



State of the Committee '23

Town of Carolina Beach
Beautification Committee



Who Are We – A Review

- We are a 10-member Council appointed advisory committee
- **Mission and Vision Statements**
- Adopted January 6, 2021- Revised May 4, 2022
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- **Mission Statement:** The mission of the Beautification Committee is to enhance the quality of life in our community through the planning and management of the town's municipal valuable landscape and public open space assets. As directed by Town Council the committee shall:
 - Organize annual town wide activities to promote community pride and involvement through beautification projects;
 - Identify and recommend utilization of financial grants applicable for our community;
 - Form cooperative partnerships with individual volunteers, schools, civic organizations, and town appointed committees, businesses and Town Administration.



How do we get there

- **Vision Statement:** The Beautification Committee's Vision for achieving success for our mission of quality community appearance is to:
- Review and recommend revisions to the town's tree ordinance and continue to encourage the town to pursue Tree City USA designation;
- Recommend to Town Council landscaping standards for commercial and industrial development;
- Make recommendations on proposals for the installation of street furnishings, art, accessories, lights, or other forms of furnishings, etc. of an aesthetic nature as to design and cost;
- Suggest to Town Council available grant opportunities;
- Recommend a Master Plan for Beautification with detailed standards;
- Organize, publicize and participate in annual town-wide events such as Earth Day, Arbor Day, and various town-clean up or landscaping projects;
- Present beautification awards for enhancing the aesthetics of the commercial areas;
- Work at the direction of Town Council on the planning and development of beautification projects.



Goals for FY 23-24

- **Recommend** that Council continue to pursue the Tree City USA designation on an annual basis to continue protection and management of trees on publicly owned land and located within public right-of-ways
 - *Organize, publicize and participate in annual town-wide events such as Arbor Day, Earth Day*
 - *Encourage participation by school children, scouts and civic organizations*

- **Continue** the Public Beach Access Beautification Project (re-establishing since Covid)
 - *Public Notice of project via newspaper, social media and on town's website*
 - *Application process through town's website*

- **Pursue** the support of Council for the addition of a budget line item for beautification within the town's FY 23-24 budget process.
 - *Funding to support watering resources for the various landscaping projects to ensure their success*
 - *Pursue public-private partnership with various 501(c)3 entities to secure funding in support for various projects*



- **Goals cont'd.**
- **Continue** efforts to move forward with the Master Beautification Plan for the Lake Park Corridor
 - *New signage identifying Snow's Cut Bridge and the Atlantic Intracoastal Waterway,*
 - *Continue efforts to landscape the signage area as well as within the center grass median*
 - *Beautification of right-of-way area along the west side of Dow Rd from Bridge Barrier Rd to Elton or Glenn Avenues*
 - *Utilize and build on the landscaping plan that was approved by the NCDOT for the Gateway median landscape project*
- **Continue** to maintain the wildflower project area along Bridge Barrier and Old Dow Rd
- **Continue** working with the Friends of the Parks & Greenways and the NCWF Clean and Green Program (CB Trash Walkers) to maintain and re-supply the Friends Tree Nursery
- **Present** to Council the concept of an annual business beautification awards program
 - *Make recommendations on the creation of the award criteria*



- In closing, we'd like to thank Council for allowing us to present today and for your continued support.

○ *Your CB Beautification Committee*

