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Keep Gastonia Beautiful

**2022  
ANNUAL  
REPORT**

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

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# 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

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## KEEP GASTONIA BEAUTIFUL BOARD MEMBERS

Bill Blackwelder

Sam Braxton

Jim Burke

Trent Conard

Rebecca Edison

Sandy DeMarco

Emily Ehinger

Barbara Emerson

Kristi Ferguson

Jennifer Grant

Dana Harper

Kim Holder

Pat Johnson

Nan Kirlin

Doris Reid

Suzanne Simmons

Reine Smirz

David Stultz

Staci Tooke

Pam Underwood

Steven Will

Kendall Wondergem

Bill Young

## KEEP GASTONIA BEAUTIFUL STAFF

Juliann Lehman, Administrator

Carly Bostic, School Specialist/Recycling Coordinator

Lana DuPont, Grants Manager

Julie Heath, Special Projects

Jeffie Hardin, School Specialist

Barney Huddleston, In-House Recycling Technician



## OFFICE

150 S. York Street  
Gastonia, NC 28052  
704-869-6906

# COMMITTEES

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## 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 other events.

## 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.

# 2022 ACCOMPLISHMENTS

*Celebrated our 45th Anniversary as an organization!*



### Fundraisers

Made a total of \$36,578 through our various fundraising efforts

- Black Gold Sales - \$28,557
- Living Tree Tribute - \$1,060
- City Employee Golf Tournament \$2,800

Community Foundation Run - \$4,164

### City Revenue

- Transit Advertisement \$23,640
- Firewood Sales \$5,400
- Inhouse Recycling \$630.10

### Inhouse Recycling

- Collected 14.47 tons of cardboard/office paper from city departments and diverted them from the landfill

### Shred Day Events

- April and November events collected 16,840 pounds/8.42 tons of sensitive documents out of the landfill and were sent to Sonoco to be recycled.
- November event: 38 donations to Goodwill yielded 1,410 pounds of electronics to be recycled.



Fundraisers  
\$36,758



City  
Revenue  
\$32,670.10



In-House  
Recycling  
14.47 tons



Shred  
16,840 lbs



# 2022 ACCOMPLISHMENTS

## Farmers Market - 410 E. Long Avenue

- Held Beetopia there for 2nd year
- Updated the back corners of the market to look like the front porch, we welcome everyone to have a seat and enjoy the new space.
- Updated the front entrance with a neon sign.
- Painted all the exterior doors and the office.
- Old tractor donated by Car Fare

Partnerships: Gaston Early College students & Commissioners School.





# 2022 ACCOMPLISHMENTS

## Highland Community Garden - 604 N. York

- All plots were sold and planted by local residents.
  - Trash to Treasure
  - KGB has turned to their mission of both reducing landfill waste and creating beautiful spaces at a community garden they co-sponsored with the City of Gastonia. Old bicycle wheels upcycled into trellises and newspaper boxes turned into tool storages? Trash to treasure has a whole new meaning in this garden!
  - Presented to the Master Gardener Group on Trash to Treasure in the garden and our mission
- Gaston Early College students volunteered over 225 hours this spring and fall.



All plots sold!



Over 225  
volunteer  
hours spent in  
the garden





# GRANTS RECEIVED

## \$20,000

### Gaston Community Foundation "Project Pollinator" \$5,000

- Project was designed to create "mini meadows" of pollinator flowers at the 8 Fire Stations and the Farmers Market.
- Created over half an acre of new meadows throughout the city to promote pollinator habitats
- 57 volunteers helped this fall to create the meadows at each Fire Station and the Farmers Market will be planted in Spring 2023
- Students from: Ashbrook, Forestview, Gaston Early College, Highland School of Technology plus board members and other community members helped to complete the project!



### Dominion Energy "Farm to Table - Cultivating Opportunity" \$15,000

Awarded December 2022 will begin project in 2023 with a partnership between the Gastonia Farmers Market, Ram's Kitchen and KGB to provide fresh, farm to table food and education to the residents of the Highland Community and beyond.





# BEAUTIFICATION IMPACTS

- Catawba Riverkeeper's Litter Gitter at Duhart Creek
  - Collected 139.68 pounds of trash and 54.82 pounds of recycling for a total of 194.5 pounds
- Trinity Hands
  - Collected 3,810 bags of litter off the roadways
- Adopt a Street
  - 28 participants and 26.2 mileage adopted
- Great American Cleanup
  - 12 miles of road cleaned, 700 pounds of trash cleaned up and 85 pounds of recyclables collected



Litter Gitter  
195 lbs.



Trinity Hands  
3,810 bags



Adopt a Street  
26 miles adopted



GAC  
700 lbs trash/85  
lbs of recyclables





# ART IN THE CITY

## Storm Drain Art

Thank you to these wonderful students and their artwork that has helped spruce up the storm drain covers along the Lineberger Park Greenway.

- *Alex Roop: Gaston Day School*
- *Savannah Butler: Gaston Day School*
- *Yuvaan Dhungel: Gaston Day School*
- *Carmen Martell: Gardner Park Elementary*



## Ghillie Dhu

was moved from storage to Lineberger Park Greenway Entrance and was dedicated to the former KGB Administrator, Pat Johnson.



## FUSE Mural Project "What Makes Gaston County Home?"

"What Makes Gaston County Home?" FUSE Mural Project

Location: 618 W. Franklin Blvd. - Coca Cola Pad Parking Lot

Local artists submitted pieces on the theme "What Makes Gaston County Home"

Art was applied using vinyl application to the brick wall.

Artists featured from left to right:

*Tom Hauer, Chloe Dabrawolski, Bob Mulholland, Guadalupe Perez-Velazques, Trevor Daigle, Matt Benson, Kaylan Davis, Carla Gamaz-Gutierrez, Kayla Fewell, Aniston Mixon*





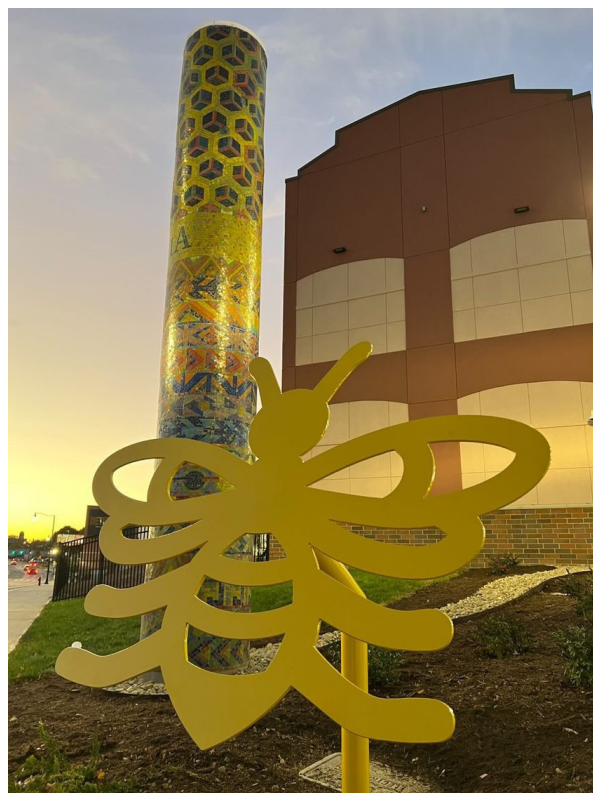
# ART IN THE CITY

Installed and dedicated **"Serenity"**  
a commissioned a mosaic column  
by

**Carlos González García**

Location: Corner of Franklin and Trenton  
at CaroMont Health Park Entrance Gate

This project was intended to be a creative way for Keep Gastonia Beautiful to showcase its Bee City USA affiliation by educating our community about the importance of bees and pollinators through public art. This project was funded through a grant provided by The Carrie E. and Lena V. Glenn Foundation along with support from the Gaston Community Foundation, all funds raised from the Community Foundation Run each year are saved for our public art endeavors!



**"Great Place to Bee" place making bees installed on Main Avenue**

At each stop, the bee featured gives information on bees and pollinators or corresponds to an architectural element featured in the mosaic column and will highlight the building's historical significance.



# COMMUNITY EVENTS



CHRISTMAS  
TREE LIGHTING  
&  
PICTURES  
WITH SANTA



BEETOPIA



SPRING, FALL  
& WINTER  
YARD OF THE  
WEEK &  
HOLIDAY  
LIGHTS



# IN THE MEDIA



JULIANN  
LEHMAN



ROBERT  
STROUD



# Our State



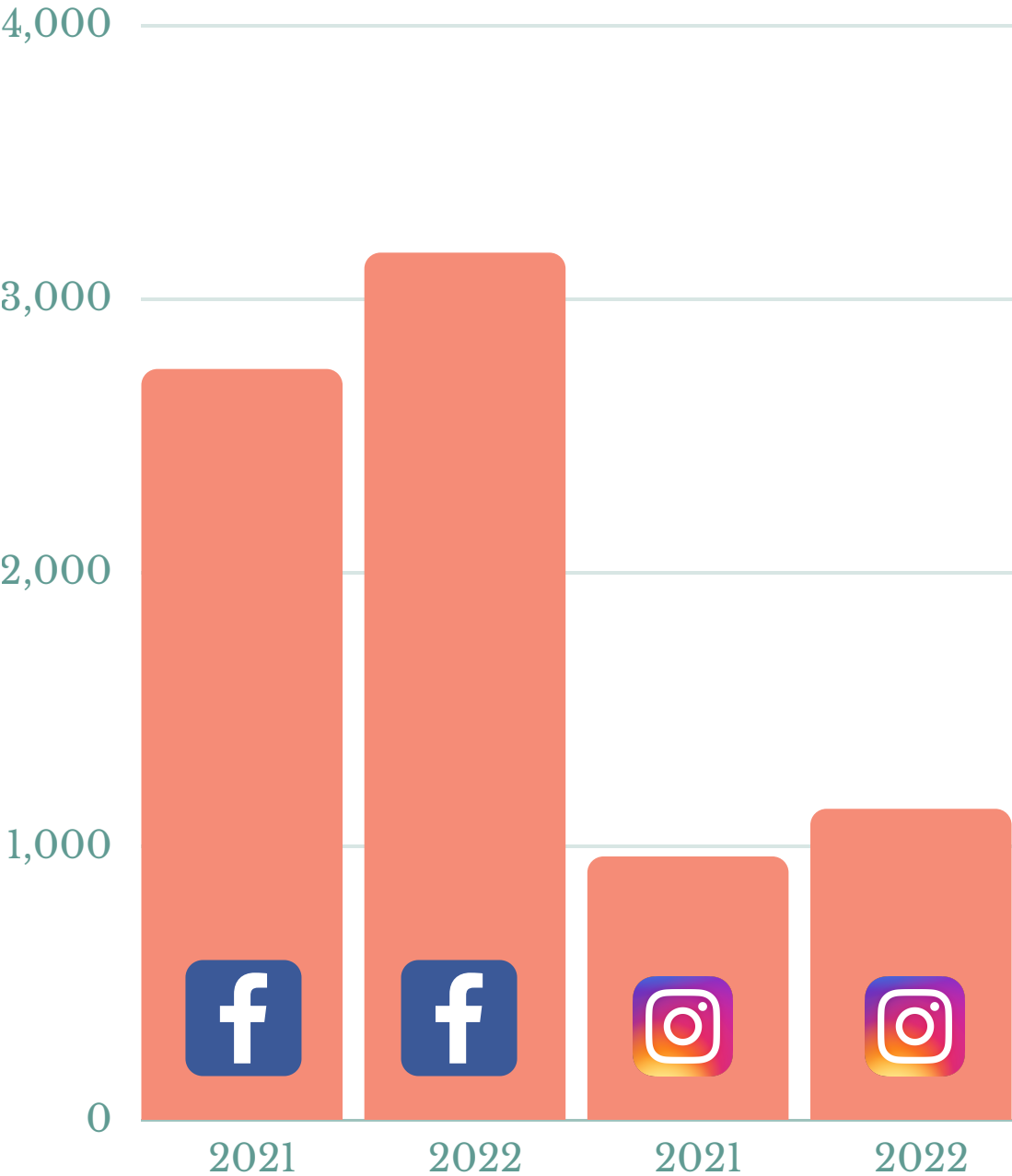
# SOCIAL MEDIA STATS

3,165

2022 FACEBOOK FOLLOWERS

1,133

2022 INSTAGRAM FOLLOWERS





# COST BENEFITS

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1,855

TOTAL NUMBER OF  
VOLUNTEER HOURS

\$24.29

VALUE OF VOLUNTEER  
TIME PER HOUR

659\*

TOTAL NUMBER OF  
VOLUNTEERS

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

\$20,000

GRANT FUNDING RECEIVED





# KEEP GASTONIA BEAUTIFUL HISTORY

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- 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
  - Beetopia Mural added to the Farmers Market Entrance
- 2021 Beetopia held at Farmers Market
- 2021 Duke Street Recycling Center Opens

# KEEP GASTONIA BEAUTIFUL HISTORY

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- 2022 Began partnership with Catawba Riverkeepers to clean "Litter Gitter" on Duhart's Creek
- Renovated back of Farmers Market to look the back of a front porch
- 2022 Student artwork applied to 4 storm drains along Lineberger Greenway
- 2022 Ghillie Dhu relocated to Lineberger Park Greenway and dedicated to former KGB Administrator Pat Johnson.
- Serenity mosaic column dedicated October 30, 2022
  - "Great Place to Bee" placemaking bees completed to compliment this project
- 2022 Received \$5,000 from the Community Foundation for "Project Pollinator" to create mini meadows at the fire stations and Farmers Market.
- 2022 Received \$15,000 from Dominion Energy for "Farm to Table - Cultivating Opportunity" grant with Farmers Market, KGB and Ram's Kitchen
- 2022 Hosted first Christmas Parade @ night & "Christmas in the City" at FUSE Stadium



# COMMUNITY PARTNERSHIPS



BOYS & GIRLS CLUB



THE CARRIE E. AND LENA V.  
**GLENN**  
*foundation*  
WHERE NEEDED MOST, TO DO THE MOST GOOD



**CATAWBA**  
RIVERKEEPER



The Gaston  
**Gazette**



Boys & Girls Club

Boy Scouts

Carolina Lavender Farm

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 Storm Water Department

Community Foundation of Gaston County

Creative Opportunities

Custom Building Systems

First United Methodist Church

Gastonia Farmers Market Association

Gaston County Beekeepers Association

Gaston County Commissioners School

Gaston County Solid Waste

Gaston County Library - Main Branch

Gaston County Schools

Gaston Early College

Gaston Gazette

Gaston's Great Podcast

Girl Scouts P2P

Goodwill

Jaycees

Keep America Beautiful

Keep North Carolina Beautiful

LaCroix Academy for Performing Art

Master Gardener Group of Gaston County

Myers Methodist

Savvy Citizen

Schiele Museum

Sonoco Recycling

Teens Changing Gaston County

Trinity Hands

Warlick YMCA



**Keep NC Beautiful**  
All Ways Green

KEEP AMERICA BEAUTIFUL AFFILIATE



**KEEP AMERICA**  
**BEAUTIFUL**