



1001 Fourth Street  
Greensboro, NC 27405  
336-373-2199  
GreensboroBeautiful.org



## THANK YOU!

Ask yourself “what would Greensboro be like without Greensboro Beautiful?” For starters, our city’s four public gardens would not exist. Nor would there be the continued enhancements to those gardens – all funded by Greensboro Beautiful. We would not enjoy the annual events in the gardens which exist to showcase those gardens, the richness of local artistic and musical talent, and to bring together our citizens to enjoy a free, fun-filled afternoon. There would be no 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. Our tree-lined streets and medians would look very different if not for Greensboro Beautiful. Thankfully, this is not a reality in Greensboro. All that is accomplished each year by Greensboro Beautiful is made possible through private donations from the community, thousands of volunteers, and a unique partnership with the City of Greensboro. Greensboro Beautiful is most grateful to the numerous contributors for their continued support. If you are not currently involved with Greensboro Beautiful, we invite you to be part of this partnership to continue to conserve and enhance the beauty and ecology of our community. Greensboro Beautiful relies on the financial support from the community. And we need continued and new support as we continued this important mission.

**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.

## EVENTS

### **Art in the Arboretum**

Over 4,000 visitors enjoyed a beautiful afternoon at Art in the Arboretum on Sunday, October 7th. 54 artists lined the walkway; three stages provided entertainment; and vendors offered a wide variety of foods; All-A-Flutter” Butterfly Farm provided educational information about the Monarch Butterfly; and local beekeeper Rob Jacobs educated visitors about honeybees and the importance of pollinators.

### **Groovin’ in the Garden**

“Groovin’ in the Garden” was held on April 27th; and featured an afternoon of live musical performances on two stages; a Children’s Parade; seed planting and guitar-making activity; Garden Quest, food vendors and trucks, hula-hooping, and games on the Great Lawn. Urban ballroom dancing was provided by Smooth Grooves. Lucy Banks, Edible Garden Curator provided hands-on planting opportunities in the Children’s Garden throughout the afternoon. All told, over 1,500 visitors enjoyed a beautiful day in our newest garden.

### **Parisian Promenade**

Parisian Promenade was held on June 2nd in the Tanger Family Bicentennial Garden attracting nearly 4,500 visitors. This event featured a Poodle Parade; Musical Entertainment, Sidewalk Cafe, Children’s Area, roaming mime and accordion player, French lessons, aerial artists, a Daylily exhibit and sale; and about 20 artists lining the sidewalks to showcase their works.

Our three annual garden events draw thousands of visitors to our gardens! We couldn’t present these events if it weren’t for our fabulous P&R Botanical Gardens

Staff! We are also grateful to our media sponsor, 88.5 WFDD Public Radio for the Piedmont—in addition to the Greensboro Parks & Recreation Department; and all of our fabulous volunteers!

We are always working to develop additional event sponsors; so if you know of a business that would like to get in front of these crowds, please let us know!

## GARDENING EDUCATION

The Environmental Education Series - “Growing the Green Way” continued to be offered at the Arboretum Education Center, Extension Service, and the Edwards and McNairy Library Branches. A dozen different horticultural topics are covered throughout the year from Fall Vegetable Gardening to Growing a Sustainable Lawn to Container Gardening. Visit our website to see our fall lineup. Our classes are free, but registration is required. This program is sponsored by the NC Cooperative Extension Service in Guilford County; Master Gardener Volunteers; Greensboro Beautiful, and the Greensboro Parks & Recreation Department.

## GARDEN ENHANCEMENTS

### **Gateway Gardens**

At Gateway Gardens, we replaced the footbridge in the Children’s Garden; installed a new “Little Free Library” and dozens of boulders and river rock; designed and constructed a whimsical potting shed with art work; and funded replacement plants as needed.

The “Gateway Gardeners” Youth Program was offered again in partnership with the Hayes-Taylor YMCA; the NC Cooperative Extension Service & Master Gardener Volunteers; and Parks & Recreation for an after school gardening program for 4th and 5th grade youth, utilizing the Edible Garden. Construction on finishing the Visitor Center began this year and is scheduled to be completed this fall. GBI is funding the interior furnishings for the multipurpose room; catering kitchen; and meeting room. We began planning and design for the Tree House structures in the White Oak Forest.

### ***Bog Garden at Benjamin Park***

This year, thanks to the continued volunteer support of the Bog Garden Plant Committee and volunteer “Bog Buddies,” we continued to tackle the mammoth task of eliminating invasives and replanting native plant material. Volunteers have planted a total of over 2,500 plants, representing 110 different species of native plants! This program has been a cooperative effort between Greensboro Beautiful, Greensboro Parks & Recreation, the NC Native Plant Society; T. Gilbert Pearson Audubon Society; and the Piedmont Bird Club. Educational signage has been placed in the Kiosk at the main entrance to inform visitors about the benefits of native plants vs. invasive plants. Signage was installed to explain the plant removal and replanting in the Feathers & Fronds area near the entrance to the Bog. A stone pathway was also created to direct visitors through this newly planted area with slate added along the parking curb. The News & Record ran a feature article by Kathy Schlosser about the work being done at the Bog Garden and the benefits of native plants.

### ***Greensboro Arboretum***

At the Greensboro Arboretum we continued planting in the Ornamental Grass Collection & Pollinator Meadow which runs parallel to Wendover Avenue. A new curator and volunteer group was added this year to help with ongoing maintenance and enhancements. Thanks to a \$5,000 grant from the Bayer Feed-A-Bee Grant Program, we were able to design and install six educational signs to provide information on pollinators. The Small Tree Collection was refurbished; a new American Chestnut sign was installed; and new plants and labels were installed throughout the garden. The Public Gardens Committee approved a plan to extend the Arbor walkway and plant additional plants to extend the Perennial Border.

### ***Tanger Family Bicentennial Garden***

In the Tanger Family Bicentennial Garden, more plants were added on the Wildflower Trail, in the Rock Garden, Camellia/Azalea/Fragrance Garden, and Boulder area facing Holden Road. The Daylily Garden has been inventoried; and an interactive online map has been created; which provides detailed information about each cultivar in the garden. Two new curators and a volunteer group were added in the Camellia/Azalea/Fragrance Garden; and the Leadership Award plaques were restored. At the Old Mill, new interpretive signage has been added inside the structure to describe some of the working parts of the mill and additional information about old mills in the Piedmont. Additional sections of yellow locust log fencing were installed near the stream by John Futrell with Common Ground, to visually complete the project area; and bench replacements also continued.

## ***URBAN FORESTRY***

On Sunday, April 15, 2018 an EF-2 tornado developed east of downtown Greensboro. The twister hit hardest in Northeast Greensboro; leaving a path of complete destruction and devastation. Winds as high as 135 mph downed trees and power lines; and left homes, schools, and other structures lying in ruins in its wake. After more than a year of restoration, Greensboro Beautiful and the City of Greensboro are working together to help restore the tree canopy of the community through the NeighborWoods Tree Planting Program. Planning began in early 2019 for our

November NeighborWoods Tree Planting Program in Kings Forest Park and the surrounding neighborhood at our Arbor Day Celebration in March. Following City Council member Marikay Abuzuaiter's reading of the Mayor's proclamation; residents, GBI volunteers, and City staff planted a ceremonial tree to kick off the NeighborWoods program. Approximately 200 volunteers will be organized to plant up to 150 trees. The City of Greensboro has committed staff resources for project coordination, equipment, and labor to auger holes on public property; and transport trees and mulch to planting locations. This Spring, Greensboro Parks & Recreation staff planted 40 Overcup Oak trees around the perimeter of Kings Forest Park to kick off the community reforestation project. The 2019 NeighborWoods program is made possible by private donations to Greensboro Beautiful's Tree Fund including a \$7,500 grant from UPS and a \$5,000 grant from Keep America Beautiful.

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 nearly \$10,000 through the Memorial and Honor tree program.

## ***CLEAN COMMUNITY***

### ***Big Sweep***

In the Clean Community program area, Big Sweep was spread over several weeks due to two hurricanes in September. Participating volunteers reported their findings to Greensboro Beautiful. Many thanks the Rotary Club of Greensboro and the Greensboro Field Operations and Parks & Recreation Departments for their continued support of this project.

### ***Winter Wipeout***

In January, Greensboro Beautiful conducted its Community Appearance Index and compiled a list of “Litter Hot Spots” that needed to be cleaned up. This map is available online to identify sites for our annual cleanups. Volunteers and groups participating in this year's Winter Wipeout were challenged by days and weekends of persistent rain in February. Thanks to each of the volunteer groups for their patience, and to those who were able to squeeze in a cleanup! 125 volunteers participated, collecting more than 200 bags of trash littering our community.

### ***Great American Cleanup***

With the help of over 200 volunteers, nearly 2 tons of litter and recyclables were removed from our community's neighborhoods, roadsides, and streams on Saturday, April 6th as part of the Great American Cleanup! The spring cleanup was sponsored by the Greensboro Regional Realtors Association with support from the Greensboro Field Operations and Parks & Recreation Departments.

## ***Other Events***

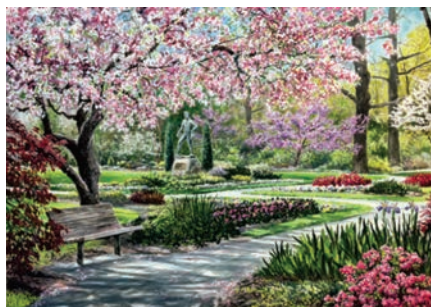
### ***Holiday Greenery Festival***

Our annual Holiday Greenery Festival was held on Sunday, December 2nd at Lewis Recreation Center We offered wreaths, roping, poinsettias, and light balls for sale. The event also featured local vendors selling their holiday art and fine crafts; live Harp 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. This fundraiser netted over \$10,000, with 267 Mobile Meals recipients receiving a wreath and a bow for the holidays, thanks to our Wreaths on Wheels donors. The Wreaths on Wheels program is supported by private donations. We also donated unclaimed/unsold wreaths to Higher Ground, Women's Resource Center, Hospice & Palliative Care of Greensboro, Mary's House, and Peacehaven Farms.

### **William Mangum Garden Paintings**

Throughout 2018-19, Greensboro Beautiful collaborated with local artist William Mangum to commemorate our 50th Anniversary milestone with 4 signature paintings-- original artwork of the Tanger Family Bicentennial Garden, the Bog Garden at Benjamin Park, the Greensboro Arboretum, and Gateway Gardens. Bill also produced 500 11" x 14" reproductions of each of the four signature paintings, which are still available online. The reproductions are provided as a thank you for a donation of \$25 to Greensboro Beautiful, with 100% of the contribution going to benefit GBI and the public gardens. A 50th Anniversary Grand Finale event was held at the Art Shop on West Market Street on November 7th, and featured an exhibit and sale of 50+ original paintings of garden scenes from each of the gardens. GBI received a percentage of the proceeds from the sale of these original artworks.



*Tanger Family Bicentennial Garden*



*Bog Garden at Benjamin Park*



*Greensboro Arboretum*



*Gateway Gardens*

### **Hamburger Square Renovation**

Planning and fundraising continued for the renovation of Hamburger Square, located in Downtown Greensboro. In January, The Christman Company donated a \$50,000 lead gift to Greensboro Beautiful to kick off GBI's campaign to raise a total of \$234,500 in private funding for the project. Framed Hamburger Square prints are available for a \$250 donation to Greensboro Beautiful. Get yours online!

## **Finance**

We ended our 2018-19 fiscal year raising over \$133,700 for our Annual Operating Budget. As of July 31st, the Garden and Gateways Fund balance stood at \$230,011 and is designated for Gateway Gardens, the Greensboro Arboretum, Bog Garden, Old Mill at Bicentennial Garden, Hamburger Square, Tree Fund, future public garden enhancements. As of June 30th, the Greensboro Beautiful Endowment Fund stood at \$391,635; with \$15,517 in the GBI Matching Endowment Fund. The GBI Public Gardens Endowment Fund reflected a balance of \$1,438,987. To date, Greensboro Beautiful has raised over \$1.8 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.

## **Marketing**

Our Marketing initiatives provide ongoing program and organization support and exposure. We provide promotional kiosks and a GBI tent at public events, and continue to produce our newsletter, "The Seed". We continue to maintain and update our website; distribute regular email blasts; and have an active social media presence via Facebook, Twitter and Instagram. Our Speaker's Bureau conducts programs for a number of civic organizations; and we offer Garden Tours to numerous groups and clubs from all over the state. 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 50 Years!**

Last year, 3,192 volunteers gave 6,129 hours of service to the community through Greensboro Beautiful projects and programs. That's a value of over \$155,873. What a gift to our community!!!

## **Looking Ahead**

- Garden Events for the entire community
- 2019 NeighborWoods Community Tree Planting in Kings Forest Park and the surrounding neighborhood
- Fall, Winter, & Spring Litter Cleanups
- The 38th Annual Holiday Greenery Festival
- Continued enhancements in all of our public gardens
- And Completion of Hamburger Square Renovation

Your financial gifts and volunteer support have made a real impact - conserving and enhancing our community for future generations. Greensboro Beautiful thanks you and the City of Greensboro - our partner for the past 50 years - for working with us to make all this possible.

# THANK YOU FOR YOUR GIFTS!

Greensboro Beautiful thanks the following businesses, foundations, individuals, and community organizations for their gifts for the 2018-19 fiscal year. List reflects gifts received between August 1, 2018 and July 31, 2019. \*Includes in-kind gifts and services.

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 Salley & Bruce Wilson  
 Ellen A. Worth

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\$1-\$24**

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 Judith Hoag  
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 Janice 'Smack' Mack  
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 Richard O. Myers

**MEMORIAL  
GIFTS**

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 Gardner Dixie Sales

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 Tom Suher & Eileen Armenante

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Catherine Cavalier Snyder Davidson  
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Memorial Gifts, continued

Joseph "Joey" Dubel  
 Greensboro Chapter of the Society of Financial Service Professionals

Kenneth R. Eaton  
 Lee & Bill Britt  
 James A. Broach  
 George & Carol Coggin  
 Vickie Gates  
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 Rudy & Phyllis Koch  
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 Nelson & Elaine Stover  
 Jackie & Scott Tanseer  
 Jacqueline Wieland

Edmund B. Fish, Sr.  
 Jackie, Hilary & Lyle Humphrey

Hughlene & Bill Frank  
 Cab Club

Kelly Ann Hale  
 Your Children & Siblings

Elsie Elizabeth Hall  
 Natasha Hilburn & Family;  
 Kelly Parr & Family

Zebedee & Sandra Hicks  
 Scott Hicks

Gus Hopkins  
 Heather Hopkins

Claude Edison Hudson  
 Ron & Becky Hampton

June Alice Jones  
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Christopher T. Kastner, Jr.  
 Lenora G. Davidson

Rick King  
 R.C. & Betty Lee

Sue Kinney  
 Kay Currin & Mark Summers

Memorial Gifts, continued

Alissa Worthington Koller  
 Evelyn & Russell Foytik

Juliana Melton Lagesse  
 Elizabeth M. Strickler

Anita Suzanne Leonard  
 James Allred  
 Lee & Bill Britt  
 Kathy & Bill Cates  
 Kathleen Gleason  
 Ronnie & Edith McNeal  
 Ann Steighner  
 Tom Suher & Eileen Armenante  
 Roger & Cilie Sutton

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 Unitarian Universalists in Covenant

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 Janice K. Tulloss

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 Airport/Stadium-Sue Cudd,  
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 The Peeden Family

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 Piedmont Herb Society

John E. Rathgeb  
 TE Connectivity EHS Team

Keith William Saine, Jr.  
 Jessica Nielson & Patty McIvor

Violet Fadden Sanchez  
 Ron & Becky Hampton

Memorial Gifts, continuedCarol SaylorAnn Bridges  
Barbara Bruce  
Hughlene Frank  
Barbara Glover  
Peggy Hamilton  
Sherry Harris  
Karen Pigman  
Sandy Pittman  
Mary Plybon  
Kaye TutterowRuth & James Scholtz

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Olde Forest Neighbors

Donald Oliver Wolf

Doreen R. Wolf

**HONOR GIFTS****Appreciation**Jeanne Aller

Sunset Hills Garden Club

Robert Capen

Sunset Hills Garden Club

Anne Clendon

Yard Bird Garden Club

Jim Dodson

Fleur de Lis Garden Club

Phil FleischmannGreensboro Beautiful and  
City Beautiful StaffDr. Graham Ray

Sunset Hills Garden Club

Nancy Ryckman

Mary Ann Young

**Birthday**Christopher Fay

Daovone Xayavong

Sherri P. King

R.C. &amp; Betty Lee

Gale Owens

Roger &amp; Cilie Sutton

**Christmas**Claudia (Corkie) Apple

Ginny Leone

Mary Jane & Melissa Conger

Nancy Ryckman

Pete & Carol MehlWoody, Kristen, Andy and  
Cody BaltgalvisVeronica Mercado

Jenny Lum

Margaret & Ned Pierce

Ginny Leone

Ruth Stickley

Grace Farrell Roemer

Jill Strickland

Ginny Leone

Mary Ann Young

Nancy Ryckman

**Retirement**Kathy CatesLuan Vinson, Nancy Seay,  
Caroline Dennis & Anna  
Jones**DESIGNATED  
PROJECT GIFTS****GREENSBORO  
ARBORETUM GIFTS**

David &amp; Linda Kinne

*bench in memory of Bruce L. Bailey*

Lee &amp; Bill Britt

*paver in memory of Bruce L. Bailey*

Jerri Linn Phillips

*for the Chimes in memory of Dr.  
Lawrence Hart*

Tony McGraw

*paver in memory of Charlie-Bubby*

VF Jeanswear

*paver in memory of Brannon  
Wagoner***TANGER FAMILY  
BICENTENNIAL GARDEN  
GIFTS**

The Melton Family &amp; The

Lagesse Family

*bench in memory of Juliana Melton  
Lagesse*Gethsemane Garden &  
Landscape \*

Carolyn Allen

*paver in honor of Marilyn Braun*

Barbara Blanton

*paver in memory of John Blanton*

Douglas L. Carroll

*pavers*

Evelyn Foytik

*paver in Gateway Gardens in  
memory of Alissa Ann Worthington*

Teresa Harriott

*paver in memory of John Harriott*

Libby, Gloria, Susan

*paver for Our Parents Dwight & Jean  
Holshouser*

Joel Kirby

*paver*

Barbara Mattox

*paver in honor of Papa G – Funniest  
Man In The World*

Billy &amp; Julie Melton

*paver in memory of Juliana Melton  
Lagesse*

Marie Mutolo

*paver in memory of Frank Mutolo*

Ann Nickerson

*paver in memory of Pete Nickerson  
(Green Side Up!)*

Diana Ramos

*paver in memory of Lois Hunt  
(GPWC Sister)*

Carol Ann Ros

*paver*

Ted Freedman &amp; Elaine Snipes

*paver in memory of Dottie & Buck  
Wagoner***BOG GARDEN AT  
BENJAMIN PARK GIFTS**

Betty &amp; Joe Mullin

NC Native Plant Society  
*entrance landscaping*T. Gilbert Pearson Audubon  
Society*native plant replacements***GATEWAY GARDENS  
GIFTS**

Kathy Lynn Cross

*bench in memory of Patricia B.  
Cross*

Madelyn Meyers

Lee &amp; Bill Britt

*pavers in honor of Elizabeth  
Wolfrom, Jack Caviness, and  
Caroline Caviness***HAMBURGER SQUARE  
GIFTS**

The Christman Company

Bonne Terre Garden Club  
*in honor of Kitty Robison*Signature Landscape  
Architects / Randal Scott  
Romie\*

Home State Apparel\*

**TREE FUND GIFTS**

Paula Stober\*

Ben

Susan Brien

*in memory of David Malloy*

Keith Francies

Lazy Daisies Garden Club

Nc811

Ann &amp; Russ Robinson

*in memory of Floyd "Bunny" Bell*

Urban Offsets, Inc.

## COMING UP THIS FALL

### Big Sweep Greensboro

Saturday, September 21; 9 am-12 noon

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

### Art in the Arboretum

Sunday, October 6; 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 activities 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 select items.

### Memorial & Honor Tree Order Deadline

November 1

Purchase a gift tree as a memorial or an honorarium. Gifts received by November 1st will be planted in January, February, and March 2020. A perfect gift for the holidays!

### NeighborWoods Community Tree Planting

November 2, 9: 30 am; Kings Forest Park & Neighborhood

The neighborhood suffered massive losses to its tree canopy last year when a tornado cut a path of destruction through the area, downing and damaging trees, and devastating the neighborhood park. Residents and volunteers will plant 150 trees to help restore the tree canopy in the park and neighborhood.

### Holiday Greenery Festival

Sunday, December 8; 12-5 pm; Lewis Recreation Center

Featuring fresh, North Carolina-grown wreaths, white pine garland, four colors of poinsettias, light balls, and local artisans with holiday decor and gift ideas. Order by October 31st for discounts on select items! Also, donate to provide wreaths with bows to a home-bound seniors. Our goal is to reach 500 Mobile Meals recipients this year.

*Volunteers are needed to support these and other programs through the year. Connect with us!*

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