



Agenda Item Summary Report

Meeting Date:
April 14, 2025

Submitted by:
Michelle Bailey Hedgepeth, Town Administrator

Item Title: America in Bloom Update | April 2024

America in Bloom – Overview (Information Only):

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

Documentation Attached:

Recommended Action:

Report for Council on the America in Bloom Process that will begin in July 2025

Item Summary: America in Bloom (AIB) is a nationwide initiative that promotes beautification, community involvement, and environmental enhancement by using flowers, plants, trees, and various lifestyle improvements.

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.

Last year, our staff attended the annual conference in Columbus, Ohio, and learned about beautification efforts from other Towns and cities around the county. We hope to do additional projects this year to enhance our application. This includes some additional plantings and the implementation of rain barrels in the community.

As part of last year's evaluation, the AIB members recognized residents with outstanding and notable yards.

Other towns in the immediate area have joined and started participating in this program. As members of America in Bloom, the Town receives discounts on plants and trees. We will also leverage the free trees that have been awarded to our non-profit partners.

Overall, AIB feeds into the Town's approach to sustainability and improving quality of Town residents.

The Town Administrator will answer any questions.

Budgeted Item: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> NA Budgeted Amount: Part of PW Budget One-Time Cost: Ongoing Cost: NA	Continued Date:
Council Priority: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Approved Date: