



# Celebrating 25 years of Excellence

By Raymond Carrière and  
Odette Sabourin-Dumais

# Celebrating 25 years of excellence

1. Introduction
2. Launch of the National program in 1995
3. Program
4. Funding Sources
5. Landmarks
6. Grants, Contests and Contracts management
7. Benefits
8. Conclusion

# 1. Introduction

- Origin of the idea



- Creation of the Logo



- Slogan: « People, plants and pride... growing together »

# 1. Introduction

- Attendees at the First Meeting

## ATTENDEES OF THE FIRST MEETING - PARTICIPANTS DE LA PREMIÈRE RENCONTRE

NOVEMBER 22, 1994 - OTTAWA - 22 NOVEMBRE 1994

National Capital Commission - Commission de la capitale nationale

Louis Beaupré, Association des architectes -paysagistes

Marchel Blanchard, Commission de la capitale nationale

Ted Blowes, Organisation of Small Urban Municipalities of Ontario

Jacques Cardinal, Nutrite

Raymond Carrière, Canada en fleurs - Canada in Bloom

Jill Cherry, City of Toronto, Ontario

Yvonne Gibb, Association of the villages of New-Brunswick

Géraldine Hébert, Canadian Parks and Recreation Association

Ken Jackson, City of Regina, Saskatchewan

Charlene Lambert, Federation of Canadian Municipalities

Rachel Larin-Hagen, Association canadienne des loisirs et parcs

Roger Mareschal, Fédération canadienne des municipalités

Hervé Mongeon, Nutrite

Donna Mockler, National Capital Commission

Barry Newcombe, Green Cross

Shirley Racine, Commission de la capitale nationale

Claudette Savaria, Association des responsables d'espaces verts municipaux du Québec

Dick Standish, Ontario Parks Association

- Founding sponsors



### Supporters

- Laidlaw Waste Systems Ltd.
- Union Gas
- Bell Mobility / Bell Mobilité
- McFayden
- Lavery, De Billy

## 2. Launch of the National Program in 1995

- 29 First National Finalists

### **Capitals – Capitales**

Winnipeg (MB) – Winner  
Edmonton (AB)  
Regina (SK)  
Toronto (ON)  
Halifax (NS)  
St. John's (NL)

### **Population: Up to 1,500**

Osoyoos (BC) – Winner  
Carlyle (SK)  
Exeter (ON)  
Fredericton Junction (NB)  
Morris (MB)  
Passadena (NL)  
Souris (PE)  
St-Jacques-de-Leeds (QC)

### **Population 5,001 – 30,000**

Rosemère (QC) – Winner  
Edmundston (NB)  
Inverness County (NSb)  
Gander (NL)  
Morden (MB)  
Quesnel (QC)  
Stony Plain (AB)  
Stratford (ON)  
Summerside (PE)  
Weyburn (SK)

### **Population: 30,001 – 100,000**

Brantford (ON) – Winner  
Brandon (MB)  
Darmouth (NS)  
Lethbridge (AB)  
Saint-Léonard (QC)

## 2. Launch of the National Program in 1995

- First Jury 1995:  
  
10 Judges  
from 8 provinces

### FIRST JURY - 1995 - PREMIER JURY

#### Capitals - Capitales

Gérald Lajeunesse, Architecte-paysagiste en chef, Commission de la capitale nationale  
Dirk Oostindie, Park Superintendent, retired, District of North Vancouver, British Columbia

#### Population : 1 - 1,500

Art Drysdale, Horticulturist, Toronto, Ontario  
G. Keith Pickard, Architect, Charlottetown, Prince Edward Island  
Hubert G. Noseworthy, Manager Parks Division, City of St. John's, Newfoundland & Labrador

#### Population 5,001 - 30,000

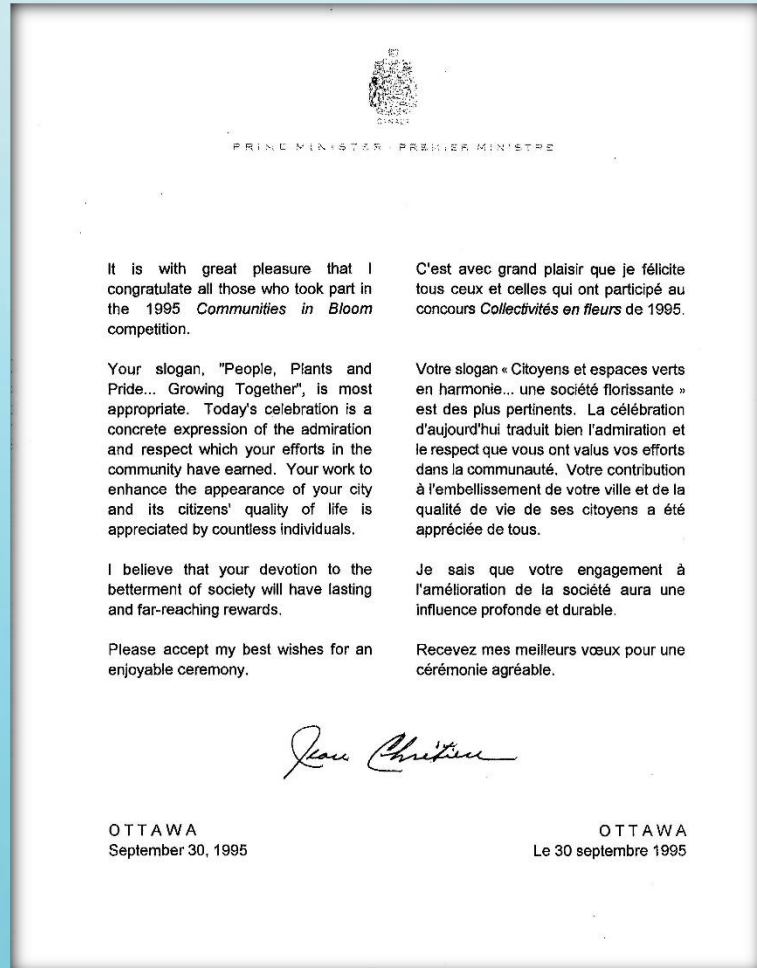
Odette Dumais, Horticultrice, Ville de Montréal, Québec  
Marjorie Willison, Garden writer, Halifax, Nova Scotia

#### Population: 30,001 - 100,000

Len Stanley, Parks Superintendent, retired, City of Toronto, Ontario  
Michael Allen, City Forester, City of Winnipeg, Manitoba  
Daniel Bélanger, Directeur général, Jardin Botanique du Nouveau Brunswick

## 2. Launch of the National Program in 1995

- First Award Ceremony on Parliament Hill Ottawa



Credit Tourism Ottawa

# 3. Program

- Evaluation criteria

Tidiness

Environmental action



Langford, BC



Kelowna, BC



Halifax, NS



## □ Urban Forestry



Toda, Japan



Medicine Hat, AB



Whitehorse, YK

☐ Landscape



Kelowna, BC



Lethbridge, AB



Halifax, NS

☐ Turf and groundcovers

☐ Floral displays



Lethbridge, AB



Letterkenny, Ireland



Maple Ridge, BC



International Peace Garden, MB

❑ Heritage Conservation

Ponoka, AB



❑ Community Involvement



Boissevain, MB



Rosemère, QC




Metro Moncton, NB

# 3. Program

- Evaluation Report

**Judgement Grid 1995**



Municipality: INVERNESS COUNTY  
 Province: NOVA SCOTIA  
 Category: 5001 - 30 000  
The municipality will be judged based on the effort in management planning, maintenance, improvement and innovation of the following:

137	1150
129	1200
141.5	1200
107	1150
111	1150
126	1150
<b>Total:</b>	<b>751.5 / 1000</b>

1 - Tidiness Effort: \_\_\_\_\_  
 2 - Urban Forestry Development: \_\_\_\_\_  
 3 - Landscaped Areas: \_\_\_\_\_  
 4 - Floral Arrangement: \_\_\_\_\_  
 5 - Turf Areas: \_\_\_\_\_  
 6 - Environmental Effort: \_\_\_\_\_  
NB. All judging criteria will be adjusted to the climate and environmental conditions of the municipality.

**Municipality's representatives met by the jury:**  
NB. All judging criteria will be adjusted to the climate and environmental conditions of the municipality.

Name: LOUISE POIRIER; DANIEL AUCOIN; DALE CRAWFORD; ROBERT O'KEEFE Position: COORD.; SOCIÉTÉ ST-PIERRE; PRES. MARLBOROUGH AREA DEV. ASS.; STUDENT; PRES. ORANGEVALE IMPR. ASS.; COORD.  
 Name: JOANNE GILLIS; PATRICIA MAC LEAN Position: COORD.; COUNTY COUNSELLOR  
 Name: SALENE AUSTIN; DWART MACCAULAY Position: COORD.; COMMUNITY VOLUNTEER  
 Name: ANGIE MARSHALL; CHARLES MACDONALD Position: COORD.; POST HOOD DEV. ASSO.  
 Name: WADWIE HUNT; MARY GOODWIN Position: VOLUNTEER; COMMUNITY VOLUNTEER

Judge's signature: Cécile Deenies  
M. J. L. Willison  
 Jury's visiting date: AUGUST 18-19, 1995

Total: 75.1 %  
 Note: The municipality will receive a copy of the completed judgement grid.

12

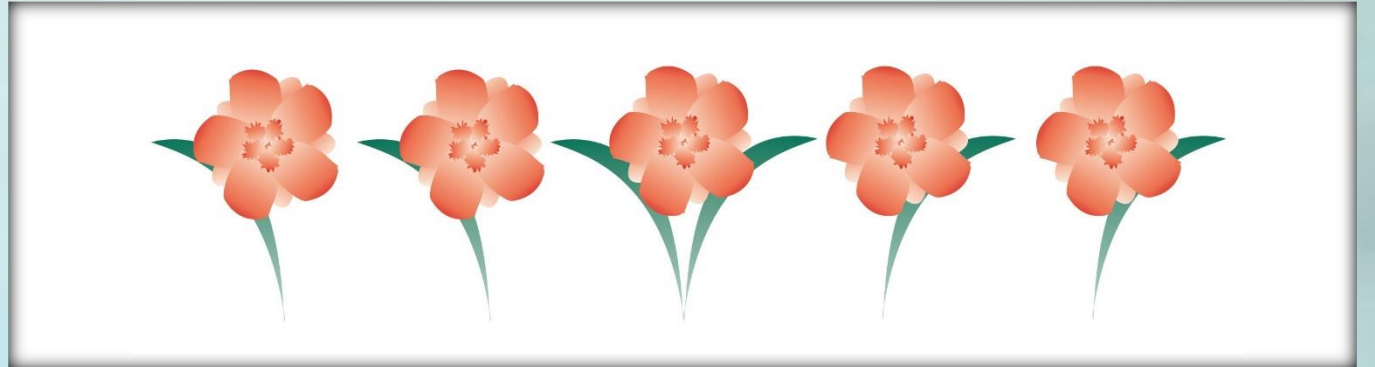
**General Comments:**

- THE MAJOR CLEAN-UP EFFORT IN THE PARTICIPATING COMMUNITIES IS HIGHLY COMMENDABLE, INCLUDING ALL THE PAINTING, MOVING, TRASH REMOVAL, AND FLOWER PLANTING, AND THE CONTRIBUTION OF VOLUNTEER TIME AND ENERGY TO ACCOMPLISH THIS IS OUTSTANDING.
- SEVERAL ACHIEVEMENTS ARE WORTHY OF NOTE:
  - THE CLEAN-UP AND PROPOSED PARK AREA IN ORANGEDALE TO COMPLEMENT THE MUSEUMS
  - THE STUDENT-DEVELOPED OAK POINT NATURE PATH IN MARBOU
  - THE FORESIGHT AND STEWARDSHIP IN MOVING TO OBTAIN HERITAGE STATUS FOR THE MARLBOROUGH RIVER
  - THE TREE PLAN IN WHYCOMBACH (ADD MORE SPECIES VARIETY)
  - THE BOARDWALK IN CHETICAMP THAT HAS CONTRIBUTED TO SOCIAL LIFE
  - THE PLANS FOR A BOARDWALK AND NATURE INTERPRETATION TRAIL TO COMPLEMENT THE SANDY BEACH AND NATURAL BOG IN PORT HOOD.
- THERE ARE SEVERAL WAYS TO BUILD ON THE BEAUTIFUL NATURAL SETTING AND ON THE WORK ALREADY BEGUN:
  - TRY TO DEVELOP UNITY IN SIGNS THROUGHOUT THE COUNTY, AND REDUCE THE NUMBER OF SIGNS IN APPROACHES TO TOWNS AND VILLAGES
  - DEVELOP PROGRAM FOR DITCH PLANTING WITH SUITABLE PLANTS
  - ENCOURAGE THE PROVINCE TO MOVE AWAY 12" SLIP ALONG ROADSIDES
  - LANDSCAPE AROUND MAJOR SIGNS (SUCH AS TOWN ENTRANCES) WITH EVERGREEN AND DECIDUOUS SHRUBS AS WELL AS FOLIWER
  - REMOVE DEAD ELMS; REPLANT WITH MAPLES AND OTHER LOCAL HARD WOODS
  - DEVELOP LONG TERM TREE PLANTING PLANS AND PLANS FOR PARKS
  - INTEGRATE MANICURED LANDSCAPES WITH NATIVE VEGETATION

Coordinator's Signature: Cécile Deenies

### 3. Program

- Bloom rating (1997)  
1 to 5 Blooms



- Bloom levels (2015)  
3 levels



# 3. Program

## Outstanding Achievement Awards

- Recognize exemplary achievement in each criteria, plus other special initiatives.

### OUTSTANDING ACHIEVEMENT AWARDS

#### PRIX DE MÉRITE EXCEPTIONNEL



Town of Pincher Creek AB

Tidiness  
Propreté



Municipality of Jasper AB

Environmental Action  
Action environnementale



City of Sarnia ON

Landscape  
Paysage



Turf Builder



City of Barrie ON

Floral Displays  
Aménagements floraux



Village of Ashcroft BC

Youth Involvement  
Engagement jeunesse



Town of Stettler AB

Community of Gardeners  
Collectivité de jardiniers



Town of Essex ON

Community Involvement  
Engagement communautaire



Town of Yarmouth NS

Urban Forestry  
Foresterie urbaine



Town of Niagara-on-the-Lake ON

Heritage Conservation  
Protection du patrimoine



### 3. Program

- 2017 National Edition Special Canada 150 Category



Yarmouth, NS

- Canadian Forces Sustainable Communities (2006)

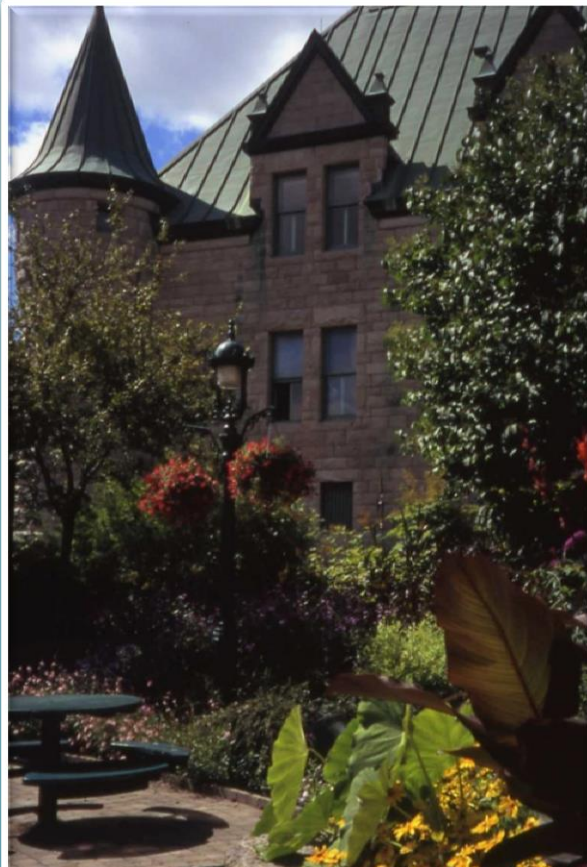


CFB Petawawa, ON



# 3. Program

- Special attractions



National Battlefields Commission, QC



Ukrainian Village, AB



International Peace Garden, MB



Reford Gardens, QC



SDC Vieux-Montréal, QC

### 3. Program

- WinterLights Celebrations



Ottawa, Winterlude, Rideau Canal



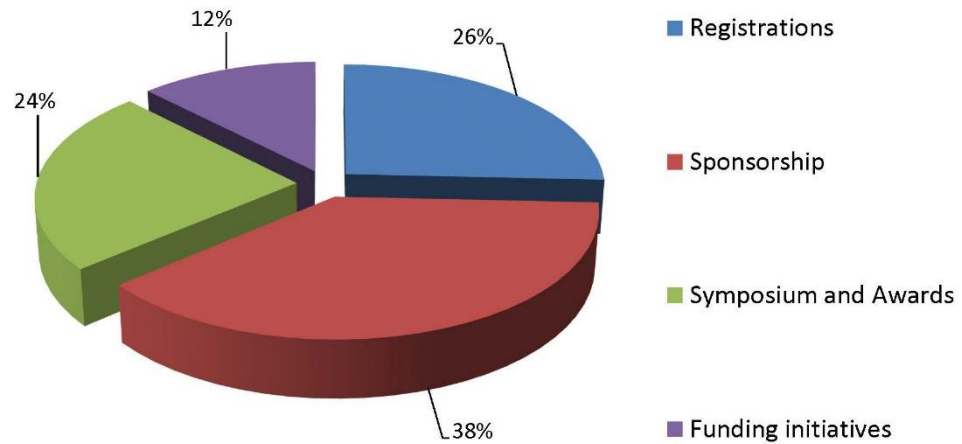
Niagara Falls, Festival of Lights



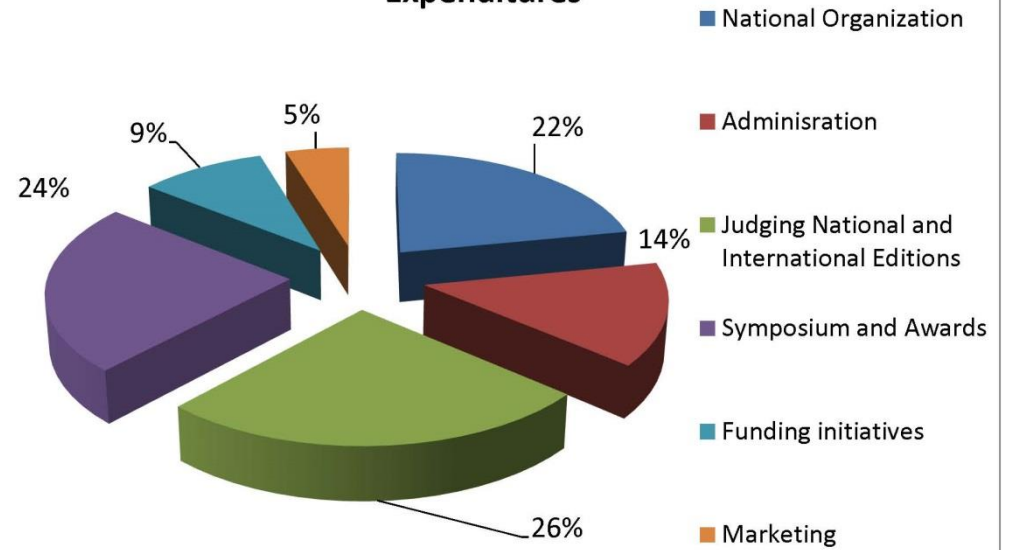
Winnipeg, Festival du Voyageur

# 4. Funding Sources

### Communities in Bloom Budget Revenues



### Communities in Bloom Budget Expenditures



# 5. Landmarks

- Communities in Bloom Foundation
- Dedicated to funding, developing and disseminating education and awareness to a wide audience on the value, improvement, importance and sustainable development of green spaces and natural environment in Canadian society.

Communities  
in Bloom  
Foundation



Fondation  
Collectivités  
en fleurs



Claudette Savaria, 1954 - 2017

## CLAUDETTE SAVARIA BURSARY

Each year, the Foundation awards bursaries to students registered in a full-time post-secondary program pertaining to ornamental and/or environmental horticulture in an accredited institution and who are involved with their local Communities in Bloom committee, in the national or provincial editions. The winner of this year's Bursary is Matthew Carr, Bonnington, BC.

With the passing of our dear friend, Claudette Savaria, it was decided to name the Bursary in her honor. Claudette, horticulturalist by trade, promoted green spaces and the protection of the environment in municipalities in Canada and abroad, with the aim of improving the quality of life of citizens.

Over the past 23 years, she played a leading role within the Communities in Bloom Canadian program. As a founding member, she helped set-up the program in 1995 with emphasis on judges training. She served as Board Director, Executive member and chaired the Judging, Symposium and Awards Ceremonies committees. She was also a founding member and President of the Quebec Association of Green Space Managers and the International Liveable Communities Program (LivCom).



Matthew Carr, 3<sup>rd</sup> year Horticulture Science, University of Saskatchewan

*"By awarding me your bursary in Claudette's honor, you have lightened my financial burden which allows me to focus more on the most important aspect of school; learning. Your generosity has inspired me to help others and continue to give back to the community. I hope one day I will be able to help students achieve their goals just as you have helped me".*

*« En me décernant votre bourse en l'honneur de Claudette, vous avez allégé mon fardeau financier, ce qui me permet de me concentrer davantage sur l'aspect le plus important de l'école; l'apprentissage. Votre générosité m'a inspiré pour aider les autres et continuer à redonner à la collectivité. J'espère qu'un jour je serai en mesure d'aider les élèves à atteindre leurs objectifs tout comme vous m'avez aidé ».*

## BOURSE CLAUDETTE SAVARIA

Chaque année, la Fondation accorde des bourses d'études à des étudiants inscrits dans un programme postsecondaire en horticulture ornementale et/ou environnementale auprès d'une institution reconnue. Les récipiendaires doivent également participer à des initiatives de leur comité local Collectivités en fleurs, aux éditions provinciales ou national. Le gagnant de la bourse de cette année est Matthew Carr, Bonnington, C.-B.

Avec le décès de notre chère amie, Claudette Savaria, il a été décidé de nommer la bourse en son honneur. Claudette, horticultrice de formation, a fait la promotion des espaces verts et la protection de l'environnement dans les municipalités au Canada et à l'étranger, et ce, dans le but d'améliorer la qualité de vie des citoyens.

Au cours des 23 dernières années, elle a joué un rôle prépondérant au sein du programme canadien de Collectivités en fleurs. À titre de pionnière, elle a contribué à la mise sur pied du programme en 1995 et à la formation des juges. Elle a siégé comme membre de l'exécutif du conseil d'administration et présidé le Comité des juges et celui du Symposium et des Cérémonies de remise des prix. Elle a œuvré au sein de l'Association des Responsables d'Espaces Verts du Québec (l'AREVQ) et du programme International Liveable Communities (LivCom).

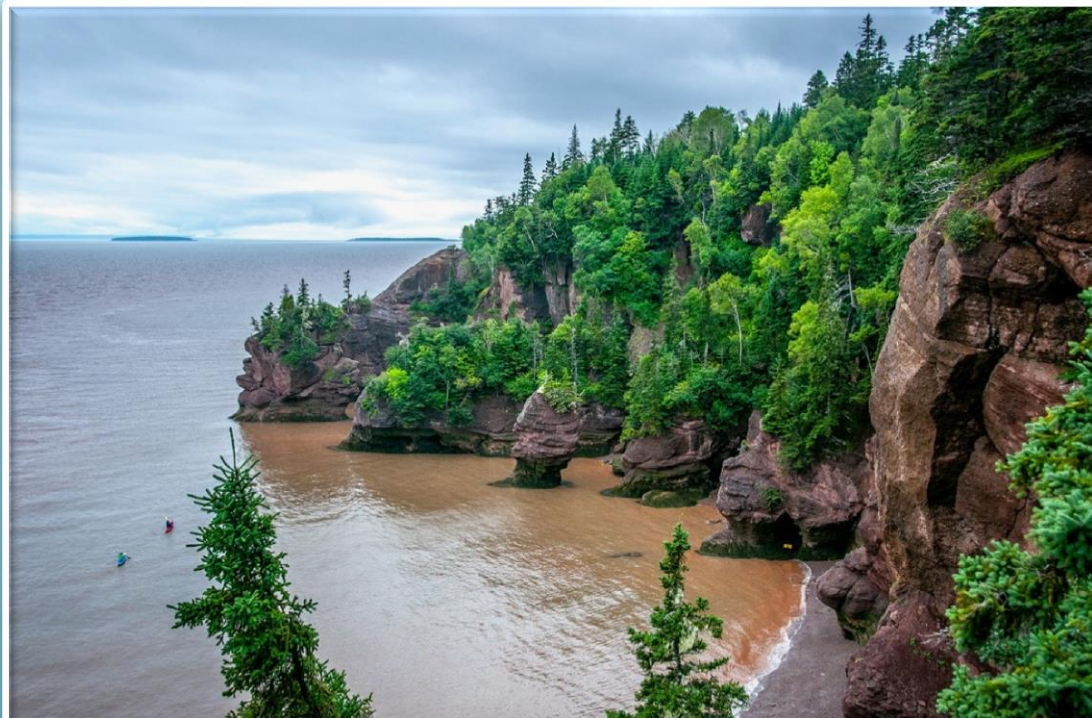
**H<sub>2</sub>O LABOR SAVER**  
HANGING PLANT CONTAINER

- Save 2/3rds of your labour cost for watering
- Save up to 50% in water usage
- Pays for itself in one season
- Reusable

**a.m.a.** 800-338-1136  
amaplas.com

## 5. Landmarks

- Parks and Grounds



Fundy National Park, NB



Okanagan College, BC

# 5. Landmarks

- International Category

Belgium



England



Italy



Scotland



Turkey



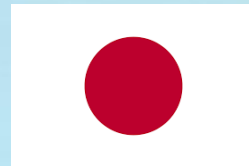
British Isles



France



Japan



Singapore



United States of America



Croatie



Hungary



Netherlands



Slovenia



Wales



Czech Republic



Ireland



Northern Ireland



South Korea



- Mentoring, Twinning , Networking



Chatel, France



Mont-Tremblant, QC

- National Symposium on Parks and Grounds

**NSP & G  
SNP & EV**

NATIONAL SYMPOSIUM ON PARKS & GROUNDS

SYMPOSIUM NATIONAL SUR LES PARCS & ESPACES VERTS

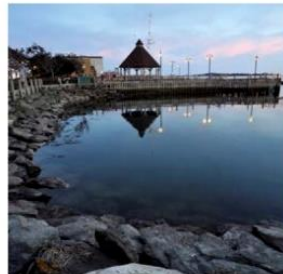


NATIONAL SYMPOSIUM ON PARKS AND GROUNDS  
NOVA SCOTIA PROVINCIAL AWARDS CEREMONIES  
NATIONAL & INTERNATIONAL AWARDS CEREMONIES



Yarmouth, Nova Scotia  
September 25 - 28, 2019

CELEBRATING  
EXCELLENCE



We are looking forward to hosting you in Yarmouth next September. Be sure to take the time to explore the Yarmouth & Acadian Shores region and other parts of the province. There is so much to see and do. If you need any help planning your trip, reach out to our Visitor Information Centre at 1-800-565-0000.

Mayor Pam Mood  
Town of Yarmouth, NS

**PRELIMINARY PROGRAM** | SUBJECT TO CHANGE WITHOUT NOTICE

- Provincial Editions



**British Columbia | Colombie-Britannique**

Catherine Kennedy | 604-576-6506  
[c.kennedy@telus.net](mailto:c.kennedy@telus.net) | [www.bccib.ca](http://www.bccib.ca)



**Alberta**

Karen Snethun | 403-789-6287  
[ksnethun@arpaonline.ca](mailto:ksnethun@arpaonline.ca) | [www.cib.arpaonline.ca](http://www.cib.arpaonline.ca)



**Saskatchewan**

Andrew Exelby  
306-780-9262 | 1-800-563-2555  
[axelby@spra.sk.ca](mailto:axelby@spra.sk.ca) | [www.spra.sk.ca/cib](http://www.spra.sk.ca/cib)



**Manitoba**

Cathy Shaluk | 204-813-5279  
[coordinator@mbcommunitiesinbloom.ca](mailto:coordinator@mbcommunitiesinbloom.ca)  
[www.mbcommunitiesinbloom.ca](http://www.mbcommunitiesinbloom.ca)



**Ontario**

Lynda Rotteau | 519-524-8482  
[cibon2017@gmail.com](mailto:cibon2017@gmail.com) | [www.cibontario.ca](http://www.cibontario.ca)



**Québec**

Annie Champagne | 450-774-5707  
[annie.champagne@fleuronsduquebec.com](mailto:annie.champagne@fleuronsduquebec.com)  
[www.fleuronsduquebec.com](http://www.fleuronsduquebec.com)



**Nova Scotia | Nouvelle-Écosse**

Tanice Mundle | 902-423-4480 | 1-800-948-4267  
[tanice@tourism.ca](mailto:tanice@tourism.ca) | [www.novascotiainbloom.org](http://www.novascotiainbloom.org)



**New Brunswick | Nouveau-Brunswick**



**Newfoundland & Labrador  
Terre-Neuve-et-Labrador**



**Northwest Territories | Territoires du Nord-Ouest**



**Prince Edward Island | Île-du-Prince-Édouard**



**Nunavut**



**Yukon**

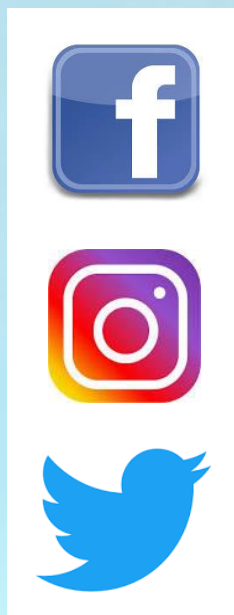
Please contact the Program Coordinator | Veuillez contacter la  
Coordonnatrice de programme : 514-694-8871  
[bloom@cib-cef.com](mailto:bloom@cib-cef.com) | [www.communitiesinbloom.ca](http://www.communitiesinbloom.ca)



- Promotional Tools



- Magazine
- Website and social medias



- « How to participate » flyer

**Enter the Beauty Contest that Everyone Wins!**  
**Participez au concours de beauté où tout le monde gagne!**

Canada 1995  
**Communities in Bloom** / **Collectivités en fleurs**  
 People, Plants and Pride / Grouper, Plantes et Orgueil

Patron  
 His Excellency the Right Honourable Roméo LeBlanc P.C., C.C., C.M.M., C.D., Governor General of Canada  
 Président d'honneur  
 Son Excellence le très honorable Roméo LeBlanc C.P., C.C., C.M.M., C.D., Gouverneur général du Canada

**National & Provincial Organizations**  
 Organismes de niveaux national et provincial

- National Capital Commission / Commission de la Capitale Nationale
- Federation of Canadian Municipalities / Fédération Canadienne des Municipalités
- Tourism Industry Association of Canada / Association de l'Industrie Touristique du Canada
- Canada Parks/Recreation Association / Association Canadienne des Loisirs/Parcs
- Canadian Society of Landscape Architects / Association des Architectes Paysagistes du Canada
- Tourism Canada / Tourisme Canada
- Canadian Nursery Trades Association
- British Columbia Ministry of Municipal Affairs (Downtown Revitalization Program)
- Travel Manitoba
- Manitoba Good Roads Association
- Ontario Parks Association
- Association of Municipalities of Ontario (Small Urban Section)
- Association des responsables d'espaces verts municipaux du Québec
- Union of Municipalities of New-Brunswick / Union des Municipalités du Nouveau-Brunswick
- Recreation Association of Nova Scotia
- Rural Beautification Society of Prince Edward Island
- Newfoundland & Labrador Parks / Recreation Association

**National Sponsors**  
 Commanditaires nationaux

**TORO** **GREEN CROSS** **NUTRITE** **White Rose** **WILL PERRON** **Turf & Recreation** **ZALUSCHERS** **VIA** **AIR CANADA** **Patrimoine canadien** **Canadian Heritage** **The Council for Canadian Unity** **Le Conseil pour l'unité canadienne**

**Supporters**

- Laidlaw Waste Systems Ltd.
- Union Gas
- Bell Mobility / Bell Mobilité
- McFayden
- Lavery, De Billy

*Beauty your municipality*  
*Build community pride*  
*Improve the environment*  
*Embellissez votre municipalité*  
*Augmentez la fierté de votre collectivité*  
*Améliorez l'environnement*

## 5. Landmarks

- CIB Gardens at the CN Tower



Stratford, ON at the CN Tower

- Edition Stamp



- Proclamation Week



Barrie, ON

- Sovereign's medal for volunteers



- Song written for CIB : 150th Confederation
- CIB Play at Fringe Festival

## 6. Grants, Contests and Contracts management

- La Route des Fleurs et des Jardins
- AIB mentoring
- Cultural Capitals of Canada



## 6. Grants, Contests and Contracts management

- Scotts Canada Gro for food garden and green spaces grants



- Scotts Miracle-Gro Best Garden Selection



## 6. Grants, Contests and Contracts management

- Home Hardware – Mark's Choice Canada's Backyard Contest



- CN EcoConnexions From the Ground Up



Jasper, AB

## 6. Grants, Contests and Contracts management

- Gardens of Remembrance

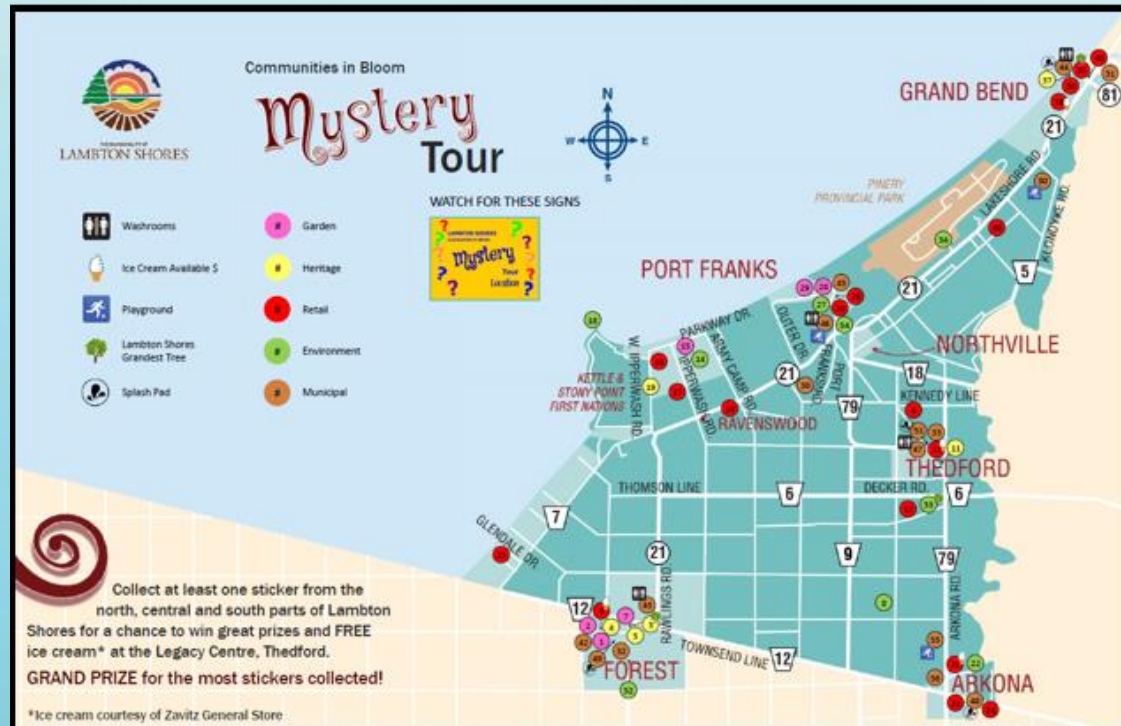


- MosaiCanada 2017



# 7. Benefits

- Community initiatives



Lambton Shores, ON



Morro Bay, CA



## 7. Benefits

- Civic pride



Charlottetown, PEI, CIB 20th Edition Celebration

- Improved quality of life



Metro Moncton, NB

- Environmental awareness and stewardship



Morro Bay, CA

- Beautification



Lambton Shores, ON

- Downtown revitalization

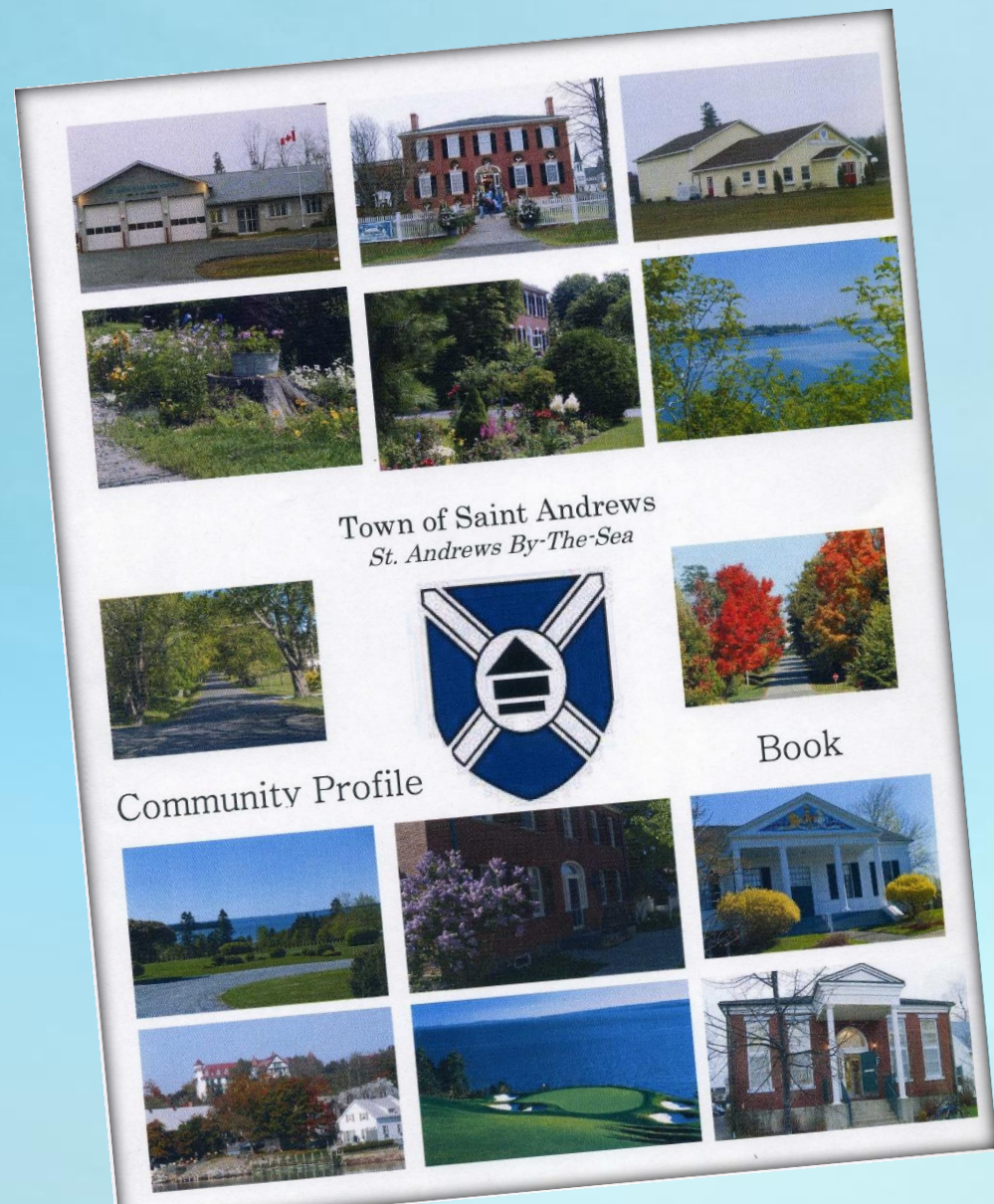


Niagara-on-the-Lake, ON



Rosemère, QC

- Leverage for economic development



- Leverage for tourism development



Indian Head, SK

## 8. Conclusion

THANK YOU TO OUR  
VOLUNTEER JUDGES

From 1995 to 2019, 190 persons have judged at least one year, doing a total of 594 judging tours



Canada

**Communities  
in Bloom**

People, Plants and Pride...  
Growing Together

©/MD

**Collectivités  
en fleurs**

Citoyens et espaces verts en harmonie  
une société florissante

25<sup>th</sup>  
ième  
EDITION