

**A Greater Butte Silver Bow Community
Beautify Butte Silver Bow Neighborhood Communities Coalition
Alma Higgins - Vegetative Environment Enhancement Program
Commemorative Competition and Celebration**

Co-Facilitated By: GNCDInc. & Rotary Club of Butte

Supported By: Butte-Silver Bow Chamber of Commerce

Sponsored By: B-SB Economic Development Mill Levy Fund,

Rotary Club of Butte, Butte Plant & Garden Supply Vendors

Fiscally Responsible Entity: Greeley Neighborhood Community Development Corporation Inc.

Prime Objective

To encourage and assist in the restoration, revitalization and beautification of our
Greater Butte Silver Bow Neighborhood Communities Vegetative Environment

Overview Of Alma Higgins VEEP Initiative

Alma Higgins believed in; Challenge, Competition, Incentives and Compensation
to Beautify Butte - "one flower box at a time".

May we bring back her method of beautifying
The Greater Butte Silver Bow Neighborhood Community

To Honor the memory and spirit of Alma Higgins – “President of the Rocky Mountain Garden Club and potent factor in the (initial) beautification of Butte.” In the 1920s “She inspired hundreds of intelligent people working with steady enthusiasm for the beautification of Butte.” “Key molder and shaper of the (national) conservation of our forests movement,” and of the “Living Christmas Tree Campaign”. “She championed the “City Beautiful Campaign” working with next door neighbors to transform small parks, school yards, and residences.” “She served as landscape architect for the School Of Mines Campus.” “She actively promoted: WWI Freedom Gardens, Junior Garden Clubs, Seeds For Peace, Art in the Garden, WWII Victory Gardens.” “She was an active founder of the National Federation of Women’s (Garden) Clubs.” In 1925 “She called for a statewide contest to choose the town with: ‘the most beautiful streets, best designed parks, most attractive school grounds, and the finest home gardens.’”

Objectives:

To honor and celebrate the memory and spirit of Alma Higgins’ contribution to the beautification of Butte, Montana. She believed in beautifying Butte; “One flower box at a time.” Let us beautify Butte Neighborhoods; “One premises at a time.”

To encourage/foster/inspire the restoration and/or revitalization of Greater Butte Silver Bow Neighborhood Communities, and a willingness to “Beautify B-SB Neighborhoods”

Instigating Organization:

The “Beautify Butte Silver Bow Neighborhoods Communities Coalition”

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Community Liaisons:

> Including liaisons for each of the following segments of the Greater Community; Personal, Familial, Communal, Educational, Commercial, Spiritual, Governmental

Supporters/Sponsors:

> Including but not limited to:
B-SB Economic Development Mill Levy Fund
Rotary Club of Butte
Local Garden/Nursery Centers & others

Alma Higgins VEEP - Store Poster Contest

Open to all 1-12 students registered in Greater Butte Silver Bow Community Schools.

Alma Higgins VEEP - Commemorative Competition**Event: - Photo Contest of 2018 Vegetative Environment Enhancement Projects**

- Challenge to be extended by Beautify Butte Silver Bow Neighborhoods Coalition to; B-SB Council of Commissioners to encourage constituents in their District to have the most beautiful premises.

DISTRICTS:

Commissioner Districts; 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12

DIVISIONS:**1. Individual**

Personal, Familial, Communal, Educational, Commercial, Spiritual Governmental

2. Neighborhood Community Clusters

Neighborhood Community Cluster - to include at least participants from a minimum of three (3) households with a common interest in a specifically defined geographic area.

CATEGORIES:

General Landscape
Flower Bed
Container
Vegetable Garden

INCENTIVE AWARDS:**District Awards**

First - Fifth Places

Greater Butte Silver Bow Community

- First Place Winners from each District, Division, Category
Compete for Greater Community District Winner.
- First place Greater Community Winners
Compete for Grand & Reserve Grand

Entry Donations:

Entry donations are to go to the B-SB Urban Forestry Program.

Educational and Technical Support

Classes/Workshops/Presentation at District Neighborhood Community Gatherings

Funding Neighborhood Projects

GNCDCInc. exploring with BLDC, and Headwaters how we might accomplish that

Advertising and Promotion

- Challenge to Commissioners
- Marketing Plan
 - Store Posters Contest (1-12 Schools)
 - Web and Social Media Postings
 - Community Service Announcements
 - Post Card Mail-Outs (to seven segments of the community)
 - Community Liaisons - (contacts, presentations)
 - Neighborhood VEEP Gatherings

Alma Higgins Commemorative Celebration

(9-11 Service and Remembrance - A Celebration of Harmony In Our Community)

- Harmony with our vegetative environment
- Harmony one with another