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
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

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 are 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 task to support Scenic Texas mission.
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

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.

OUR PARTNERS AND SUPPORTERS MAKE SCENIC TEXAS MISSION POSSIBLE
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.
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
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 2nd 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: LinkedIn, Twitter, Facebook, YouTube

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
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