

# “People, Plants and Pride...Growing Together”

Communities in Bloom 2005



Keep Markham beautiful. Keep our Town  
a leader in environmental responsibility,  
community spirit and heritage  
preservation

Communities in Bloom 2005





## Markham's Communities in Bloom Goals

- ◆ Score enough points to “go national” in 2006
- ◆ Engage community to enhance Markham’s visual appeal
- ◆ Increase volunteerism & pride in our communities
- ◆ Create a CIB document that can be used for reference, learning & continuous improvement





## Markham's Competition

- ◆ Oakville (participated in 2004 – 4 blooms)
- ◆ Whitby (first year in CIB)
- ◆ Possibly:
  - Cambridge (2 blooms in 2004)
  - Burlington
  - London





## Judges' Visit

- ◆ July 15 – August 15
- ◆ 2 nights in Markham
- ◆ Viewing 85% of the community
  - Tour includes all four communities
  - Helicopter ride planned
  - Multi-media presentation & entertainment at Markham Theatre
  - Focussing on Markham's advantages – Heritage, Diversity, Community Involvement, Environmental Initiatives & Sustainable Development





## Eight Judging Criteria

Judged on Municipality/Business/Residents  
Approximately 60/30/30 for each



- ◆ Tidiness Effort
- ◆ Environmental Awareness
- ◆ Community Involvement
- ◆ Natural and Architectural Heritage Conservation
- ◆ Urban Forestry
- ◆ Turf & Ground Cover Areas
- ◆ Landscaped Areas
- ◆ Floral Displays





## Tidiness Effort

- ◆ Promoting:
  - Adopt-A-Park (22% increase over 2004 to date)
  - Pitch-In Cleanups (28.5% increase over 2004 to date)
  - 20-Minute Markham Makeover – 13,000+ participants
- ◆ Social Marketing
  - Encouraging residents to pick up after pets; call in any incidents of graffiti or vandalism
- ◆ Town Efforts:
  - Fence Replacement Project
  - Signage Replacements
  - Bylaws
  - Operations – weeds & roads
- ◆ Canada Post





# Environmental Awareness

- ◆ Markham Initiatives:
  - Mission Green
  - Clean Air initiatives
  - Environmental Management Plan
  - Green Roof Project
  - Pesticide-Free Pilot Project/IPM Strategies
  - Smart Commute/TDM/S.T.E.P. initiatives
  - Kyoto Committee/MCC
  - Sustainable development practices
  - Environmental Acquisition Fund
  - Markham Environmental Sustainability Fund
  - Celebrate Our Environment Activities





# Heritage & Culture

- ◆ Markham has:
  - Heritage Markham
  - Heritage Planning
  - Historical Societies
  - Identifiable Heritage Districts
  - Unique Heritage Estates
  - Demonstrated Business Involvement
    - ◆ Veridex
    - ◆ Amici Spa
  - Community Involvement
    - ◆ Eckhardt-McKay House & Garden restoration
    - ◆ Markham Train Station Restoration
    - ◆ Doors Open Markham





# Urban Forestry

Markham has:

- Tree Preservation Bylaw in development
- New plantings in new communities
- Continuing tree replacement program
- Woodlot acquisitions
- Commemorative Tree program
- Large number of community plantings
- Highly qualified Urban Forestry staff





## Turf & Groundcover



- ◆ Markham has:
  - Integrated Pest Management program
  - Water conservation bylaw
  - Enhanced maintenance standards - mowing
  - Expanded plant materials: using wildflowers and other groundcovers
  - Well-maintained sports fields





## Landscaped Areas & Floral Displays



### Markham has:

#### – Floral Displays

- ◆ Additional baskets and barrels for 2005
- ◆ Native & perennial gardens
- ◆ Colour Your Corner program
- ◆ Expanded Susie and Eco Susie Awards promo
  - to include business and church categories

#### – Landscaped Areas

- ◆ Urban Design continues to build exceptional parks
  - Skatepark
  - Landmark
- ◆ Additional gardening resources planned for 2005
- ◆ Focus on Markham Gateways





# Community Involvement





# Community Involvement

- Thornhill Horticultural Society
- Markham Horticultural Society
- Ratepayers (14 groups to date)
- Markham Rotary Club
- Markham Lions Club
- Knights of Columbus
- Scout Troops
- M. African Caribbean Assoc.
- Fed. Chinese Canadians
- M. Fed. Of Filipino Canadians
- Markham Arts Council
- M. Public Art Advisory Com.
- Main St. Markham Com.
- UBIA & MBIA
- 14 Schools
- Church groups
- Heintzman House Board
- Thornhill Seniors Club
- Doors Open Markham
- Unionville Gala Committee
- Businesses:
  - Markham Board of Trade
  - Angus Glen
  - Cosburn Giberson
  - Rutherford Contracting
  - Home Depot
  - G & D
  - Kylemore Homes
- Black's Photography
- Sheridan Nurseries
- Pineridge Garden Gallery
- Kate's Garden





# Community Involvement

## CIB Particimetre

- Recognizes Community Involvement
- Photo w/Council
- Next Presentation: May 24 (TBC)





## Special Projects



- Kennedy & Steeles Gateway
- Markham Northern Gateways
- Markham Flower & Garden Festival
- Colour Your Corner
- CN Rail Overpass Project
- Environmental Art Event
- Markham Blooms Photo Contest
- Carpet Bed at Markham Civic Centre





# Volunteer Committee

-Honorary Chair: Mark Cullen

-Committee Structure:

- Special Projects
- Communications
- Sponsorship
- Business Outreach
- Community Outreach
- School Outreach
- Brag Book
- Judges Tour



-Meeting Twice monthly

-CIB Strategy Room Established





# Community Outreach Events

- Markham Home Show
- SpringFest, Markham Museum
- Many Faces of Markham Event
- Markville Shopping Centre
- Communities in Bloom Launch, Varley
- Earth Day, Father McGivney School
- Earth Day, Markville
- Milliken Mills Eco Fest
- Markham Farmers Market
- Unionville Festival & Parade
- Markham Flower & Garden Festival
- Markham Village Music Festival
- Taste of Asia Festival
- People's Parade, Canada Day
- Doors Open Markham
- Thornhill Festival
- Markham Fair





# Focus for Next 90 Days

- Continued Community & Business Outreach
- Special Projects
- Judges Tour
  - Multi-media presentation
- Brag Book





Markham  
Blooms

Get involved!

The central graphic features a large, stylized yellow flower with a black center, partially overlapping the word "Markham" in a black, sans-serif font. Below "Markham" is the word "Blooms" in a large, green, cursive font. At the bottom of the graphic, the phrase "Get involved!" is written in a large, orange, 3D-style font with a drop shadow.