



## **Keep Grapevine Beautiful**

### **FY15/16 Annual Report**

#### **Executive Summary**

Keep Grapevine Beautiful (KGVB) is organized to preserve and enhance the local natural environment by strengthening citizen's levels of commitment through educational programs and engaging volunteer-based projects. KGVB was originally established as part of the Parks Department in 1992. It was incorporated as a 501(c)(3) in 2005. KGVB has been a Keep America Beautiful since 2002.

To date, core programs have included sustainability, water quality and conservation, litter prevention and cleanup, education, beautification and recycling. These efforts are supported by board members, citizen volunteers and staff.

This fiscal year we made a concerted effort to express gratitude to our valuable volunteers. Each one was given a staff-signed card of thanks, along with a \$10 gift card to Marshall Grain. More so, we have begun planning for an annual volunteer appreciation event to be held January 2017. Our hope is that volunteers will know how much we appreciate all aspects of their service.

#### **Events**

KGVB hosted three impactful community events focused on restoration, beautification, litter cleanup and environmental education. Through these three events 303 volunteers contributed 786.5 hours of their valuable time to the community at a monetary value of \$18,529.94. Event specific information is provided below.

##### Trash & Treasures, October 10, 2015

Volunteers: 104, total hours: 265.5, monetary value: \$6255.18

This event included painting of fire rings, grills, pipe rail (damaged by lake flooding), picnic tables and shade structures.

##### Don't mess with Texas Trash-Off, April 9, 2016

Volunteers: 171, total hours: 394, lbs. of trash: 6560, lbs. of recycling: 620, value: \$9282.64

This event took place at seven area parks and included litter pickup and lake park restoration projects. Volunteers were comprised of individuals and groups from area schools, businesses and corporations.

##### EPIC Earth Day, April 16, 2016

Volunteers: 28, hours: 127, value: \$2992.12, attendees: 300

Event sponsored by Keep Grapevine Beautiful, in partnership with the City of Grapevine.

Fifty-five percent of attendees had never been to EPIC Earth Day. Venue seemed to be appropriate, word of mouth brought most attendees to the event. Three demonstrations: Container Gardening, Chickens in the City and Beekeeping. All lead by experts or experienced individuals in their fields. Attendees had the opportunity to leave event with "Spaghetti Garden", a container with tomato, basil

and oregano plants. Most vendors gave out samples of product or promotional items, rather than paper hand-outs.

## **Programs**

### Adopt-An-Area

Complete update of program in process to include creation of standard operating procedures, policies, review of available and adopted areas to determine effectiveness of program, updating of map, review of each contract, and sign maintenance. Agreement is in review with City Attorney; once these are finalized, we will process approximately 54 areas into active status for a total of 79 adoptable areas. These areas consist of roadways, shorelines and parkland. There is approximately 70 miles of roadways and shoreline available for adoption through this program. We have also linked this with a new data base, Volunteer Impact to provide better tracking of volunteer hours and tonnage of litter picked up.

### Educational

There are numerous educational opportunities of which KGVB participates or hosts. Such as the following:

- Annual KGVB Library display, April 2016
- Chick-Fil-A, Environmental Day, April 2016
- Grapevine Recycles Day, November 2015
- Household Hazardous Waste, March 2016
- Butterfly Flutterby, October 2015

New this year was the inclusion of the Waste in Place curriculum developed by Keep America Beautiful into the Botanical Gardens children's classes.

## **Social Media**

Staff and board have increased KGVB's presence on social media through more postings. On Facebook fiscal year-to-date *Likes* increased from 1127 to 1322, an increase of 17%. Facebook, Twitter and Instagram pages are all linked, ensuring standardized posting. Events and volunteer efforts are promoted and recognized via social media consistently. Additionally, KGVB events are promoted by the City E-News, *Play Grapevine* activities guide, *The Grapevine* quarterly newsletter (a city publication), on the KGVB and City websites.

## **Partnerships**

The Organization is fortunate to have several beneficial partnership throughout the community such as the City of Grapevine, City of Grapevine Parks and Recreation Department, Grapevine Colleyville Independent School District (GCISD), Grapevine Relief & Community Exchange (GRACE), the Grapevine Garden Club and the Grapevine Chamber of Commerce.

## **Recognitions**

Through the previously mentioned partnerships, KGVB has been able to earn the following recognitions:

Keep Texas Beautiful (KTB)  
Keep America Beautiful (KAB)  
Governor's Community Achievement Award

Silver Star  
Good Standing  
Award of Excellence

### **Grants, Rewards, Donations and Finances**

This year, KGVB was awarded a total of \$8,000 in grant funding from REI and Anheuser-Busch Community Restoration Grants. The \$5,000 from REI is to be used towards building an accessible pathway down to a non-motorized dock to be constructed at Meadowmere Park for education programming and hosting KGVB waterway cleanups on Grapevine Lake. Anheuser-Busch Community Restoration Grant will be used to restore a portion of the shoreline at Meadowmere Park.

KGVB is also fortunate to be the beneficiary of money from the following companies, as part of their rewards programs: AT&T, \$66; Amazon Smile, \$5; Sabre, \$50; Benevity (Apple Southlake), \$75; and Kroger, \$23.09. More so, donations came from companies such as: Central Market, \$500 and Walmart, \$300.

For more specific accounting of monies received and expended by the Organization refer to the attached financial record for the fiscal year of 2016.

### **Looking Ahead...**

The upcoming year will be one of focus for the Organization. To increase the quality of offerings to the Community and not necessarily the quantity of such things and to create a community of like-minded passionate volunteers wanting to make a difference while having fun. The Board anticipates finalizing the goals for the organization for the upcoming year by the November Board Meeting.

