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 campanies
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