

Marco In Bloom Reference Manual

Marco City Council
Beautification Advisory Committee

Draft 1

May 2023

Updated Dec 2024

Objective:

Marco in Bloom is an annual contest established in 2008 to encourage planting and upkeep of beautiful landscapes compatible with South Florida's climate and weather conditions.

Judging Criteria:

Entries judged on creativity, adherence to native and Florida friendly plants and foliage, minimum use of grass, water conservation and curb appeal. Note...Winners in the past three years are ineligible to participate.

Entry Categories:

- Residential -
 - Personally Landscaped
 - Professionally Landscaped
 - Personally Landscaped Built 1980 or Before
 - Professionally Landscaped Built 1980 or Before
- Cul de Sacs
- Condominiums
- Commercial Properties/Public Buildings

Timing:

The contest is conducted annually with submissions due in the 2nd or 3rd week of March and judging completed prior to the end of March (before Easter Holiday) with winners announced at the 1st or 2nd City Council meeting in April. Winners and runners-up to be invited to the meeting to receive their awards.

Action Steps for Contest Coordinator:

Publicity: Utilize all communication formats available to inform residents and businesses about the contest and encourage participation

Print:

- Select advertiser to announce/publicize contest with submission form in January. Marco Gazette has been used for the past several years, but the committee is recommending this be open to bid by other publications. Contest forms are to be published in February. Options to be considered:
 - ~~Marco Gazette~~
 - Coastal Breeze
 - Marco Eagle
 - Mica Wave
 - Marco Living

In 2024 the BAC opted to use free of charge articles which were submitted to the Coastal Breeze, Marco Eagle, and Marco Living. This approach proved successful and cost effective

Radio – for PSAs...**not utilized in 2024 but still a good idea.**

- 98.1
- WAVV

Social Media

- City of Marco Island Website
- What's Happening in Marco Facebook Page
- Next Door
- Marco Island Resident Facebook Page
- Chamber of Commerce Facebook and Instagram
- Marco Patriots
- My Marco
- Marco Review?
- Coastal Breeze Instagram?

Committee Members

- Assign areas of city and/or categories to committee members to solicit potential applicants that meet contest criteria.
- Present at City Council meeting when contest is launched (in January) reminding them of upcoming Nature Night, Marco in Bloom and Arbor Day events. 2nd presentation in February to remind residents to apply/nominate.
- Post flyers of the application form around town on bulletin boards where allowed...MICA, Starbucks, Ori's, Mackle Park, YMCA, Wake up Marco, etc.
- Set up table at Farmer's Market with some pictures of prior winners and applications available for distribution.....**was not effective in 2024. Could still make a poster with info to set up at City Table**

Contest Winners Recognition Awards:

- Once applications have been received and categories are determined for the year, order the yard signs for the Winners and Runners Up:
- Current Vendor is Art Sellers Signs...239-389-5269 (Paul Sellers)
- He has vector artwork which minimizes the end cost of having graphics redone.

Contest Rules/Steps:

Application Form:

Current Sample Application Form: Ensure applicants have provided specific examples of how their property meets the contest criteria.

For Example:

- What native or Florida friendly plants have been used
- How has the use of grass been minimized?
- What water conservations steps have been taken?



Spring 2024

Marco In Bloom Form to Nominate A Property

The City of Marco Island's, FloridaFriendly Landscape Award Promoted by the Marco Island Beautification Advisory Committee

☒ Residential:

☐ Professionally Designed

☒ Personally Designed

☐ Homes Built Before 1980:

☐ Professionally Designed

☐ Personally Designed

☐ Condominium:

☐ Cul-De-Sac:

☐ Commercial/Public Bldg:

Property Owner: _____

Nominated: _____

Please indicate if backyard is to be included as part of consideration and if access is granted: ☐

Address: _____

Phone: _____

Person Nominating Including _____

Phone: _____

Please provide specific reasons and examples/statistics where applicable based on the contest's criteria why this property should receive the Marco In Bloom landscape award. The criteria to select winners are creativity, use of color and contrast, adherence to Florida Friendly and Florida native plants and foliage, minimum use of grass, water conservation and curb appeal. Upload 1-2 pictures with application.

example

- Pollinator Plants
- Florida Friendly plants & natives
- organic fertilizers (exclusively used)
- many different constantly blooming plants used
- plants compliment each other with different colors
- Great curb appeal and beautifies the island

A link to the application can be found on the Marco Island City Website. Application forms can should be printed, completed, scanned, and emailed to julie@mac-jules.com. Forms are due no later than March 18, 2024. Winners to be announced at April 8, 2024 City Council Meeting.

Marco In Bloom Winners from the past three years not eligible to participate.

Note for discussion with Committee.... Use same application and categories for 2025?

Application Submission Process:

Applications are submitted to BAC MIB contest lead directly, deadline...usually by mid-March.

Assigned committee members enter a scoresheet into appropriate category and distributes to Committee Members once all applications have been received.

Judging Process:

Committee Members as a group visit each property along with a Master Gardener and enter their score by specific criteria and submits to the project lead for final scoring.

Recommendation for future.... To the extent possible Committee members go as group to judge properties better calibrate scoring on certain categories (Native/Florida friendly plants, water conservation, etc.). This worked very well in 2024.

Project head tallies score sheets and submits to Chairman for final review to confirm winners and runner ups by category.

Winner Announcements:

- Winners are contacted by phone and email by the project lead inviting them to the City Council meeting with RSVPs provided to the Committee Chair and Public Works Administrative Staff on who will be invited to the meeting.
- A presentation is made at the 1st or 2nd City Council meeting in April (if possible) announcing the winners and runners of Marco in Bloom. Invite all winners up to the front announcing their name and address or business to present their yard signs for all winners present. Plan to distribute the signs afterwards for participants unable to attend.
- A slide show is produced prior to the City Council meeting showing the winning entries as well as all the participants (try to keep to 10 minutes or less, need 2 BAC members to help for efficiency)
- Plan to have a photographer available to take a photo of the winners.

2024 Budget

- Advertisement - \$0
- Yard Signs - approximately \$600 □

Marco in Bloom

LANDSCAPE AWARD WINNER



2024 WINNER
RESIDENTIAL
Personally Designed



AWARDED BY THE MARCO ISLAND BEAUTIFICATION ADVISORY COMMITTEE