

PEOPLE, PLANTS AND PRIDE... Growing Together

BC COMMUNITIES IN BLOOM NEWSLETTER

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www.bccib.ca



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Celebrate Canada's 150th

With Canada's 150th anniversary on the horizon in 2017, it is a great time to start thinking about what your community can do to celebrate the Sesquicentennial. Plans are underway for the Capital Cities in each Province to celebrate public gardens, by either creating new park spaces or hosting events in existing ones.

What opportunities will there be for BC communities to get in on the action? What can BC communities do to celebrate? Did your community exist in 1867?

Let me know, I would love to hear your ideas, send them to c.kennedy@telus.net

Bloom Power... Start using it Today

Okay, okay anyone who knows Communities in Bloom knows the program is about more than flowers. In our minds we tend to think of the word Bloom as symbolizing the growing of the community in addition to the real physical satisfaction that plants and green spaces provide to our well-being.

Recently the BC Landscape & Nursery Association (BCLNA) linked to a [Texas A&M University report](#) (click on the words "Summary Publication") that substantiated the economic, health and environmental benefits of the Green Industry. Whether you are a nursery grower, landscaper, retail garden centre or a community working at achieving CiB's top honor of 5 Blooms, this report will back up all our beliefs regarding the value of the CiB program. (also see page 3)

2015 Registration- Register Early to Win

Announcing our

BC CiB Fundraiser

See pages 4 & 5 for info about our prize donors & the ticket order form.



Garden Tourism - Publication Deadline

Promotional Opportunity for all Public Gardens in the Province of BC

Garden Tourism is now an officially recognized sector by Destination British Columbia. This exciting initiative provides all public gardens across the province with the opportunity to come together under the British Columbia Garden Tourism Coalition Society (known as Gardens BC) to take advantage of marketing opportunities through a 'matched-funding' program administered jointly by Gardens BC and Destination British Columbia. Continued on Page 2

Check our New Website at www.bccib.ca

Garden Tourism Opportunity- Continued from Page 1

The first of such marketing opportunities is the development of a Garden Trail that links member gardens throughout British Columbia. Along with the development of BC's Garden Trail, a marketing piece will be created to promote the trail. The Garden Trail magazine will have a distribution of 350,000 copies throughout BC, Washington, Oregon and California. It will also be distributed by many of our member gardens and tourism partners at a wide array of tradeshow's garnering further awareness of the Garden Route and of individual gardens throughout the Province.

Each garden that elects to participate will receive:

- 1/4 page advertisement (2"x 4.5")
- including one full colour photo 2"x3.5"
- a write up which will include particulars such as location, phone number , web address, hours of operation, etc.

We will also be including a highlighted locator on our Gardens Trail map.

Distribution will be handled by Certified Folder Canada.

Cost will be as follows:

- Gardens BC members will be \$1,250 plus GST
- Non-members will be \$2,000 plus GST and will include a one year membership in Gardens BC.
- Larger size ads are available upon request. Please contact david@butterflygardens.com for a full price list

Gardens BC is building on an initiative by Michel Gauthier, organizer of Canada's Garden Tourism Conference and Executive Director of the Canadian Garden Council. We are encouraged by the support we have received from the **BC Communities in Bloom**, and Destination BC, Tourism Victoria and Tourism Vancouver and Tourism Vancouver Island. It is with their help that the dream of promoting garden tourism as a recognized tourism sector has become a reality. It is our hope that we will have representation from every corner of British Columbia and we encourage you to get involved with Gardens BC as we grow the Garden Tourism sector across the province.

To participate in the Garden Trail, please contact david@butterflygardens.com no later than **January 16, 2015.**

For more information on Gardens BC membership, please contact david@butterflygardens.com

What's Growing On in BC

- Check out our New website at www.bccib.ca
- Sign-up for the Newsletter on the website
- Do you know an avid Golfer or two? Only 300 tickets will be sold. See page 5 for the order form.
- January 31 is the early PAID REGISTRATION DEADLINE to win a conference registration
- February 28th BCRPA Spring Training BC CiB will have a booth at the tradeshow
- Did you know: Garden Tourism is a brand new Destination BC Tourism Sector and you will hear more about it in the coming months as a new GardensBC website gets finalized.

The key purpose of the group is to support the key strategy of Increasing awareness of BC as a garden tourism destination.

BC Communities in Bloom offers a way to reach, teach, and recognize worthy communities in all areas of the province. BC CiB has been part of the process of this developing sector.

- The Friday before Father's Day is being marked as a national Garden Day.

This is the 10th year of the Growing Together Newsletter!



A reminder of greener days to come

Photos: Sooke left and Nakusp right.

If you need to justify why the Communities in Bloom program should be in your community, read this...

Our value proposition for the future: Emphasizing the benefits of flowers, shrubs, trees, and turfgrass

The value proposition for the green industry in the future must focus on the unique ways in which *quality of life* is improved for its customer base. Much research has validated the emotional and environmental benefits of flowers, plants, and trees. In a nutshell, green industry products and services improve emotional health, boost seniors' well being, enhance hospital recovery rates, enhance employee innovation and ideas, strengthen feelings of compassion, decrease worry and anxiety, express feelings of compassion, build stronger communities, mitigate environmental externalities, and improve the economic value of homes— just to name a few of the benefits.

I have an entire section of my website devoted to this subject — see <http://ellisonchair.tamu.edu/our-value-proposition-for-the-future>

All the best,
Charlie

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Website: <http://ellisonchair.tamu.edu>

Additional Note: Dr. Hall is the President of America in Bloom www.americainbloom.org

The [PDF of the Forum paper](#) will provide additional information for each of the benefits noted and is located in the **Summary Publication** link on the website: Economic, Environmental, and Health/Well-Being Benefits Associated with Green Industry Products and Services: A Review (Journal of Environmental Horticulture 29(2):96-103.

Some key points from the Paper:

ECONOMIC BENEFITS

- Beautification draws customers, reduces shopper stress and enhances store appeal...
- Boost occupancy rates...
- Tourism Revenue...
- Job Creation...
- Reduced Health Care Costs...
- Increased Property Values...
- Tax revenue Generation...
- Reduced Street Repairs...

ENVIRONMENTAL (ECOSYSTEM SERVICES) BENEFITS

- Carbon sequestration, improved air quality...
- Attract wildlife and promote biodiversity...
- Energy savings...
- Reduce heat and cold damage...
- Offset heat islands...
- Reduce noise pollution...
- Reduce soil erosion...
- Reduce storm water runoff and improve water quality...

WELL BEING BENEFITS

- Concentration and memory...
- Learning...
- Educational programs and special events...
- Flowers generate happiness...
- Reduce stress...
- Health and recreation..
- Accelerates healing process...
- Therapeutic effects of gardening...
- Improves relationships / compassion...
- Improved human performance / energy...
- Mental health...
- Reduced community crime / community cohesion...
- Traffic safety / driver satisfaction...
- Upgrade effect...

For additional explanations of each of these bullet points, check out the [Summary Publication](#) link on the website.

We need your help selling tickets! Contact Catherine at (604) 576-6506 if you can sell a book or two.



\$2700 WORTH OF GREEN FEES AND ACCOMMODATIONS

**1ST PRIZE 6 ROUNDS OF GOLF FOR 2
ACCOMMODATIONS INCLUDED**



**2ND PRIZE 4 ROUNDS OF GOLF FOR 2
ACCOMMODATIONS INCLUDED**



**TICKETS \$40
ONLY 300 TICKETS SOLD
DRAW DATE APRIL 18, 2015**

ACCOMMODATIONS BY



BC Gaming Event Licence # 70481

Draw Date April 18, 2015, 3 pm at the Sandman Hotel Langley

Prizes are as awarded, No Cash Value. Chances are 1 in 300 (total tickets for sale) to win a grand prize

Tickets may be sold and purchased only in British Columbia Must be 19

Know your limit, play within it.

TICKET ORDER FORM

GAMING LICENCE # 70481



Both Prizes include Rounds of Golf for 2 with Cart and Accommodation

1st Prize: Qualicum Beach Golf Course (Qualicum Beach), Arrowsmith Golf Course (Qualicum Beach), Sandpiper Golf Course (Harrison Mills), Golden Eagle Golf Course (Pitt Meadows), Castlegar Golf Course (Castlegar), Granite Point Golf Course (Nelson). Comes with overnight stays at Qualicum Beach, Harrison Mills, Castlegar and some goodies. Package Value \$1700.

2nd Prize: Sun Rivers Golf Resort (Kamloops), Harvest Golf Course (Kelowna), Peace Portal Golf Course (Surrey), Penticton Golf Course (Penticton). Comes with overnight stays at Kelowna, Langley and Penticton. Package Value: \$1000.

Name:		
Address:	City:	Postal Code
Phone:		
Email:		
# of Tickets	@ \$40 each =	\$

CHEQUE PAYABLE TO: BC Communities in Bloom Society MAIL TO: Suite 102 – 19289 Langley Bypass, Surrey, BC V3S 6K1

Raffle proceeds will help to support our BC Communities in Bloom volunteers who give their time as specialists in horticulture, parks and recreation, community management and volunteer coordination, and who are additionally trained to deliver the CiB evaluation program to the benefit of all British Columbian communities.

For over 10 years BC Communities in Bloom (BC CiB) has delivered a province-wide enhancement program (tool) that has benefited the province and communities of all sizes. From tourist towns on the coast, rural interior and industrial towns in the north, our organization has provided guidance through the judge’s visits and evaluation reports to more than 100 community groups.

At the heart of our organization is our team of dedicated volunteers who bring a wealth of experience to our society. They represent the province as board members, judges and committee members in addition to representing their geographical regions. Our volunteers are the reason the society exists to deliver the Communities in Bloom program.

We are very proud of what the CiB program accomplishes for our province; please help us to continue to GROW in 2015 by purchasing a raffle ticket. If you need more information please call Catherine Kennedy at (604) 576-6506.

300 tickets printed; Final Sales April 3, 2015; Raffle Draw Date April 18th 2015 at 3pm;
 Draw Location: BC CiB 2015 AGM Fraser Room, Langley Sandman Hotel 8855 202 Street Langley, BC V1M 2N9

Tickets may be sold and purchased only in British Columbia. Must be 19 years of age or older to purchase tickets. Prize awarded to name on ticket (non transferable), no cash value. Winners agree to have their names and photos published in the May BC Communities in Bloom Growing Together Newsletter.