



Businesses Can Plant Pride in Springfield

Springfield in Full Bloom is a campaign with the intent of energizing the municipal, business, and private sectors of Springfield to actively take pride in the city where they live. As a contestant in America in Bloom's annual competition amongst cities across the nation, Springfield in Full Bloom builds pride around assets in the community concerning horticulture, environmentalism, community involvement and heritage preservation.

The following is a list of just some of the benefits Springfield in Full Bloom has to offer business owners looking to build lasting relationships with clients:

- ❖ Partnering with green initiatives and beautification projects positions the company and its products as socially active in their own community
- ❖ Community involvement affords companies public exposure and recognition
- ❖ Becoming a "good corporate citizen" improves performance compared to competitors that are not invested such projects (GoodCorporateCitizen.com)
- ❖ Increased tourism and national recognition from higher "Bloom" ratings expands a business' market and draws more customers to Springfield
- ❖ Employees have higher job satisfaction when working for companies making a positive impact on the community in which they live

Want to know more about how you can benefit from getting involved with Springfield in Full Bloom? Visit our website at SpringfieldinFullBloom.com or call 937-688-3878.