

**KEEP MISSISSIPPI BEAUTIFUL**  
*A Keep America Beautiful Affiliate*



**2022/2023 Annual Report**

## Mission:

Our mission is to inspire and educate Mississippians to take action every day to impact, improve, and beautify their community environment.

## Accomplishments:

Over the past year, Keep Mississippi Beautiful has focused on empowering affiliates to have positive impacts in their communities as well as grow our network to have a bigger footprint across the state. We attribute much of our success to our strong partnerships across the state with both the public and private sector. This year's highlights include:

- Welcoming five new affiliates to the Keep Mississippi Beautiful family this year and pre-certified one community.
- Enabling Mississippians to volunteer more than 100,000 hours to pick up more than 780,000 pounds of litter, and recycling more than 100,000 pounds of recyclables. This includes the 110,880 pounds of litter that were picked up through our close partnership with the Mississippi Department of Transportation during Trash Bash events across this state.
- Saving Mississippi taxpayers more than \$3.01 million (based on Keep America Beautiful's volunteer rate) through volunteer service.
- For every \$1 invested in community improvement projects, KMB volunteers return on average \$5.00 - \$7.00 in measurable benefits.

The Keep Mississippi Beautiful team is committed to growing the network and partnering with cities and counties throughout the state. This past year, we have met with many communities across the state, providing information, supplies, and guidance in planning litter cleanups with community involvement, as well as providing flower bulbs for beautification efforts and wildflower seeds through our Wildflower Trails of Mississippi program. This year, we certified five new affiliates: Booneville, Iuka, Chickasaw County, Pearl River County and Stone County, bringing our total number of affiliates to 59.

Also, contributing to our success is our many partnerships, including state agencies, businesses, and volunteer groups. Keep Mississippi Beautiful continued its partnership with First Lady Elee Reeves and the Mississippi Garden Clubs. In Jackson, MDOT, Keep Mississippi Beautiful, Garden Clubs, and KMB planted over 450 daffodils at the Pearl Street fairgrounds intersection and planted over 350 bulbs on the grounds of the Governor's Mansion in Jackson.

## Objectives:

### **1) Encourage and assist local communities to become certified by the Keep America Beautiful System.**

Five communities, Booneville, Iuka, Chickasaw County, Pearl River County and Stone County achieved Keep America Beautiful certification this past year, growing our network to 59 Keep Mississippi Beautiful local affiliate organizations. Our affiliates impact many Mississippians through education, grants, training, beautification, tree planting, volunteer programs, and other initiatives. This past year, KMB affiliates have received over \$55,250 in Keep America Beautiful, private foundation, state and federal grants, which have been used in improving communities across the state. This past year we certified five new communities. One additional community is in the process of completing requirements to become certified with KMB and KAB. Keep Mississippi Beautiful continues to be one of the fastest growing state affiliate networks under Keep America Beautiful.

### **2) Implement an annual communications plan designed to inform people throughout the State regarding litter prevention and abatement.**

Keep Mississippi Beautiful had over \$10,000 (50% donated in-kind) in media value of advertisement broadcasting litter-prevention messaging through TeleSouth Communications' SuperTalk Radio across the state.

Keep Mississippi Beautiful encourages Mississippians to be good stewards with the new radio advertisement campaign. Messaging included the importance of securing and covering loads. A clean community discourages littering and improves the community's appearance and quality of life of its citizens. Radio PSAs run during SuperTalk news hours. On our website, we promoted Secure Your Load day, held on June 6, to educate people about the safety issues and accidents that result from roadway debris.

We worked with Lamar Advertising to share our message with motorists across the state. There were over 10 billboard panels displayed across the state with over one million weekly impressions. The value of donated space from Lamar and Meridian Coca-Cola exceeded \$20,100 and this number will continue to grow through this upcoming fiscal year. Billboard graphics promote green and litter-free communities.

Keep Mississippi Beautiful provided 20 branded "Do Not Litter" signs to bring litter prevention awareness to the Mississippi State Park system. State parks and campground personnel also maintained over 5,000 daffodils planted last year, provided by Keep Mississippi Beautiful's partnership with Van Zyverdens.

### **3) Serve as a statewide clearinghouse of information on ideas and projects to make local litter prevention, beautification and recycling programs effective.**

Our website traffic numbers are high and steady. Paid social media posts ran on our social media pages include Facebook and Instagram. Due to the ever-increasing importance of websites and social media as a means of communicating and educating the public, especially the young adult demographic, we feel this investment of resources continues to make an impact in promoting our presence and message. Over 391,000 ads were delivered to residents of Mississippi on Instagram and Facebook. Targeted Display ads resulted in 187,000 branding display ads for a total of 578,545 impressions. Photo albums, resources, and events are posted regularly on social media and website.

Our meeting display reflects the theme of Keep America Beautiful's three-point message of Litter Prevention, Beautification and Recycling. KMB sends an email newsletter and publishes it on our website which gives information and updates to communities across state. We showcase our local affiliates and their projects and achievements. Over 150 newsletter subscribers were added this year from contacts made at meetings where KMB has displayed information about our organization. KMB also utilizes Keep America Beautiful's media campaign assets at no cost, which include social media content and informational videos about litter prevention and recycling. KMB is a sponsor for Pearl River Clean Sweep, involving 490 miles of river and 15 counties 445 volunteers and 12,614 pounds of trash in September 2022.

Keep Leake County Beautiful, Keep Oxford Beautiful, and Keep Copiah County Beautiful were selected as Keep America Beautiful cigarette litter program grant recipients. Through education and collection containers, this program contributes to reducing the most littered item in our country-cigarette butts.

Gardener Clubs, Mississippi Department of Wildlife, Fisheries and Parks, Genuine Mississippi with Mississippi Department of Agriculture and Commerce and Mississippi Extension offices are among our other partners.

Keep Mississippi Beautiful is in its fifth year of a \$75,000 Wildflower Trails of Mississippi USDA grant. With these monies, we have been able to provide wildflower seed to be planted on byways, community entrances, schools, and other visible locations in communities across the state along with our partnership with Dr. J. Brett Rushing with Mississippi State Extension Service. The seed mix is a variety of three to five different types of native seeds which will bloom from spring-fall with low blooming species adequate for Mississippi roadways.

The Wildflower Trails of Mississippi has its own website ([www.mswildflowers.org](http://www.mswildflowers.org)) and its own social media outlets such as Facebook and a blog. KMB has met with various communities, county extension offices, garden clubs, affiliates, and schools this past year to help establish our growing Wildflower Trails of Mississippi sites, enhancing our state's beautification, conservation, ecotourism and restoring pollinators habitats.

#### 4) Coordinate an annual statewide project which will heighten public awareness of the problem of littering.

With our partnership with Mississippi Department of Transportation, all seven districts held their Trash Bash events. The Trash Bash events were a success. Over 5,312 bags of litter collected, which translates to over 106,240 pounds of litter, with 1,487 participants.



*MDOT employees worked hard at the annual 2023 Trash Bash. KMB is proud to be a partner in the event.*

KMB worked with Maris, West, Baker on a new public awareness campaign launched in the fall of 2022. The campaign continues to perform strongly on billboards, digital media placements, and banners, promoting a positive message regarding keeping our roadways and waterways clean.

Keep Mississippi Beautiful held the 2023 Great American Cleanup Kickoff event this year in Pearl River County at McNeill Park, led by Keep Pearl River County Beautiful. Pearl River County supervisors and Mississippi legislator Angela Hill were a significant part of the event. Several MDOT Litter Prevention Coordinators showed their support by attending the Great American Cleanup Kickoff.



*Volunteers, elected officials, and business partners working at the Mississippi Great American Cleanup, McNeill Park, Pearl River County.*

Across the state, our affiliates held over 550 events in public spaces which were cleaned and improved.

The 2022 Mississippi State Fair had over 600,000 attendees and for the 10th year KMB had a presence at this event. “Don’t Litter... Can It, Mississippi” campaign banners were placed at all entrances of the fairgrounds with volunteer assistance.

The Dixie National Rodeo wagon train partnership with Keep Mississippi Beautiful grew to include six Wagon Trains this year. Wagon train riders picked up litter on 1,174 miles of roadways as they traveled on their week-long expedition to the State Fairgrounds. Over 2000 bags of litter were picked up. Mississippians of all ages participate in the wagon trails, so this is also a great educational opportunity.

Keep Mississippi Beautiful partners with the Mississippi Tax Collectors, providing over 50,000 car litter bags to county tax collectors. New car tags are placed inside the bag which has been a great awareness tool for KMB. KMB also provides car litter bags to Welcome Centers in the state. Many of our Affiliates do not have marketing materials, so KMB provides them with car litter bags that they hand out for their events.

Keep Mississippi Beautiful was a contributing sponsor to an e-waste day led by Nextech, Inc. which was held at The Renaissance at Colony Park in Ridgeland. KMB

encourages affiliate's cities and counties to utilized MDEQ grant opportunities to run Household Hazardous Waste Days.

Some of our Mississippi rest stops house recycle bins donated by KMB, to collect recyclable bottles.

### **5) Coordinate an annual awards program to recognize individual and community achievement in litter prevention and hosted a state-wide training conference for our affiliates.**

Keep Mississippi Beautiful held our 29<sup>th</sup> Annual Awards program in Jackson with over 300 attendees. Keep America Beautiful CEO/President Jenny Lawson was the keynote speaker.

KMB was honored to have Commissioner Willie Simmons and MDOT personnel in attendance. President Jenny Lawson presented Keep Mississippi Beautiful awards to the 2022-2023 award winners. The award entries show that individuals are working toward litter abatement, beautification, recycling and education in their communities. Award-winners represented communities from all areas of the state.



*KMB honored MDOT Litter Prevention Coordinator with a 2023 Partnership Award, presented by Keep America Beautiful President,/CEO Jenny Lawson.*

Keep Mississippi Beautiful nominated the Mississippi Department of Transportation and together we were awarded a Keep America Beautiful “State Agency Partnership” National Award for the amazing collaboration, support, and relationship in our joint work in 2021. Litter Prevention Coordinators attended the National Keep America Beautiful conference in Washington D.C., where they accepted the award.

A Keep Mississippi Beautiful/Keep Alabama joint affiliate training conference was held in the spring. MDOT District litter prevention coordinators attended the conference and had a display.

**6) Encourage donations of funds and other resources from private sector.****In Kind:**

Board Member Legislative Monitoring	\$	12,000.00
Clark Beverages	\$	125.00
Keep America Beautiful Teacher Ed Guides	\$	3,250.00
Billboard Space: Lamar Advertising and Meridian Coca-Cola	\$	16,500.00
Entergy	\$	3,600.00
Lowe's	\$	1,000.00
	\$	4250.00
Mississippi Municipal League	\$	1,000.00
MSU Extension Service	\$	3,000.00
MS Beverage Association	\$	500.00
MVP Sonic Group Picnic Tables	\$	26,000.00
TeleSouth	\$	5,000.00
VanZyverden Inc.	\$	55,000.00
Volunteer Hours Value	\$	3,010,000.00

**Contributions:**

Kroger Community Rewards	\$	117.00
MS Beverage Association	\$	5,568.00
MS Collectors & Assessors Association	\$	500.00
MS Municipal League	\$	250.00
MS Power Company	\$	2,000.00

**Personal Contributions:**

	\$	550.00
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**Grant Contributions:**

Affiliates Outside Grants Received	\$	55,250.00
USDA Pollinator Grant (\$18,669.14 remaining of \$75,000 five year grant)	\$	15,912.86

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<b>Total Benefits:</b>	<b>\$</b>	<b>3,223,372.86</b>
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**7) Serve as an authority which approves and disburses financial assistance to any nonprofit corporation, county or municipality which, in a written application, seeks such assistance to implement a local litter prevention project. The financial assistance authorized herein shall not exceed forty percent (40%) of the cost of the local litter prevention project for which such assistance is sought.**

KMB gave a total of 28 grant/contributions totaling \$28,000 to the affiliates who met all criteria for Keep America Beautiful's President's Circle and Keep Mississippi Beautiful's Circle of Excellence Award. With these funds, affiliates purchased cleanup safety supplies, landscaping materials to improve community beautification, and will also be used throughout the affiliate area to promote community wide cleanup events. Part of these funds may be used toward future conference registration to receive the required minimum of 6 hours of training annually.

**8) Coordinate school based litter prevention efforts.**

KMB staff and MDOT Litter Coordinators work jointly with school field day events where a session is shared giving educational presentations on litter prevention, beautification and recycling. KMB attended Crystal Springs Park and Recreation Field day, and the district MDOT litter coordinator had a station at the event as well. Students learned about litter prevention and recycling from our two groups. Over 125 children attended the event.



*KMB participates in teacher workshops during the summer.*



*Keep Crystal Spring Park and Recreation Summer Field Day, where KMB was a presenter.*

KMB staff/certified trainers conducted Waste in Place Teacher Workshops where teachers receive CEUs. Workshops hosted by the Mississippi Soil and Water Conservation Commission were held in Lamar and Yazoo Counties. Keep America Beautiful provided in-kind education materials valued at \$3,250 for the workshop attendees. Educators attending these workshops are given Keep America Beautiful's Waste in Place curriculum guide with hands-on lesson plans to take back to their classrooms. Lesson plans are taught on litter prevention, beautification, community greening, recycling and an integrated approach to solid waste management. KMB staff reminds educators on the estimated cost the MDOT spends on litter removal on state maintained highways and that they may call the MDOT Litter Prevention Coordinator in their district for classroom presentations.

### **9) Promote teamwork between MDOT Litter Prevention Coordinators and local KMB Affiliates.**

Keep Mississippi Beautiful and Mississippi Department of Transportation Litter Prevention Coordinators and staff from Public Affairs worked together on the Great American Cleanup State Kickoff event in McNeill Park. KMB appreciated the MDOT representatives for volunteering at the kickoff event, where a county park was completely revitalized, becoming a community hub for events and recreation. Several of the MDOT Litter Prevention Coordinators serve on KMB affiliate board of directors. Having them attend these meetings straightens the partnership between MDOT and KMB. Keep Mississippi Beautiful staff and State Litter Coordinator, Jessica Warrington, met annually to discuss upcoming litter prevention events. Litter Prevention Coordinators also are invited to participate at our affiliate conferences.

### **10) Work jointly with MDOT to enhance enforcement related efforts.**

Law Enforcement are honored each year at our KMB Annual Awards Program where an officer is chosen for their outstanding service. This year we presented the Law Enforcement Recognition Award to Lauderdale County Solid Waste Enforcement Officer Jonas Carter. KMB and MDOT coordinators presented Pontotoc County Sheriff Leo Mask an Appreciation Award for collection the most litter out of all the participating

counties in the Sheriff Inmate Litter Program. Sheriff Mask's program collected roughly 2,000 bags, (over 30,000 pounds) of litter per month from roadsides in Pontotoc County.

Keep Mississippi Beautiful purchases trailers for KMB affiliates, communities, and sheriff departments for their efforts in litter removal.

### 10) Serve on MDOT Scenic-By-Way Committee and Recycle Coalition

KMB Executive Director and KMB Board Member, Ron Aldridge, serve on the Scenic-By-Way Committee, headed by Lindsey Killebrew of MDOT. KMB serving on the Scenic-By-Way Committee continually shows a strong partnership between MDOT and KMB. Reading the applications broadens KMB awareness of the importance of clean and beautiful highways and especially on these historic byways. The Scenic-By-Ways have huge economic and tourism benefits for our state.

### 11) Partnerships

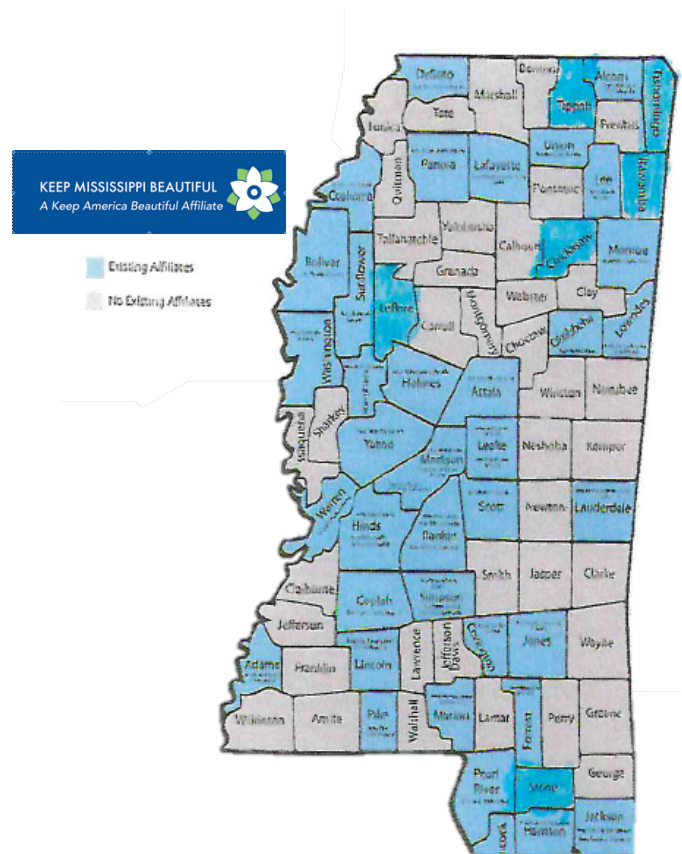
**To successfully enhance our programs and achieve our goals we have continued our partnerships with the following.**

AmeriCorps  
 City of Ridgeland  
 Clark Beverage  
 Entergy Mississippi  
 Garden Clubs of Mississippi  
 Genuine Mississippi  
 Keep America Beautiful  
 Keep Mississippi Affiliates  
 Kroger  
 Lamar Advertising  
 Lennox International  
 Lowe's  
 Maris, West, and Baker  
 Master Gardeners of Mississippi  
 McClain Lodge  
 McComb Garden Club  
 Meridian Coca-Cola  
 Miss Mississippi Earth  
 Mississippi Agriculture and Forestry Museum  
 Mississippi Assessors and Collectors Association  
 Mississippi Association of Conservation Districts  
 Mississippi Beverage Association  
 Mississippi Department of Agriculture and Commerce  
 Mississippi Department of Environmental Quality  
 Mississippi Department of Transportation  
 Mississippi Department of Wildlife, Fisheries and Parks  
 Mississippi Beer Distributors Association  
 Mississippi Forestry Commission  
 Mississippi Municipal League  
 Mississippi Recycling Coalition

Mississippi State University Extension Service  
Mississippi Soil & Water Conservation  
Mississippi Power Company  
MVP Sonic  
Natural Resources Conservation Services  
Nucor Steel  
Pearl River Keeper  
REAL Christian Foundation  
TeleSouth Communications  
United States Department of Agriculture  
Van Zyverden, Inc.  
Waste Management

## KEEP MISSISSIPPI BEAUTIFUL AFFILIATES

1. Keep Belzoni Beautiful, Chandra Hines
2. Keep Booneville Beautiful, Lori Tucker
3. Keep Brookhaven-Lincoln County Beautiful, Katie Nations
4. Keep Byram Beautiful, Diandra Hosey
5. Keep Canton Beautiful, Kathy Osborne, Andre' Hines
6. Keep Chickasaw County Beautiful, Patsy Gregory
7. Keep Clarksdale Beautiful, Lisa Fisher
8. Keep Cleveland Beautiful, Myrtis Tabb
9. Keep Clinton Beautiful
10. Keep Columbia/Marion County Beautiful, Yvette Cutrer
11. Keep Columbus/Lowndes County Beautiful, Sasha James
12. Keep Copiah County Beautiful, Cathy Stroud
13. Keep Corinth/Alcorn County Beautiful, Lane Yoder
14. Keep Crystal Springs Beautiful, Felicia Thompson
15. Keep Desoto County Beautiful, Ray Laughter
16. Keep Diamondhead Beautiful, Mitzi Botsay
17. Keep Flora Beautiful, Nicole Kitchens
18. Keep Fulton Beautiful, Mayor Emily Quinn
19. Keep Greenwood-Leflore County Beautiful, Beth Stevens
20. Keep Greenville Beautiful, Carrie Martin
21. Keep Hancock County Beautiful
22. Keep Harrison County Beautiful, Michelle Clifford
23. Keep Hattiesburg Beautiful, Nkruma Frazier
24. Keep Holmes County Beautiful, Lydia McClelland
25. Keep Indianola Beautiful, Robin Rosenthal
26. Keep Iuka Beautiful, Emily Bell
27. Keep Jackson Beautiful, Alicia Crudup
28. Keep Kosciusko Beautiful, Kaleb Gibson
29. Keep Laurel/Jones County Beautiful
30. Keep Leake County Beautiful, Lucas Brown
31. Keep Madison the City Beautiful, Tona Becker
32. Keep Magee Beautiful, Christian Carrico
33. Keep Mendenhall Beautiful, Latasha Millis
34. Keep Meridian-Lauderdale County Beautiful, Betty Lou Jones
35. Keep Monroe County Beautiful, Susan Honeycutt
36. Keep Morton Beautiful, Lisa Alford
37. Keep Mount Olive Beautiful, Breyon Magee
38. Keep Natchez/Adams County Beautiful, Mayor Dan Gibson
39. Keep New Albany Beautiful, Emily Draffen
40. Keep Ocean Springs Beautiful, Ravin Nettles
41. Keep Oxford/Lafayette County Beautiful, Ashley Gonce
42. Keep Panola County Beautiful, Jennifer Jackson
43. Keep Pascagoula Beautiful, Antoinette Johnson,
44. Keep Pearl Beautiful, Stacy Smith
45. Keep Pearl River County Beautiful, Christy Goss
46. Keep Picayune Beautiful, Sydney Stubbs
47. Keep Pike County Beautiful, Angela Harvey
48. Keep the Reservoir Beautiful, Jeannine May



49. Keep Richland Beautiful, Stephanie Ward
50. Keep Ridgeland Beautiful, Jan Richardson
51. Keep Ripley Beautiful, Elizabeth Behm
52. Keep Simpson County Beautiful, Evelyn Copeland
53. Keep Starkville Beautiful, Chris Smely
54. Keep Stone County Beautiful, Timothy Barnaba
55. Keep Tupelo Beautiful, Kathryn Rhea
56. Keep Vicksburg Beautiful, Jeff Richardson
57. Keep Walnut Grove Beautiful, Brian Gomillion
58. Keep Waveland Beautiful, Bryan Therolf
59. Keep Yazoo City Beautiful, Sheila Trimm

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