

Terms of Reference: Edmonton in Bloom

Council Term:	2017-2021 Council Term
City Council Sponsor(s):	Councillor M. Nickel
Supporting Department:	City Operations
Administration Lead:	Gord Cebryk
Initiative Status:	Existing

Mandate

The Edmonton in Bloom (EiB) Council Initiative is a coordinated approach and promotion to encourage greater community engagement and corporate sponsorship to further enhance Edmonton's natural beauty and preserve the environment. The EiB Council Initiative includes Front Yards in Bloom, Communities in Bloom and the Edmonton in Bloom awards ceremony, which involve citizens and Edmonton businesses to make the city more beautiful and improve their sense of pride with the city of Edmonton.

Desired Outcomes

- Outcome #1: Increased reach and public participation in the Front Yards in Bloom program.
 - Develop detailed volunteer management plan and sponsorship plan to increase volunteerism and sponsorship dollars to meet higher program requirements for Front Yards in Bloom.
 - Create targeted communications plan aimed towards volunteerism
 - Continue to partner with Edmonton Horticultural Society and Canadian Union of Postal Workers on the Front Yards in Bloom committee.
 - Launch sub-themed versions of Front Yards in Bloom as budget allows .
- Outcome #2: Increased awareness of Edmonton's Circle of Excellence standing in Communities in Bloom.
 - Develop detailed CiB Communications Plan, including outreach about the tour and other initiatives.
 - Receive continued input from stakeholders, community groups and City units for knowledge-sharing of unique initiatives that deserve recognition through the Communities in Bloom tour.

- Assist with the planning and logistics for the Communities in Bloom National Symposium, held in Strathcona County from September 26-29, 2018. This event will bring delegates from across the country to the Capital Region. 1-2 staff members will dedicate time and resources to help with tour locations and logistics of conference.
- Outcome #3: Front Yards in Bloom: Winterscapes/InGloom photo contests to continue for 2017-2021 term, to prolong community beautification efforts throughout the year.
 - Continue with social media promotions of program in January and February of 2018, 2019, 2020 and 2021.
 - Increase presence of Council sponsor support by way of social media promotions, media inquiries as needed, and advocacy.
 - Initiate an online InGloom photo contest in September 2018 to promote the autumn season of beautification.

Existing Related Corporate Programs

- Root for Trees
- Rain Garden in a Box Pilot Project
- Master Composter Recycler
- The Way We Green
- Community Gardens
- Capital City Clean-Up
- *fresh*: Edmonton's Food & Urban Agriculture Strategy
- Vacant Lots for Urban Agriculture
- Bloomin' Boulevards
- Partners in Parks
- Natural Private Property (Yards)
- City-wide Naturalization
- Urban Forestry
- Natural Areas Management
- Winter City Strategy

Timelines

- The Work Plan will be presented to Council on June 12, 2018.
- This Council Initiative will report to the Community and Public Services Committee twice a year, with the exception of the final year in which the second report will be made to City Council.

Key Stakeholders

- Edmonton Horticultural Society

- Canadian Union of Postal Workers
- Edmonton Native Plant Group
- Sustainable Food Edmonton
- Edmonton Federation of Community Leagues

Financial Implications

- Operational: \$10,456
- No capital
- Other funding sources: Corporate sponsors
- Staff requirements: 1 FTE (Recreation Officer I), 1 temporary, full-time (Recreation Technician I)

Any estimated required financial and human resources for future work will be identified in the work plan that will be presented to Council on June 12, 2018.