



Agenda Item Summary Report

Meeting Date:
October 20, 2025

Submitted by:
Michelle Bailey Hedgepeth, Town Administrator
Purnell Hall, Public Works Supervisor
Regine Watson, Town Clerk

Item Title: America in Bloom | October 2025 Update (Information Only)

America in Bloom – October 2025 Update (Information Only):

Work Session Item [X]
Council Meeting Item [X]

Documentation Attached:
AIB Report – 2025 Visit Evaluation

Recommended Action:

Update to the Town Council for October 2025, including the final report from July 17-18, 2025.

Item Summary: America in Bloom (AIB) is a nationwide initiative that promotes beautification, community involvement, and environmental enhancement through the use of flowers, plants, trees, and various lifestyle improvements. The Town was recently evaluated on July 17-18, 2025, by a pair of evaluators. This is the Town's second year in AIB.

The Town was evaluated on the following factors:

- Community Vitality
- Floral Impact
- Landscaped Areas
- Urban Forestry
- Environmental Initiatives
- Celebrating Heritage
- Overall Impression
- Evaluation Tour Preparation and Actions

The Town has worked diligently to improve many of these areas since our review last year. After attending the AIB Conference in Michigan, we gained valuable insights into ways to continue improving our scores in many of the areas.

As we prepare for the next year, we will be working on Floral Impact, which includes adding baskets and planters throughout town. We will also enhance landscaped areas and collaborate with our partners on improving the appearance of areas not maintained by the Town. In the area of Urban Forestry, we will also make some additional strides with some ongoing partnerships and local organizations. Overall, the Town will make strides to improve its performance and enhance the overall quality of life for its residents.

Staff will be available to answer any questions the Council may have about this program.

About America in Bloom:

Founded in 2001 by horticulture industry professionals, AIB initially focused on connecting people with the benefits of plants and flowers. However, it expanded its scope to encompass broader community development aspects such as heritage preservation, environmental efforts, and overall community vitality.

Key Points of the AIB Program:

- **Community Enhancement:** AIB aims to create welcoming and vibrant communities where residents can live, work, and play amidst colorful plants and trees, clean environments, and celebrated heritage.
- **Founding Values:** AIB was founded on promoting horticulture benefits, but it evolved to address quality-of-life issues and economic drivers for communities, recognizing that real community development extends beyond beautification efforts.
- **Diversity, Equity, and Inclusion:** AIB is committed to fostering a diverse, inclusive, and equitable environment where all board members, staff, volunteers, and stakeholders are respected and valued regardless of demographic characteristics or backgrounds.
- **Nondiscriminatory Practices:** AIB upholds nondiscriminatory and equal opportunity practices across all aspects of its work.
- **Inclusive Practices:** AIB actively seeks to include divergent views and experiences, respecting its members' diverse life experiences.
- **Encouragement of Differing Viewpoints:** AIB encourages consideration of differing viewpoints and welcomes input for improvement.
- **Striving for Inclusivity:** AIB continually strives to be as inclusive as possible, welcoming new ideas and perspectives to enhance its mission.

By participating in the America in Bloom program, our town can enhance its physical beauty and foster a sense of community pride, environmental stewardship, and inclusivity.

Overall, AIB contributes to the Town's approach to sustainability and enhancing the quality of life for its residents.

Budgeted Item: Yes ☒ No ☐ NA
Budgeted Amount: Part of PW Budget
One-Time Cost:
Ongoing Cost: NA

Continued Date:

Council Priority: Yes ☒ No ☐

Approved Date: