

Our Guiding Principles



1. Education: This is the key to encouraging positive behaviors toward community improvement.

2. Individual

Responsibility:

Improving community environments and quality of life all begins with personal responsibility—Individuals becoming more engaged as citizens and stewards of the environment.



3. Public-Private Partnerships:

Broad-based community alliances are essential to achieve sustainable community improvement.



4. Volunteer Action:

By engaging volunteers we extend the reach of our education and multiply the impact of our actions.



Source: Keep America Beautiful (KAB) ,2009

Keep Horry County Beautiful—Mission

The mission of *Keep Horry County Beautiful* is:

“To inspire residents and visitors to value and protect the natural beauty of Horry County and to empower them to keep the open spaces, rivers, and beaches clean and litter-free.”



Website Links:

Keep America Beautiful (KAB):
www.kab.org

Keep South Carolina Beautiful/PalmettoPride:
www.palmettopride.org

Waccamaw Riverkeeper:
www.winyahivers.org

South Carolina Sea Grant Consortium/Beach Sweep/River Sweep:
www.scseagrants.org

REPORT A LITTER BUG ONLINE AT:
www.palmettopride.org/litterbug.asp



Call (toll-free)
1-877-7LITTER (754-8837)
Report a litter bug!!!

The story behind “Keep Horry County Beautiful”

History

In 2010, the Horry County Parks & Open Space Board (P&OSB) in its mission to preserve and protect the natural beauty of Horry County voted to pursue the establishment of a volunteer-based anti-litter group.

On June 6, 2011 Keep America Beautiful, Inc. officially certified Keep Horry County Beautiful (KHCB) as an affiliate.

Purpose

Litter is noticeable along highways, open spaces, rivers, beaches and other rural and urban areas of Horry County. This problem must be addressed, especially as the natural beauty of Horry County contributes to our local economy.

Intent & Goals

The intent of KHCB is to actively engage the citizens of Horry County in helping to keep the natural beauty and quality intact.



Our goals are:

- Litter prevention
- Education & Outreach
- Litter collection
- Community involvement & collaboration
- Beautification
- Public Relations



Not all goals will be achieved from the very beginning, but we aim to include all in future.

Organization

Our KHCB Committee is a subcommittee of the Horry County Parks & Open Space Board (P&OSB). It has its own Rules of Procedure and is headed up by nine (9) voting members belonging to the Board of Directors. Through the help of our staff liaison person, we collaborate with our partner organizations in Horry County, from the local schools, to the Horry County Solid Waste Authority, the Waccamaw Riverkeeper as well as municipalities and state agencies to name a few.

**PLEASE CONTACT US TODAY TO
JOIN AND MAKE A VISIBLE
DIFFERENCE IN HORRY COUNTY!**

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