



2025

Annual Report

Litter

Spreading awareness, picking up hope, one piece at a time.

Beautification

Trash transformed in to art that calls for action.

Recycling

Second serve for tennis balls, once court play, now the court surface.



Letter from the Executive Director

Looking back on 2025, Keep Greenville County Beautiful (KGCB) has proven once again to be a year full of significant achievements and growth. While we celebrate the great strides made in some areas, we also acknowledge that others presented a challenge. Regardless, we continue to make a huge and visible difference in our community every single day.

This year was marked by a few hurdles, primarily related to setting ambitious goals that ultimately proved more difficult and time-consuming than initially anticipated. It is my firm belief that we have learned valuable lessons from these challenges, and we are moving forward with even better focus and purpose as we plan for the future.

As I compiled this annual report, I was once again overwhelmed and inspired by the incredible work done by every single member of the Keep Greenville County Beautiful Board. The dedication they show in their roles as city, county, and state employees, coupled with their volunteer efforts here on the Board, is truly exceptional.

We must also take a moment to celebrate the heart of our mission: our volunteers. Their dedication is truly the driving force behind our impact. In 2025, our incredible volunteers gave nearly 900 hours of their time to directly remove litter and debris from Greenville County. This remarkable contribution of service hours is a powerful testament to the passion our community has for keeping our county clean and beautiful.

As we look ahead to 2026, I am excited about a number of changes and improvements coming that will better help us fulfill our mission to keep Greenville County clean and beautiful. Thank you for your continued support as we work toward a cleaner, greener future.

A handwritten signature in black ink, appearing to read 'Summer Gagnon'. The signature is fluid and cursive, with a long horizontal line extending to the right.

Summer Gagnon
Executive Director

Litter Cleanup



KGCB 2024 Impact:

We are incredibly fortunate in Greenville County to have all the cities (Fountain Inn, Greenville, Greer, Mauldin, Simpsonville, and Travelers Rest), the county, and state agencies collaborating to tackle litter! Keep Greenville County Beautiful (KGCB) helps support all entities, enabling everyone to more effectively assist those who are eager to take action and help solve litter issues within the county..

19 litter cleanup events

404 number of volunteers

893 number of volunteer hours

10,261 est. pounds of litter removed

\$27,835.96 total value of volunteer time

SCDOT Adopt A Highway - FY23/24

One of our Board Advisors is with the South Carolina Department of Transportation and coordinates the Adopt-a-Highway program in Greenville County. This program is among the longest-running consecutive volunteer programs in Greenville County. At KGCB, we are proud to support these efforts by providing pickup sticks.

83 active groups

145.5 miles of roads adopted

27,105 est. pounds of litter removed

Environmental Art



Keep Greenville County Beautiful maintains three environmental art pieces in the county: a rabbit on the Swamp Rabbit Trail, a beaver at Conestee Nature Preserve, and a fox at Greer City Park. Unfortunately, the original Jim Swain "Bailey the Fox" sculpture in Greer sustained irreparable damage. Consequently, work began to replace the piece with a new sculpture that would better resemble the "Bailey the Fox" mascot. The new "Bailey the Fox" sculpture was installed in February of 2025 and has been a great improvement!

167K Visitors to Greer City Park

100K Visitors to Conestee Nature Preserve

2.37M Visitors to the Swamp Rabbit Trail*

Tennis Ball Recycling



In its second year, 2025, the Keep Greenville County Beautiful's tennis ball recycling program continued to grow and succeed. The program's effectiveness is a direct result of the dedication of its sole volunteer, Michael Sanfrancisco. Michael personally collected, packed, and shipped every recycled tennis ball throughout 2025. This vital work successfully diverts waste from landfills and is central to our mission of environmental sustainability.

8.7K est. tennis players served

13,400 tennis balls recycled in 2025

42,800 tennis balls recycling over lifetime

Highlights of 2025



In November, Board Member Joe Hollbrooks, representing the City of Greer, hosted a highly successful litter cleanup of Chick Springs Road. These incredible volunteers made a tremendous impact, removing an outstanding 1,960 pounds of litter in just two hours!

In October, Travelers Rest City's Glass Recycling Program took center stage at the South Carolina Department of Environmental Services (DES) Recycling Workshop. Board Member Phillip Tate presented on the initiative, highlighting how DES funding was crucial in enabling the city to host successful glass recycling events for the community.



In 2025, Keep Greenville County Beautiful (KGCB) launched a new initiative featuring a Pledge Wall to raise awareness and ask the public to commit to making small, everyday changes for a big environmental impact. This Pledge Wall has been featured at various events across Greenville County, and the public can also easily make a pledge online!

Heritage Lakes volunteer groups were honored as Greenville County Adopt-a-Highway's 2024 Group of the Year, an award presented by Keep Greenville County Beautiful Advisor Kim Bobo. We celebrate their outstanding and dedicated efforts, which are essential to keeping Greenville County clean and beautiful!



Highlights of 2025



We're so proud of Maddie from Bells Crossing Elementary in Greenville County, who was honored in front of her family and classmates as the regional winner of the PalmettoPride Litter Trashes Everyone art contest!

In October, Keep Greenville County Beautiful Board Members Willie Stewart and Renea Olsen hosted their most successful city-wide litter cleanup yet in the City of Mauldin! A fantastic turnout of 161 volunteers contributed 322 hours of service, successfully removing a staggering 1,840 pounds of litter.

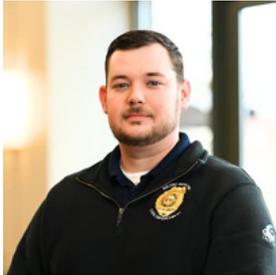


In February, James Huffman, the City of Greenville's Streets and Sidewalks Superintendent, joined the Board of Directors of Keep Greenville County Beautiful. He brings a unique global perspective and rigorous safety focus, honed during his extensive international oilfield career. James is dedicated to building a culture of education, safety, and teamwork, while also actively pursuing professional development through the American Public Works Association.

The "Tarp it or Ticket" campaign was overhauled in 2025. To better align with State Statute 56-5-4100 (Preventing Escape of Materials Loaded on Vehicles), the campaign was completely overhauled and relaunched as "Haul Smart." This new, county-wide awareness campaign will be an annual event held every June, coinciding with the State's Zero Tolerance for Litter Month. Board Advisors from the Sheriff's Office and KGCB Executive Director Summer Gagnon actively support this new campaign.



Highlights of 2025



Joseph Hollbrook joined the Keep Greenville County Beautiful Board of Directors in July. Having served the City of Greer since 2014, he is currently the Code Enforcement Supervisor, where he leads a team dedicated to protecting the community's health, safety, and quality of life. Joseph's expertise in property maintenance, residential building, and zoning, coupled with his certification as a Master Code Enforcement Professional, will be an invaluable asset to the board.

Keep Greenville County Beautiful (KGCB) Executive Director Summer Gagnon (representing Greenville County Litter Ends Here) teamed up with PalmettoPride to tackle illegal dumping on private property. Thanks to a nearly \$10,000 grant from PalmettoPride, the partnership successfully facilitated the removal of a massive 4,373 illegally dumped tires!



Keep Greenville County Beautiful (KGCB) Board Members Kendall Juell and Justin Campbell teamed up with the Simpsonville Public Works Department and Councilmember Shannon Williams to execute a stormwater project in July. The team successfully applied "ONLY RAIN DOWN THE DRAIN" markers to about 70 storm drains to raise awareness about the importance of keeping waterways clean and drains clear.

The City of Travelers Rest honored Kate Brown for her exceptional service, particularly for hosting the many successful litter cleanups that keep the city beautiful. Beyond her local efforts, Kate is a tremendous partner and supporter of Keep Greenville County Beautiful. Way to go, Kate!



Highlights of 2025



Kendall Juell joined the Keep Greenville County Beautiful Board of Directors in July. She is the Stormwater Programs Coordinator for the Greenville County Soil & Water Conservation District and brings nearly a decade of valuable experience in environmental education from North Carolina and Virginia, coupled with a lifelong passion for conservation. With a natural draw to waterways and a knack for identifying aquatic insects, Kendall is a strong advocate for healthy streams.

The City of Simpsonville has successfully entered the second year of its Adopt-a-Street program, which allows citizens to adopt city roads for litter cleanup. This program, initiated by Keep Greenville County Beautiful (KGCB) President Justin Campbell, has proven to be extremely successful.



Due to irreparable damage sustained by the original Jim Swain "Bailey the Fox" sculpture in Greer, a decision was made to replace it. The new art piece was specifically designed to better capture the likeness of the "Bailey the Fox" mascot. The sculpture, installed in February 2025, is considered a great improvement over the original.

Throughout the year, the City of Travelers Rest hosted multiple successful litter cleanups, thanks to the collaboration between Board Member Phillip Tate (representing the City of Travelers Rest) and Let's Keep TR Beautiful, led by Kate Brown.



Highlights of 2025



The City of Fountain Inn got cleaner for Earth Day! In April, KGCB Board members joined local volunteers for a city cleanup, making a huge difference by removing 30 bags of litter in just a few hours.

In April, Board Member Summer Gagnon, representing Greenville County Litter Ends Here, partnered with the Upstate Children's Museum for a full day of fun, teaching children about litter and the significant harm it poses to our local watershed.



During the Roper Mountain Science Center's STEM Days of Summer, new Board Members Kendall Juell and Summer Gagnon partnered to educate the community, especially young people, about the movement of litter through our local water systems.

For the fourth consecutive year, Keep Greenville County Beautiful (KGCB) proudly participated in Upstate Earth Month. This collaborative effort brings together litter stakeholders across the Upstate to promote shared initiatives and highlight their combined results. In April 2025 alone, dedicated volunteers removed a massive 67,634 pounds of litter!



Highlights of 2025

Esther Wagner, the Awareness & Education Program Manager for PalmettoPride, is also a dedicated force for Keep Greenville County Beautiful (KGCB), by cleaning up litter across the county. This powerhouse volunteer has already removed an estimated 4,160 pounds of litter through her efforts!



During March, April, and May of 2025, Keep Greenville County Beautiful (KGCB) dedicated all its cleanup events to supporting Keep America Beautiful's (KAB) national effort, the Great American Cleanup. We are excited to announce that KGCB will be participating in the Greatest American Cleanup initiative next year, and we look forward to making an even bigger impact!

Keep Greenville County Beautiful (KGCB) has been honored with the prestigious President's Circle Recognition Award for 2025 from Keep America Beautiful (KAB)! We are incredibly proud to uphold the mission, values, and vision of KAB and look forward to continuing to make a significant difference in Greenville County throughout 2025.

