

COUNCIL REPORT

M&C No.	M&C 2019-125
Report Date	May 29, 2019
Meeting Date	June 03, 2019
Service Area	Transportation and Environment Services

His Worship Mayor Don Darling and Members of Common Council

SUBJECT: Communities in Bloom – Request for Participation

OPEN OR CLOSED SESSION

This matter is to be discussed in open session of Common Council.

AUTHORIZATION

Primary Author	Commissioner/Dept. Head	City Manager
Tim O'Reilly	Michael Hugenholtz	John Collin

RECOMMENDATION

Your City Manager recommends the City of Saint John not participate in the 2019 edition of Communities in Bloom.

REPORT

The City of Saint John has received a request to participate in the 2019 edition of the Communities in Bloom (CiB) program. The invitation is attached to this report.

The CiB program centers around civic pride that is generated through beautifying communities using flowers and ornamental horticulture. The efforts extended by participating communities are judged by a CiB panel and winners are declared annually in various categories.

City staff are not recommending participation in this program at this time for several reasons:

- Participation in this program was not part of the 2019 Parks & Recreation workplan nor its operating budgets. Resources required to support significant community engagement as part of this program are not available without eliminating or scaling back service in other areas of the Parks & Recreation Service.
- The City's Community Grants Program would have been an appropriate conduit to consider funding for such a community initiative. This request was received after the 2019 Community Grant funding envelope was committed.

- Staff does not expect that using the resources required to participate in the CiB program will result in a direct link to population or economic growth.
- The City already emulates aspects of what is envisioned by the CiB including planting and maintaining approximately 90 000 annual flowers and 110 hanging baskets, particularly in the Uptown.

STRATEGIC ALIGNMENT

Current organization-wide focus is on initiatives that strongly support community growth, fiscal responsibility and continuous improvement. This program is not expected to strongly support any of these focus areas.

INPUT FROM OTHER SERVICE AREAS AND STAKEHOLDERS

The City's Growth and Community Development Service was consulted with verification this program would not be seen as a strong candidate to support growth priorities and initiatives.

ATTACHMENT

2019 Request for Participation