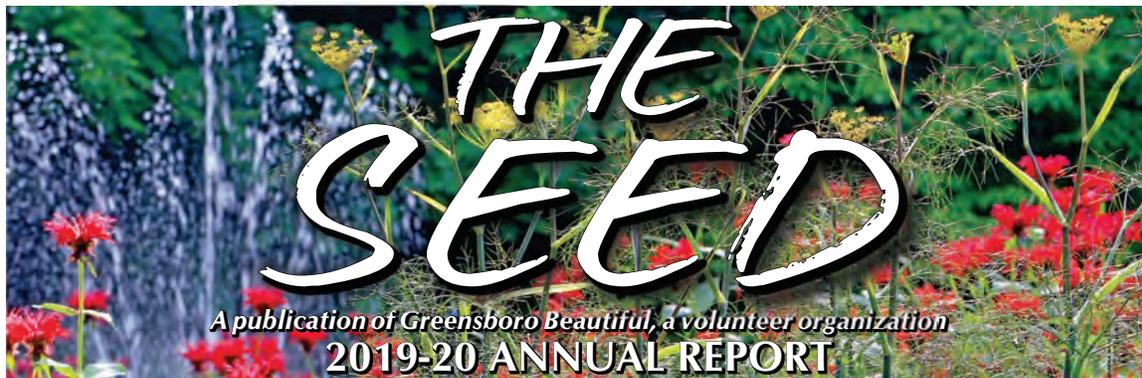




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Greensboro, NC 27401
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GreensboroBeautiful.org



FROM OUR OUTGOING CHAIR

Dear Supporters of Greensboro Beautiful, It is with mixed emotions that I write this final message as Chair of this wonderful organization. As I have announced to the Board of Directors, when I rotate off as Chair, I will also resign from the Board of Directors (instead of serving another year). As many of you know, my eight-year-old daughter faces significant medical issues – made even more complex by COVID-19 – and my other children (eleven and six) also need my attention. My working life is mostly from home, and it is exhausting. I could not, in good conscience, sign up for another year of service that I would not be able to fulfill.

Our life as an organization--like so much in our community--is different because of the Coronavirus. We see each other through the distortions of technology rather than face-to-face. Many of us have experienced (or know someone who has experienced) losses of family, colleagues, and friends due to COVID-19. Even without impacts from the virus itself, our daily, monthly, and seasonal routines and events have been disrupted by the public health measures necessary to contain the spread of the disease.

Our society has also entered a new chapter in addressing systemic racism, social inequality, and the sometimes strained relationships between law enforcement and community members. The news each day is filled with protests, reactions to protests, public commentary, and (at least from my perspective) divisive rhetoric from politicians and leaders. May we all remember to truly hear each other.

Ultimately, I think it is a time to be both reflective and hopeful. What is it that really matters to us as a community and an organization? As individuals? Greensboro Beautiful, for over 50 years, has answered that question with four public gardens, community events, tree plantings, litter clean-ups, and the fund-raising and volunteerism to support all that work. And we find that our friends and neighbors enjoy and appreciate that answer, finding small moments of peace and solace in the green spaces that we make and keep beautiful.

The ongoing, ever-growing gift from Greensboro Beautiful to the City and its citizens is truly something to behold. We should take pride in what we have done for the City and continue to contribute our time, talent, and treasure to sustain our gift for generations to come. As City staff and leadership transition--and as we transition our own leadership and board members--we must keep our focus on doing the very best we can to sustain this community and its clean, green, and open spaces.

My very sincere thanks to each of you for supporting me and the work of Greensboro Beautiful during my past two years as Chair.



Sincerely yours,

Daniel F.E. Smith

ANNUAL REPORT

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 6th. 50 artists lined the walkway; three stages provided musical entertainment; food vendors offered a wide variety of foods at two food courts; local beekeeper Rob Jacobs educated visitors about honeybees and the importance of pollinators; Gardeners Grove featured garden centers and landscapers with information for homeowners; interactive art activities were available for kids and dogs; and the Garden Quest scavenger hunt is always a hit.

Total Greensboro Beautiful Funding provided to Art in the Arboretum in 2019: \$12,339.49

Groovin' in the Garden & Parisian Promenade

Like so many events everywhere this year, it was necessary to cancel both Groovin' in the Garden, held at Gateway Gardens, and Parisian Promenade, held at the Tanger Family Bicentennial Garden, due to the COVID-19 virus. However, Greensboro Beautiful developed Parisian Promenade: The Home Edition, which allowed viewers to experience the event at home. The event was presented in four different 30-minute videos which aired each Sunday in June. Each video showcased garden areas, artists, performers, a virtual poodle parade, and even provided a way to participate in a virtual scavenger hunt. Each of the videos can be found online on Greensboro Beautiful's Facebook page and its YouTube Channel.

Many thanks to John and Ashlee Wagner for being our on-air hosts, to all the garden

continued

curators and other volunteers for their participation in the videos, and to the Greensboro Regional Realtors Association for providing funding support for this project.

As we begin plans for upcoming garden events, it may be necessary to modify how they are presented due to the ongoing COVID-19 virus. We appreciate your understanding and your support as we proceed.

Total Greensboro Beautiful Funding provided to Parisian Promenade in 2020: \$6,822.88

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 during the fall of 2019. A dozen different horticultural topics are covered throughout the year from Fall Vegetable Gardening to Growing a Sustainable Lawn to Container Gardening. As with other events and programs, classes have been cancelled until further notice. We will post updates to our website as information is made available. 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

Greensboro Arboretum

- Preliminary planning and work for stream restoration in the Arboretum is set to take place in 3 phases over a 3-year period. The first phase is currently in the design process.
- Two new curators were added for the Allen Family Butterfly Garden.
- The Hart Chimes and arches were repaired and painted.
- The Marzulla Butterfly Bridge was repaired and repainted.
- Several bluebird houses have been added to the garden.
- An extension to the Arbor has been installed and includes a slate path, bird bath, plants, and plant enhancements behind the benches in this area.
- Plants have been added to the Ornamental Grasses and Pollinator Meadow. Decorative posts and art have been added to the back of the area, and an interactive educational kiosk installed.

Total GBI funding provided to the Greensboro Arboretum in 2019-20: \$27,614.15

Gateway Gardens

- The Youth Gardeners Program continued for a portion of the year with the help of Lucy Banks, curator of the Edible Garden. This program partners with the Hayes-Taylor YMCA.
- With the interior of the Visitor Center completed this year, Greensboro Beautiful provided furnishings: blinds, tables, chairs, podium, trash cans, lighting for Mangum paintings on loan, wall décor, and large appliances for the catering kitchen.

- Outside entry lights were repaired and repainted
- Bike racks were repainted.
- Wooden screening fence, which hides electrical equipment, was painted.
- Tree House: staff cleaned and readied site, removed dead trees; contractor hired; plans drawn; hired special structural engineer; Plans submitted to City and approved.
- Decorative handles were added to the Tool Shed, and a Sunflower bench was designed and installed.
- New plantings installed around the exterior of the garden.

Total Greensboro Beautiful Funding provided to Gateway Gardens in 2019-20: \$61,759.64

Tanger Family Bicentennial Garden

- Added locust fence and dogwood trees around the Old Mill; transported and installed original mill stone; began work on Sequential LED lights to show grist mills in Guilford County.
- Added 2 curators for Shade Azaleas/Camellia Collection who lead the Piedmont Triad Camellia Society. The group added hang ID tags for Camellias, and removed invasive trees and added new plantings.
- Replaced slate area in the Nance Memorial Garden area, and the Lee Britt Leadership Area Award Plaques were redone.
- Wedding Garden Walkway designed and installed.
- Developed and installed the Alexander Mangum Memorial Garden — designed and installed with the support of donations from family and friends in the amount of \$25,000.
- Added conifers to the Rock Garden.
- Began enhancements and refurbishments to Camberly's Garden including: enhancing the front area, cleaning and waxing the music stand and bench, and removing and repainting the swings. Additional enhancements are being developed and will be underway in the coming year.

Total GBI funding provided to the Tanger Family Bicentennial Garden in 2019-20: \$42,641.02

Bog Garden at Benjamin Park

- City Staff and Greensboro Beautiful volunteers held a community meeting to discuss concerns regarding removing invasive plants and bamboo.
- Enhancements and plantings at the Starmount Entrance and installed additional stone to mark path.
- Installation of new owl nesting box.
- Added educational posters at Kiosk.
- Continued removal of invasive plants.
- As part of the Participatory Budgeting process, \$50,000 was approved by voters for Boardwalk replacement design work, including pilings, engineered drawings, etc.

Total Greensboro Beautiful Funding provided to the Bog Garden at Benjamin Park in 2019-20: \$5,338.35

In Each of the Gardens

- Established a group of volunteers to assess needs for bench replacements and repair in each of Greensboro's gardens.
- Established a policy for paver replacement.

Total GBI funding provided for enhancements to Greensboro's Gardens in 2019-20: \$137,353.16

URBAN FORESTRY

NeighborWoods

Greensboro Beautiful's 2019 NeighborWoods Community Tree Planting was held in the Kings Forest Park and neighborhood on November 2nd. This neighborhood was chosen for reforestation efforts after suffering massive losses to its tree canopy in April 2018 when an EF-2 tornado cut a path of destruction through the area, downing and damaging trees, and devastating the neighborhood park. The City of Greensboro committed staff resources for project coordination; equipment and labor to auger holes on public property; and to transport trees and mulch to planting locations. Greensboro Beautiful secured a private contractor to auger holes on private property. On planting day, nearly 300 volunteers of all ages planted 126 trees in the park, and 40 trees on requesting private properties as street trees. Volunteers were divided into 17 planting teams, each supervised by a knowledgeable planting supervisor. Program partners included the City of Greensboro, the NC Cooperative Extension Master Gardeners, NC811, and Dunlap Tree Service.

Memorial/Honor Tree Program

Sixty-two trees were planted throughout Greensboro as part of Greensboro Beautiful's Memorial and Honor Tree Program. This 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 more than \$9,000 through the Memorial and Honor tree program.

Total GBI funding provided to community tree plantings in 2019-20: \$14,474.18

CLEAN COMMUNITY

In January, Greensboro Beautiful conducted its Community Appearance Index and compiled a list of "Litter Hot Spots" that needed to be cleaned up. Greensboro Beautiful updates and maintains an online litter hot spots map, which is used to direct groups participating in our annual cleanups, and to direct cleanup efforts throughout the year. Greensboro Beautiful also invested in additional grabbers to be used by cleanup volunteers.

Big Sweep (September)

- 300 volunteers collected nearly 200 bags of trash.
- Many thanks to Crescent Rotary Foundation for funding support of this project.
- Thanks also to the Greensboro Field Operations and Parks & Recreation Departments for their continued support of this project.

Winter Wipeout (February)

- 300 volunteers collected more than 400 bags of trash
- Thanks also to the Greensboro Field Operations Department for their assistance with this project.

Great American Cleanup

Regretfully, due to the COVID-19 virus, the Great American Cleanup was cancelled this year. However, we heard from a number of individuals and families who initiated their own litter cleanups. Thank you on behalf of Greensboro Beautiful!

Total GBI funding provided to community litter cleanups in 2019-20: \$1,277.98

Other Projects & Events

Holiday Greenery Festival

Our annual Holiday Greenery Festival was held on Sunday, December 8th at Lewis Recreation Center. We offered wreaths, roping, poinsettias, and light balls for sale. A new item offered this year was a set of note cards featuring images from each of Greensboro's four public gardens. Note cards continue to be available on Greensboro Beautiful's website. The event also featured local vendors selling their holiday art and fine crafts. This fundraiser netted nearly \$12,000, with 409 Meals on Wheels recipients receiving a wreath and a bow for the holidays, thanks to donors to our Wreaths on Wheels component of the Holiday Greenery Sale. We also donated unclaimed/unsold wreaths to Higher Ground, Women's Resource Center, Hospice & Palliative Care of Greensboro, Mary's House, and Peacehaven Farms.

Hamburger Square Renovation

Planning and fundraising continued for the renovation of Hamburger Square, located in Downtown Greensboro. In October, an information and fund-raising event was held at Natty Greene's Downtown. Betty & Ben Cone made a gift of \$10,000 toward the project, and the family of Kitty Robison pledged a gift of \$5,000 in her honor. In January, Natty Greene's hosted a Good Works Wednesday to benefit Hamburger Square, collecting \$453 for the project. To help fund the completion of this renovation, Greensboro Beautiful continues to make limited-edition framed prints of Hamburger Square available, as well as engraved pavers that will be installed at the site. For more information, visit GreensboroBeautiful.org.

Total GBI funding provided to the Hamburger Square Project in 2019-20: \$10,218.99

Finance

Estate Gift Received

Greensboro Beautiful received a generous bequest from the estate of Margaret J. Ware this year. While Ms. Ware was a consistent donor and supporter of our organization, we had no idea that she had included us in her estate plans. With no restrictions attached to this estate gift, Greensboro Beautiful's Board of Directors voted to designate a portion of the gift for bench replacements where needed in the gardens. Greensboro Beautiful relies on private funding for replacements and repairs to benches, artwork, and other features in the gardens.

continued

to ensure that the public can continue to enjoy the gardens as relaxing retreats. A portion of Ms. Ware's gift will enable us to take care of these features. These funds came at a perfect time, when Greensboro's four botanical gardens provide some of the only safe, socially distanced options for getting out into nature and our green spaces.

Giving

We are most grateful for all gifts this year given the hardships which have resulted from the COVID-19 pandemic. We ended our 2019-20 fiscal year with over \$234,037.45 for our Annual Operating Budget. A large portion of this was a generous gift from the estate of Margaret Ware. As of July 31st, the Gardens and Gateways Fund balance stood at \$175,730.78 and is designated for the Tanger Family Bicentennial Garden, Gateway Gardens, the Greensboro Arboretum, Bog Garden, Old Mill at Bicentennial Garden, Hamburger Square, Tree Fund, benches, and future public garden enhancements.

Endowments

As of June 30th, the Greensboro Beautiful Endowment Fund stood at \$375,458.24, with \$14,605.59 in the GBI Matching Endowment Fund. The GBI Public Gardens Endowment Fund reflected a balance of \$1,339,481.26. These endowment funds are held by the Community Foundation of Greater Greensboro. We continue to seek new members of Greensboro Beautiful's planned giving program that encourages supporters 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 an information and promotional area 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, Instagram. Greensboro Beautiful also has a number of videos on its YouTube channel. 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 52 Years!

Despite event and program cancellations and volunteer opportunity challenges over the past year, 1,560 volunteers gave 6,213 hours of service to the community through Greensboro Beautiful projects and programs. That's a value of over \$157,997. What a gift to our community!

Looking Ahead

Given current circumstances with regard to the COVID-19 pandemic, there is so much uncertainty. Greensboro Beautiful, however, continues to move ahead with the projects and programs as safely and responsibly as possible. Please stay connected for information as it is made available.

Fall, Winter, & Spring Litter Cleanups

- modified for safe family and friends participation

Free Garden Events for the entire community

- Showcasing our City's gardens
- Gardening and nature education with our garden curators
- highlighting local artists and performers
- some events, even portions of the events, may be modified for virtual participation and enjoyment

2020 NeighborWoods Community Tree Planting

- participation and other information will be made available in October

The 38th Annual Holiday Greenery Festival

- we had record sales as part of our Christmas in July event
- orders can be made online now
- share the holiday spirit by donating wreaths which will be delivered to Meals on Wheels recipients
- details on pickup day will be made available in November

Continued enhancements in each of our public gardens

- bench replacements
- completion of the Tree House at Gateway Gardens

Continued work at Hamburger Square

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 52 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 2019-20 fiscal year. List reflects gifts received between August 1, 2019 and July 31, 2020. *Includes in-kind gifts and services.

SPONSORSHIP GIFTS

\$5,000-\$9,999

Keep America Beautiful
Community Restoration &
Resiliency Fund
2019 NeighborWoods

UPS Foundation, Inc.
2019 NeighborWoods

\$1,000-\$2,499

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2019 WoW Program

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2019 NeighborWoods

Greensboro Regional Realtors
Association, Inc.
2020 Parisian Promenade

\$500-\$999

Biscuitville - Store #143*
2019 Art in the Arboretum

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2019 Big Sweep

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Virginia 'Ginger' Somerville
Sutton
Greensboro Garden Club

William L. Tankersley III
Tennie & Larry Skladanowski

Sandra P. Thompson
Melinda & Jim Ogburn

William Thornton
Bo & Carolyn Bost

Karla Topolka
Susan Coffey
Betty English
Andrea Haidle
Maureen Thorburn
Paul Topolka
Jane M. Vanbolt
Juliette & Jim Weiland
Maura E. Weldzius

Anne Townsend
Lori Kiger

Flossye T. Turner
Melinda & Jim Ogburn
Triad Vistage CEO Board

Ray Turner
Tennie Skladanowski

Jim Watts
Denise & Larry Oliphant

Marion Weatherly
Dr. Carl Weatherly

Mary Ann Elisabeth Whalen
The Whalen Family
Laurie Whalen & Family

Glenda R. Wilson
Barbara & Jim Swisher

Nancy Wagoner Young
Mark & Beth Pate

HONOR GIFTS

Anniversary
Gary & Linda Anderson
Roger & Cilie Sutton

Tom & Noel Kirby-Smith
Bill & Lucretia Kirby-Smith

Appreciation
Jeanne Aller
Sunset Hills Garden Club

Claudia Apple
Ginny Leone

Dwight K. Crotts
Kelly Graves

Maria Azucena Galdames
Maria Azucena Ibarra-Wong

April Harris
Dolley Madison Woman's
Club

Appreciation, continued

Nancy Seay
Sunset Hills Garden Club

Jill Amidon Strickland
Ginny Leone

Melanie van Deusen
Michelle, Barbara, Lisa, Beth,
Debbi & Lisa

Birthday
David Deasy

Carter Ellis
Lora Andrews

Wendy Rothstein
Nancy Ryckman

Christmas
Nancy Ryckman
Mary Ann Young

Celia P. Shankle
Claudia Hufham

Mary Ann Young
Nancy Ryckman

**DESIGNATED
PROJECT GIFTS****GREENSBORO
ARBORETUM GIFTS**

Benches
Kim H. White
*in memory of Howard & Shelby
White*

Honoraria
Bill & Lucretia Kirby-Smith
*in honor of Tom & Noel Kirby-
Smith's 50th anniversary*

Pavers
Jack & Melanie Elkins
in memory of Bob Hooper
Crystal Clark
in memory of Linda Gunter

Jack & Melanie Elkins
a paver in the Arboretum
Michelle Jarrett
in honor of Melanie Van Deusen
Ashlee & John Wagner
in memory of Ruth Kofoed

Garden Enhancements
Guilford Horticultural Society
Guilford Garden Center*

**TANGER FAMILY
BICENTENNIAL
GARDEN GIFTS**

Mona Olds
in memory of Roger & Bonita Olds

Camberly's Garden

Pavers
Brent & Stephanie Davis
in memory of Patrick
Presbyterian Counseling Staff
& Board
in memory of Noah Chambers

**Alexander Mangum
Memorial Garden**
William L. & Cynthia B.
Mangum
Family & Friends of Alexander
Mangum
Designature Landscape
Architects/Randal Scott
Romie*
Joy Ross

Pavers
Gramercy Park Women's Club
in honor of Judy Utley
Gramercy Park Women's Club
in honor of Fran Senger
Stephanie Lancaster
in honor of Donna Batess birthday
Joseph R. Geer
in memory of Adam Geer
Lauren Haarlow
in memory of Ree Ree
Kelley & Jeff Holoman
in memory of Sally Schott

Lori Kiger
in memory of Anne Townsend
Zac Yow & Niki Lefaive
in memory of Michael Lefaive
Nancy Pahel
in honor Of Carey W. Pahel
Dave Stroble
in memory of Jason Cooper
Dave Stroble
in memory of Joyce Stroble
Virginia B. Tedder
in memory of Charles Tedder
Joyce & Ken Terres
in memory of Jeffery Terres
Gail Webber
in memory of Ralph Webber

**BOG GARDEN AT
BENJAMIN PARK
GIFTS**

Benches
Gilbert Hoag
in memory of Timothy G. Hoag

**GATEWAY GARDENS
GIFTS**

Memorials
Susan Coffey, Betty English,
Andrea Haidle, Maureen
Thorburn, Paul Topolka, and
Jane M. Vanbolt
in memory of Karla Topolka

*Designated Projects, continued***HAMBURGER SQUARE GIFTS****\$10,000 and up**

City of Greensboro*
Elizabeth Cone

\$5,000-\$9,999

George Robison; Anne-Barton
& Robert Carter; Margaret &
Robert Kantlehner;
Katherine Davey; Daniel
Robison
in honor of Kitty Robison
Designature Landscape
Architects / Randal Scott
Romie*
Stimmel Associates*

\$500-\$999

The Christman Company
Jeff & Laura Collie

\$250-\$499

Milton S. Kern
Natty Greene's Downtown

\$50-\$99

Bonne Terre Garden Club
in honor of David Craft

\$25-\$49

Aspen Boutique / Jaime K.
Hall
Dolley Madison Woman's
Club
in honor of April Harris
Justin Outling

Pavers

Lee & Bill Britt
Greensboro Beautiful Board &
Advisory Board
in honor of Peggy Hickle
Catherine Schlosser
in honor of Jim Schlosser
John & Ashlee Wagner

TREE FUND GIFTS

Eric & Suzanne Stacey

PARK BENCH GIFTS

Carla M. Fried
in memory of Trevor James Eno

COMING UP THIS FALL**Big Sweep Greensboro**

September 12-26

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

Art in the Arboretum: Virtually Awesome!

Sunday, October 4; 2 pm

Currently in the planning stages, this experience will feature artists, musicians, and garden curators. Tune in on Greensboro Beautiful's Facebook page or YouTube channel.

Holiday Greenery Sale

Order now!

Pre-order your holiday greenery and light balls now and get \$1 off select items.

Memorial & Honor Tree Order Deadline

November 1

Memorial and honor tree gifts received by November 1st will be planted in January, February, and March 2021. A perfect gift for the holidays!

Holiday Greenery Pickup Day

Sunday, December 6; 12-5 pm; Lewis Recreation Center

Pick up your fresh, North Carolina greenery and light balls. Check back in November for details.

Printed on 50% post-consumer content paper

return service requested

P.O. BOX 3136
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(336) 373-2199
www.GreensboroBeautiful.org

KEEP AMERICA BEAUTIFUL AFFILIATE

