

Keep Lexington Beautiful

2015 Year in Review



LEXINGTON



MISSION

To engage individuals, businesses and organizations within Fayette County to take personal responsibility for improving our environment.



COMMISSION MEMBERS

Citizens

Community At-Large (David Elsen,
Maurice Nalley)

Neighborhood Associations (George Ely,
Blake Eames)

Industry

Equine/Agriculture (Jim Pendergest)

Food/Beverage (Salvador Sanchez)

Tourism (Patricia J Knight)

Bluegrass Greensource (Amy Sohner)

Education (Chrissie Tune)

Government

Urban County Council (Peggy Henson)

Division of Environmental Services (in process)

Division of Police (Lt. Chris Schnelle)

Division of Code Enforcement (Thad Scott)

PURPOSE

Priorities as set by LFUCG Ordinance 22-2010

- Litter prevention
- Beautification
- Waste reduction
- Community involvement

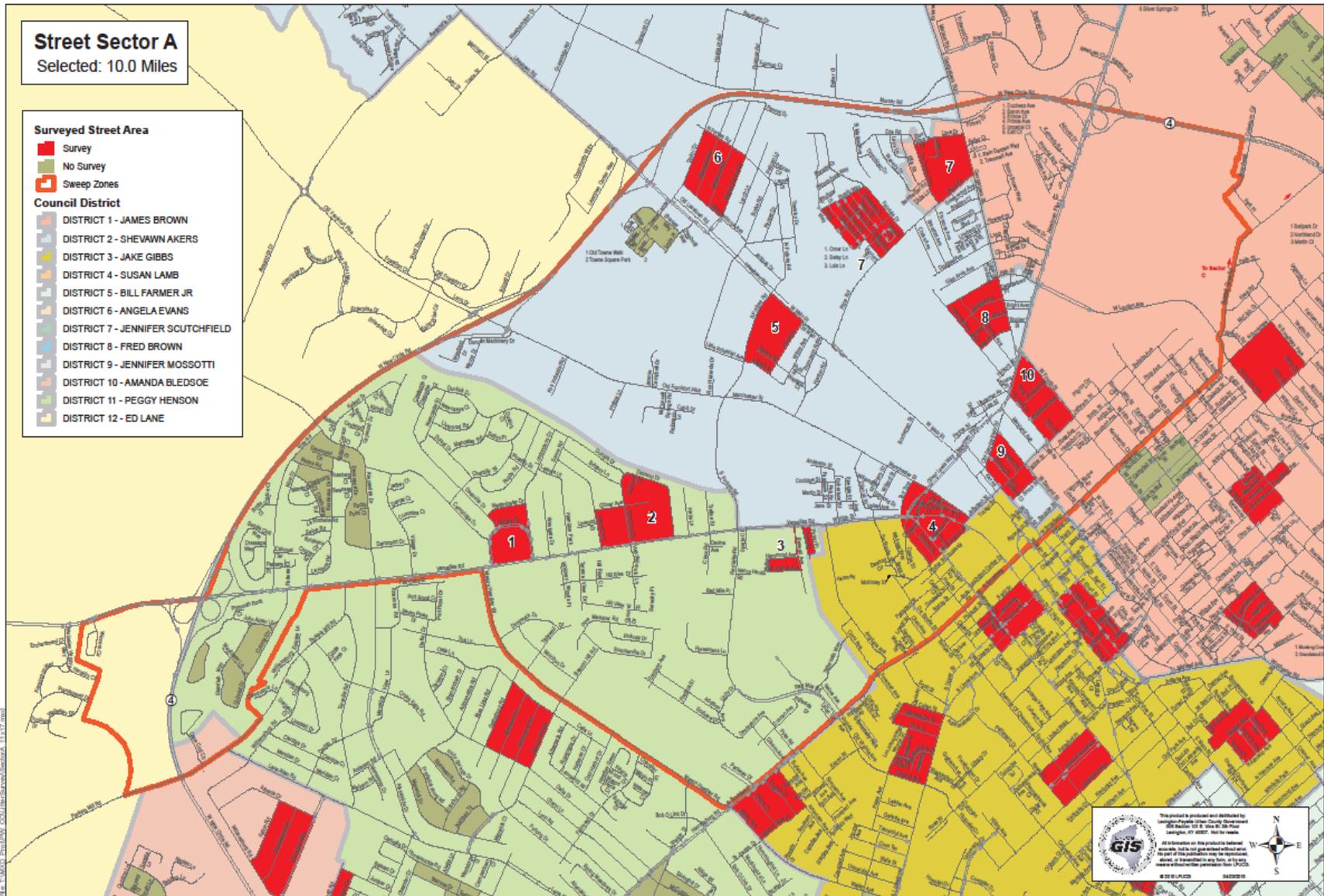
2015 PROGRAM PRIORITIES

Community Appearance Index

- Required by Keep America Beautiful
- Conducted annually in March
- 50 sites, ½ to 1 mile in length
- Litter scored on a scale of 1-4

Annual Average Scores:

2011	2012	2013	2014	2015
1.67	1.32	1.5	1.41	1.55



2015 PROGRAM PRIORITIES

Cigarette Litter Prevention Program (CLPP)

- \$5,000 grant from KAB
- Target: Thursday Night Live (April – October)
- 20 ash urn canisters
- Distribution of pocket and car ashtrays

2015 PROGRAM PRIORITIES

CLPP Results

Preliminary Scan	April 3, 2015	Follow-Up Scan	October 16, 2016
Cigarette Butts	993	Cigarette Butts	90
Cigar Tips	178	Cigar Tips	3

2015 PROGRAM PRIORITIES

Green Up for Breeders' Cup

- Raise funds for beautification projects carried out by Division of Environmental Services
- Over 57,000 plants, bushes and trees were planted
- Series of cleanups
- Assist with plantings downtown
- Funds raised: \$83,225



2015 PROGRAM PRIORITIES

Green Up for Breeders' Cup

Lead donors (\$12,500)

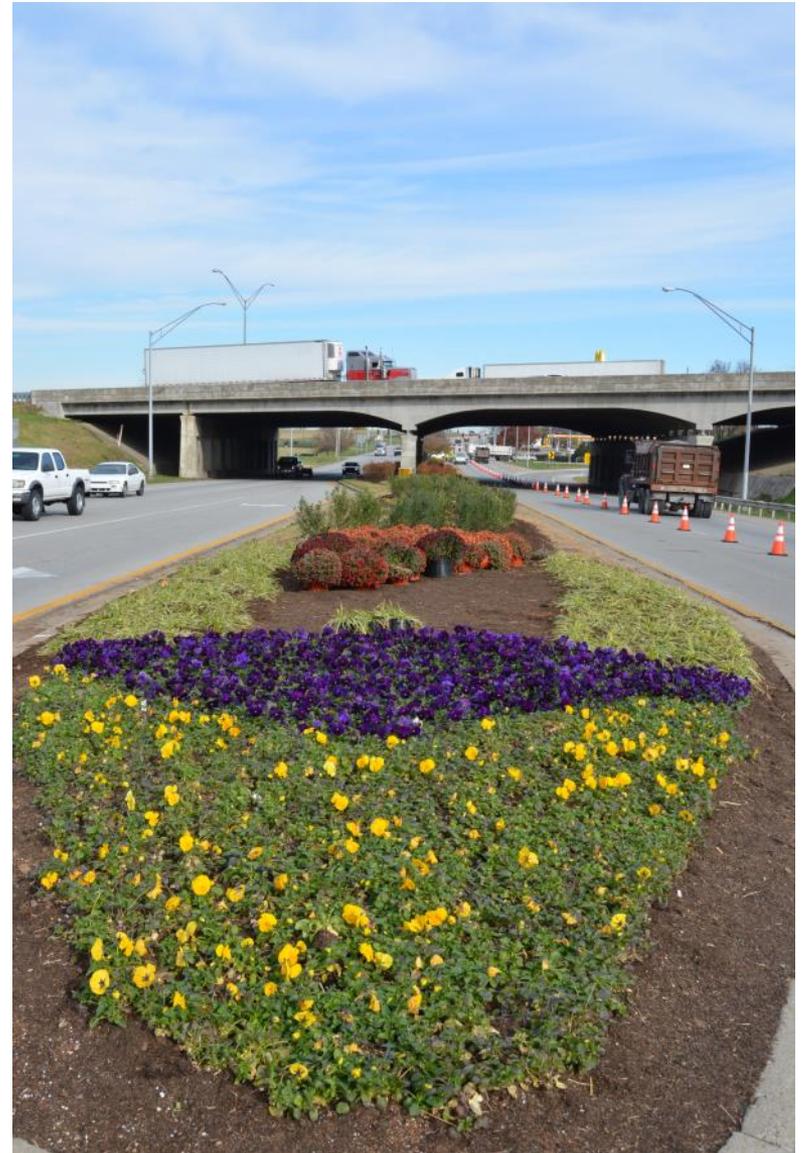
- Central Bank
- Lowe's
- Quantrell Subaru
- R.J. Corman Railroad Group

Other sponsors

- Bluegrass Airport
- Commerce Lexington, Inc.
- Gratz Park Inn
- Gray Construction
- Kentucky American Water
- Lexington-Bluegrass Association of Realtors
- Republic Services

Keep Lexington Beautiful





You Can Keep Lexington Beautiful



KEEP AMERICA BEAUTIFUL AFFILIATE

Three cleanups, one day

Date & Time:

Saturday, Sept. 12 -- 9 a.m. - 12 p.m.

Locations:

Todds Road

Richmond Road to Palumbo Drive
Staging area is at the Richmond Road Lowe's

Man o' War

Polo Club to Winchester Road
Staging area is at the Lowe's in Hamburg

Shillito Park

Staging area is in front of the pool

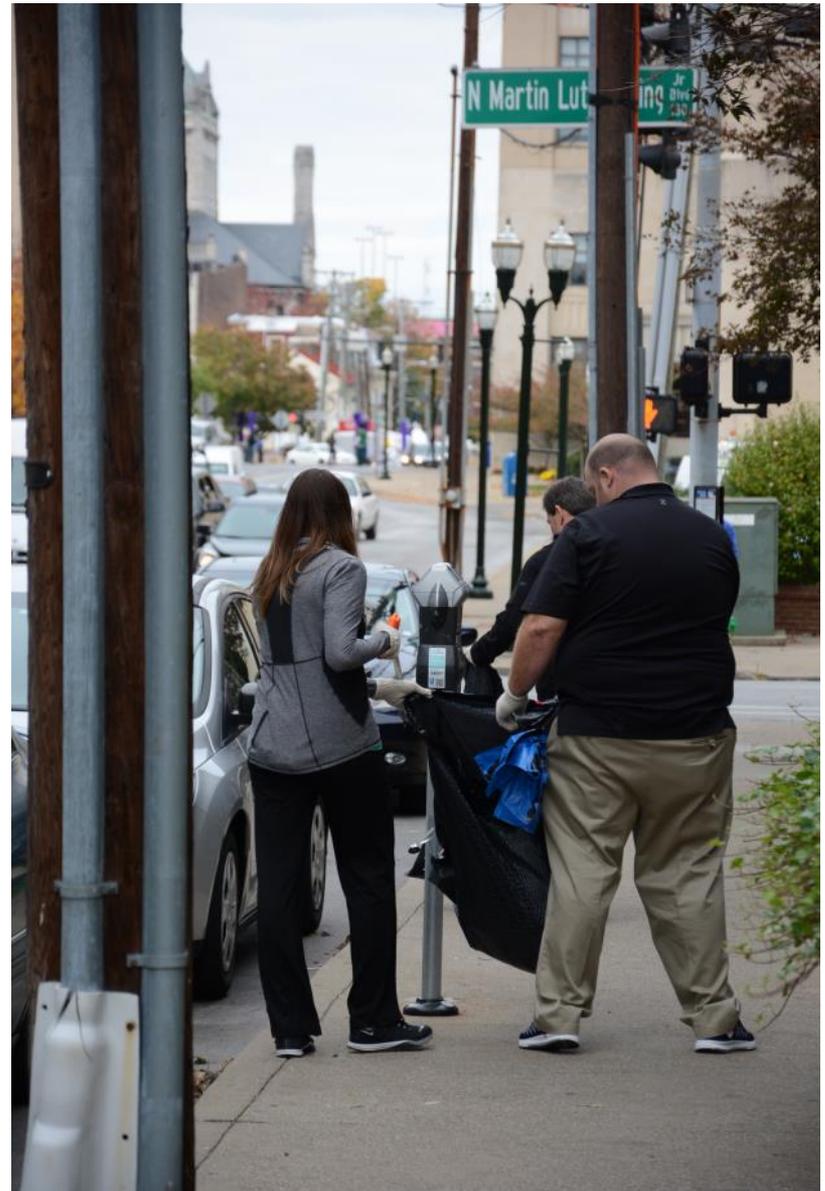


These events are sponsored
in part by a grant from



Keep Lexington Beautiful





2015 PROGRAM PRIORITIES

Great American Cleanup

2013	2014	2015
48 Events	52 Events	82 Events
3005 Volunteers	2375 Volunteers	3485 Volunteers
7,202 pounds of litter	17,107 pounds of litter	32,391 pounds of litter
30.5 miles of streets & road cleaned	25.5 miles of streets & roads cleaned	39.5 miles of streets & roads cleaned
35 acres of parks cleaned	158 acres of parks cleaned	74 acres of parks cleaned

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OTHER EFFORTS

- Co-sponsored and tabled at Reforest the Bluegrass
- Downtown Trash Bash
- Co-sponsored and tabled at Arbor Day
- Lextran pocket ashtray distribution
- Co-sponsored America Recycles Day Paper Shred Event
- Bi-monthly Commission Meetings
- GAC Neighborhood Meetings



FINANCES

		General	Advertising	CLPP	GAC	GreenUp	Lowes	Outreach	Total
Revenue	Donations	21,389.00			30,250.00	63,125.00			114,764.00
	Grants	2,700.00		15,000.00		20,000.00	20,000.00		57,700.00
	In-Kind	1,977.26	59,576.25			100.00		1,749.26	63,402.77
		\$26,066.26	\$ 59,576.25	\$15,000.00	\$30,250.00	\$ 83,225.00	\$20,000.00	\$ 1,749.26	\$235,866.77
Expenses		7,562.17	59,576.25	12,344.88	32,005.54	83,225.00	11,781.34	11,792.29	218,287.47
Calculated Fund Balance		\$18,504.09	\$ -	\$ 2,655.12	\$ (1,755.54)	\$ -	\$ 8,218.66	\$(10,043.03)	\$ 17,579.30



COMMUNITY VALUE

82 events in 2015

- Volunteers: \$152,146.65
- In-kind donations: \$13,621.76
- Private donations: \$59,237
- Government costs: \$18,372
- Cost-Benefit ratio: 11.13:1



2016 GOALS

- Great American Clean Up
- KLB's Legacy Trail Section Revamped
- CLPP Grant Application
- Lowe's Grant Application
- Fundraising for Additional Projects
- Better Education Outreach
- Focus on Improving Recycling



QUESTIONS?

keep lexington
beautiful

A blue wavy line graphic that curves under the word 'beautiful'.