



Manitoba Communities in Bloom



2018 Annual Report

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Executive Summary 2018

The following highlights are provided as an executive summary to this 2018 Annual Report:



Manitoba Communities in Bloom had a successful year reaching goals identified at the 2017 Strategic Planning Session.

- Develop/Improve Judges Selection
- Review Program Categories: added new Showcase Photo & Essay Contest
- Clarity of Board/Staff Responsibilities – job descriptions finalized

Town of Morris
Communities in

Bloom Committee

- Strategic Funding Plan –framework in place and implementation initiated •
- Develop Strategic Alliance Plan - developed

Manitoba Communities in Bloom Program Statistics	2015	2016	2017	2018
Past and present communities in program	62	63	65	67
Total Manitoba communities currently participating in program	17	18	22	22
Provincial Edition participating communities (total)	11	11	15	14
• Provincial current – evaluated	9	8	12	11
• Provincial current - non evaluated	2	2	3	3
• Novice	n/a	1	0	0
• Special Attraction	n/a	1	1	0
National MB participants	6	7	8	8
Number of communities opting out from previous year	1	2	0	1
Number of new communities	2	2	2	2
Judges	9	9	13	13
Sponsors (total)	9	8	12	12
• Platinum	1	1	1	0

• Gold	1	1	1	1
• Silver	1	1	2	2
• Bronze	6	5	8	9
# new sponsors	3	1	2	5
Affiliated partnerships (informal)	n/a	5	7	8
Board members	5	5+	7	8
# of newsletters published	3	4	4	4
# of newsletter subscribers	221	277	346	380
# of trade shows attended	5	6	6	5

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 four 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

Morris floral planter

 **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 67 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.

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Program Registration Categories & Fees

1. Provincial Registration – Evaluated	Population Size	Program Fee
* 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
* 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
4. Special Attraction	Population Size	Registration Fee
* Available to Manitoba green attractions such as parks, living history museums and public gardens. * Criteria focuses on management, planning, maintenance, improvement & innovation in 6 criteria (2 judges, written report & bloom rating)	Not applicable	\$300.00

New Category – Showcase Photo & Essay Contest

In celebration of 20 years of programming, MB CIB created 2-new opportunities for communities, service groups and individuals to showcase their past or current projects by entering into a friendly photo & essay competition. Winners were announced at the annual Convention and Awards banquet September 7 & 8 in Morris, MB.

The Contest was open to participant communities that have been a part of the MB CIB Program or to individuals and community groups including horticultural clubs, church groups, youth groups etc. Entries were to feature one of the following project areas: Landscaping & Floral Displays, Environmental Action or Heritage Conservation. The registration fee was \$50 per entry.

Program Administration

Manitoba Communities in Bloom is run by a volunteer Board of Directors and a contract part-time Provincial Coordinator. The 2018 Board of Directors were: President – Don Budinsky; Vice-President – Shawna Phillips; Treasurer – Hugh Skinner; Secretary – Chris Carruthers; Directors-at-large - Shirley Kalyniuk, Kaaren Pearce and Kelly Leask.

Our Provincial Coordinator since October 2017 is Cathy Shaluk. Taking direction from the Board of Directors, the Coordinator manages the day-to-day administration of the MB CIB program. The provincial office and mailing address were located at 227 Belmont Avenue, Winnipeg.

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Strategic Planning Session

On November 18th, 2018 the Manitoba Communities in Bloom Board of Directors and program coordinator gathered in Selkirk, MB for a Strategic Planning Session facilitated by Don Budinsky Board member.

Strategic Objectives identified for 2019:

1. Formalize Relationships with other organizations
2. Develop Sponsorship and Funding plans
3. Create Marketing Plan
 - a. Social Media
 - b. For communities
 - c. Brand awareness
 - d. Promote sponsors
 - e. Showcase program opportunities
4. New Showcase program – Youth focus 2019
5. Continue to develop relationship with Sustainable Development for MB 150 funding
6. Continue to improve Judges Training workshop

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.

There were 12 MB CiB sponsors in 2018; five new sponsors (Blue Imp, Rae's Funeral Home, Taylor McCaffrey, The Greenspot Home & Garden, LaCoste Garden Centre).

National Communities in Bloom

In 2018 Manitoba Communities in Bloom received approximately \$2,174.00 in financial and “in kind” support from National Communities in Bloom (See Sponsors, Partners and Affiliated Organization).

Affiliated Organizations

The establishment of formal relationships with affiliated organizations continued. The financial benefit was tradeshow space & advertising opportunities at the MARR conference and Recreation Connections.

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 totalled 14; with two new communities (R.M. of St. Andrews & Town of Glenboro). The new Showcase Photo & Essay Contest brought in 12 entries for a total of \$600 new revenue.

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 2018 MB CIB received \$973.97 through the Equinox Self Watering Planter Discount Program.

LaCoste Gift Card Fundraiser

MB CIB purchased and sold gift cards as part of a fundraising program with LaCoste Garden Centre resulting with a profit of \$750.

2018 Participating Communities

Provincial Results

Provincially 14 communities were recognized at the Awards Banquet on Saturday, September 8 in Morris.

**Provincial Conference and Awards Ceremony
Bloom Ratings and Special Mentions 2018**

Community and Category Bloom Rating Special Mention Population: 1-500

L.U.D. of Baldur Non-evaluated

Population: 501-1000

Town of Glenboro 4 Blooms School Grounds

Population: 1001-3000

Town of Carberry 5 Blooms – Bronze Cemetery with unique design Town of Lac du Bonnet Non-evaluated

Town of Morris 5 Blooms Murals depicting Morris Heritage Town of Minnedosa 5 Blooms A & B Dalrymple's Country Farm Greenhouses Municipality of Prairie View 4 Blooms Bernice Still

Population: 3001-5000

Town of Niverville 4 Blooms Heritage Life Personal Care Home Garden Planters Town of Swan River 5 Blooms – Bronze Swan Valley Historical Museum **Population: Over 5000**

R.M of St. Andrews Non-evaluated

R.M of East St. Paul 4 Blooms Centennial Plaza

City of Morden 4 Blooms Confederation Park

City of Portage La Prairie 4 Blooms The Greasy Chain Cycling Program City of Selkirk 5

Blooms – Bronze Selkirk Regional Health Centre **Special Awards**

Special Awards	Town of Carberry	sored by Equinox
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Floral Display Award		
Floral Display Award 3R Initiatives and Composting Award	Town of Carberry Town of Carberry Sponsored by	Sponsored by Equinox
3R initiatives and composting Award	Town of Swan River	Sponsored by Equinox

Showcase Project Winners 2018

Category	Project Area	Winner
CiB Program Participants	Landscaping & Floral Displays	RM of East St. Paul Memorial Park Maple Leaf Garden
CiB Program Participants	Environmental Action	City of Morden Rain Garden
CiB Program Participants	Heritage Conservation	Parkland Ukrainian Pioneer Association
Community Group Projects	Landscaping & Floral Displays	Glenboro Community Playground
Community Group Projects	Environmental Action	City of Selkirk Pollinator Park
Community Group Projects	Heritage Conservation	Morden Commemorates Local Soldiers 100 Year Anniversary

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National Results

Manitoba's eight entries in the National Edition received their results at the National Symposium and Awards Ceremonies in Strathcona County, Alberta on September 29th, 2018.

National Communities in Bloom Results 2018 Manitoba Communities				
Community	Category	Blooms	Special Mention	Outstanding Achievement
Assiniboine Park Conservancy	Special Attractions	5 blooms - bronze	Volunteers and Unionized Working Together	
Municipality of Boissevain-Morton	Canada 150 – Evaluated (non competitive)	5 leaves – gold	Arts Park	
City of Brandon	Class of Champions (Large)	5 blooms - silver	McDiarmid Park	Municipal World Winter Life Award
City of Dauphin	International	5 blooms	Floral Displays	

	Challenge (Medium)			
International Peace Garden	Special Attractions	5 blooms	Canada 150 Maple Leaf Floral Display	
Killarney-Turtle Mountain	International Challenge	5 blooms	Restoration of Heritage Building	
Town of Stonewall	Pop. 4,501 – 15,000	5 blooms - Bronze	Land & Brownfield Redevelopment	National Award Winner
Town of Virden	Canada 150 – Evaluated (non competitive)	4 leaves	Virden Garden Tours	

Sponsors, Partners and Affiliated Organizations

MB CiB Sponsors 2018

- Gold Sponsor (\$3,000 or more): Equinox Environmental Products
- Silver Sponsor (\$1,000 or more): Jeffries Nurseries
Blue Imp
- Bronze Sponsors (\$500 or more): Playgrounds R Us
Collet Transport for Eco Solutions
T&T Seeds
Vanderveen’s Greenhouses
Recreation Connections
Taylor McCaffrey
The Greenspot Home & Garden
LaCoste Garden Centre
Rae’s Funeral Service

National Communities in Bloom

National Communities in Bloom and their sponsors provide support to the Manitoba Communities in Bloom program. In 2018 MB CiB received financial and in-kind support from:

1. Distributes (snail mail) MB CiB and National CiB program and registration information to 680 Manitoba Communities in January. This results in a cost savings of \$1224.00 for MB CiB.
 2. Home Hardware
 - Conference delegates bags
 - 2- \$100.00 gift certificates for Silent Auction at conference
 - \$750 Home Hardware sponsor donation
 3. Scott’s Canada
 - Silent Auction prize

Affiliated Organizations

The establishment of formal relationships with affiliated organizations continued in 2018. The basic premise is to offer a mutually beneficial relationship with likeminded organizations.

In 2018 we maintained our existing relationships with the following organizations:

1. Green Action Center
2. EcoWest
3. MB Historical Society
4. MB Horticultural Association
5. MARR
6. Master Gardener Program and Association
7. Trees Winnipeg
8. Compost Council of Canada



MB Master Gardener

MB CiB provided the following:

- Organization was invited to provide article for each *Conference* newsletter

Association at the

- MB CiB advertised programs/training provided by the organization on MB CiB web site, Mail chimp (346 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

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

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Iron Earth Soil Remineralizer Product Discount Program

Partnership opportunity for revenue for MB CIB.

- Manitoba communities save 20% on all orders of the soil remineralization when ordered through MB CIB.
- All orders generate a 2% rebate for MB CIB.

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 2018.

• Tradeshow and conferences:

The following sponsors provided product information that was distributed at 5 tradeshow:

- | | | | |
|----------------------|--------------|----------------------------|--------------------------|
| • Equinox Industries | • Jeffries | • T & T Seeds | • Recreation Connections |
| Nursery | • Iron Earth | • Playgrounds R Us | • Collet Blue Imp |
| | | Transport for EcoSolutions | |

• 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:

- Equinox
- Jeffries Nursery
- Blue Imp
- MB Master Gardener Association
- Green Action Centre



Silver Sponsor Blue Imp at the

• Sponsored Community Awards presented at Awards Banquet:

- Equinox Industries sponsored and presented the **Floral Award** to Carberry

Conference

- Equinox sponsored and presented the **3R Initiative and Composting Award** to the Town of Swan River

• MB CiB Community Path Newsletter:

In 2018 - 4 newsletters were published and distributed to over 346 subscribers. The sponsors either provided articles or were promoted in these newsletters:

• 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)

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- 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 MB CIB 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 2018 we welcomed 5 new judges and benefitted from the wisdom of our 8 veteran judges for a total of 13 judges. MB CiB

Hugh Skinner assessing

tree health

judges for 2018 were;

• Kelley Liebzeit (new) • Jaime Chavez (new) • Tanya Blatz •

Kaaren Pearce

• Don Budinsky • Shawna Phillips

• Michelle Balharry • Wilbert Ronald

• Roswitha Nowak (new) • Rebecca Sokol (new) • Shirley

Kalyniuk • Hugh Skinner

• Diane Banash (new)

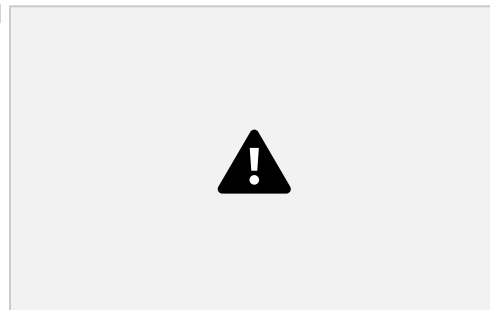
Judges Training

Judges training took place April 14 at the North End Centennial Pool. The agenda included:

- Tips on working with the media – Michelle Balharry
- EAB/DED and the importance of tree diversity – Michael Allen
- Organic Recycling & Composting – Teresa Looy Green Action Centre
- Importance of gardening with native plants – Kelly Leask
- Filling out the Evaluation Form – tips for written comments

Don Budinsky

- What to expect on a typical tour – Shirley Kalyniuk
- Our judges played an active role in the Awards Ceremony by presenting the communities they judged with their bloom ratings and completed evaluations.



Paul with their award

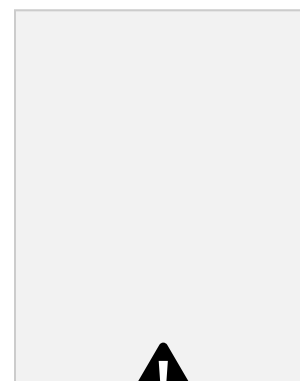
*Michelle Balharry
& Jaime Chavez
presenting East St.*

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MB Communities in Bloom Program Promotion

Registration Package Distribution

- 149 MB Municipalities (email) & (National mailed 680 letters)
- 43 Community Economic Development Officers (email)
- 12 potential communities who indicated an interest (mail)
- Manitoba Agriculture distributed to their membership (email)
- Letters to past 2017 Provincial and National Communities



Tradeshows and conferences:

MB CiB participated in the following tradeshows and conferences in 2018. At these events promotional material provided by our sponsors was distributed;

1. Manitoba Horticultural Association Convention – display
2. Rec Connections Conference – Tradeshow
3. AMM (Assoc of MB Municipalities) – spring and fall tradeshows
4. MARR (MB Association of Regional Recyclers) – Tradeshow

In addition to our new display banner, our booth includes:

- A digital slideshow showcasing our participating communities
- Provincial sponsor handouts
- MB CiB handout information:
 - What is MB CiB
 - Registration Form
 - Conference invitation
 - Could you be a MB CiB Judge handout
 - Sample Evaluation Grid
- National CiB program information, magazine and

sponsor information [MB Communities in Bloom](#)

[Newsletter – *The Community Path*](#)

 *New tradeshow banner*

In 2018 4 newsletters were published and distributed to over 346 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.

On-line Conference Brochure

2018 marks the first year that MB CIB created an on-line conference brochure. A 20-page brochure featuring paid advertising, conference speakers, event schedules that promoted and celebrated the 20th anniversary activities hosted by the town of Morris, The Brochure was included with the conference delegate kits as well.

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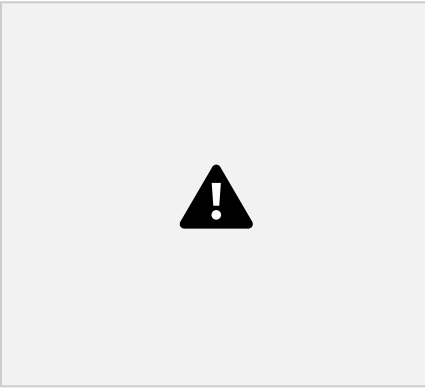
2018 Conference and Awards Ceremony

On September 7th & 8th the 20th *Annual Manitoba Communities in Bloom Conference and Awards Ceremony* was held in Morris, MB, honouring 22 Manitoba communities participating at the national and provincial level.

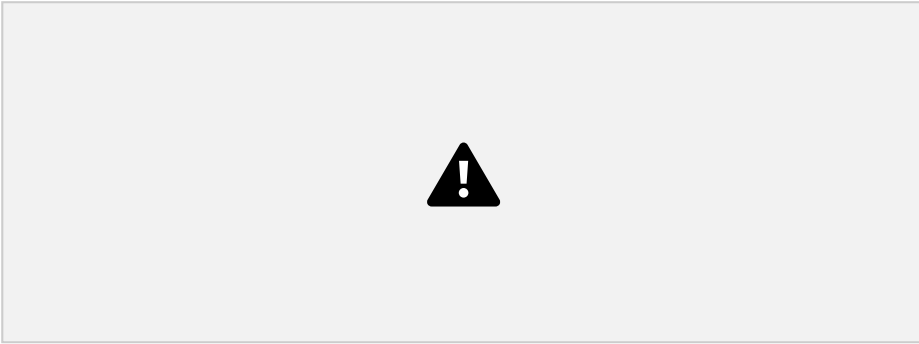
Approximately 150 delegates gathered for informative conference seminars and tours of Morris. Participating communities also had the opportunity to set up displays showcasing their accomplishments.

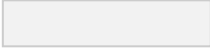
Friday evening featured a presentation and Wine and Cheese event with Mark Cullen. On Saturday the conference presenters and seminar titles were:

- Shawn Dias: City of Morden’s Urban Forest Plan
- Philip Ronald: Tree Diversity
- Teresa Looy: Composting program for communities
- Hugh Skinner: Control weeds without herbicides
- Krystal Penner: MB’s Non-essential pesticide regulation
- Don Budinsky: 20 years of CIB in Manitoba
- John Morgan: Community landscaping with native wildflowers & grasses
- Sarah Collard: Community murals
- Tours: Morris community tour, Multiplex/Stampede grounds tour, Morris Museum



 *Mark Cullen*



 *Morris Mural*

2019 Conference and Awards Ceremony

The City of Morden will be the host of our 2019 Provincial Conference and Awards Ceremony, to be held on September 6th & 7th.

Manitoba Communities in Bloom 2018 Sponsors

