

# Scenic Texas

## 2022 ANNUAL REPORT

*Celebrating Growth and Achievements In Texas Visual Character*



**Beautify**

**Preserve**

**Enhance**

**Advocate**

Driven by our passion to do everything *For the Love of Texas*, together we achieved unprecedented milestones and accomplishments in 2022. We are celebrating 37 years of advocating for Texas scenic environment and are pleased to share how our services help citizens safeguard the scenic qualities of our great state's roadways, countryside, towns and cities. We would like to extend a big heartfelt thanks to our supporters and partners for their contributions and efforts to preserve and enhance Texas scenic environment and for being a continued part of the Scenic Texas community.

**Watch this video to learn more**



# HONORING TEXAS THROUGH COLLECTIVE IMPACT



**11,000** Trees Donated (3,899 remaining trees will be planted in 2023)

**7,101** Trees Planted

**\$368,880** Value of Trees Donated

**23** New, Recertified & Rising in Rank Scenic Cities

**91** Scenic Certified Cities

**\$67,000** Contributed To Carroll Shaddock  
Sustainability Fund

**\$78,400** Secured for ten Summer Interns

**\$88,800** Shaved off in Expenses (Annualized)

**\$63,000** in Donations & Contributions



# SCENIC CITY CERTIFICATION PROGRAM

*Implementing high quality scenic municipal standards*

In 2022, Scenic City Certification Program continued to support and recognize Texas municipalities that had implemented high-quality scenic standards in public spaces. We evaluated and reviewed **23 new, rising in rank and recertifying city** applicants on their existing ordinances and code languages. For more information about the program. [Learn More](#)

## 91 Scenic Certified Texas Cities

The Scenic City Certification Program,  
a Texas guide to model standards for  
high quality public spaces

Argyle	Fort Worth	Nacogdoches
Arlington	Friendswood	Nassau Bay
Bastrop	Frisco	Nolanville
Baytown	Fulshear	North Richland Hills
Beaumont	Georgetown	Pearland
Bedford	Granbury	Pflugerville
Bee Cave	Grand Prairie	Pharr
Belton	Grapevine	Pilot Point
Benbrook	Heath	Plano
Blanco	Horseshoe Bay	Princeton
Boerne	Houston	Prosper
Buda	Hutto	Richardson
Bulverde	Irving	Richmond
Cedar Hil	Keller	Roanoke
Cedar Park	Kyle	Rockwall
Celina	La Vernia	Rowlett
Cibolo	Lago Vista	Seabrook
Colleyville	Lakeway	Sealy
Corinth	Lancaster	Shavano Park
Cuero	League City	South Padre Island
Dayton	Leon Valley	Southlake
Denton	Little Elm	Sugar Land
Desoto	Lucas	Taylor
Double Oak	Magnolia	Waxahachie
Dripping Springs	Manor	Weatherford
Duncanville	Mansfield	Webster
Edinburg	Marble Falls	West Lake Hills
El Campo	McAllen	West University Place
Fairview	McKinney	Westlake
Flower Mound	Mesquite	
Forest Hill	Missouri City	

### CONTACT US

(361) 688-4571  
[www.scenictexas.org](http://www.scenictexas.org)  
PO Box 6446  
Austin, TX 78762

Email us at  
[info@scenictexas.org](mailto:info@scenictexas.org)

*Scenic*Texas





## 2022 Scenic City Annual Award's Reception



Celina, Texas  
City of the Year



Edinburg, Texas  
People's Choice Award



# 1 MILLION TREES ACROSS TEXAS

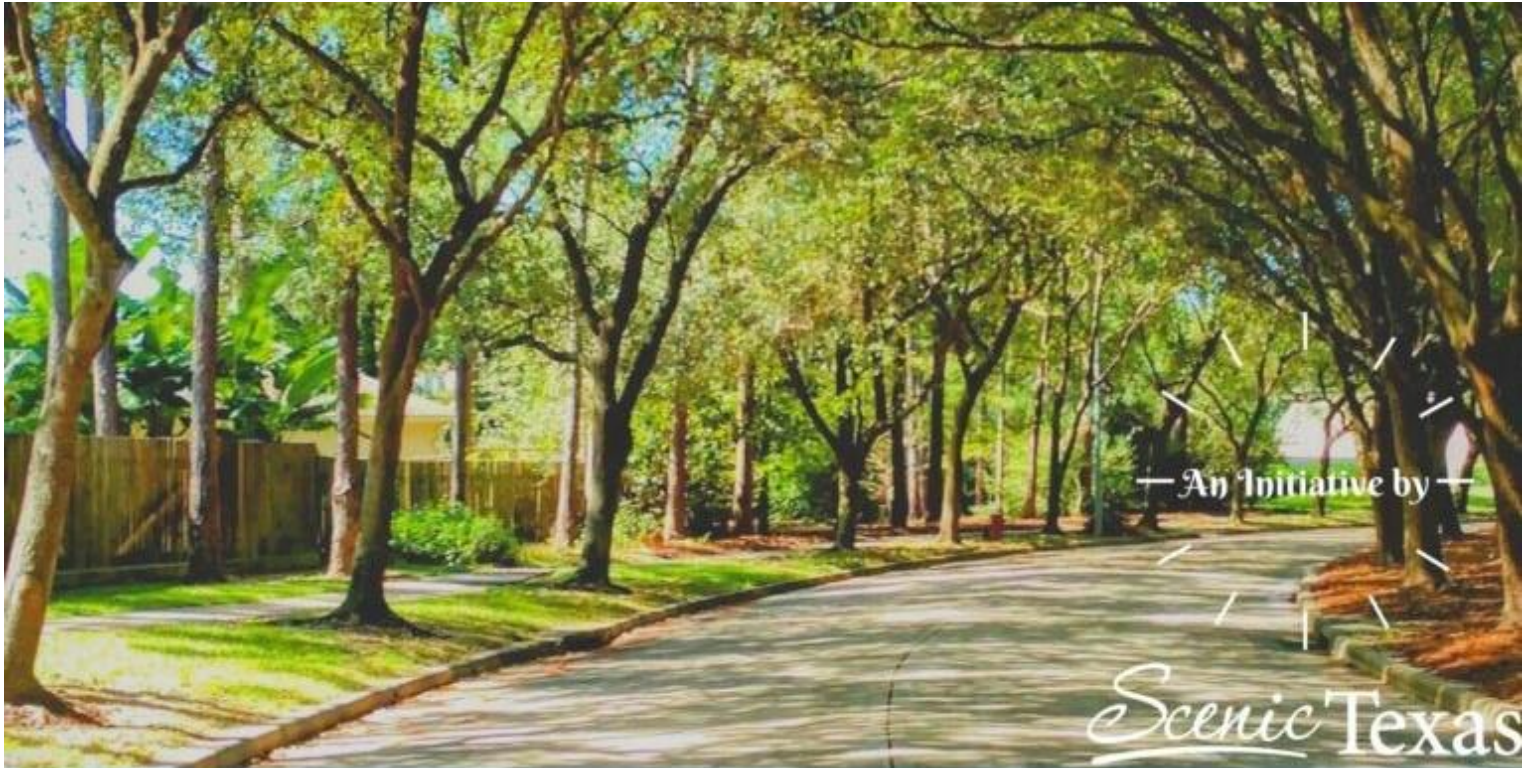
*Planting trees in rural to midsized communities*

**7,101** Trees Planted in Texas Cities

**11,000** Trees Donated to Scenic Texas

(3,899 remaining trees will be planted in 2023)

**\$368,880** Value in Tree Donations



In 2022, Scenic Texas' 1 Million Trees Across Texas Program continued to be the only statewide nonprofit program that supported sustainable landscaping and increased tree planting in the often underserved rural to mid-sized communities of Texas. Our tree planting program improves the scenic quality of natural and built landscapes, aims to reverse the impact of environmental degradation, promotes environmental conservation, preserves native Texas trees, maintains greenspaces, and enhances the sustainability of communities across the state of Texas.

Plant your roots by supporting our 1 Million Trees Across Texas and give a gift that lives for generations to come. Click here:

<https://www.scenictexas.org/donate>

# Scenic Texas Summer 2022 Internship

*Engaging a new generation in the Scenic Texas mission*

**10 Paid interns joined our team in 2022**

**78,400 Internship Grant**

## Who Were They?



**Maurico – Media**



**Monique – Business**



**James – Media**



**Andrea – Business**



**Pablo – I.T.**



**Bricelyn – Management**



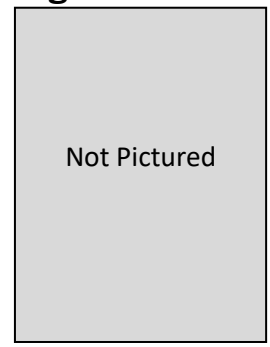
**Maggie – Marketing**



**Amanda – Marketing**



**Felipe – I.T.**



**Fei – Grant Writer**

## What We Accomplished

In 2022, the interns focused on critical areas for Scenic Texas and boosted our productivity in the areas of: enhanced social strategies & presence, assisted in securing funding, created ten media videos highlighting topics like the Scenic City tenants, assisted with goals & business objectives, completed I.T. tasks, updated the website, implemented a new CRM platform, created databases, helped with growing and implementing programs, completed many community & outreach activities, helped with fundraising initiatives and countless additional work related tasks to support Scenic Texas mission.



# OUR FINANCIAL HEALTH - YOUR INVESTMENT

*Generous supporters have supported Scenic Texas with their philanthropy for nearly four decades*



Although the nonprofit sector has continued to encounter difficult economic times, compounded with the prolonged effects of the world wide pandemic, Scenic Texas remained steadfast and has provided 37 years of service to Texas. This was a pivotal year for Scenic Texas. Not only did we continue to advocate statewide and locally for Scenic policies, we also embarked on a new plan for the future focused on strengthening our efforts in expanding both the Scenic City Certification Program and 1 Million Trees Across Texas Program.

**\$67,000 Secured for the Carroll Shaddock Sustainability Fund**

**\$40,000 Grants and Foundations**

**\$10,000 Fundraising**

**\$13,000 Corporate Giving**

## OUR PARTNERS AND SUPPORTERS MAKE SCENIC TEXAS MISSION POSSIBLE

Scenic Texas supporters are the bedrock of our organization. Our donors, members, partners, and supporters who have played and continued to play a crucial role in supporting our efforts to preserve and enhance the visual character of Texas.

### CORPORATE, FOUNDATION, AND ORGANIZATION

AMON G. CARTER  
FOUNDATION



META ALICE KEITH BRATTEN  
FOUNDATION

PIONEER  
NATURAL RESOURCES



DuBOSE FAMILY  
FOUNDATION



# LEGACY OF CARROLL SHADDOCK

*Making the world a more beautiful place*

Carroll Shaddock was the founder of Scenic Texas and Scenic Houston, and co-founded Trees for Houston. He also chaired the Scenic America Board for several years. Carroll was dedicated and involved with countless other neighborhood groups, civic organizations and initiatives aimed at beautifying our daily travels. His vision and advocacy of “more trees and fewer billboards” has resulted in the prohibition of new billboards in approximately 350 Texas cities and the planting of thousands of trees across the State. To celebrate Carroll Shaddock’s passion for beautification, Scenic Texas established the Carroll Shaddock Sustainability Fund, which will continue his legacy of pro-scenic policies, tree-planting, and streetscape enhancements.

IN LOVING MEMORY OF



Carroll Shaddock  
1940-2022

It is with deep sadness that we share the passing of our founder, mentor, and dear friend Carroll Shaddock. To celebrate his passion for beautification, Scenic Texas established the Carroll Shaddock Sustainability Fund in 2021, which will continue his legacy of pro-scenic policies, tree-planting, and streetscape enhancements.

## FRIENDS OF CARROLL SHADDOCK FOUNDERS CIRCLE



THANK YOU FOR HONORING TEXAS

# ADVOCACY – WHAT’S AHEAD

## *Advocating for scenic policies in Texas*

Through effective advocacy at the state and city level, Scenic Texas makes real change by amplifying the voices of our local chapters and Texas communities regarding issues that impact the scenic beauty of Texas. Priorities for the 2022 State Legislative Session include the following: protect dark skies, uphold billboard standards/signage controls, identify Green Ribbon Program stewards, expand scenic highway designations and further local control of city ordinances.



## **Your voice for a more scenic Texas**

In 2022, legislature did not meet, however Scenic Texas continued to monitor and track the new bills that may be introduced in the 2023 legislative session which could affect Texas scenic policies. Below is the current list of new bills or activities that may affect Texas visual environment:

- Scenic Texas prepared an Amicus Brief due to U.S. Supreme Court decision to uphold Austin’s billboard restriction from 2021 ruling
- Regulation of outdoor lighting in certain counties. HB 370
- Mobile Billboard Truck Advertising
- Austin Public Airport digital advertising expansion
- Release and inclusion of extraterritorial jurisdiction by a municipality involving certain areas. HB 375
- Extraterritorial jurisdiction of and municipal annexation by certain municipalities. HB 442
- Extraterritorial jurisdiction of certain municipalities. HB 443
- Municipal annexation of certain rights-of-way. HB 586
- Authority of a municipality to regulate statewide commerce. HB 149
- Civil penalty for certain signs placed on the right-of-way of a public road. HB 190

[Learn more](#) about our advocacy efforts



# 2022 VISIONARY LEADERSHIP

*Working for Texas to ensure our vision becomes a reality*



**JASON WILLS**

Board Chair  
Austin

[Read Bio](#)



**JUDY HARMAN**

Vice Chair  
Fort Worth

[Read Bio](#)



**PHILIP GOULD**

Treasurer  
Houston

[Read Bio](#)



**MARGARET DEMOSS**

Executive Committee  
Fort Worth

[Read Bio](#)



**MARISSA MCKINNEY**

Austin

[Read Bio](#)



**LOUISE APPLEMAN**

Fort Worth

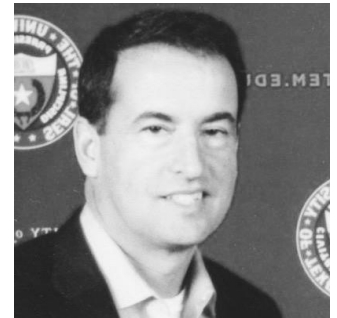
[Read Bio](#)



**COOKE KELSEY**

Houston

[Read Bio](#)



**RICHARD METZGER**

Houston

[Read Bio](#)



**CECE FOWLER**

Houston

[Read Bio](#)



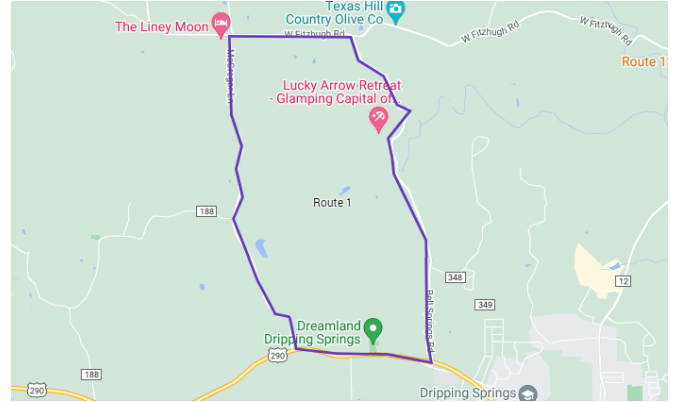
**BRENDA DEES - EXEC. DIR.**

Rockport

[Read Bio](#)

# CALL TO ACTION

*Join our scenic journey*



**2023 BIKE ROUTE IN DRIPPING SPRINGS, TEXAS**

[LEARN MORE](#)

## FOR THE LOVE OF TEXAS 2ND ANNUAL SCENIC BIKE RIDE

In 2022, we focused on planning another exciting scenic bike ride. Cyclist, gear up and enjoy a scenic leisure ride! For the Love of Texas 2<sup>nd</sup> Annual Scenic Bike Ride is set for Saturday, April 22nd, at 8:00 a.m. at Dripping Springs Distillery. The 11-mile course is a leisurely ride in the beautiful countryside of Dripping Springs. Enjoy the hill country views while riding on scenic roads with amazing views. To register, visit [Scenic Bike Ride 2023](#)

## Ways you can help Texas



Donate \$25 for a tree to be planted in your honor: [Donate a Texas Tree](#)



Get Involved. Follow us on our social channels:



Become A Scenic Texas member: <https://www.scenictexas.org/donate>



Subscribe to receive our newsletter: <https://www.scenictexas.org/join>  
August 2022 Newsletter: <https://www.scenictexas.org/the-outlook>

*Scenic* Texas

We Value You - Talk to Us

361.688.4571

[info@scenictexas.org](mailto:info@scenictexas.org)