



# KEEP HIGH POINT BEAUTIFUL

## STRATEGIC PLAN 2022



# Contents:

<u>Introduction.....</u>	3
<u>Annual Schedule.....</u>	4
<u>Projects of Note.....</u>	5
<u>Grants.....</u>	7
<u>Strategic Planning Process.....</u>	8
<u>Strengths, Weaknesses, Opportunities &amp; Threats (SWOT)</u>	
<u>Analysis .....</u>	9
<u>Action Plan.....</u>	10
<u>Steps Towards Goal Achievement.....</u>	11
<u>Appendix I: Board Members.....</u>	14
<u>Appendix II: Partners/Sponsors/Donors.....</u>	15
<u>Appendix III: Volunteers.....</u>	16
<u>Contact Information.....</u>	17

## Foundation:

Keep High Point Beautiful operates under the City of High Point, Public Services Department, Environmental Services Division. The organization was originally formed in 1987 as High Point Keep America Beautiful. The group follows the original bylaws that now include some amendments.

## Mission:

Keep High Point Beautiful (KHPB) engages and supports organizations and individuals to keep the City of High Point beautiful. KHPB is the local affiliate for Keep America Beautiful.

## Focus:

- Litter Prevention and Removal
- Waste Reduction and Recycling
- Beautification and Greening
- Public Outreach and Education

## Board:

Keep High Point Beautiful has an active board that is comprised of members of the community and includes a Youth Advisory Council (YAC) representing several businesses, schools and various organizations in High Point. The board does not have term limits and many members have served for several years while some are new to the organization. We have found that this creates a healthy balance of experience while always allowing for fresh eyes on our goals and programs.

### **A Special Note of Appreciation:**

As Keep High Point Beautiful operates under the City of High Point, we are fortunate to be able to call on the assistance of other city departments. We would be remiss not to take this opportunity to recognize that interdepartmental cooperation is key to so much of our success. We look forward to our continued work with all city departments, divisions and staff. We are truly thankful!

# KEEP HIGH POINT BEAUTIFUL 2022 CALENDAR

SUBJECT TO ADDITIONS/CHANGES



## JANUARY

- **JAN. 17**  
9:00 A.M. – 11:00 A.M.  
MLK JR. DAY OF  
SERVICE ACTIVITY  
WITH HPU
- **JAN. 22**  
9:00 A.M.  
KHPB ADOPT-A-STREET  
CLEANUP ON MLK JR.  
DRIVE
- **JAN. 24**  
4:00 P.M.  
KHPB BOARD MEETING

## FEBRUARY

- **FEB. 7 – MAR. 6**  
WINTER WIPEOUT
- **FEB. 27**  
1:30 P.M. – 3:30 P.M.  
FLOWERS POWERING  
HOPE



## MARCH

- **MAR. 14**  
4:00 P.M.  
KHPB BOARD MEETING
- **MAR. 19**  
9:00 A.M.  
KHPB ADOPT-A-STREET  
CLEANUP ON MLK JR.  
DRIVE



## APRIL

- **APRIL 30**  
9:00 A.M. – 1:00 P.M.  
GREAT AMERICAN  
CLEANUP



## MAY

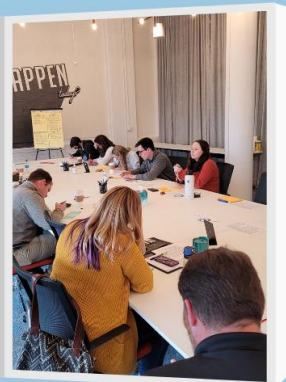
- **MAY 16**  
4:00 P.M.  
KHPB BOARD MEETING
- **MAY 21**  
9:00 A.M.  
KHPB ADOPT-A-STREET  
CLEANUP ON MLK JR.  
DRIVE

## JULY

- **JULY 18**  
4:00 P.M.  
KHPB BOARD MEETING
- **JULY 24**  
9:00 A.M.  
KHPB ADOPT-A-STREET  
CLEANUP ON DR. MLK  
JR. DRIVE

## AUGUST

- **AUG. 2,**  
5:30 P.M. – 7:30 P.M.  
NATIONAL NIGHT OUT  
– TO BE DETERMINED
- **AUG. 6,**  
9:00 AM – 12:00 PM  
SUMMER  
TRASH SMASH



## SEPTEMBER

- **SEPT. 19**  
4:00 P.M.  
KHPB BOARD MEETING  
(LOCATION TBD)
- **SEPT. 24**  
9:00 A.M.  
KHPB ADOPT-A-STREET  
CLEANUP ON MLK JR.  
DRIVE

## OCTOBER

- **OCT. 1**  
9:00 A.M. – 1:00 P.M.  
HIGH POINT BIG SWEEP  
CLEANUP



## NOVEMBER

- **NOV. 20**  
9:00 A.M.  
KHPB ADOPT-A-STREET  
CLEANUP DR. MLK JR.  
DRIVE
- **NOV. 20**  
1:30 P.M. – 4:30 P.M.  
HIGH POINT HOLIDAY  
PARADE

# **Projects of Note:**

**Underhill Neighborhood Sign-** This project is currently underway and is made possible in-part by a \$1,000.00 grant from Visit High Point and a donation of stone from the High Point Housing Authority from the demolished Daniel Brooks property. Additional funding will be necessary to complete the project.

**Stormwater Art Project-** This upcoming environmental art project is in partnership with the City of High Point's Stormwater Division. There will be a call for artists to design and paint four (4) stormwater catch basins with an environmentally friendly message and/or image that focuses on the health of our water in High Point. This project will take place in the parking lot of the High Point Public Library.

**Community Cultivation Campaign-** This project was a fundraiser focused on replacing many dead or dying trees along MLK Drive between Centennial Street and University Parkway. At the end of 2021, all identified trees have been removed and replanted thanks to many generous donations from the community and the City of High Point.

**Environmental Art, You Otter Respect Nature-** This environmental art project was commissioned in 2018 with funding provided by the City of High Point, the Friends of the Library, Theatre Arts Gallery (TAG) and the High Point Library. Erected in the parking lot of the High Point Public Library, sculptures of two metal river otters filled with trash are helping spread the message that littering hurts all who live here.

**Cigarette Receptacles-** Thanks to two grants awarded to us from Keep North Carolina Beautiful, we were able to purchase 10 Sidewalk Buttler cigarette disposal units for placement on city maintained trash receptacles in the Mendenhall Terminal and extending down Commerce Avenue to Main Street. Additionally we partnered with the High Point Rockers to place three units on trash receptacles at Truist Stadium.

**Partnership project with Southwest Renewal Foundation, Trees4Trash-** The 3,820 pounds of litter collected in 2020 and 2021 from the neighboring roadways and area surrounding the Southside Recreation Center were recorded and reported for this project. Every 25 pounds collected resulted in obtaining one tree or two butterfly bushes to be planted in the community. This is all made possible due to a grant that was applied for and administered by the Southwest Renewal Foundation and St. Mary's Episcopal Church in High Point.

**Piedmont Triad Big Sweep-** The first annual Piedmont Triad Big Sweep took place in the fall of 2021. Several local Keep America Beautiful affiliates and organizations took part in coming together to help promote litter cleanup across our region of North Carolina.

**Food collection events-** Keep High Point Beautiful has incorporated, within our cleanup events, requesting nonperishable food donations for local food pantries. This began in 2016 and we have collected over 15,000 lbs. of food and household items.

**Garden at Ingleside-** In 2020, the KHPB Board had to stop and take an account of how COVID was impacting our organizational mission. Just as everyone was experiencing change and new limitations, our board had to ask ourselves, “We know what we can’t do right now, but what CAN we do?” Out of that was born the Garden at Ingleside. With the help of staff at Ingleside, our board planted and maintained a 25’ x 25’ garden with produce going to Growing High Point. In 2021, we expanded the garden to 25’ x 40’ and a local Eagle Scout placed a fence around the perimeter for his Eagle Scout Project. We have been able to donate over 100 pounds of vegetables thus far and look forward to donating more in 2022. Gardens are another way we can beautify our community and helping others in need is always a beautiful thing!

**Tree plantings and wildflower beds with NC DOT-** In 2015, Keep High Point Beautiful and the City of High Point were contacted by Mr. Jim Morgan to request the cloverleaf at Business 85 and MLK Dr. receive landscaping. After meeting with DOT they agreed to plant trees and shrubs in the 4 designated areas. Additionally, DOT has filled requests to plant more trees by the north bound entry to 74/311 and created 4 wildflower beds along Business 85.

**Welcome to High Point sign on Greensboro Road (Pennybyrn at Maryfield)-** This sign was adopted by Keep High Point Beautiful to aid in beautifying a city gateway. With the help of some donated plants from High Point University, the sign was given some permanent landscaping in 2015. Seasonal flowers are planted and changed out with the spring and fall seasons and holiday decorations adorn the sign from the end of November through the Christmas holiday.



# **Grants:**

## **UPCOMING APPLICATIONS:**

- 2022-2023 Keep America Beautiful MLK Neighborhood Building Grant
- 2022-2023 Keep America Beautiful UPS Community & Recovery Tree Planting Grant

## **FORMERLY APPLIED FOR:**

(Please note that the list below entails grants that have been applied for but not all have been received.)

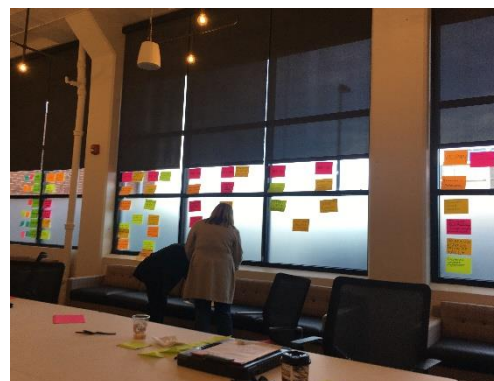
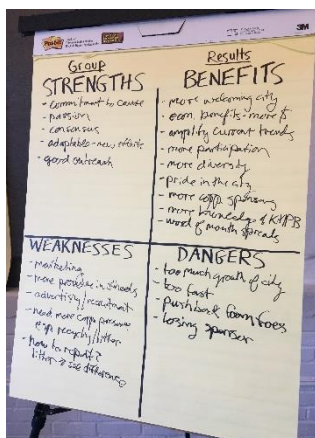
- International Coastal Cleanup Small Grants – 2019, 2020 & 2021
- Visit High Point – DRIVE Grant 2021
- Keep North Carolina Beautiful Litter Prevention, Recycling & Beautification Grant Program 2019 - 2020 & 2020 – 2021
- Keep America Beautiful UPS Community & Recovery Tree Planting Grants 2020
- Keep America Beautiful Community Partner Grant 2019
- Keep America Beautiful & Lowe's Community Partner Grants 2018
- Waste Management Think Green Grant 2012

# Strategic Planning Process:

Keep High Point Beautiful Board members and Youth Advisory Council members gathered together on Thursday, December 2<sup>nd</sup> from 9 AM – 1 PM to begin the process of formulating our Strategic Plan for 2022. Under the direction of Andy Piper (longtime board member and City of High Point employee for Planning & Development) we were able to discuss what we saw as positives and what needs work. The meeting took place in the Millis Family Board Room at Congdon Yards. We are so grateful to Business High Point for allowing us to use that beautiful space.

To kick off the meeting, we had Sue Smith with the National Keep America Beautiful office call in via Zoom and share some words of encouragement and guidance. Andy Piper then utilized some training in strategic planning that he has received through his position with the city to lead our meeting.

Unfortunately, not all Board members and Youth Council members were able to attend. Upon completion of the meeting, all the ideas and information presented were compiled into a spreadsheet and shared with the entire Board and Youth Advisory Council. Upon review by all, the Action Plan within this document contains the focus of the goals set by our board for 2022.



# **Strengths, Weaknesses, Opportunities, Threats (S.W.O.T.) Analysis:**

## **Strengths:**

- Commitment to the mission and organization
- Passion
- Consensus
- Adaptable
- Willing to take on new projects and explore new ideas
- Good outreach

## **Weaknesses:**

- Marketing
- More presence in schools
- Advertising/recruitment
- Need more corporate presence
- People need to know how they can report litter and to see a difference once it has been reported

## **Opportunities:**

- More welcoming city
- Economic benefits – more \$\$\$ into the community
- Amplify current trends
- More participation
- More diversity
- Pride in the city
- More corporate sponsors
- More knowledge of Keep High Point Beautiful and what we do
- More information spread via “word of mouth”

## **Threats:**

- Too much growth of the city
- Keep High Point Beautiful grows at a rate we cannot keep up with
- Pushback from folks who don't agree with programming or projects
- Lost sponsorship/partners

## **Action Plan:**

The following six goals are specific areas of focus within the 2022 Strategic Plan for Keep High Point Beautiful.

**Green Project:** Board members will ensure that at least one green space project is completed.

**Social Media:** Increase social media participation via the board member activity.

**Schools:** Raise profile of KHPB within High Point schools

**Recruitment:** Increase participation for board membership and events

**Diversity:** Achieve a more diverse & equitable board

**Corporate Outreach:** Increase level of corporate outreach

# **Steps Toward Goal Achievement:**

**Green Project:** Board members will discuss and agree upon a project. Ideas include projects that would:

- Promote native plants and pollinators
- Street tree planting/replacement
- Implement a “Plant a tree” challenge

This goal will be achieved by evidence of increased green space.

**Social Media:** Board members will increase their participation within KHPB social media platforms by:

- “Liking, Sharing and/or Commenting” on a regular basis.
- Board members will also provide feedback and recommend more interactive content.
- Allowing for social media takeover
- Promotion of our social media pages at our cleanup events
- Add a litter reporting resource on our platform.

This goal will be achieved by evidence of an increased following.

**Schools:** Board members will raise the profile of KHPB within schools by taking the following steps (as allowed by GCS):

- Promote volunteer service credits to students for attending cleanup events.
- Youth Advisory Council members will encourage classmates to participate in events.
- Develop a school specific flyer.
- Develop a Power Point presentation to promote KHPB in schools.
- Attend and speak at meetings. Support clubs & teachers to encourage more educators to join the board.
- Develop a KHPB Environmental Curriculum.

This goal will be achieved by evidence of increased student participation.

**Recruitment:** Board members will increase board member numbers and participation at events by implementing the following:

- Reach out to community leaders and other organizations to recruit new board members.
- Find other organizations to partner with in underserved communities.
- Partner with high schools as a volunteering opportunity.
- Host KHPB Lunch and Learn events at local companies.
- Partner with other organizations.
- Visit local faith-based groups to recruit board members & volunteers.

This goal will be achieved by evidence of an increase in board members and increase in volunteer participation numbers at annual events.

**Diversity:** Board members will achieve a more diverse and equitable board by taking the following steps:

- Do an assessment on equity.
- Use other languages and more images in promotion. Board members should involve their own communities.
- Attend events in all areas of High Point and hold events and programs at different locations.
- Recognize “Stand-Out” properties.
- More follow up with National Night Out and focus on communities that have the greatest socioeconomic struggles.
- Make green space project public.
- Equal attention to all parts of High Point.

This goal will be achieved by evidence of increased representation of all.

**Corporate Outreach:** Board members will increase corporation outreach by doing the following:

- Prioritize businesses to reach out to.
- Find corporations with similar interests and goals.

- Attend Business High Point (Chamber) events and invite company representatives to attend Keep High Point Beautiful Board meetings.
- Attend and speak at events and meetings when possible.
- Send letters to corporations with KHPB intentions and opportunities.
- Create a package to deliver to companies.
- Send emails & letters to corporations of interest.
- Create incentives for sponsors.
- Collaborate on community projects with corporations.
- Mutual cross promotion with corporations.

This goal will be achieved by evidence in increased corporate engagement.

# **Board Members:**

Robbie Baker, City of High Point  
Lisa Barnes, Pinnacle Financial Partners  
Ashley Brooks, Home Depot  
Kelsie Burgess, City of High Point  
Tim Coleman, Resident  
Sandy Dunbeck, City of High Point  
Ellen Foster, Resident  
Flo Gullickson, Southwest High School  
Brett Higgins, Pyramid Environmental & Engineering, P.C.  
Tisha Leonard, Protection Systems  
Terri Millard, Resident  
Patrick Moore, High Point University  
JoAnn Owings, Midweek Garden Club  
Andy Piper, City of High Point  
Troy Thompson, High Point University

## **Youth Advisory Council:**

Jasmine Burks, NC A&T Early College  
Phoebe Clutter, Southwest Guilford  
Avery Higgins, Southwest Guilford  
Luke Rodden, Guilford College Early College  
Michael Skeen, Wesleyan Christian Academy  
RJ Wright, GTCC Jamestown Middle College

Many thanks to Laura McCoy, City of High Point, for her many continued contributions to Keep High Point Beautiful.

## **Partners/Sponsors/Donors:**

- Business High Point
- Blue Ridge Companies
- Growing High Point
- High Point Farmers Market
- High Point Market Authority
- High Point Rockers
- High Point University
- Krispy Kreme
- Leggett & Platt Inc.
- Little Caesars Pizza
- NC Department of Transportation
- Pennybyrn at Maryfield
- Phillips Collection
- Pinnacle Financial
- Price Landscaping
- ServPro of High Point
- Southwest Renewal Foundation
- Starbucks
- Theatre Art Galleries Inc. (TAG)
- Thermo Fisher Scientific
- Visit High Point
- Vomela Motor Sports Design

# **Volunteers:**

**Alpha Art - The Arbogast Family - The Bethea Family - Boy Scout Troop 4 - Boy Scout Troop 26 - Ashley Brooks - Business High Point Burns Hill Neighborhood Assoc. - The Cameron Family - Canteen - Coffi & Holistic Hustle - The Cummings Family - Daimler Truck (Thomas Built Buses) - The Davis Family - Diamonds & Pearls - D-UP Scouts - The Finch Family - First Christian Church of High Point - Lisa Garrett Jessica Guillen & Friends - Ronda Hailey - Kenneth Harris - Highland Mills Neighborhood Assoc. - HPU ECO Club - HPU Siegfried Leadership Fellows - Joseph Hinnant - Sam Hinnant Iglesia Ni Christo Church of Christ - IMMI Safeguard - The Jackson Family - The John Yowell Academy at The Piedmont School – KHPB Board & Youth Advisory Council - The King Family - Lambda Pi Chi Sorority, Inc. - The Leak Family - L.E.A.P. - The Leonard Family - Deidra Lytch - The Manwarren Family - The Mehl Family - The Michener Family - The Millard Family - North Carolina Leadership Academy - Oakview Citizens Council - The Orazeth Family - Piedmont Environmental Center - Phillips Collection Protection Systems, Inc. - Quorinna Rainey - Karen Robinette - The Robbins Family – The Rorie Family Brian Sangster - The Screaming Blackbirds - Southwest High School - Thermo Fisher Scientific - The Thomas Family - Underhill Neighborhood Association - Visit High Point Washington Street Neighborhood Association - White Rose #157 Order of the Eastern Star and MORE!!**



**Contact Information:**

**Keep High Point Beautiful  
City of High Point  
PO Box 230  
High Point, NC 27261**

**Public Services Department  
Environmental Services Division**

**Deputy Public Services Director:  
Robby Stone  
[robby.stone@highpointnc.gov](mailto:robby.stone@highpointnc.gov)**

**Environmental Services Superintendent:  
James Lyons  
[james.lyons@highpointnc.gov](mailto:james.lyons@highpointnc.gov)**

**Beautification Supervisor:  
Rebecca Coplin  
[rebecca.coplin@highpointnc.gov](mailto:rebecca.coplin@highpointnc.gov)**

**Website: [www.highpointnc.gov/khpb](http://www.highpointnc.gov/khpb)**

**Facebook & Instagram Pages: Keep High Point Beautiful**

**Phone: 336-883-3520**

