

***Marion County Beautification Committee
2011-2014 Strategic Plan***

Vision: *Marion County is a clean, inviting and beautiful environment in which to live, work and visit.*

Mission Statement: *The Marion County Beautification Committee is dedicated to promoting the cleanliness, beautification and civic pride within Marion County through education, public awareness, collaboration and community involvement in order to enhance economic development.*

Slogan: (To be determined)

Mascot: (To be developed)

Marion County Beautification Committee

2011-2014 Strategic Plan

Goal # 1: Reduce roadside litter in Marion County						
Objective/Strategy Number	Objective/Strategy	Funding Source(s)	Person(s) Responsible	Implementation Date	Completion Date or Ongoing	Objective/Strategy Completed
Objective 1.1	Clean up road side litter.	NA	Committee/ Marion Co.	2011-2012	On-Going	
Strategy 1.1.1	Conduct litter audit to identify litter hot-spots throughout county	NA	Committee/ Marion Co. Staff	2011-2012	On-Going	
Strategy 1.1.2	Conduct county-wide clean up days in conjunction with programs such as PalmettoPride. Also, seek collaboration and cooperation from cities as well.	NA	Committee/ Marion Co. Staff	2011-2012	On-Going	
Strategy 1.1.3	Create and implement programs or opportunities for individuals, families, organizations, schools, and businesses to adopt a designated area of the county to keep clean by picking up litter, pulling weeds from flowerbeds in parks, landscaping traffic islands, historical markers and other spaces. (Community service credit for eligible students.)	NA	Committee/ Marion Co. Staff	2011-2012	On-Going	

Goal # 1: Reduce roadside litter in Marion County Continued

Objective/Strategy Number	Objective/Strategy	Funding Source(s)	Person(s) Responsible	Implementation Date	Completion Date or Ongoing	Objective/Strategy Completed
Objective 1.2	Establish and conduct /implement school education programs	Grants	Marion Co. Schools/ Marion Co. Staff	2012-2013	On-Going	
Strategy 1.2.1	Implement a Mascot Contest among school students to create a “mascot” that will be used on Committee materials, programs, exhibits, etc.	Grants	Committee	2012-2013	Jan. 2013	
Strategy 1.2.2	Coordinate and implement litter education programs targeting grades K-8	Grants	Marion County Staff	2012-2013	On-Going	
Strategy 1.2.3	Involve high school students through such programs as Dash for Trash scavenger hunt	Grants	Marion Co. Schools/ Marion Co. Staff	2012-2013	On-Going	
Strategy 1.2.4	Coordinate and implement school clean up and beautification projects	Grants	Committee/ Marion County Staff	2012-2013	On-Going	
Strategy 1.2.5	Showcase schools’ and/or students’ projects by displaying posters in prominent places such as Marion County Museum and Colorful Cans placed in parks for the public’s use and enjoyment	Grants	Committee	2012-2013	Annually	

<i>Goal # 1: Reduce roadside litter in Marion County Continued</i>						
Objective/Strategy Number	Objective/Strategy	Funding Source(s)	Person(s) Responsible	Implementation Date	Completion Date or Ongoing	Objective/Strategy Completed
Objective 1.3	Design and implement community awareness programs	Grants	Committee/ Marion Co. Staff	2011	On-Going	
Strategy 1.3.1	Provide public access to litter information, ordinances, fines, clean up days, program opportunities, etc.	Grants	County	2011	On-Going	
Strategy 1.3.2	Establish a Beautification Committee link on the Marion County website sites	NA	Committee/ Marion Co. Staff	2011	Dec. 2012	
Strategy 1.3.3	Establish links from cities, chambers and other appropriate organizations' websites	NA	Municipalities/ Marion Co. Staff	2011	Dec. 2012	
Strategy 1.3.4	Speak to area community groups	NA	Committee/ Marion Co. Staff	2011	On-Going	
Strategy 1.3.5	Develop a slogan	NA	Committee	2012	June 5, 2012	Complete
Strategy 1.3.6	Develop a campaign with supporting resources such as posters, stickers, banners, car litter bags and make them readily available.	Grants	Committee/ Marion Co. Staff	2012-2013	ongoing	
Strategy 1.3.7	Create an exhibit with banners, educational materials, etc. to use at community events	Grants	Committee/ Marion Co. Staff	2012-2013	Dec. 2012	

<i>Goal # 1: Reduce roadside litter in Marion County Continued</i>						
Objective/Strategy Number	Objective/Strategy	Funding Source(s)	Person(s) Responsible	Implementation Date	Completion Date or Ongoing	Objective/Strategy Completed
Objective 1.4	Encourage enforcement of litter laws and County Nuisance Ordinances	NA	Committee/ Code Enf./Law Enforcement	2011	On-Going	
Strategy 1.4.1	Meet with Sheriff, Police Chiefs or designees to discuss enforcement options and ways in which committee can help	NA	Committee	2011	On-Going	
Strategy 1.4.2	Provide information about current ordinances and regulations on the County website	NA	Marion County Staff	2011	On-Going	

Goal 2: Increase Recycling in Marion County

Objective/Strategy Number	Objective/Strategy	Funding Source(s)	Person(s) Responsible	Implementation Date	Completion Date or Ongoing	Objective/Strategy Completed
Objective 2.1	Educate the public, including locals and visitors, on the benefits of recycling	Grants	Committee/ Marion Co. Staff	2012-2013	On-Going	
Strategy 2.1.1	Create programs and conduct workshops to educate business and the public about the need for and benefits of recycling and waste reduction and how to recycle and the use of our collection system	Grants	Committee/ Marion Co. Staff	2012-2013	On-Going	
Strategy 2.1.2	Utilize County web site to educate and promote recycling	NA	Marion Co. Staff	2012-2013	On-Going	
Strategy 2.1.3	Use local media, e.g. articles in local papers to describe the problems and cost of waste and how to recycle in both commercial and residential setting	NA	Committee/ Marion Co. Staff	2012-2013	On-Going	
Strategy 2.1.4	Develop an informational campaign for use in churches or with other community groups	NA	Committee/ Marion Co. Staff	2012-2013	On-Going	

Goal 2: Increase Recycling in Marion County Continued

Objective/Strategy Number	Objective/Strategy	Funding Source(s)	Person(s) Responsible	Implementation Date	Completion Date or Ongoing	Objective/Strategy Completed
Objective 2.2	Educate students on the benefits of recycling	Grants	Marion Co. Schools/ Committee/ Marion Co. Staff	2012-2013	On-Going	
Strategy 2.2.1	Conduct an “audit” of existing programs being used in Marion County schools	NA	Marion Co. Staff	2012	Dec. 2012	
Strategy 2.2.2	Encourage a greater emphasis on recycling for all age groups at day care centers, schools, Boys and Girls Club, Wildlife Action, etc.	Grants	Marion Co. Schools/ Committee/ Marion Co. Staff	2012-2013	On-Going	
Strategy 2.2.3	Encourage more emphasis on SC Department of Education Recycling Standard(s)	Grants	Marion Co. Schools/ Committee/ Marion Co. Staff	2012-2013	On-Going	
Strategy 2.2.4	Sponsor a recycling contest at schools with prizes awarded	Grants	Marion Co. Schools/ Committee/ Marion Co. Staff	2012-2013	On-Going	
Strategy 2.2.5	Work with school groups, parents, students, officials, etc. to encourage development/implementation of ongoing recycling programs in the schools	Grants	Marion Co. Schools/ Committee/ Marion Co. Staff	2012-2013	On-Going	

Goal 2: Increase Recycling in Marion County Continued						
Objective/Strategy Number	Objective/Strategy	Funding Source(s)	Person(s) Responsible	Implementation Date	Completion Date or Ongoing	Objective/Strategy Completed
Objective 2.3	Provide opportunities for business and residents to increase their recycling efforts	Grants	Committee/ Marion County Staff	2013-2014	On-Going	
Strategy 2.3.1	Conduct special recycling days annually for residents to drop off items such as wireless waste and electronics at designated drop-off sites	Grants	Committee/ Marion Co. Staff	2013-2014	On-Going	
Strategy 2.3.2	Work with County/Cities to make recycling bins available in public spaces	Grants	County Council/ Municipalities	2013-2014	On-Going	
Strategy 2.3.3	Recycling drop-off centers around the County are open longer and/or have more flexible hours	NA	County Council	2013-2014	On-Going	

Goal 3: Maintain an active, informed and engaged Marion County Beautification Committee

Objective/Strategy Number	Objective/Strategy	Funding Source(s)	Person(s) Responsible	Implementation Date	Completion Date or Ongoing	Objective/Strategy Completed
Objective 3.1	Educate committee members	County	Committee/ Marion County	2011-2012	On-Going	
Strategy 3.1.1	Seek out training opportunities for Committee members	County	Committee/ Marion County	2011-2012	On-Going	
Strategy 3.1.2	Invite experts to make short presentations at committee meetings	NA	Committee/ Marion County	2011-2012	On-Going	
Strategy 3.1.3	Provide in-county workshops	County	Committee/ Marion County	2011-2012	On-Going	
Strategy 3.1.4	Complete an annual review of the Marion County Beautification Committee Strategic Plan.	NA	Committee	2011-2012	On-Going	
Objective 3.2	Explore opportunities to partner with such programs as Keep America Beautiful, Palmetto Pride and other beautification, litter-reduction and recycling organizations	NA	Committee	2011-2012	On-Going	
Objective 3.3	Seek funding and in-kind support from a variety of sources to beautify Marion County.	NA		2011-2012	On-Going	

*Marion County Beautification Committee
Strategic Plan
2011-2014*



Adopted June 5, 2012