

Scenic Cities Beautiful Commission
Jeanette Eigelsbach
900 East 11th Street Chattanooga, TN 37403
757-0061

Our Mission:

Engaging individuals to take greater responsibility for improving their community.

Guiding Principles

Education: This is the key to encouraging positive behaviors toward community improvement.

Individual Responsibility: Improving communities, their environment, and quality of life all begins with personal responsibility -- individuals becoming more engaged as citizens.

Public-Private Partnerships: Broad-based community alliances are essential to achieve sustained community improvement.

Volunteer Action: By engaging volunteers we extend the reach of our education and multiply the impact of our actions.

Our Focus

Litter Prevention: Defining litter, identifying the causes, and reducing it by organizing cleanups, and promoting proper handling of discarded waste in our communities.

Waste Reduction and Recycling: Reducing the impact of solid waste in our communities through integrated programs including responsible consumerism, source reduction and reuse, recycling and education about landfills and composting.

Beautification: Improving the visual aspects of our communities through programs that beautify and naturally clean our environment including community gardens, restoring vacant lots, highway beautification, urban forests, native and wildflower plantings, and graffiti prevention and abatement.

Support Requested \$ 5,000

Section II: City Council Questionnaire

What other Chattanooga organizations have a mission similar to yours? None

What does your organizations do, supply, or perform that no other organization in Chattanooga addresses?

SCBC programs and projects foster commitment to community stewardship and provide an outlet and platform for community building activities by citizens.

Cleanup events are often the first eco-volunteerism exposure that children experience in their neighborhoods providing opportunity to inspire civic engagement that addresses the challenges of our time.

SCBC is the Tennessee Department of Transportation Litter Grant Education Coordinator. Scenic Cities is the local coordinator for TDOT's "Stop Litter" campaign with billboards, PSAs on radio and on MTV, VH1 and BET in addition to other benefits.

SCBC is one of only 24 Keep America Beautiful, Inc. & Keep Tennessee Beautiful affiliates in the state.

What is your fiscal year? July 1st-June 30

List the previous years you have submitted requests to the City of Chattanooga, the amount of the requests, and the amounts granted?

Scenic Cities Beautiful has been supported by the city of Chattanooga since 1962. FY 2004-2005 \$30,294 was received. Across the board cuts in FY 2005-2006 brought support to \$22,888 annually until FY 2010-2011 in which a cut and then an additional cut to agencies brought support to \$4,220. For Fiscal Year 2011-2012 SCBC requested & received \$5,000 from the city. \$5,000 in funding was requested and received for FY 2012-13

Scenic Cities Beautiful has no debt

What percentage of your budget dedicated to salaries vs. percentage of budget dedicated to client programs or benefits?

Approximately 23 % is salary

What cost savings initiatives did your organization undertake during the preceding year?

SCBC has leveraged our partnership with Keep America Beautiful to acquire huge donations from national sponsors including Glad garbage bags, Nestle Pure Life water, banners, posters, t-shirts, educational materials & supplies assistance by Bridgestone who contracts with a hauler to dispose of tires collected in cleanups, Waste Connections provides hauler discounts. Troy-built has donated equipment. Many local businesses donate and participate in projects as well.

With the unfunded vacancy of the Director of SCBC the Program Coordinator performs the duties of two people and uses her own car to travel to programs & projects with no mileage compensation. She also uses her own cell phone with no city reimbursement.

The Program Coordinators' salary is well below the expected salary for an individual of her experience and background.

List travel expenses over the last three years and how the travel benefited your organization.

Total travel expenses are \$1,944.95 for the last three years. There are valid and good reasons for travel to Keep America Beautiful and TDOT training and conferences that benefit employee, organization and community. Unfortunately with one staff person calendar conflicts have forced the choice of travel and working locally. For the past three years SCBC Program Coordinator has chosen to work on the local projects or programs that were conflicting with travel. Ongoing training & education is worthy to meet the need to extend local knowledge and contacts and to spread our successful programs and projects to benefit other communities.

Do your clients pay anything for your services, products, programs? If so, explain.

No. Quality educational programs and activities are offered free of charge. This enables underserved populations to have the same exposure to improvement concepts and tools as those with more resources.

What is your strategic plan to become independent of City funding?

Scenic Cities Beautiful Commission was established and ratified by Charter of the city of Chattanooga: Chapter 9. Beautification...there is hereby established a Scenic Cities Beautiful Commission to act as a regional beautification commission throughout the county, including the territory in all this city...

The Litter Law amendment [TCA 39-14-5] contains language to encourage the use of fines to go into the general fund of municipalities to help fund programs like Scenic Cities. Scenic Cities is dedicated to the enforcement of the litter law and is working in partnership to increase the number of citations thereby generating potential fund assistance.

PROGRAM OUTCOME INFORMATION

Scenic Cities Beautiful Commission

Agency Mission: To engage individuals to take greater responsibility for improving their community

Program Goal:

To change behaviors and improve the community through a focus on:

Litter prevention-identifying the cause, reducing it and organizing cleanups.

Waste reduction- reducing the impact of solid waste in our community through integrated programs including source reduction and reuse, recycling, education about landfills and composting.

Beautification-improving and preserving our areas natural beauty including community gardens, highway beautification, graffiti prevention and abatement.

Outcome Objectives:

To improve the visual appearances of our community and in turn the quality of life of its citizens.

To have citizens engaged in our programs to extend the reach of our education and multiply the impact of our actions.

To instill personal pride in ones community, which leads to a safer, healthier, more attractive place in which to live, work and play.

Priority Area Addressed:

Partnering with national, regional, state, and local government to provide programs and projects to enable businesses, schools, organizations, groups and individuals to perform positive actions to improve and preserve the assets of our community. Scenic Cities Beautiful received the TDOT Litter Grant Program Award of Excellence three times in a row. The Award of Excellence recognizes outstanding programs for their creativity and dedication to engaging fellow Tennesseans to take greater responsibility for their community. SCBC received the Keep America Beautiful President's Circle Recognition Award recognizing the standards of excellence achieved by the affiliate in 2012.

Means of Measurement:

SCBC uses the national Keep America Beautiful, Inc. [KAB] Litter Index. The Litter Index is a visual assessment of litter in the entire community. Scenic Cities Affiliate requirement is to submit reports to KAB for analysis. Scenic Cities' KAB Cost Benefit Analysis tracks volunteer participation and benefits returns.

Outcome Results:

Year –end report submitted to Keep America Beautiful, Inc. for 2012 shows the following results
132 litter cleanups, 71 litter free events; participated in the beautification of 30 sites including planting of shrubs, flowers & bulbs; community education included classroom presentations, youth group presentations and other community outreach programs that reached over 28,000.
Total value of volunteer hours, donated in-kind cost avoidance and reduction in government cost was approximately \$488,500
Cost Benefit Ratio: for every \$1.00 of city and county/state litter grant support given to SCBC we return \$13.53 worth of benefits to the community.

Comparative Information: There is no other similar supported agency, department or nonprofit with the overall goals of SCBC. SCBC is one of only 24 state KAB affiliates under the auspices of Keep Tennessee Beautiful.

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900 East 11th Street
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Board of Directors

Deborah Noel-Maddox
1903 Ivy Street
Chattanooga, TN 37404

Greather Tinker
4405 Luna Lane
Chattanooga, TN 37411

Caroline Schaerer
11934 Crestwood trail
Harrison, TN 37341

Jaunie Weaver
3702 Rosalie Terrace
Chattanooga, TN 37416

Mary Parker
2010 Schmidt Road
East Ridge, TN 37412

Connie Bell
6210 Sagefield Drive
Harrison, TN 37341

Heather Bruggink
990 Wyndsor Drive
Hixson, TN 37343

Terms expire on 8/17/15

Attachment B: Comparative Financial Information

This section relates to agency efforts specifically funded by Chattanooga dollars to benefit Chattanooga residents, relative to the dollars given by adjoining governmental entities.

Dollars provided to your organization in FY 2012 by the following entities:	Percent of your total annual operational funding provided by local government	% of Hamilton County Population*
Chattanooga	50	49.83%
Unincorporated Hamilton County	50	30.22%
Hamilton County Government's (General funds)		
Collegedale		2.46%
East Ridge		6.24%
Lakesite		0.54%
Lookout Mountain		0.54%
Red Bank		3.46%
Ridgeside		0.12%
Signal Mountain		2.25%
Soddy-Daisy		3.78%
Walden		0.56%
Other (Outside Hamilton County)		
	Above percentages should total 100%	
Percent of Services rendered to residents of:	Estimate, if you do not now track this data.	
Chattanooga		49.83%
Unincorporated Hamilton County		30.22%
Hamilton County Government's (General funds)		
Collegedale		2.46%
East Ridge		6.24%
Lakesite		0.54%
Lookout Mountain		0.54%
Red Bank		3.46%
Ridgeside		0.12%
Signal Mountain		2.25%
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Other (Outside Hamilton County)		
	Above percentages should total 100%	

1. Attachment D: Schedule of Positions, Salaries & Wages

ALL FINANCIAL INFORMATION TO THE NEAREST DOLLAR. FOR ADDITIONAL EMPLOYEES, COPY THIS FORM AS NEEDED.

[illegible]

Attachment E: Major Sources of Funding for the Past Five Years

[illegible]

Attachment F: Budget Format									
CITY OF CHATTANOOGA									
FY2014 Agency Funding Financial Form									
Account Category	Actual FY2010	Actual FY2011	Actual FY2012	Budget FY2013	Request FY2014	Incr (Decr) Request vs. FY13 Bud	% Change Request vs FY13 Bud		
REVENUES									
Contributions									
Individuals/Private									
Corporate/Organizations/Churches									
Fees/Grants from Governmental Agencies									
Federal									
State	32,600.00	32,600.00	38,400.00	37,800.00		-37800	-100.0%		
Hamilton County	22,888.00								
City of Chattanooga	5,000.00	4,220.00	5,000.00	5,000.00	5,000.00				
Other Cities (Please list)									
United Way									
Foundations (including grants)	600.00		5,250.00						
Gross Proceeds Special Events									
Other UWS/Federations									
CFC/Designations received thru UWGC									
UWGC Program Allocation									
UWGC Special Funding									
Membership Dues									
Program Income									
Governmental Insurance									
Private Insurance									
Contracted Services									
Fee for Services									
Other Program Income									
Sales to Public									
Investment Income									
Miscellaneous	97,096.00	75,471.00	257,000.00	246,803.00	212,746.00	-34057	-13.8%		
(major item)									
Transfers in from other internal budgets									
Income from Previous Year									
TOTAL REVENUES	\$ 158,184.00	\$ 112,291.00	\$ 305,650.00	\$ 289,603.00	\$ 217,746.00	\$ (71,857.00)	-24.8%		

