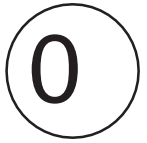


# WHO WE ARE



## 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

## BOARD

**Jeff Harris** | Board President

**Jacklyn Bryson** | Vice President

**Courtney Reitman-Deinlein** | Treasurer

**Geoffrey Leder** | Secretary

**Ted Fitz** | Member-At-Large

**Damany Abernathy** | **Lesley Schaefer Koth**

**Kari Armbruster** | **Kyle**

**Melanie Burden** | **Ludlow Anne**

**David Castillo-** | **Luecke Andrea**

**Gocher Kathleen** | **Mersmann Tim**

**Crawford Michelle** | **O'Connell Erin**

**Edwards Kate** | **O'Grady Alanna**

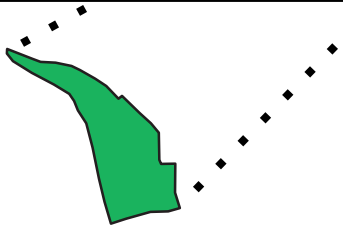
**Fortlage** | **Perez**

**Dean Ferrier** | **Emily Rossetti**

**Roseann Hassey** | **Weaver**

**Seetharaman** | **Kate**

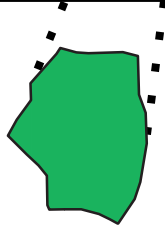




## OVER-THE-RHINE



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

0

5

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%



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

52%  
81

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**



2021-2022  
ANNUAL REPORT  
**KEEP CINCINNATI BEAUTIFUL**



# ENVIRONMENTAL EDUCATION

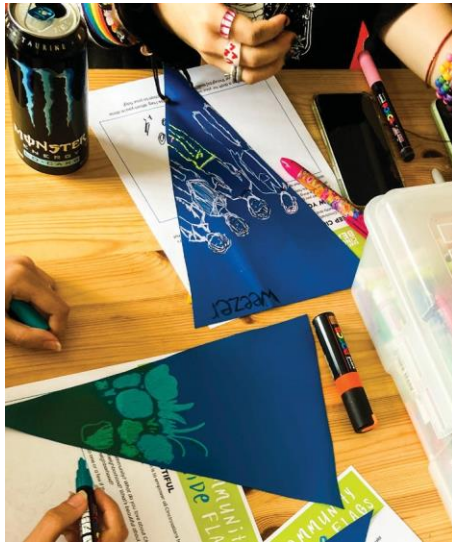
0

## 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.



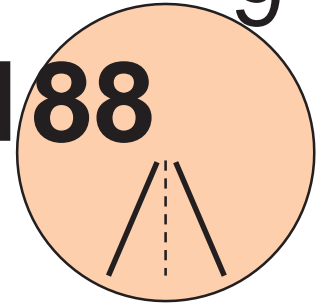
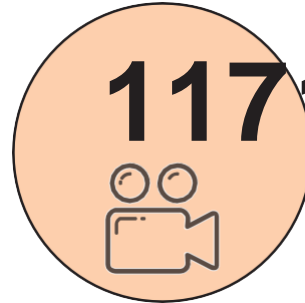
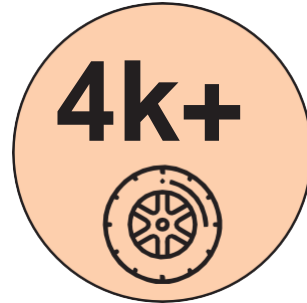
2021-2022  
ANNUAL REPORT  
**KEEP CINCINNATI BEAUTIFUL**

# ENVIRONMENTAL SERVICES

0

9

Our Environmental 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.



*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.



# GREENSPACE

1



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

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 first of its kind Evanston, Ohio Historical Marker.

“

- **Sharron Moon, Evanston Resident**



2021-2022  
ANNUAL REPORT  
**KEEP CINCINNATI BEAUTIFUL**

# VOLUNTEER PROGRAMS

1

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.



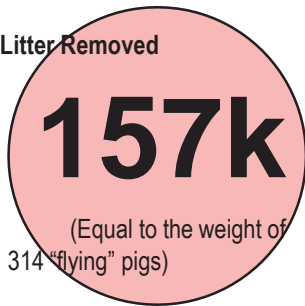
*Our Adopt-A-Spot program continues to see growth, with additional organizations and community groups getting support for regular cleanups.*

3



*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.**



# SAFE & CLEAN NEIGHBORHOOD FUND

The purpose of the Safe and Clean Neighborhood Fund is to support and encourage community-based and community-initiated efforts to improve neighborhood safety, eliminate blight, and increase livability through local-level problem solving approaches and projects.



## **SAFE & CLEAN GRANT VERSUS SAFE & CLEAN ACCELERATE GRANT**

### **SAFE AND CLEAN GRANT**

- \$50,000 distributed annually since 2007
- Grant awards up to \$10,000
- Bi-annual deadlines in September & March
- Cash, in-kind and/or volunteer match required

### **SAFE AND CLEAN ACCELERATE GRANT**

- Additional \$500,000 to distribute by 2024
- Minimum grant award \$1,000 with no maximum award
- Quarterly deadlines in June, September, December, and March
- Cash, in-kind, and/or volunteer match NOT required
- Priority focus in Cincinnati's "top-ten" neighborhoods experiencing gun violence

[Link to complete grant guidelines](#)

## Grant Criteria

Projects must demonstrate measurable outcomes (i.e. changes in the conditions of safety, cleanliness, and livability) as a result of having completed the funded project/program. Grant applications must provide information according to four key selection criteria:

- Severity of the Problem or Condition
- Leverage of Resources (financial, volunteers, etc.)
- Effectiveness of the Proposed Response (including measurable outcomes)
- Partnership/Collaboration

Strengths in the above four criteria will enhance the competitiveness of any proposal. Other guidelines include:

- All projects/programs receiving grants must be implemented within the City of Cincinnati limits.
- Projects/programs must demonstrate a commitment to the S.A.R.A. problem-solving framework during planning and execution.
- All projects/programs must be initiated in the program year and demonstrate measurable impact within one year from receipt of funds.





# SARA MODEL

SCANNING	ANALYSIS	RESPONSE	ASSESSMENT
-Identifying recurring problems & concerns	-Identifying & understanding the events/conditions that precede and accompany the problem	-Brainstorming new interventions	-Collecting pre- and post-response qualitative and quantitative data
-Selecting problems for closer examination	-Identifying relevant data to collect	-Searching for what other communities with similar problems have done	-Determining whether goals and objectives were attained
-Determining frequency/length of problems	-Researching what is known about the problem type	-Stating the specific objectives for the response plan	-Identifying any new strategies needed to augment the original plan
-Developing broad goals		-Carrying out planned activities	

goals

**What is the problem?**

**Why does this problem exist?**

**How will we fix this problem?**

**How will we measure success?**



Organization/Committee/Group/Awarded

Clifton Town Meeting

## General Information

College Hill Forum

Cornerstone Renter Equity

Clifton Business Association

CUF

Evanston Community Council

East Price Hill Improvement Association - Price Hill Will

Madisonville

Mission Ministries

Price Hill Safety CAT

OTR Community Housing

Walnut Hills Redevelopment Foundation

Wave Pool

East Price Hill Improvement Association-Santa Maria

Village

Development Corporation

- Total Awarded: **\$446,800.00**

Lower Price Hill Neighborhood Association

- Total organizations/groups funded: **19**

Bond Hill Community Center

- Total applicants for Accelerate Round 1: **17**

Revolution Dance Theater

- Total applicants for Accelerate Round 2: **20**

Whitney Strong

- Total applicants for Accelerate Round 3: **18**



## Voting Committee

Keep Cincinnati Beautiful convenes a six-member Fund Advisory Committee to review grant applications and make recommendations for funding. Composition of the Fund Advisory Committee will be as follows:

- One representative from **Keep Cincinnati Beautiful**; this representative will also serve as the Fund Advisory Committee's convener
- One representative from **Community Development and Planning**
- One representative from the **Police Department**
- One representative from the **City Manager's office (ex officio member)**
- One representative from **Public Services**
- One member from the **private sector (representing a broad cross-section of the community) selected by Keep Cincinnati Beautiful**

Nominees will serve on the Fund Advisory Committee for one year. In the case of resignation or removal of a representative, Keep Cincinnati Beautiful will replace the representative in time to participate in the upcoming round of application reviews and recommendations.

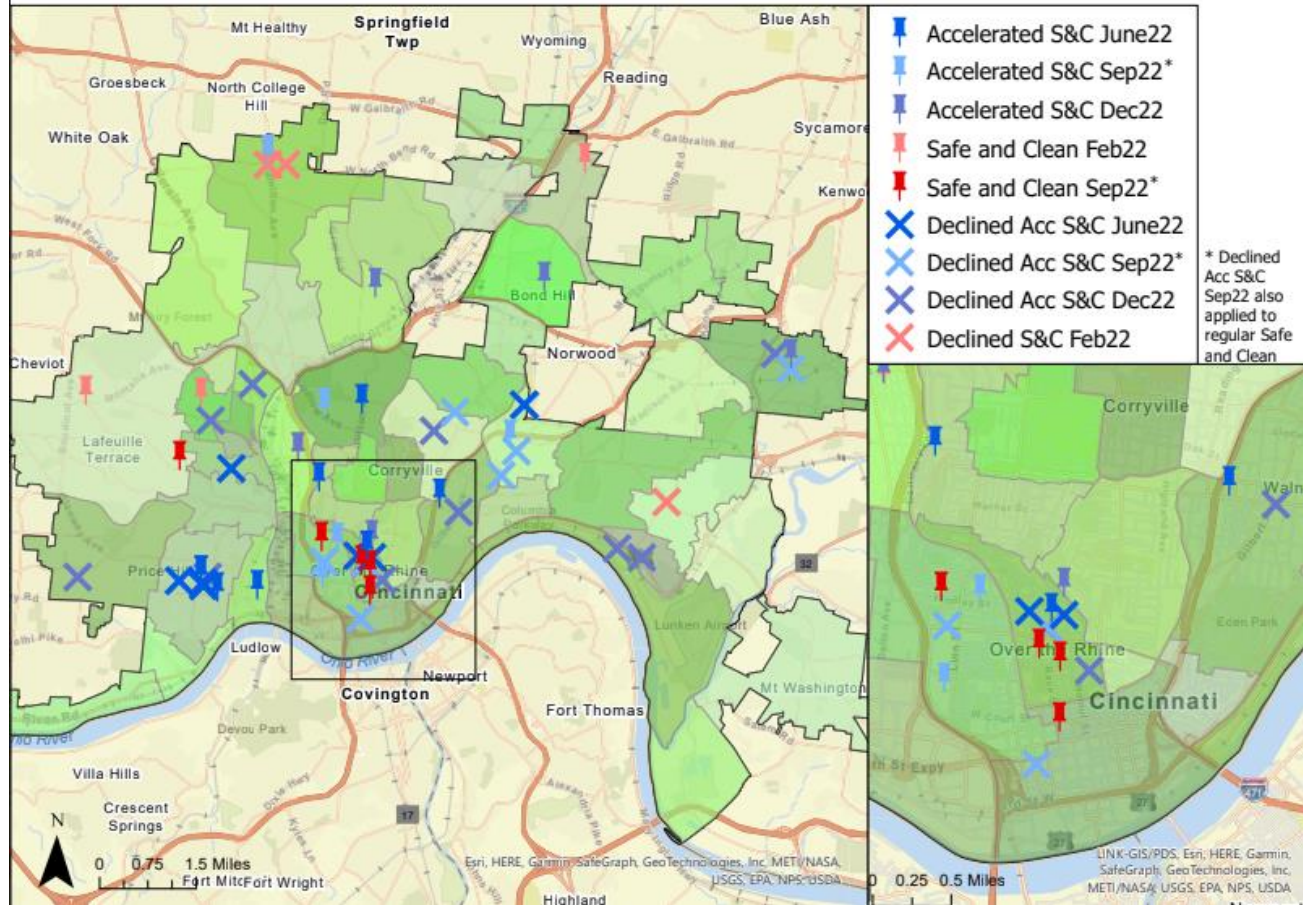
**\*\* KCB representative has only one vote.**

# All Safe and Clean and Accelerated Grants for 2022 by Neighborhood





# Location of Safe and Clean and Accelerated Grants 2022



# FINANCIALS

FISCAL YEAR JULY 1, 2021 - JUNE 30, 2022

1

## 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)

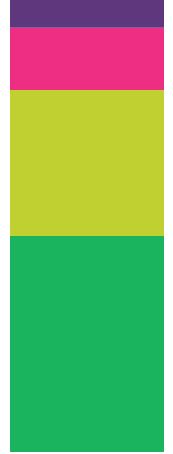


## expenses

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**

**Sponsorship INCREASED**

**144%**

VERSUS FISCAL YEAR 20/21