KEEP GASTONIA BEAUTIFUL



https://www.cityofgastonia.com/home-keep-gastonia-beautiful.html

WHO WE ARE

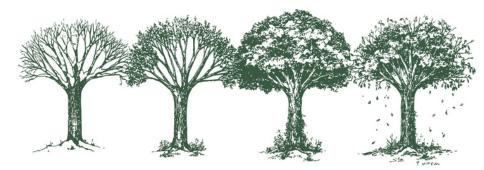
Keep Gastonia Beautiful Mission

Our mission is to make the community at large knowledgeable and responsible in natural resource conservation, solid waste handling, recycling, litter abatement, and beautification.

OUR DIRECTIVES WORK THROUGH:

- Heightened public awareness
- Beautification of major entranceways
- Tree plantings
- Litter control and prevention
- Public/private partnerships
- State and local grant funding
- Increased citizen participation

Keep Gastonia Beautiful, Inc. is an affiliate of Keep America Beautiful, Inc., which is a national non-profit, public education organization dedicated to protecting natural beauty and improving waste handling practices in American communities. Keep America Beautiful, Inc. continues to educate millions of Americans on all aspects of waste handling and beautification practices, improving quality of life issues across the country. Our major goals for the future will focus on enhancing the appearance of our community and expanding and improving our "green" efforts.



KEEP GASTONIA BEAUTIFUL, INC.

KEEP AMERICA BEAUTIFUL AFFILIATE

BOARD MEMBERS

KEEP GASTONIA BEAUTIFUL BOARD MEMBERS

Bill Blackwelder Pat Johnson

Sam Braxton Nan Kirlin

Jennifer Burnham Doris Reid

Trent Conard Katherine Sanders

Rebecca Edison Suzanne Simmons

Sandy DeMarco Reine Smirz

Emily Ehinger Brittany Stroupe

Barbara Emerson David Stultz

Kristi Ferguson Kim Suddereth

Marshall Fletcher Staci Tooke

Melissa Fonseca Pam Underwood

Paige Horn Bill Young

KEEP GASTONIA BEAUTIFUL STAFF

Juliann Lehman, Administrator
Carly Bostic, School Specialist/Recycling Coordinator
Lana DuPont, Grants Manager
Julie Heath, Special Projects

OFFICE

150 S. York St Gastonia NC 28052 704-869-6906

COMMITTEES

KEEP GASTONIA BEAUTIFUL COMMITTEES

ART

Provides interactive opportunities for all age groups, creating excitement and interest for the community through designs and projects.

BEAUTIFICATION

Focuses on tree plantings on thoroughfares and public properties. The "Living Tree Tribute" program honors family and friends through donations. The "Yard of the Week" program awards residents of Gastonia for their attractive landscaping.

BEE CITY USA

Oversees and promotes the protection of pollinators in our city. This committee will be responsible for the education of the public through an annual event and also reports to the Xerces Society yearly on their progress.

COMMUNITY EVENTS

Develops programs that recruit new volunteers and promote community partnerships. This committee serves as the liaison between civic groups and other cooperative organizations to co-sponsor efforts that fulfill Keep Gastonia Beautiful goals and objectives and build commitment. Other events include: Earth Day, Community Foundation Run, Christmas Tree Lighting, and Make a Difference Day events.

COMMITTEES

KEEP GASTONIA BEAUTIFUL COMMITTEES

EDUCATION

Primarily focuses on providing environmental education for public and private schools, civic clubs, churches, and neighborhoods.

FUNDRAISER

Promotes activities that will support and enhance our programming. This committee is also a means to spread our mission and have a deeper reach into the community.

LITTER/RECYCLING

Oversees litter prevention programs and recycling awareness through educational programming. Promotes local cleanups and addresses efforts in solid waste handling and litter abatement. Promotes creative solutions to solid waste handling in businesses and the community and shall encourage recycling and waste reduction activities through the promotion of the ideals of the Keep America Beautiful system.

2021 ACCOMPLISHMENTS

Overhaul of Highland Community Garden

Received \$500 grant from Keep NC Beautiful.

The project began in January with City's Park and Recreation department cleaning out the old beds and grading. The department of Public Works provided gravel. Upcycled raised beds were purchased. Various recycled art pieces have been created to add interest and beautification to the area. A new sign was purchased at the entrance and pollinator-friendly plants were installed around the sign and inside the garden.

Partnerships: AJ's Landscaping, Commissioners School of Excellence, Gaston Early College, City of Gastonia Parks and Recreation Department, and the City of Gastonia Public Works Department.

Grants Received - \$27,823.64

- Carrie E. & Lena V. Glenn Foundation
- -Community Foundation
- Keep NC Beautiful

Fundraisers

Made a total of \$41,790.55 through our various fundraising efforts

- *Transit Advertisement & Firewood Sales are budgeted as city revenue
- Black Gold Sales
- Firewood Sales*
- Living Tree Tribute
- Transit Advertisement*
- City Employee Golf Tournament

Inhouse Recycling

-Revenue for 2021: \$592 and 25,420 pounds of cardboard/office paper recycled

Shred Day Events

- April 2021: 14,128 pounds of paper & 28 donations to Goodwill
- Fall 2021: 11,587 pounds of paper & 52 donations to Goodwill

Farmers Market Updates

- Community Foundation awarded the grant. These funds were used to celebrate, promote and enhance Gastonia's Bee City USA affiliation through bee education, beautification, and art.
- Local artists completed 175 hours of volunteer time to create a new bee mural inside the market
- Kids Corner created for community education
- Educational raised beds installed
- Updated front beds planted with pollinator-friendly flowers and protected from pesticides to provide valuable habitat for bees and other pollinators
- Partnerships: Local artists, Girl Scouts, Teens Changing Gaston County, Gaston Early College students, & Commissioners School.

COMMUNITY PARTNERSHIPS



















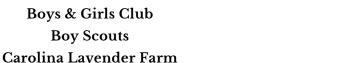












Carrie E. & Lena V. Glenn Foundation

Catawba Riverkeepers

City of Gastonia Fire Department City of Gastonia Parks & Recreation Department

City of Gastonia Police Department City of Gastonia Public Works Department City of Gastonia Solid Waste Department

City of Gastonia Stormwater Department **Community Foundation of Gaston County Gaston College Welding Students**

Gaston County Commissioners School

Gaston County Landfill

Gaston County Schools

Gaston Early College Gaston Gazette

Girl Scouts

Goodwill

Green Acres Garden Club

Jaycees

Keep America Beautiful Keep North Carolina Beautiful LaCroix Academy for Performing Art Little Theater

Master Gardener Group of Gaston County Miss Gastonia

Miss Metrolina

Mrs. Southern States International 2022

Pita Wheel

Realtor Sarah Drummond Schiele Museum Sonoco Recycling

Trinity Hands



















BEAUTIFICATION IMPACTS

- City of Gastonia School Tree Plantings
- Pollinator Gardens
- Trinity Hands
- Adopt a Street
- Catawba Riversweep
- Xstream Cleanup
- Great American Cleanup
- Highland Community Garden
- Farmers Market Educational Beds
- Webb Street School
- Big Daddy's vacant lot
- City of Gastonia Schools Beautification Grants
- Pliking















COMMUNITY EVENTS









COMMUNITY EVENTS







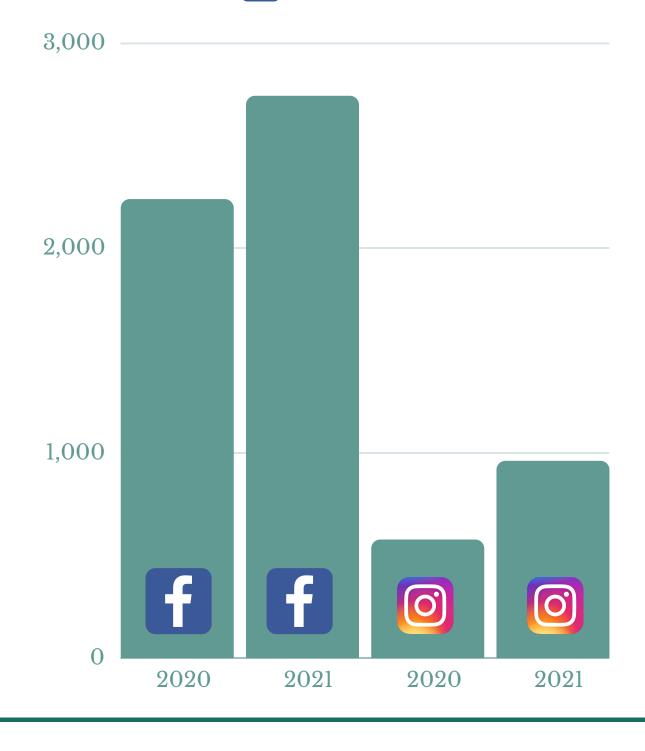
SOCIAL MEDIA STATS

2,740
2021 FACEBOOK FOLLOWERS f

959

2021 INSTAGRAM FOLLOWERS





COST BENEFITS

2,687

TOTAL NUMBER OF VOLUNTEER HOURS

\$20.55

VALUE OF VOLUNTEER
TIME PER HOUR

631*

TOTAL NUMBER OF VOLUNTEERS

*NUMBER DOES NOT TAKE INTO ACCOUNT THAT SOME PEOPLE VOLUNTEER FOR MULTIPLE EVENTS.

\$27,823.64

GRANT FUNDING RECEIVED



KEEP GASTONIA BEAUTIFUL HISTORY

- 1977 Became an affiliate of Keep America Beautiful
- 1978 Began Yard of the Week program
- · 1981 Planted Bradford Pears on Garrison Blvd
- 1982 Newspaper Recycling started at Schiele Museum
- 1984 Image Committee Originated
- 1987 First Clean Sweep Cleanup Highland Area
- 1988 First Recycling Survey sent to City Residents
- 1990 First Arbor Day Celebration in the City was held
- 1992 First board retreat/First Golf Tournament
- 1993 Began "Swat a Litterbug" program
- 1994 Curbside Recycling Residential started (voluntary)
- 1996 "Twiggy" the Talking Tree debuts for school programming
- 1997 Changed name from Clean City to Keep Gastonia Beautiful
- 1999 "Louie" the Litterbug debut for school programming
- 2000 Planted 2,000 trees around the city including Hudson Blvd area
- 2002 Recycling began at Farmer's Market location
- 2003 Fall Yard of the Week program began
- 2006 First annual tree lighting
- 2007 Bronze Statue at City Hall honored the 30th Anniversary
- 2008 Won "Cool Cities" award NC Sierra Club
- 2010 Dedicated Ghillie Dhu "Tree Spirit" art installation at Center City Park
- 2011 New street signs and poles from Preserve America Grant/created a Facebook page
- · 2021 Marbles on Main artwork installed at Garland Center
- 2013 Received \$40,000 for the Farmer's Market paving project
- 2014 Held "Strike Out Litter" bowling tournament
- 2015 Railroad underpass lighting and beautification
- 2016 Maples on main, downtown tree plantings
- 2016 Battle of the Badges fundraiser between fire and police
- 2017 Celebrated 40 years as Keep America Beautiful affiliate
- 2017 Installed "Discursus" artwork at 2nd Avenue/Heritage Park
- 2018 Adopt a Street program started
- 2018 Pole Shed Addition at Farmer's Market complete
- 2018 Bee City USA Designation
- 2019 Held first "Bee City" event (Beetopia)
- 2020 Bee naming contest for new bee puppet: Miss Polly Nator
- 2020 Rolled out Yard of the Week Holiday Lights edition!
- 2021 Held summer sessions at the newly created Kids Corner at the Farmers Market
- 2021 \$500 grant from Keep NC Beautiful for upgrades to Highland Community Garden
- · 2021 Highland Community Garden upgraded with recycled materials and raised beds
- 2021 Received \$22,050 from Glenn Foundation for "Great Place to Bee" project
- 2021 BEEtopia Mural added to the Farmers Market Entrance
- 2021 Beetopia held at Farmers Market
- 2021 Duke Street Recycling Center Opens