

Scenic Texas

ANNUAL REPORT
FOR 2019



DIRECTOR'S STATEMENT

If transformation was the theme of 2019, then the theme for 2020 is building. Scenic Texas has undergone incredible change beginning with my hiring in June. In my first six months we have accomplished adding two new board members, launching the first major fundraising campaign for Scenic Texas with Amon G. Carter Foundation's endorsement and multi-year financial pledge, and expanded program and outreach.

To measure this year in numbers Scenic Texas has been represented in more than 50 meetings with existing and potential partners, donors, board members, lawmakers, media, and government agencies. The Scenic Texas brand awareness is being elevated through the coordination of more than 20 media articles, a website redesign, social media engagement, six speaking engagements including the APA Texas chapter, Association of Rural Communities In Texas, and Texas Municipal League conferences and a Keep Texas Beautiful webinar.

Like wildflowers growing alongside the road, for Scenic Texas the passage of legislation to control billboard height was the topper of an incredibly successful year. If this year is any indication for Scenic Texas, 2020 is going to be tremendous.



SARAH TOBER

Executive Director

FINANCIAL OVERVIEW

To support the next several years of annual operating budgets (\$195,000 for 2020) the Campaign for a More Scenic Texas, the first fundraising initiative for the statewide organization, was fully launched in 2019. Our efforts have been focused on engaging the Scenic Chapter leaders in fundraising in five major cities where we have identified more than 85 foundations and donors. To date we have raised \$193,000 of the \$500,000 goal and it is our intent to secure the rest of the campaign by the end of 2020.

Scenic Texas staff is fiscally committed to this campaign as the Executive Director and Accountant gave and pledged funds for the next three years. We also received 100% participation by the board in donations and/or in-kind donations.



FIGURE 1.

Campaign breakdown by city demonstrating goal met and exceeded by Houston, with Fort Worth and Austin making fundraising progress.

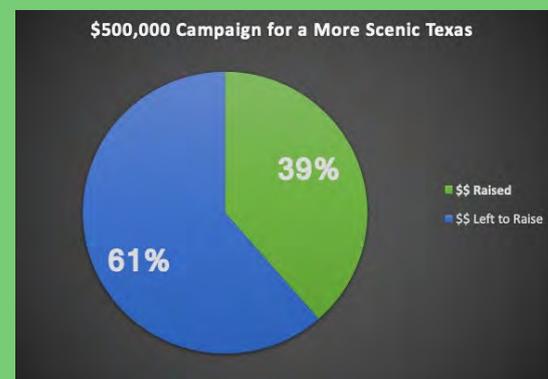


FIGURE 2.

Scenic Texas is 1/3 of the way to the \$500,000 goal for a More Scenic Texas campaign.

GOAL 1 | EDUCATION

Through the signature Scenic Texas program the Scenic City Certification Program, we are connecting with hundreds of communities and directly reaching city managers, mayors, city councils, city planners, and community partners instilling scenic standards and values. Through media stories, social media, public presentations, meetings, and a website redesign we are resounding our visual environment mission and connecting with a broader audience of potential supporters. Additionally, the launch of the quarterly newsletter *The Outlook*, provided another avenue for disseminating information and re-engaging more than 2,000 members, of which nearly 500 people read the first edition.

While the Scenic City Certification Program has always been a Scenic Texas program, in 2020 the direction of it will transition to Sarah Tober and we are looking forward to the continued advancement of the Scenic mission through Scenic Certified Cities.



GOAL 2 | PARTNERSHIP

In 2019, we have met and worked with Scenic Austin, Dallas, Fort Worth, Houston, and the Hill Country. Additionally, through the Scenic City Certification Program and our other initiatives we have met and worked with the Hill Country Alliance, Texas Historical Commission, San Antonio River Authority, Texas Trees Foundation of Dallas, Treefolks of Austin, I Live Here I Give Here, and Hill Country Conservancy to name a few.

Collaborative Chapter Work Included:

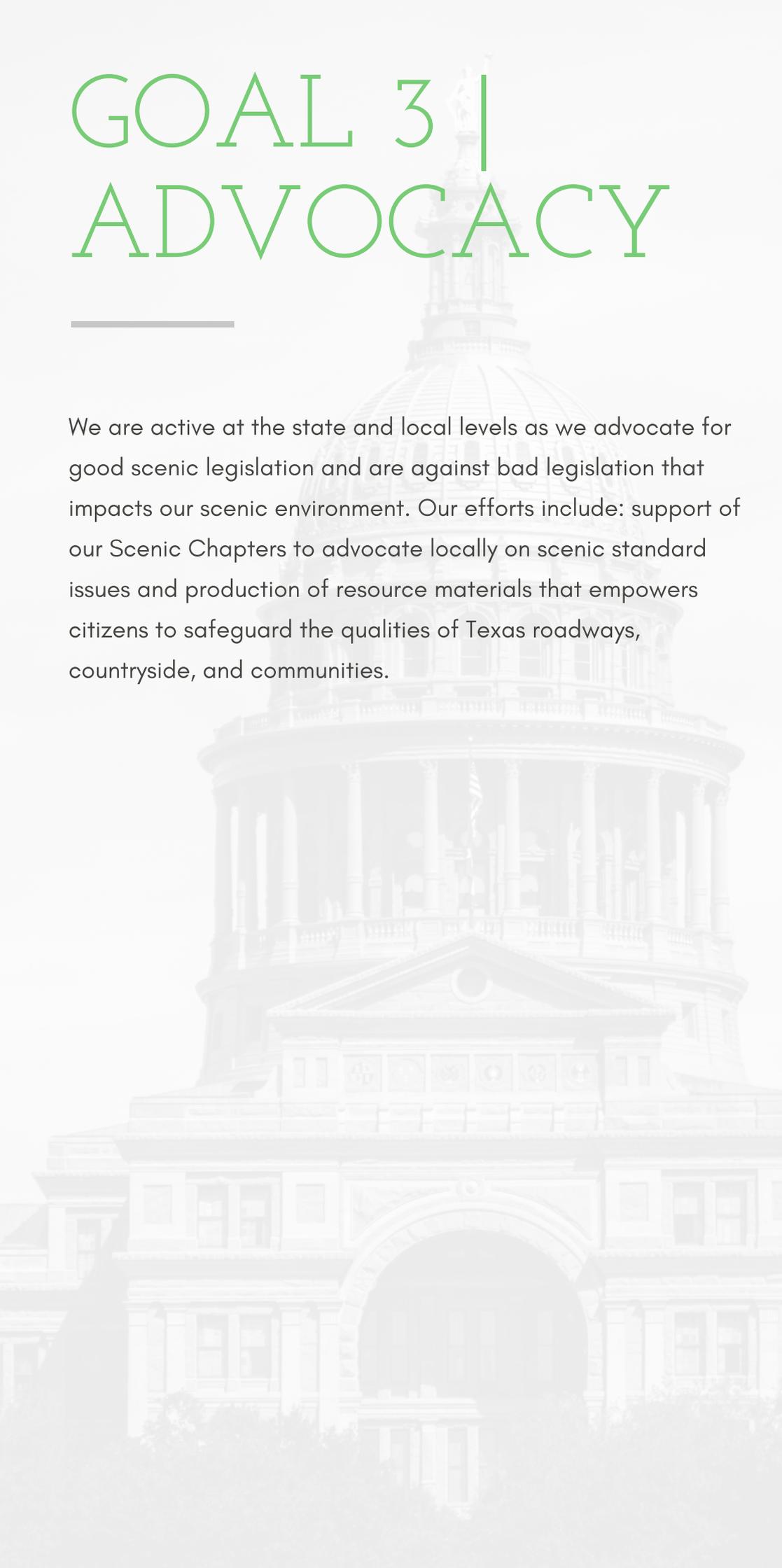
- Scenic Fort Worth | Fundraising and feasibility study on a potential streetscape enhancement
- Scenic Austin | Organized board meeting, board and member list management, reviewed land development code and articulated Scenic Austin position, met with city council member and potential members, joined Austin Outside, and endorsed Living City ATX recommendations, and planned and hosted joint fundraiser
- Scenic Hill Country and Scenic Dallas | Repositioning and attracting new leadership

In addition to continuing the work of strengthening all Scenic chapters in 2020, we plan to meet and work with all of the Scenic City Certification Program's 17 partners.



GOAL 3 | ADVOCACY

We are active at the state and local levels as we advocate for good scenic legislation and are against bad legislation that impacts our scenic environment. Our efforts include: support of our Scenic Chapters to advocate locally on scenic standard issues and production of resource materials that empowers citizens to safeguard the qualities of Texas roadways, countryside, and communities.



Scenic Texas

BOARD OF DIRECTORS

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JASON WILLS, AUSTIN, VP (EXECUTIVE COMMITTEE)

ALLAN PORT, HOUSTON, SECRETARY/TREASURER (EXECUTIVE COMMITTEE)

MARGARET DEMOSS, FORT WORTH (EXECUTIVE COMMITTEE)

GIRARD KINNEY, AUSTIN (EXECUTIVE COMMITTEE)

JUDY HARMAN, FORT WORTH (EXECUTIVE COMMITTEE)

LOUISE APPLEMAN, FORT WORTH

CECE FOWLER, HOUSTON

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STAN ST. PIERRE, NASHVILLE, TN