

# POWER OF PARTNERSHIP



KEEP CINCINNATI BEAUTIFUL

# WHO WE ARE

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## MISSION

To empower all Cincinnatians to build community and create a positive future through revitalization, education, and mobilization.

## VISION

Cincinnati is Beautiful, for Keeps! A safe, clean, & beautiful city.

## VALUES

Kindness • Fairness • Love • Honesty • Humor

## STAFF

Jonathan Adee: Executive Director  
 Megan Beck: Volunteer Programs Director  
 Emily Bottoni: Volunteer Projects Manager  
 Kirsten Brademeyer: Environmental Education Manager  
 Claire Bryson: Arts Program Co-Director  
 Caroline Cain: Applied Learning Coordinator  
 Katie Davis: Arts Program Co-Director  
 James Johnson: Environmental Services Coordinator  
 Sarah Mackenzie: Arts & Marketing Manager  
 Alistair Probst: Environmental Services & Greenspace Director  
 Samantha Shattuck: Development Manager  
 Jen Summers: Bookkeeper  
 Ty Wesselkamper: Safe & Clean Grant Coordinator

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# A LETTER

DEAR FRIENDS:

KEEP CINCINNATI BEAUTIFUL INVITES YOU TO CELEBRATE ANOTHER YEAR OF PROGRESS IN THE QUEEN CITY. OUR TEAM GREW NEARLY 50%, WITH MORE STAFF FOR PROGRAMMING IN EDUCATION, ARTS, ENVIRONMENTAL SERVICES, AND THE SAFE & CLEAN PROGRAM. REBOUNDED FROM THE PANDEMIC HAS HAD ITS STARTS AND STOPS, AND WE ARE THANKFUL THAT YOU'VE STOOD WITH US AS WE NAVIGATED ITS LINGERING IMPACTS.

THE 2022-2023 YEAR HIGHLIGHTED MORE THAN EVER THE POWER OF PARTNERSHIPS. THOUGH OUR STAFF HAS GROWN, IT REMAINS TRUE THAT OUR IMPACT WOULD BE IMPOSSIBLE WITHOUT THE COUNTLESS HOURS GIVEN BY OUR VOLUNTEERS. THE EXPERTISE AND SUPPORT OF OUR PARTNER ORGANIZATIONS, LOCAL GOVERNMENT, AND OUR CORPORATE PARTNERS ENABLED US TO PUSH THE LIMIT ON WHAT'S POSSIBLE. THANKS TO YOU, WE REACHED NEARLY EVERY NEIGHBORHOOD WITH MORE ART, MORE GREENSPACE, AND MORE ENVIRONMENTAL EDUCATION. WITH YOUR HELP EACH NEIGHBORHOOD IS BETTER THAN WE FOUND IT, WITH LESS LITTER, LESS BLIGHT, AND LESS ILLEGAL DUMPING.

IN THIS ANNUAL REPORT, YOU'LL SEE THE NUMBERS THAT TALLY OUR IMPACT, BUT IT IS THE PERSONAL STORIES OF A FLOURISHING CINCINNATI THAT REALLY MAKE THE DIFFERENCE. WE TAKE PRIDE IN OUR SELF-DESIGNATION AS A CONVENER IN OUR CITY; BRINGING THE DOERS AND THE BELIEVERS TOGETHER.

ON BEHALF OF OUR KEEP CINCINNATI BEAUTIFUL TEAM, THANK YOU FOR DEMONSTRATING THE POWER OF PARTNERSHIPS WITH OUR MUTUAL COMMITMENT TO A MORE BEAUTIFUL CITY FOR ALL.

WITH DEEP APPRECIATION,  
**JONATHAN ADEE**  
 Executive Director



# WHAT WE DO

**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.**

**WE HAVE HELPED TO KEEP CINCINNATI CLEAN, GREEN, AND BEAUTIFUL SINCE 1978. IN 1993 OUR NAME WAS CHANGED FROM THE CLEAN CINCINNATI COMMISSION, BUT OUR MISSION HAS STAYED THE SAME. OVER THE YEARS, OUR WORK HAS GROWN TO INCLUDE SIX PROGRAMS; ARTS, EDUCATION, ENVIRONMENTAL SERVICES, GREENSPACE, SAFE & CLEAN, AND VOLUNTEER PROGRAMS.**

## PROGRAMMING



### Arts

We transform eyesores and discarded places into community assets through site specific, dynamic works of art that are catalysts for neighborhood transformation.



### Greenspace

We address inequities of greenspace by encouraging people to restore underutilized public spaces into socially, culturally, and environmentally responsible spaces.



### Education

We cultivate community and environmental stewardship across generations, with school-aged students, young adults, and corporate partners.



### Safe & Clean

We fund community-led efforts to improve neighborhood safety, eliminate blight, and increase livability through local-level problem-solving projects.



### Environmental Services

We combat harmful activities that threaten green, clean, and beautiful places through illegal dumping monitoring and abatement.



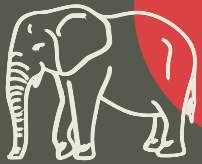
### Volunteer Programs

We engage volunteers, community groups, and businesses to combat blight through litter abatement, landscaping, and neighborhood-centered projects.

## A YEAR AT A GLANCE



**194,818 LBS**  
**RECYCLING DIVERTED**  
**FROM THE LANDFILL**  
(Equal to 20 Fiona the Hippos)



**750,364 LBS**  
**LITTER & DEBRIS**  
**COLLECTED**  
(Equal to 55 Tyler the Rumpke Elephants)



**1,000 SQ.FT.**  
**OF COMMUNITY**  
**MURALS PAINTED**  
(Equal to 10 Flying Pig Statues)



**222 ACRES**  
**PUBLIC LAND CLEANED**  
(Equal to 10 Paycor Stadiums)



**54%↑**  
**ECONOMIC**  
**DEVELOPMENT**  
(In Arts Program target areas)



**5,879 TIRES**  
**COLLECTED**  
(Equal to the height of 8 Carew Towers when stacked)



**12,746 HRS**  
**VOLUNTEER WORK**  
(Equal to \$405,331 or 6 full time city employees)



**29**  
**SAFE & CLEAN**  
**PROJECTS FUNDED**  
(14 of them in the top 10 neighborhoods with highest rates of violence)



**178 MILES**  
**OF STREET CLEANED**  
(Equal to 2 laps around the I-275 loop)

# OUR IMPACT

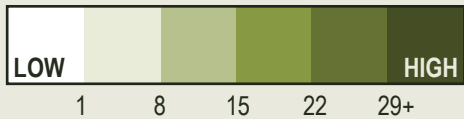
# 51

## NEIGHBORHOODS IMPACTED

by KCB programming out of 52 citywide  
(+ communities in Greater Cincinnati)

## PROGRAMMING IMPACT KEY

# of KCB project sites per neighborhood



**ROOTING RELATIONSHIPS**  
(Page 9)



**PARTNERSHIPS IN ACTION**  
(Page 11)



**DON'T DUMP THE 'NATI**  
(Page 18)



**BLINK & THE NEON WAVE**  
(Page 7)



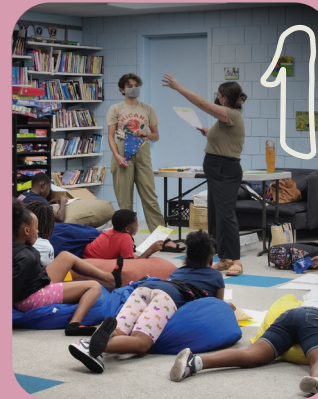
**PLACE-BASED LEARNING**  
(Page 13)



# BLINK & THE NEON WAVE

The Fall of 2022 saw the **post pandemic comeback** of BLINK, the city's 4-day art and light show spanning Over-the-Rhine, Downtown, and Covington. Our Arts team participated in years past as both light and mural artists, but wanted to contribute in a more lasting way with a permanent light installation. **Hinging off work we had done through *New Lines*, our mural series with Artworks** in the Goetz Alleyway of OTR, we focused on transforming one of the darkest, most unsafe sections of the alley with artistic illumination. We partnered with **artist group Davis and Cynthia Stanard to create *Neon Wave***, which was constructed out of a single strand of LEDs suspended in a geometric helix. It works within the tight constraints of the space to draw pedestrians in to discover the alley and the work of other local artists. During BLINK, the piece was programmed as a pulsing light beacon, but it now **permanently resides as a sustained light source** during evening hours to increase safety in the area as directed by **surveyed community members**.

In conjunction with BLINK, our **education team worked with over 100 students** throughout greater Cincinnati to create community ***Pride Flags*, a collective action eco-art project**, which was temporarily installed adjacent to *Neon Wave*. Using reclaimed industrial vinyl and artistic mediums over the course of 11 community engagement events students created flags that celebrate what they each love about their neighborhood and city. Finally we **brought back our 2019 light installation and fan favorite, *Party Cans***, to round out the Goetz Alley activation during the festival. The can, which emits a light and sound show when something is recycled, is meant to draw awareness to extensive litter issues and recycling in public places. Instead of solving problems by putting up gates and barriers, our **work creates art and awareness that encourages connection, diversity, and inclusion** as a way to revitalize these underutilized, forgotten spaces.



100+

STUDENTS  
CREATED PRIDE  
FLAGS DURING  
11 EVENTS

DOZENS OF  
COMMUNITY MEMBERS  
ENGAGED IN NEEDS  
ASSESSMENT &  
LIGHTING PLAN



Over 2 million people experienced BLINK. *Neon Wave* was one of 42 light installations and the only permanent piece.



*Pride Flags* and *Party Cans* were temporarily on display in the alleyway adjacent to *Neon Wave*.





**AFTER**



**BEFORE**

**“ I ALWAYS WANTED TO GIVE BACK AND EDUCATE MYSELF AND MY COMMUNITY ON THE IMPORTANCE OF EATING HEALTHY, AND GROWING YOUR OWN FOOD. WITH HELP FROM KCB, I NOW HAVE THE RESOURCES TO SUCCEED, I HAVE A COMMUNITY GARDEN WITH A LOT OF SUPPORT! ”**



Over 300 volunteer hours facilitated the removal of 60+ tires, 1 ton of illegally dumped debris, and 5,000 sq.ft. invasive plants.



Pamela Woods, South Cumminsville resident & site owner, helps maintain the new garden beds and 100+ native shrubs & trees planted.

# ROOTING RELATIONSHIPS

This past year's Spaces to Places project **addresses the inequities of vacancy and greenspace** in Cincinnati's South Cumminsville neighborhood. A centrally located vacant lot was transformed into a **community space that encourages residents to connect with nature**, create a sense of place, and learn how to grow food. The goal of this project was to **transform the site by creating a community garden destination** for residents, children, and guests; celebrating the presence of the Mill Creek West Branch; and working with the topography to integrate use areas and circulation throughout the site.

Pamela of South Cumminsville has had a longtime vision for the vacant lot. That vision was to **“establish a youth garden in South Cumminsville to revitalize our community**, build awareness, and educate the children and community on how to grow our own fruits and vegetables. I will eliminate blight and **create a place where people can come together to create, enjoy, explore, and learn.”**

Prior to Pamela's vision for the space, the land had been an eyesore for years, garnering over 60 complaints and violations for overgrown invasive weeds, litter, illegal dumping, junk cars and more. **To date, we have devoted over 300 volunteer hours to the project site!** With this volunteer support, we've removed invasive plants, cleaned up dumpsites, built garden beds, spread wildflower seeds, installed fencing, constructed a shelter space with seating and a tool maintenance cabinet, utilized reclaimed stone in the landscape, installed a rainwater catchment system, added log seating, painted a mural along the retaining wall, and planted dozens of native trees and plants within the once vacant lot. Informative signage for the site will be installed this Spring.



# PARTNERSHIPS IN ACTION



8+ miles of sidewalk & stairs cleaned, 2 new gateway signs, 1 new garden, and a pavilion constructed.



In North Fairmount we partnered with over 400 volunteers from altafiber. They worked a total of 1,200 hours which equates to \$38,000 in value.

**“ THANK YOU SO MUCH FOR MAKING THIS POSSIBLE. THERE IS NOTHING IN THE WORLD I WANT MORE THAN TO MAKE PEOPLE HAPPY AND YOU ARE MAKING A DREAM COME TRUE. ”**

- Sherwin Anderson,  
North Fairmount Community Center



Our most successful projects and initiatives are often those that are presented to us by an **engaged community partner with a vision** and mission to accomplish big things. An incredibly energetic new friend from the **North Fairmount Community Center (NFCC)** reached out to KCB in the spring of 2022 to help with a variety of beautification projects in the neighborhood. It **planted a seed of hope for change, that the community desperately wanted** and needed, and we thankfully have the resources to make those changes. There was a vision of what could be and we **worked together to see it come to fruition.**

As we were already in contact with and planning through the NFCC, we reached out to the **neighborhood community council**, adding some wish list items to our work plan with their input and blessing. (Thanks to Miss Pamela J Adams for her help!) A few desired project sites were on **Cincinnati Recreation Commission** properties, so we looped them in to get their take on our ideas and also discuss what they'd like to see happen with the playground. Our close partners at **Public Services** were brought in to discuss how we were going to dispose of all of the trash and debris we'd be collecting for the cleanup, and the **local District 3 Police Department** was notified as well to help ensure the safety of everyone out working that day. We even brought in local non-profit organization, **Spring in Our Steps** to help with the stairway cleanups we had on our to-do list.

With **projects planned through internal KCB collaboration**, community and city partners engaged, all that was missing were the volunteers! We worked with our **long-time friends at altafiber to be the workforce** to help us get it done. All we needed was some extra tools to equip our 400-person volunteer group. Cue the **Cincinnati Toolbank!** We couldn't have possibly accomplished what we did in one day without their tools. Volunteers came out in droves to tackle a variety of tasks with many different tools and equipment needed. Their incredible hard work resulted in **17.5 tons of litter and debris cleared** from streets, sidewalks, and stairwells. A brand **new outdoor garden space and a pavilion** were built for the community to enjoy. **Two new gateway signs were designed, constructed and installed** with surrounding plantings. Our city and community partners all worked alongside us and the volunteers, and truly we could not have had the impact or accomplished what we did without the help of everyone involved.



# PLACE-BASED LEARNING



As our Education program offerings have continued to evolve post pandemic, the past year saw us settling into a new groove of **programming that emphasizes the impact of cultivating stewardship** among Cincinnatians young and young at heart alike. Centering our programming around the idea of **place-based stewardship** allows us to tailor our educational offerings to the needs of specific communities. It also encouraged us to **deepen partnerships with organizations and community leaders** who were already activated to make change, but lacked the resources to execute larger projects in isolation.

In the spring of 2023, we **facilitated a cleanup with Shroder High School** sophomores at the Little Duck Creek Trail (near Bramble Park) in **partnership with Cincinnati Parks and community leaders**. Students learned about best practices for invasive species removal as they cleared garlic mustard and removed litter. Prior to the activation day, we **visited students in their classroom** to discuss how to identify garlic mustard, what to expect, and answer any questions that came up. Shroder being in proximity to Bramble Park meant that some students had visited the space, but did not know all it had to offer. Multiple students enjoyed the day's activities so much that we encouraged them to apply for Groundwork ORV's Green Teams.

In collaboration with our Volunteer Programs team we **partnered with Fidelity Investments** to offer the Education team's very first on-site presentation meant to **better engage corporate volunteers on place-based stewardship** building ahead of their team's cleanup scheduled a month later in Over-the-Rhine. This session allowed us to provide volunteers context on the neighborhood as well as project needs that would help better orient them in their volunteerism a month later. The **deepening of our partnership** with Fidelity broadened into a first of its kind collaboration between **Fidelity, the Boys and Girls Club of Greater Cincinnati, and KCB**. Foundations were laid for a **cross-organizational activation day and the introduction of a learning garden** at South Avondale Elementary that would take place in the Summer of 2023 and continue to the present.

The Education Team's new Cultivating Stewardship program **celebrates and integrates with each of KCB's other program areas**. It gives us the opportunity to **nurture care for public spaces among our city's younger residents**, and to appreciate the diverse ways in which we make those spaces more vibrant for all who frequent them. Cultivating Stewardship challenges all Cincinnatians to take ownership of our shared spaces, no matter their age or zip code.



Students learned about invasive species and then helped to remove them in their community.



We launched our corporate place-based stewardship program with Fidelity Investment.

# 150+

YOUTH ACTIVATED IN  
PROGRAMMING FOCUSED ON  
PLACED-BASED LEARNING



# FINANCIALS

FISCAL YEAR JULY 1, 2022- JUNE 30, 2023

## REVENUE





Grants & Contracts	\$1,024,581	(50%)	
Donated Materials & Services*	\$594,084	(29%)	
Contributions	\$131,464	(6%)	
Sponsorships	\$104,324	(5%)	
Interest/Miscellaneous	\$182,989	(9%)	



Total Revenue \$2,037,442

\* Total Revenue Less In-Kind \$1,443,358  
(Donated Materials & Services)

## EXPENSES

Cleanup & Beautification*	\$898,818	(66%)	
Education & Public Awareness*	\$161,774	(12%)	
Management & General	\$156,278	(11%)	
Fundraising	\$146,833	(11%)	



\* Program Services Subtotal \$1,060,592 (78%)

Total Expenses \$1,363,703

Net Assets Beginning of Year: \$491,355

Net Assets End of Year: \$574,119

Net Change: \$82,764

**\$31**

### COST BENEFIT

For every dollar in public funding, we leveraged exponential community benefit

**REVENUE INCREASE**

**56%**

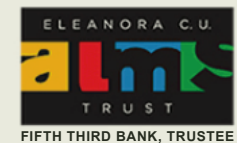
Versus fiscal year 2021/22

# SPONSORS



IGS Energy • Keating Muething & Klekamp PLL • PNC Bank • \*Human Nature • Kroger • On Your Feet LLC • Rhinegeist Brewery • Blue Ribbon Arson Committee • General Electric Evendale Plant • Community Shares of Greater Cincinnati • Rumpke • Northrop Grumman • Boston Beer Company • Epsilon • Fidelity Investments • GE Aerospace • Paycor • Truist Insurance Holdings • Uptown Rental Properties • \*Team B Architecture

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Louise Watts  
Sarah Wenke  
David & Sandy Westerbeck  
Caitlin Wright

### UNDER \$100

210 supporters

**THANK YOU**

city of  
**CINCINNATI**  
PUBLIC SERVICES



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.

# WHAT'S NEXT?



## DONT DUMP THE 'NATI

**Illegal dumping affects everyone** in the City of Cincinnati. It creates litter and blight that harms those who live near it and costs the city to clean it up. **Cleaning up illegal dumpsites costs the city over \$2 million** of taxpayer money each year. To help proactively curb illegal dumping in our city, we designed a **pilot program *Don't Dump the 'Nati*** this past Spring that had some exciting results. In **partnership with Rumpke and the Cincinnati Department of Public Services**, we provided a **free waste drop off program for citizens**. The purpose of this program was to **remove the two main barriers (cost and distance)** people have when properly disposing of waste. In addition, we offered Rumpke vouchers that allowed anyone to take up to one truck load of debris to the landfill for free.

The *Don't Dump the 'Nati* event was a huge success with **554 loads dropped off**. These drop-offs came from **46 zip codes**, representing each zip code in the city. We collected over **50 tons of diverted material**, distributed 350 resource guides, installed 250 yard signs advertising the event, and handed out 658 Rumpke landfill vouchers. Data collected showed that during this time there was a **20% decrease in the number of illegal dumping complaints**.

Building off the success of this initial program and support from the community, we are going to **continue this collection event in 2024!** We will be partnering again with the City of Cincinnati and Rumpke to hold **one collection event per month from March to November**. Given the results of our pilot program we expect even bigger results this year and hope to **reverse the harmful impacts illegal dumping** has on our city.



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

[WWW.KEEPCINCINNATIBEAUTIFUL.ORG](http://WWW.KEEPCINCINNATIBEAUTIFUL.ORG)



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