



BLOOM Front Yard Garden Recognition Program

ACKNOWLEDGE & ENCOURAGE

The purpose of our program is to **ACKNOWLEDGE** home gardeners who contribute to the curb appeal of northern Chautauqua's neighborhoods and to **ENCOURAGE** all residents to take part in making our community a more beautiful place.

It is a way to say thank you for the color, character and beauty that residents bring to our community.

(BLOOM Front Yard Garden Recognition Program is not a contest.)

Planning

1. Spread the word!
 - a. Reach out to local media (newspaper, radio stations, cable access) to notify the community that your municipality will be taking part in the COMMUNITY BLOOM PROJECT in collaboration with the NCCF.
 - b. Share information on all social media platforms to generate excitement in your community and to gather volunteers.
 - c. Stress that you are looking for volunteers!
2. Build your group of volunteers. Collect names and contact information.
3. Schedule a BLOOM Community Planning session to:
 - a. Confirm selection criteria
 - b. Divide your designated city/township into workable sections
 - c. Divide your volunteers into teams. Each team should have a minimum of 3 members. Make sure that you cover the duties – driver, photographer, data entry person.
 - d. Distribute GARDEN CANVASSING TEAM materials.
 - e. Establish a game plan for how the entire municipality will be canvassed during the designated time frame.
4. Distribute the schedule to canvass your entire community.

Garden Canvassing

1. Review and confirm the criteria with your team
2. Drive through your assigned section
3. Identify who is meeting the selection criteria
Acknowledge and Encourage!
4. Make sure to acknowledge all types of beauty – romantic, formal, cottage, austere
5. Distribution of Signs & Material Bags:
 - a. BLOOM Sign with Stake
 - b. Congratulatory letter
 - c. “Permission to Use Photo” post card
 - d. BLOOM Project Info sheets
6. Keep Records
 - a. Record addresses of those identified as a BLOOM home
 - b. Check column if letter and post card are delivered
 - c. Check if photo was taken
 - d. Record the photo’s sequence number so that the house photo and address can be matched

Photographs

1. Take a digital photo
 - a. wide view of house and yard (not a close up)
2. email photos to: **eardillo@nccfoundation.org** with address and town named.
3. Label photo using information on the tally sheet
4. Street name then house # (Royal Ave. 76)

(Hint: take a picture of their house #s)

(Hint #2: don’t go on the night before their trash pickup day or the morning that their trash is being picked up)

www.nccfoundation.org/bloom

<https://www.facebook.com/groups/nccfbloom>

BLOOM 2021 Front Yard Garden Recognition Program

Criteria & Instructions for Garden Selection

Yards must meet level 1 for consideration. Level 2 & 3 are used to narrow the selection if there's more gardens to recognize than signs available.

Level one:

- No artificial flowers
- Minimum weeds in flower beds
- Yard free of litter, debris and clutter
 - no appliances, indoor furniture, or other inappropriate items on porches or patios
 - no junked or inoperable vehicles
- House numbers are clearly displayed

Level two:

- Healthy plants
- Well maintained and actively managed
- Healthy lawn and neatly mowed
- Pruned and trimmed shrubs and trees
- House numbers are clearly displayed

Level three:

- Balance appropriate to house and lot size
- Edged
- House numbers are clearly displayed

Instruction

- Each volunteer team is given a limited number of signs for distribution in their section of the village. A three-person team will agree by majority which front yards will receive a BLOOM sign.
- Each year a team of volunteers will canvass each section of their community.
- Volunteers are not allowed to canvass their own neighborhoods.
- The criteria were created to be broad in nature so that it can be adapted to the different neighborhoods within the village.

Please use this as a guide and adapt to what works best for your own community.

<https://www.nccfoundation.org/bloom>