

Beloit Wins National City Beautification Award

by Ashley Rhodebeck,
Daily News staff writer

ROCKFORD - Despite strong competition from four other cities, Beloit took home the America in Bloom population category award Saturday – the granddaddy of the organization’s honors.

“We’re extremely proud to receive this award on behalf of the City of Beloit,” said Lee Fassett, the city’s Bloom committee co-chair. “We knew we had an excellent application, but we were also up against stiff competition.”

Indeed, the race was tight in the 25,001 to 50,000 population category for the community beautification awards. Each city – Beloit; Ithaca, N.Y.; Kirkwood, Mo.; Norwich, Conn.; and Saratoga Springs, N.Y. – received a four-bloom score (out of five) and won a category award Thursday (Beloit was awarded for landscaping) – a first for America in Bloom.