



America

*in Bloom*

2018

# Annual Report

Building Communities | Making America Bloom



## Our Vision & Mission

### Making America Bloom



Ottawa, IL

#### Our Vision:

America in Bloom envisions communities across the country as welcoming and vibrant places to live, work, and play – benefiting from colorful plants and trees; enjoying clean environments; celebrating heritage; and planting pride through volunteerism.

#### Our Mission:

America in Bloom's mission is to promote nationwide beautification through education and community involvement by encouraging the use of flowers, plants, trees, and other environmental and lifestyle enhancements.

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## Dear Friends and Supporters,

I was proud to take the gavel this year to become America in Bloom's president of the board of directors. It's an honor to serve an organization that is helping to revitalize and beautiful communities.

Because of your support and encouragement, 2018 was an important year for America in Bloom as we made some critical decisions to position the organization well into the future.

2018 saw an overhaul of our signature program, the National Awards Program. With an eye toward the future and forecasting issues that will likely impact communities, we took a critical look at the metrics our talented judges use to evaluate a community. The revamped program included more objective and measurable outcomes, challenging and educating communities about environmental trends, and continue to push for greater collaboration between private and public entities. We are grateful to the 25 volunteer judges who devoted thousands of hours to work with communities on their "In Bloom" programs.

This year we set the groundwork to launch a new program, Growing Vibrant Communities. This program will likely debut in May of 2019 and offer a self-assessment for communities to evaluate themselves. Whereas the National Awards Program views a community through our judges' eyes, the GVC program will ask communities to turn that lens inward to look at themselves. Growing Vibrant Communities will be assigned an advisor and have access to technical experts who will help guide, challenge, and encourage communities to develop a roadmap for continued development.

After nearly a year of discussion and development, we will soon be debuting the new AIB website. The website has not had an upgrade in nearly a decade, so it has not adequately supported AIB communities through online resources and connectivity. That's about to change with our new website. Stay tuned!

Change is certainly in the air for AIB. But we are proud of our existing programs that remain strong and valuable. The annual AIB Symposium & Awards Celebration was held in Lexington, Kentucky, a community with the perfect combination of big city chic and southern hospitality. Through learning tours, educational programs, and networking activities, leaders from communities across the country were able to share best ideas and inspiration for new programs and projects.

Our unique partnership with CN Railroad delivered generous grants in 2018 of \$25,000 through their EcoConnexions From the Ground Up program to 10 communities situated along the CN Railroad lines in the United States. America in Bloom is honored to be their U.S. partner to manage this project.

I hope this 2018 annual report offers insight into the impact America in Bloom has had and continues to have on communities across America. It demonstrates the efforts being made to benefit these communities with enhanced quality of life, sustained economic vitality, and pride in the overall beauty and uniqueness of their communities. For those of you who help us in these efforts—AIB Board members, AIB judges, AIB community leaders, AIB sponsors and donors—we cannot thank you enough. Thank you!



John Manchester, President  
AIB Board of Directors



**Alabama**

Brewton  
Demopolis  
Fairhope  
Gardendale  
Madison

**Arizona**

Peoria

**Arkansas**

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Fayetteville  
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Glen Ellyn  
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Hoffman Estates  
Joliet  
Lake Zurich  
Lockport  
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Ottawa  
Peru  
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Warrenville  
West Chicago

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Pella

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Charlevoix  
Durand

Ferndale  
Frankenmuth  
Holland  
Jonesville  
Kalamazoo County  
Lapeer  
Midland  
Pleasant Ridge  
Woodhaven

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Northfield  
Ranier  
Red Wing  
St. Paul

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Columbia  
Hermann  
Kirkwood  
Lee's Summit  
U of MO -  
Columbia  
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Meredith

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Greenwood  
Newark Downtown  
District  
River Edge  
Westfield

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General  
Improvement  
District

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Improvement  
District,  
New York City  
Corning  
Goshen  
Grand Central  
Partnership,  
New York City  
Greenwood Lake  
Hofstra University  
Horseheads  
Ithaca  
Lincoln Square  
Business  
Improvement  
District,  
New York City  
Monroe County  
Narrowsburg  
Sackets Harbor  
Saratoga Springs  
Warwick  
Waterloo

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Hendersonville  
Mecklenburg  
County  
Tarboro  
Wake Forest

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Akron  
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Athens  
Barberton  
Bay Village  
Belpre  
Berea  
Bexley  
Blanchester  
Bluffton  
Bowling Green  
Brecksville

Bremen  
Burton  
Cleveland  
Clyde  
Columbus  
Coshocton  
Fairview Park  
Forest Park  
Gallipolis  
Hudson  
Ironton  
Kent  
Kettering  
Lakeside  
Logan  
Loveland  
Mansfield  
Marietta  
Mason  
Middlefield  
North Canton  
Oberlin  
Oberlin College  
Olmsted Falls  
Portsmouth  
Rocky River  
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Silverton  
Springfield  
St Clairsville  
Swanton  
Sylvania  
Tipp City  
Toledo  
University of  
Findlay  
Vermilion  
Washington Court  
House  
Westlake  
Wickliffe  
Willoughby

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Lake Oswego

**Pennsylvania**

Camp Hill  
Cheltenham  
Hershey-Derry

Township  
Hummelstown  
Newtown Square  
North East  
Slippery Rock

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Collierville

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Addison  
Colleyville  
West Columbia

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University  
Murray City  
Utah State  
University  
Vernal

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Williston

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Reston  
Smithfield

**Washington**

Castle Rock  
Lynden  
Sequim  
Spokane  
Washtucna

**West Virginia**

Huntington  
Lewisburg  
Point Pleasant

**Wisconsin**

Beloit  
Combined Locks  
Kimberly  
Greater Racine  
Greendale  
Milwaukee  
Racine  
River Falls  
Wisconsin Rapids



## America in Bloom by the Numbers

### Making America Bloom

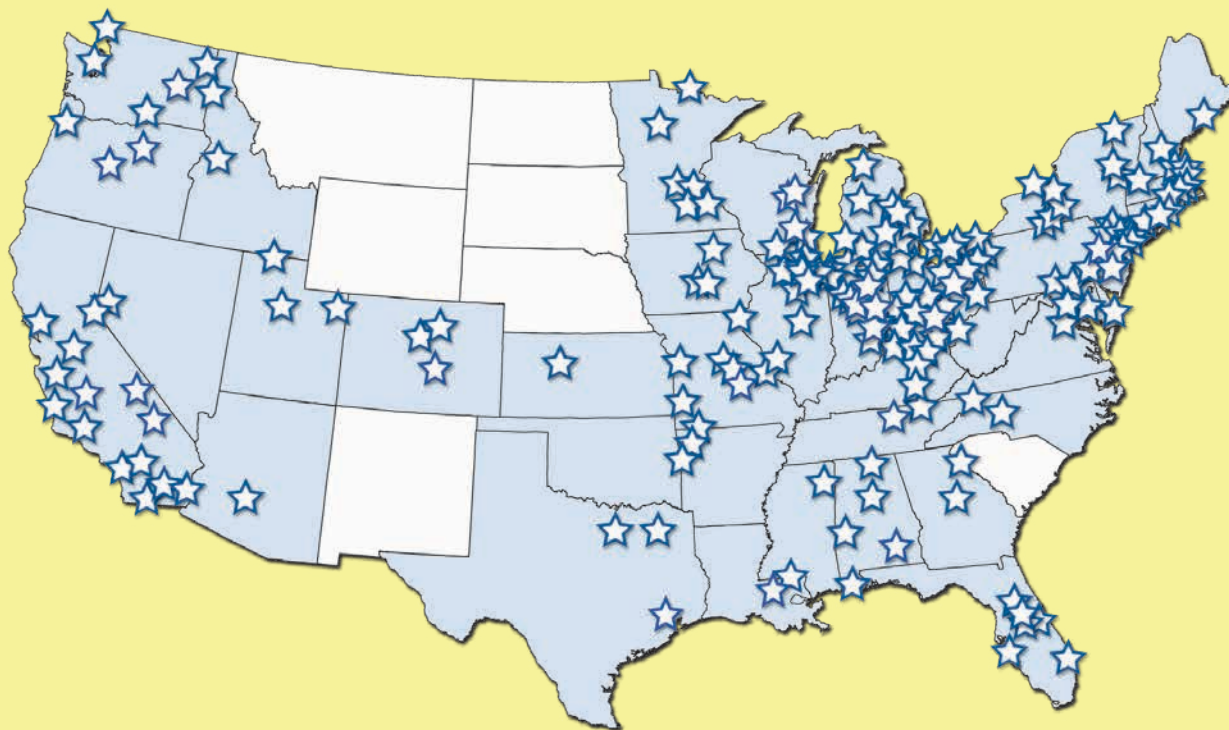
263 communities in 40 states

1,097 individual judging visits by 108 judges

More than 24 million lives touched

More than 300 million media impressions

More than 70,000 volunteer hours visiting communities,  
writing evaluations, and supporting AIB towns and cities.





## Community Transformations

### Making America Bloom

Here is a sampling of some of the Best Ideas shared from communities in the 2018 National Awards Program. Learn about all the AIB communities by visiting [www.americainbloom.org](http://www.americainbloom.org).



#### Arroyo Grande, California

Starting in 2017, Arroyo Grande in Bloom desired to have a greater presence of planters. With that in mind, they created an assortment of planters with a diverse planting of Ficus trees, flowers, and succulents in a major paseo (walkway) where previously there was nothing of beauty. AGIB maintains this area.

A second program involved AGIB offering the members of the Arroyo Grande Village Improvement Association the annual rental of planters with a choice of a planter with succulents, dwarf olive bush or perennials. The merchants will be responsible for watering the planters and, when the rental is renewed, AGIB will redo the planting as necessary. Rental costs vary according to type of planting. The third program was to replace a bed of flowers at the flag pole in Centennial Square with six planters of

assorted sizes. These are irrigated by a controlled drip system. This area will be maintained by AGIB.

#### Bluffton, Ohio

Bluffton has a very long, wonderful history of individuals making things happen. The volunteers leading group efforts to beautify, improve, and enhance our quality of life are awesome and inspiring and truly one of the best.

Bluffton Clean Up has encouraged an army of volunteers, young and old, by using only social media and word of mouth. The group helps clean the litter from our creek banks, streets and highways. These efforts and this group of volunteers make an enormous contribution to the vitality of our community.



Mayor Richard Johnson, recognizing the importance and economic value to having a vibrant, visually appealing community while also acutely aware of the fiscal restraints

of small government, decided to fund and undertake many planned large-scale improvement and beautification projects. Mayor Johnson, along with the entire Village Council, voted to establish Bluffton In Bloom as a 501c3 organization, thereby encouraging the people of Bluffton to make charitable donations to these larger scale and longer-term projects, while also establishing a visionary program to take Bluffton into the future. These projects currently include relocating and building new "Welcome to Bluffton" signs, creating a fund to repaint our historic post office, and transforming the downtown village alleyways into usable and enjoyable parklets.

#### Castle Rock, Washington

Each year the Bloom Team travels to the California Spring Trials (CAST) to look at new plant material and glean ideas for marketing and how to share our excitement for plants with Castle Rock residents and visitors. Our AIB "Best Idea" for 2018 is a passport designed such as one used by a location at CAST to highlight new plants. Bloom Team volunteer Linda Staudinger has designed a booklet that will feature 12 Proven Winners plants used throughout Castle Rock. Each 'hunter' will look for the plants in baskets, containers and gardens. There will be a collection of tags at appropriate locations with ID specifics. Once the plant is identified they



will take the booklet to a sponsoring business and they will be given a tag to slip into their 'passport'. When they have collected all the tags they will take the booklet to Castle Rock Nursery where they will be given a Proven Winners Stratosphere White Gaura, which is the Castle Rock 'city flower'.

## Catskill, New York

Cultivate Catskill's newest addition, and this year's best idea, is the installation of an Alphabet and Pollinator Garden. We have become aware that many of our residents are not familiar with various plants and don't know where to start to create their own gardens.



Inspired by a visit to Discovery Gardens at Fort Ticonderoga, New York, one of our members researched and designed this alphabet garden that was planted in three raised beds. All the plants are labeled with either their common name or botanical

name. A few are included under both names. Many of them are also pollinator friendly. The expectation is that this approach might help community members learn the names of various plants to help them determine what they might want to use in their own homes.

## Durand, Michigan

This year the City of Durand created a "people spot" in its downtown district. Having a historic downtown space is typically limited in terms of adding welcoming new public space. We adopted the idea from



larger urban environments which are frequently limited in their access to green space. The Durand People Spot was centrally located adjacent to a coffee shop and ice cream store to encourage positive loitering in the downtown district and welcome residents and visitors with safe, exterior seating. The people spot is installed directly

on top of the roadway to be level with the sidewalk. This temporary extension of the public right of way is taken out seasonally to avoid damage during heavy snow.

## Hawthorn Woods, Illinois

Brierwoods Preserve is Hawthorn Woods' newest public park and was designed with an emphasis in supporting the habitat of the Monarch butterfly. It is designed as an accessible nature preserve with trails and an observation deck designed for all abilities. The site contains a large 7-acre wetland and a pristine 4.5-acre woodland to create two distinct habitats in one location for the Monarch butterflies and other threatened insects whose migratory flight pattern to Mexico just so happens to include our municipality located in Lake County, Illinois. Hawthorn Woods received a grant from the Canadian National Railroad for habitat restoration and selected this 11.5-acre property as the project site because it met the criteria to be located within proximity to the Canadian National Railroad tracks, is Village owned, and didn't not involve land or conservation easement acquisition.





However, before greening labors began, serious efforts were required to clear invasive growth that had never been managed. Upon the clearance of brush and intrusive buckthorn growth, the project was ready to begin. The entire effort led by in-house Park and Recreation staff took approximately seven months from grant award to ribbon cutting!

## Joliet, Illinois

The City of Joliet is losing thousands of trees due to infestation by the Emerald Ash Borer. Tree removal and tree replacement costs are overwhelming. The city has a well-thought out plan to address this situation, including a contract growing arrangement with a local nursery, which will allow the city to replace trees at a reasonable price with diverse species. The America in Bloom/CN Railway "EcoConnexions from the Ground Up" grant will provide funding to improve the urban forest in the Forest Park



neighborhood, which lies immediately north of the CN facility in Joliet. Through the Forest Park Community Center, residents will be engaged in the project and taught how to identify, plant, mulch, water, and correctly prune newly planted community trees.

## Lawrenceburg, Kentucky

The Lawrenceburg/Anderson County Tourism office moved into the historic Anderson County History Museum in December 2017, reopening a building that had been closed for more than two years. Before the tourism office moved in, the local historical society had the building repainted, greatly increasing the building's curb appeal by replacing



old, chipping white paint with some color. Though the building itself looked much improved, the 110-year-old former Carnegie Library's landscaping was still in sad shape. It consisted of a little bit of grass, rocks, and half-buried remains of stumps and posts that were never fully removed. Members of Lawrenceburg's America in Bloom group decided to tackle the landscaping as a project for 2018. Next came the planting. Volunteers installed a variety of flowering plants that will provide color throughout the growing season. Planters were placed along each side of the stairs leading up to the front door. They also installed flowering plants inside an old burgoo kettle and placed firewood underneath, a nod to the county's annual burgoo festival. Early on Memorial Day morning, one of the American in Bloom volunteers opened her farm up for us to gather pieces of limestone that were hauled back to town and used to create a natural stone pathway in the landscaping. Since

Lawrenceburg is a small town, improvements to the tourism office landscaping have not gone unnoticed. Numerous people have mentioned seeing the America in Bloom volunteers in front of the building working and commented on how wonderful the building now looks.

## Lewisburg, West Virginia

The Greenbrier County Cultural Roundtable implemented a fire-hydrant painting contest, proposed by Lewisburg's Fire Chief. A merchant donated the painting supplies and the Greenbrier County Convention and Visitors Bureau coordinated the online voting for the art competition. Eleven hydrants were painted to beautify the area, promote tourism, and increase awareness of local arts organizations and their missions. Local artists created original works of art on the hydrants within the City. Participating arts organizations and local businesses arranged for artists to design and paint the hydrants.





## Ottawa, Illinois

As part of its 2018 America In Bloom campaign, the Ottawa Is Blooming Committee sponsored a pilot effort called Project Build Our Block or simply, Project B.O.B. This is a grassroots program which promotes community ownership and is designed for both residential and retail areas. Its underlying premise recognizes that when neighbors are encouraged to take the time to get to know each other, they are oftentimes quite willing to work together to improve both the physical appearance of their neighborhood as well as the environmentally sound and sustainable practices of the neighborhood.

The program begins by finding at least one person who agrees to serve as a neighborhood "steward", the person who launches the project by getting neighbors together to agree to help each other with improvements or personal service projects. Oftentimes, these projects are simple, very doable, traditionally neighborly things which can improve not only the appearance of the neighborhood but also the quality of life for neighborhood residents. Another early step is the identifying of residents on the blocks who have skills to share or special needs to fill.

Good examples of these projects include the following:

- Plant beds and lawn care • Recycling for home and business • Trimming a neighbor's bushes • Sharing implements for mowing, trimming or snow removal • Planting a vegetable garden on your block • Start composting on the block
- Walking a neighbor's dog • Helping a neighbor move in or out • Planting a corner on the block with flowers or a perennial bush • Helping a neighbor remove and transport large recyclable items to the local recycling business
- Providing a basement as shelter for neighbors during a tornado threat

As the pilot develops, local media will be asked to build awareness about this neighborhood grassroots development effort. Social media will also be used, and a website built to support the project. The goal is a return to the time when people were proud of their homes and grounds and knowing their neighbors was just a natural part of life – a traditional way of life combined with the modern need for environmental stewardship.

## Slippery Rock, Pennsylvania

For many years, after the First National Bank vacated a large corner property at the main entrance to the borough, people began asking borough council to explore purchasing the property for borough use. After four or five years of vacancy and no prospects of selling, FNB agreed to sell the property to the borough. Our main interest in the purchase was to secure the community parking lot which was owned and maintained by the bank for the use of the borough's downtown businesses. If the property was sold to private owners, they also got the parking lot. After 2 years of investigating and planning, the borough council financed the purchase with the intent to create 20 additional parking spaces and expand the park around the gazebo to create more community space. Extensive landscaping, plantings, tree placement and signage were presented to and accepted by the council. Demolition began in late fall of 2017 and was hampered by an unusually brutal winter. The community came and watched, some wept and some cheered.





## Corporate Partnerships

### Making America Bloom



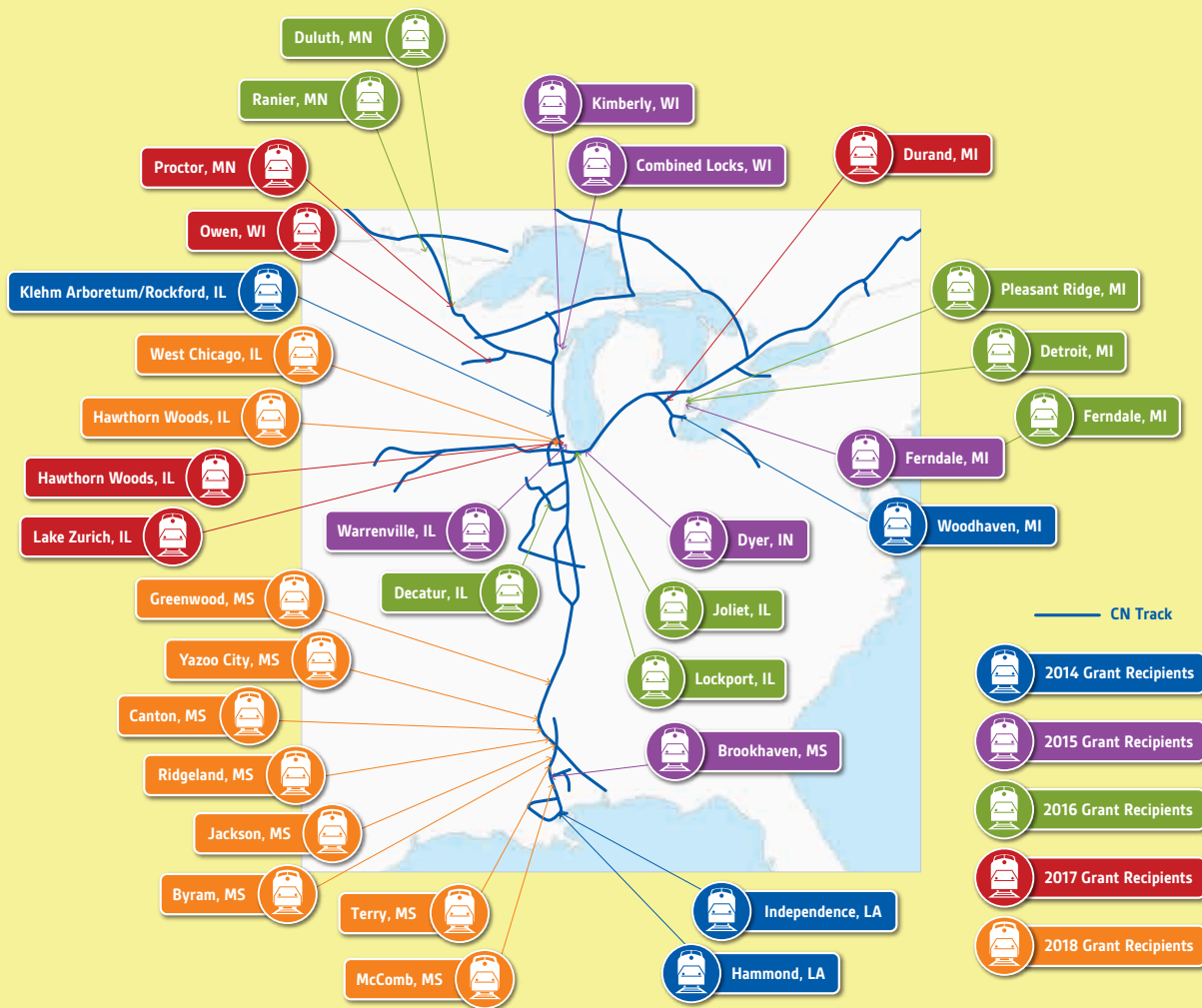
America in Bloom is proud to continue its partnership with CN's banner program entitled From the Ground Up which provides funding of up to \$25,000 for the greening of America in Bloom communities along its rail lines in the U.S. Projects address local issues and provide a means for engagement at the local level since local community groups and service clubs will join AIB in support of the projects. The projects also address concerns related to water conservation, naturalization, stewardship and environmentally friendly transportation. As one of North America's leading railroads, CN's network extends to three North American coasts, passing through a wide range of urban and rural communities. As part of the CN EcoConnections From the Ground Up program, CN is encouraging communities along the CN corridor to take environmental action by improving their communities through natural landscaping, groundcover improvement, floral displays, and healthy urban forests.





# CN EcoConnexions Grant Recipients

Making America Bloom





## Education

### Making America Bloom



### Symposium & Awards Celebration

The 2018 America in Bloom Symposium was held in Lexington, Kentucky, an award-winning community that combines big city chic with southern hospitality. The symposium brings together communities from across the country for two and a half days of educational program, dynamic speakers, learning tours, and idea-sharing opportunities. Plus awards presentations—lots of awards!

### Save the Date:

2019 America in Bloom Symposium & Awards Celebration will be October 3-5 in St. Charles, Illinois. St. Charles sits astride the beautiful Fox River, a wondrous natural resource that drew the city's first residents—Illinois' indigenous people—to the valley thousands of years ago. It was also the mighty Fox River that attracted early settlers who relied on the river as a source of power and transportation. The stories of these bygone days are alive and well today, thanks to a culture that honors the past while taking great strides toward the future.



Lexington, KY



## Great Ideas and Resources

### Making America Bloom

#### Great Ideas and Resources

Besides providing our participants with written evaluations that help guide their progress, America in Bloom offers resources including an informative website, social media, unique books, brochures about the benefits of plants, and signs for our participants.

#### AmericaInBloom.org

A trusted resource for details about AIB's national awards program, press releases, news, benefits of plants, grant opportunities, and more.

#### Webinars

Free, online, on-demand webinars cover topics related to harnessing the America in Bloom spirit in communities around the country.

#### YouTube Channel

Our own YouTube channel features videos created by participating towns telling the story of the benefits of America in Bloom participation.



Logan, Ohio in Bloom Committee

#### Social Media

We use Facebook, Twitter, LinkedIn, Instagram and blogs to connect people to the benefits of improving quality of life through attention to horticulture, heritage preservation, environmental awareness, and community involvement.



#### E-Newsletter

Our monthly email newsletter reaches more than 20,000 people with tips, resources, and success stories.

## Reaching Out

To grow our national awards and educational programs, we participated in these national events:

**National League of Cities conference** where we met mayors and city officials.

**Cultivate** where we connected with people in the horticulture industry.

## AIB Startup Kit

To make participation easy, an exciting turnkey Startup Kit includes participation brochures; a CD with customizable presentations, posters, postcards; sample evaluation form; ideas and suggestions for a local contest involving the entire community, and more. It's everything participants need to build momentum.

## City Signs

Thanks to AIB's Diane Clasen Memorial Fund, we are able to provide each participant with a large metal sign to demonstrate their involvement in the awards program. Diane was an AIB judge since 2001 and was the first to achieve judging 100 towns. The fund was created with donations from her family, friends, and colleagues after her passing.

## AIB Bookshelf

We continue to add to our lineup of book offerings.

*Perspectives on Planting Pride* is a 156-page retrospective of AIB's past president Dr. Marvin N. Miller's thoughts on community, plants, people, and how horticulture can improve lives.

Our popular *Ten Years of Best Ideas* book with more than 2,000 ideas and photos has multiple companion pieces. *Best Ideas AIB Annual 2014-2018* showcase the best ideas from program participants in their own words and special mentions from the judges.

## AIB PowerPoints

Download from the AIB website and customize to share the AIB message with others.

## Discover the Surprising Side of Plants

This 12-page brochure explains why and how plants go way beyond "pretty" to enhance your home, your work, your town, and even your friendships. Learn what plants do for you where you live, work, and play. Printed versions of the brochure are available from AIB or an electronic version can be downloaded free from the AIB website ([www.AmericalnBloom.org](http://www.AmericalnBloom.org)). A free companion PowerPoint presentation can be downloaded from the website so that anyone can share this powerful message with groups of all kinds.







## Ball Horticultural Company

Making America Bloom



### We Color The World

#### Fill Your City with Colorful Hanging Baskets, Window Boxes, Containers, and Landscapes

For eye-catching municipal streetscapes and public spaces, designers choose top-performing varieties that withstand weather pressures and are easy to maintain. Ball offers a wide range of long-lasting seasonal color solutions, such as Wave® Petunias and new standouts like EnduraScape Verbena, Bloomify Lantana, Sombrero® Echinacea and Cannova Canna.

Thank you to the Ball Horticultural Company for its long-time support of AIB. This industry-leading company has worked hand-in-hand with AIB since Day One to help transform communities.

Join Ball by becoming an annual supporter of AIB.



Ball®

Top: Petunia Easy Wave Red  
Bottom: Petunia Shock Wave Red  
Velour and Calibrachoa Crave Sunset



## Volunteer Professionals

### Making America Bloom

We are grateful to our dedicated board members and judges.  
Thank you for all you do to support the organization.

#### 2018 Board of Directors

**President:** John Manchester, City of Lewisburg, WV

**1st Vice President:** Leslie Pittenger, City of Belpre, OH

**2nd Vice President:** Tony Ferrara, Coachella Valley DPN

**Treasurer:** Dr. Marvin Miller, Ball Horticultural Company

**Secretary:** Dr. Jack Clasen

**Past President:** Katy Moss Warner,

President Emeritus, American Horticultural Society

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Marshall Dirks, Proven Winners

Linda Hart, Holland Visitors Bureau

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#### Special Advisors

Dr. Charlie Hall, Texas A&M University

Peter Kagayama

Joe Lamp'I, Growing a Greener World

Delilah Onofrey, Suntory Flowers

Ron Pierre

#### 2018 National Judges

Douglas Airhart

Sue Amatangelo

Rod Barnes

Shannon Beatty

Devereaux Bemis

Cindy Brown

Billy Butterfield

Jack Clasen

Linda Cromer

Tony Ferrara

Bill Hahn

Mary Hertel

Ed Hooker

Kristin Pategas

Stephen Pategas

Alex Pearl

Leslie Pittenger

Laurie Potier-Brown

Bruce Riggs

Melanie Riggs

Karin Rindal

Susie Stratton

Barbara Vincentsen

Laurie Waller

Meg Whitmer

Teresa Woodward

Steve Zwip





## Business Partners

**Making America Bloom**

**Thank You!**

Our gratitude and heartfelt thanks to our national sponsors, symposium sponsors, and media partners who continue to invest in our mission. Our progress and success is a direct result of your generous support.

### **Platinum Elite**

Ball Horticultural Company  
CN – Canadian National Railway

### **Platinum**

AmericanHort  
Blackmore Company

### **Gold**

*Greenhouse Grower*  
*Greenhouse Gower Technology*  
*Greenhouse Product News*  
*Greenhouse Management*  
Greeley and Hansen  
*Garden Center*  
*Green Profit*  
*GrowerTalks*  
*Lawn & Garden Retailer*  
Neal Mast & Sons Greenhouses

### **Silver**

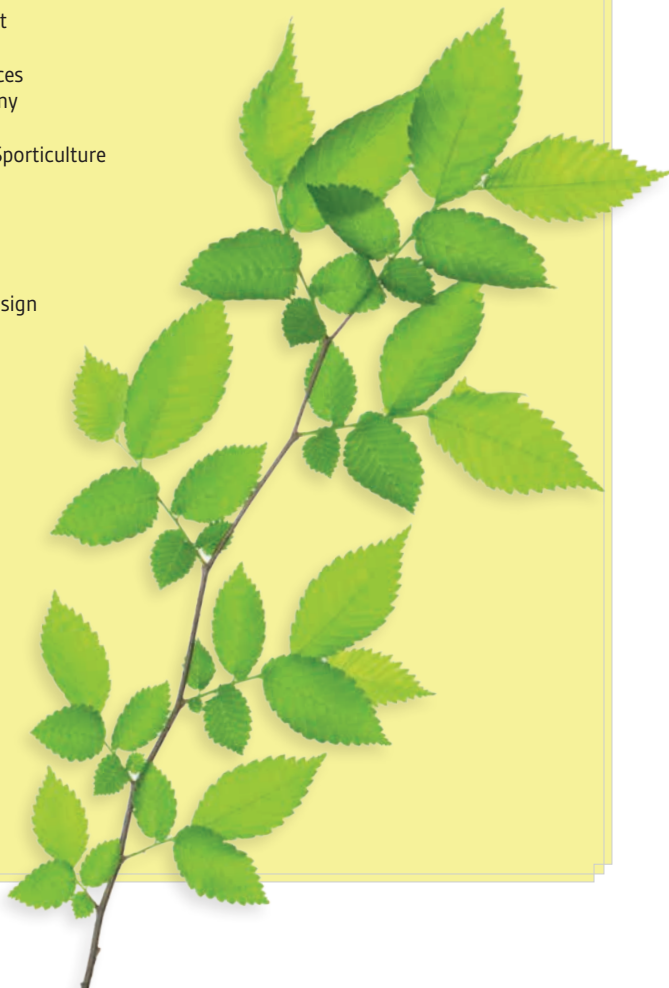
All-America Selections  
American Horticultural Society  
Bartlett Tree Experts  
Bob's Market & Greenhouses  
Crescent Garden  
Crown Bees  
Dramm Corporation  
J Frank Schmidt Family Charitable  
Foundation  
Proven Winners  
Sakata Ornamentals  
ZRB Creative Marketing Support

### **Bronze**

American Floral Endowment  
EarthPlanter  
Eason Horticultural Resources  
Masterpiece Flower Company  
Smithers-Oasis  
Walnut Springs Nursery & Sporticulture  
Urbanscape

### **Ally**

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Agrinomix  
Ahronian Landscaping & Design  
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Eckert's Greenhouse  
GrowIt! Mobile  
KBW Horticultural Supply  
Tower Garden  
Wojo's Greenhouse  
Vis Seed Company





## Passionate Supporters

### Making America Bloom

### Thank You to our Raffle Ticket Supporters

Anthony Abruscato,  
Flower Show Productions, Inc.

Ken Altman, Altman Specialty Plants Inc

Lisa Ambrosio, Wenke Greenhouses

Robert Barnitz,  
Bob's Market & Greenhouses, Inc.

Bobby Barnitz,  
Bob's market & Greenhouses, Inc.

Bridget Behe, Michigan State University

Thad Beshears, Simpson Nursery

Todd Billings, Ball Horticultural Company

Skip Blackmore, Blackmore Company

Lynn Blye, Ball Seed

Maria Bolinger, Ball Seed Company

Cees Boonman, Ball Horticultural Co

Rick Bradt, AMA Plastics

Richard Brown, Riverview Flower Farm

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Allan Davidson

Dave Dickman, Dickman Farms

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### Making America Bloom

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## Fundraisers

### Auctions Create Excitement for America in Bloom

In 2018 AIB held two auctions, its traditional silent auction held in conjunction with the annual symposium and awards program, and an online auction.

More than 100 items were donated to the silent auction and raised more than \$8,300. Our thanks to those generous donors and buyers for supporting this always-popular symposium activity.

The 2018 online auction featured exciting destinations for travel, plants, and other horticultural products, one-of-a-kind experiences, artwork, and more. More than \$6,700 was raised in the online auction, and we are thankful for those who donated interesting items that allowed AIB to extend its fundraising reach.









## The Economics

### Making America Bloom

#### Financial Overview

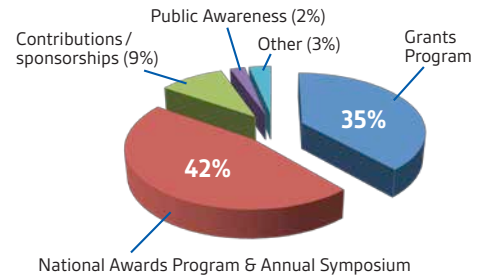
In 2018, we had revenue and in-kind contributions of \$707,953. This includes the thousands of hours donated by our judges, volunteers, and other in-kind donations.

*America in Bloom is an independent, 501(c)(3) non-profit corporation. All contributions to America in Bloom are tax deductible to the fullest extent of the law.*

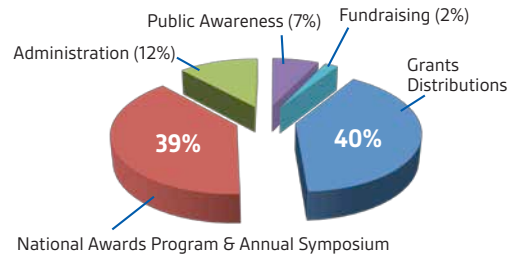


St. Charles, IL

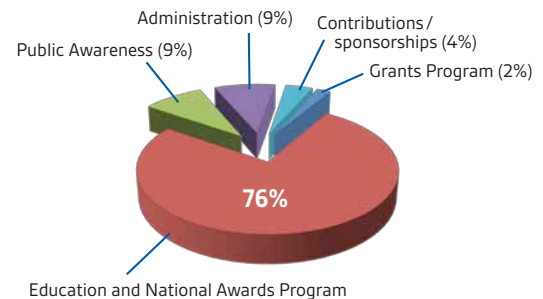
#### 2018 Income



#### 2018 Expenses



#### 2018 In-Kind Contributions







Blowing Rock, NC



## Giving to America in Bloom

America in Bloom is committed to working with corporate partners and strategic allies to improve the quality of life in American towns and cities. By partnering with America in Bloom, you join a group of well-respected companies and a network of committed citizens dedicated to planting pride in their communities.

We look forward to working with you. Contact our office for sponsorship details. Your contributions are tax-deductible.

Imagine what your community can do.



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