



City of Philadelphia

City Council
Chief Clerk's Office
402 City Hall
Philadelphia, PA 19107

RESOLUTION NO. 140813

Introduced October 16, 2014

**Councilmember Squilla
for
Council President Clarke**

RESOLUTION

Honoring and congratulating the Philadelphia Horticultural Society 2014 Flower Show for winning 17 awards, including being named the world's best event, by the International Festivals and Events Association.

WHEREAS, The Philadelphia Horticultural Society ("PHS") Flower Show received 17 international awards for excellence from the International Festivals and Events Association ("IFEA"), a not-for-profit association for producers, suppliers and managers of festivals and events, at its 59th annual convention and expo for the 2014 presentation "ARTiculture"; and

WHEREAS, During this year's annual expo, held on September 29th in Kansas City, Missouri, The PHS Flower Show took home five Gold Awards, five Silver Awards, and seven Bronze Awards including the top prize, the Grand Pinnacle Gold Award for the world's best event; and

WHEREAS, This was the greatest number of prizes ever received by the PHS Flower Show in the IFEA contest, which includes entries from the Kentucky Derby Festival, Pasadena Tournament of Roses Parade, Indianapolis 500 Festival, National Cherry Blossom Festival in Washington, D.C., City of Dublin Irish Festival, Edmonton Heritage Festival, Ludwig van Beethoven Festival in Krakow, Rotterdam Festivals, and the World Gourmet Summit in Singapore; and

WHEREAS, The Flower Show was recognized in a variety of presentation, programming and promotional categories. The prizes included Gold Awards for the show's Entrance Garden, community outreach program, green practices at the event, show merchandise, and full length TV promotion; and

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WHEREAS, The PHS Philadelphia Flower Show provides inspirational and informative displays, educational presentations, and entertainment. The 2014 Flower Show attracted 230,000 visitors from around the world to the City of Philadelphia; and

WHEREAS, The 2015 presentation entitled “Lights, Camera, BLOOM,” which will celebrate the movies from February 28 to March 8 at the Pennsylvania Convention Center, will surely be a must attend event and will achieve the same level of success as “ARTiculture”; now, therefore, be it

RESOLVED, That the Council of the City of Philadelphia hereby honors and congratulates the Philadelphia Horticultural Society for winning 17 awards for the 2014 Flower Show including the top prize, Grand Pinnacle Gold Award for the world’s best event, by the International Festivals and Events Association.

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to The Philadelphia Horticultural Society, as evidence of the sincere sentiments of this legislative body.