


Ashley Honeycutt

From: Bill Apple <keepashebeautiful@gmail.com>
Sent: Wednesday, August 11, 2021 12:36 PM
To: Ashley Honeycutt
Subject: Keep Ashe Beautiful
Attachments: KAB Commissioner ltr .pdf; KAB Commissioner ltr 2.pdf; KAB County Commissioners Pres.pdf

 **External Email:** Do not click links or attachments unless you recognize the sender and know the content is safe.

Hello Ashley,
Attached are the Keep Ashe Beautiful presentation and our letter to the commissioners. If possible, we would like to be scheduled for a commissioners' meeting in September.
Please let us know when you can get us on the commissioners' agenda.

Thanks so much,
Bill Apple
President, Keep Ashe Beautiful



P.O. Box 31
West Jefferson, NC 28694

Ashe County Commissioners
150 Government Circle, Suite 2500
Jefferson, NC 28640
ATTN: Ashley Honeycutt, Clerk

12 August 2021

SUBJECT: Funding Request

Dear Commissioners:

We are Keep Ashe Beautiful (KAB), your local affiliate of Keep America Beautiful. Since 2012, our all-volunteer organization has been engaged in activities to make Ashe County a better place to live and visit.

Funding for Keep Ashe Beautiful has historically depended on donations from like-minded citizens. All funds are returned to the community through our activities. Our annual budget and average donation total is about \$4,400 which just covers expenses for a minimum of activities. As our events grow, so do our expenses. In fact, based on the number of volunteers anticipated for the upcoming Fall litter sweep, expenditures will exceed \$3,600 (over 80% of our yearly budget). This leaves very little for our education and beautification efforts.

Future Projects:

- Annual litter sweeps \$4,600 (annual expense)
- Increase involvement with Ashe County Schools- \$1,000
- Wildflower Planting, 3.5 acres, 3-year project - \$6,500
- "Pack it in, Pack it out" campaign, 20 Ashe County trails \$900
- "This Business Recycles" campaign, \$1,550
- Tarp awareness event, \$1,225
- "Welcome To" sign enhancement throughout Ashe, \$4,000 / year
- County-wide hazardous waste collection event, \$400

Ashe County Commissioners

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We have demonstrated success and impact through our two annual litter sweeps. Keep America Beautiful metrics calculated a \$42,428 local benefit as a result of the Spring 2021 sweep alone. Those same metrics estimate an annual benefit of over \$100,000 for all Keep Ashe Beautiful litter mitigation activities.

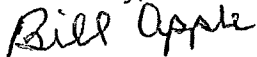
Funding Request: We respectfully request that Ashe County consider a level of annual support for these, and other, valuable activities. (It is notable that thirty of the 36 Keep America Beautiful affiliates in North Carolina are County or City agencies.)

Annual County support of \$6,000 would go a long way towards helping Keep Ashe Beautiful continue and greatly increase our positive impact on the County.

We look forward to presenting the Commissioners details of our activities at a near future meeting.

Thank you for your kind consideration.

Sincerely,

A handwritten signature in black ink that reads "Bill Apple". The signature is written in a cursive, slightly slanted style.

Bill Apple,

President, Keep Ashe Beautiful



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WHO WE ARE

Keep Ashe Beautiful is an all-volunteer 501(c)(3) nonprofit organization started in 2012.

REDUCE-REUSE-RECYCLE

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- Beautification

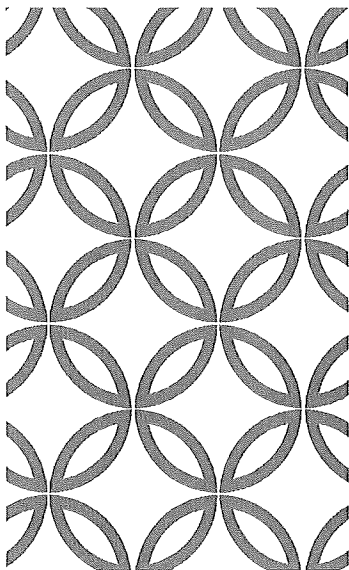
- Litter Sweeps

- Student Education

- Community Awareness

WHAT WE DO

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BEAUTIFICATION: MAIN ST. PLANTER, WEST JEFFERSON

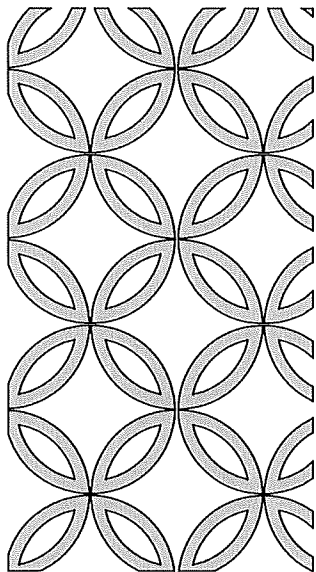
The planter offers a pictorial look
back at the town of West Jefferson.

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MAIN STREET PLANTER

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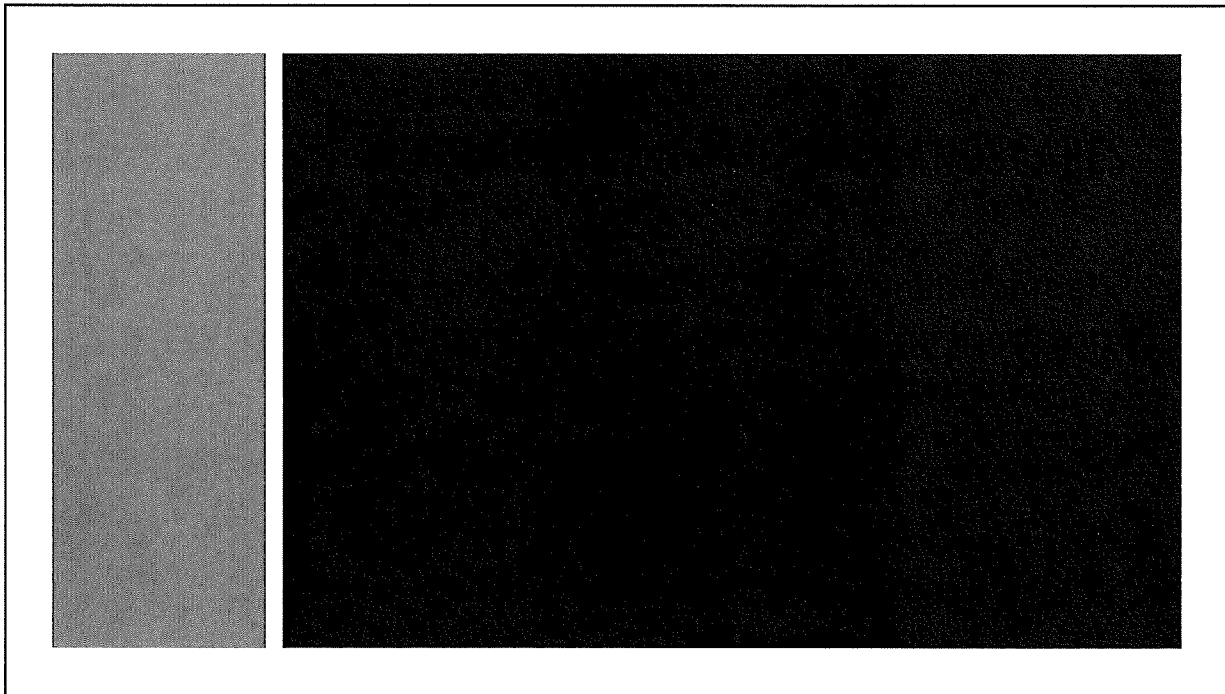


The West Jefferson Community Partnership and Keep Ashe Beautiful are pleased to continue to provide funding and support to maintain the planter as part of their mission to bring beauty to Ashe County.

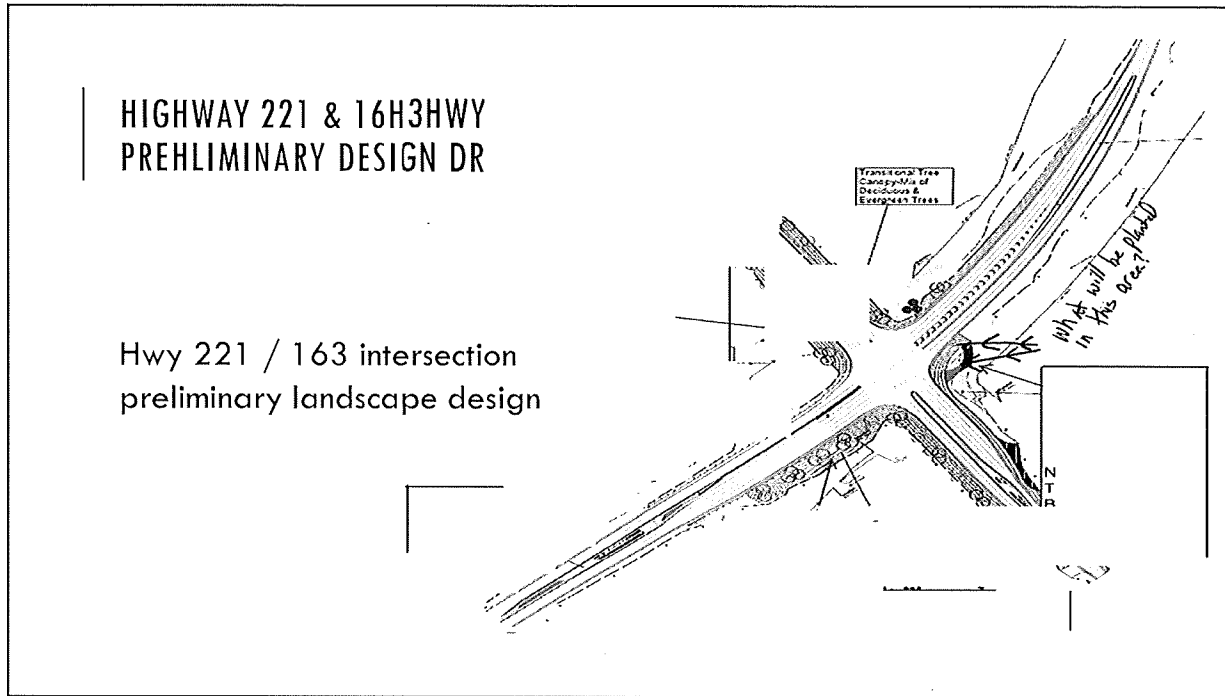
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A decorative pattern consisting of a grid of overlapping circles, creating a tessellated effect.

LITTER SWEEPS

Each year we conduct two major sweeps, Spring & Fall.

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2020 Fall Litter Sweep

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2021 Spring Litter Sweep



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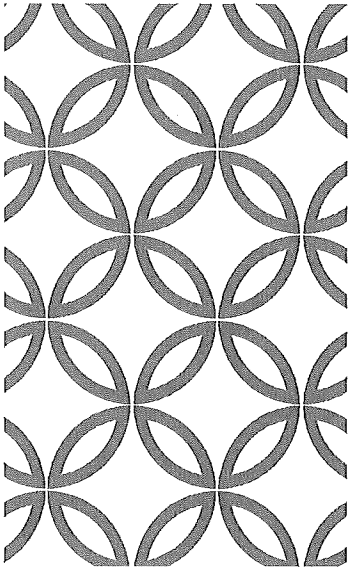
MINI SWEEPS

Often, a KAB member or another concerned citizen will see an area in need of a cleanup. A call to action goes out requesting volunteers to assemble at the site to transform it from a near trash dump.....

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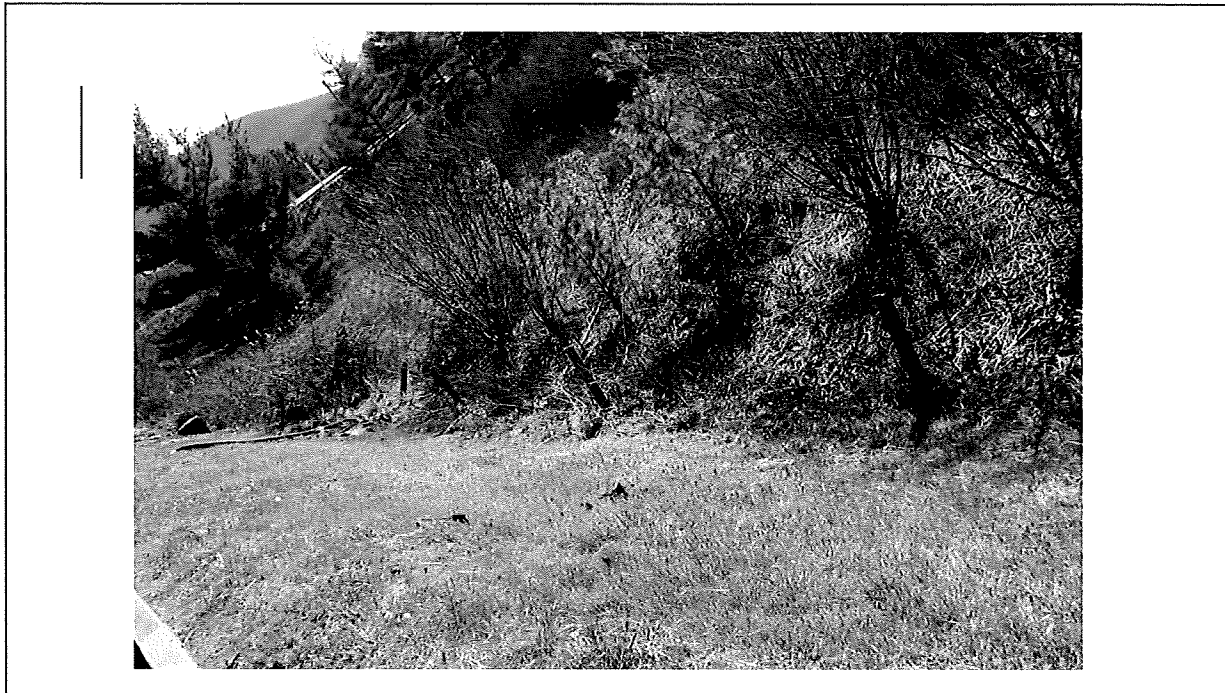


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To an area free of litter that
represents our community in a
way we can all be proud of!

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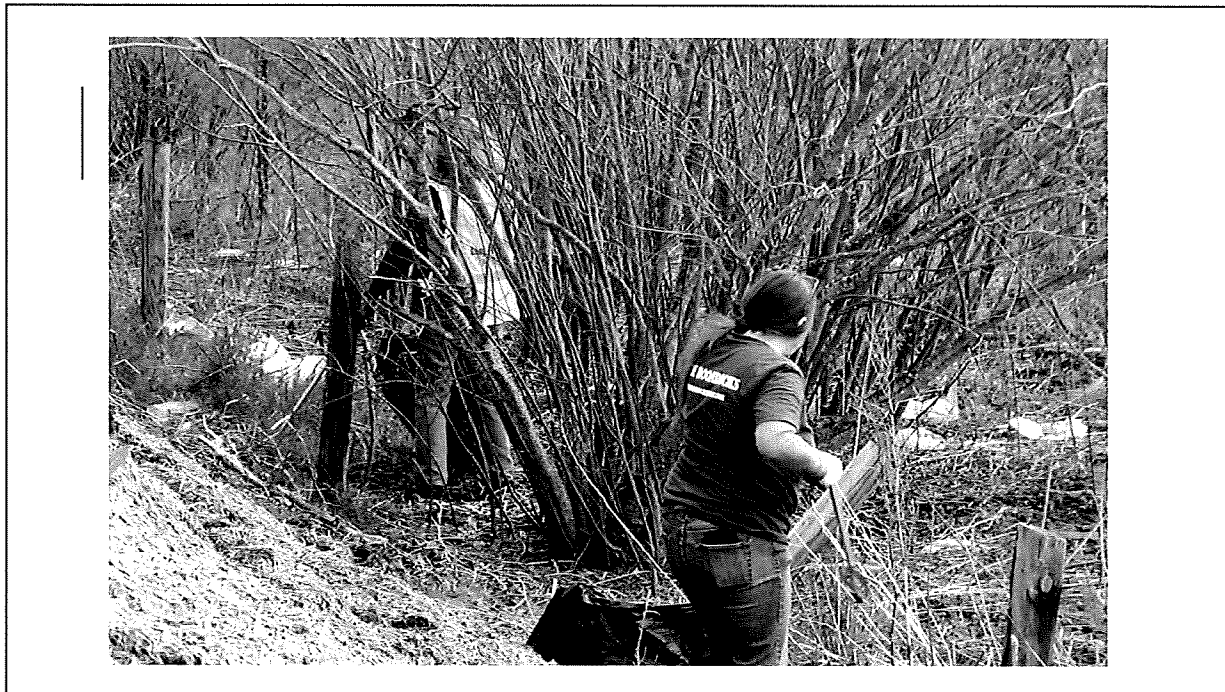
MINI SWEEPS

The project pictured in these slides are of a mini sweep announced only 3 days before it was to happen....17 volunteers showed up and the results speak for themselves:

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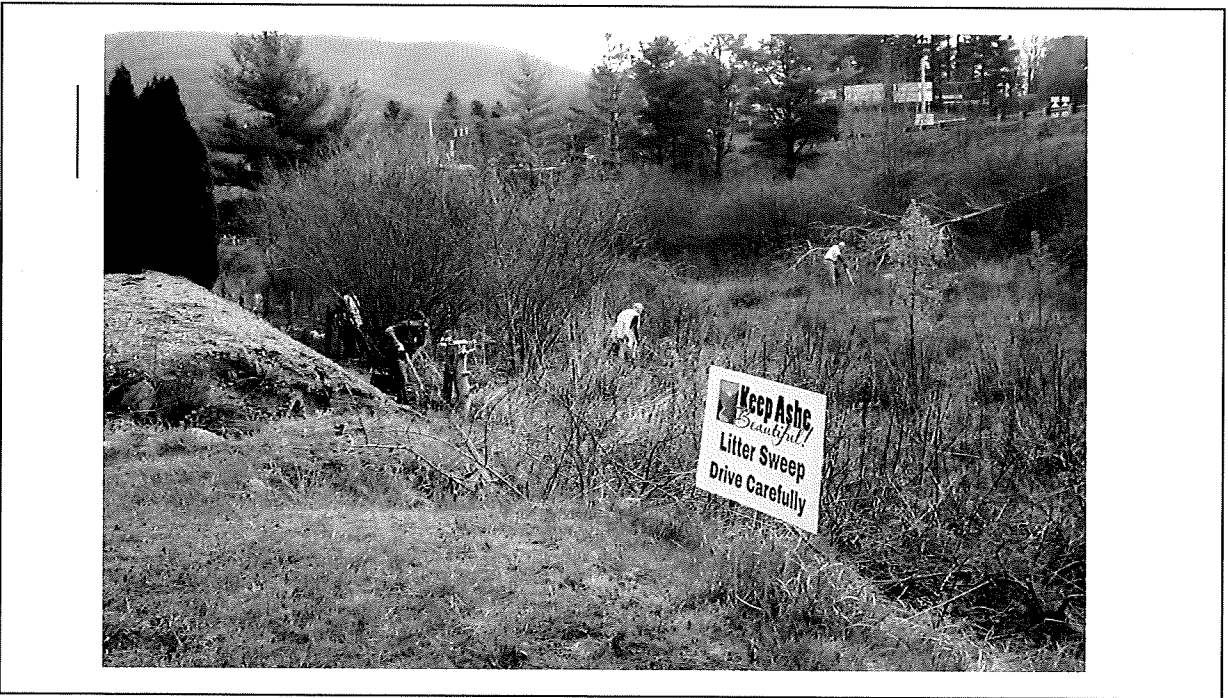
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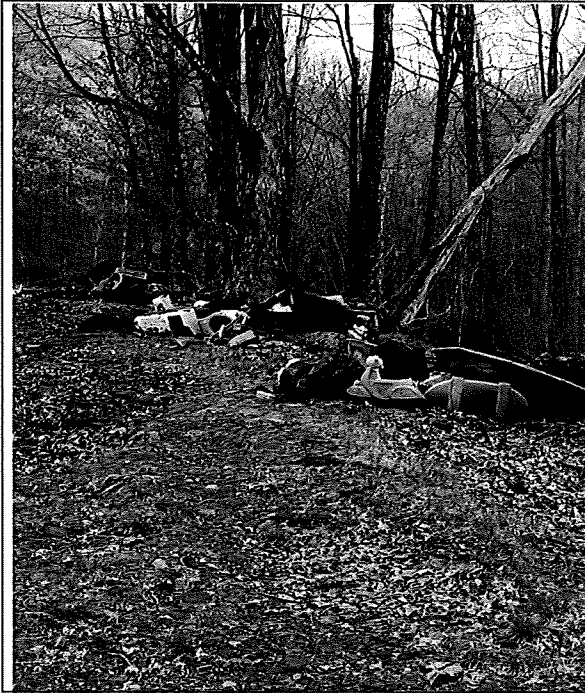
A team was formed in the Spring of 2021 to cleanup litter in the Mount Jefferson State Natural Area.

MT. JEFFERSON STATE NATURAL AREA

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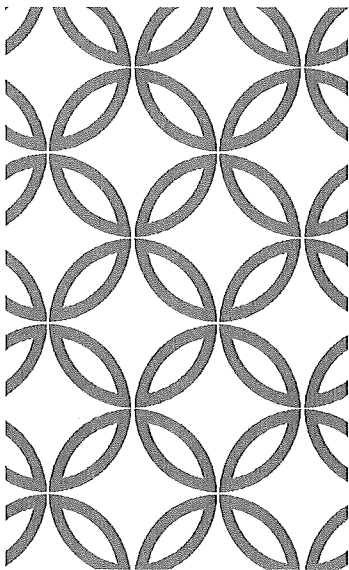
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LIBERTY GROVE CHURCH ROAD

A group of local residents noticed a number of large items dumped on their 91 year old neighbor's property. Keep Ashe Beautiful assembled a team to help the residents with the cleanup!

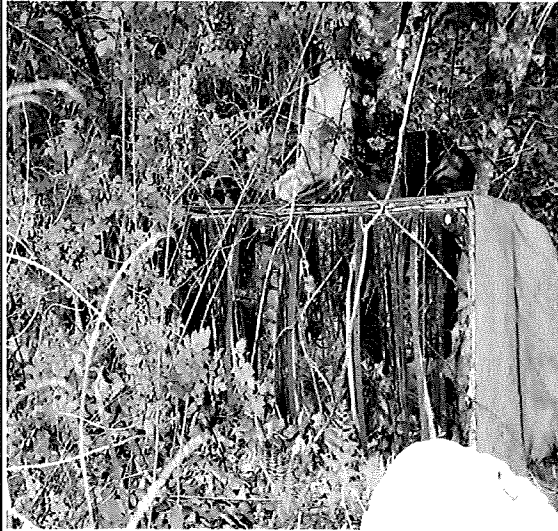
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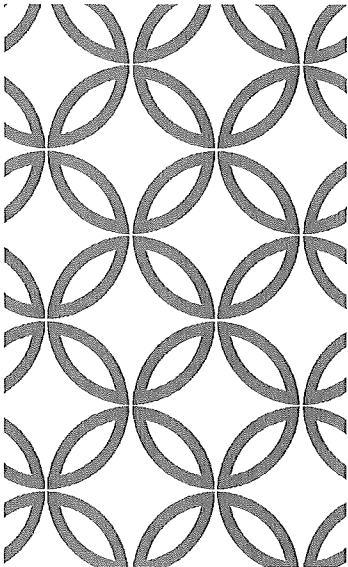
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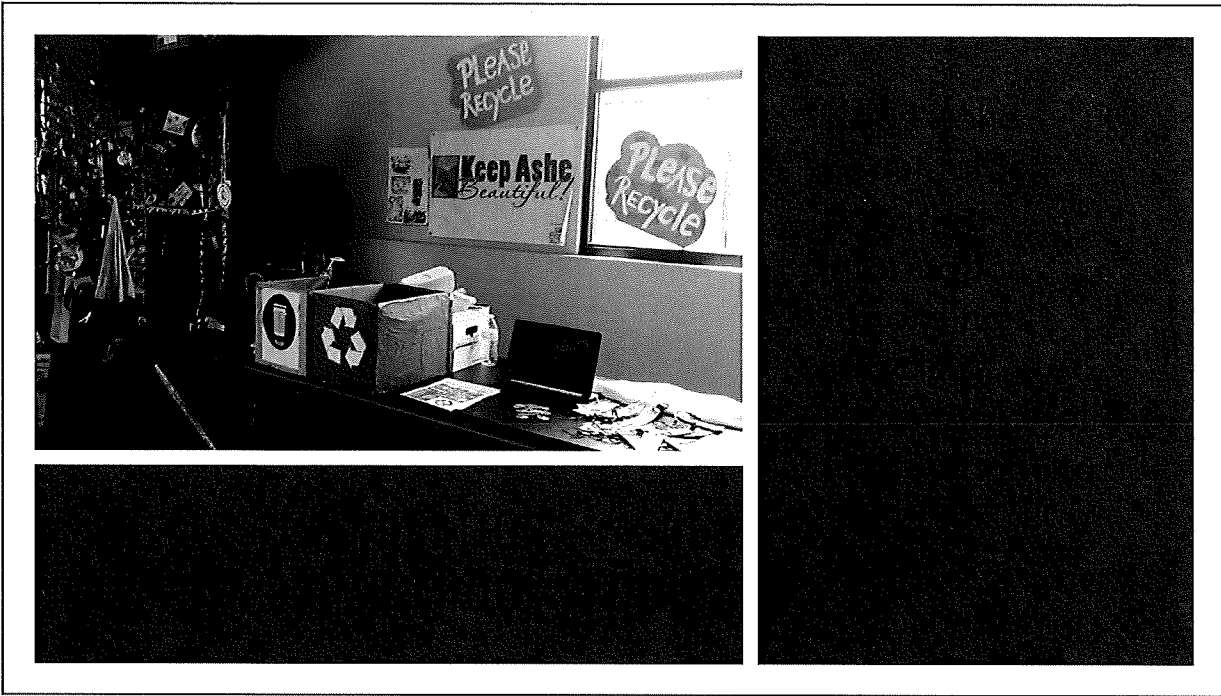
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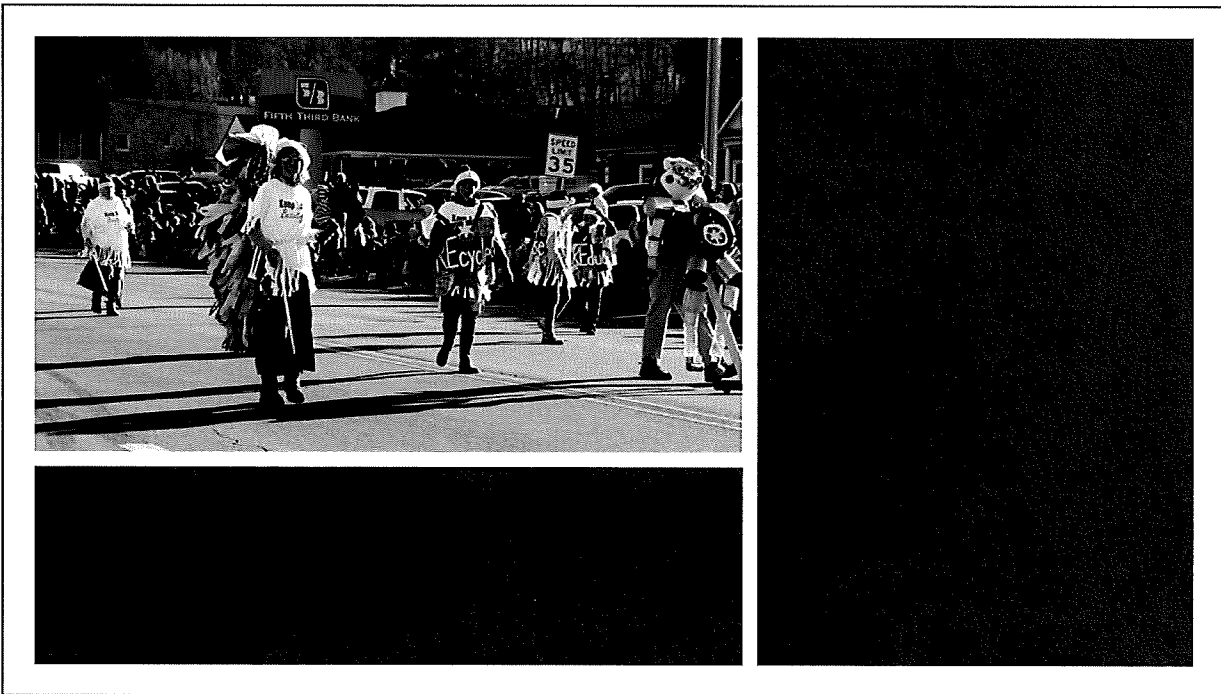
EDUCATION / COMMUNITY AWARENESS

One of our most important activities is educating students and the community at large about environmental concerns and potential solutions

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EDUCATION / COMMUNITY AWARENESS

Bill Apple →



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EDUCATION / COMMUNITY AWARENESS

The Keep Ashe
Beautiful
recycling display
at SpringFest.



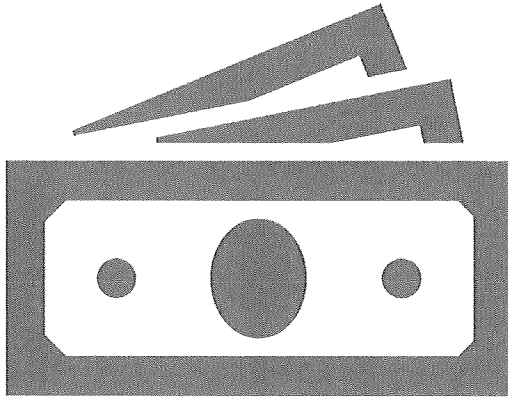
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ECONOMIC IMPACT

\$42,428

(Spring 2021 litter sweep)

Less roadside litter also has a positive impact on the \$65M tourism industry



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HOW CAN YOU HELP?

- Volunteer for the semi-annual litter sweeps
- Help out at the mini sweeps
- Organize your own neighborhood sweep
- Donate to help us buy needed supplies
- Join a Keep Ashe Beautiful Committee
- And mostly....don't litter, encourage your family & friends to avoid littering

DON'T TRASH ASHE!

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HOW CAN ASHE COUNTY COMMISSIONERS HELP?

HELP FUND OUR COUNTYWIDE ACTIVITIES AND PROJECTS:

Wildflower
planting
\$6,500

Help fund our major
& mini litter sweeps
\$4,600 / year

Pack it in, Pack it out
campaign \$900,
20 trails

This business recycles
campaign \$1,550

Tarp awareness to
reduce truck bed
blown out litter
\$1,225, 288 tarps

"Welcome To" sign
enhancements
\$4,000 / year

County-wide
household hazardous
waste collection event
\$400

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VISIT: KEEPASHEBEAUTIFUL.ORG



Home
Donate to Keep Ashe Beautiful
Photo Gallery
Board of Directors
Solid Waste Disposal Sites
Ashe County Recycling Guidelines
Keep America Beautiful
Ashe County Solid Waste Guidance

To Engage Individuals to take Greater Responsibility Improving Their Community

We provide education and opportunities aimed at enhancing Ashe County's quality of life and community pride through improving attitudes and behavior regarding natural resource conservation, solid waste handling, recycling and beautification.

April 10th and October 2nd 2021 Litter Sweeps

Keep Ashe Beautiful is planning two county wide litter sweeps in 2021. We want to encourage individuals or small groups to continue to clear trash from our roads. Help us have a great sweep by organizing friends or neighbors and let us know at keepashebeautiful@gmail.com. We can get sweeping supplies to you, including KAB yellow safety tee shirts, drive safely signs, trash grabbers, bags, and gloves. We thank all volunteers for helping to Keep Ashe County Beautiful!

Stay Safe dispose your waste responsibly!

Who We Are:

Keep Ashe Beautiful is an all-volunteer 501(c)(3) nonprofit organization and local affiliate of Keep America Beautiful. We are funded by community donations, and return 100% of the funds back into the community through our activities.

What we do:

We provide education and opportunities aimed at enhancing Ashe County's quality of life and community pride through improving attitudes and behaviors.

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