



# MEMO

**To:** Dr. Amanda Ruth  
**From:** North Charleston Beautifiers  
**Date:** April 5, 2007  
**Subject:** Event Planning Project - Informative Report

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The purpose of this report is to provide a constructive analysis of the information The North Charleston Beautifiers have gathered regarding the Keep North Charleston Beautiful organization. The report is structured in five sections; background and history of the organization, previous programs and activities, needs assessment, initial event ideas, as well as a conclusion.

## **Organization History & 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.

## **Previous Programs and Activities**

According to an interview with Carmen Hanlon, KNCB's Beautification Coordinator, KNCB hosts clean-up activities once a month with exception being in August, December, and July. These 'Monthly Beautification Activities' are usually scheduled on Saturday mornings and last approxi-

mately four hours. KNCB is constantly searching for more volunteers and hopes the organization can gain publicity resources. Hanlon says that KNCB is also looking for long-term partnerships and has worked with car dealerships as well as housing developers in the past.

Previous KNCB activities primarily include collecting litter off roads and highways, as well as planting and pruning foliage. Members of the organization's Board of Trustees of KNCB are responsible for choosing the location for each Monthly Beautification Activity. This year, Rivers Avenue from Durant Avenue to Cosgrove Avenue has been the core target of KNCB. KNCB has also worked with Adopt a Highway to acquire volunteers in maintaining the cleanliness of I-26 and I-526 through North Charleston.

Various other activities KNBC has taken part in include the Flowerscape project which took place earlier this year. During the Flowerscape project, volunteers planted a large number of roses at the intersection of Rivers Avenue and Ashley Phosphate Road. Another Flowerscape project is in the works for 2008, according to KNCB's website. Other programs include collecting empty ink cartridges to raise money for KNCB. The organization also offers KNCB license plates for \$15 with proceeds benefiting an assortment of projects within the organization. Photographs of previous activities are available on their website at [www.keepnorthcharlestonbeautiful.com](http://www.keepnorthcharlestonbeautiful.com).

Future activities in the making include information availability at the Earth Day Festival in North Charleston, planting plants at Quaterman Lake, and litter collection on Rivers Avenue, Spruill Avenue, and Park Circle. KNBC will also have a holiday display at Park Circle as well as pruning Crepe Myrtles around the area.

### **Needs Assessment**

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. We have identified a new sponsor of our own, interested in handling the reworking of the website free of charge! \_\_You and your boyfriend's web design company name here\_\_ are interested in taking on that project. (Maybe provide a sentence of info about your company?)

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.

### **Initial Event Ideas MBA Kick-Off Block Party!**

In keeping with Carmen's desired focus on the neighborhoods, we envision a large event,

completely with food (ideally all donated, with the sponsor's name clearly visible, and some potluck style dishes brought by community members in attendance. Teams of 5-10 would sign up from their neighborhoods (although there can be more than one team from any given neighborhood, they'll all have a neighborhood affiliation).

Sign-Up Process: When teams go to the website to sign up, they will be assigned an area of North Charleston to scour for litter. The day before the event, they'll go out in a team, and pick up all the litter they can find there. They'll bring it to the event for weighing and disposal, and will receive the number of pounds they collected. As teams roll in, a huge poster will keep record of how many pounds of trash have been collected by each. Thus, before they even get to the block party, they'll have completed the first MBA trash-cleanup activity. There will not be a block party every time they clean their area, but this would be a great way to get them excited about the first clean-up and make them commit even more to KNCB.

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 were inspired in this event plan by the annual Martin Luther King Challenge on Make-A-Difference-Day. That event is successful because it utilizes competitiveness, is fun for participants, and does not require many resources to be done successfully. This is similar, and addresses all the needs identified by Carmen in her presentation in a fun way.

## **Conclusion**

In conclusion, The North Charleston Beautifiers are happy with the progress that has been made, and we are all eager to assemble and present our final project ideas. The NCB group is confident Keep North Charleston Beautiful is a compatible organization for our plans and we are committed to helping open doors for them as a result.

## **Reference**

Carmen Hanlon, KNCB Beautification Coordinator  
KNCB Website, [www.keepnorthcharlestonbeautiful.org](http://www.keepnorthcharlestonbeautiful.org)