



OFFICE OF
CITY MANAGER

CITY OF CLARKSBURG

WEST VIRGINIA

PRESS RELEASE

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FOR IMMEDIATE RELEASE

JOHN HALTERMAN OF BEACON WEALTH MANAGEMENT PRESENTS: YARD OF THE MONTH

Clarksburg, WV – April 1, 2014 – The City of Clarksburg is proud to announce that it will be working with John Halterman and Beacon Wealth Management to recognize a residential Yard of the Month. The neighborhood outreach contest, which runs from April to October, will recognize those individuals in the Clarksburg community who have distinguishable yards. John Halterman, the Founder of Beacon Wealth Management and official Yard of the Month judge, has been instrumental in bringing this community challenge to life and expresses his excitement in getting started. Halterman stated, “In offering motivational incentives to citizens of Clarksburg, I believe we can instill a sense of pride for those who care for their property. It will be exciting to witness people take extra care of yards, but more importantly, see an entire community come together and make a difference.”

The contest will be for residents who live within the City limits of Clarksburg and take pride in their yards. Individuals interested in participating in the contest can go online to CityofClarksburgWV.com and click the Yard of the Month tab to download instructions and fill out the Yard of the Month application for themselves or for someone that they would like to recommend for the contest. Community members may also be selected from recommendations made by the judges on the Yard of the Month panel.

Contestants are encouraged to submit their yards each month, as the panel will only select ten (10) to fifteen (15) yards to be judged at the end of each month. After the committee has narrowed each month's submissions, the yards will be judged on the following criteria from a scale of 1-10:

- a. Creativity and Design Symmetry*
- b. Plantings (flowers and shrubs)*
- c. Seasonal Design (e.g. spring bulbs such as tulips, daffodils, summer flowers, fall plantings and decorations etc.)*
- d. Landscape/ Hardscape and yard accessories (e.g. fountains, ponds, walkways, etc...)*
- e. Neatness and overall appearance*

Each month a winner will be selected and be presented with the following awards during one of the Clarksburg City Council Meetings:

- a. Yard of the Month Certificate and special "Yard Prize"
- b. Yard of the Month sign to display in the winners yard
- c. \$100 gift card from Lowes of Clarksburg
- d. Story on CityofClarksburgWV.com's website
- e. Announcement of their Yard on WDTV

Marketing and Community Relations Specialist for the City of Clarksburg explains, "We have had some successful community related promotions in the past few months. The Yard of the Month will most definitely help us to keep our positive momentum going. Clarksburg is a special place because of all the wonderful people who live here, and this is a great idea where we will be able to visualize the extension of our resident's personalities. I won't be surprised to see all of our citizens who care about each other, show that they also care for their property and the overall perceptions that come from traveling through one of our many beautiful communities. I look forward to being a part of this healthy competition."

City Manager, Martin Howe is in full support of the competition and explained, "There are many Clarksburg residents with a history of excellent landscapes. This challenge could not have come at a better time after a long winter. We encourage property owners to clean any debris that may have traveled and settled over the winter months and join us in our efforts to beautify the City." Mayor Goings stated, "I couldn't agree more that this competition will continue to bring pride within our community, and continue our efforts with our Neighborhood Enhancement Program."

Please Like City of Clarksburg, City Hall on Facebook/ Follow @City_Clarksburg WV on Twitter and/ City of Clarksburg, WV on LinkedIn for details and announcement of winners.

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