

# *Keep Iowa Beautiful*<sup>®</sup>



KEEP AMERICA BEAUTIFUL AFFILIATE



## 2024 Annual Report



# A Message From

# Keep Iowa Beautiful

# Leadership

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Dear Friends of Keep Iowa Beautiful,

This year has been a testament to the power of community and our shared commitment to making Iowa shine. Keep Iowa Beautiful (KIB) continues to enhance the image and vitality of our countryside, towns, and cities—improving economic health and cultural pride across the state. From revitalizing sheep barns to creating murals to building accessible sidewalks, restoring historic landmarks, and supporting new wellness centers and playgrounds, our work strengthens communities. Thanks to your support, we are expanding programs that foster engagement and leadership.

The **Hometown Pride** program welcomed nine new communities in northwest Iowa, including Albert City, Alta, Aurelia, Lake Park, Lakeside, Marathon, Royal, Sioux Rapids, and Storm Lake. With the addition of a new coach, more residents are becoming strong local leaders, ensuring lasting improvements in their towns.

We are proud of KIB's **Paint Iowa Beautiful** initiative, a longstanding partnership with Diamond Vogel Paint of Orange City. Thousands of gallons of paint have been donated. As a result, millions of square feet have been painted, reflecting the pride we all share in our communities.

Through **Pick-Up Iowa**, volunteers dedicated their time collecting bags of litter—keeping our roads, parks, and waterways clean. We honored our **2024 annual award recipients and scholarship winners** at the Iowa Capitol with Governor Reynolds and Lt. Governor Gregg, recognizing outstanding contributions to our mission.

Our **Third Annual Golf Tournament** exceeded expectations with record turnout and raised \$50,000 for key programs, thanks to generous donors and volunteers.

Additionally, we stood in awe at the photos submitted for Keep Iowa Beautiful's **Annual Photography Contest**, which showcases Iowa's rural and urban beauty.

We are deeply grateful to our board leadership for their dedication and service. Special thanks to Board Chair Doug Shull, Vice Chair Mike Richardson, and Secretary Liesl Seibert for their commitment to our mission. We are excited to introduce Sarah Lettow as Keep Iowa Beautiful's new Administrative Coordinator.

As we look ahead, we remain dedicated to preserving Iowa's beauty and inspiring action. Thank you for your continued support—together, we are keeping Iowa beautiful!

With gratitude,  
Andy Frantz  
Executive Director



# Keep Iowa Beautiful Leadership



In 2000, former Governor Robert D. Ray and founder and retired chairman of Casey's General Stores Donald F. Lamberti took note of the challenges facing small towns across rural Iowa. Ray and Lamberti knew the critical importance of rural communities and set out to create programs that prioritized strengthening the sense of local pride in these towns. From here, Keep Iowa Beautiful was created.



**Andy Frantz**  
Executive Director



**Lorin Ditzler**  
Associate Director



**Sarah Lettow**  
Administrative Coordinator

## Board of Directors

Donald F. Lamberti, Co-Founder, Ankeny

Doug Shull, Board Chair and Treasurer, Indianola

Mike Richardson, Board Vice-Chair, Pleasant Hill

Liesl Seabert, Board Secretary, Ankeny

Brittany Morales, Altoona

Geri Huser, Altoona

Lee Bissmeyer, Des Moines

Mark Wiskus, Pella

Megan Jones, Sioux Rapids

Nate Westre, Stuart

Reo Menning, Des Moines

Robin Bostrom, Des Moines

## Staff and Consultants

Andy Frantz, Executive Director

Lorin Ditzler, Associate Director

Sarah Lettow, Administrative Coordinator

Horizon Group, Staff and Program Support

Kim Bui, Editor

### Cover Photo Credit:

"A Misty Sunrise at Hitchcock,"  
Buck Christensen of Council Bluffs

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## Stay Connected

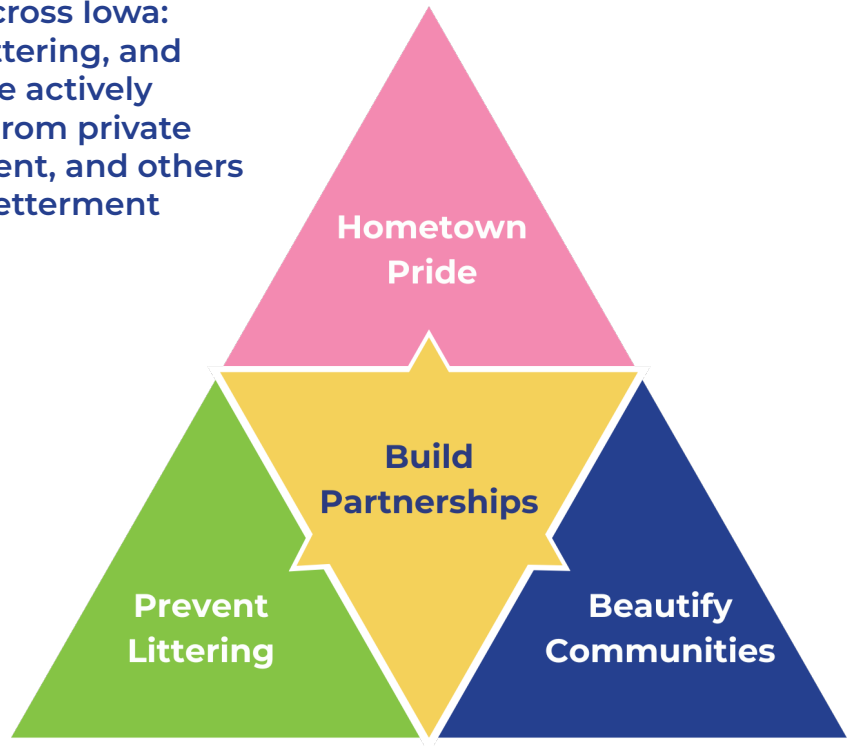
 @KeepIowaBeautiful

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 @KeepIowaBeautiful

# Keep Iowa Beautiful: A Snapshot

Keep Iowa Beautiful operates under three principles to inspire change in communities across Iowa: inspire Hometown Pride, Prevent Littering, and Beautify Communities. To do this, we actively seek partnerships across the state, from private sector organizations, local government, and others to create high-quality community betterment programming in Iowa.



Keep Iowa Beautiful, an affiliate of the nationally respected Keep America Beautiful program, is a statewide non-profit dedicated to supporting and strengthening Iowa communities. Rural small towns are the backbone of Iowa, and Keep Iowa Beautiful is committed to revitalizing these communities that we call home.

Keep Iowa Beautiful's programming is built on the pride we feel for our towns and the people in them. All programs are rooted in building community pride in residents of all ages by empowering community volunteers to create cultural and economic improvements to sustain generations to come.



Financing and resources to enhance and improve Iowa's communities



Educational opportunities to share information and cultivate local leadership



Volunteer efforts to ensure the beauty of Iowa is maintained

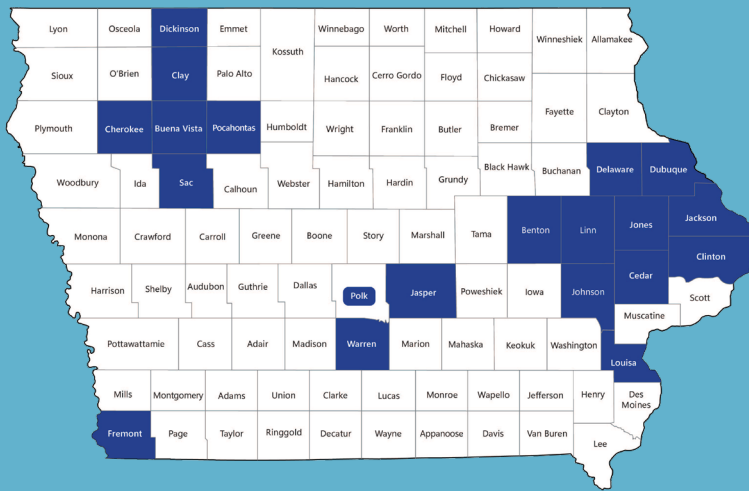


Scholarships and awards to encourage growth and knowledge in relevant fields

# Program Spotlight:

# Hometown Pride

Created in 2012, Hometown Pride improves communities using a five-year coaching model. Projects created and implemented through Hometown Pride enhance the community while giving residents the skills and resources to better the communities in which they live and work. In partnership with the Iowa Economic Development Authority, the program supports qualifying Iowa communities, coaches, and volunteers to create physical, cultural, and economic improvements in their town to increase community pride. Hometown Pride has been implemented in 118 communities in 20 counties, raising more than \$18 million for over 2,200 community betterment projects with the help of more than 3,000 volunteers.



Keep Iowa Beautiful welcomed the addition of nine new towns to the Hometown Pride program in 2024: Albert City, Alta, Aurelia, Lake Park, Lakeside, Marathon, Royal, Sioux Rapids, and Storm Lake. "It's refreshing to see these communities ready to jump in. Each one has many unique and exciting things happening, and I'm grateful to have the opportunity to help them take their betterment efforts even further," said Coach Carissa Harvey.

## Meet the Hometown Pride Community Coaches



**Francis O. Boggus**

Clinton County



**Jessica Walker**

Linn, Benton, and Johnson County



**Dylan Michels**

Dubuque County



**Amanda Dupont**

Dubuque and Jackson Counties



**Marla Quinn**

Cedar and Delaware County



**Margo Underwood**

Pocahontas County



**Jennifer Walker**

Cedar County



**Carissa Harvey**

Buena Vista, Cherokee, Dickinson, and Clay County



**Dan LoBianco**

Delaware and Jackson Counties



**Katie Steffensmeier**

Delaware County



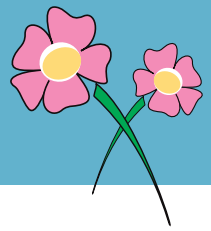
**Tricia Wagner**

Dubuque and Jackson Counties



**Lucinda Sperry**

Warren County



## HOMETOWN PRIDE COMMUNITIES ARE...

- Growing local leadership and empowering volunteers
- Enhancing civic pride
- Increasing economic vitality
- Creating new community amenities and events
- Encouraging cross-sector collaboration



INDIANOLA, IA WONDER ON BUXTON PROJECT



MANCHESTER, IA DOG PARK



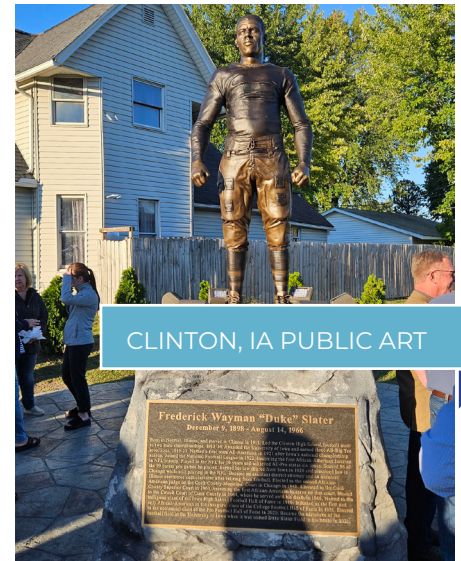
MAQUOKETA, IA GREEN SPACE GROUND BREAKING



HAVELOCK, IA MUSICAL GARDEN



DELAWARE, IA PARK PROJECT



CLINTON, IA PUBLIC ART



DELHI, IA PICKLEBALL COURTS



HILLS, IA SONGBIRD SANCTUARY PARK

Hometown Pride made a big impact in 2024—driving community betterment through dedicated volunteers, completed projects, and funds raised.



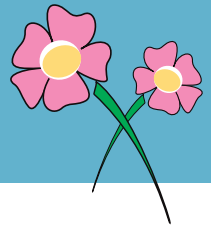
**262** Community Betterment Projects



**2,000+** Volunteers  
**23,000** Volunteers Hours



**\$3** Million Raised



## HEAR IT FROM A HOMETOWN PRIDE COMMUNITY

### Delmar – A Catalyst for Economic Renewal (population 542 / Clinton County)

When Delmar joined Hometown Pride, no new businesses or amenities had been added to the community in 20 years. Community leaders were motivated to make a change, but unsure of how to address their challenges.

Delmar Hometown Pride started off with a bang, raising more than \$100,000 to build a long-awaited community amenity: a splash pad.

Their speedy success served as an immediate catalyst for economic renewal in Delmar. After seeing what the community could achieve when they came together, local entrepreneurs and builders gained confidence in the town, and over the next few years Delmar saw 5 new businesses, several new homes and a total of \$2 million in construction projects. Delmar Hometown Pride went on to lead renovations of the historic rail depot, restoration of a historic mural, construction of a disc golf course and more.

"Hometown Pride's success showed others that people working together could have an impact in the community," shared Francis Boggus, Delmar's Hometown Pride coach. "And that encouraged others to start businesses."

"Hometown Pride has been a wonderful experience in Delmar," says Scott Derby, owner of 2 of the 5 new businesses that opened in Delmar in recent years. He attributes his confidence in establishing new businesses in Delmar to the efforts of Hometown Pride, which made him feel "immediately a part of a community who cares about its history and future."

"Hometown Pride has brought pride back into our town again. It taught us to think big. When we brought up the idea of a splash pad, people kind of laughed, but our coach just looked at me and said, 'You guys can do this.'" Looking back on their many accomplishments over the past seven years, she says, "It never would have happened without Hometown Pride."  
-Cathie Jebsen, Delmar Hometown Pride Volunteer



Photo by Elly Flenker, Maquoketa Sentinel-Press



# Program Spotlight: Paint Iowa Beautiful

Keep Iowa Beautiful and Diamond Vogel Paint Company celebrated their 21-year partnership in 2024 by awarding Paint Iowa Beautiful Grants to 126 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 in 2024 were diverse – including murals, historical buildings, libraries, schools, parks, and even a historic theater! A full list of 2024 Paint Iowa Beautiful Grantees can be found on our website.

A fresh coat of paint can serve as an attraction to visitors and add a splash of color for a community. Below are a few of the many community improvements made possible by the Paint Iowa Beautiful Grant in 2024:



ALTON PUBLIC LIBRARY



CARNEGIE EVANS PUBLIC LIBRARY



CEDAR COUNTY HISTORICAL SOCIETY



DOWNTOWN PARTNERS



DUNKERTON HISTORICAL AND TOURISM



FLUX DANCE COMPANY



HIGHLAND



KEOSAUQUA



PLOVER HOMETOWN PRIDE

In the 21-year partnership with Keep Iowa Beautiful, Diamond Vogel has awarded:



**5.3 Million**  
**SQ. FT** of paint

TO

**1,564**

community projects  
in Iowa



# Program Spotlight: 2024 Pick-Up Iowa

Pick-Up Iowa is an effort on behalf of Keep Iowa Beautiful in coordination with 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.



LOST NATION HOMETOWN PRIDE



CITY OF SHELBY



IOWA RIVER'S EDGE TRAIL IN ELDORA, IA



SHELLSBURG AREA COMMUNITY GROUP



UNITED WAY OF CENTRAL IOWA

Learn more and get involved in Pick-Up Iowa:

<https://keepiowabeautiful.org/get-involved/community-outreach-opportunities/pick-up-iowa/>

# Keep Iowa Beautiful Scholarships

Every year, Keep Iowa Beautiful awards 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 25-year history:

## Bob Byers

### Educator

Through Bob's leadership, KIB's Litter-Free School Campus program was started in NW Iowa. His dedication to young people and environmental concerns was a driving force encouraging young people to help improve their community.

The Byers scholarship is awarded to high school students who plan to enroll and study community development, landscape architecture, architecture with historical emphasis, community planning, and sustainability.

## William Fultz

### KIB Founding Board Member

Bill started an advertising agency that became the largest agricultural advertising agency in the world.

The Fultz scholarship is awarded to high school students planning on studying communications, public relations, and/or marketing.

## Gerald Schnepf

### KIB Founding Executive Director

Gerry's career spans 50 years of making Iowa a better place to live, work, and raise a family.

The Schnepf scholarship is awarded to high school students who have a record of community service and a desire to continue to support and contribute to the enhancement of the place they live and work. College programs could include community & regional planning and volunteer management, or sustainability.

## Byers Environmental Scholarship

Isabelle Bolton, 2024

Camanche, Iowa

Attending: Iowa State University

## Fultz Communication Scholarship

Chloe Zittergruen, 2024

Keswick, Iowa

Attending: Iowa State University

## Schnepf Community Service

Jacie Hoeg, 2024

Wapello, Iowa

Attending: Iowa State University



# Keep Iowa Beautiful Awards

## 2024 Award Winners

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 those who work to improve and enhance the quality of our state. Award winners embody a passion for building a higher level of pride through leadership.

2024 Recipient: Sandy Ehrig



### 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.

2024 Recipients: Communities of Perry and Camanche



### 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.

2024 Recipient: Wellmark Blue Cross and Blue Shield



### 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.

2024 Recipient: Empower Rural Iowa



Keep Iowa Beautiful

# 14<sup>th</sup> Annual 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.

Keep Iowa Beautiful's photography contest once again featured five unique categories and over \$2,000 in cash prizes. This was an incredibly competitive contest, with over 600 photos submitted, capturing Iowa's beauty across our great state.

## Contest First Place Winners



### Iowa Cities

**Terry Holdren**  
Cumming, IA

"Sunset at Gray's Lake"



### Iowa Landscapes

**Buck Christensen**  
Council Bluffs, IA

"A Misty Sunrise at Hitchcock"



Robert D. Ray  
Best of Show Award

"My dad, former Governor Bob Ray, rarely went anywhere without his camera," said Randi Ray. "Through his lens, he captured the faces and stories of Iowans he cared so deeply about. His passion for keeping Iowa beautiful extended far beyond its natural scenery; it was rooted in his love for the people who made this state so special."

Keep Iowa Beautiful

# 14<sup>th</sup> Annual Photography Contest



## Iowa Water

**William Beardsley**  
Estherville, IA

“Majestic Sunrise”

“The annual photo contest gives local photographers a chance to contribute to the visual story of Iowa,” said Andy Frantz, Executive Director of Keep Iowa Beautiful. “There are five categories to enter your favorite photo of what makes you proud to be an Iowan and captures the beauty and spirit of Iowa. Beyond just displaying Iowa’s scenic charm, this competition also spotlights the pool of homegrown talent spanning our entire state.”



## Iowa Wildlife

**Eric Burson**  
Des Moines, IA

“Sleepy Barred Owl”



## Iowans in Action

**Brandt Culbertson**  
Dubuque, IA

“Exiting the Mines”

# Annual Golf Tournament

The annual golf tournament hosted by Keep Iowa Beautiful stands as a pivotal cornerstone in our mission to sustain and advance our organization's diverse programming for years to come. The inaugural golf tournament in 2022 was an immediate success, bringing together sponsors, donors, and golfers in support of Keep Iowa Beautiful's mission. The 2024 tournament proved to be a remarkable success, doubling the funds raised for Keep Iowa Beautiful's programs. With 152 golfers, 115 auction item bundles, and an incredible \$50,000 raised for key programs, the tournament surpassed expectations—thanks to the generosity of our donors and the dedication of our volunteers. The funds raised from the annual golf tournament are set to play a pivotal role in fortifying and expanding our wide range of initiatives. Keep Iowa Beautiful extends its deepest appreciation to all who contributed to this achievement, and we hope to see everyone at the next golf tournament as we continue our mission to keep Iowa a clean, beautiful, and sustainable state.



# Thank You to Our 2024 Golf Tournament Donors

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AC Hotel Des Moines East Village  
AR Workshop  
Adventureland  
Amana Colonies Golf Course  
Austad's Golf  
Baked Art  
Barnstormers  
Barratas  
Basil Prosperi  
Beaver Tap  
Berkwood Farms  
Blank Golf Course  
Bredeaux Pizza  
Budweiser  
Buffalo Wild Wings  
Carmen's Flowers Uptown  
Casey's  
Chris Connelly  
Christopher's  
Chuck Long  
Club 2000  
Cookies & Dreams  
Cookies BBQ  
Copper Creek Golf Course  
Dean and Beth Cooper  
Des Moines Buccaneers  
Dough Co. Pizza  
Drake Men's Basketball  
Drake Women's Basketball  
E-Z-GO  
Eatery A  
El Patio  
Fareway  
Finkbine Golf Course  
Fireside Grille  
Footjoy  
Fuzed  
G-Mig's  
Gary Dolphin  
Glen Oaks Golf Course  
Golf Cars of Iowa  
GoodSons  
Great Caterers of Iowa  
Habanero's  
Health Gauge  
Scott Helverson  
The Hills  
Honey Creek Golf Club  
Horizon Group  
HyVee  
Iowa Cubs  
Iowa State Fair Blue Ribbon Foundation  
Jester Park Golf Course  
Jethro's  
Joe Porepp  
Johnson Brothers  
Johnson Brothers of Iowa, Inc.  
Karin Frantz  
Knoxville Speedway  
Larry's Building Services  
Latin King  
Lucky Horse  
Mark Thompson  
Mary O'Keefe, Happy Cow  
McDivot's Indoor Sports Pub  
Megan Jones  
Merit Painting  
Michelle Hanson  
Mister CarWash  
Nate Westre  
Nolan Neuroth  
Nook & Nest  
Off the Hoof  
Pennie Carroll and Associates.  
Pheasant Ridge Golf  
Photician Portraits & Fine Art  
Polk County  
Porch Light Coffeehouse  
Prairie Meadows  
Purple Poppy Boutique  
Real Deals Ankeny  
Reese Strickland Sports Photos  
Rick Brown  
Riverside Casino and Golf Resort  
Seneca Wallace  
Shermin-Williams  
Smithfield Farms  
Splash  
Sweet Swirls Rolled Ice Cream  
Tasty Tacos  
Terrace Hills Golf  
The Republic on Grand  
Toad Valley Golf  
Tumea & Sons  
Tweedle Dees  
United Fleet  
University of Iowa  
Uptown Gaming & Collectibles  
Urbandale Country Club  
Webster City Links  
Wells Fargo Arena  
West Forty Market  
Woodland Hills



# Thank You to Our 2024 Donors

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515 Concrete Floor Polishing

Adam Orgler

Alliant Energy

Andrew Himelson

Bekah Finn

Big Grove Brewery

Brad Cahoon

Bradley Bliss

Brian Lake

Carl's Place

Chris Behun, Iowa Realty

Christopher Stepleton

Cushman & Wakefield

Danielle Nordby

David & Katherine Kufahl

David Danilson & Jane Fitzgerald

Dean & Elizabeth Cooper

Deb Sprecker

Diamond Vogel

Doug Shull

Douglas & Ashley Cahoon

Eric Summers

Gary Wilson

Georgia Vajpeyi

In Memory of Joan Frantz

Iowa Economic Development Authority

James & Rosalea Ragland

James Kern

Jamie Beyer

Jennifer Hochberger

Jon & Mara Goodvin

Justin Langford

Kayla Miller

Lance Wilhelm

Laura Mackaman

Laura Skogman

Lee Bissmeyer

Liesl Seabert

Lindsay Felty

Lynn and Steve Graves

Mallory Coffey

Megan Pugh

Michelle McCannon

Mid-American Anesthesia and Pain, P.C.

Mike & Patty Richardson

Mike Frantz

Night & Day Window Cleaning

Norbert Bissmeyer

On Behalf of Nancy Jenning

Pam Smithson

Patrick & Susan Logan

Paul Brooke

Principal Financial Group

Rachel Strong

Raygun

Revocable Trust of Patrick & Nancy McManus

Rib Shack LLC

Shelley Jensen

Silo City

Skinner Law Office

Steve Utsler

Terri Dermody

Theresa Knowles

The Bill Menner Group

The Waldinger Corporation

Tom Hockensmith

Trust of LJB Skinner

Willis Automotive

Wiskus Group

# Keep Iowa Beautiful Partnerships

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## Partnerships

Keep Iowa Beautiful is honored to collaborate with a wide range of businesses and organizations to support programs and initiatives that enhance Iowa's communities. If your business or organization is passionate about preserving the beauty of our state, we'd love to explore ways to work together!

## Partnership Spotlights

### Derelict Building Grant

Keep Iowa Beautiful, in partnership with the Iowa Department of Natural Resources, pioneered the Derelict Building Program, which provides financial assistance to Iowa communities with populations of 5,000 or fewer. The program, now run by the Iowa DNR, helps address neglected structures that have been vacant for at least six months, focusing on landfill diversion by promoting the recycling and reuse of building materials.

### Build With Bags

The Build with Bags program, led by the Iowa Grocery Industry Association, awards grants to help communities purchase picnic tables, park benches, planters, and playground equipment made from recycled plastic bags. Each park bench repurposes approximately 10,600 plastic bags, while a single picnic table is made from more than 20,000 plastic bags, supporting both sustainability and community enhancement. The Build with Bags program is a cooperative effort of the Iowa Grocery Industry Association, Keep Iowa Beautiful, the Iowa Department of Natural Resources, Metro Waste Authority and Plastic Recycling of Iowa Falls.

# 2024 Iowa Recycles Day Proclamation and Keep Iowa Beautiful Month Proclamation

On April 15, 2024, Governor Kim Reynolds proclaimed April as Keep Iowa Beautiful Month, reinforcing the state's commitment to vibrant, thriving communities. In November, she designated November 15th as Iowa Recycles Day, recognizing efforts to promote sustainability. These proclamations highlight the impact of individual actions in keeping Iowa clean and beautiful. Whether picking up litter, organizing a cleanup, recycling, or supporting community improvement projects, every effort—big or small—helps make a difference. Show your love for Iowa by taking action today!



# *Keep Iowa Beautiful*<sup>®</sup>



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KEEP AMERICA BEAUTIFUL AFFILIATE

## Contact Us

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