

Memo



Date: March 17, 2011
File: 6130-00
To: City Manager
From: Communities in Bloom Committee
Subject: Communities in Bloom Update, Workplan and Conference
Report Prepared by: Lorna Rowland, Landscape Design Technician

Recommendation:

THAT Council receives, for information, the March 17, 2011 report from the Communities in Bloom Committee;

AND THAT Council approves the 2011 workplan of the Communities in Bloom Committee as outlined in the March 17, 2011 report from the Communities in Bloom Committee;

AND FURTHER THAT Council directs staff to apply to become the host city for the 2012 Provincial Communities in Bloom Conference and submit a 2012 budget request if successful.

Purpose:

The purpose of this report is to update Council on Communities in Bloom initiatives and to solicit Council direction regarding the hosting of the 2012 Provincial Communities in Bloom conference.

Background:

The Communities in Bloom (CIB) committee is a newly formed Committee of Council, although a less formal version of the committee has been in existence since 1997. Some of the recent committee accomplishments include:

- Mentoring of the newly formed Vernon CIB committee (2009): Kelowna won five Blooms for this program and Vernon won three Blooms.
- The Leon Avenue beautification initiative is a program initiated to help beautify and revitalize Leon Avenue downtown, and to engage the community in these efforts including business owners, artists, street persons and others. This project began in 2009 as a gardening project in the city nodes with committee members and volunteers. In 2010 a \$5,000 community arts grant was used to install unique street banners in the 400 Block of Leon Avenue as well as a mural on the private building next to the Ki- low- na Friendship Centre. This has evolved into the Leon Avenue Art Project.
- Green Thumb Awards: since 2000, the Communities in Bloom committee has recognized individual gardens and gardeners, outstanding commercial landscaping as well as community efforts such as school gardens and Best Block.

A handwritten signature in black ink, appearing to be the name "Lorna Rowland".

- Get Growing Day: In 2010 the Kelowna Garden Tour was cancelled. In order to keep that date open the Communities in Bloom committee organized a morning of gardening speakers and exhibits to showcase gardening in Kelowna. Groups involved included the Central Okanagan Community Garden Society and the Okanagan Xeriscape Association.
- Beauty Spot is a program which was started to recognize special corners and gardens which are highly visible and show pride of place and community. Each month between May and September a different Beauty Spot is selected and a recognition sign is placed with an accompanying media release.

The Committee's goals and workplan for 2011 include the following:

- Mentoring the District of Lake Country .The District of Lake Country approached The City of Kelowna to mentor them in the Communities Bloom competition. This includes hosting two judges in both communities and providing a Community book highlighting community assets and initiatives. In return the judges provide the communities with a comprehensive report and a rating. All communities are invited to the Provincial Awards and conference.
- Leon Avenue Art Project: Working with the Communities in Bloom Committee, The Gospel Mission was recently successful in receiving a community art grant from the Public Art Committee to continue the Art banner project in the 200 block of Leon Ave.
- The Garden Tour is planned this year with funds going to various community garden efforts throughout the community. The Get Growing Day held in 2010 was so successful, that the Communities in Bloom committee is coordinating with exhibitors to be included at the various gardens.
- Beauty Spot program is being continued and expanded to include a "You've Been Spotted" component. This would consist of a note being placed at a residence or business where a special effort has been made to encourage continued tidiness and beautification throughout the community.
- Green Thumb Awards will continue and be held during the CIB Judges tour in July.

2012 Provincial Conference

The CIB committee recently passed the following resolution: "THAT the Communities in Bloom Committee requests Council's approval of the 2012 BC Communities in Bloom Awards and Conference Host application".

The Provincial conference typically attracts 80-100 participants from across British Columbia and would be held in September, 2012. The conference is an opportunity for learning, with guest speakers and educational sessions regarding community beautification initiatives. During an awards ceremony, participating communities are presented with the results of the annual CIB competition as well as a comprehensive report from the CIB judges.

The City of Kelowna previously hosted the national CIB symposium and awards in 2002, but has never hosted the Provincial conference. Based on feedback from previous events in Hope and Harrison Hot Springs, staff have estimated the cost of hosting the event to be approximately \$9,000.

Some of the benefits of hosting the conference include opportunities to: showcase Kelowna's assets and community initiatives; bring in educational speakers that would benefit staff, the CIB

committee and possibly the general public; and network and exchange ideas with other communities and organizations.

Financial/Budgetary Considerations and Personnel Implications

Based upon feedback from previous hosts of the Provincial Conference, staff have estimated the cost to be approximately \$9,000. While volunteers would be sought to organize the event, some staff time would be required, (primarily the Parks Landscape Design Technician). Any additional staff commitments would need to be approved by the City Manager.

Community & Media Relations Comments:

As a committee of Council, any brochures or other materials produced will follow City guidelines and branding requirements.

Considerations not applicable to this report:

Internal Circulation:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

External Agency/Public Comments:

Alternate Recommendation:

Submitted by:



Ian Wilson

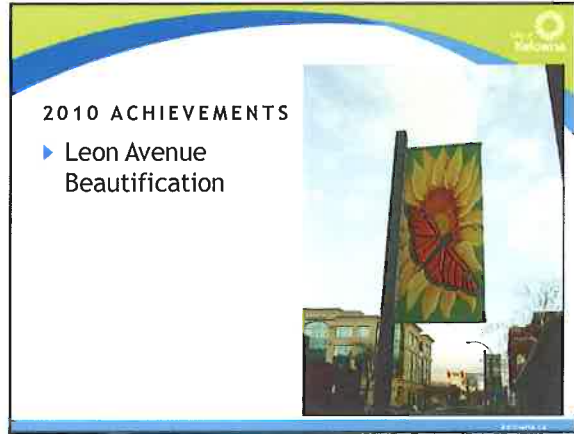
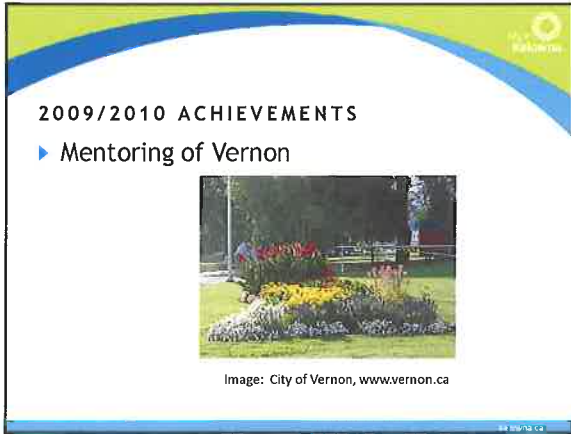
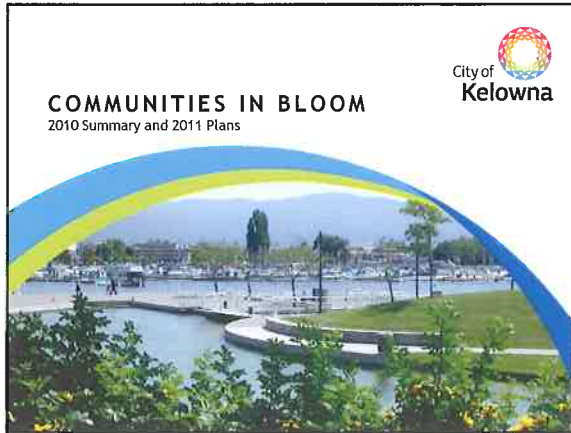
On behalf of the Communities in Bloom Committee

Approved for inclusion:



J. Vos, General Manager Community Services

cc: Carla Stephens, Director Community and Media relations
Joe Creron, Director Civic Operations
John Vos, General Manager Community Services



2010 ACHIEVEMENTS

- ▶ Get Growing Day



The photograph shows an outdoor community event. In the foreground, there is a table covered with a blue cloth. In the background, a clothesline is strung across the area, and several people are visible, some standing and some sitting. The setting appears to be a grassy area, possibly a park or a community garden.

2010 ACHIEVEMENTS

- ▶ Beauty Spot



The photograph shows a well-maintained flower bed. The bed is filled with a variety of colorful flowers, including red, yellow, and purple blooms. A small green sign is visible in the foreground, and the flower bed is bordered by a concrete curb.

2011 WORKPLAN

- ▶ Mentoring Lake Country
- ▶ Leon Avenue, e.g. 200 block art project
- ▶ Support Garden Tour
- ▶ Beauty spot
- ▶ Green Thumb Awards

2011 PLANS

- ▶ CIB committee would like to apply to host the 2012 Provincial Conference
 - ▶ Typically 80-100 people
 - ▶ Educational seminars and awards ceremony
- ▶ Staff would also apply for 2012 budget