



Keep Lewisville
Beautiful

ANNUAL REPORT 2024



Annual Report

The mission of Keep Lewisville Beautiful (KLB) is to engage the citizens of Lewisville through service and education to enhance their community environment. Keep Lewisville Beautiful partners with the community on projects that improve the appearance of public spaces, instill community pride, and provide a positive impact on economic development and prosperity in our community. A six-member volunteer board of directors currently manages the non-profit's programs, vision, and goals, with a plan to increase board membership in the 2024 year.

KLB's litter prevention programs and cleanups have a positive impact on the environment and the public's attitude toward litter prevention. With increased community engagement efforts in 2023, KLB saw a 24% increase in volunteers and a 15% increase in volunteer hours. KLB board and staff updated our strategic plan to help guide our growing organization, plan for board member growth, and better engage with our community. We grew partnerships in 2023, hosting more corporate cleanup days and successfully extending our reach with major employers for city-wide events and beautification projects. KLB is evaluating programs and incorporating more educational outreach opportunities to include Castle Hills for programs like Adopt-A-Spot, Giving for Greenspaces, and our two annual city-wide cleanups in the spring and fall.

Keep Lewisville Beautiful is an active and award-winning affiliate of Keep Texas Beautiful (KTB) and Keep America Beautiful (KAB). KLB currently has 1.5 paid staff members, a full-time Executive Director and part-time administrative assistant.

2023 Awards and Recognition:

- Keep Texas Beautiful Gold Star Affiliate
- Keep America Beautiful President's Circle
- Second place, Governors Community Achievement Award (GCAA) application
- Sustained Excellence, Governors Community Achievement Award (GCAA)

Litter Trends:

KLB conducts a Keep America Beautiful Community Appearance Litter Index survey to assess litter trends in our community and monitor cleanup locations. We monitor 60 areas in the spring, and 47 in the fall with a sampling from industrial, commercial, educational, residential, greenspace, downtown, and waterway areas. The index scale is 1 (little to no litter) to 4 (extremely littered/illegal dump site). These biannual litter surveys help KLB monitor litter problems, identify areas in need of cleanup, and target areas for Great American Cleanup, Fall Sweep, and waterway cleanups year-round.

The 2023 spring litter index decreased from 1.74 to 1.64 (less litter), and our fall waterway litter index also decreased from 2.01 to 1.90 (less litter).

In tracking litter trends, we noticed more waterway trash in 2022, to which we focused 2023 cleanup efforts accordingly with corporate groups and our one-time cleanup programs. New in 2023, we also created five waterway cleanup kits for the public to borrow and utilize for community cleanups.

There is an abundance of construction projects around town, which leads to increased index scores of commercial areas. Areas of concern for illegal dumping and/or unsecured dumpsters include Business 121, Interstate-35 (I-35) construction acquisition areas/buildings, Fox Hembry Cemetery on Valley Ridge, Timbercreek near the old Dollar Theater location (I-35 and Rockbrook), Kealy/Jones, the fields behind Sam's Club on Main Street, Nora apartment

complex on I-35, I-35 southbound frontage roads between Home Depot and Public Storage, and the canal along Vista Ridge Mall Drive. KLB sends extra volunteers to help cleanup illegal dump sites and/or areas that received higher litter scores.

2023 Programming:

KLB had a successful year engaging citizens to clean up and beautify our community. Altogether, KLB volunteers removed 30 tons of trash and contributed 9,402 hours valued at \$294,540 of in-kind services through programs. KLB engaged 4,777 unique volunteers through programming and reached an additional 4,989 participants through educational outreach programs such as community booths, city festivals, presentations, and community classes.

Litter Prevention

KLB hosts city-wide cleanup events and programs to engage and educate Lewisville residents on litter abatement efforts. Our signature events include the annual Spring Cleanup and Trinity Trash Bash, of which we partner with the City and Parks Department to host in public spaces.

- **Spring Cleanup was held April 27 at Thrive**
 - Engaged 379 volunteers who contributed 1,585 volunteer hours. This is a 12% increase from the previous year.
 - Volunteers cleaned 34 locations and removed more than 254 bags, almost 3 tons of trash. These locations included: 9 waterway areas, 12 parks, 7 greenbelt spaces, and 12 commercial areas.
 - Value of in-kind litter abatement services to the City: \$50,403.
 - Event in-kind donations valued at \$3,337.
- **Trash Bash was held November 4 at Lake Park**
 - Engaged 318 volunteers who contributed 1,272 volunteer hours.
 - Volunteers cleaned 47 waterway locations and removed more than 338 trash bags, an estimated 3.5 tons of trash. These locations included: 15 waterway areas, 15 parks, 11 roadways, and 6 commercial areas.
 - Value of in-kind litter abatement services to the City: \$40,450.
 - Event in-kind donations valued at \$1,598.
- **Other Cleanup metrics**
 - Community and corporate group cleanups: 18 cleanups hosted outside of special events: 1,097 volunteers, 2,913 volunteer hours, 616 bags of trash removed from parks and greenspaces.
 - Community Service program: 213 individual cleanups hosted in Old Town district, 282 volunteer hours, 567 bags of trash removed.
 - Provided materials for pre-event and post-event litter cleanups in association with Western Days festivals (2 cleanups total): 68 volunteers, 136 hours, 21 bags of trash removed from Old Town core district, as part of our rental agreement requirements. Note that ColorPalooza pre- and post-cleanup events were cancelled due to inclement weather.
- **Adopt-A-Spot**

KLB manages Adopt-A-Spot volunteers and provides supplies for 1,882 program volunteers, reporting monthly metrics to the Parks and Recreation Department. There are currently 86 locations around town. This program contributed 2,475 volunteer hours in 2023, and volunteers removed 1,137 bags of trash from program areas. Volunteer engagement numbers increased dramatically for this program, increasing 90% from 2022. This resulted in an increase of 14% more trash being collected from the same sites as the previous year, and three new locations added. Total in-kind value of volunteer hours is \$78,705.

Program	Volunteers engaged	Volunteer hours	Bags/pounds of trash
Spring Cleanup	379	1,585	254 bags, 3 tons
Trash Bash	318	1,272	338 bags, 3.5 tons
Community cleanup events	1,087	2,913	616 bags
Adopt-A-Spot	1,882	2,475	1,137 bags
Community Service (court cleanups)	213	682	567 bags
Litter Index volunteers	12	24	n/a

Beautification

KLB partners with the community for beautification and community improvement projects annually.

- **Make A Difference Day:** This year's prairie planting and re-potting project with Lewisville Lake Environmental Learning Area (LLELA) supported LLELA's plant-a-thon project with the Lewisville Independent School District (LISD). KLB volunteers prepped and potted a total of 150 plants and cleaned out the demonstration garden beds on 9/28/23 with corporate partner Texas New Mexico Power Company.
- **Make A Difference Day:** KLB also supported the Lewisville Independent School District Outdoor Learning Area (LISDOLA) on 10/14/23. KLB volunteers cleaned up educational garden beds, mulched trails, trimmed trees, cleaned educational classrooms, and picked up trash around LISDOLA. Afterwards, KLB hosted a solar eclipse volunteer watch party. Volunteers donated 159 volunteer hours valued at \$5,056 of in-kind beautification and community improvement services.
- **Arbor Day:** KLB partnered with PARD to host two community Arbor Day proclamation readings and Tree City USA flag presentations with the Lewisville Mayor. KLB gave 8 trees away for residential plantings as part of these events. A total of 697 participants were engaged with Arbor Day presentations. In addition to this, KLB hosted a Garden Secrets Class on "Texas Trees" in partnership with the Denton County Master Gardeners Association and Master Naturalists, which engaged 12 participants on tree care and maintenance. This will be our 30th year as a Tree City USA community.
- **Tree City USA reporting:** KLB contributed metrics to PARD for the completion of the annual Tree City USA report and City recognition. KLB assists with volunteers for tree plantings (sent volunteers to the Glory Park planting, and provided volunteer tools, gloves, and t-shirts), and hosted Arbor Day presentations as part of the Spring Cleanup and Trash Bash events.
- **Giving for Greenspaces:** KLB helped coordinate a wildflower seeding and planting in Castle Hills with resident Brian Storm to beautify a drainage area off of Avalon Drive and install Texas Sage shrubs to act as a sound barrier for a gas well along the trail system. Neighbors donated funding to purchase seeds and plants. KLB helped match wildflower seeds for the planting and provided volunteer tools and coordination support.
- **Wildflower seeding support:** KLB donated 65 pounds of native seeds towards public planting projects valued at \$2,853. Volunteers helped re-seed pollinator areas at Lake Park, Orchard Valley Park, and Valley Ridge Greenbelt. KLB and volunteers conducted a biodiversity study at Orchard Valley Park to document what wildflowers came up at different stages, to help further guide KLB plantings and be a resource for community plantings.

Program	Volunteers engaged	Volunteer hours	Metrics
Arbor Day celebrations	697	116	8 trees given away
Make A Difference Day	67	185	150 plants
Wildflower seedings	12	18	4 areas seeded
Seed packing events for giveaways and little seed library	43	99	Seedball making and pollinator seed packet stuffing

Education and Outreach

KLB programs reached an estimated 4,989 participants through community booths, classes, city festival outreach, presentations, and educational programming.

- **Garden Secrets Series:** KLB hosts Garden Secrets classes on beautification, pollinator, and conservation topics. Partners include Denton County Master Gardeners Association, North Texas Native Plant Society, Upper Trinity Regional Water District, Sustainability, and the Lewisville Public Library.
 - 299 attendees
 - 493 educational hours (a 74% increase from the previous year)
 - 12 seminars (a 37% increase in classes from previous year)
- **City Events:** KLB coordinated with the City’s special events team to help manage the pilot program for composting at ColorPalooza. KLB brought in 11 volunteers (plus KLB staff) to man composting bins at the event, as well as educate participants and vendors about event composting. These volunteers contributed 30 hours, valued at \$954 in-kind services. Staff and volunteers helped monitor bins, remove composting contamination, and passed out educational information.
- **Little Seed Library:** Funded by a KTB grant, KLB created a “Little Native Seed Library” seed share program for residents to grow and learn about native plants in the North Texas area. KLB created information sheets and educational materials for each species as part of our “Wild About Wildflowers” series. Educational outreach includes public locations and city spaces that these natives can be seen blooming in spring and fall.
 - 42 types of native pollinator species and wildflower mixes.
 - 1,420 seed packets were handed out through the Lewisville Library Seed Library location.
 - 600+ seed packets were handed out at the Visitor Center Seed Library location.
 - 679 seed donations received through the Lewisville Library Seed Library
 - 2 Traveling Seed Libraries created to take to City events and community booths.
 - This program was so successful that we partnered with the library to co-host two “plant and seed swap” classes.
- **Roots for Wings:** We are very excited about KLB’s partnership with Sustainability and LLELA on the City’s pilot program for native pollinator gardens certification.
 - Staff contributed 33 hours towards research, attending meetings, planning, and presenting at the Roots for Wings seminar.
 - KLB is a resource for native seeds for residents to use in this program and handed out over 100 seed packets at the Roots for Wings presentation.
 - KLB works with Master Gardeners to host supplemental training and education hours for relevant topics in our Garden Secrets programs for gardeners to learn more and access additional resources about pollinators and habitats.
 - 2024 planned classes include: planting natives, attracting birds and butterflies, seed saving, plant propagation, pruning, and maintenance, and more.

- **Bags for Benches:** KLB hosts collection sites with two community partners, and new in 2023 added a bin at City Hall in partnership with Economic Development and the Green Team. KLB will partner with City employees to recycle bags to earn additional benches to donate to the Parks Department for placement at parks, greenbelts, and local trails for public use. KLB tracks volunteer hours, manages bag recycling, and engages the community to participate with recycling and waste reduction.
 - More than 1,123 pounds of plastic bags were recycled through the program in Lewisville.
 - 2 benches were donated to PARD, valued at \$389 value each.

- **Social media and Outreach:** KLB connects with the community using traditional media press releases, social media accounts, the KLB website, and printed material to make the public aware of community improvement programs, recycling resources, and environmental education available to them.
 - KLB has a total reach of 4,238 Facebook, Twitter, and Instagram followers who receive program and event information.
 - 2023 social media posts garnered 54,945 social media engagements on KLB programming and shared City sustainability and environmental content.
 - KLB sends quarterly newsletters to our volunteer database, which has an audience reach of 1,554 unique users.
 - Relevant City programs on environmental topics from Sustainability, PARD, and other City departments are shared with the KLB network through social media, the KLB website, newsletters, and tabletop displays.

Governor's Community Achievement Award:

KLB compiled and completed the Lewisville community application which received Second Place in our population category, as well as earned "Sustained Excellence" recognition for environmental programming. Lewisville is eligible to place for \$290,000 Texas Department of Transportation funding and recognition in 2024. See attached completed report.

Construction started in 2022 for Valley Ridge/I-35 and 121/FM3040 for beautification plantings. KLB's 2019 GCAA winning funds in total of \$290,000 went towards this project.

Beautify Texas Awards:

KLB nominated Lewisville programs for Beautify Texas Awards but did not place in the 2023 program. KLB is currently in the process of nominating the Roots for Wings Program for a 2024 award.

City Letters of Support:

KLB submitted letters of support to Parks and Recreation Department for the following programs in 2023:

- Texas American Planning Association (APA) 2023 Texas Achievement Awards , City of Lewisville Healthy Infrastructure Plan

Budget:

The KLB operating budget in 2023 was \$119,653. Programs are funded by an agreement between the City and two landfill operators, grants, fundraising efforts, KLB memberships, and public donations.

Revenue and Expenses

January 1- December 31, 2023*

Support and Revenue:

General Receipts:

Donations, grants, fundraising	26,487
Waste Management	50,167**
Republic Services	42,999**

Total support and revenue: **119,653**

Expenses:

Program Expenses:

Spring Cleanup	3,474
Trash Bash	2,737
Beautification	4,258
Education	2,009
Payroll	44,778

Total Program Services **57,256**

Administrative Expenses:

Payroll	32,425
Volunteer Insurance	3,752
Rent and Utilities	1,560
Supplies and other	9,2033

Total Administrative expenses: **46,770**

Total Expenses: 104,026

*This report is subject to change pending CPA's preparation of our annual financial report and statement, presented to the board summer 2024.

** Waste Management and Republic Services are contracted to each contribute \$43,000 annually (\$3,583.33 per month) per City agreement. We were shorted three contracted payments in 2022 due to vendor system issues. KLB received the missing 2022 payments in February 2023, which accounts for the totals listed above \$43,000.



2024 Projected Event and Educational Program Dates

- April 20: Spring Cleanup and Mariposas @ Thrive 8am-1pm
- April 20: Arbor Day Proclamation reading, Tree City USA presentation, 12pm
- May 10: Mary Kay Tree Planting at Railroad Park, 9am-12pm (serves as KLB Arbor Day planting)
- Arbor Day Tree Planting and giveaway support, TBD with PARD
- October 5: Make A Difference Day, 9am-12pm
- November 9: Trash Bash @ Lake Park, 8am-12pm
- November 9: Arbor Day Proclamation reading, Tree City USA presentation, 12pm
- Wildflower Seeding, TBD, Nov 2024

- Educational Classes
 - February 17: Plant and Seed Swap at the Lewisville Public Library, 10:30am-12pm* (library partnership)
 - March 28: Garden Secrets Class, 6:00-7:00pm (Grand Theater)
 - April 11: Garden Secrets Class, 6:00-7:00pm (Grand Theater)
 - April 25: Garden Secrets Class, 6:00-7:00pm (Grand Theater)
 - May 23: Garden Secrets Class, 6:00-7:00pm (Grand Theater)
 - June 13: Garden Secrets Class, 6:00-7:00pm (Grand Theater)
 - August 1: Garden Secrets Class, 6:00-7:00pm (Grand Theater)
 - August 15: Garden Secrets Class, 6:00-7:00pm (Grand Theater)
 - September 5: Garden Secrets Class, 6:00-7:00pm (Grand Theater)
 - September 19: Garden Secrets Class, 6:00-7:00pm (Grand Theater)
 - October 10: Garden Secrets Class, 6:00-7:00pm (Grand Theater)
 - October 24: Garden Secrets Class, 6:00-7:00pm (Grand Theater)
 - November 14: Garden Secrets Class, 6:00-7:00pm (Grand Theater)
 - December 5: Garden Secrets Class, 6:00-7:00pm (Grand Theater)

City Events and Partnerships

- January 15: Martin Luther King Jr Day of Service @Champion Macedonia Cemetery
- March 2: Roots for Wings program @ Thrive
- April 20: Mariposas, held in conjunction with Spring Cleanup event, joint programming with LLELA
- April 25 and 30: ColorPalooza pre and post cleanups with the LHS ROTC Booster Club
- Western Days pre and post event cleanups with ROTC Booster Club: TBD by ROTC Booster Club within week before and after September 30
- Little Native Seed Library, Visitor Center (ongoing)
- Little Seed Library, Lewisville Public Library (ongoing)
- Christmas Tree Recycling Program (December 2, 2024 to January 31, 2025)



Annual value of KLB programs and support to City

Volunteer Hours: Trinity Trash Bash (TTB), Spring Cleanup (SCU), Make A Difference Day (MADD), Special Events, Community Service projects, Clean up days, Cleanup kit rentals	\$225,214 in-kind value of volunteer programs <ul style="list-style-type: none"> 9,402 volunteer hours contributed by KLB volunteers. 30 tons of trash removed from the community. SCU event valued at \$ 50,403. SCU in kind donations value \$3,337 TTB event valued at \$ 40,450. TTB in kind donations \$1,598.
Adopt-A-Spot Hours:	\$78,705 in-kind value of services <ul style="list-style-type: none"> 2,475 volunteer hours. KLB manages 1,882 volunteers across 86 locations for monthly cleanups and reporting. Program removed 1,137 bags of trash from local parks, medians, and green spaces in 2023.
Beautification Projects and Giving for Greenspaces: Physical donations of plants, seeds, trees, and materials for beautification projects in public spaces. Includes seedlings in public spaces (Lake Park, Orchard Valley, Valley Ridge Greenbelt, Queens Park)	\$7,111 in beautification project donations of wildflower seeds <ul style="list-style-type: none"> \$2,984 in seed donations for seedlings of public spaces and little seed library. \$3,148 Little Native Seed Library volunteer efforts. \$979 Giving for Greenspaces support.
Tree City USA Support: Spring and Fall Arbor Day events, Tree donations, tracking of volunteer hours for Tree City USA certification	\$5,712 in-kind Arbor Day support <ul style="list-style-type: none"> 697 Arbor Day attendees reached through events. 174 educational hours towards Arbor Day activities. Staff support to PARD for Tree City USA report metrics. Tree City USA flag presentation at Spring Cleanup and Trash Bash event.
Educational Outreach: Free community classes, festivals, special event booths, community booths, and in-kind giveaways for outreach.	\$11,294 in staff hours for environmental education support <ul style="list-style-type: none"> 2,407 educational hours reported in 2023. Reached 4,989 attendees at events, classes, booths, presentations. Departmental support with reporting metrics to sustainability, parks, stormwater, etc. Garden Secrets in-kind value of \$2,000 for 10 class speakers.
Roots for Wings: Program and educational support to City staff for the preparation and implementation of pilot program	\$1,030 in-kind support to City program <ul style="list-style-type: none"> Meetings and planning sessions; attended class audit. Program support and dedicated hours towards promotion and marketing to KLB volunteers. Presentation during pilot program. Increased community awareness and education to support pollinator plantings. Direct support of donated seeds for participants (little seed library).
Bags to Benches: Community recycling program, donation of benches to PARD	\$2,572 in-kind value of services <ul style="list-style-type: none"> 2 benches donated at \$389 value each. Diverted 1,123 pounds of plastic bags. Increased community awareness and education to support recycling and source reduction.
Grant Writing for Public Projects: KLB grants are written for litter prevention, beautification, and education projects that directly support Parks and Sustainability initiatives.	\$12,500 in grant writing efforts for projects in public spaces <ul style="list-style-type: none"> \$12,000 community grant for beautification and education efforts. \$500 KTB grant for waterway cleanup kits.
Staff Time	\$44,778 in Event, program, and volunteer management, and writing GCAA application for Lewisville.

Value of programs: **\$388,916**