



ANNUAL REPORT

2021-2022

WHO WE ARE

01

MISSION

Cincinnati is Beautiful. We're committed to keeping it that way. Keep Cincinnati Beautiful empowers people to build community and create a positive future through neighborhood revitalization, education, and mobilization. Our grassroots network of neighbors, sponsors, and volunteers put passion to work creating safer, cleaner spaces and a higher quality of life for everyone.

FOCUS

Keep Cincinnati Beautiful builds environmental stewardship in all neighborhoods.

KEYS TO SUCCESS

Respect • Problem Solving • Community Mindedness • Mindfulness • Passion • Teamwork • Communication • Reliability • Inclusivity • Honesty & Trust

STAFF

Jonathan Adee | Executive Director

Megan Beck | Volunteer Programs Director

Emily Bottoni | Volunteer Project Manager

Kirsten Brademeyer | Environmental Education Manager

Claire Bryson | Arts Program Co-Director

Caroline Cain | Applied Learning Coordinator

Ania Cosby | Community Engagement Coordinator

Katie Davis | Arts Program Co-Director

James Johnson | Environmental Services Coordinator

Sarah Mackenzie | Arts Project Manager

Alistair Probst | Environmental Services & Greenspace Director

Samantha Shattuck | Development Manager

Nancy Stockhauser | Bookkeeper

BOARD

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Jacklyn Bryson | Vice President

Courtney Reitman-Deinlein | Treasurer

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Ted Fitz | Member-At-Large

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Roseann Hassey **Kate Reed**

Seetharaman Kishor **Veta Uddin**

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Dear Friends and Supporters,

LETTER FROM THE BOARD

Keep Cincinnati Beautiful invites you to celebrate another successful year in the Queen City! We have continued our efforts to honor the rights of every Cincinnatian to access clean, safe, and healthy community spaces. We could not have done this without your unwavering support.

While reviewing our Annual Report, you will notice a significant breadth and depth of work across our city - it has definitely been a busy year! Several highlights include the further blossoming of many more Adopt-A-Spot clean-up groups, where residents, driven by a passion for their neighborhood, have committed to maintaining selected sites for at least one year. Our Future Blooms program continues to make impactful transformations with over 80 blighted buildings painted.

What this report may fail to capture is the dedication and commitment of all the recipients of this Annual Report. Whether you participated as a corporate volunteer, attended a community cleanup, participated in an education event, or celebrated with us at an event like the Cincinnati Block Party, Love Thy Nati', or Breakfast of Champions, your time, energy and resources make this work possible.

On behalf of your Keep Cincinnati Beautiful team, you can count on us to stay focused and committed to this important work!

With great appreciation,


Jeff Harris
Board President


Jonathan Adee
Executive Director



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WHAT WE DO

03

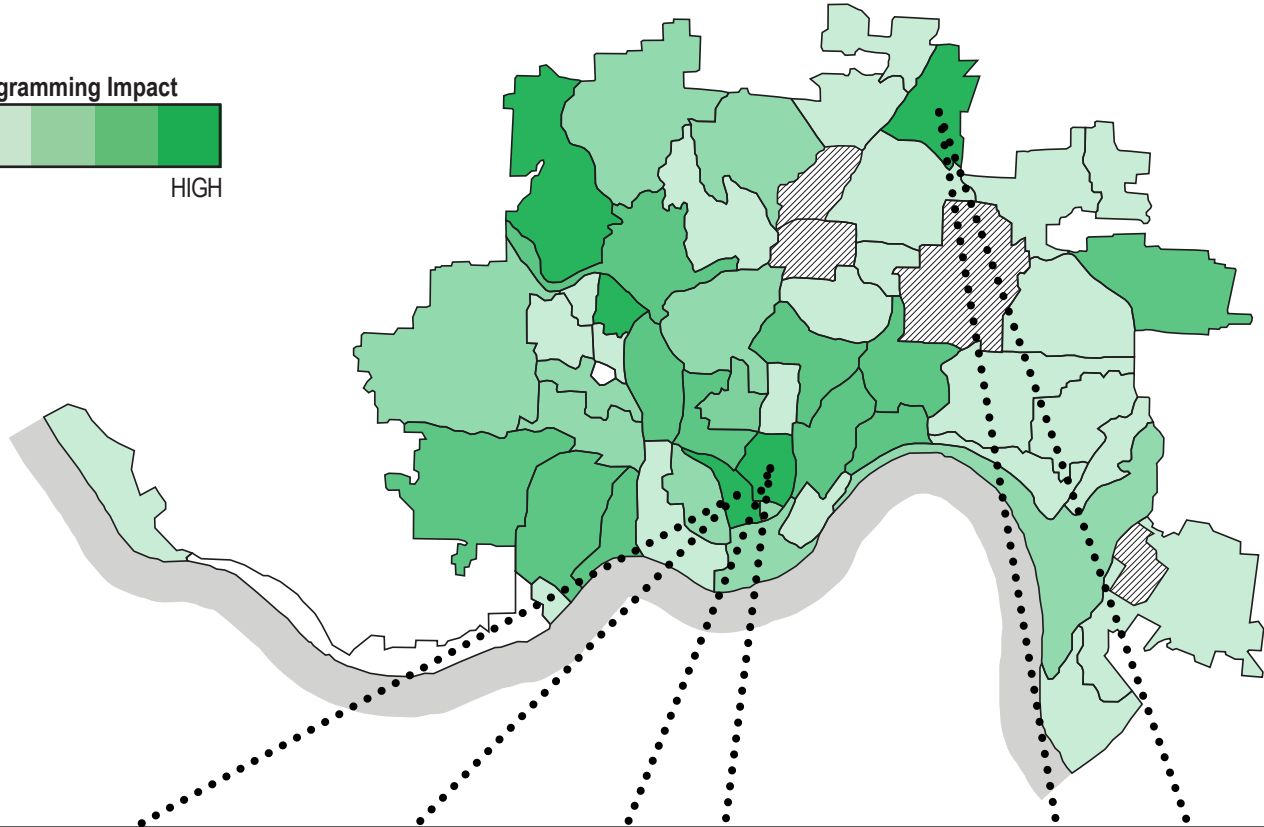
KEY

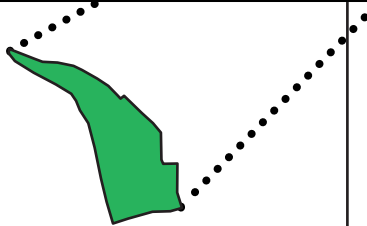
KCB Programming Impact



LOW

HIGH

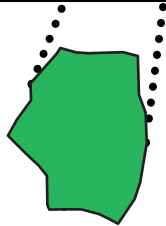




OVER-THE-RHINE



In recent years, Over-The-Rhine (OTR) has been recognized as the city's emerging entertainment district and while parts of this historic neighborhood have seen dramatic revitalization, other parts are fraught with environmental injustices. This year our Education, Arts, and Volunteer Programs targeted northern OTR through education and cleanup events. We worked with youth summer camps to provide environmental outreach as well as continued work with volunteers doing cleanups to pick up litter, remove graffiti, and paint 28 vacant buildings.



MOUNT AUBURN



This year we had the pleasure of teaming up with two adjacent communities, Mount Auburn and Pendleton, to work at a gateway to their neighborhoods. Kay's Garden is a memorial garden established along Liberty Hill, which in recent years fell into disrepair. Over the course of four volunteer events working with volunteers from Gorilla Glue, Madtree, Cincinnati Chamber, and Standard Textile we were able to transform the overgrown space with a massive greenspace overhaul as well as a series of community murals.



ROSELAWN



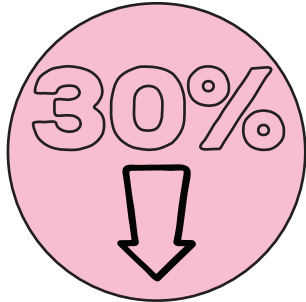
Roselawn has been a longstanding partner community, regularly hosting community cleanups with their active community council and resident base. This year we expanded the work we do with them through altafiber's Day in the Community. This 350+ person event was our first big corporate event since the pandemic and brought together Arts, Greenspace, Environmental Services, and Volunteer programming. We worked with various organizations, to paint murals, build community gardens, and clean up overgrowth.



ARTS

05

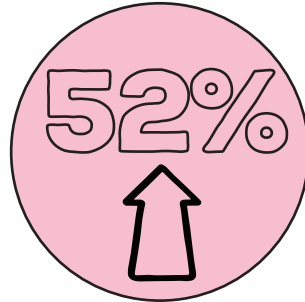
Our Arts Program uses **art as a catalyst for change**; reducing blight, crime, and illegal graffiti in some of the most forgotten parts of our city. Community eyesores like vacant buildings, tagged retaining walls, and rusty chain-link fences are **transformed into community assets by creating simple, low-cost works of art**. The facades of boarded buildings are painted with Trompe l'oeil representations of doors and windows, heavily vandalized walls are given new life with simple geometric murals, and commonly discarded materials are transformed into eco-art installations. Our work is changing the appearance and perception of neighborhoods, **improving quality of life, and encouraging economic development**.



30% decrease in environmental blight in our Arts Program's targeted areas.



New boarded building facades painted with representations of windows and doors. (1,449 completed to date!)



52% increase in economic development in our Arts Program's targeted areas.





Our Arts team worked with four different corporate groups in conjunction with our Volunteer Programs to revitalize Kay's Garden, including this series of three murals depicting local flora.



Volunteer power is critical to the success of our programming. All of our work and painting processes are designed with this in mind.

PROGRAM HIGHLIGHTS

This past year our Arts team gladly welcomed back the return and **growth of corporate volunteer groups to Arts based events.** Before the pandemic, we had started to find our niche in utilizing smaller groups of volunteers for specialized art-making events that were able to harness the unspecialized power of our volunteers. This year we worked with **10 different groups to complete 3 murals comprising 1,634 sq ft. and to paint the barricades on 20 buildings** in Downtown, OTR, and Evanston. Our team continues to build partnerships and innovate with design work and processes as a means of **creating ways for volunteers to be engaged in community artmaking.**



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ENVIRONMENTAL EDUCATION

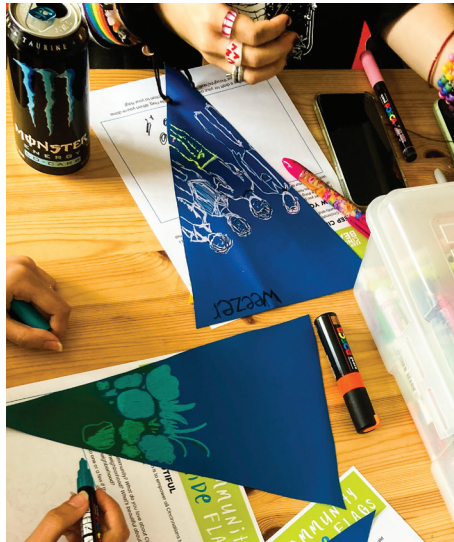
07

STEW·ARD·SHIP

noun

The job of supervising or taking care of something, such as an organization or property.

“responsible stewardship of our public lands”



This year, we spent time reimagining our programming and have been pursuing partnerships and program offerings that will fill an educational need in our community. Following strategic assessments of completed Environmental Education programs, we have identified where our services can make the most impact and where there are gaps in service. Since then, we began to **re-envision our approach to Environmental Education**. In the coming year, Keep Cincinnati Beautiful will focus on **cultivating stewardship across generations**, specifically with high school students, young adults, and corporate partners.

Keep Cincinnati Beautiful was founded through the principle of **cultivating stewardship and care for one's community**. We seek to deepen personal stewardship while fostering a commitment to collective action community stewardship. We see this happening through **infusing education into all aspects of our programming**.

Stewardship Through Three Major Tenants:

1

Creation of workforce development programming

2

Establishing partnerships with high school sustainability clubs

3

Expanding educational programming for corporate partners & volunteers



Youth of all ages were engaged across the region to discuss and depict what they love about their community.



PROGRAM HIGHLIGHTS

This summer, our Environmental Education Manager, alongside the Arts Team, facilitated the Community Pride Flag project. **Using reclaimed materials, our staff facilitated the creation of Community Pride Flags across Cincinnati neighborhoods.** This eco-art project taught young Cincinnatians about the importance of repurposing used and found materials and fostered an appreciation for the neighborhoods and city in which they live. We also spoke with young people about the **importance of collective action in raising awareness and pushing for social change.** The Community Pride flags also served as an example to our staff the importance of community-informed practices across age groups.

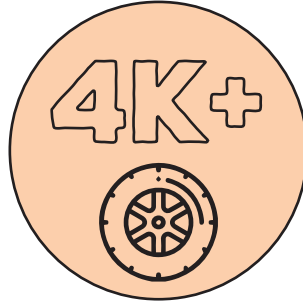


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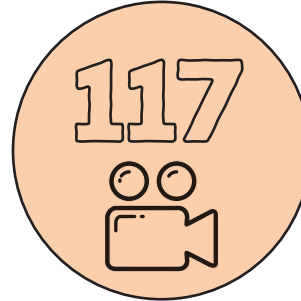
ENVIRONMENTAL SERVICES

09

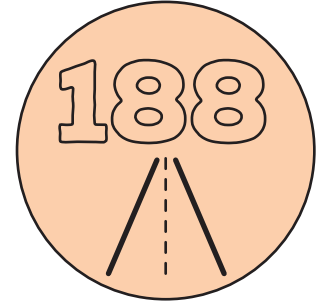
Our Environmental Services Program **combats harmful activities that threaten green, clean, and beautiful places** in Cincinnati's neighborhoods through illegal dumping and graffiti abatement. We **deter acts of environmental crime and vandalism** through strategic community partnerships and strong working relationships with local government agencies.



4,367 Tires Collected



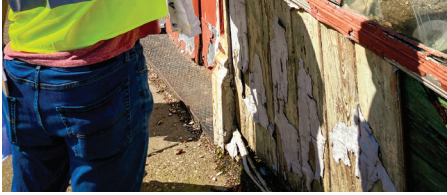
117 Illegal Dumping Incidents
Captured on Camera



188 Miles of Roadway Cleaned



Dump sites cause catastrophic damage to the surrounding environment and community. Working with partners, we monitor and clean up these sites to support healthy, thriving neighborhoods.



Volunteers from Samuel Adams were able to remove hundreds of tags in northern OTR in just a few hours with the help of our skilled team.

PROGRAM HIGHLIGHTS

This year we continued to partner with local community groups, the City of Cincinnati, and Hamilton County departments to **develop strategies to deter acts of Environmental Crimes**. Through the Ohio Environmental Protection Agency's Recycling and Litter Prevention, Recycle Ohio Grant, we purchased **new surveillance equipment that has been instrumental in our ongoing efforts to reduce illegal dumping** in our beautiful city. We are also pleased to announce that we have been able to expand staffing for the Environmental Services program through additional support from the city of Cincinnati.



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GREENSPACE

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After years of work and community engagement at our Spaces to Places site in Evanston, we finally installed this neighborhood gateway sign and garden!

Our Greenspace Program creates **clean, green, and beautiful places** in Cincinnati's neighborhoods through two signature initiatives; **Spaces to Places** and **Help-A-Lot**. The goal of both programs is to address the inequities of greenspace throughout Cincinnati. They do this by **encouraging people to restore underutilized public spaces into socially, culturally, and environmentally responsible spaces** that reflect the character of the neighborhood. Each year our staff works with **hundreds of volunteers to help maintain and establish our Greenspace program's Spaces to Places project sites**. We plant trees and flowers, weed, water, prune, edge, and mulch both existing and new project sites.



PROGRAM HIGHLIGHTS

This year we **continued to partner with Camp Washington** to design a new gateway space for the neighborhood. It will include a new pedestrian path, gateway sign designed by the community, and a landscaped garden bed. We **started a new Spaces to Places project in South Cumminsville** in partnership with Working In Neighborhoods and Human Nature, to design a new neighborhood greenspace that will include environmental education stations, pavilion shelter, gateway signage/artistic mural, insect pollinator garden beds, rainwater harvesting, invasive plant remediation, and an edible native tree grove area. The transformation of the underutilized space will help revitalize the neighborhood, build awareness, and educate the community on how to grow fruits and vegetables. It will help eliminate blight and **create a place where residents can gather, create, enjoy, explore, relax, and learn with nature!**



The Gateway sign and the Prairie landscape is incredible and has brought significant change and beauty to that area. Because of the extraordinary landscape work this site has been chosen to display the first of its kind Evanston, Ohio Historical Marker.

- Sharron Moon, Evanston Resident



VOLUNTEER PROGRAMS

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Our Volunteer Programs **empower everyone to better their community through beautification, litter prevention, and improving public spaces.** For over 24 years, from March through November, volunteers across the Tri-State rally to participate in massive cleanup efforts. **Together with our community partners we improve neighborhoods** through supporting cleanup events, organizing corporate give-back events, coordinating our Adopt-A-Spot program, and awarding Safe and Clean community grants.



Our Adopt-A-Spot program continues to see growth, with additional organizations and community groups getting support for regular cleanups.



Volunteers from altafiber worked at over a dozen sites in Roselawn this year to tackle projects large and small on the community's wishlist.



PROGRAM HIGHLIGHTS

Established by resident Kay Steinmetz, **Kay's Garden** long served as an oasis for nearby residents in Pendleton and Liberty Hill. After her passing, the garden fell into disrepair reaching its pinnacle of overgrowth last fall, subsequently rendering the sidewalk impassable. **Thanks to a renewed interest in the garden by its neighbors, a small but mighty crew of volunteers was formed.** But, it was going to take many hands to combat the years of neglect. To relieve the burden of this reset, **KCB partnered with 200 Gorilla Glue employees** for their Community Day this spring. In just one day, volunteers were able to remove tons of invasive species, making space for native plants and opening sight lines to promote public safety. Three beautiful murals now offer an opportunity for the public to engage in artwork where it's often not found. KCB's Volunteer Programs work to bring residents the **resources they need to bring their ideas to fruition and to improve the quality of life for all.**



SUPPORTERS

15

DONORS

*Donated in-kind goods or services

\$10,000 +

Alan B. Lindner
Cincinnati Arts Association
Jeff and Joy Harris

\$5,000-\$9,999

Bob Coughlin
Isaac M. Wise Temple

\$2,000-\$4,999

*Adobe
American Modern Foundation
Anonymous
CS Greater Cincy
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Rob and Kara Bult
Robert D. Lindner
Whole Foods Community Giving

\$1,000-\$1,999

Abbot Thayer
Anne Luecke
*Box

Geoff and Michelle Leder
Lauren Zeigler
Robert Donelan
Scott Gygi
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William J. Schneider

\$500-\$999

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Sandra D. Meyer
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*Tesla, Inc.
Timothy O'Connell
*YMCA Camp Ernst

\$250-\$499

*21C
*AC Hotel
Alanna Perez
Barbara and Dennis Foy
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*Cincinnati Reds
*Cincinnati Zoo
Courtney L. Deinlein
David Jackson
Edward Jones
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Eric Ries
Erin O'Grady

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Kyle and Robin Ludlow
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Mary Beth Luggen

Mary K. Ray
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Ralph P. Ginocchio
*Revel Urban Winery
Richard Ruddy
Roseann Hassey
Samuel Morgan-Jablonski
Scott Brail
Seetharaman Kishor
*Stonelick Hills Golf Club
Ted Fitz
*The Empanada's Box
Thomas R Moorman
Timothy Macconnell
*Wanda Holcomb
*Woodward Theatre

\$100-\$249

*12th Street Pilates
*4EG
Alexander Schutte
Alicia Stoughton
Alison Probst

Amber Baugh
Andrew Kiddon
Anne-Marie Farley
Ashley Basius
*Athleta
*B & A Street Kitchen
Barbara Bell
Barry Morris
*Boombox Buns
Brandon Druffel
Brent Leon
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Carole T. Rigaud
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Christine B. Driscoll
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Cincinnati Pride, Inc.
*Cincy Mulch Depot
Clark V. Crabill
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David Schmalz
David Westerbeck
Debbie Clark
*Debbie Messmer
Debra Hartsell
Debra Oliver
*Dewey's Pizza Clifton
Donald Beck
Donna Luggen
Douglas B. Robinson
Downtown Property Management
Edward Skintik
Elizabeth V. Campbell
*Elk Creek
*Elks Run Golf Course
*FCC
Galen G. Gordon
George P. Link
Gilbert C. Born
*Gorilla Glue
Helen Lowman
*Hilton Netherland

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James Radley
Jan Sharp
Janet G. Banks
Jerome and Erika Judd
Joanne Buchman
Joel Greenberg
Joy Y. Norman
Junior League Gardeners
Karen N. Webb
Kathleen Crawford
*Kendra Scott
Kimberly R. Starbuck
Krista Starvaggi
Linda Busken Jergens
Linda Holterhoff
Lindsay D. Berding
Lisa Bambach
Lisa Russell
Louise Watts
*Louvino
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Michael Frieling
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Misty Goetz
*Montgomery Inn
*Music Hall
Nancy Silverman
Neil Kravitz
*New Riff
*O Pie O
*OTR Museum
Otto M. Budig
*Perfect North
Peter Ruehlman
Rachel Coleman
*Red Bike
Reid Hartmann
Renee Rivard Arken
Richard W. Tepe
*Richter & Phillips Jewelers
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Shannon Yung
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*Standard OTR
Steven P. Hube
*Summit Hotel
Susan Bilz
Susan F. Castellini
Susan Kulick
*Taft's Ale House
Thomas D. Croft
Thomas J. Schaefer
Thomas Palmer
*Thunderdome
*Timbrook Guesthouse
*UDF

Under \$100

215 donors & in-kind supporters



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FINANCIALS

FISCAL YEAR JULY 1, 2021 - JUNE 30, 2022

REVENUE

Grants & Contracts	\$674,381	(49%)	●
Donated Materials & Services*	\$438,847	(32%)	●
Contributions	\$139,601	(10%)	●
Sponsorships	\$112,560	(8%)	●
Interest/Miscellaneous	\$1,219	(<1%)	●

Total Revenue \$1,366,608

* **Total Revenue Less In-Kind \$927,761**
(Donated Materials & Services)



EXPENSES

Cleanup & Beautification*	\$438,321	(48%)	●
Education & Public Awareness*	\$292,208	(32%)	●
Management & General	\$127,841	(14%)	●
Fundraising	\$54,789	(6%)	●

* **Program Services Subtotal \$730,520 (80%)**

Total Expenses \$913,150



Net Assets Beginning of Year: \$184,197
Net Assets End of Year: \$491,355
Net Change: \$307,158

6%

REVENUE GROWTH

VERSUS FISCAL YEAR 20/21

CONTRIBUTIONS INCREASED

116%

VERSUS FISCAL YEAR 20/21

For every dollar in public funding we were able to leverage a

\$26

COST BENEFIT

SPONSORSHIP INCREASED

144%

VERSUS FISCAL YEAR 20/21

SPONSORS



Netherland Rubber Company* • Human Nature* • Cincinnati Development Fund • 3CDC • Boston Beer Company • Sweeping Corp of America • The Motz Group • Thompson Hine LLP • Messer Construction • Ameritas • First Financial • Rumpke Waste & Recycling • The Roehr Agency

THANK YOU

A very special thank you to the City of Cincinnati's Department of Public Services, a long time partner, sponsor, and champion of Keep Cincinnati Beautiful.



GRANTORS



Carton Council • City of Cincinnati Neighborhood Operations Division • Hayden Family Foundation • Magnified Giving - St. Mary School



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We, the people of the Queen City, each have a stake in the place we call home. Eastside or west, we empower everyone to make their mark on the city we love. Through education, revitalization, and environmental initiatives, we transform people into catalysts for change in their communities. We help neighbors connect, collaborate, and problem-solve through a grassroots network that spans our 52 neighborhoods. By putting passion to work, boots on the ground, and tools in our hands, we ignite a collective force for good that only continues to grow.

RISE UP, QUEEN CITY. REP THE CROWN.



1115 Bates Avenue
Cincinnati, Ohio 45225
513-352-4380

www.KeepCincinnatiBeautiful.org



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