



**Keep Grapevine Beautiful  
FY2020 Annual Report  
(October 1, 2019 to September 30, 2020)**

## **Executive Summary**

Keep Grapevine Beautiful (KGVB) is charged to preserve and enhance the local natural environment by strengthening citizen's levels of commitment through educational programs and engaging volunteer-based projects. Our educational programming and projects concentrate on three core areas: 1) litter prevention, 2) beautification and 3) waste reduction. KGVB was originally established as part of the Grapevine Parks and Recreation Department (GPARD) in 1992. In 2002, KGVB became a Keep America Beautiful (KAB) affiliate and three years later a Keep Texas Beautiful (KTB) affiliate. In 2005, the Organization incorporated as a 501(c)(3).

**Goals:** Beginning March of 2020, the world faced the COVID-19 pandemic, which greatly affected the Organization's operations, programming efforts, volunteerism and goal attainment. KGVB goals were to continue 1) creating more impactful partnerships, 2) enhancing environmental education opportunities and 3) articulating the Organization's story. Despite the challenges of the pandemic, these goals were substantially accomplished specifically by growing existing partnerships, continuing the education lecture series virtually, and redesigning marketing materials utilizing the new branding.

**Volunteer Opportunities:** KGVB adapted well and quickly to provide COVID-safe volunteer opportunities. Only venues originally scheduled in the first couple months of the pandemic were cancelled. These include three events, one project and one lecture. The remaining venues were reorganized to meet pandemic safety protocols. Although KGVB was able to successfully pivot to suit a COVID reality, events and projects could only accommodate a reduced number of volunteers, and since groups and businesses were working remotely, the requests for tailored projects ceased. Subsequently, the total number of volunteers for FY2020 was down 38%. However, the total number of volunteer hours served increased by 10%. We attribute this to our passionate volunteers as well as to our purposeful promotion of volunteering individually and/or within a "safety unit" such as a family or roommates.

**Business Engagement:** KGVB values local businesses' volunteerism and support for our mission. This year seven businesses participated in our events and 21 more were part of the

Adopt-An-Area Program. Our relationship with Kubota Tractor Corporation continued to grow. This valuable partner donated \$3,000 toward re-wrapping the KGVB tool trailer which carries our all-terrain vehicle, event supplies and tools. The wrap features the new KGVB logo that was adopted in 2019 along with Kubota's "For Earth For Life" logo. Our positive partnership with Sam Pack Five-Star Subaru, Grapevine continued as well. Five-Star Subaru renewed their sponsorship of KGVB Community Grant Program as well as participation in the Adopt-An-Area program.

**Education:** Education is an integral component of the Organization's mission. There was a total of four one-hour lectures, two in-person and two virtual, hosted by KGVB. The lecture series is supported by GPARD, which provides meeting space for in-person classes and promotion. All sessions are offered at no cost to the public. A total of 142 attendees benefited from these expert-led lectures. The board took advantage of several online training opportunities including KTB's board essential training series. Many board members played roles at events, as team leaders, ensuring volunteer safety and reinforcing educational components of the activity. Last but not least, the KGVB board unanimously voted to act as the facilitators for the Bee City USA affiliate program newly adopted by the City of Grapevine in May.

**Branding:** This year the Organization concentrated on implementing the new brand across various mediums beginning with the wrap on the equipment trailer and Adopt-an-Area signs. Work on developing a new website platform began with much focus on ease of use and simplicity. Project completion is scheduled for February 2021.

**Community Grants:** The KGVB Community Grants Program supports projects within the community that align with one of our three core areas. Sam Pack Five-Star Subaru, Grapevine graciously sponsored the FY2020 Program for a second time with a \$3,000 donation. This year, three grants were awarded: Grapevine Faith Christian School, Grapevine High School Parent Teacher Student Association and Dallas Off-Road Bicycle Association (DORBA). Fortunately, all projects were completed prior to COVID restrictions.

**Impact:** At year's end, 1,886 volunteers served 7,835 hours through eight events, nine projects and the Adopt-an-Area Program. The dollar value of these works to the community surpasses \$197,000 which is about \$74,000 more than last fiscal year. The Organization graciously received a little over \$9,800 in sponsorships and donations, but unfortunately was not awarded grant funding for the two grant applications submitted. Overall, KGVB provided over \$200,000 in direct benefits to the Grapevine community. For ease of reference, an infographic is provided on the following page, *2020 Year in Review*.

# 2020 YEAR IN REVIEW

October 1, 2019 through September 30, 2020



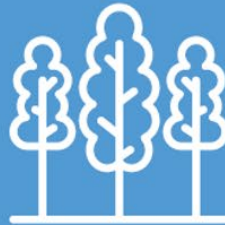
17 ↓51%

events  
& projects



10 ↑10%

lectures  
& trainings



\$200k ↑83%

community  
benefits



28 ↓28%

businesses  
participating

48 ↓4%

miles of streets  
& trails cleaned

695 ↑9%

acres cleaned  
& beautified



7,835

total volunteer  
hours

↑10%



1,886

total  
volunteers

↓38%



33,600 +

↓12%

pounds of trash  
& recycling collected

## Events

KGVB hosts three important annual events: Don't mess with Texas® Trash-Off, Fall Sweep and Arbor Day. Don't mess with Texas® Trash-Off was combined with Earth Day and Happy to Help into one large Earth Day – Action Day event scheduled for April 25. Unfortunately, the event was canceled due to the pandemic. 2020's Fall Sweep was moved back a month from October to September resulting in two Fall Sweep events taking place in 2020 fiscal year. Happy to Help Saturdays take place the fourth Saturday of most months, but had to be canceled in March. More detailed information is provided for the select events below.

### Fall Sweep • October 26, 2019

Volunteers - 102, total hours - 255, monetary value - \$6,296

This event included litter pickup at Parr Park, Oak Grove Park, Acorn Woods Park and the trail at The REC sports field. Volunteers removed over 800 pounds of trash in these locations. At the Parr Park habitat restoration area, they removed invasive plants and planted more than 300 native wildflowers and grasses.

### Fall Sweep • September 26, 2020

Volunteers – 95, total hours – 190, monetary value - \$4,831

Volunteers worked at three parks: Horseshoe Trails, Oak Grove and Parr. There was 520 pounds of litter removed and 20 pounds of recycling. Volunteers also contributed to the Parks for Pollinators project making plant and wildlife observations throughout the parks and trails using the iNaturalist app. KGVB board members were trained how to use iNaturalist prior to the event to assist volunteers.

### Arbor Day Celebration • November 9, 2019

Volunteers - 40, total hours - 80, monetary value - \$1,975

KGVB and GO Wild Habitat Builders hosted the Arbor Day Celebration (trees provided by Verizon Green Team) at Vineyards Cabins and Campground. Fourteen trees of three species were installed and 12 plants of three species. Four Citizen Foresters provided expert assistance.

### Don't mess with Texas® Trash-Off/Earth Day/Happy to Help • April 25 • CANCELED DUE TO PANDEMIC

### Happy to Help Saturdays • January 25, February 23, June 27, July 25 and August 22

Volunteers - 146, hours - 296, value - \$7,527

Happy to Help Saturdays maintained momentum in spite of the cancelation of March's event, due to the pandemic. Events that took place were at volunteer capacity. Tasks included litter pickup, planting trees and native plants and removing invasive plants from habitat restoration areas. Over 1,300 pounds of litter was removed.

The City hosted Grapevine Recycles Day in November of 2019 and had to cancel the Household Hazardous Waste event in spring due to COVID-19. The Grapevine Recycles Day focused on collecting recyclable items including tires, metal, household batteries and Styrofoam. Additionally, items for reuse such as cell phones, eyeglasses and clothing were received. Citizens brought recyclable items totaling 15,715 pounds and items for re-use totaling 2,068 pounds. KGVB supported the event by recruiting volunteers, promoting the event and publishing educational material on recycling and household hazardous waste.

## **Programs and Projects**

The Adopt-An-Area program (AAA) plays an important role in keeping Grapevine litter free along roadways, shoreline, trails and park land. Adopters are asked to report hours online or by email on a quarterly basis. This year, 989 volunteers recorded 4,492 hours of service removing litter from 48 miles of roads and trails, and cleaning up and beautifying over 695 acres of public lands. There were 87 groups of adopters which was five more than the previous year. At the end of the year, there were only four areas available for adoption corresponding to a 96% adoption rate as compared to 93% the previous year.

In May and June GPARD part-time staff (instead of volunteers, as originally scheduled) assisted the Organization in replacing outdated Adopt-An-Area signs throughout the City. More than 53 poles were removed and 64 nameplates were updated.

The KGVB Community Grants Program awards recipients at the beginning of each fiscal year in November. Sam Pack Five-Star Subaru, Grapevine graciously sponsored the FY2020 Program with a \$3,000 donation. The Community Grants Program supports projects within the community that align with one of our three core areas. This year, three grants were awarded:

- 1) Grapevine Faith Christian School - \$2,300 for their student-driven reduction program: Reduce, Refill, Reuse. Grant funds were used to purchase Elkay bottle fillers, in an effort to reduce the use of plastic water bottles on campus.
- 2) Grapevine High School Parent Teacher Student Association - \$400 for ongoing beautification improvements to their Centennial Garden which is located at the front of the school.
- 3) Dallas Off-Road Bicycle Association (DORBA) - \$300 for ongoing beautification improvements to the Horseshoe Trail System. DORBA volunteers are a valuable asset to the trails throughout Grapevine.

All projects were successfully completed within the fiscal year. The Board requests applications beginning

As a Keep America Beautiful affiliate, Keep Grapevine Beautiful annually conducts a Community Appearance Index, or Litter Index, by visually surveying a random, statistical sample of the city. This year's overall litter index score is 1.35. This is an increase of 26.17% from 2019. The higher the score the greater the amount of litter. The increase in litter is largely attributed to two factors: 1) surveying roadways that were not accessible last year due to construction, and

2) adjusting the Litter Index map to better represent the community through a more responsive statistical sample which included the addition of two stretches of high-use TxDOT rights-of-way and a notoriously heavily littered street segment. Keep Grapevine Beautiful will continue to be responsive and focus volunteer efforts in most needed areas.

Typically, the quantity of customized projects for groups is in the range of 20 but due to the pandemic many businesses, civic groups and organizations were working and meeting remotely which resulted in only eight projects this year. That is a decrease of 62% from the previous year.

## **Education**

Education about litter prevention, beautification and waste reduction is a prime objective of KGVB. The Organization continues to host the KGVB Lectures series, highlights educational information through social media and other published mediums, provides board training, and incorporates educational opportunities through event and project programming.

In January the “Water is Awesome” lecture was led by Dustan Compton the Conservation Manager for Tarrant Regional Water District. Dustan covered regional water supplies, future growth, and everyday resources to save water at home. Eighteen residents were in attendance. “Clean Air Solutions” was the title of the February lecture presented by Kimberlin To who leads the Air North Texas campaign at North Central Texas Council of Governments (NCTCOG). There were 17 in attendance to learn what steps are being taken to improve our community’s air quality. Both lectures were in-person. The March lecture had to be canceled, due to the pandemic. Making the best of a bad situation meant moving to virtual platforms for our last two lectures of the fiscal year. In August, Elena Berg, Environmental and Development Planner at NCTCOG and Dewey Stoffels, Environmental Manager for the City, facilitated “Learn About Landfills”. There were 25 attendees. Content included, but was not limited to: the types and amounts of waste disposed of in the State, how landfills are monitored and the fact that some landfills direct methane gas directly to Atmos Energy to create gas power. In September experts from DFW Airport’s Environmental Affairs team covered zero waste and environmental preservation initiatives along with details of the extensive biodiversity found on Airport property and how that ecosystem is preserved and enhanced. Thirty-two attended.

In addition to utilizing social media to distribute educational material, the Organization continued to provide content in GPARD’s *Go Grapevine Magazine*. Three sub-articles were featured: 1) City’s Centralized Recycling Station, 2) Finding and Fixing Household Leaks and 3) 10 in the Bin/What Can Be Recycled. Each article included engaging infographics highlighting important tips and action items. The Magazine is distributed to 22,000 households.

Keep Texas Beautiful invited KGVB to host and collaborate with two other area affiliates to lead a DFW regional training in July. However, due to the pandemic, the one-day regional training was adapted into four one-hour training sessions, one per day, in a virtual format with break-out discussion groups. Topics were: State of KTB, Operating in a Pandemic, Adopt-A-Spot Best Practices, Recycling and Commercial and Residential Food Waste. Staff presented at the

Operating in a Pandemic and Adopt-A-Spot Program sessions and facilitated the other two with KTB staff presenting the first session. A total of 70 individuals attended.

At the May 5 Grapevine City Council meeting, a resolution was approved which designated the City of Grapevine as a BEE CITY, USA affiliate, GPARD as the sponsor and the KGVB Board as facilitators for the program. The KGVB board, in general, is responsible to educate the community about the importance of pollinators and pollinator habitat as well as support GPARD in creating and expanding pollinator-friendly habitats. As part of this commitment, KGVB incorporated the National Recreation and Parks Society iNaturalist Pollinator challenge into the annual Fall Sweep cleanup events, and hosted two invasive plant removal projects at the Parr Pollinator Restoration area.

KGVB was unable to host our annual Earth Day Celebration due to the pandemic. However, the Organization provided educational material to support City-hosted events such as the Grapevine Butterfly Flutterby in October 2019, and the Grapevine Recycles Day in November 2019.

### **Social Media and Marketing**

Social media remains a priority for sharing environmental information, promoting events, thanking sponsors and volunteers as well as communicating the Organization's mission throughout the year. Postings from reliable sources are shared on social media platforms and new content provided regularly on Facebook, Twitter and Instagram. KGVB increased Facebook posts by 62% from last year. In marketing, the focus is on Facebook analytics specifically "likes" and "followers". Likes and Followers were both up 12% and 40% respectively.

Additionally, KGVB events are promoted through the Grapevine Garden Club, Green Source DFW, the City E-News, *Go Grapevine Magazine*, *The Grapevine* quarterly newsletter (a city publication), and on KGVB, GPARD and City of Grapevine websites.

### **Partnerships**

KGVB is fortunate to have several beneficial partnerships throughout the community such as the City of Grapevine, GPARD, Grapevine Colleyville Independent School District (GCISD), Grapevine Relief & Community Exchange (GRACE), Grapevine Convention and Visitors Bureau (CVB), Grapevine Police Department, NCTCOG, Kubota Tractor Corporation, Verizon Green Team, REI, Republic Services, Sam Pack's Five Star Subaru, many Cub and Boy Scout Troops and Dallas Fort Worth International Airport (DFW) Environmental Affairs Division. These partners provide additional opportunities for the Organization to expand services as well as providing volunteers for community development.

To show our sincere gratitude to community partners and volunteers, KGVB with GPARD hosted the fourth annual Volunteer Appreciation Brunch in February. There were 107 volunteers in attendance. There were three recognition areas: The Helping Hand Award recognizes the

volunteer that is willing to serve in any capacity, sometimes with short notice and sacrifice on their behalf. Rookie of the Year Award recognizes the outstanding volunteer that has joined volunteer efforts in the last calendar year. Homerun Heroes Award recognizes the group which has dedicated a substantial amount of hours and energy to the mission of GPARD and/or KGVB.

## Recognitions

Due to the efforts of our community partners and passionate volunteers, KGVB has earned the following recognitions:

Keep America Beautiful	President's Circle
Keep Texas Beautiful	Gold Star
Keep Texas Beautiful	Volunteer of the Month – Kelly Richards

## Sponsorships, Donations and Finances

During fiscal year 2020, \$9,821.77 was received through sponsorships, donations, and reward programs. This was about a \$300 increase from last fiscal year even though we were not awarded grant funding this year. The majority of this amount came from two sponsorships totaling \$6,000: Sam Pack's Five Star Subaru - Grapevine sponsored the Community Grant Program, and Kubota Tractor Corporation sponsored the wrap of the equipment trailer. Surpassing our expectations, we received \$2,172 in donations from North Texas Giving Day. This is a one-day event which promotes non-profits and provides matching funds. Below is a listing of sponsorships and donations.

- AT&T employee donation  
\$220
- Communities Foundation of North Texas  
\$2,338.32
- Kroger Rewards Program  
\$229.96
- Albertson's  
\$8.51
- Sam Pack's Five Star Subaru  
\$3,000
- Pure Service  
\$500
- Orvis  
\$500
- Kubota Tractor Corporation  
\$3,000
- Private Citizen  
\$25.00



More so, there were three businesses that gave in-kind donations with a total value of \$2,440. Uline Shipping Supplies gave 600 yard-waste and 220 mesh bags for waterway cleanup. Both Weinberger's Deli donated sandwiches and H-E-B/Central Market gave sandwich trays and gift cards utilized to thank our volunteers.

KGVB Financials can be reviewed through end of year budget found on the last page of this report.

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

The upcoming year will be a challenging one due to the ongoing COVID-19 pandemic and unforeseen circumstances it creates. However, we look forward to the new year especially for the following: the completion of the new website; branding and marketing of the Community Grants Program; enhanced partnerships with GOWild educational programming and North Central Texas Council of Governments in support of the Trash Free Waters program; and lastly, facilitating the Bee City USA affiliate program.

KEEP GRAPEVINE BEAUTIFUL  
ADOPTED BUDGET for FISCAL YEAR 2020

Account Name	Budgeted Amounts	Expenses												Remaining Budget	
		October	November	December	January	February	March	April	May	June	July	August	September		
Dues & Membership	700.00				(175.00)		(280.00)		(230.00)						15.00
Events & Projects	1,600.00			(38.60)		(32.97)									1,528.43
Fundraising Expense	250.00														250.00
Board Education	250.00										(50.00)		(81.50)		118.50
Boat Maintenance	300.00														300.00
Marketing & Outreach	2,000.00	(238.00)									(802.84)				959.16
Social Media Website	400.00														400.00
Tools & Supplies	750.00			(615.34)					(56.51)						78.15
Bank Service Fees	50.00														50.00
Recognition & Awards	1,000.00														1,000.00
Environmental Education	500.00														500.00
Adopt An Area	500.00														500.00
Grants, Sponsorships & Scholarships	-														-
Miscellaneous	750.00			(500.00)	(294.00)	(43.10)				(103.27)		(79.04)			(269.41)
<b>Total Unrestricted Budget</b>	<b>9,050.00</b>	<b>(238.00)</b>	<b>-</b>	<b>(1,153.94)</b>	<b>(469.00)</b>	<b>(76.07)</b>	<b>(280.00)</b>	<b>-</b>	<b>(286.51)</b>	<b>(956.11)</b>	<b>-</b>	<b>(79.04)</b>	<b>(81.50)</b>		<b>5,429.83</b>
Grant Related - REI	4,899.48			(521.82)	(1,960.00)		(60.25)		(32.85)			(357.90)			1,968.66
Grant Related - Verizon (IT/web site) <sup>1</sup>	1,152.20				(900.00)										252.20
Donation - Verizon (Arbor Day)	2,500.00	(850.00)		(440.00)	(1,095.00)										115.00
Donation - Verizon (Earth Day)	1,000.00														1,000.00
Donation - Verizon (Beautification Projects) <sup>2</sup>	3,000.00														3,000.00
Grant Related - Ft Worth Audubon Society	150.10														150.10
Grant Related - Green Bag	636.84			(538.51)	(44.80)										53.53
Donation - 5 Star Subaru (Comm Grants Program)	3,000.00			(3,000.00)											3,000.00
Donation - Kubota (Truck & Trailer Wrap) <sup>3</sup>	3,000.00									(3,000.00)					-
<b>Total Restricted Budget</b>	<b>19,338.62</b>	<b>(850.00)</b>	<b>-</b>	<b>(4,500.33)</b>	<b>(3,999.80)</b>	<b>-</b>	<b>(60.25)</b>	<b>-</b>	<b>(32.85)</b>	<b>-</b>	<b>(3,000.00)</b>	<b>(357.90)</b>	<b>3,000.00</b>		<b>9,537.49</b>
<b>Total Proposed Budget</b>	<b>28,388.62</b>	<b>(1,088.00)</b>	<b>-</b>	<b>(5,654.27)</b>	<b>(4,468.80)</b>	<b>(76.07)</b>	<b>(340.25)</b>	<b>-</b>	<b>(319.36)</b>	<b>(956.11)</b>	<b>(3,000.00)</b>	<b>(436.94)</b>	<b>2,918.50</b>		<b>14,967.32</b>
Proposed budget to be funded as follows:															
Unrestricted Funds	9,050.00														
Restricted - REI	4,899.48														
Restricted - Verizon (for IT/web site purposes)	1,152.20														
Restricted - Verizon (for Arbor Day purposes)	2,500.00														
Restricted - Verizon (for Earth Day purposes)	1,000.00														
Restricted - Ft Worth Audubon Society	150.10														
Restricted - Green Bag	636.84														
Restricted - 5 Star Subaru (Comm Grants Program)	3,000.00														
<b>Total net assets</b>	<b>22,388.62</b>														
Unbudgeted (excess)	6,000.00														
	<u>28,388.62</u>														

Note - Budget was approved at the September 9, 2019 Monthly Board Meeting and is subject to change depending on the outcome of North Texas Giving Day on September 19.

1 - Verizon grant funds are being used to pay for expenses associated with KGVb's web presence, i.e. website, social media, etc. After these funds are exhausted, the Board will use Social Media Website to budget for the expense.

2 - Donation for Beautification Projects made in January - subsequent to approval of fiscal year budget

3 - Donation by Kubota made in February - subsequent to approval of fiscal year budget