

Why should your municipality get involved and become a Bird City U.S.A.?

Birds and Wildlife

First and foremost, it's simply the right thing to do. In addition to the ongoing threat of loss of habitat, staggering numbers of birds are directly killed due to a number of other human-related causes, and they need our help.

The Economy

Protecting and helping birds is not only the right thing to do, it is also good for the economy. Birds are invaluable as controllers of insect pests, as pollinators of crops, and dispersers of native plant seeds, and they also generate tremendous economic revenues through the pastimes of bird feeding and bird watching.

Citizen Pride

Pride is sometimes a less tangible benefit, but gaining and retaining Bird City U.S.A. recognition is an award to the managers, volunteers, board members and others who work on behalf of better care of a community. Non-involved citizens, too, often share a sense of pride that theirs is a Bird City U.S.A.. This may translate to better care of habitat areas on private property or a willingness to volunteer in the future.

Public Image & Recognition

A community's public image is very important. Being a Bird City U.S.A. helps present the kind of image that most citizens want to have for the place they live or conduct business. The Bird City U.S.A. signs at community entrances tell visitors that here is a community that cares about its environment, birds, and community. It is also an indication to prospective businesses that the quality of life may be better here.

Community Engagement & Education

Education begins with discussion of the requirements and getting organized to apply for Bird City U.S.A. status. In turn, this can set in motion aid from a variety of professionals in the form of technical advice, literature, films, and other assistance. Presentation of the Bird City U.S.A. award offers excellent publicity opportunities. This results not only in satisfaction for the individuals involved and their families, but also provides one more way to reach large numbers of people with information about birds.



The Bird City U.S.A. program provides direction, technical assistance, public attention, and national recognition for municipalities and communities throughout the United States.

Getting designated as a Bird City U.S.A. is fun, educational and provides enormous benefits that include: environmental improvement, economic benefits, citizen pride, public relations, citizen pride, recognition & publicity, and community engagement and education.



Program Process & Requirements



Requirement #1

Creation of a Natural Resource Advisory Group

Create a Natural Resource Advisory Group, if one does not presently exist, and designate one member of this group as chairperson. The chairperson is responsible for coordinating Bird City U.S.A. efforts and actions.

- Creation: Create a Natural Resource Advisory Group for your municipality consisting of no less than six regular members.
- Qualifications: No less than a majority of the members of the Natural Resource Advisory Group shall be residents of the municipality.
- Duties: The group's primary role should be to facilitate and encourage educational opportunities that lead to an informed citizenry on topics such as natural resources, ecosystems, open space, and natural corridors that provide habitat for migratory birds. The group should meet at least one time per year to coordinate, facilitate, and promote International Migratory Bird Day.

Requirement #2

Recognize International Migratory Bird Day

In its simplest form, International Migratory Bird Day is a one day celebration of migratory birds: their beauty, their amazing abilities, and the benefits they provide people. What exactly is International Migratory Bird Day?

- Create a declaration for your municipality declaring the importance of International Migratory Bird Day, bird conservation or protecting wildlife habitat.
This declaration should be clearly visible in a public location such as a town or city hall, or library.
- Host an annual event in recognition of International Migratory Bird Day
A community event or observance should be held on International Migratory Bird Day. Such events may include: hosting or coordinating a bird watching tour, coordinating a group nesting box effort, participation in a bird count, hosting an education workshop on bird identification.

When is International Migratory Bird Day (IMBD)?

IMBD officially takes place on the second Saturday in May of each year. However, we recognize that this date doesn't work well for all bird event and bird festival organizers, or for the migratory birds themselves. To the south, migratory birds have left, heading for breeding sites to the north. Farther north, the birds haven't arrived. To correct this problem while reminding groups that "every day is bird day" and that IMBD should be celebrated year-round, most U.S. events take place on any day between the months of March and May. We recommend that the Natural Resource Advisory Board select a day that is most appropriate given the climate that the municipality is in.

Requirement #3

Complete the Requirements of the Bird & Wildlife Sanctuary Program at one public municipally managed location

By Using the Bird & Wildlife Sanctuary Program as a guide, your landscapes will not only become a haven for birds and wildlife to enjoy, but will also reduce natural resource depletion, reduce waste and pollution problems while also improving the health of the landscape in an aesthetically-pleasing and cost-effective manner. Sustainable landscaping practices incorporate beautiful plants, shrubs, and trees and reduce maintenance costs, while at the same time protect the environment. Using sustainable landscape maintenance practices also makes good business sense, and saves money.

Bird City U.S.A. Application



☐ Requirement #1 - Creation of a Natural Resource Advisory Group

Create a Natural Resource Advisory Group and designate one member of this group as chairperson. The chairperson is responsible for coordinating Bird City USA efforts and actions. List group members below, listing the chairperson's name first on the list.

name	email	phone

☐ Requirement #2 - Recognize International Migratory Bird Day

In its simplest form, International Migratory Bird Day is a one day celebration of migratory birds, their beauty, their amazing abilities, and the benefits they provide people.

- ☐ Create a Declaration for your municipality stating the importance of International Migratory Bird Day. This declaration should be clearly visible in a public location such as a town or city hall or library.

- Include a photograph of the declaration displayed in a public location
- Include a copy of the declaration.

- ☐ A community event or observance should be held on International Migratory Bird Day. Such events may include: hosting a bird watching tour, coordinating a group nesting box effort, participation in a bird count, and/or hosting an education workshop on bird identification.

☐ Requirement #3 – Complete the Requirements of the Bird & Wildlife Sanctuary Program at One Location

By Using the Bird & Wildlife Sanctuary Program as a guide your landscapes will not only become a haven for birds and wildlife to enjoy, but will also reduce natural resource depletion, reduce waste, and pollution problems while also improving the health of the landscape in an aesthetically-pleasing and cost-effective manner.

The Bird City U.S.A Program is free for municipalities enrolled as ISC-Audubon Platinum Members. Platinum Membership fees include a one-time registration fee of \$250 (first year membership included), and then only \$100 annually. Maintaining Platinum Membership is required in order to retain The Bird City U.S.A. designation. To begin participation in the program mail, fax or email this application form with Platinum Membership (if applicable) and registration fee (check or credit card).

Municipality Name

Municipality Address

Name on Credit Card

Credit Card Number

Exp. Date

