



North Charleston Beautifiers

Event Planning Proposal

Transmittal Date: April 17, 2007

Proposal For:

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Executive Summary

North Charleston Beautifiers will provide your company and/or website with the tools necessary to acquire volunteers from within as well as incorporate the community in a creative, fun way that will yield more productivity and success for Keep North Charleston Beautiful.

The equipment and applications proposed for the program were donated from sponsors and/or contributed through volunteers. Combined, all tools will respond to your current needs and allow for future success.

Upon surveying the needs of Keep North Charleston Beautiful, we have reviewed the features of our program and believe that it will be most beneficial to your needs. The programs we have planned will increase aesthetic beauty and overall cleanliness in the city of North Charleston in a safe and interesting way. In accordance with KNCB's Mission Statement, our programs created initiate working with the community to enhance the image through beautification and education initiatives.

Many projected savings are included in this program, as the tools needed are fairly inexpensive, compared to alternate ways to increase productivity within KNCB. Our costs are kept to a minimum as we required our our sponsors to help with the program as well as keeping a sound cost-efficient mindset.



Program Overview

Keep North Charleston Beautiful is a volunteer organization that advocates community involvement in programs to increase the aesthetic beauty and overall cleanliness in the city of North Charleston. When R. Keith Summey became the mayor of North Charleston in 1994, he allocated resources and became devoted to making North Charleston a better and cleaner city. KNCB was initiated in August of 2000 by the city of North Charleston with the help of Mayor Summey. KNCB is a 501(c)(3) non-profit organization. Previous projects they initiated encompass everything from new trash containers in city parks to expansive cleanup campaigns. Recently, KNCB began holding a monthly event, the Monthly Beautification Activity, which works with particular areas to clean up a certain area of North Charleston. KNCB is an affiliate of Keep America Beautiful and recently won the Keep America Beautiful award for being the best cleanup program in the United States.



Organization Background

Keep North Charleston Beautiful is a volunteer organization that advocates community involvement in programs to increase the aesthetic beauty and overall cleanliness in the city of North Charleston . When R. Keith Summey became the mayor of North Charleston in 1994, he allocated resources and became devoted to making North Charleston a better and cleaner city. KNCB was initiated in August of 2000 by the city of North Charleston with the help of Mayor Summey. KNCB is a 501(c)(3) non-profit organization. Previous projects they initiated encompass everything from new trash containers in city parks to expansive cleanup campaigns. KNCB is an affiliate of Keep America Beautiful and recently won the Keep America Beautiful award for being the best cleanup program in the United States .

The Mission Statement of KNCB is as follows : The mission of Keep North Charleston Beautiful shall be to work with the community to enhance the image and aesthetics in the city of North Charleston through beautification and education initiatives.

The goals of KNCB include:

- Promote a positive image of North Charleston
- Empower individuals to take greater responsibility
- Support established partnerships
- Enhance the overall landscape of North Charleston
- Maximize the resources available to fund projects

KNCB also provides internship opportunities for college and high school students. They provide many volunteer opportunities and have had up to 2,000 volunteers working on their projects. The main resource of the KNCB, similarly to any nonprofit organization, is the pool of volunteer labor that participates in the activities they organize. In an interview situation with Carmen Hanlon on April 2, she emphasized a focus on outreach to neighborhoods, to get them to sign up for events. They need to make their events fun and easily accessible to interested groups.

A key outreach tool, the KNCB website, is seriously under-utilized. The website needs an overhaul, to make more accessible the information and avenues through which volunteers can get involved. They should also be corporate sponsor-friendly, and have links to their sponsors'™ webpages. This would make it clear to potential new sponsors of the advantageousness of collaborating with KNCB.

KNCB has a PR problem. They have a history of devoting too large a share of their resources to project conceptualization and planning, and not enough to promotion of the project and promotion of their own brand name. They need to get their name out, and attach it to their activities.



Program Purpose

To host a large event where different neighborhood teams, who have each been assigned an area of North Charleston to scour for litter, will compete to see which team has collected the most amount of litter. Thus, before the teams even get to the block party, they will have already completed the first MBA trash-cleanup activity. This block party is also complete with great food and fun activities like contests, games, and live music. An event like this will generate excitement and provide the community teams with a sense of reward for their hard work.

Description of the Audience that Program Targets

The event targets a multitude of different kinds of people. The audience that will attend the event will mostly consist of members from the surrounding neighborhoods of North Charleston, who are ardent about the continued beauty of their community. This event will attract lots of families as well as children of all ages. Moreover, it offers a little something for each family member to enjoy given the array of activities available and not to mention, the food.

Objectives

Outreach to neighborhoods, to promote positive community involvement and furthermore to encourage members of the community to sign up for events or activities that help enhance the beautification efforts of North Charleston.

Justification of the Event

This event will be made to be fun and easily accessible to interested groups. There will not be a block party every time they clean up their assigned area of North Charleston, but this would still be a great way to get them excited about the first clean-up and make them commit even more to KNCB. The North Charleston Beautifiers are confident that this event will be a successful one because it utilizes competitiveness, is fun for participants, and does not require many resources.



Procedures

The first step in implementing our event is to survey the neighborhoods of North Charleston. Research is an important tool that will be helpful in implementing our final event. We will call various households to gauge their opinions. After the initial research is complete we will mail applications to North Charleston neighborhoods. In the application residents will have to opportunity to become a project of KNCB. This means that one month volunteers will help clean up that neighborhood and provide all the necessary supplies. On the applications residents will have to explain why their neighborhood deserves a makeover. [See Survey 1]

The launch event for this program will be a block-party. This will be a large event, featuring food and live music. Neighborhood teams will sign up to compete in events and various prizes will be available. Teams will be required to register on the KNCB website and will consist of 5-8 members. Activities available for the community teams to participate in at the Block Party could include:

- Trash Can Painting Contest: "Sick of boring, old, eyesore trash cans that fail to catch people's eyes? Stop litter in it's tracks by painting a creative trash can representing your neighborhood, to be put in a neighborhood location in need of a trash receptacle." If 10 teams attend this block party, KNCB can immediately meet their goal of adding 10 new trash cans per year to city areas.
- Educational Games: A huge trivia game, centering on the environment, with the closest answer winning. Possible questions include: "How much waste per person does North Charleston create per day? Name one endangered species that lives in North Charleston? What is the population of North Charleston?" Questions and their correct answers will be posted on the website following the event
- Live Music Given the musicality of the North Charleston area, it should be easy to have a live band, who could be selected by sending in a form and demo tape on the KNCB website. Since this is a great opportunity for a first gig, we predict the website will be flooded with entries.
- Booths of other Organizations: We would encourage PalmettoPride and Keep America Beautiful to bring booths, but would take it beyond that to include new possible partnering organizations like Charleston's Recycling Program, C of C's Alliance for Planet Earth, and some construction companies specializing in Green Building. A list of organizations who participate would be on the KNCB website.

We would also like to have activities for children, including face-painting and possibly an inflatable moon jump. The block-party is a great kick-off to the new program and will get neighborhoods and its residents excited about participating.

This event will be promoted by mailing out invitations to North Charleston communities. We will contact Comcast, who is located in North Charleston, and ask about commercial time. The commercial will be made by CTV, the college television program, pro-bono. Flyers will also be handed out and posted at various North Charleston businesses.

In order to pull off this event many sponsors and donors will be needed. We will contact Piggly Wiggly, as well as Publix and Harris Teeter, and ask for food donations. Lowes will be contacted to donate trashcans and painting supplies. Walmart will also be asked to donate prizes. PalmettoPride and other organizations will be contacted and asked to set up booths at the event. We will contact the mayor of North Charleston and ask him to make an appearance. Various parks will also be contacted in order to find the perfect location. These may include:

- Northwood Park, 8348 Greenridge Road, (843) 572-5410
- Pepperhill Park, 7695 Brandywine Road, (843) 552-1664
- Rotary/Exchange Fields, 4800 Park Circle, (843) 745-1045
- Varnadore Park, 2501 Adonis Street, (843) 308-4737
- MeadWestvaco Park, 1206 Bentley Drive, (843) 745-1061

The event will take place on Saturday and will start at around 10:00 am. Vendors will be asked to arrive at 9:30 to set-up and volunteers will arrive at 8:30. KNCB volunteers will be helping with various activities, children's games, and handling food.



Timeline

January 2008 :

Organize logistics of projects: discuss sponsorship contracts with Piggly Wiggly, Harris Teeter, Publix and Lowes. Contact potential partnering organizations and encourage neighborhood involvement. Create and gather pamphlets and marketing materials for MBA party.

February 2008 :

Collect and finalize all sponsorship contracts with Piggly Wiggly, Harris Teeter, Publix and Lowes; and disperse specific information to all alliance and/or sponsorship organizations. Estimate total neighborhood interest and gather all neighborhood application forms. Designate activity chairs for block party.

March 2008 :

Sift through all neighborhood applications and determine need for trash can painting, and other variety of activities. Recruit Volunteers and contact individuals in the community to help out or simply be present. Begin passing out flyers and posting advertisements.

April 2008 :

Organize final aspects of MBA Block Party with assistance from community organizations, KNBC volunteers and affiliate organizations. Inform specific neighborhoods of role and leave pamphlets in mailboxes for neighborhood dwellers knowledge. Continue recruiting volunteers and passing out flyers and advertisements.

May 2008 :

MBA Kick-off Block Party will take place. Gather volunteers and conduct all activities. Hold neighborhood sign-up booth. Monitor and keep track of all prizes and catering. Gradually Transition remaining responsibilities and information to KNBC committees.



Estimated Budget

	JAN	FEB	MAR	APR	MAY ON SITE
Promotion	\$150.00	\$50.00	\$20.00	\$0.00	\$50.00
Food/Drink	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00
Activity Fees/Misc.	\$15.00	\$0.00	\$0.00	\$0.00	\$500.00
Total	\$165.00	\$50.00	\$20.00	\$0.00	\$1050.00

If an estimated 200 individuals show up, catering at \$2.50 a piece, food and drink total would be around \$500.00 total. Activities would be primarily based around having enough paint, games and live music. All these expenses, however should be funded by sponsorship. All raised or remaining funds will be given to KNBC for project sustainability, or for the making of an annual Kick-off Block Party.



Qualifications

The North Charleston Beautifiers are a diverse team, whose members hold leadership positions in a wide breadth of event planning and publicity related fields. Our different strengths and prior experience are all united and utilized by a desire to aid Keep North Charleston Beautiful by adding energy and new neighborhoods to their MBA program.

NCB Group Members

- **Katie Lydon, Account Executive** : *As the chairperson of SGA's Public Relations Committee, Katie is responsible for the publicity and programming of numerous events. She is adept in PR techniques to reach a wide variety of individuals, as the PR Committee's goal is to inform all 10,000 College of Charleston students of SGA's activities and events. This will be helpful in targeting as many as possible of North Charleston's diverse community members.*
- **Laura Harwood, Account Manager** :
- **Julie Goodman, Creative Director** :
- **Kaylee Walters, Technical Director** : *As co-owner of her own marketing and design company, Kaylee has worked on a vast array of advertising and publicity projects for small businesses. With excellent communication skills and a strong PR background, Kaylee is well versed in techniques to drive publicity and community involvement. Her large network of people in the community will serve to be quite useful upon integration with KNBC.*
- **Marianne McNeeley, Project Manager** : *As an aspiring Event Planner Manager at a prestigious Atlanta-based restaurant, as well as completion of Business-Communication centered courses, Marianne is adept in managing the responsibilities and timeliness of a team in order to ensure success in all endeavors. Marianne's previous experience will be helpful in targets productivity, speed and accuracy of the program.*



Request for Approval

The MBA Kick-Off Block Party is an instrumental step in the direction of Keep North Charleston Beautiful's mission. It will revitalize their already successful MBA program and attract new neighborhoods to benefit from it. It will also be an excellent for the organizations visibility, and provide the opportunity to collaborate and build relationships with other organizations by offering them booths at the event. MBAs are largely carried out by individual neighborhoods, but the block party will allow all participating individuals to come together as a whole and affirm their commitment to beautifying North Charleston. We appreciate your consideration of our proposal, and hope that you allow the NCB group to partner with you in this effort.



References

Carmen Hanlon, KNCB Beautification Coordinator
KNCB Website, www.keepnorthcharlestonbeautiful.org



April 17, 2007

Ms. Angela Simon
President
Brandywine Ridge Community Association
805 Industrial Drive
North Charleston, SC 29483

Dear Ms. Simon:

As both members and activists in the North Charleston community, we've identified two defining characteristics that set North Charleston apart- pride in tight-knit, neighborly community bonds, and a desire to improve and beautify the neighborhoods we live in. We will soon start a new cycle of our Monthly Beautification Activities (MBA's) uniting those two sentiments, and we'd like Brandywine Ridge to be a part of it!

Keeping North Charleston beautiful is best achieved on a neighborhood level, with teams from each neighborhood maintaining an area of the community and simultaneously fostering neighborliness and comradere by working together toward a common goal. After the first Saturday spent scouring Brandywine Ridge for trash, your team will bring full trashbags to an MBA kick-off block party, for a friendly but competitive weigh-in to against other neighborhoods trash collecting efforts. The block party will continue with a variety of events including:

Trash Can Painting Contest Sick of boring, old, eyesore trash cans that fail to catch people's eyes? Stop litter in it's tracks by painting a creative trash can representing your neighborhood, to be put in a neighborhood location in need of a trash receptacle!

Educational Games A huge trivia game, tackling environmental issues from community to global levels
Live Music Get a taste of the vibrant North Charleston music community and support one of our newest hometown bands!

Environmental and Community Organization Fair Booths of numerous organizations will be on-hand to provide you with practical information and assistance on how your family and neighborhood can lesson their ecological footprint. A full organization list is accessible on the KNCB website.

This block party will be a blast, but is only the beginning of your teams monthly efforts to enhance your neighborhood. You'll soon see how much difference one Saturday a month can make, both concerning

Please return the enclosed application form by May 30, so that we can reserve Brandywine Ridge's spot in the festivities. Please do not hesitate to contact Carmen Hanlon at (843) 745-1076, or via e-mail at chanlon@northcharleston.com with any additional questions. Thanks in advance for your efforts to beautify our community!

Sincerely,

The North Charleston Beautifiers
Event Planners
ktlydon@nchuckbeautifiers.com



MBA Neighborhood Application Form

Neighborhood Name _____

Neighborhood Location _____

Neighborhood Contact Person _____

Contact E-mail _____

Contact telephone _____

Contact Mailing Address _____

Team Members (5-10 Individuals) _____

Why do you want to be selected as a participating neighborhood? _____

What particular clean-up projects are you interested in working on? (Ex. highways clean up, park maintenance, neighborhood entrance gardening?) _____

Please mail this application form by May 30, 2007 to:

Carmen Hanlon, Beautification Coordinator
City of North Charleston
1021 Aragon Street
North Charleston, South Carolina 29405
Telephone (843) 745-1076
Fax (843) 745-1099
chanlon@northcharleston.org

Thank you for your commitment to Keeping North Charleston Beautiful!