

Keep Horry County Beautiful – Goals and Strategies



1. Education: >Work to establish eco-/environmental clubs and collaboration between local High Schools and the KHCB Committee (9 High Schools, 2 Academies, early college program = 12 institutions);

a. Who needs to be involved?

- Super Intendant
- School principals
- Teachers, staff
- Student leader

b. Who could sponsor it (Corporate ownership)?

- Coca-Cola
- Best Buy
- ROTC
- Bass Pro
- Cell phone companies
- Starbucks
- Other companies that are affiliated with youth

2. Public Relations/Outreach: >Develop media plan to engage the community in KHCB;

>Identify and recognize community partnerships (local champions; “Partner of the month”)

a. Who needs to be involved?

- Chamber of Commerce
- Cable Channels/ Media outlets, i.e. T.V. and radio stations
- Realtors/Property management companies
- Visitor’s centers
- Social networks, e.g. Facebook
- Schools, universities, e.g. multi-media project

b. Who might want to own it?

- Computer retail businesses
- Media companies, e.g. TimeWarner, HTC, Verizon, etc.
- Advertisement/billboard companies

- 3. Litter Prevention/ Beautification: >Schedule and encourage regular clean-up events (identify areas in advance);**
- >Begin with significant beautification efforts, e.g. “Adopt-a-Spot” or other local adoption programs;**
- >Work with Public Relations to distribute promotional materials and messages;**
- a. Who might want to own it?
- Waste Management or other trash management/hauler business
 - Fast-food places, e.g. McDonald’s, Chick-fil-A, etc. who could have tray liners or food bags printed with anti-littering messages;
 - Hospitality associations, e.g. hotels, restaurants, etc.
 - Golf Holiday
 - Chamber of Commerce
 - SCDOT
 - DIY Stores (Lowe’s, Home Depot), or nurseries
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