



# KEEP CINCINNATI BEAUTIFUL

AN AFFILIATE OF KEEP AMERICA BEAUTIFUL

SWEAT.  
DIRT.  
smiles.

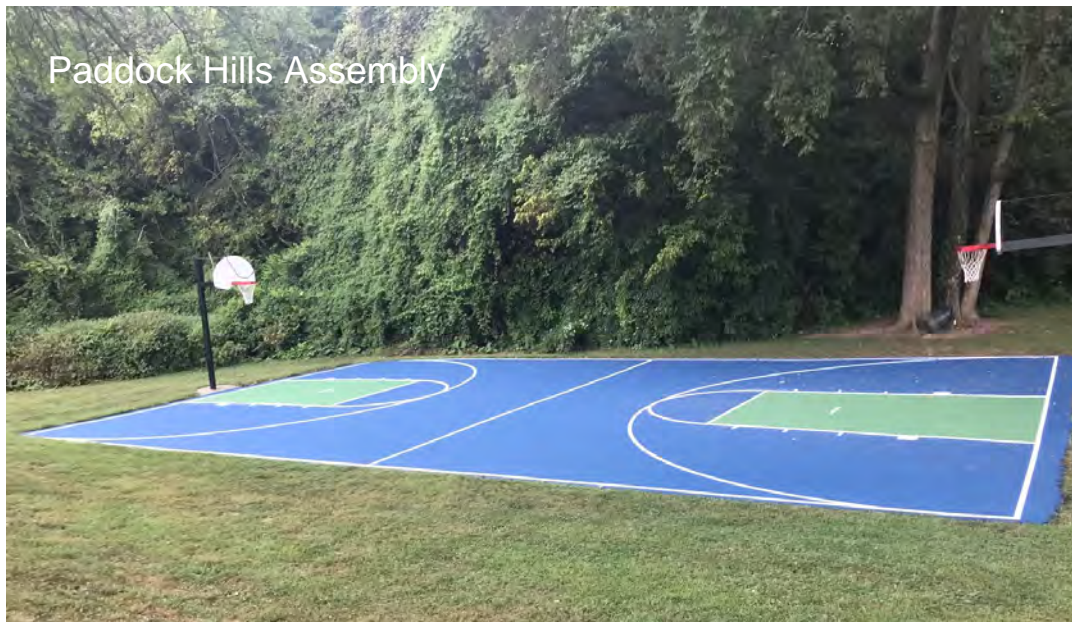


Love  
THY  
'NATI



# 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
<ul style="list-style-type: none"> <li>-Identifying recurring problems &amp; concerns</li> <li>-Selecting problems for closer examination</li> <li>-Determining frequency/length of problems</li> <li>-Developing broad goals</li> </ul>	<ul style="list-style-type: none"> <li>-Identifying &amp; understanding the events/conditions that precede and accompany the problem</li> <li>-Identifying relevant data to collect</li> <li>-Researching what is known about the problem type</li> </ul>	<ul style="list-style-type: none"> <li>-Brainstorming new interventions</li> <li>-Searching for what other communities with similar problems have done</li> <li>-Stating the specific objectives for the response plan</li> <li>-Carrying out planned activities</li> </ul>	<ul style="list-style-type: none"> <li>-Collecting pre- and post-response qualitative and quantitative data</li> <li>-Determining whether goals and objectives were attained</li> <li>-Identifying any new strategies needed to augment the original plan</li> </ul>
<p><b>What is the problem?</b></p>	<p><b>Why does this problem exist?</b></p>	<p><b>How will we fix this problem?</b></p>	<p><b>How will we measure success?</b></p>



Organization/Communities/Groups Awarded

Clifton Town Meeting  
 College Hill Forum  
 Cornerstone Renter Equity  
 Clifton Business Association

## General Information

CUF  
 Evanston Community Council  
 East Price Hill Improvement Association - Price Hill Will  
 Mission Ministries  
 Price Hill Safety CAT  
 OTR Community Housing  
 Walnut Hills Redevelopment Foundation  
 Wave Pool

Madisonville

East Price Hill Improvement Association-Santa Maria  
 Development Corporation  
 Lower Price Hill Neighborhood Association

Village

Bond

Hill Community Council  
 Revolution Dance Theater  
 Whitney Strong  
 Robert O'Neal Multicultural Center

- Total Awarded: **\$446,800.00**
- Total organizations/groups funded: **19**
- Total applicants for Accelerate Round 1: **17**
- Total applicants for Accelerate Round 2: **20**
- 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.**



# 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

Jeff Harris | Board President  
Jacklyn Bryson | Vice President  
Courtney Reitman-Deinlein | Treasurer  
Geoffrey Leder | Secretary  
Ted Fitz | Member-At-Large

Damany Abemathy	Lesley Schaefer Koth
Kari Ambruster	Kyle Ludlow
Melanie Burden	Anne Luecke
David Castillo-Gocher	Andrea Mersmann
Kathleen Crawford	Tim O'Connell
Michelle Edwards	Erin O'Grady
Kate Fortlage	Alanna Perez
Dean Ferrier	Emily Rossetti Weaver
Roseann Hassey	Kate Reed
Seetharaman Kishor	Veta Uddin

## CONTENTS

**03** What We Do



**05** Arts



**07** Environmental  
Education



**09** Environmental  
Services



**11** Greenspace



**13** Volunteer  
Programs

**15** Supporters

**17** Financials

## LETTER FROM THE BOARD

Dear Friends and Supporters,

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



2021-2022  
ANNUAL REPORT  
KEEP CINCINNATI BEAUTIFUL

# WHAT WE DO

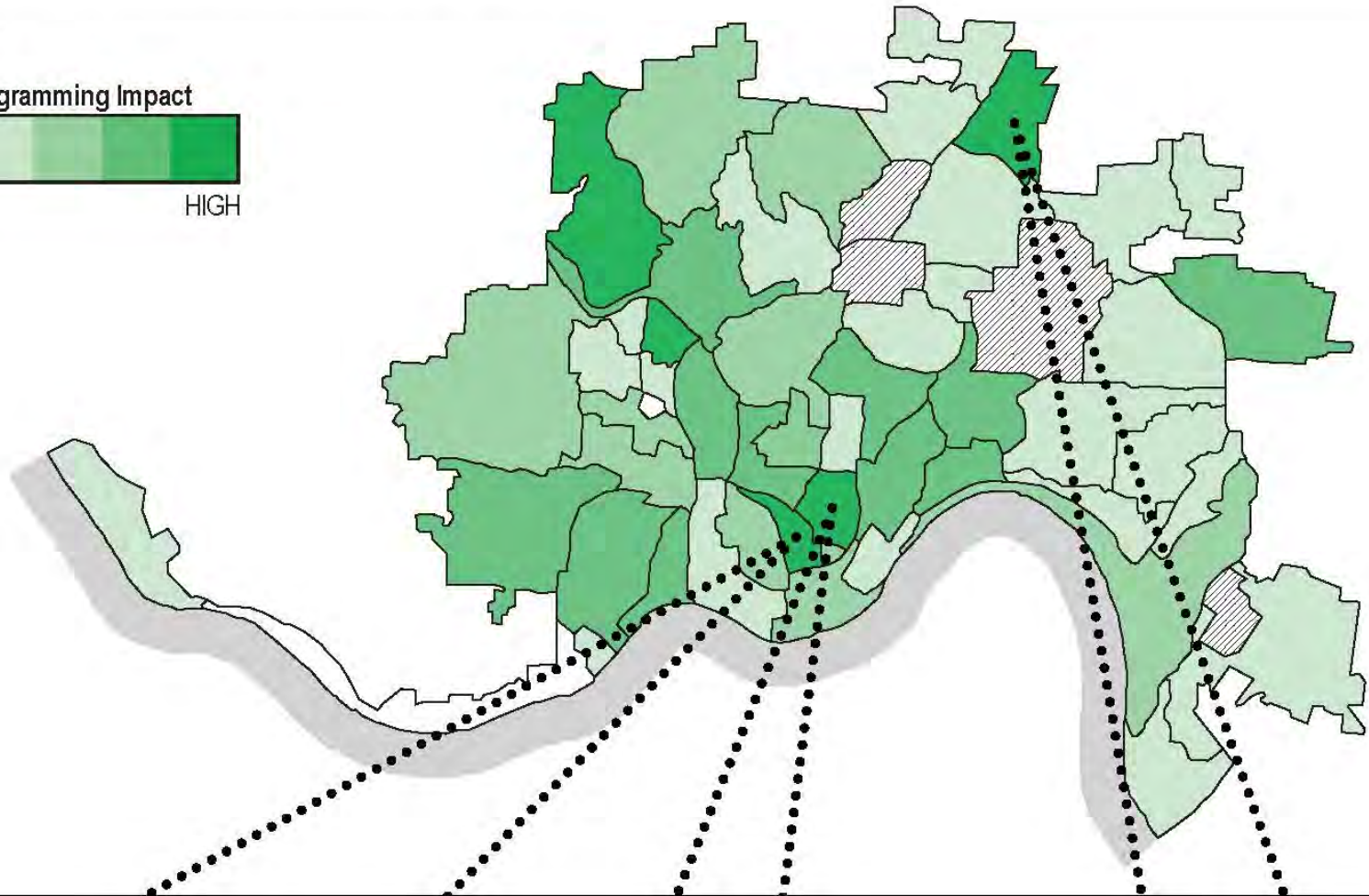
## KEY

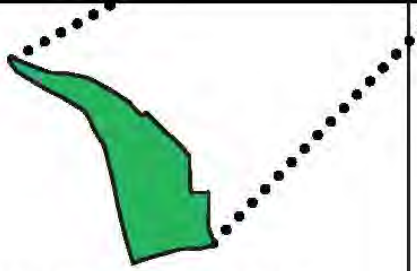
KCB Programming Impact



LOW

HIGH

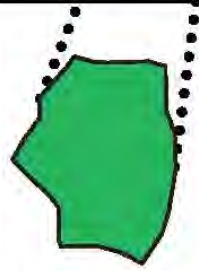




## OVER-THE-RHINE



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.**



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

# 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.



2021-2022  
ANNUAL REPORT  
KEEP CINCINNATI BEAUTIFUL



# ENVIRONMENTAL SERVICES

09

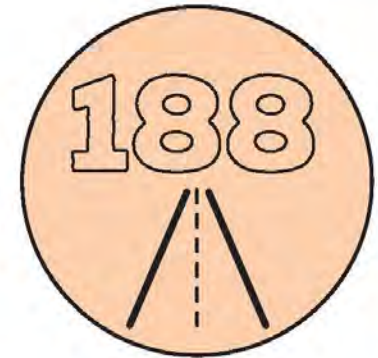
Our Environmental Services Program **combats harmful activities that threaten green, clean, and beautiful places** in Cincinnati's neighborhoods through illegal dumping and graffiti abatement. We **deter acts of environmental crime and vandalism** through strategic community partnerships and strong working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



2021-2022  
ANNUAL REPORT  
KEEP CINCINNATI BEAUTIFUL

# GREENSPACE

11



*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**



2021-2022  
ANNUAL REPORT  
KEEP CINCINNATI BEAUTIFUL

# VOLUNTEER PROGRAMS

13

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.**



2021-2022  
ANNUAL REPORT  
KEEP CINCINNATI BEAUTIFUL

# FINANCIALS

FISCAL YEAR JULY 1, 2021 - JUNE 30, 2022

17

## 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



HAMILTON COUNTY  
**R3SOURCE**  
REDUCE. REUSE. RECYCLE.



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

**CHARLES H. DATER  
FOUNDATION**



**L&L Nippert**

CHARITABLE FOUNDATION



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



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



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.**



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[www.KeepCincinnatiBeautiful.org](http://www.KeepCincinnatiBeautiful.org)



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