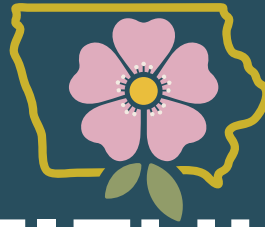


**KEEP
IOWA
BEAUTIFUL**
KEEP AMERICA BEAUTIFUL AFFILIATE



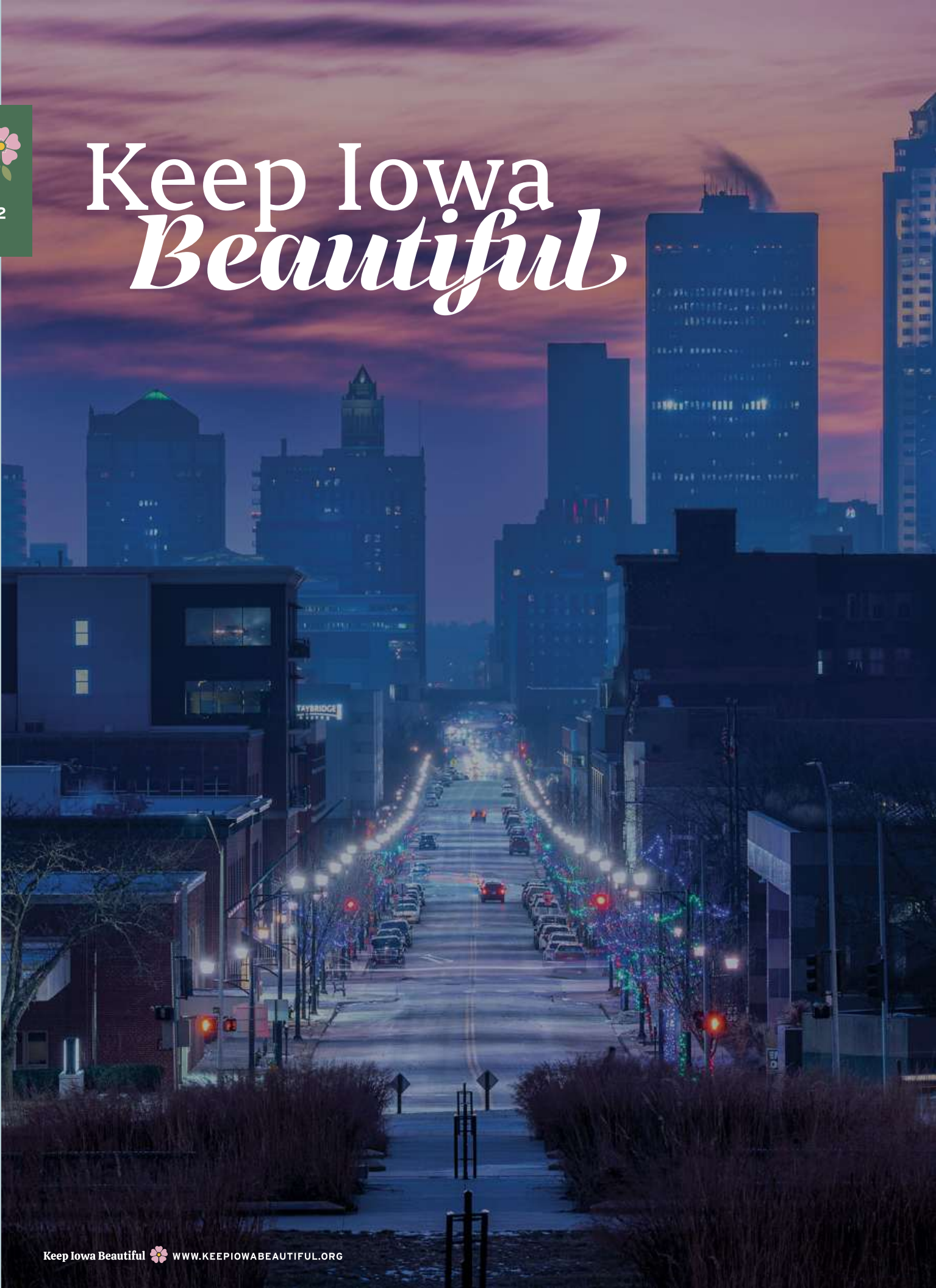
2025 Annual Report





2

Keep Iowa *Beautiful*



A Message from the Executive Director & Board Chair

As we reflect on 2025, one word stands out: momentum.

This year marked an important chapter for Keep Iowa Beautiful. Together with our board, staff, partners, volunteers, and community leaders, we took time to ask meaningful questions about who we are, how we show up, and where we are headed. Through a strategic planning process, we updated our mission and established core values that clearly reflect our purpose and guide our work moving forward.

In addition to charting a clear course, we made other steps to move the organization forward. We welcomed new board members who bring fresh perspectives. We expanded the reach of Hometown Pride by launching new communities and continuing to support long-term efforts already underway. Across Iowa, volunteers and local leaders rolled up their sleeves by painting, cleaning up, revitalizing, and investing in places they care deeply about.

What makes this work impactful isn't just the projects completed; it's the leaders developed, the pride strengthened, and the partnerships formed along the way. Our updated mission and core values now serve as a shared foundation, helping us stay focused on impact while remaining adaptable to the evolving needs of Iowa's communities.

As we look ahead, we do so with confidence. The direction is clear, the foundation is strong, and the energy behind this work continues to grow. We are proud of what was accomplished in 2025 and even more excited about what's ahead.

Thank you for your continued support and belief in this work and for helping keep Iowa beautiful, now and for generations to come.

Andy Frantz

EXECUTIVE DIRECTOR

Liesl Seabert

BOARD CHAIR

STAFF



Andy Frantz
Executive Director



Lorin Ditzler
Associate Director



Sarah Lettow
*Administrative
Coordinator*

BOARD

Donald F. Lamberti |
Co-Founder, Keep Iowa Beautiful

Liesl Seabert | Board Chair

Mike Richardson | Board Vice-Chair

Ethan Pitt | Board Secretary

Doug Shull | Board Treasurer

Lee Bismeyer **Cheri Monahan**

Marissa Grimes **Brittany Morales**

Chad Hickcox **Ryan Welch**

Geri Huser **Nate Westre**

Megan Jones **Sacha Wise**

Pat Logan **Mark Wiskus**



Contact Us

info@keepiowabeautiful.org

PO Box 1056

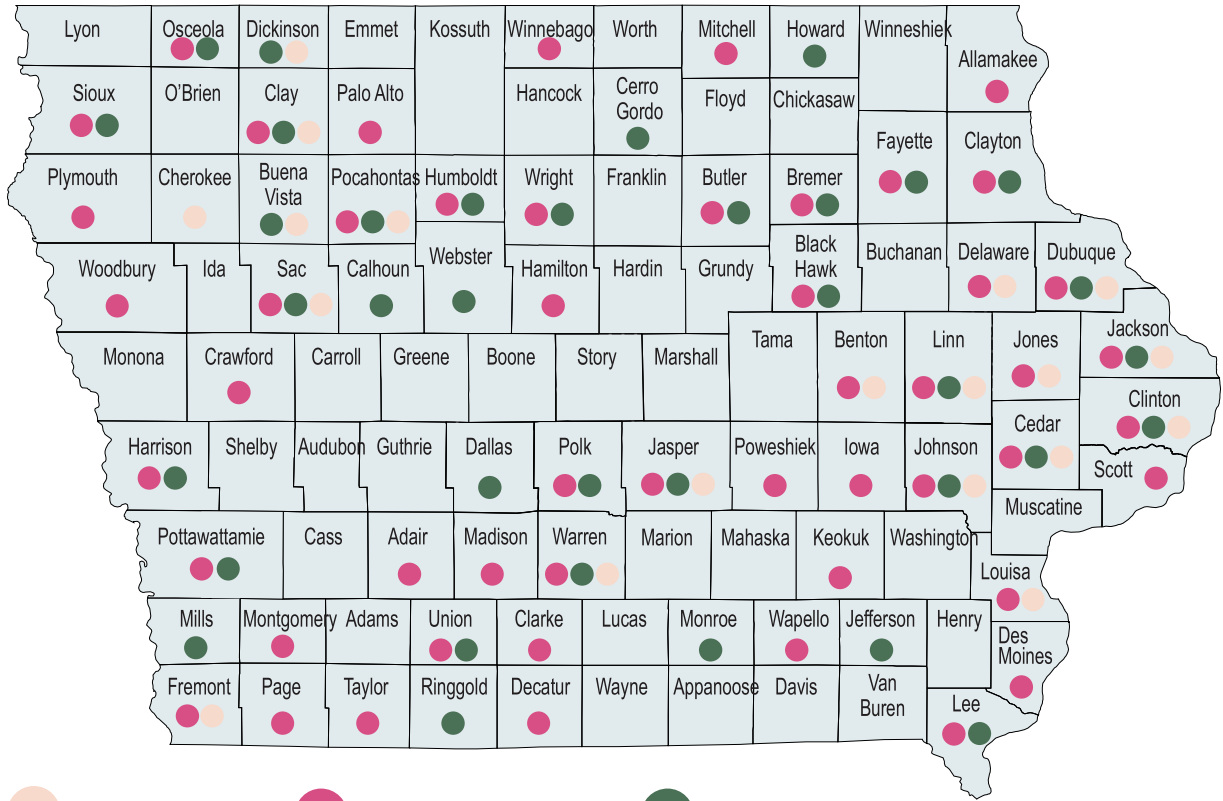
Johnston, IA 50131

www.keepiowabeautiful.org

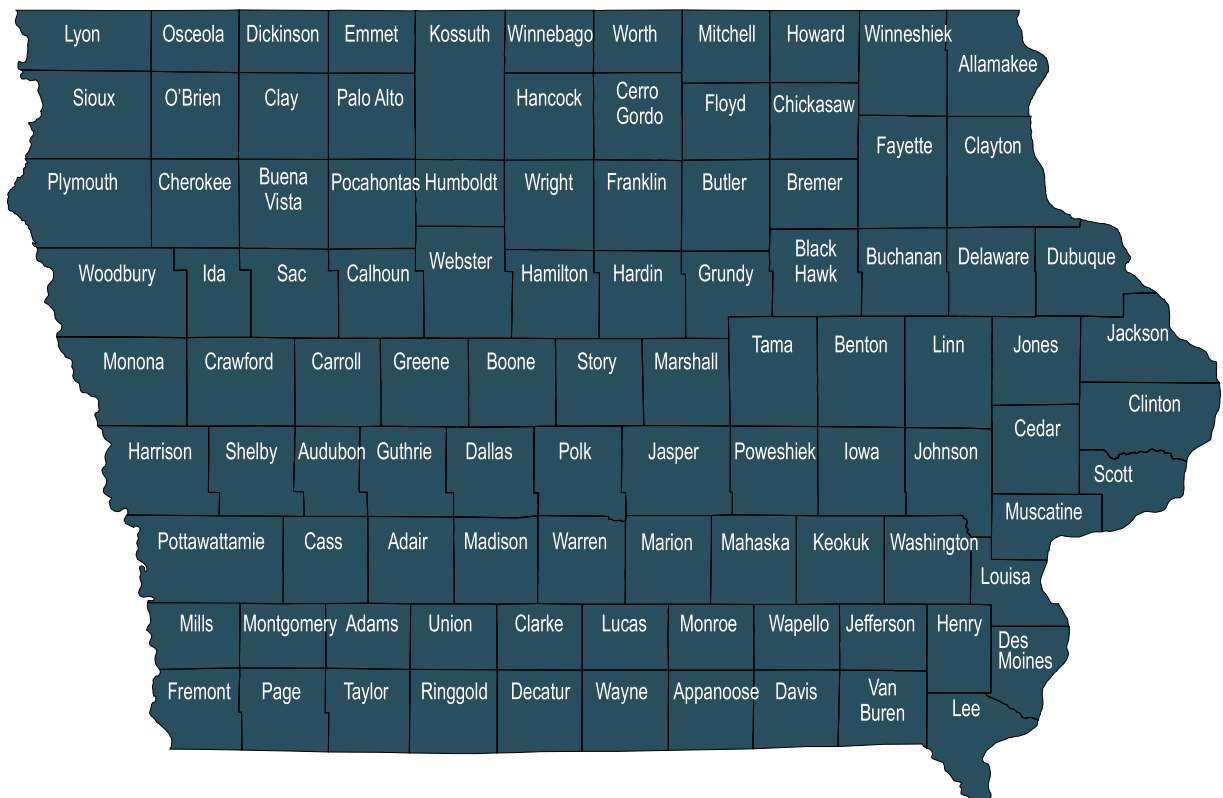
f @KeepIowaBeautiful

@ @KeepIABeautiful

2025 Program Participation by County - 65 Counties



All-Time Program Participation by County - All 99 Counties





Mission, Vision, & Impact

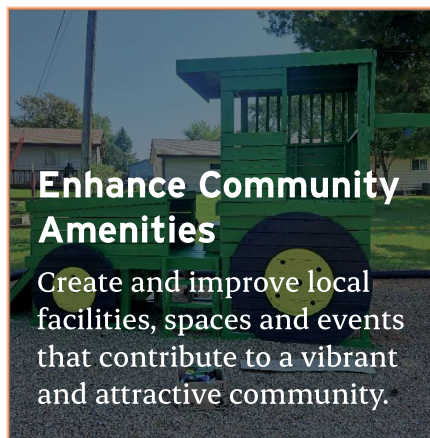
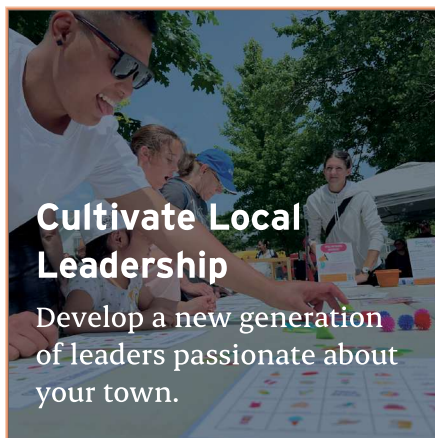
Our Mission

Keep Iowa Beautiful empowers Iowans to create vibrant communities and build hometown pride through volunteer-driven enhancement programs.

Our Vision

A thriving Iowa supported by strong local leadership, beautiful public spaces, and engaged residents.

Our Impact





Hometown *Pride*

Lake View Hometown Pride volunteers led fundraising efforts for the town's newly completed community center. Photo by Hometown Pride volunteer Anji Bennett.



Hometown Pride coordinates teams of local volunteers to complete community betterment projects, with the support of a professional “community coach.” The coach and volunteers work with city leaders and existing organizations to identify unmet needs in the community and address them through volunteer-driven action. Keep Iowa Beautiful focuses on empowering residents to lead change.

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

2025 Numbers

1,474

volunteers dedicated an estimated 21,500 hours

\$749k

estimated value of volunteer time

201

projects completed

\$3.8m

raised for community projects



Hills Mural

Hills Hometown Pride celebrated the completion of a large mural depicting the life and history of Hills. “Hometown Pride has been a great thing for our community,” shared City administrator Adriane Sedlacek. Sedlacek is enthusiastic about the way that Hometown Pride has brought together residents to make things happen since they joined in 2022. “It’s not just ‘ what is the city going to do next’ but ‘what are we going to do together? What do we have up our sleeve next?’”

“Hometown Pride gives us a chance to make Hills a better community. It’s such a fun way to get everyone involved. Everybody works together and we’re able to make things happen.” - Adriane Sedlacek, Hills City Administrator



Designed by Bree Neyland and painted by Drew Etienne.

The Success of Holy Cross

“The Holy Cross committee is an incredibly energetic, collaborative and cohesive team,” shares Hometown Pride coach Tricia Wagner. “When they decide to do something, they get it done in the blink of an eye.” In 2025 alone, their committee led the completion of a new set of pickleball courts in the park, a “field of dreams” community mural, a city-wide holiday light tour, a side-by-side scavenger hunt fundraiser, an easter egg hunt and a regional training on the economic benefits of trails. Their success is fueled both by support from the community and a positive group of volunteers who work well together. “When they meet, it’s like a well-oiled machine” says Wagner. “They finish each other’s thoughts, have honest discussions, respect everyone’s opinions and come to a consensus.”

Lake View Community Center

The Lake View Hometown Pride committee and the community of Lake View celebrated the opening of the \$2.4 million Lake View Community Center. Since the

“The Hometown Pride program has been great. It brought together a unique group of volunteers and we were able to get some pretty amazing things done. We appreciate Keep Iowa Beautiful for getting that started.” - Brent Mueggenberg, Lake View Hometown Pride volunteer

grand opening in May the center has been embraced by the community and operating profitably. Local Hometown Pride leader Brent Mueggenberg says that the committee

has been working toward this goal since 2019 and notes that this is “one of the largest community betterment projects undertaken by our town.” He attributed the success to “a great pool of dedicated volunteers” with a wide variety of talents.



Holy Cross Pickleball & Tennis Courts

“Farm to Fork” in Lake Park

Lake Park Hometown Pride took off running in their first year! Since kicking off in early 2025, the committee has raised \$1.6 million through grants and donations for the Silver Lake City Park Project, in partnership with the City of Lake Park. The group also hosted a “Farm to Fork” community dinner (pictured) and a Harvest festival.

Input from the Community

Hometown Pride values the expertise and insight of the residents in the towns it serves! Our new Hometown Pride committees in northwest Iowa distributed public surveys to their fellow residents to better understand opinions on the community and identify projects to work on in the coming years. More than 700 responses were received across 8 towns. Committees also held open houses and set up informational booths at local events.



Outdoor Concerts

New Virginia, Norwalk, Maquoketa, Delmar, Earlville, Luxemburg, LaMotte and Walker (shown) brought people together through free outdoor concerts.

Beautifying the Luxemburg City Park

Keep Luxemburg Beautiful (a Hometown Pride committee) and the City of Luxemburg celebrated the completion of a long-awaited project: a newly paved walking trail at Luxemburg City Park. Volunteers in Luxemburg also brought new amenities to the park, such as an information board and dog clean-up station, and held numerous fundraisers, including a bowling tournament, a community scavenger hunt, music in the park and more.



Park Improvements

Among the dozens of new park amenities made possible by Hometown Pride volunteers in 2025 were new playgrounds in Peosta, Low Moor and Fonda (shown).





Paint Iowa Beautiful provides grant recipients free paint to support a wide variety of public service and community betterment projects, from restoring park shelters and historic landmarks to brightening main street facades and public murals.



2025 Numbers

87

PROJECTS

762

GALLONS OF PAINT

Cumulative Numbers

1651

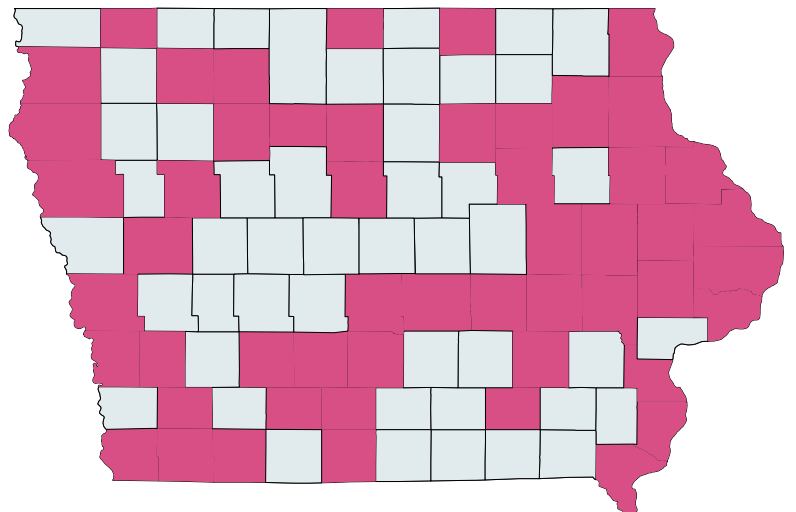
PROJECTS

Over 5.5 million square feet painted

23 YEAR PARTNERSHIP
with Diamond Vogel



2025 County Participation





PICK-UP IOWA

Pick-Up Iowa is a statewide cleanup initiative that mobilizes volunteers to improve Iowa's communities through locally led litter cleanup events. Running annually from April through June, the program supports Keep America Beautiful's Greatest American Cleanup.

2025 Numbers

65
EVENTS

1200+
bags of trash collected

2064
VOLUNTEERS

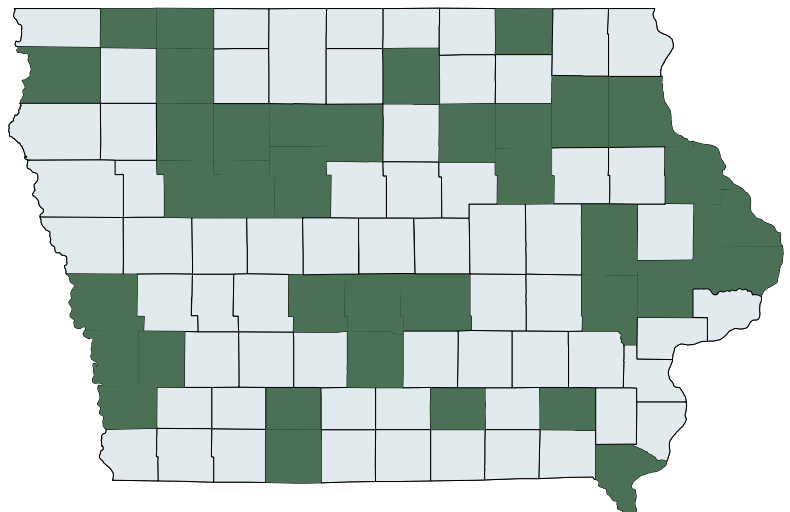
7544
volunteer hours

Cumulative Numbers

261
EVENTS SINCE 2020



2025 County Participation



Learn more about Pick-Up Iowa!





Keep Iowa *Beautiful*

Photography Contest

The Keep Iowa Beautiful 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 and engaging way. The contest features five unique categories and more than \$2,000 in cash prizes.

BEST OF SHOW



1ST PLACE, IOWA WILDLIFE

1ST PLACE ROBERT D. RAY
BEST OF SHOW AWARD

"Cliff Swallows Arguing"

Sharon Scarff of Wayland



1ST PLACE, IOWA LANDSCAPE

2ND PLACE ROBERT D. RAY BEST OF SHOW AWARD

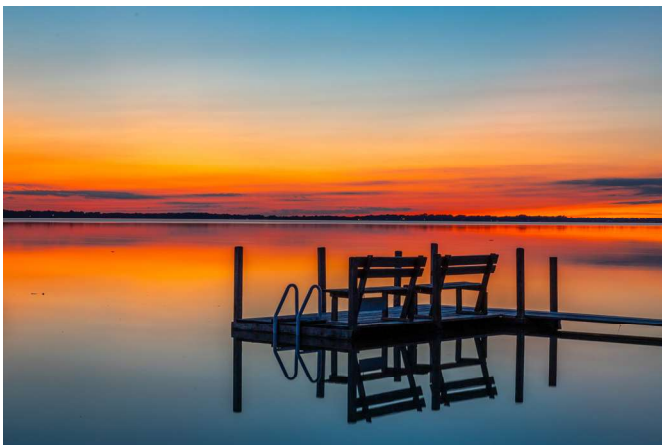
"Little George Park"

Svitlana Kay of Harlan



1ST PLACE, IOWA CITIES
3RD PLACE, ROBERT D. RAY
BEST OF SHOW AWARD

"Hazy Des Moines"
Scot Howe of Urbandale



1ST PLACE, IOWA WATER

"Floating Dock"

William Beardsley of Spirit Lake



1ST PLACE, IOWANS IN ACTION

"Rodeo"

Lee Navin of Ankeny



1ST PLACE, HOMETOWN PRIDE

"Early Morning in July"

Katie Kettering of Clinton



Keep Iowa *Beautiful* Scholarships

Keep Iowa Beautiful scholarships are awarded to Iowa high school seniors who demonstrate a strong record of community service and a genuine commitment to enhancing the places they call home. Recipients embody leadership, civic engagement, and a desire to continue investing their time, talents, and education in strengthening Iowa's communities. Each year, these scholarships support students who plan to enroll in an Iowa college or university and carry forward the spirit of hometown pride.



WILLIAM J FULTZ COMMUNICATIONS AND MARKETING SCHOLARSHIP

Maranda Wood

Hometown: Baldwin

College: Iowa State University

Major: Agricultural Communications



BYERS ENVIRONMENTAL SCHOLARSHIP

Parker Messerich

Hometown: Charlotte

College: University of Dubuque

Major: Environmental Science



SCHNEPF COMMUNITY SERVICE SCHOLARSHIP

Kelsey Hoeger

Hometown: Earlville

College: Iowa State University

Major: Agricultural Communications

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

City of Delaware Hometown Pride Committee

This award honors individuals, groups, or committees whose leadership and passion for community improvement inspire elevated pride, stronger engagement, and meaningful enhancement of local quality of life across Iowa.



ROBERT D. RAY COMMUNITY AWARD FOR EXCELLENCE

City of DeWitt

Presented annually to a town or city that has gone above and beyond to enhance beauty, cleanliness, and vitality, this award recognizes communities that strengthen cultural, environmental, and economic wellbeing through thoughtful action.



CORPORATE AWARD FOR EXCELLENCE

Alliant Energy

This award celebrates corporations or businesses whose sustained commitment and community leadership have significantly enriched the quality of life in Iowa's communities.



ORGANIZATION AWARD FOR EXCELLENCE

AARP Iowa

Presented to local or statewide organizations that empower communities through innovative planning and program support, this award highlights impactful partnerships that advance quality of life throughout Iowa.



SERVICE AWARD

Doug Shull, 25 years

This award recognizes individuals whose exceptional dedication and long-term service have strengthened Keep Iowa Beautiful's mission and enhanced its positive influence across the state.



Keep Iowa *Beautiful*

Golf Tournament



July 15, 2025

156 30+

GOLFERS

VOLUNTEERS



\$81,320

FUNDRAISED

+62%

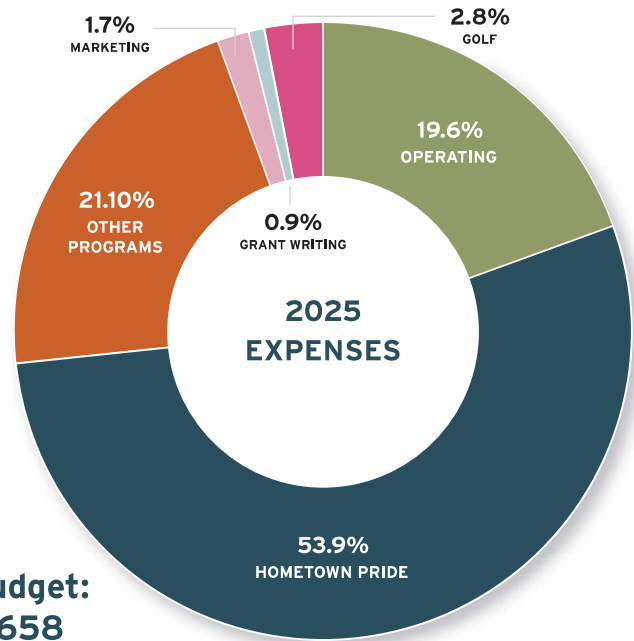
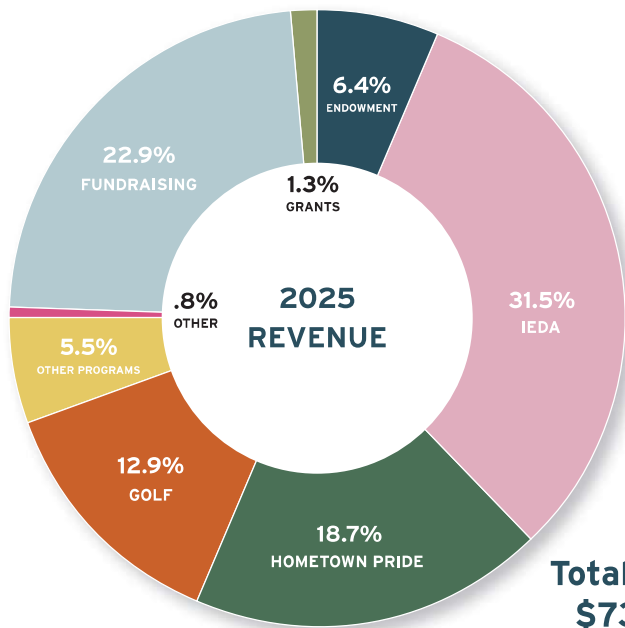
OVER 2024 EVENT





Keep Iowa Beautiful

Donors & Financials



Total Budget: \$736,658

2025 Donors

- | | | | | | |
|---|--|--|--|---|--|
| 515 Concrete Floor Polishing | Cookie's BBQ | Footjoy | Johnson Brothers | Polk County Board of Supervisors | Smithfield Farms |
| AC Marriott Hotel Des Moines East Village | Copper Creek Golf Club | Karin Frantz | Megan & Will Jones | Prairie Meadows Principal | Smoky D's |
| Adventureland | Copy Systems Inc | Friberg Financial | Kacer Insurance | Principal Advisor Andrew Himelson | Speed's Golf Cars |
| Aligned Wealth Advisors | Ryan and Patrice Davis | Glen Oaks Golf Course | Keep America Beautiful | Principal Advisor Chris Thomas | Splash |
| Amana Colonies | Deer Run Golf Club | G-Mig's | KEG 1 | Principal Advisor Lee Bissmeyer | State of Iowa - Iowa One Gift Donation |
| Anheuser Busch/Budweiser | Cooper DeJean & Alena Brinks | GoodSons | George Kittle | Principal Advisor Matt Banzaff and John Heim | Chris Stepleton |
| Ankeny Golf and Country Club | Dentons Davis Brown | Gotcha Spirits | Erin Knupp | Principal Advisor Steve Utsler | Sunset Foods |
| Baratta's | Terri Dermody | Grand Falls Casino & Golf Course | Don Lamberti | RAYGUN | Tasty Tacos |
| Mike Barbour | Des Moines Buccaneers | Lynn & Steve Graves | Landus | Mike & Patty Richardson | Terrace Hills Golf |
| Basil Prosperi | Des Moines Golf and Country Club | Bobby Hansen | Larry's Windows | Riverside Casino and Blue Top Ridge Golf Resort | The Hills Bar & Grill |
| Beaver Tap | Diamond Vogel | Health Gauge | Kelly Logan | Rock Valley Physical Therapy | The Meadows in Asbury |
| Berkwood Farms | Doll Distributing | Scott Helverson | Chuck Long | RSW of Iowa | Toad Valley Golf Course |
| Berkshire Pork | Gary Dolphin | Hilton Key Hotel | Lucky Horse Burger Bar | Scheels | Tournament Club of Iowa |
| Lee Bissmeyer | Dough Co. Pizza | Hodges Law Firm | Laura Mackaman | Gerald Schnepf | Transformed Chiropractic |
| Blank Children's Hospital | Drake Men's Basketball | Kenny Hodges Jr. | McDivot's Indoor Sports Pub | Meg Schnieder | Tumea & Sons |
| Blank Golf Course | Drake Women's Basketball | Honey Creek Golf Club | Ethan Mechling | Liesl Seabert | University of Iowa |
| Bredeaux Pizza | East Central Iowa Council of Governments | Hotel Julien | Mister Car Wash | Sherwin-Williams | Urbandale Country Club |
| Briarwood Golf Club | El Patio | Indianola Country Club | Cheri Monahan | Doug Shull | Chad Versteeg |
| Bright Grandview Golf Course | Fareway | Iowa Barnstormers | National Mississippi River Museum & Aquarium | Jay Simpson | Waldinger |
| Shawn Brincks | Doug Fick | Iowa Cubs | Naviture | Laura Siroky | Seneca Wallace |
| Rick Brown | Field of Dreams Movie Site | Iowa Economic Development Authority | Nolan Neuroth | Skinner Law Firm | Waste Management |
| BW Outdoors | Fillmore Fairways Golf Course | Iowa Event Center | Xavier Nwankpa Family | | Waveland Golf Course |
| Carl's Place | Fireside Grill and Catering | Iowa State Fair Blue Ribbon Foundation | Mary O'Keefe | | Webster City Links |
| Casey's | Jane Fitzgerald | Iowa Wild | Otter Creek Golf Club | | Willis Automotive |
| Christopher's Club 2000 | | ITA Group Foundation | Paul Hellenschmidt | | Willow Creek Golf Course |
| | | Jester Park Golf Course | Pennie Carroll and Associates. | | Wiskus Group |
| | | Jethro's | Pheasant Ridge Golf | | Woodland Hills Golf Course |
| | | | | | Roger Zearley |



Keep Iowa *Beautiful* Proclamation

On April 23, 2025, Governor Kim Reynolds proclaimed April as Keep Iowa Beautiful Month, reinforcing the state’s commitment to vibrant, thriving communities. This proclamation highlights 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!



**Thank you to everyone
who helped *Keep Iowa
Beautiful* in 2025!**





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