Scenic Texas

Serving Texas Communities Since 1985

Texas Scenic City Certification Program Benefits

Comprehensive Certification Benefits

Earning the **Certified Scenic City** designation is a prestigious distinction that reflects a city's commitment to high-quality infrastructure, environmental stewardship, and long-term planning. But it's more than just a title—it's an active partnership that brings real, ongoing value.

Prestige, Public Recognition & Visibility

- **Statewide Recognition**: Featured on the **Scenic Texas website** with your city's profile, photo, website link, and placement on a searchable statewide map—seen by over **100,000+ annual visitors**.
- **Use of Official Scenic City Certification Badge and Logo**: Instantly elevate your brand with certified graphics that can be displayed on city websites, signage, social media, and promotional materials.
- **City Gateway Markers**: Gateway markers and plaques recognize your status at major entry points—promoting civic pride and setting a welcoming tone for visitors.
- **Media Features**: Cities are routinely highlighted in **Scenic Texas press releases**, state-wide newsletters, social media spotlights, and the **Scenic City Showcase** video series and distribution emails.

Strengthen & Promote Economic Development and Tourism Appeal

- **Tourism Enhancement**: Scenic City status helps attract visitors interested in well-maintained, visually appealing destinations.

Strategic Marketing & Outreach Support

- **Custom Promotional Videos**: Recognition videos created for award-winning cities and shared across digital platforms and events.
- **Support for Local Campaigns**: Scenic Texas can help co-brand beautification or conservation campaigns with your city to increase reach and participation.

Policy Advocacy & Legislative Representation

- **Real-Time Legislative Alerts**: Get early warning and analysis on bills that may affect scenic or municipal authority—potentially saving your city thousands in advocacy costs.
- **Advocacy Support**: Scenic Texas serves as a **voice at the Capitol**, tracking legislation and advocating on your behalf during each legislative session.
- **City Authority Protection**: Scenic Texas defends local control over signage, lighting, tree ordinances, streetscapes, and environmental quality.

Municipal Development & Best Practice Resources

- **Ordinance Development Guidance**: Access templates and expert-reviewed examples of effective signage, lighting, tree, and infrastructure codes.
- **Technical Support**: Personalized consultation available on improving municipal visual standards and infrastructure quality.
- **Infrastructure Benchmarking**: Compare your city's development standards to other Scenic Cities to identify opportunities for improvement.

Leadership, Training & Networking

- **Monthly Leadership Webinars**: The **Scenic City Leadership Network** offers best-practice webinars and peer discussions to stay ahead of trends.
- **Scenic City Lunch & Learn Series**: Monthly virtual events featuring expert speakers, city case studies, and interactive Q&A.
- **Professional Development Opportunities**: Ideal for planners, city managers, sustainability officers, and elected officials to gain insights and training in scenic preservation, infrastructure planning, and public engagement.

Beautification & Environmental Stewardship

- **Tree Donation & Urban Forestry Program**: Priority access to thousands of free trees annually, which can be used for city parks or distributed to residents.
- **Community Engagement Through Tree Giveaways**: Boost citizen pride and participation with sponsored city-wide tree planting initiatives.
- **Environmental Education Support**: Leverage educational videos and workshops that reinforce green infrastructure and sustainability goals in your city.

Awards & Recognition

- **Eligible for Annual Awards**:
  - *Scenic City of the Year*
  - *People's Choice Award*
  - *Rise in Rank Recognition*
  - *Recertification Awards*
- **TML Conference Recognition**: Scenic City designees receive formal acknowledgment during the annual **Scenic City Awards Reception** at the **Texas Municipal League (TML)** conference—five complimentary attendees per city.

- **Publication of Achievements**: Award-winning cities are profiled in **Scenic Texas publications**, newsletters, and state-wide media campaigns.

Cost Savings & Added Value

- **Free Marketing & PR Exposure**: No-cost media and event exposure that would typically cost thousands in paid promotion.
- **Access to Professional Services & Tools**: Save money by using Scenic Texas templates, policy guidance, and infrastructure evaluations—resources that might otherwise require costly consultants.
- **No-Cost Tree Planting Resources**: Thousands of dollars in free resources for eligible cities each year. Scenic Cities receive priority for tree giveaways

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Community & Civic Impact

- **Civic Pride & Identity**: Scenic City status promotes civic pride among residents, businesses, and local organizations.
- **Boost in Property Values**: Cleaner, better-planned cities are more attractive to homeowners and investors.
- **Attract New Residents & Talent**: Visually appealing cities are more competitive when recruiting families, entrepreneurs, and skilled professionals.
- **Enhanced Quality of Life**: Research shows that well-maintained public spaces improve mental health, walkability, and resident satisfaction.

By joining the **Texas Scenic City Certification Program**, your city becomes part of a statewide movement of communities leading the way in sustainability, urban beauty, and smart growth. The program not only celebrates your achievements—it helps you plan, protect, and promote the future of your city.