HOW MIDLAND GOT ITS BLOOM ON
WHO IS MIDLAND?
WHY DID WE PARTICIPATE?

• To promote quality of place as an economic development initiative
• To be seen through different eyes
• To lend credibility to our current efforts
• To receive unbiased, honest feedback on potential areas of improvement
WHO WORKED ON THIS INITIATIVE?

• 5-member Beautification Committee

• 3 City staff members
ABOUT THE COMPETITION
HOW WERE WE JUDGED?

6 judging categories:

• Floral displays
• Landscape design
• Urban forestry
• Heritage preservation
• Environmental effort
• Overall impression
HOW WERE WE JUDGED?

• Comprehensive **community profile**
• Develop a **community tour**
HOW WERE WE JUDGED?

2 days of judging – July 21-22:

• 2 judges who have never judged together

• Judges had never judged our category before
  ▪ (This is not always true for everyone)

• 2 long days – from 7:00 a.m. to 9:00 p.m. each day

• We included a bonus day to enjoy annual Reece Endeavor Garden Walk event
A FEW PHOTOS FROM OUR JUDGES’ VISIT:
THE FRUITS OF OUR LABOR  
(no pun intended)
The scores were tallied.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Possible Points</th>
<th>Actual Points</th>
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</thead>
<tbody>
<tr>
<td>Floral Displays</td>
<td>175</td>
<td>164</td>
</tr>
<tr>
<td>Landscaped Areas</td>
<td>175</td>
<td>159</td>
</tr>
<tr>
<td>Urban Forestry</td>
<td>175</td>
<td>151</td>
</tr>
<tr>
<td>Environmental Efforts</td>
<td>175</td>
<td>154</td>
</tr>
<tr>
<td>Heritage Preservation</td>
<td>175</td>
<td>162</td>
</tr>
<tr>
<td>Overall Impression</td>
<td>125</td>
<td>117</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
<td><strong>907</strong></td>
</tr>
<tr>
<td><strong>Score (%)</strong></td>
<td><strong>90.7</strong></td>
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<tr>
<td><strong>Bloom Rating</strong></td>
<td><strong>5</strong></td>
<td><strong>5</strong></td>
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</tbody>
</table>
..AND WE WON!!
WHAT DID WE WIN?

• **1st place**: 30,000-50,000 Population category

• **5-bloom** rating (based on overall score)

• **Nominated** for Best Use of Local Bloom Committee Logo for “Get Your Bloom on Midland”

• **Special mention** for community involvement
WHAT DID WE LEARN?

• Community profile became a valuable tool

• Attended the 2016 American in Bloom Awards & Symposium in October 2016
  ▪ Networked with other AIB winners and participants
  ▪ Learned firsthand from subject matter experts

• Garnered actionable and constructive feedback and suggestions for City staff, committee, and community organizations
HAVE QUESTIONS? LET’S TALK MORE!

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Social: @CityofMidlandMI (Facebook/Twitter)

VIEW OUR AIB DOCUMENTS, TOUR INFORMATION, & RECOMMENDATIONS ONLINE: