



1001 Fourth Street
Greensboro, NC 27405
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GreensboroBeautiful.org



A publication of Greensboro Beautiful, a volunteer organization
2016-17 ANNUAL REPORT

OUR THANKS

We often ask “what would Greensboro be like without Greensboro Beautiful?” For starters, everything contained in this report would be non-existent. There would be nothing to report on our City’s four public gardens – much less the enhancements that are funded by Greensboro Beautiful. The annual garden events would not exist to showcase our treasured gardens, the richness of local artistic and musical talent, and to bring together our citizens to enjoy a free, fun-filled afternoon. There wouldn’t be the three annual volunteer-driven, city-wide litter cleanups which involve hundreds of volunteers collecting tons of trash from our roadsides, streams, and neighborhoods. There would be no efforts to protect and restore the urban tree canopy through the planting of hundreds of trees each year through Greensboro Beautiful’s tree planting programs. The number of trees lining our city’s streets and medians would be greatly diminished.

Thankfully, that is a reality we do not have to face because Greensboro Beautiful does exist. Everything the organization has accomplished has been made possible through private donations from the community and with the support of thousands of volunteers.

As we approach our 50 year anniversary, we want to express our sincere thanks to the numerous contributors for their continued support. We also ask that if you are not currently involved with Greensboro Beautiful, now is the perfect time to join us as we launch a celebration of conserving and enhancing the beauty and ecology of our community for 50 years. Greensboro Beautiful relies on the financial support from the community. And we need continued and new support as we embark on the next 50 years.

Volunteer. Donate. Join us.

Thanks to you and the support of thousands of individuals, businesses and community organizations, our mission to conserve and enhance the beauty and ecology of our community through public and private cooperation continues to be fulfilled through work in three key program areas: Public Gardens, Urban Forestry, and Clean Community.

PUBLIC GARDENS *Greensboro Arboretum*

We completed stone repairs at the Winter Garden Gazebo and installed low, black fencing around the chimes to deter foot traffic in the plant beds. We also developed and approved plans for an Ornamental Grass & Pollinator Meadow, where we plan to install two bee hives in a remote, fenced-in area that runs parallel to the stream and Wendover Avenue.

Art in the Arboretum

Over 4,000 visitors enjoyed a beautiful afternoon at Art in the Arboretum on Sunday, October 2nd. 54 artists lined the walkway; three stages provided entertainment; and food vendors offered a wide variety of eats. “All-A-Flutter” Butterfly Farm provided a fun and educational program about the Monarch Butterfly.

Gardening Education

“Growing the Green Way” continued to be offered at four locations in Greensboro - the Extension Service, the Arboretum Education Center, and the Edwards and McNairy Library Branches. This program is sponsored by the NC Cooperative Extension Service in Guilford County Master Gardeners; Greensboro Beautiful, and the Greensboro Parks & Recreation Department.

Tanger Family Bicentennial Garden

More plants were added on the Wildflower Trail and in the Rock Garden and Camellia/Azalea/Fragrance Garden. Camberly’s Garden was renovated to accommodate more shade tolerant plants. Greensboro Beautiful also provided funding to repair the pump in the recirculating stream in the Sensory Garden.

Old Mill Project

Funding in the amount of \$135,500 was approved by Greensboro Beautiful to construct the Old Mill and Mill Pond in Bicentennial Garden near Holden Road. The Old Mill is an open-air structure reminiscent of an original mill from the early 1800s. It is a barn-like structure, with a free-standing water wheel that works from an independent pump and simulates a working wheel. Water is pumped up a pipe that carries water through the “race” and pours water onto the wheel. The original millstone displayed inside is from when David Caldwell operated a small mill on this site. Through the continued efforts of volunteer Gary Brown, we have succeeded in bringing one of the two millstones back to Greensboro. It is our hope to be able to get the second one back in the coming years. Construction was completed this summer and additional programming inside is being developed to further tell the story of old mills in the North Carolina Piedmont region. Stop by, relax, and admire this new garden focal point!

Parisian Promenade

This popular event was held on June 4th and attracted more than 3,000 visitors and featured a Poodle Parade; Musical Entertainment, Sidewalk Café, Children’s Area, roaming mime and accordion player, aerial artists, turn of the century children’s games at Caldwell Park, and of course, 20 artists lining the sidewalks to showcase their works. The event was sponsored by the Tanger Family Foundation with support from the Greensboro Parks & Recreation Department and 88.5 WFDD.

Gateway Gardens

We repaired fencing from storm damage; installed two new large topiaries and planters at the main entrance to the Visitor Center; installed stone edging strips and plant labels in the Edible Garden; purchased a wind sensor for the Icon Sculpture to turn the fountain off/on when wind conditions are too strong; and funded replacement plants as needed. We also continued to seek funding to complete the interior of the Visitor Center.

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Groovin' in the Garden

This event was held on April 30th and featured musical performances on two stages; an open Jam Session; an instrument "petting zoo"; a children's planting activity; food vendors; and food trucks. Nearly 3,000 visitors enjoyed a beautiful day in the garden. Groovin' in the Garden was sponsored by Duke Energy, VF Corporation; with support from the Greensboro Parks & Recreation Department and 88.5 WFDD.

Bog Garden

This garden continues to be a popular visitor destination; and the resident Barred Owls and other wildlife entertain young and old alike.

URBAN FORESTRY

Arbor Day

On November 7th, 100 Honda Aircraft employees and community volunteers gathered on Ballinger Road for the City's 2016 Arbor Day Celebration and tree planting. The mayor's Arbor Day Proclamation was read and 32 Nellie Stevens hollies were planted along Ballinger Road adjacent to the Honda Aircraft facility.

Community Carbon Bank

On February 25th, 75 volunteers; students from Elon University; and Urban Offsets representatives planted the City's first Carbon Tree Bank. 104 trees were planted in Price Park and along the driveway to the Edwards Branch Library. This unique pilot program in Greensboro will provide an opportunity for Elon University's carbon credit payments to help sustain Greensboro Beautiful's Tree Fund.

NeighborWoods

Our NeighborWoods Community Tree Planting Program was revamped this year, and the application process and selection criteria were updated. Sunset Hills was selected to receive the 2017 NeighborWoods grant, and a kick-off and Arbor Day Celebration were held in Sunset Hills Greenway Park on March 18th. Individual tree requests from residents have been received throughout the summer, and the planting day will be held on Saturday, November 4th.

Memorial/Honor Trees

Greensboro Beautiful's Memorial and Honor Tree Program continues to offer citizens the opportunity to plant a tree to honor and remember special occasions and loved ones. This past year, GBI raised over \$11,500 through the Memorial and Honor tree program.

CLEAN COMMUNITY

Big Sweep Greensboro

Our fall litter cleanup was held on September 10th with more than 400 volunteers collecting over 300 bags of litter and trash from roadsides, creeks, and neighborhoods! Greensboro Beautiful thanks the Rotary Clubs of Greensboro and the Greensboro Field Operations Department for their support.

Winter Wipeout

Litter is much more visible during the winter months; which makes it seem like there is so much more - on exit ramps, at intersections, in ditches, along railroads, around shopping centers, in creeks and streams, and all along wooded areas. This

past January, Greensboro Beautiful conducted its Community Appearance Index and compiled a list of "Litter Hot Spots" that needed to be cleaned up. During a two-week period from February 15th – 28th, 160 volunteers participated in our second Winter Wipeout, collecting more than 200 bags of trash littering our community.

Great American Cleanup

Thanks to the help of over 500 volunteers, more than 600 bags of litter were removed from our community's neighborhoods, roadsides, and streams on Saturday, April 1st as part of our spring litter cleanup! This event continues to be sponsored by the Greensboro Regional Realtors' Association with support from the Greensboro Field Operations Department.

FINANCES & FUNDRAISING

We ended our 2016-17 fiscal year raising nearly \$140,000 for our Annual Operating Budget.

As of July 31st, the Garden and Gateways Fund balance stood at \$233,342 and is designated for Gateway Gardens, the Greensboro Arboretum, Bog Garden, the Old Mill at Bicentennial Garden, the Tree Fund, and other public garden enhancements.

As of June 30th, the Greensboro Beautiful Endowment Fund stood at \$344,732; with \$15,273 in the GBI Matching Endowment Fund. The GBI Public Gardens Endowment Fund reflected a balance of \$1,159,941. To date, Greensboro Beautiful has raised over \$1.5 million in Endowment Funds!!! These endowment funds are held by the Community Foundation of Greater Greensboro.

We continue to seek new members of the "Forever Green Society" – GBI's planned giving program; which allows individuals to include GBI in their estate plans and provide long-term funding for our organization. We'd like to recognize and thank our charter members:

Robert N. Capen	Elaine & Nelson Stover
Bob Krumroy	Doris & Stanley Tanger
Horst & Judy Stierand	And an Anonymous Donor

"Good Night Moon" Gala & Silent Auction

Our second Gala & Silent Auction was held on Saturday, September 17th. It a grand event complete with a gorgeous full Harvest Moon! With an extensive selection of food and beverages; live music by "The Radials", aerial artists, moon and star gazing, and an impressive Silent Auction, a great time was had by all! Proceeds from this event will help fund furnishings for the Gateway Gardens Visitor Center when completed.

Holiday Greenery Festival

This annual fundraiser was held on Sunday, December 4th from 12-5 pm at Lewis Recreation Center. We offered wreaths, roping, and poinsettias for sale. The event also featured local vendors selling their holiday art and fine crafts; a Children's Art Activity area; live music in the lobby throughout the afternoon; and "Wreath Valets" (high school and college student volunteers) who assisted customers with getting products to their cars. The event netted over \$10,000, with nearly 300 Mobile Meals recipients receiving a wreath and a bow for the holidays, thanks to the private donations of our Circle of Caring donors. We donated unclaimed/unsold wreaths to Beacon Place, Higher Ground, Interactive Resource Center, and Peacehaven Farms.

MARKETING

Our Marketing initiatives provide ongoing program and organization support and exposure. We provided promotional kiosks and a GBI tent at public events and continued to produce our newsletter, "The Seed". We continued to maintain and update our website; distributed regular email blasts; and maintained our social media sites, including Facebook, Twitter and Instagram. Speakers conducted programs for a number of civic organizations and we offered Garden Tours to numerous groups and clubs from all over the state. In an effort to broaden our audience, the Marketing Committee also developed a 30-second video to be used as a promotion prior to each movie playing at the Red Cinemas now through September 15! We hope you'll visit us regularly at GreensboroBeautiful.org to see what's new and coming up.

VOLUNTEERS & PARTNERSHIPS!

The Key To Our Success For the Past 49 Years!

Last year, 3,014 volunteers gave 9,985 hours of service to the community through Greensboro Beautiful projects and programs. That's a value of over \$241,000. What a gift to our community!!!

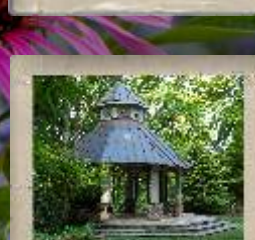
LOOKING FORWARD

- *Garden Events for the entire community*
- *2017 NeighborWoods Community Tree Planting in Sunset Hills*
- *Fall, Winter, & Spring Litter Cleanups*
- *The 36th Annual Holiday Greenery Festival*
- *Continued enhancements in all of our public gardens*
- *And last but certainly not least, celebrating our 50th Anniversary!!!!*

Your financial gifts and volunteer support have made a real impact in our efforts to conserve and enhance our community for future generations!

We'd like to thank the City of Greensboro – our partner for nearly 50 years for working with us to make all this possible.

*Making
Greensboro
beautiful,*



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THANK YOU FOR YOUR GIFTS!

Greensboro Beautiful thanks the following businesses, foundations, individuals, and community organizations for their gifts for the 2016-17 fiscal year. List reflects gifts received between August 1, 2016 and July 31, 2017.

*Includes in-kind gifts and services.

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Tanger Family Foundation
2017 Parisian Promenade

\$5,000 and up

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2016-17 Garden Events

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Dominick J. Rocco

Anonymous

James Rouser

Dianne & Lynn Calkins

Ray Rumsey

Essa Commercial Real Estate

Chuck Schorr

Mark Lapierre, Northeast
Veterinary Hospital

John F. Seale, Jr.

Hannah & Sydney Britt

Memorial Gifts, continuedJudy Price Sessoms

Eresterine & Floyd Guidry

Harry Sledge

Greensboro Beautiful and City
Beautiful Staff

Joseph E. Smith

Aimee Walker

Pat Transou

Ruth Clark & Teresa Egan

Helen Triplett

Jeff & Leslie Parrett

Dahlia H. Tuggle

Kevin, Paula, Sam and Sean

Levi A. Walker III

Levi A. Walker IV

Frances Wall

Bonnie & Eric Kristoff

Robin Ward

Greensboro Woman's Club
Albert A. Ward

Herbert Lenior White

Carl Essa

Thomas B. Williams, Jr.

The 'Groupies' & GCC Friends

Mike Winkler

Ron & Becky Hampton

Mrs. Yeoman

Eveyn & Leo Starling

Illein Youngman

Greensboro Beautiful and City
Beautiful Staff

HONOR GIFTS**Anniversary**Chuck & Jan Mortimore

Jill, David, Jeff and their families

Alicia & Eric Beeson

Alicia and Eric Beeson

AppreciationAlexa Aycock

Susan S. Schwartz

Daisy May Bolinger & MaxxBolinger

Timothy Bolinger

Ellen Corbett

Serendipity Garden Club

Jim Dodson

Dogwood Garden Club

Mary Ann East

Nina Shore

Jay Ganji

The O'Callaghan Family

Edward Gerhardt

The O'Callaghan Family

Tom Jordan

Yard Bird Garden Club

Honor Gifts, continued

Mary Jo Moody
Yard Bird Garden Club

Roy Moreira
The O'Callaghan Family

Nancy Warberg
University Woman's Club

Birthday

Margaret (Marty) McKenzie
Hannelore Von Der Lippe

Donaldine Pringle
Hannelore Von Der Lippe

Ernie B. Smith
Shelley Smith

Christmas

Margaret (Marty) McKenzie
Hannelore Von Der Lippe

Donaldine Pringle
Hannelore Von Der Lippe

Nancy Ryckman
Mary Ann Young

Ruth Stickley
Grace Farrell Roemer

Mary Ann Young
Nancy Ryckman

Wedding

Janis Hammett & Al Chilcott
Roger Bardsley and Elaine Brune

George & Margie Revington
Nancy Argo

DESIGNATED GIFTS GREENSBORO ARBORETUM

Jerri Linn Phillips
For Arboretum Chimes
in memory of Lawrence Hart
Tar Heel Garden Club
For the Perennial Garden

BICENTENNIAL GARDEN

OLD MILL PROJECT
Gary & Patty Brown

In memory of Graham Pritchard
Seena & Dale Beckman
Bill & Lee Britt
Gary & Patty Brown
Kathy & Bill Cates
Teenie & Ritchie Fishburne
Cynthia & Mitchell Hunt
Sharon & Dick Kern
Ginny & Mike Leone
Edith & Ronnie McNeal
Peg & Skip Moore
Dee & Seldon Patty
Joseph & Jeanette Pippin
Becca Pritchard

in memory of Graham Pritchard, continued

Goldie B. Stribling
Hanna B. Smith
Dianne & Doug Swanson
Tar Heel Garden Club
Mary Ellen Williams
Jeannette & Gordon Windham

In memory of Dodson R. Schenck, Sr.

Anne & Garth Ainslie
Mike & Alicia Alford
Fred & Betsy Ashworth
Hobey, Ginna, Ann and Molly Bauhan
Gary & Patty Brown
Russell (Schenck) Combs
The Dehnert Family
Rick & Sherrell Ferrell
Nancy E. Howie
Frances N. Howie
Gordon & Carolyn Hurley & James F. Hurley IV
Al & Ginni Lineberry
The Lunch Bunch
Catherine & Ed McVey
Patricia M. Morris
Nancy G. Parrott
Dorothea D. Sage
Paul W. Schenck
Margaret C. Schenck
Mr. & Mrs. John L. Schultz, Jr.
John & Helen Stone
Bob & Linda Thompson

ROCK GARDEN & WILDFLOWER TRAIL

Tar Heel Garden Club

BENCHES**In memory of Martha Rachel Whitehead**

Janet & Robert Kretlow

In honor of Robert & Eva Manning

Robert & Eva Manning

In memory of Mary C. Williams

Vance & Mary Jo Rayle
George & Leigh Satalino

In memory of Alex Kenji Rashid

Christina A. Welborn

CAMBERLY'S GARDEN PAVERS

In memory of Amelia Grace Millie Turner

Chris & Julie Hall

In memory of Joseph Logan Morris

Anne & Hannah Morris

In memory of Rex Christopher Symmes

Stephen Stearns

In memory of Rex Christopher Symmes

Jeanne & Andy Symmes

GARDEN PAVERS

Robert & Diane Schneider

Garden Pavers, continued**In memory of J**

The Bridge Club: Patricia Brazas, Lisa Overman, Donnie Lancaster, Cindy Minor, Paula Gaylord, Diane Conrad & Susie Gunning

In memory of Zane Thompson

Christopher & Sara Thompson

In honor of Sara & Elaine Hoover

Gale Chamblee

In memory of Lorene Roff GG

Terry & Bill Christiansen

In honor of Nancy DeSanto

Rox Anne Jacot

In memory of Amanda Patty

The Ladybugs - Martha, Bee, Susan, Caroline & Jeannie

In memory of James Patty

The Ladybugs - Martha, Bee, Susan, Caroline & Jeannie

In memory of Wilfred Wooddell

Marilyn, Jean, Cindy, Sue, Maggie, Brigitte, Debra

In memory of L. I. Whitemore

The Mike Williams Family

GATEWAY GARDENS

Tar Heel Garden Club

BENCHES**In memory of Paul Greiwe**

Thelma Blount
Kathy Cates
Ray & Carolyn Crist-Schwab
Greensboro Beautiful Board,
Advisory Board & City Beautiful Staff
Faithe & Gerald Jobe
Monica Greiwe Mense
Ann & David Raper
Nancy Warberg

GARDEN TREES**In honor of Wade Norman and Carol Edmonds**

Elizabeth Norman

PARK BENCHES

In memory of Alma 'Oma' Zapp

Jonathan Zapp

In memory of Dale Langerman

Geraldine & John McComb
Susan Abels
Pamela Aikens
Pat & Rob Arnett
Cindy Beach
Jane M. Beatty
Julie Brennan
Frank & Judith Spaeth
Betsy & Jerry Clapp
Martha & Marc Cox
David & Janet Craft
Kathy Lynn Cross
Teresa Dail
Melvina Ray-Davis
Sara Dunnagan
Jody M. Echols

in memory of Dale Langerman, continued

Debra B. Elium
Akemi L. Fink
Margaret Gillis
Michele Gorham
Elizabeth & Thomas Gratzek
Dale S. Hall
Sandra Howell
Patricia & Dwight James
Shirley Keel
George & Janice Kennedy
Gina Kinar
John A. Langerman
David & Catherine Leary
Toni Lewis
William & Dale Lock
Sally Muller
Carol Poling
Barbara D. Pomer
Suzanne Ponting
Jean Pudlo
Lisa Roach
Grace Titzer
Stan & Frances Whitman
Susy Wrenn & Rodney DeBusk

In memory of Doris Jean and Kenneth Stanford

Rosalind Stanford-McCarty

In memory of Hayes W. Forrest

The Community Foundation of
Greater Greensboro
Stephen Forrest

In memory of Karson Alexander Cross

Kerry & Gretchen Cross

In memory of Lucy Barber

Lois Bailey
Maura Barber
Casey Barber
Michael & Patricia Delaney
Marion D. Gamble
Chrislyn King
Susan Love
Donna Rogers
Ruth Spaulding

TREE FUND

Elaine Brune, Roger Bardsley,
and Elise Bardsley Anderson
in memory of Frances B. Cheek
Sarah Beale
in memory of Carl Jenkins
Robin Davis
in memory of Era Sisk Pegg, Phyllis
Pegg Toney, Jack Reed Toney, Alan
Reed Toney, and Lewis Everette
Davis, Jr.
Grimsley High School Sierra
Club
Laura Hayworth
in memory of Rev. & Mrs. Alan
Barnes
The Ibarra-Wong Family
Urban Offsets
for Community Carbon Bank tree
planting at Price Park
Gale Whitworth
in memory of Walter Thibodeau
Randy Yardley
in memory of Susie Woody and
Gladys Yardley

COMING UP THIS FALL

Big Sweep Greensboro

Saturday, September 16; 9 am-12 noon

Join volunteers throughout Greensboro to get litter out of our waterways, off our streets and out of our neighborhoods!

Annual Meeting & Awards Reception

Thursday, September 21; 12 noon

Greensboro Beautiful recognizes individuals, businesses and community organizations for outstanding contributions to our community's beautification and environmental conservation.

Art in the Arboretum

Sunday, October 1; 12-5 pm; Greensboro Arboretum

A juried art and fine craft exhibit and sale featuring fifty artists from throughout the region exhibiting their hand-crafted offerings in an outdoor gallery. This event also features entertainment on three stages, art activities, garden centers and exhibits, Garden Quest, and two food courts. Free Admission.

Holiday Greenery Festival Kickoff

October 1-31

Pre-order your holiday greenery and light balls and get \$1 off each item ordered.

NeighborWoods Community Tree Planting

Saturday, November 4; 10 am; Sunset Hills Neighborhood

Greensboro Beautiful volunteers and neighborhood residents will plant trees as part of the annual NeighborWoods Community Tree Planting.

Memorial & Honor Tree Order Deadline

November 1

Purchase a gift tree as a memorial or an honorarium. Gifts must be received by November 1st for planting in January, February, and March 2018.

Holiday Greenery Festival

Sunday, December 3; 12-5 pm; Lewis Recreation Center

Join us for this annual holiday tradition and fundraiser for Greensboro Beautiful! Featuring fresh, North Carolina-grown wreaths, white pine roping, five colors of poinsettias, light balls, and local artisans with holiday decor and gift ideas.

Printed on 50% post-consumer content paper

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Greensboro, NC 27402-3136
(336) 373-2199
www.GreensboroBeautiful.org

KEEP AMERICA BEAUTIFUL AFFILIATE

