

COMMITTEE OF THE WHOLE, DECEMBER 8, 2003

COMMUNITIES IN BLOOM

Recommendation

The Commissioner of Community Services and the Commissioner of Economic/Technology Development and Communications recommends:

That the City of Vaughan register as a participant in the 2004 National Edition of Communities in Bloom;

That a Member of Council be appointed as Chair of the Communities in Bloom Beautification Committee for the 2004 year.

In cooperation with the Economic/Technology Development and Communications Department, staff develop a Communities in Bloom sponsorship program to encourage local businesses to participate as well as provide media support and other communication needed to support this program.

Purpose

To obtain Council approval to register as a participant in the 2004 National Edition as well as have Council appoint a chair for the Communities in Bloom Beautification Committee for the 2004 year.

Background - Analysis and Options

On October 15, 2003, the City of Vaughan received an invitation to participate in the 2004 National Edition of the Communities in Bloom program following its performance in the 2003 Ontario provincial edition. In 2003, the City of Vaughan received the top award of five blooms and an Outstanding Achievement in Tidiness Effort. This invitation to participate at the National Competition is extended to the two best municipalities in each category from each province. The registration needs to be completed by December 31st, 2003 and the cost is \$800.00. The 10th Anniversary of 2004 National Awards Ceremony is being hosted by Charlottetown, Prince Edward Island and will be held on September 17 and 18, 2004.

A requirement of the Communities in Bloom program is to develop its own organizing committee called the Beautification Committee. In 2003, this committee consisted of all members of Council as well as selecting a chair of this committee. This committee also consists of members of the Community such as representatives for the local horticultural society, businesses and service clubs. With respect to these members, staff will be calling upon the members who were selected in 2003 to inquiry whether they would like to participate in this committee as well, staff will be selecting representatives from the sectors of the community noted above based on their ability and commitment to help with this endeavor. The appointed member of Council usually chairs the Committee with the assistance of the Communities in Bloom Co-ordinator that the Committee is responsible for the development of local initiatives and building community awareness and participation.

A large component of this program is sponsorship. In 2003, a number of companies were approached to provide sponsorship to the Communities in Bloom program, however, the response was very limited. Sponsorship is an effective way of alleviating the financial burden from the City. Staff are requesting the assistance of Economic/Technology Development and Communications Department to develop a sponsorship guidelines and package, media releases, promotion materials with the business community, protocol, speaking notes and other.

The Communities in Bloom program provides national focus for the establishment of provincial and community based beautification programs as well as building a spirit of community and increases civic pride. This program is based on promoting community action and involvement in improving tidiness, appearance and visual appeal of neighbours, parks, open spaces and streets through the imaginative use of flowers, plants and trees.

Conclusion

As part of the Council's continuing support of the Communities in Bloom program, staff is requesting that the City of Vaughan participate in the 2004 National Edition and that a member of Council be appointed Chair to the Beautification Committee. Staff are also requesting that the Economic/Technology Development and Communications Department staff develop a sponsorship program in encourage local business to participate by contacting them as well as providing media support, providing speaking notes and any other communication needed to support this program.

Attachments

None.

Report prepared by:

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Respectfully submitted,

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Commissioner of Community Services

Frank Miele
Commissioner of Economic/Technology Development
And Communications