

CARTER COUNTY

TENNESSEE



Breathtaking beauty

Genuine experience



Keep Carter County Beautiful

Who are we?

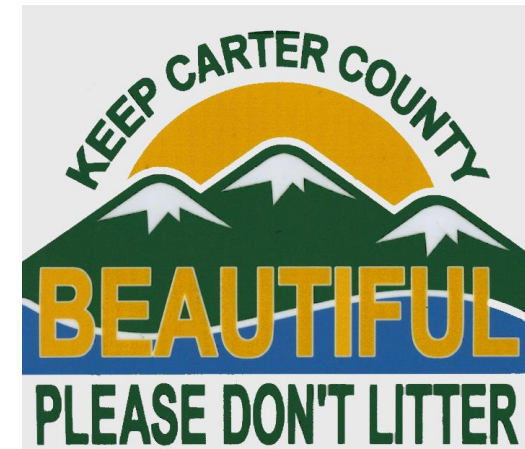
- In 2016, Ed Jordan started a volunteer grassroots organization called *Carter County Proud*. By 2018, the group became an affiliate of *Keep America Beautiful* and *Keep Tennessee Beautiful* and was renamed as ***Keep Carter County Beautiful (KCCB)***.
- In 2022, the group became a Tennessee Non-Profit Corporation and a Federal Public Charity 501(c)3.
- **KCCB is an all-volunteer organization; all funding goes directly back into the community.**
- We are governed by a Board of Directors who meet monthly. All meetings are open to the public.
- Our website tells our story, shows achievements, and announces future projects & events for volunteer participation and provides educational content. Visit us at www.keepcartercountybeautiful.org.



Keep Carter County Beautiful

Our Mission

To make Carter County a beautiful place to live, visit, and work.



Keep Carter County Beautiful

How do we support our mission?

- By reducing the littering and dumping that occurs in our county
- By encouraging beautification; planting trees and flowers
- By promoting recycling, reuse and composting
- By increasing public awareness through education
- By recognizing community leaders who support our mission
- By establishing a group of concerned citizens that assist in achieving our objectives



Keep Carter County Beautiful

What are the benefits?

- Improved quality of life for all
- Engaged and informed community – Community Pride
- Creating an inviting community for new residents, tourists and businesses
- Reduced burden on our landfill; lower operating costs
- Healthy environment for outdoor recreation and tourism
- Thriving wildlife, clean lakes and streams
- Quality drinking water
- Increased revenue from tourism; hiking, biking, fishing, etc.
- Valuable resources for businesses through recycling



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Litter Clean-Up

- KCCB participates in TDOT's Adopt-A-Highway program along Milligan Highway between W. Elk Avenue and Okolona Road.
- KCCB partners with *Keep the Tennessee River Beautiful* to cleanup Watauga Lake.
- KCCB sponsors highway and waterway cleanups throughout Carter County.
- KCCB has partnered with Carter County Landfill & TDOT to provide tarps for preventing littering by uncovered loads.



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Beautification

- Each year, KCCB plants new trees along the Tweetsie and Linear Trails and in other public spaces within the county. Many are flowering trees that provide shade and habitats for wildlife.
- Each May, numerous wildflower plots are planted in county parks and along our trails, to create roadway and park beautification.
- We also are giving away seed packets at our information booths. This encourages residents to create gardens that promote beauty, supports pollinators, and migrating birds.



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Recycling Awareness

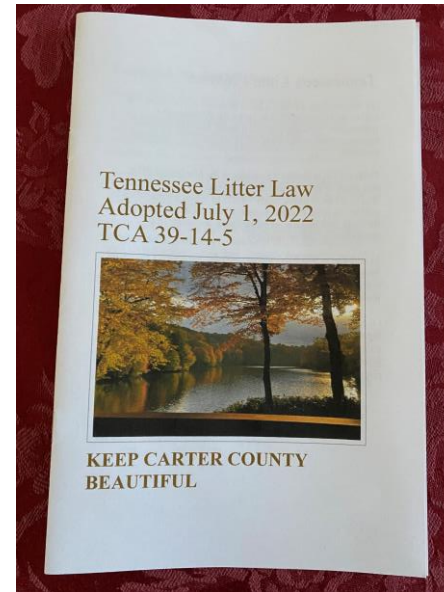
- If you attend the summer activities at the Covered Bridge Park, you'll see our KCCB recycle bins for cans & plastic bottles. We collect the recyclables and take them to a Carter County Recycle Center.
- We provide recycling education and information on our website and at numerous information booths at county events.
- We provide recycle bins to businesses like the Bonnie Kate Theater, Yoga Farm, and Chamber of Commerce.
- We provide recycle bins and recycle collection at special events throughout the county.



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Educational Awareness

- KCCB sponsors information booths at numerous events throughout the year.
- We provide educational material like activity books for children, litter law booklets, stickers, calendars, yard signs, seeds, etc.
- Our website offers educational videos and presentations.
- We provide residents with information on litter and dumping enforcement and reporting.
- We provide presentations to schools and community organizations.
- We gain national recognition for Carter County by providing TDOT and *Keep America Beautiful* with critical data on our efforts and successes.



Keep Carter County Beautiful

Tourism and Recreation

- KCCB coordinated a county grant to design, create and deliver wayfinding signs.
- Signs highlight biking, camping, paddling, picnic areas, boat launch, and horseback riding areas.
- The Roan Mountain community, KCCB, and Americorps volunteers installed wayfinding signs at several sites in Roan Mountain.
- KCCB, Southern Off-Road Bicycle Association, and Elizabethton Parks and Recreation installed wayfinding signs at Hampton Green Bridge Landing and Watershed Bike Trails.
- Wayfinding sign installation will continue through 2023.



Keep Carter County Beautiful


Source of Funding

Section 39-14-510 of TCA 39-14-5 states:

All proceeds from the fines imposed by this code shall be deposited in the general fund of the county where the offense occurred and designated for county operating costs with preference given to litter prevention programs and education such as those conducted by Keep America Beautiful.

The mayor of each county shall be the administrative official for these funds and shall ensure that the program is administered appropriately. The mayor is also empowered to authorize disbursements from the county's general fund from the proceeds collected for litter enforcement, prevention, control and education.

The county mayor shall be further empowered to enter into agreements with city mayors or city managers within the mayor's county as to disbursements of moneys for violations of litter control and prevention laws that occur within municipal boundaries.



Some Key
Accomplishments for
Keep Carter County
Beautiful



Results reported to Keep America Beautiful
July 1, 2018 – March 28, 2023

Year	Number of Events	Total Volunteers	Total Vol Hours	Total Value	Total Pounds	Trees Planted	Shrubs/Flowers/Bulbs Planted
Jul 2018-Jun 2019	26	405	1,310	\$32,433	21,889	4	10
Jul 2019-Jun 2020	23	351	876	\$21,779	10,342	15	5
Jul 2020-Jun 2021	18	239	929	\$23,153	5,713	34	295
Jul 2021- June 2022	34	201	539	\$13, 494	11, 954	30	200
Jul 2022- April 2023	56	242	833	\$24,948	9,110	20	Wildflower Plots
Totals	157	1,438	4,487	\$115,807	59,008	103	510+




Key 2019 Results

Make Carter County a beautiful place to live, visit, and work

Reduce Litter	Encourage Beautification	Promote Recycling	Increase Public Awareness through Education	Recognize Excellence
<ul style="list-style-type: none"> Organized Blue Hole cleanup Organized Teaberry Rd cleanup Organized Poga Road cleanup Performed Milligan HWY litter pickup (4X) Worked with Enforcement Officials to address numerous litter problems in Carter County 	<ul style="list-style-type: none"> Organized Tweetsie Trail cleanup day for Earth Day Tweetsie Trail landscaping beautification project 	<ul style="list-style-type: none"> Received grant from Coca Cola for 35 recycling bins and distributed to county organizations Distributed 800 reusable grocery bags  	<p>Information Booth Events</p> <ul style="list-style-type: none"> Meet the Mountains Evenings on Elk (2X) Meet Carter County Trunk with Treats (Unaka High School) <p>Presentations Given</p> <ul style="list-style-type: none"> Carter County Commissioner meeting Elizabethton City Council meeting Harmony FWB Church Happy Valley High School Boone Watershed Partnership Elizabethton Rotary Club  <ul style="list-style-type: none"> Created two KCCB stickers and distributed to local businesses and citizens Received TV and Newspaper Coverage of KCCB events and litter issues in the county 	<ul style="list-style-type: none"> Ed Jordan receives Martin L. Kennedy Award for Outstanding Keep America Beautiful Tennessee Affiliate Coordinator  






Key 2020 Results

Make Carter County a Beautiful place to live, visit, and work

Reduce Litter	Encourage Beautification	Promote Recycling	Increase Public Awareness through Education	Recognize Excellence
<ul style="list-style-type: none"> • Performed Milligan HW litter pickup • Assisted with Buffalo Mt. tire removal • Worked with Enforcement Officials to address numerous litter problems in the county • Assisted Carter County Drug Prevention group in receiving training grant 	<ul style="list-style-type: none"> • Celebrated Arbor Day by planting 14 trees and 5 shrubby bushes along Tweetsie Trail • Helped maintain Tweetsie Trail planting plots • Assisted with downtown fall bulb planting project 	<p>Fire at recycling center halted recycling for much of 2020. Center was reopened at the end of October</p>	<p>Supported placement of KCCB metal signs along county roads</p>  <ul style="list-style-type: none"> • Received TV and Newspaper Coverage of KCCB Events and litter issues in the County 	<ul style="list-style-type: none"> • Supported Carter County Drug Prevention group in recognizing businesses for their anti-nicotine efforts with Gold, Silver and Bronze levels








Key 2021 Results

Make Carter County a beautiful place to live, visit, and work

Reduce Litter	Encourage Beautification	Promote Recycling	Increase Public Awareness through Education	Recognize Excellence
<ul style="list-style-type: none"> Assisted with Watauga Lake cleanup Performed Milligan HW litter pickup Tweetsie Trail Trashercise cleanup as a 2021 Earth Day project Assisted in giving away free tarps at landfill  	<ul style="list-style-type: none"> Planted 33 trees Tweetsie Trail Helped maintain Tweetsie Trail planting plots Established seven sunflower and wildflower plots along Tweetsie and Linear Trails  	<p>(Fire at recycling center halted recycling for much of 2020 along with Covid Pandemic for 2020-2021) At Present Carter County Recycling should resume full operations mid Summer 2021</p>	<ul style="list-style-type: none"> Created KCCB website with educational content: www.kccbtn.org  <ul style="list-style-type: none"> Received TV and Newspaper Coverage of KCCB events and litter issues in the County 	<ul style="list-style-type: none"> Ed Jordan received Tennessee's 2021 "Love Where You Live" Award

Key 2022 Results

Make Carter County a beautiful place to live, visit, and work

Reduce Litter	Encourage Beautification	Promote Recycling	Increase Public Awareness through Education	Recognize Excellence
<ul style="list-style-type: none"> Performed four Milligan HWY litter cleanups Assisted KTrnRiver Beautiful in Watauga Lake cleanup Tweetsie Trail Trashercise cleanup, 2022 Earth Day Project Two Highway 321 Cleanups Blevins Road and Watauga river cleanup 	<ul style="list-style-type: none"> Planted 30 trees Tweetsie Trail Planted flowers in Tweetsie Trail and Linear Trail plots Maintained Mary Patton and Sycamore shoals landscaping plots on Tweetsie Trail  	<ul style="list-style-type: none"> Working with Carter County and Elizabethton to resolve issues with Recycling Centers and getting them reopened Cleaned up Lions Field Recycle Center Provided recycle bins for several Parks and recreation events Provide recycle bins for Yoga Farm and Bonnie Kate 	<ul style="list-style-type: none"> Updating KCCB website with educational content and Tennessee Law changes <p style="text-align: center;">www.kccbntn.org</p>  <ul style="list-style-type: none"> Received TV and Newspaper Coverage of KCCB events and litter issues in the County Delivered Wayfinding signs to county to promote tourism and provide information about the county Installed Wayfinding signs at Erik Anderson Park, Happy Trails Park and Hershel Julian Landing 	<ul style="list-style-type: none"> Recognizing Community Leaders that participate at our events on our website  

Project Photos



Roadside litter and trash cleanup



Tweetsie and Linear Trail flower plots



Tweetsie Trail tree planting



Watauga Lake Keep Tennessee River Beautiful cleanup



Project Photos



Roadside litter and trash cleanup



Christmas Parade



Wayfinding signs delivered to the county and installed



Recycling

KCCB Program Expansion:

- Expand our work with businesses, community organizations and citizens.
- Expand our support and promotion of programs like TDOT's Adopt-A-Highway and start new programs like Adopt-A-Spot.
- Expand our outreach and identify problem areas for coordinating community cleanup events.
- Expand our recycling and composting program and get the community more involved.
- Grow our volunteer base and encourage participation and pride in our community.
- Encourage local restaurants, retail stores, and grocers to reduce plastic waste by switching to compostable packaging and utensils.
- Encourage local businesses and residents to take care of their property and the public areas around them.
- Work with law enforcement in identifying offenders and support their prosecution.
- Educate and keep the public informed on Tennessee Code changes.
- Expand the cleanup of our waterways with Trout Trash Traps and Seabins.
- Expand our beautification programs to include more wildflower plots, trees and tree maintenance.
- Expand the covered load Tarp Give-A-Way Program at the County Landfill.
- Install more Wayfinding signs and promote tourism.
- Expand our recycling bin program to include permanent recycle bins at additional county and state parks
- Expand our School Education program to involve more students

Contact Us

- **Email:** keepcartercountybeautiful@gmail.com
- **Facebook:** www.facebook.com/keepcartercountybeautiful/
- **Website:** www.keepcartercountybeautiful.org or www.kccbbtn.org

