





## 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 seven-member volunteer board of directors currently manages the non-profit's programs, vision, and goals.

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 2024, KLB saw a 15% increase in volunteer numbers and a 10% increase for bags of trash collected. KLB also saw a surge of new partners to help with cleanup efforts. Altogether, KLB volunteers removed 32.76 tons of trash and contributed 8,898 hours valued at \$282,964 of in-kind services through programs. Volunteers cleaned an estimated 73 miles of waterways, 263 miles of roadway, and 450 acres of parks/trails.

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. For FY2025, KLB added a program coordinator position to replace the assistant position.

### ***2024 Awards and Recognition:***

- Keep Texas Beautiful Gold Star Affiliate
- Keep America Beautiful President's Circle
- Sustained Excellence, Governors Community Achievement Award (GCAA)
- International recognition from partner Mary Kay for our Railroad Tree Planting project

### ***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 sixty-nine areas in the spring, and seventy-four in the fall with a sampling from industrial, commercial, educational, residential, green space, 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. KLB also uses the index to track and target illegal dumping areas, which are reported to Code Enforcement and the Police Department.

**The 2024 spring litter index increased from 1.64 to 1.84, and our fall waterway litter index increased slightly, from 1.90 to 1.94.**

In tracking litter trends, we noticed more trash in 2024 adjacent to construction areas and TxDOT rights-of-way and an uptick in homeless encampments. Homeless encampments are hard to tackle with our limited resources and require collaboration with Code and PD. KLB does not currently have the resources or tools to tackle homeless camps that leave behind large debris and hazardous materials that get left behind (HHW, human waste).

There are 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, Timbercreek near the old Dollar Theater location (I-35 and Rockbrook), Kealy/Jones, the fields behind Sam's Club on Main Street, Norra apartment complex, I-35

southbound frontage roads between Home Depot and Public Storage, OakBend Park, Rockbrook at 121, and the field and waterway areas behind Razzoo's and Extended Stay hotels on I-35. KLB sends extra volunteers to clean areas that receive higher litter index scores. KLB also utilizes multiple court appointed community service workers daily, Monday through Friday, to clean littered areas.

### **2024 Programming:**

KLB had a successful year engaging citizens to clean up and beautify our community. Altogether, KLB engaged 4,395 volunteers who removed 32.76 tons of trash and contributed a total of 8,898 volunteer hours valued at \$282,964 of in-kind services. KLB engaged 10,523 participants through educational outreach programming through community booths, city festivals, presentations, and classes.

New this year, KLB is required to submit ALL litter metrics to the Texas Litter Database ([texaslitter.org](https://texaslitter.org)) via Keep Texas Beautiful requirements. Each individual cleanup must be measured, mapped, and reported online. While this will take more staff time and resources to do, long term it will provide reports and metrics that we will be able to share with the city for litter trends. We recommend that city volunteer cleanups (not KLB led) also be reported through this tool. The Executive Director will reach out to PARD to discuss this in more detail.

### **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, part of "Great American Cleanup" with Keep America Beautiful**
  - Engaged 384 volunteers who contributed 1,022 volunteer hours for Great American Cleanup activities between March 1 to May 31.
  - NEW, our weeklong Spring Cleanup hosted ten cleanups between 5/12 and 5/18 with 125 volunteers. This event replaced a single day event that was cancelled due to the weather.
  - Volunteers cleaned a total of 107 locations and removed more than 355 bags of trash during GAC season.
- **Trash Bash, held in conjunction with Keep Texas Beautiful Fall Sweep: November 9 at Lake Park**
  - 390 volunteers engaged who contributed 1,590 volunteer hours.
  - Volunteers cleaned thirty-three waterway locations and removed more than 357 trash bags. These locations included: nine waterway areas, twelve parks, nine roadways, and three commercial areas.
- **Other Cleanup metrics**
  - Community and corporate group cleanups: twenty-two cleanups hosted outside of special events with 898 volunteers, 2,758 volunteer hours, 739 bags of trash removed from parks and green spaces.
  - Community Service program: 233 individual cleanups hosted in Old Town district, 841 volunteer hours, 790 bags of trash removed. \*\*KLB increased CS cleanup dates in 2024 to accommodate more hours and more Lewisville court appointed service workers. Shifts are daily, Monday-Friday between 9am – 1pm.
  - Provided materials for pre-event and post-event litter cleanups in association with Western Days and Colorpalooza festivals (4 cleanups total): 98 volunteers, 196 hours, 51 bags of trash removed from Old Town core district, as part of our rental agreement requirements.



➤ **Adopt-A-Spot**

KLB manages Adopt-A-Spot volunteers and provides supplies for 1,745 program volunteers, reporting monthly metrics to the Parks and Recreation Department. There are currently 83 locations around town. This program contributed 2,206 volunteer hours in 2024, and volunteers removed 1,189 bags of trash from program areas. AAS participants conducted a total of 446 cleanups in 2024, with a 5% increase in the total amount of trash collected from the previous year. Total in-kind value of volunteer hours is \$70,159. In 2024, 21 signs were updated by PARD. Five locations were removed from the program, and two were added, giving a net of -3 total locations for the program year.

Program	Volunteers engaged	Volunteer hours	Bags/pounds of trash
Spring Cleanup	384	1,022	355 bags
Trash Bash	390	1,590	357 bags
Community cleanup events	946	2,826	769 bags
Adopt-A-Spot	1,745	2,206	1,189 bags
Community Service (court cleanups)	233	841	790 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:** NEW this year, KLB hosted its first ever Community Tree Giveaway, with partners Arbor Day Foundation and Mary Kay. A total of fifty trees were given away to Lewisville residents (addresses verified by staff). KLB plans to make our tree giveaway an annual event moving forward. KLB contributed a total of \$7,232 in in-kind services; \$3,193 in physical trees and \$4,039 in volunteer hours.
- **Youth Grant Beautification project at Champion Macedonia Cemetery:** KLB supported local Girl Scout Victoria M. with a \$888 beautification grant for beautification updates to the historical Champion Macedonia Cemetery. Victoria completed a Gold Award with Girl Scouts USA, hosting two cleanup events, placing crosses at graves, installing two benches, and raised over \$25,000 in funding for a new perimeter fence. In working with both Victoria and Jackie Shaw, KLB donated 450 trash bags to be used for cemetery cleanups for MLK Jr Day of Service, as well as three additional cleanup dates that engaged 489 volunteers for beautification services, with 1,842 volunteer hours valued at \$58,575.
- **Mary Kay Tree Planting:** KLB partnered with Arbor Day Foundation, Mary Kay, and PARD to plant sixty trees at Railroad Park on May 10<sup>th</sup>. KLB contributed \$22,831 in-kind in trees for this planting via grant funding. This corporate event garnered international attention with Mary Kay's offices and press releases. Volunteers contributed \$7,902 in in-kind beautification services planting trees, for a total value of \$30,733.
- **Tree City USA and Arbor Day efforts:** 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 and hosted Arbor Day presentations as part of the Spring Cleanup and Trash Bash events. KLB also attended PARD's November tree planting at Prairie Creek/Home Depot. KLB partnered with PARD to host two community Arbor Day proclamation readings and Tree City USA flag presentations with the Lewisville Mayor. A total of 461 participants were engaged with Arbor Day presentations at KLB led events.
- **Giving for Greenspaces:** KLB coordinated a wildflower seeding and planting in Castle Hills with residents to beautify a drainage area off of Avalon Drive in 2023. No additional plantings were scheduled in 2024.

Program	Volunteers engaged	Volunteer hours	Metrics
Arbor Day celebrations	461	116	TTB, Mary Kay reading
Make A Difference Day	107	127	Fifty trees given away
Tree Planting	71	249	Sixty trees planted
Seed packing events for giveaways and little seed library activities	64	101	Seedball making and pollinator seed packet stuffing

## Education and Outreach

KLB programs reached an estimated 10,523 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.
  - KLB paused this program in 2024 to evaluate the program. We have hosted these classes for years but have found that the library is duplicating efforts for their own programming. They are hosting the same class topics we host with some of the same speakers.
  - We will refresh/rebrand the program and continue to host sustainability, beautification, and pollinator gardening classes in 2025 after additional market research.
- **City Employee Volunteer engagement:** KLB supports City of Lewisville employee volunteer engagement programs to boost participation and volunteer efforts. We partner with the Way team for sustainability programming and engage employees with cleanup through events and programs.
  - KLB provided the city its own “employee volunteer flyer” for internally promoting beautification and cleanup events in 2024 to align with city beautification efforts.
  - KLB partnered with the Way Team for recycling, collection, and swap events. Together, we hosted a plastic free July challenge, participated in the Way’s sustainability events, and helped recycle 2,188 solar eclipse glasses via joint programming with City Hall and the library.
  - City Hall volunteers recycled 198 pounds of bags via Bags to Benches.
  - KLB coordinated with the City’s special events team to assist with Eco-Alley and Colorpalooza. We are committed to helping bring more environmental educational opportunities and Earth Day celebration activities to this program through future partnership.
  - Three city groups adopted spots in 2024: Neighborhood and Inspection Services, City of Lewisville Human Resources Department, and the Lewisville Parks Board. The LCPAAA also hosts a spot. Altogether, these 108 city volunteers contributed 157 volunteer hours and removed 110 bags of trash from community spaces.
- **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.
  - Forty-three types of native pollinator species and wildflower mixes are offered in our seed library, with two locations (VIC and Public Library)
  - 1,233 seed packets were handed out through the Lewisville Library Seed Library location.
  - 800+ seed packets were handed out at the Visitor Information Center Seed Library location.
  - 555 seed donations received through the Lewisville Library Seed Library, which were processed by volunteers.
  - 2 Traveling Seed Libraries go to City events and community booths.
  - KLB partnered with the library to co-host two “plant and seed swap” classes on 2/17 and 10/26.

- **Roots for Wings:** KLB partners with PARD on the City's pilot program for native pollinator gardens certification.
  - Staff contributed 31 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 120 seed packets at the Roots for Wings presentation.
  - KLB promotes Roots for Wings and shares program information and flyers at events, sends info to our general volunteer base, and connects with community gardening groups to spread awareness about the program.
  
- **Bags for Benches:** KLB grew to four collection sites in 2024. KLB partners with City employees (Economic Development and Way Team) to recycle bags, partners with Vista Ridge United Methodist Church, and started a new collection site with Rockbrook Elementary. KLB tracks volunteer hours, manages bag recycling, and engages the community to participate with recycling and waste reduction. One bench can be earned each calendar year to be donated to the community.
  - 1,115 pounds of plastic bags were recycled in 2024.
  - One bench was donated to VRUMC for a volunteer courtyard, valued at \$389.
  - Two additional benches (TREX, made from recycled bags) were funded by KLB for a girl scout project and were placed at Champion Macedonia Cemetery valued at \$888.
  
- **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 4,857 Facebook, Twitter, and Instagram followers who receive program and event information.
  - 2024 social media posts increased from 54,945 to 138,206 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 1,735 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 earned "Sustained Excellence" recognition for environmental programming in 2024. Lewisville is eligible to place for \$290,000 Texas Department of Transportation funding and recognition in 2025. See attached completed 2025 report.

### ***Beautify Texas Awards:***

KLB nominated Lewisville programs for Beautify Texas Awards but did not place in the 2024 program. KLB nominated Roots the Roots for Wings Program and PARD'S Pollinator Program for 2025 award considerations.

### ***City Letters of Support:***

KLB submitted three letters of support to Parks and Recreation Department for the following programs in 2024:

- Texas A&M Forest Service Community Grant Program, Human Health, Equity and Accessibility Grant
- Texas A&M Forest Service Community Grant Program, Tree City USA Growth Award
- Texas A&M Forest Service Community Forestry Grant Program, Municipal Forester Grant

**Budget:**

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, 2024\*

**Support and Revenue:**

## General Receipts:

Donations, grants, fundraising	52,644
Waste Management	46,583**
Republic Services	46,583**
Total support and revenue:	<b>145,810</b>

**Expenses:**

## Program Expenses:

Spring Cleanup	5,419
Trash Bash	3,742
Beautification	27,972
Education	3,513
Payroll	48,024
Total Program Services	<b>88,670</b>

## Administrative Expenses:

Payroll	34,776
Volunteer Insurance	3,876
Rent and Utilities	1,567
Supplies and other	9,001
Total Administrative expenses:	<b>49,220</b>

**Total Expenses: 137,890**

\*This report is subject to change pending CPA's preparation of our annual financial report and statement.

\*\* Waste Management and Republic Services are contracted to contribute \$43,000 annually (\$3,583.33 per month) per City agreement.



### ***2025 Projected Event and Educational Program Dates***

- April 12: Spring Cleanup and Mariposas @ Thrive 8am-1pm
- April 12: Arbor Day Proclamation reading, Tree City USA presentation, 12pm
- May 1 – July 31: Litter League Programming - Summer League
- September 20: Tree Giveaway (partnership with PARD, location TBD)
- October 11: Make A Difference Day, 9am-12pm
- November 8: Trash Bash @ Lake Park, 8am-12pm
- November 8: Arbor Day Proclamation reading, Tree City USA presentation, 12pm
- December 1 – February 28, 2026: Litter League Programming - Winter League
- Educational Classes
  - *Currently revamping program, dates are not available at this time but projected to start late summer or early Fall 2025.*

### **City Events and Partnerships**

- January 20: Martin Luther King Jr Day of Service @ Champion Macedonia Cemetery
- March 1: Roots for Wings program @ Thrive
- March 15: St. Paddy's event @ Old Town
- April 12: Mariposas, held in conjunction with Spring Cleanup event, joint programming with LLELA
- April 26: Colorpalooza booth
- Colorpalooza pre and post cleanups with the LHS ROTC Booster Club: TBD by ROTC Booster Club within week before and after April 26
- Western Days pre and post event cleanups with ROTC Booster Club: TBD by ROTC Booster Club within week before and after September 30
- LLELA Open House booth (need date from City)
- VIC Open House booth (need date from City)
- Oct 25: Little Monsters on Main booth
- Little Native Seed Library, Visitor Center (ongoing)
- Little Seed Library, Lewisville Public Library (ongoing)
- Bags to Benches Collection (City Hall), ongoing
- Christmas Tree Recycling Program (December 1, 2025 to January 30, 2026):
  - Drop off: 12/1 to 1/9/26.
  - Mulch pickup: 12/26 to 1/31/26.





## Annual value of KLB programs and support to City

<b>Volunteer Hours:</b> Trinity Trash Bash (TTB), Spring Cleanup (SCU), Make A Difference Day (MADD), Special Events, Community Service projects, clean up days, cleanup kit rentals, Adopt A Spot.	<b>\$298,189 in-kind value of volunteer programs</b> <ul style="list-style-type: none"> <li>8,898 volunteer hours contributed by KLB volunteers.</li> <li>32.76 tons of trash removed from the community.</li> <li>SCU event valued at \$ 38,687.</li> <li>TTB event valued at \$ \$56,628.</li> <li>Litter League In-kind donations: \$2,850</li> </ul>
<b>Beautification Projects and Giving for Greenspaces:</b> Physical donations of plants, seeds, trees, and materials for beautification projects in public spaces.	<b>\$30,147 in beautification project donations</b> <ul style="list-style-type: none"> <li>\$27,972 in tree donations (public plantings, giveaway).</li> <li>\$2,175 Little Native Seed Library donations and volunteer efforts.</li> </ul>
<b>Tree City USA Support:</b> Spring and Fall Arbor Day events, tracking of volunteer hours for Tree City USA certification.	<b>\$3,689 in-kind Arbor Day support</b> <ul style="list-style-type: none"> <li>461 Arbor Day attendees reached through events.</li> <li>116 educational hours towards Arbor Day activities.</li> <li>Staff support to PARD for Tree City USA report metrics.</li> <li>Tree City USA flag presentation at Spring Cleanup and Trash Bash event.</li> </ul>
<b>Educational Outreach:</b> Free community classes, festivals, special event booths, community booths, and in-kind giveaways for outreach.	<b>\$4,898 in staff hours for environmental education support</b> <ul style="list-style-type: none"> <li>3,418 educational hours reported in 2024.</li> <li>10,523 attendees reached at events, classes, booths, and presentations.</li> <li>Departmental support with reporting metrics to sustainability, parks, stormwater, etc.</li> </ul>
<b>Roots for Wings:</b> Program and educational support to City staff for the preparation and implementation of pilot program.	<b>\$1,052 in-kind support to City program</b> <ul style="list-style-type: none"> <li>Meetings and planning sessions.</li> <li>Program support and dedicated hours towards promotion and marketing to KLB volunteers.</li> <li>Presentation and class audit of full presentation.</li> <li>Increased community awareness and education to support pollinator plantings.</li> <li>Direct support of donated seeds for participants (little seed library).</li> </ul>
<b>Bags to Benches:</b> Community recycling program, donation of benches to PARD	<b>\$6,611 in-kind value of services</b> <ul style="list-style-type: none"> <li>One bench donated- \$389 value.</li> <li>Two benches donated to the cemetery project- \$888.</li> <li>Eighty volunteer hours.</li> <li>Diverted 1,115 pounds of plastic bags.</li> <li>Increased community awareness and education to support recycling and source reduction.</li> </ul>
<b>Grant Writing for Public Projects:</b> KLB grants are written for litter prevention, beautification, and education projects that directly support Parks and Sustainability initiatives.	<b>\$36,975 in grant writing efforts for projects in public spaces</b> <ul style="list-style-type: none"> <li>\$36,975 community grant for beautification and education efforts.</li> </ul>
<b>Staff Time</b>	<b>\$32,717 in Event, program, and volunteer management, and writing GCAA application for Lewisville.</b>

**Value of programs: \$414,278**