



# **2012 EXECUTIVE DIRECTOR'S REPORT**

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# **Keep Lowndes/Valdosta Beautiful**

## **Executive Director's Report 2012**

### **Goals**

Goals for the 2012/2013 year include, but are not limited to:

1. To assist the Keep Lowndes/Valdosta Beautiful Board in achieving its goals and objectives.
2. To re-assess and make the on-going K.L.V.B. brick fundraising effort a success.
3. Continue to invite the Cities of Hahira and Lake Park to participate in The Great American Cleanup and Make-A-Difference Day, and work on ways to include them in our other events/programs/projects.
4. Continue to promote anti-litter and recycling for both the City of Valdosta and Lowndes County.
5. Add at least six (6) more participants to the Adopt-A-Road/Street program.
6. Work to ensure that enough volunteers are recruited to handle the necessary work at each event.
7. Maintain the participation from at least ten different groups (fraternities, sororities, businesses, 4-H, scouts, etc.) in all three of our major cleanup events (Rivers Alive, Make-A-Difference Day, and The Great American Cleanup).
8. Continue to have good relations with the local press, governments, businesses, and community clubs and organizations.
9. Continue to have multiple sites for each major event (Rivers Alive, Make-A-Difference Day, Great American Cleanup—minimum of one (1) Lowndes and one (1) Valdosta site).

### **Goals Achieved in 2011/2012**

Goals achieved in 2011/2012 included, but are not limited to:

1. Exceeded the goal of adding six (6) more participants to the Adopt-A-Road/Street program. Twelve (12) were added during the year to make a total of 54 participants in the program.
2. Helped to launch K.L.V.B.'s first fundraising campaign.
3. Invited Lake Park and invited Hahira to participate in the Great American Cleanup and Make-A-Difference Day events. Lake Park participated.
4. Collected \$7,110.92 in grants and donated materials (fundraising).
5. Continued to help promote anti-litter and recycling initiatives in the City of Valdosta and Lowndes County.
6. Staged multiple sites for all major events: Make-A-Difference Day (3), Rivers Alive (7—record number), Bring One For The Chipper (3), and the Great American Cleanup (3 days—record number of days, 5 sites).
7. Exceeded the target number of participating clubs, businesses, and organizations in the major cleanup events—(Make-A-Difference Day: 15, Rivers Alive: 12, Great American Cleanup: 22). Target number was ten (10).
8. 36 total presentations given (includes Magic of Recycling and K.L.V.B. booth; 15 more than last year).

### **Goals Not Achieved in 2011/2012**

Goals not met in 2011/2012 included, but are not limited to:

1. The 2011/2012 goal of ensuring that enough volunteers are recruited to handle the necessary work at each event was not met for Make-A-Difference Day. Although approximately 170 volunteers were signed up to participate, only 90 participated. Constant competition from other Make-A-Difference Day events throughout the community makes it challenging to staff K.L.V.B. sites.
2. The goal of selling 100 bricks in the first leg of the K.L.V.B. fundraiser has not been met. To date, only 42 bricks have been sold. The proposed site will be re-evaluated and every effort will be made to make this effort a success.

The goals of Keep Lowndes/Valdosta Beautiful and its Executive Director are best described in the mission statement: To promote environmental stewardship and beautification by empowering individuals through public education. Keep Lowndes/Valdosta Beautiful firmly believes that through education, the quality of life in Valdosta and Lowndes County will greatly improve by being able to live in a cleaner, more beautiful community.

### **Programming/Productivity**

Keep Lowndes/Valdosta Beautiful centers its education around an annual program of work. Since its conception on October 28, 1997, Keep Lowndes/Valdosta Beautiful has reached out into the community by organizing various programs and events to involve the public by “learning through doing”. Citizens learn more about the issues of litter prevention and beautification by getting out and taking part in activities that put them in the forefront of the problems that impact our environment and community. The following represents some of the organizations’ accomplishments over the course of this past year.

**\*Bring One For The Chipper:** This event is also known as the annual Christmas tree recycling event. Since the conceptions of the program in 1991, this event has helped to divert over five million Christmas trees across the state of Georgia from landfills. In addition, over one million seedlings have been distributed to those who brought in their trees. Valdosta and Lowndes County have taken part in this event every year. In January of 2012, several sites participated in collecting and chipping 1,129 trees. This was the 12<sup>th</sup> year that an independent tree company (Cunningham Tree Service) donated its time and services (\$1,000.00 per day) to the event. So far, 12,953 trees have been collected and diverted from local landfills by the event. Keep Lowndes/Valdosta Beautiful will maintain this as an annual event, while continuing to significantly impact the local environment by diverting Christmas trees from local landfills, saving the City and County on the costs of mulch and tree chipping services, and involving the private sector through volunteering time, services, and machinery.

**\*The Great American Cleanup:** The Great American Cleanup is the signature event of Keep America Beautiful. This event encourages all citizens to come out and help improve the quality of life in their

communities by participating in litter pickups, beautification projects, and public education. Keep America Beautiful and Keep Lowndes/Valdosta Beautiful both believe that the key to litter prevention is litter education. Keep Lowndes/Valdosta Beautiful has organized a Great American Cleanup for the City of Valdosta and Lowndes County for the past eleven years. Each year the event makes a larger impact.

During the Great American Cleanup in April of 2000, hundreds of volunteers came out to collect thousands of bags of litter, beautify parks, libraries, and schools, and a number of schools participated in essay and poster contests. In the year 2001, Keep Lowndes/Valdosta made this event an even greater success by partnering with the City of Valdosta Neighborhood Cleanup Committee and the Weed and Seed program. This partnership has grown to include cleanup sites in Lowndes County. In 2009 and 2010, the event also included projects with the City of Hahira and the Lake Park Chamber of Commerce. These partnerships show greater unity and cooperation between the public and government organizations. This also helps to make a larger impact on the City of Valdosta and Lowndes County. 2012 marked the first year that the Great American Cleanup was divided up into three days. First, on February 25, K.L.V.B. assisted the City of Valdosta with cleaning the neighborhood surrounding a recently refurbished portion of Brown's Canal. 69 volunteers helped collect 6.63 tons (13,260 pounds) of junk, litter and debris. An unexpected second day of the G.A.C. occurred on March 24 in response to the tornado that passed through the Walker's Crossing area of North Lowndes County. Although thunderstorms hampered volunteer turnout, 8 volunteers helped residents clean up 6.09 tons (12,180) pounds of debris. April 21 marked the third and official day of the G.A.C. and consisted of a cleanup in Lake Park and neighborhood cleanups in Valdosta and Lowndes County. 205 volunteers from twenty (20) different clubs, businesses, and organizations helped remove 8.92 tons (17,835 pounds) of trash, litter, and debris from these areas. For all three days of the event, 282 volunteers helped to collect a grand total of 21.6 tons (43,275 pounds) and 73 tires. The Great American Cleanup is another event that Keep Lowndes/Valdosta Beautiful has taken on as an annual event to help educate, motivate, and empower individuals to help make a difference in their City and County neighborhoods and communities.

**\*Rivers Alive:** Rivers Alive is the name of Georgia's statewide waterway cleanup event. The mission of Rivers Alive is to create awareness of and involvement in the preservation of Georgia's water resources.

For the last thirteen years, Keep Lowndes/Valdosta Beautiful has taken part in the Rivers Alive campaign to help in cleaning Georgia's 70,150 miles of rivers and streams. In 1999, the Withlacoochee River at Langdale Park was the site of our first Rivers Alive. Since then, waterways that have been cleaned during this event include One and Two Mile Branches (V.S.U. Main and North Campus), the Withlacoochee River (at I-75 and Pall Bearer Road), The Little River and Withlacoochee River (at St. Augustine Road), the Alapaha River, and Sugar Creek. On October 8, 2011, the cleanup was held at a record number seven (7) different locations—the Little River (off of St. Augustine Road), One Mile Branch (V.S.U. Main Campus), Two Mile Branch (V.S.U. North Campus), the Alapaha River (at Old State Road in Naylor), the Withlacoochee River (off of St. Augustine Road), Sugar Creek (at Gornto Road), and Mud Creek (at Vann Road). 199 volunteers helped to collect 1.96 tons (3,912 pounds) of trash, litter, and debris, including a mattress, 4 coolers, 1 shopping cart, a propane tank, and even a motorized Barbie jeep. Twelve (12) community clubs, organizations, schools, and businesses participated in the event.

**\*Make-A-Difference Day:** The 2011 Make-A-Difference Day event consisted of three (3) cleanup sites—one City neighborhood, one County neighborhood, and a cleanup along Lakes Boulevard in Lake Park. These sites produced a total of 13.21 tons (26,420 pounds) of trash, litter, and debris, including 69 tires and 1 appliance. Fifteen (15) community clubs, businesses, organizations, and schools participated.

In addition to the four main events listed above, Keep Lowndes/Valdosta Beautiful and its Executive Director also work to maintain several other programs for the citizens of Valdosta and Lowndes County. These programs include, but are not limited to:

**\*America Recycles Day:** November 15 is the date of America Recycles Day. For the last seven years, Keep Lowndes/Valdosta Beautiful has sponsored events on this day to help promote recycling

in Valdosta and Lowndes County. The mission of Keep Lowndes/Valdosta Beautiful with this event is to not only promote, but increase awareness and the importance of recycling.

During the week of November 15, Keep Lowndes/Valdosta Beautiful enlists the help of the Timothy Wenk “Magic of Recycling” show to perform at local City and County schools. An average of twelve shows during this week reaches an estimated 4,000 with the message of recycling. Keep Lowndes/Valdosta Beautiful has made the “Magic of Recycling” show an annual tradition for America Recycles Day.

\*Electronics Recycling: On March 11, 2006, K.L.V.B. partnered with private industry, the City of Valdosta, and Lowndes County in the first ever Electronics Recycling Event in this area. This County-wide event diverted 18 tons of electronics from our local landfill. Items collected included 258 computer monitors, 353 personal computers, and 27 televisions. This event was open to all of the citizens and businesses of Valdosta and Lowndes County. At the Fall 2011 (Nov. 5) and Spring 2012 (Mar. 31) Electronics Recycling Events, K.L.V.B. once again partnered with the City of Valdosta, Lowndes County, and 68 volunteers to help collect a total of 57,432 pounds (28.7 tons) of electronics, including 384 monitors, 350 personal computers, and 69 televisions. K.L.V.B. will continue to be a partner in this event.

\*The Lowndes County and City of Valdosta Adopt-A-Road, Adopt-A-Spot, and Adopt-A-Stream programs: Any civic organization or business can adopt any of these three. Each adopted site is maintained, cleaned and monitored by the organization. There are now 54 active members of the Adopt-A-Road and Adopt-A-Street programs. A record number of twelve (12) roads/streets were adopted in 2011/2012.

\*Beautiful Business Program: This monthly award program was established by Keep Lowndes/Valdosta Beautiful and the Valdosta Junior Woman’s Club in 1998 in order to positively reinforce businesses that are making a positive contribution to the overall beauty of the community.

\*Beautiful Garden Award and Beautiful Residence Award: These are Keep Lowndes/Valdosta Beautiful’s newest awards programs. These



were formed through partnerships with the Wymodausis Club (Residence Award) and the Garden Center (Garden Award). These awards are presented approximately every other month.

\*Litter Free Events: Keep Lowndes/Valdosta sponsors a number of litter free events throughout the year. At a litter free event, volunteers from Keep Lowndes/Valdosta Beautiful distribute litter bags at an information booth/table to citizens so that they can properly dispose of their litter rather than throwing it on the ground. K.L.V.B. has partnered with the Valdosta Main Street Program since 2000 to make the annual Brown Bag Concert Series (Spring) a litter free event.

\*Litter Index: The Litter Index is a visual litter survey used to measure the amount of litter in a municipality. This program was designed by Keep America Beautiful and is conducted annually between the months of April and May. The system consists of viewing and rating different locations throughout a given area, and then averaging the ratings in order to score the city/county. On a scale of 1-4 (4 being the most littered), Valdosta and Lowndes County received a score of 1.9 in 2012.

\*Fundraising: 2011/2012 was a very productive fundraising year for K.L.V.B. First, K.L.V.B. received various funds from the Regional Hub Recycling Grant. \$5,824.00 paid for our annual “Magic of Recycling” show series. Throughout the year, Chick-Fil-A donated \$750.00 worth of food coupons to be given out to event volunteers. In addition, 30 cases of water were donated by Wild Adventures (\$150 value), 36 boxes of trash bags were donated by Keep America Beautiful (\$376.92 value), and \$10 in cash was donated. That makes a total of \$7,110.92 for the year. This total does not include \$4,200 that was raised through the Crescent brick fundraising project. K.L.V.B. began this project in the Fall of 2011. To date, the program has sold a total of 42 bricks that are to be engraved and installed at The Crescent. This fundraiser is a partnership between K.L.V.B. and The Garden Center/Crescent. Proceeds after the cost of the bricks, engraving, and labor are to benefit K.L.V.B. The initial goal of selling 100 bricks has not been met. The public relations effort to sell bricks continues. Alternative sites at The Crescent that may require a fewer number of bricks and overall costs are being explored.

\*School Grants: Beginning in 2007, K.L.V.B. began an environmental grants program that awarded a total of \$1500 to area schools. The program was meant to award \$500 to a City school, \$500 to a County school, and \$500 to a private school. In 2007, six schools applied. The three that were awarded that year were Clyattville Elementary, Hahira Middle, and Lowndes Middle. In 2008, only three schools applied. All three of these, Dewar Elementary, GA Christian, and St. Johns Catholic School, were awarded. In 2009, only three applied again. Again, all three were awarded, including Valwood School and Lowndes High School (two applications for two projects). Due to financial limitations, this program was suspended in 2010/2011.

### **2011/2012 Community Contacts**

Clubs, Organizations, Businesses, School Systems, and Governments contacted in 2011/2012 included, but are not limited to:

1. Georgia Department of Community Affairs
2. Keep Georgia Beautiful
3. Keep America Beautiful
4. Sunrise Rotary Club
5. Lake Park Chamber of Commerce
6. The Garden Center
7. City of Valdosta Main Street Department
8. Lowndes Emergency Mgmt. Dir.
9. VSU Co-op Office
10. Lee & Associates
11. Lowndes County Code Enforcement
12. The Valdosta Daily Times
13. Wymodausis Club
14. Lowndes County Manager
15. Parks and Rec. Authority
16. Valdosta City Manager for Administration
17. Assistant to the City Manager (Valdosta)
18. Azalea Festival Committee
19. VSU Black Student League
20. VSU NAACP
21. Rotaract Club (VSU org.)
22. Zeta Tau Alpha Sorority
23. SAVE (VSU org.)
24. Southeastern Federal Credit Union
25. VSU Campus Activities Board
26. Tau Kappa Epsilon Fraternity
27. SIFE (Students In Free Enterprise, VSU org.)
28. Phi Beta Sigma Fraternity

29. Valdosta High NJROTC
30. Valdosta Junior Womans Club
31. Int'l FAMM & OES, Inc.
32. VSU Grounds Maintenance
33. Vision 58:8
34. Chief of Police (Valdosta)
35. Lowndes County P.I.O.
36. VSU TV
37. Kappa Kappa Psi
38. SGA (GMC)
39. Phi Sigma Kappa
40. Beta Alpha Psi
41. C93 WAAC Radio Station
42. Alpha Phi Sigma
43. SURGE (VSU org.)
44. Channel Metro 17
45. City of Valdosta P.I.O.
46. Talk Radio 92.7
47. Black Crow Media
48. Dasher City Council
49. Valdosta Kiwanis Club
50. VSU Pre-Vet. Club
51. South GA College
52. VSU Student Government Association
53. Valwood School
54. LHS Environmental Club
55. Kappa Delta Sorority
56. Zeta Phi Beta Sorority
57. Iota Phi Theta
58. Goodwill Industries
59. The Herndon Company
60. Chick-Fil-A
61. City of Valdosta Code Enforcement
62. Azalea City Woman's Club
63. City of Valdosta Arborist
64. The Home Depot
65. Moody A.F.B.
66. Baptist Village
67. Sigma Chi Fraternity
68. Georgia Military College
69. Valdosta State University
70. Church...Latter Day Saints
71. VSU Student Action Council
72. DEFY (afterschool group)
73. Honors Mentors
74. Girl Scout Troop 40460

75. Boy Scout Troop 415
76. Valdosta Deputy City Manager for Operations
77. Moody Child Development Center
78. Clyattville Elementary
79. 75<sup>th</sup> Tiger Shark Spouses
80. Hahira Elementary
81. J. L. Lomax Elementary
82. Wild Adventures
83. Valdosta Civic Roundtable
84. Dewar Elementary
85. Georgia Christian School
86. Southeast Elementary
87. Moulton Branch Elementary
88. Westside Elementary
89. Stone Creek Property Owner's Association
90. Collegiate Women of VSU
91. Hahira City Manager
92. Lowndes County Public Works
93. Councilman Ben Norton
94. St. John Lodge #357
95. Coombs Heating & Air
96. Valdosta Shriner's Club
97. WALB Channel 10
98. WCTV Channel 6
99. Wal Mart
100. Lowndes County Finance Director
101. Ladies United Chapter 229
102. Sigma Nu Fraternity
103. Bethel CYE/YOT (youth groups)
104. Miller Hardware
105. Valdosta Stormwater Superintendent
106. Order of the Eastern Star
107. Camellia Garden Club
108. Councilman James Wright
109. Tri Beta Club
110. Lake Park Mill Stores
111. VSU ROTC
112. Chi Omega Sorority
113. Boy Scout Troop 454
114. Alpha Kappa Alpha
115. WAFT radio station
116. Habitat For Humanity
117. Valdosta City Manager
118. City of Valdosta Media Coordinator
119. Commissioner Crawford Powell
120. Harmon's Awards

121. 75<sup>th</sup> Fighter Squadron (Moody AFB)
122. S. L. Mason Elementary
123. Colson Printing
124. BB&T
125. James H. Rainwater Conference Center
126. City of Valdosta Public Works
127. Azaleas/Holiday Inn
128. Lowndes County Public Works Director
129. St. Johns Catholic School
130. GA Power
131. Wild Adventures Public Relations
132. Hambrick's Tree Farm
133. VSU Dir. Of Vol. Services
134. Archer Daniels Midland
135. Mt. Vienna Church
136. City of Valdosta Environmental Technician
137. Valdosta Mayor John Gayle
138. Lanier Co. Primary School
139. Pineywoods Vet. Hospital
140. Berrien Co. Primary School
141. Lowndes Stormwater Technician
142. Lowndes Commission Chairman
143. Regions Bank
144. Tau Beta Sigma
145. Lee Office Equip.
146. Rivers Alive
147. VSU Sociology Dept.
148. Dept. of Juvenile Justice
149. Pi Kappa Phi
150. VSU Interim President
151. Alpha Phi Omega
152. Kappa Alpha Order
153. The Spectator (VSU newspaper)
154. Delta Chi Fraternity
155. Sigma Alpha Epsilon
156. Valdosta Camellia & Garden Club
157. VHS Marching Band
158. Lowndes Co. 4-H
159. VHS Key Club
160. Valdosta Middle School
161. VSU Residence Hall Assoc.
162. Highland Christian Academy
163. Sallas Mahone Elementary
164. Keep Smyrna Beautiful
165. Collegiate Men of VSU
166. Hahira Middle School

- 167. VSU Heros
- 168. Valdosta High School
- \*increase of 34

## **Conclusion/Summary**

Final numbers for the year:

- Total volunteers: 1,313
- Total volunteer hours: 3,085.25
- Total in-kind and Volunteer hour value: \$172,727.90
- Cost Benefit Ratio: \$3.46 benefit to every budget dollar.

The mission statement of Keep Lowndes/Valdosta Beautiful is to promote environmental stewardship and beautification by empowering individuals through public education. Keep Lowndes/Valdosta Beautiful and its Executive Director will both continue working by this mission statement by building and expanding upon its existing events and programs. New educational and community projects are always being planned. There is also a continuing effort by Keep Lowndes/Valdosta Beautiful to receive grants and private donations to help continue its programming. Through its mission, goals, and by the support of Valdosta and Lowndes County governments, Keep Lowndes/Valdosta Beautiful will continue to be a success and to improve our quality of life in Valdosta and Lowndes County.



## KLVB EVENTS/PROJECTS

### Events

<u>Event</u>	<u>Date/Month</u>	<u>Partnership</u>
Bring One For The Chipper	January (usually 1 <sup>st</sup> Sat.)	Valdosta, County, Hahira
Arbor Day	February	City of Valdosta
Electronics Recycling Event	March/April and November	City, County
Great American Cleanup/ Earth Day	April	Valdosta, County, Hahira, VSU (S.A.V.E.), Lake Park Chamber of Commerce
Litter Free Events Brown Bag Lunch Series	May (one week)	City of Valdosta
Rivers Alive	October	KLVB only (sometimes VSU, City, and/or County)
Make-A-Difference Day	October	City of Valdosta, County, Hahira, Lake Park Chamber of Commerce
America Recycles Day ("Magic of Recycling" show)	November 15 (week of)	KLVB only

### Programs/Projects

#### Program/Project

Adopt-A-Road (County, Valdosta, & Remerton)

Adopt-A-Spot

Beautiful Business Award (partner: Valdosta Junior Womans Club)

Beautiful Residence Award (partner: Wymodausis Club)

Beautiful Garden Award (partner: The Garden Center)

Volunteer Appreciation Luncheon

Litter Index (Visual Litter Survey)

Education (Display Board)

**KEEP LOWNDES/VALDOSTA BEAUTIFUL  
CLEANUP/MAJOR EVENT TOTALS  
JULY 14, 2000-PRESENT**

(updated 05/03/12)

<u>Major Event</u>	<u>Totals</u>
RIVERS ALIVE	1,644 VOLUNTEERS 61.2 TONS 247 TIRES 18 APPLIANCES OTHER ITEMS INCLUDE FURNITURE, HOT WATER HEATERS, HYPODERMIC NEEDLES, A TRUCK FRAME, CAR PARTS, SWING SETS, SHOPPING CARTS, ETC.
THE GREAT AMERICAN CLEANUP	5,926 VOLUNTEERS 471.85 TONS 1,397 TIRES 187 APPLIANCES OTHER ITEMS INCLUDE FURNITURE, TELEVISIONS, SHEDS, HYPODERMIC NEEDLES, A HOT TUB, ETC.
MAKE-A-DIFFERENCE DAY	2,039 VOLUNTEERS 233.17 TONS 978 TIRES 58 APPLIANCES OTHER ITEMS INCLUDE GENERAL LITTER, FURNITURE, TELEVISIONS, LAWN MOWERS, KITCHEN SINK, ETC.
BRING ONE FOR THE CHIPPER	403 VOLUNTEERS 12,953 CHRISTMAS TREES RECYCLED AND DIVERTED FROM OUR LOCAL LANDFILL. 4,450 SEEDLINGS PLANTED.
ELECTRONICS RECYCLING	175 VOLUNTEERS 212.27 TONS 3,461 MONITORS 3,435 PC'S 331 TV'S

Grand Totals

10,199 major event volunteers  
978.49 tons (1,956,980 pounds)  
2,622 tires  
263 appliances  
12,953 Christmas trees





Rivers Alive (October 8, 2011)





Make-A-Difference Day (October 22, 2011)





The “Magic of Recycling” Show (November 14-18, 2011)





Bring One For The Chipper (January 7, 2012)





The Great American Cleanup (Feb. 25, Mar. 24, and Apr. 21, 2012)





Beautiful Business Award (May 2012)

Beautiful Garden Award (February 2012)





Earth Day (April 19, 2012) at Dewar Elementary

