

Creating Beautiful and Vibrant Communities

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What makes someone choose one community over another – for a business investment, a new home, or even a weekend visit?

It's rarely about taxes or incentives.

It's the feeling a community creates.

America in Bloom helps communities intentionally create that feeling that attracts people – and businesses – to come to your town.



What is America in Bloom?

National non-profit celebrating 25 years of helping nearly 450 communities becomes more beautiful, thriving, and exciting places.

AIB is community improvement program that helps towns and cities of all sizes – and resources – become more vibrant through:

- Downtown vitality
- Beautification
- Heritage preservation
- Environmental stewardship
- Community involvement

America in Bloom isn't another project. It's a framework that helps communities organize the great work you are already doing.



How Does the America in Bloom Work?

Program that encourages volunteer leadership in coordination with municipal and business efforts.

Brings together volunteers, city government, and the business community.

Fosters better cooperation because everyone is working toward common goals.

Two-person team of Advisors provides a two-day in-person evaluation of a community.

Advisors provide a written report/consultation with customized recommendations. An action plan with practical ideas that can be implemented.

Advisors are landscape designers, arborists, heritage preservationists, environmentalists, city managers, former mayors, tourism/economic development directors, educators, and other horticulture professionals.

Eligible for national awards (x25)

Population	Regular AIB Fee	25% Off for 25 th Anniversary
Under 10,000	\$1,700	\$1,275
10,000 – 25,000	\$1,900	\$1,425
25,000 – 35,000	\$2,100	\$1,575
35,000 – 50,000	\$2,300	\$1,725
50,000 – 100,000	\$2,500	\$1,875
100,000 – 500,000	\$3,100	\$2,325
500,000 – 1 million	\$3,800	\$2,850
More than 1 million	\$4,800	\$3,600



Let's Recap: Why Get Involved with AIB?

- Strengthen your community's competitiveness: AIB helps communities enhance visual appeal, walkability, landscaping cohesion, and public space vibrancy.
- Expert, implementation-focused recommendations: You will receive a customized, detailed written roadmap with practical, budget-conscious recommendations designed to build upon existing initiatives and maximize current investments.
- Support funding justification and grant competitiveness: AIB provides professional documentation, improvement plans, and credibility that communities successfully use to pursue state, federal, and foundation funding.
- Momentum, recognition, and community pride: Participation creates a unifying initiative that engages businesses, residents, volunteers, the municipality, and civic groups while providing national recognition opportunities.



What Communities Say

- “Thank you, America in Bloom, for helping us be the best we can be.”
- “AIB brings our community together.”
- “The best decision our community ever made was joining America in Bloom.”

Castle Rock, Washington: A Community Transformed





Castle Rock, Washington – Before & After



Castle Rock Year 1







Ottawa, Illinois - Before & After





BEFORE



AFTER



















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