Morro Bay - A Story of Cooperation and Celebration

By Walter Heath, Morro Bay in Bloom

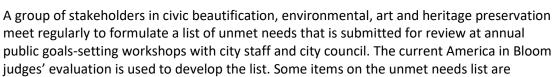


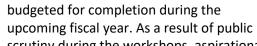
The effect of the City of Morro Bay, California's participation in the America in Bloom program is lot like the effect of Professor Harold Hill's arrival in the mythical town of River City, Iowa in Meredith Wilson's *The Music Man*. In that beloved American musical, Prof. Hill's charm cajoled the townspeople into cooperating and celebrating their strengths. The benefit of America in Bloom is the realization that, in order to succeed in the program, communities have to pull together.



The process of identifying, during the compilation of our first "Community Profile," all of the good things that residents are already making happen was illuminating for all the constituent groups of our community. City staff, the business community, civic

groups and, specifically, art, civic-beautification and heritage-preservation groups became aware of existing investments of time and energy in our community. The information facilitates understanding that informs our city's annual goals-and-objectives setting process.





scrutiny during the workshops, aspirational items are prioritized.



As with Professor Hill's "think system," the America in Bloom program has provided Morro Bay an opportunity to discover what's possible for our community and to celebrate what we have. We have

learned that Morro Bay's heritage is primarily cultural and tied throughout the ages to human interaction with our beautiful natural setting. As one of the last authentic small beach communities in California, understanding our special qualities informs the choices we make to shape our future.



