



KEEP AMERICA BEAUTIFUL AFFILIATE



# 2020 Annual Report



# A Message From **Keep Iowa Beautiful Leadership**

For twenty years, Keep Iowa Beautiful has inspired Iowans to build stronger communities through improvement and enhancement programs. Keep Iowa Beautiful began in 2000 as a vision by former Governor Robert D. Ray and Founder and retired Chairman of Casey's, Donald F. Lamberti to enhance the image and appearance of the countryside and Iowa communities by improving their economic health and cultural vitality.

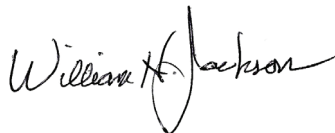
2020 was a year full of challenges that we could never have imagined, and certainly not the 20th anniversary year that we expected. Yet, with your help we were resilient. With your support, we were able to have a positive impact across Iowa through anti-litter programs and education, partnerships, support of volunteer programs, and with our signature Hometown Pride coaching program.

We are thankful for the many volunteers and partnerships that allow us to develop and deliver programs that benefit Iowa.

**Thank you for your unwavering support and commitment to keeping the state of Iowa beautiful.**



Kevin Techau  
Executive Director



Bill Jackson  
Associate Director



## **Board of Directors**

Reo Menning, Board Chair,  
Des Moines

Mike Richardson,  
Board Vice-Chair, Pleasant Hill

Scott Smith, Board Secretary,  
Boone

Doug Shull, Board Treasurer,  
Indianola

Donald F. Lamberti, Co-Founder,  
Ankeny

Jeff Badger, Clear Lake

Anthony Colosimo, Des Moines

Steve Falck, Des Moines

Tom Hanafan, Council Bluffs

Geri Huser, Altoona

Megan Jones, Spencer

## **Staff and Consultants**

Kevin Techau, Executive Director,  
Cedar Rapids

Bill Jackson, Associate Director,  
Ankeny

Tim Lane, Program Planner,  
Des Moines

SPPG + Essman Research,  
Staff and Program Support

## **Contact Us**

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West Des Moines, Iowa 50266

[www.keepiowabeautiful.org](http://www.keepiowabeautiful.org)

## **Stay Connected**



@KeepIowaBeautiful



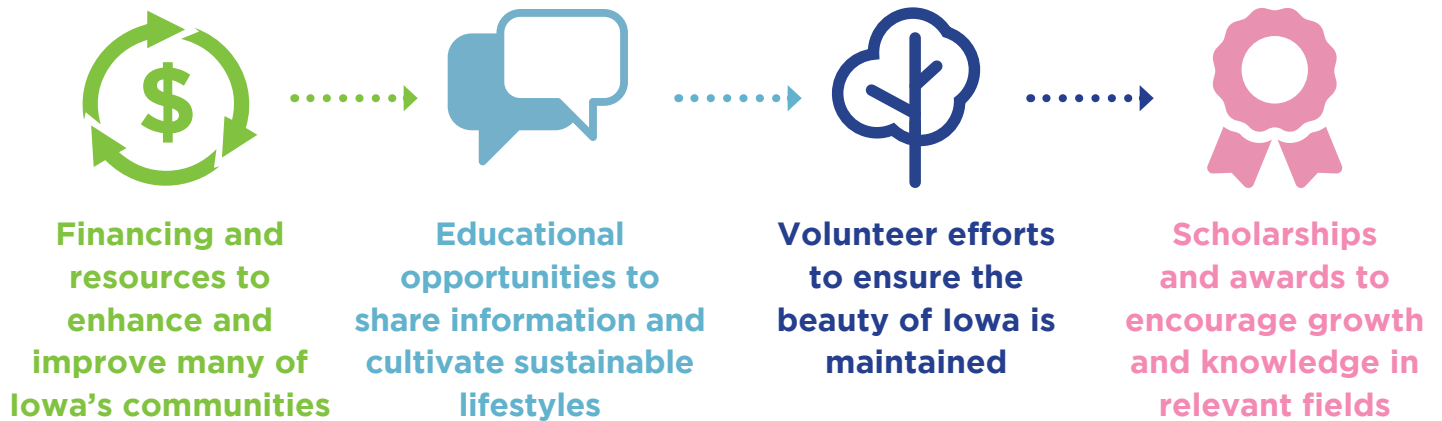
@KeepIABeautiful



@KeepIowaBeautiful

# Keep Iowa Beautiful: A Snapshot

Keep Iowa Beautiful is a nonprofit organization committed to enhancing the economic health and cultural vitality of Iowa's communities. With the support of sponsors, donors and partners, Keep Iowa Beautiful manages and coordinates programs that provide:



Keep Iowa Beautiful has a long history of supporting the growth and sustainability of communities across the state. Started in 2000 as a simple vision by former Governor Robert D. Ray and civic leader Donald F. Lamberti, the organization has grown to include over 50 member communities that dedicate thousands of volunteer hours each year to help support the long-standing mission of Keep Iowa Beautiful:



*Empowering Iowans to bring cultural and economic vitality into communities through improvement and enhancement programs.*



**51**

member  
communities



**4,700+**

estimated volunteer  
hours



**37,000**

pounds of litter and  
debris collected

# Membership

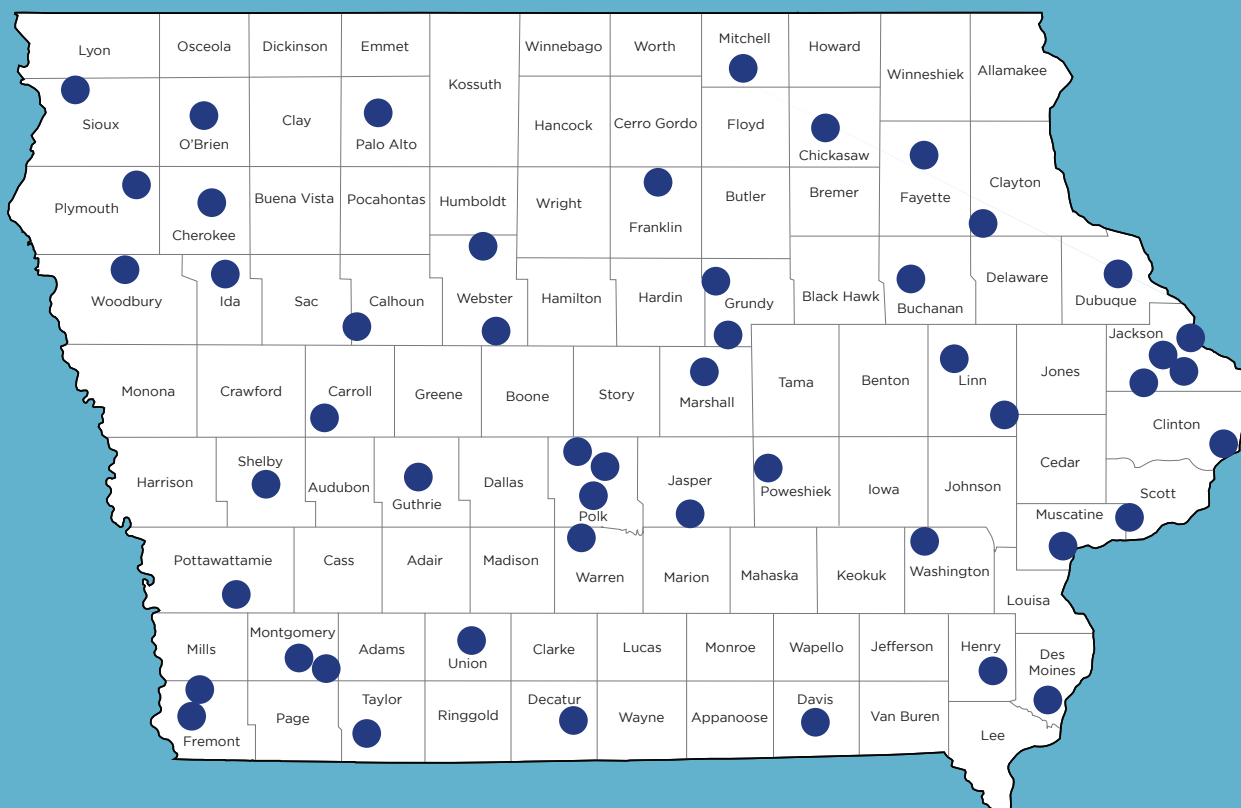
Keep Iowa Beautiful's membership is comprised of 51 cities and towns reaching across all corners of the state. In 2020, Keep Iowa Beautiful made concerted efforts to not only expand its membership, but also to ensure that its programs and services continue to fall in line with the needs of Iowa's communities by developing, distributing, and analyzing a statewide City Needs Assessment survey.

The Keep Iowa Beautiful City Needs Assessment was a 14-question online survey that was distributed to 318 communities (with populations over 1,000) statewide. The survey was in the field from November 1, 2019-December 31, 2019. Overall, responses from 78 cities (52 counties) were collected.

The responses to the survey provided Keep Iowa Beautiful with valuable information, including:

- » An assessment of the level of familiarity with Keep Iowa Beautiful statewide,
- » Interest levels for Keep Iowa Beautiful programs from non-member communities, and
- » Needs for additional programming/services.

Of the 78 communities that responded to the City Needs Assessment, 44 were converted into Keep Iowa Beautiful members.



51

member  
communities

► FROM ►



35

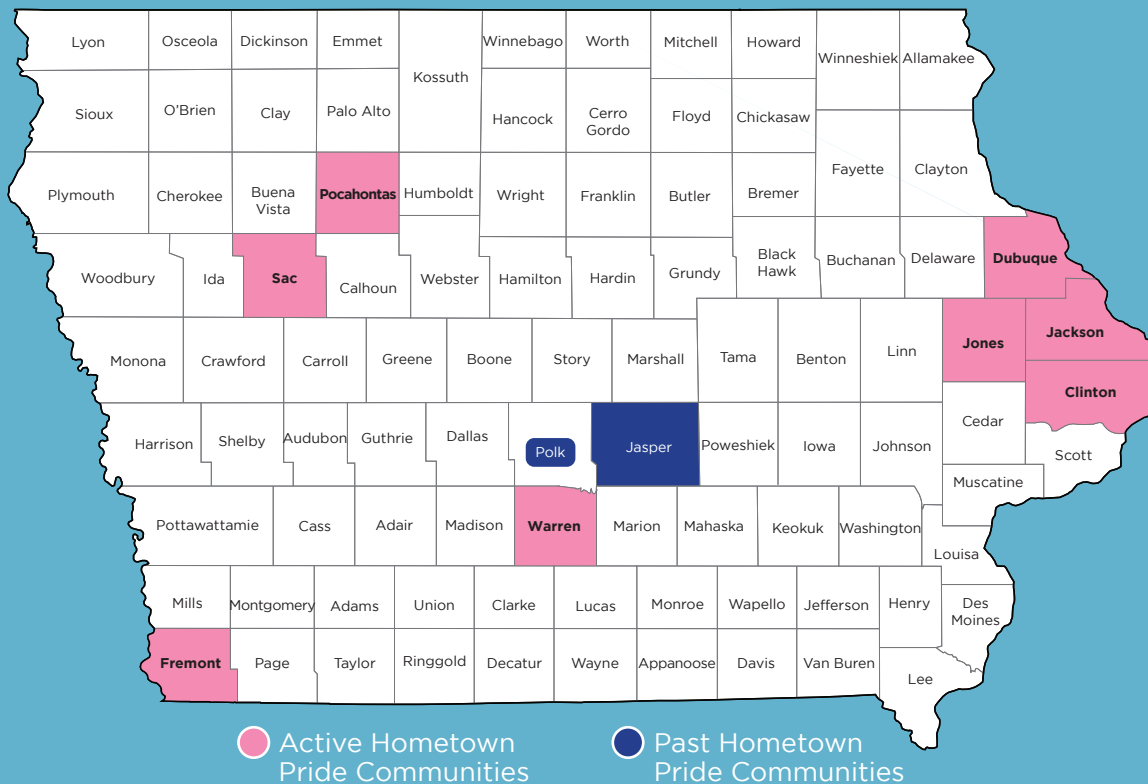
counties



# Program Spotlight:

## Hometown Pride

Hometown Pride was developed in 2012 as an effort to improve the appearance of, and encourage a sense of pride in, Iowa's communities. The five-year program offers leadership training, skills development, youth service learning, educational programming, and tools and solutions to communities working to improve their cultural and economic vitality and sustainability.



## Meet the Hometown Pride Community Coaches



**Francis O. Boggus**  
Clinton County



**Lorin Ditzler**  
Warren County



**Kathy Evert**  
Sac County



**Dan Fox**  
Grant Wood Mississippi River Region (GWMRR)  
*Assistant Coach*



**Douglas A. Friedli**  
Fremont County



**David Heiar**  
Grant Wood Mississippi River Region (GWMRR)



**Margo Underwood**  
Pocahontas County

# Program Spotlight:

## Hometown Pride

The Hometown Pride communities approached the challenges of 2020 head on. Neither a global pandemic nor a derecho could prevent community volunteers in each of our eight Hometown Pride counties from working to improve the places they live. Check out these highlights from 2020:



### Cumming Water Tower Mural

#### *Warren County Hometown Pride*

Warren County Hometown Pride and Cumming Hometown Pride members transformed the city's old water tower into a work of art—and a large one! It took eight months of planning and more than a week of painting to complete this mural, which stands 100 feet tall and 12 feet across. The mural pays homage to the town's history and recreation.

*(Mural Artist: Ben Schuh, Des Moines)*



### Princess City Park Renovations

#### *Pocahontas County Hometown Pride*

Pocahontas Hometown Pride made much-needed improvements to Princess City Park in order to make the park more accessible. In addition to re-pouring the sidewalks, renovating the Princess Park log cabin and bathroom, and adding a wheelchair accessible picnic table, Pocahontas Hometown Pride members also added a new roof for the park's log cabin and gave the park a makeover with beautiful new landscaping.



### Monticello Brings Back Banners to Downtown

#### *Grant Wood Mississippi River Region Hometown Pride*

The Monticello Hometown Pride Committee led the charge to get banners back on downtown light fixtures after a four-year absence. The committee spearheaded a fundraising campaign and worked with Monticello public works to order, deliver, and install over 100 vinyl and metal banners.

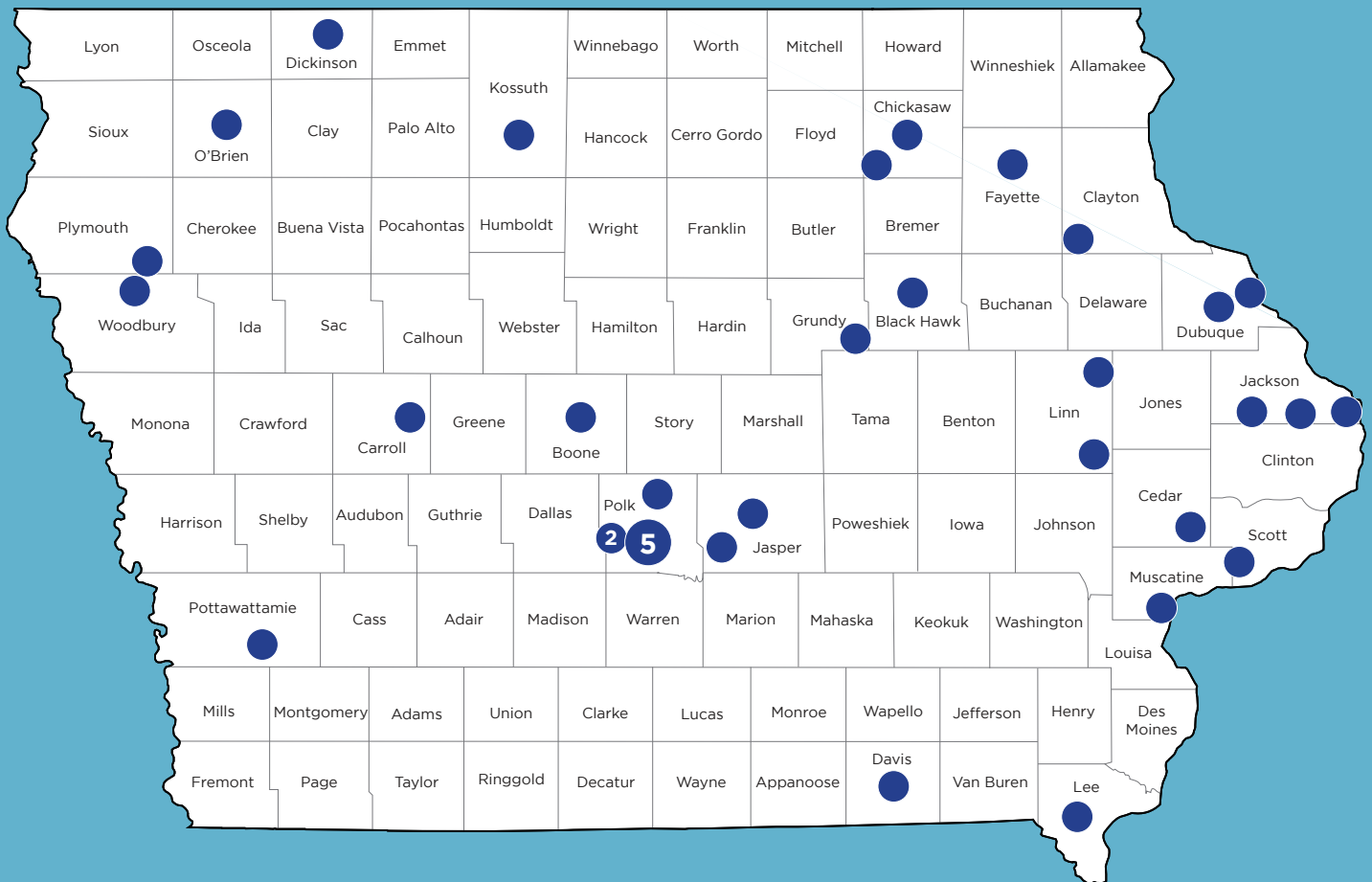
Learn more about our Hometown Pride Communities:  
[www.keepiowabeautiful.org/programming/hometown-pride/](http://www.keepiowabeautiful.org/programming/hometown-pride/)



# Program Spotlight:

## Pick-Up Iowa

Pick-Up Iowa is an effort on behalf of Keep Iowa Beautiful in coordination with the Keep America Beautiful's Great American Cleanup, the nation's largest community improvement program, which takes place annually in an estimated 20,000 communities nationwide. Community organizations, clubs, and groups across the state, equipped with supplies from Keep Iowa Beautiful, participate in this annual mass litter pick-up event.



**35**

pick-up events  
across Iowa



**4,700+**

estimated volunteer  
hours



**37,000**

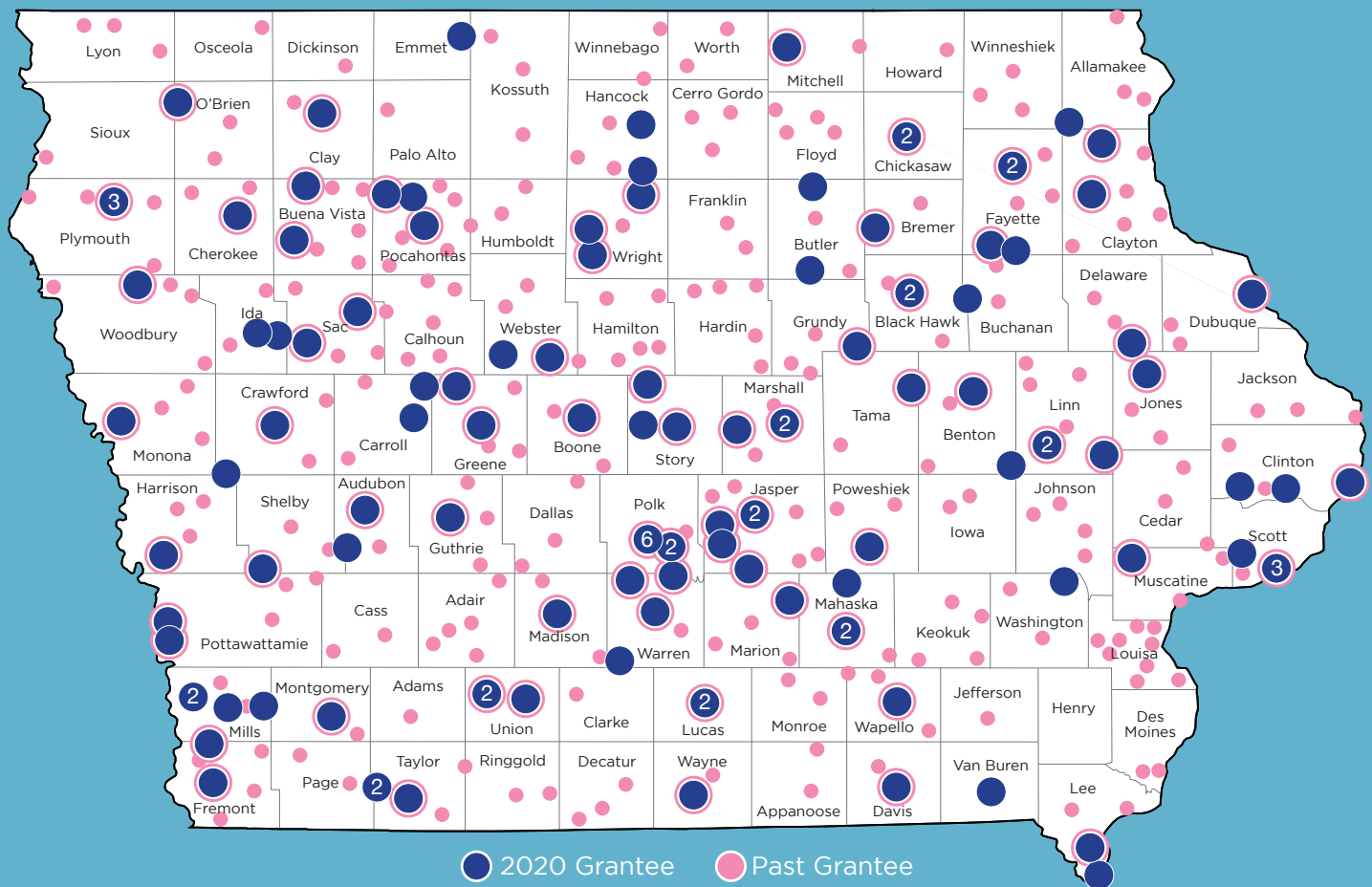
estimated pounds  
of litter and debris  
removed

# Program Spotlight:

## Paint Iowa Beautiful

Keep Iowa Beautiful and Diamond Vogel Paint Company celebrated their 18-year partnership in 2020 by awarding Paint Iowa Beautiful Grants to 114 community projects statewide!

The Paint Iowa Beautiful Grant provides free paint to public service projects in Iowa aimed at enhancing the beauty and vitality of the community. The projects awarded the grant in 2020 were diverse - including murals, shelters, historical buildings, trail signs, and even a zoo! A full list of 2020 Paint Iowa Beautiful Grantees can be found in the [Appendix](#).



In the 18-year partnership with Keep Iowa Beautiful, Diamond Vogel has awarded:



**11,165+**  
gallons of paint

► TO ►

**1,000**  
community projects  
in Iowa





# Program Spotlight:

# Paint Iowa Beautiful

## Murals Across Iowa

Public art not only serves as an attraction to visitors and adds a splash of color to the town, but it can also serve as a point of community pride and togetherness. Paint Iowa Beautiful is committed to supporting the growth of public art in Iowa. Below are a few of the many murals awarded the Paint Iowa Beautiful Grant in 2020:



### Novak Building “Mucha Meets Iowa” Mural

**Grantee:** Czech Village New Bohemia Urban Main Street District  
**Location:** Cedar Rapids, IA  
**Artist:** Ali Hval



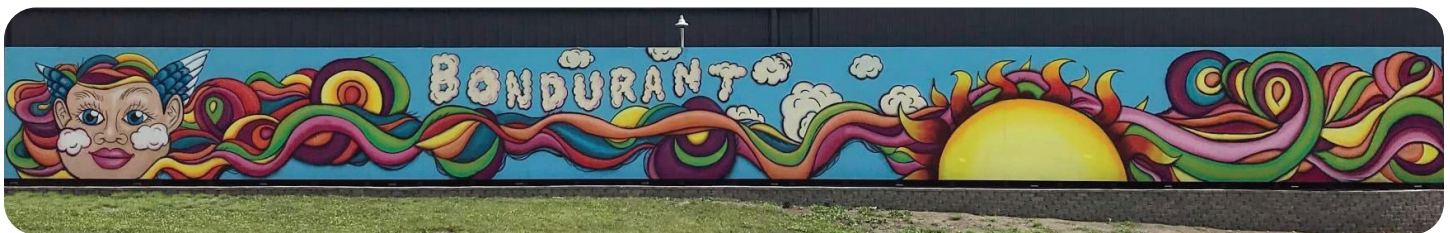
### Bedford Ambulance Garage Doors

**Grantee:** Bedford Area Chamber of Commerce  
**Location:** Bedford, IA  
**Artist:** Natalie Carlson



### Downtown Eagle Grove

**Grantee:** Eagle Grove Chamber of Commerce  
**Location:** Eagle Grove, IA  
**Artists:** Rachael “Ray” Smith and Sean Berg



### Bondurant-Farrar School District Bus Barn “Taking Off” Mural

**Grantee:** Bondurant Community Foundation  
**Location:** Bondurant, IA  
**Artists:** Bondurant-Farrar High School Art Team

# Keep Iowa Beautiful Scholarships

“Keep Iowa Beautiful seeks to foster positive values in younger generations... We encourage respect for home, neighborhood, community, and state.”  
- Kevin Techau, Keep Iowa Beautiful Executive Director

This year, Keep Iowa Beautiful awarded three \$1,000 scholarships to Iowa high school seniors who planned to enroll in an Iowa college or university. The scholarships are named in honor of three pioneers in Keep Iowa Beautiful’s 20-year history:



**Molly Simmons**  
Yale, IA

**Attending:** Iowa State University  
**Awarded:** Byers Environmental Scholarship  
  
Bob Byers, lifelong educator and dedicated public servant, began Keep Iowa Beautiful’s Litter-Free School Campus program in Northwest Iowa. Byers was a driving force in encouraging young people to help improve their community.



**Lydia Johnson**  
Bondurant, IA

**Attending:** Iowa State University  
**Awarded:** Fultz Communication Scholarship  
  
William Fultz, founding Keep Iowa Beautiful Board Member and artist, started an advertising agency that became the largest agricultural advertising agency in the world.



**Patrick Taylor**  
Iowa City

**Attending:** University of Iowa  
**Awarded:** Schnepf Community Service Scholarship  
  
Gerald Schnepf, Keep Iowa Beautiful founding Executive Director, spent 50 years working to make Iowa a better place to live.

Since Keep Iowa Beautiful’s founding:

58   
students awarded

 \$48,000  
in scholarships



# Keep Iowa Beautiful Awards

Every year, Keep Iowa Beautiful recognizes individuals, businesses, communities, and organizations that have made outstanding efforts to improve Iowa's communities.

## Donald F. Lamberti Hometown Pride Vision Award

Recognizes an individual who exhibits leadership qualities in the areas of community improvement and enhancement and embodies a passion and pride for their community.

2020 Recipient: Gerald F. Schnepf



## Robert D. Ray Community Award for Excellence

Awarded to a town or city that has made outstanding efforts to enhance the beauty, cleanliness, and attractiveness of the community.

2020 Recipient: Community of Maquoketa



## Corporate Award for Excellence

Presented to a corporation or business that makes a significant difference in enhancing the quality of life in Iowa's communities.

2020 Recipient: First Trust & Savings Bank of Wheatland



## Organization Award for Excellence

Recognizes an outstanding local or statewide organization that assists communities with planning and implementation of programs that enhance the quality of life in Iowa.

2020 Recipient: Iowa County Conservation System



## Iowa Recycles Day Proclamation

As part of a nationwide push to encourage more sustainable living, Governor Kim Reynolds signed a proclamation this fall declaring November 15<sup>th</sup> Iowa Recycles Day. With the proclamation, Iowa joins other states across the country encouraging sustainability initiatives in honor of America Recycles Day.

Governor Reynolds recognized the Iowa Recycling Association and Keep Iowa Beautiful for playing leading roles in promoting the protection of Iowa's natural resources and quality of life. Both groups applauded the governor for promoting recycling statewide. To view a full copy of Governor Reynold's proclamation, see the [appendix](#).

**"On this day we renew our commitment to making environmentally conscious changes in our lives so that our children can live that better, cleaner future."** - Governor Reynolds

# Keep Iowa Beautiful 20<sup>th</sup> Anniversary Photography Contest

Keep Iowa Beautiful's Annual Photography Contest is aimed at raising awareness of Iowa's beauty – rural, urban, and everywhere in between. The contest offers both amateur and experienced photographers an opportunity to tell Iowa's story in a fun, engaging way.

In celebration of the 20<sup>th</sup> Anniversary of its founding, Keep Iowa Beautiful expanded the photography contest to include multiple prizes, five new categories, and cash awards totaling over \$2,000.

## Contest First Place Winners



### Iowa Cities

#### **Justin West**

Des Moines, IA

"Super Moon Iowa Capitol in Winter"



### Iowa Landscapes

#### **Dave Austin**

Ankeny, IA

"Trinity Church Under the Stars"



Social Media  
Favorite Award

Visit our website to view the full list of award winners:  
[www.KeepIowaBeautiful.org/photography-contest/winners](http://www.KeepIowaBeautiful.org/photography-contest/winners)



Keep Iowa Beautiful

# 20<sup>th</sup> Anniversary Photography Contest



## Iowa Water

**Brian Abeling**

West Des Moines, IA

"Horseshoe Bluff"



Robert D. Ray  
Best of Show Award



## Iowa Wildlife

**Eric Williamson**

Des Moines, IA

"Play Time"



## Iowans in Action

**Wilford Yoder**

Iowa City, IA

"Helping Hands Loading Oat Bundles"

# Partnerships

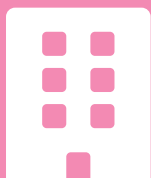
## No Litter Hotline

Partnering with the Iowa State Patrol, Iowa State Sheriffs & Deputies Association and Iowa Police Chiefs Association, the Keep Iowa Beautiful No Litter Hotline allows travelers to report littering from a vehicle. When the act of littering occurs, a witness may call the No Litter Hotline to report the offense by providing as much detail about the incident as possible. The Iowa State Patrol will deliver a warning letter to reported offenders and send a message that littering is not acceptable in the State of Iowa.

**307**  
calls received  
in 2020

## Derelict Building Grant

Pioneered by Keep Iowa Beautiful and sponsored by the Iowa Department of Natural Resources, the Derelict Building Program offers financial assistance to Iowa communities of 5,000 or fewer residents towards addressing neglected structures that have sat vacant for at least six months. The program's focus is landfill diversion through the recycling and reuse of building materials. Since the beginning of the Derelict Building Grant Program:



**153**

communities assisted



**70,604**

tons of material diverted



**\$2.6M**

saved in landfill disposal costs

## Build With Bags

The Iowa Grocery Industry Association's Build with Bags program awards grants to purchase picnic tables, park benches, park benches, planters and playground equipment made of recycled plastic bags. Approximately 10,600 plastic bags are used to make one park bench and more than 20,000 are used to make a picnic table. In nine years, the Build with Bags grant program has donated \$307,462 to more than 180 schools and parks across the State of Iowa and kept hundreds of thousands of plastic bags out of landfills.



**9**

years



**\$307,462**

donated



**180**

schools and parks benefited

# Appendix

## Keep Iowa Beautiful Member Communities

Afton	Clinton	Lisbon	Rock Valley
Albion	Conrad	Manning	Sheffield
Alleman	Dayton	Maquoketa	Sidney
Andrew	Des Moines	Monroe	Stanton
Asbury	Emmetsburg	Mount Pleasant	Strawberry Point
Auburn	Fruitland	Moville	Tabor
Badger	Gowrie	New Hampton	Villisca
Bedford	Grinnell	Norwalk	Walcott
Bellevue	Guthrie Center	Osage	Wellman
Bloomfield	Harlan	Polk City	Wellsburg
Carson	Holstein	Preston	West Burlington
Central City	Independence	Primghar	West Union
Cherokee	Leon	Remsen	

## Pick-Up Iowa Events

Algona	Fruitland	New Hampton	Spirit Lake
Alleman	Glidden	Newton	Strawberry Point
Boone	Kingsley	Peosta	Walcott
Bloomfield	Maquoketa	Prairie City	Waterloo
Carson	Monticello	Preston	West Des Moines
Des Moines	Mount Vernon	Primghar	West Union
Donnellson	Moville	Reinbeck	
Dubuque	Nashua	Sabula	

## Paint Iowa Beautiful 2020 Grantees

CITY	ORGANIZATION
Afton	Afton Community Club
Allerton	International Center For Rural Culture and Art, Inc.
Alta	Hanover Historical Society
Armstrong	City of Armstrong
Arthur	Arthur Public Library
Bedford	Bedford Area Chamber
Belmond	Belmond Historical Society
Boone	Harrison Township Trustees
Calamus	Calamus American Legion
Carlisle	Chamber of Commerce/Carlisle Hometown Pride
Carter Lake	Carter Lake Improvement Club
Cedar Rapids	Czech Village New Bohemia Urban Main Street District
Cedar Rapids	Indian Creek Nature Center



# Appendix

## Paint Iowa Beautiful 2020 Grantees *(continued)*

CITY	ORGANIZATION
Center Point	Town of Center Point
Chariton	Van Allen Elementary School
Chariton	Chariton Public Library
Cherokee	Cherokee County Fair Association
Churdan	City of Churdan
Clinton County	Clinton Co Agricultural Society
Clinton	Gateway Area Community Center
Colfax	City of Colfax
Council Bluffs	Council Bluffs Area Chamber of Commerce
Creston	Union County Development Association
Cumming	Cumming Hometown Pride
Davenport	Unity House of Davenport
Davis County	County Agricultural Society
Dayton	City of Dayton
Decorah	Seed Savers Exchange, Inc.
Denison	Crawford County Women in Business Impact Organization
Des Moines	Blank Park Zoo Foundation
DeWitt	Kids' Business of DeWitt, Inc.
Dubuque	City of Dubuque
Dunlap	Dunlap Mural Project
Dysart	Vision Dysart/Dysart Development Corporation
Eagle Grove	Eagle Grove Chamber
Elk Horn	Danish Windmill
Elkader	Main Street Elkader
Elkport	Immanuel Preservation Society
Emerson	City of Emerson
Garner	City of Garner
Glenwood	City of Glenwood Parks & Rec
Glidden	City of Glidden
Goldfield	Stevenson, Inc.
Goodell	City of Goodell
Gowrie	Gowrie Public Library
Greene	City of Greene
Guthrie Center	Main Street Guthrie Center
Havelock	Hometown Pride Committee
Hopkinton	City of Hopkinton
Ida Grove	City of Ida Grove
Indianola	Warren County Historical Society
Jasper County	Jasper County Gun Club

# Appendix

## Paint Iowa Beautiful 2020 Grantees *(continued)*

CITY	ORGANIZATION
Jefferson	Greene County Christian Action Resource Center
Jesup	Boy Scouts Troop 95
Keokuk	Great River Players
Kimballton	Audubon County Economic Development & Tourism
Lanesboro	City of Lanesboro
Laurens	Laurens Hometown Pride
Le Mars	Le Mars Main Street Program
Linn Grove	Wonders of Nature
Lisbon	City of Lisbon
Malvern	Mills County Fair Association
Marshalltown	Central Iowa Fair
Marshalltown	Cartwright Downtown Farmer's Market
Missouri Valley	Missouri Valley Chamber
Monroe	Monroe Hometown Pride
Montezuma	Community Development
Monticello	Parks and Recreation Dept.
Montrose	Montrose Riverfront, Inc. (MRI)
Moville	City of Moville
Nevada	Main Street Nevada
New Hampton	New Hampton High School
New Hampton	City of New Hampton
New Market	City of New Market
New Sharon	City of New Sharon
New Virginia	New Virginia Hometown Pride
Newton	Newton Main Street
Norwalk	Norwalk Hometown Pride
Odebolt	Rural Legacy Projects
Oelwein	City of Oelwein
Onawa	Magic Depot Child Care Center
Oskaloosa	Fine Arts & Cultural Events
Ottumwa	Wapello County 4H Expo
Parkersburg	City of Parkersburg
Pella	Historical Society/Museums
Pleasant Hill	Parks & Recreation
Pocahontas	Pocahontas Hometown Pride
Postville	Northeast Iowa Wellness and Recreation Center
Prairie City	Prairie City
Reinbeck	City of Reinbeck Park Board
Riverside	Riverside Chamber of Commerce
Sac City	Sac City Chamber / Main Street

# Appendix

## Paint Iowa Beautiful 2020 Grantees *(continued)*

CITY	ORGANIZATION
Shelby	City of Shelby
Sheldon	Prairie Arts Council
Shimek Forest	Friends of Shimek State Forest Equestrian Trails, Inc.
Sidney	Hometown Pride Fund
Spencer	Clay County Heritage
St. Ansgar	Community Betterment
Stanley	Stanley Fire & EMS
Stanton	City of Stanton, Iowa
State Center	Development Association
Story City	Story City Greater Chamber
Tabor	Tabor Hometown Pride
Urbandale	Urbandale Parks and Recreation
Vinton	Vinton Parks and Recreation
Walcott	City of Walcott
Walford	City of Walford
Waterloo	City of Waterloo
Waverly	Leisure Services Parks Dept.
West Liberty	Muscatine County Fair
West Union	City of West Union
Winterset	American Legion Post 184



# Appendix

## Iowa Recycles Day Proclamation



# Appendix

## No Litter Hotline Warning Letter



(Date)

Dear (Registered Owner(s) of Vehicle):

Keep Iowa Beautiful has partnered with Iowa Law Enforcement in efforts to inform citizens like you of the hazards and costs associated with unlawful littering. Recently, a citizen reported seeing litter tossed from a vehicle registered to you, (license number) on (date) near (location). At times, people make mistakes in reporting license plate information. If that is the case, please accept our apology.

Regardless, we ask that you join us in our efforts to Keep Iowa Beautiful. Randomly discarded trash – even the smallest item such as a cigarette butt – endangers our environment, our wildlife, and may even threaten our safety. Picking up litter and debris costs taxpayers like you more than \$13.5 million each year. Our goal is to stop litter.

To help make a difference, we ask Iowans to please prevent litter:

- Teach young people not to litter
- Always dispose of your trash in a proper receptacle; recycle beverage containers and other materials when possible
- Carry and use a litter bag in your vehicle
- Never throw anything out your vehicle window
- Cover truck beds when transporting trash or other loose items

We appreciate your support in Keeping Iowa Beautiful!

Sincerely,

Nathan Fulk, Colonel  
Chief  
Iowa State Patrol  
[www.iowastatepatrol.org](http://www.iowastatepatrol.org)

Kevin Techau  
Executive Director  
Keep Iowa Beautiful  
[www.KeepIowaBeautiful.com](http://www.KeepIowaBeautiful.com)

Chad Cribb (Scott County)  
President  
Iowa State Sheriffs and Deputies Association  
[www.issda.org](http://www.issda.org)

Rob Burdess (City of Newton)  
President  
Iowa Police Chief's Association  
[www.ipef.net](http://www.ipef.net)





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KEEP AMERICA BEAUTIFUL AFFILIATE

## Contact Us

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