



HOW MIDLAND GOT ITS BLOOM ON



WHO IS MIDLAND?



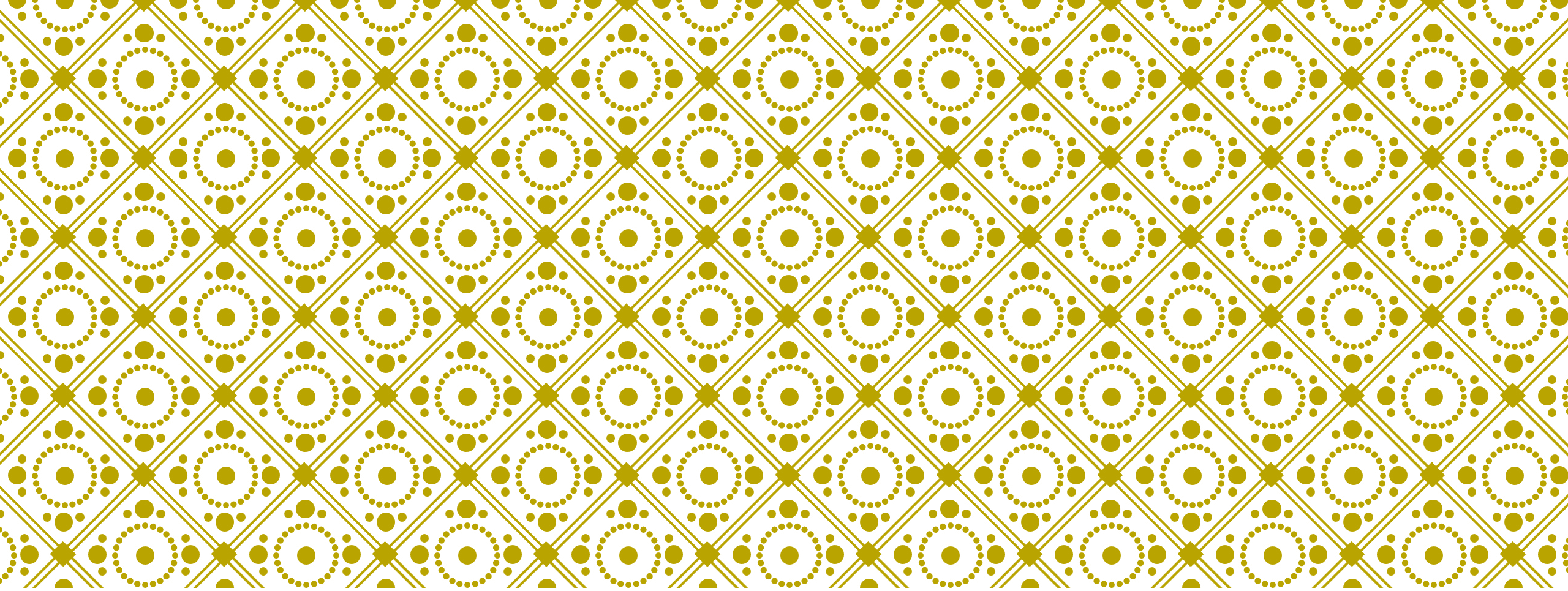
WHY DID WE PARTICIPATE?

- 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?

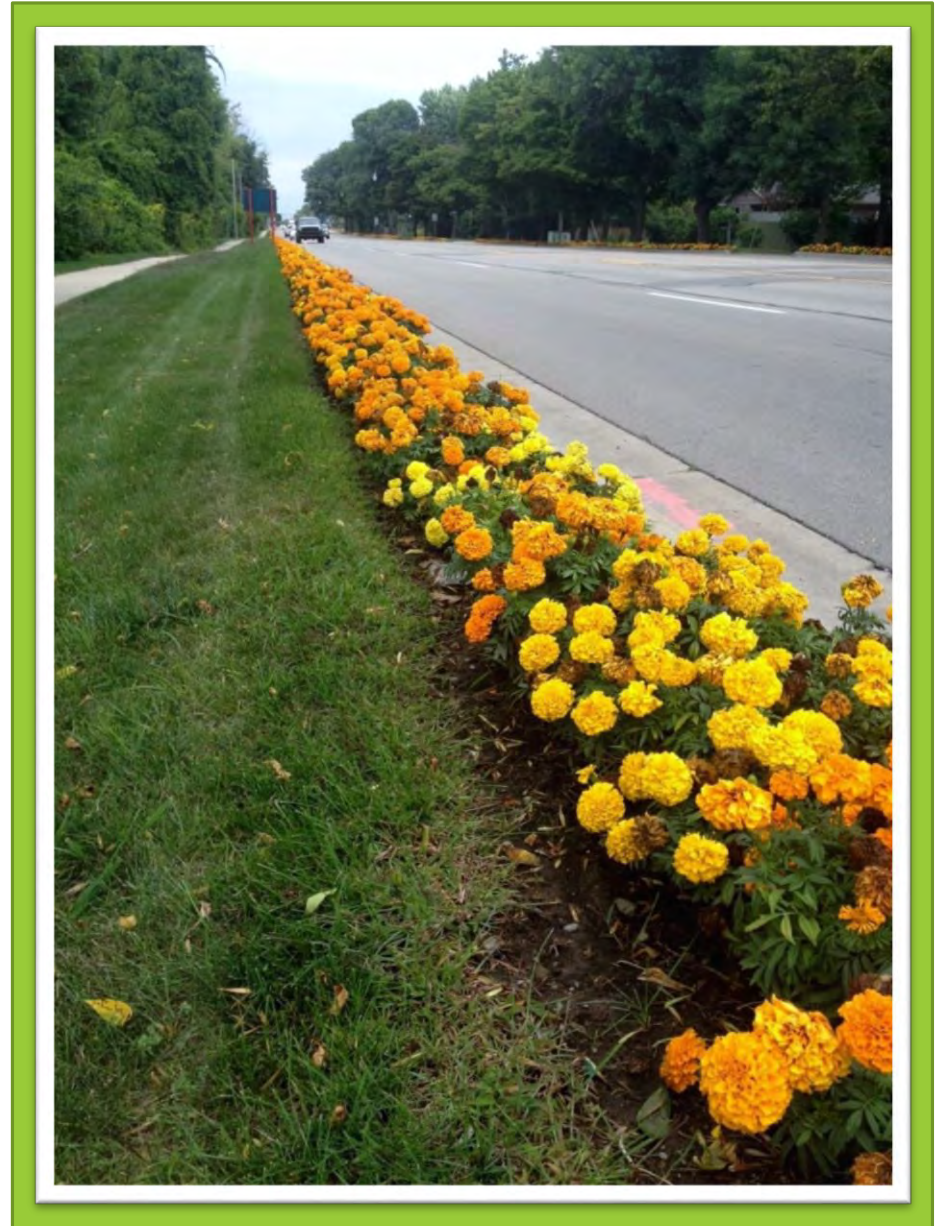
6 judging categories:

- Floral displays
- Landscape design
- Urban forestry
- Heritage preservation
- Environmental effort
- Overall impression



HOW WERE WE JUDGED?

- Comprehensive **community profile**
- Develop a **community tour**



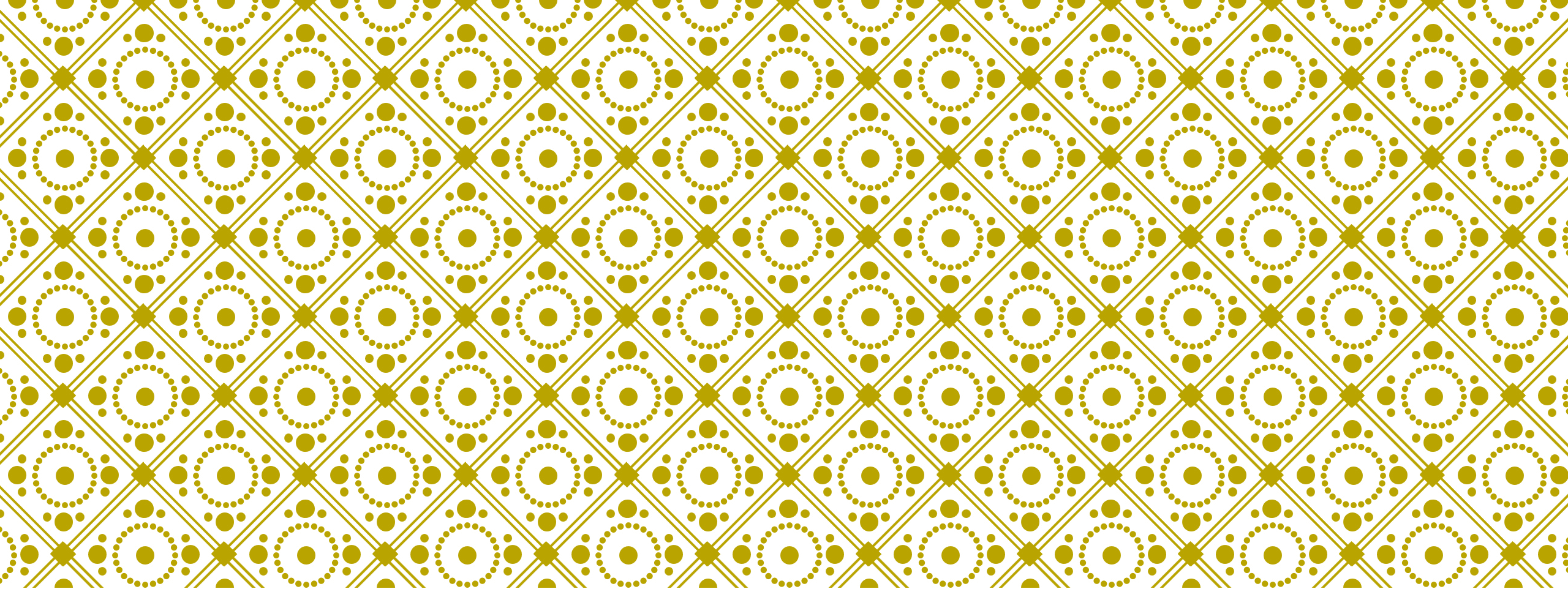
HOW WERE WE JUDGED?

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..

Criteria	Possible Points	Actual Points
Floral Displays	175	164
Landscaped Areas	175	159
Urban Forestry	175	151
Environmental Efforts	175	154
Heritage Preservation	175	162
Overall Impression	125	117
Total	1000	907
Score (%)	90.7	
Bloom Rating	5	5



..AND WE WON!!

get your
BL  **m** on
midland

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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Phone: (989) 615-7653

Online: cityofmidlandmi.gov/beautification

Social: @CityofMidlandMI (Facebook/Twitter)

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

<http://bit.ly/midlandbloom>