



GUIDELINES FOR PREPARING THE COMMUNITY PROFILE BOOK

The Community Profile Book [CPB] is an important document that Communities in Bloom (CiB) judges will be using as a reference both while in the community, and later when completing their evaluation. Besides being a required informational tool for the judges, the CPB is a fine means of promoting a community to visitors, town administration, local sponsors and potential volunteers. It is strongly suggested that copies of the CPB be placed in the local and regional libraries and Visitor Information Centers, at the administration building/town hall, and on the community's website.

To successfully meet the needs of the judges and the community, the CPB should consider each of the following guidelines:

- Be clearly and concisely written, describing the community efforts and achievements for each of the standard CiB judging elements, i.e., Tidiness, Environmental Action, Heritage Conservation, Urban Forestry, Landscape (including turf and groundcovers) and Floral Displays. **Community Involvement** is a fundamental principle of the Communities in Bloom program. Information is needed under each heading about contributions from the community, i.e., municipal, business/ industrial, service clubs, churches, schools, not-for-profit groups and residents;
- Describe how the recommendations from previous evaluations have been addressed;
- Be current and relevant to the present day situation in the community, (i.e., updated annually);
- Include lists of Communities in Bloom Committee members, Municipal Officials. Staff and local sponsors;
- Include the one-page Municipal Information Form early on in the document;
- Use appropriately sized font for headings and sections consistently throughout the document;
- Be portable and lightweight (If available, an electronic copy is an excellent way to share this information with the judges); and,
- It is highly recommended that the CPB be proof read and edited by people not directly connected to the local CiB Committee before printing.

The CPB generates a feeling of pride in one's community and can be successfully complimented with supplementary information in a separate binder. It is helpful to judges to arrange this information in sections corresponding to the judging elements. This binder can include print/photo/newspaper/ magazine clippings (complete with source, date and page), brochures, flyers and photographs of local CiB events. This supplementary information is useful for judges to examine while in a community, and is returned to the community after the preliminary evaluation.