visiting communities.
- MB CiB Mail and Social Media:
 - Each sponsors logo is prominently placed on all MB CiB printed material (letterhead, judges handbook, community handbook, quarterly newsletter, registration form)
 - All sponsors are featured on the home page of MB CiB website www.mbcommunitiesinbloom.ca with links to sponsors web site.
 - Facebook – each sponsor is posted on our page a minimum of two times during the year.

Manitoba Communities in Bloom Judges

Our experienced judges are knowledgeable and often experts in the areas of horticulture, heritage preservation, and/or community development. Communities participating in the Manitoba Communities in Bloom program are judged by pairs of volunteer judges. These judges commit to volunteering their time over the summer to travel to various communities throughout Manitoba and complete their evaluations and associated reports.

In 2016 we welcomed 2 new judges and benefitted from the wisdom of our 7 veteran judges for a total of 9 judges. MB CiB judges for 2016

- Martha Barwinski
- Jason Bell
- Don Budinsky
- Tom Ethans (New)
- Ashley Langridge
- Glenda MacPhee
- Kaaren Pearce
- Shawna Phillips
- Wilbert Ronald (New)



PHOTO BY BROOK JON
Provincial judges with the Communities in Bloom program review their notes while they tour the City of Selkirk Aug. 3.

Manitoba Communities in Bloom Judges (continued)

Judges training took place April 16 at the Jeffries Nurseries outside of Portage la Prairie. The agenda included:

- How to recognize community efforts in the field of composting – criteria to consider [Blake Hamilton Samaritan House Community Garden]
- Gardening Naturally Principals – [Hugh Skinner]
- Filling out the Evaluation Form – tips for written comments [Don Budinsky]
- Urban Forestry tips – [Martha Barwinsky]

Four of our nine judges attended the Provincial Conference and Awards Ceremony. These judges played an active role in the Awards Ceremony by presenting the communities they judged with their bloom ratings and completed evaluations.

MB Communities in Bloom Program Promotion

Registration Package Distribution

- 149 MB Municipalities (email) & (National mailed 680 letters)
- 12 potential communities who indicated an interest (mail)
- Manitoba Agriculture distributed to their membership (email)
- 17 letters to past 2015 Provincial and National Communities

Tradeshows and conferences:

MB CiB participated in the following tradeshows and conferences in 2016. At these events promotional material provided by our sponsors was distributed.

1. Manitoba Horticultural Association Convention – presentation by Diane Banash Program Coordinator
2. Rec Connections Conference – Tradeshow
3. AMM (Assoc of MB Municipalities) – spring and fall tradeshows
4. EDAM (Economic Developers Association of Manitoba) – presentation by Shonda Ashcroft and Shawna Phillips
5. FCM (Federation of Canadian Municipalities) – Tradeshow
6. MARR (MB Association of Regional Recyclers) – Tradeshow & presentation to delegates

In addition to our fabric display board, our booth includes:

- A digital slideshow showcasing our participating communities
- MB CiB handout information:
 - What is MB CiB
 - Registration Form
 - Conference invitation
 - Could you be a MB CiB Judge handout
 - Sample Evaluation Grid
 - International Peace Garden brochure
- National CiB program information, magazine and sponsor information
 - CN EcoConnexions program brochure
 - CiB Foundation Student Bursaries

MB Communities in Bloom Program Promotion (continued)

Facebook

The Manitoba Communities in Bloom Facebook page continues to grow. We use this medium to post pictures, advertise our program, make connections, promote events, and communicate judging dates. Facebook page can be viewed at www.facebook.com/manitobacommunitiesinbloom.

MB Communities in Bloom Newsletter – *The Community Path*

In 2016 4 newsletters were published and distributed to over 270 subscribers. These newsletters provide up to date program information, sponsor articles and grant/contest information.

Website (www.mbcommunitiesinbloom.ca)

The Manitoba Communities in Bloom website continues to be a valuable resource for participating and potential communities and sponsors providing copies of our newsletters, registration forms, and various resource documents.

In 2016 the website was updated. Working together with Leech Printing the Program Coordinator created a new look and feel in a Word Press format. The website now includes on line registration for the program and the conference.

2016 Conference and Awards Ceremony

On September 9th and 10th the eighteenth *Annual Manitoba Communities in Bloom Conference and Awards Ceremony* was held in Stonewall, Manitoba honouring eighteen Manitoba communities participating at the national and provincial level.

Just under one hundred delegates gathered for informative conference seminars and bus tours of the community.

Participating communities also had the opportunity to set up displays showcasing their accomplishments.

The conference presenters and seminar titles were:

- Benefits of Equinox Planters – Brett Chatfield Town of Stonewall
- Gardening with native plants – Kelly Leask Prairie Originals
- Fair trade status – Cathy Chalmers Stonewall Collegiate
- Fall planting in containers – Tanya Daher South Interlake Garden Club
- Study Tours
 - Yard material diversion and composting program – Lloyd Jensen
 - E-waste and household hazardous waste – Karl Daher



Town of Stonewall Host Community
MB CiB Conference and Awards 2016

2017 Conference and Awards Ceremony

International Peace Garden will be the host of our 2017 Provincial Conference and Awards Ceremony, to be held on September 8th – 9th.

