

## 1.6 Beautification

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Assessment Process	
<b>A.</b>	Techniques used for assessment of beautification needs is a community survey by a local beautification specialist in collaboration with the Lamar Community Betterment Council (LCBC), beautification volunteers, city government, schools, and youth organizations.
<b>B.</b>	Success of the beautification is demonstrated through positive ratings in the latest survey conducted by the Chamber of Commerce and LCBC. Furthermore, numerous awards in the Missouri Community Betterment competition is evidence of Lamar's effort.
<b>C.</b>	Opportunities are provided for input through local LCBC meetings, civic and service clubs, surveys through the newspaper, and individual initiative.

Program Standards	
<b>A.</b>	<b>Organization:</b> Beautification endeavors are a prime component of the Lamar Community Betterment Council (LCBC). This organization has been active in the Missouri Community Betterment since its original inception in the 1960's and has attained numerous states awards for excellence related to beautification and betterment projects.
<b>B.</b>	<b>Mission Statement:</b> Utilize individual and organizational endeavors to present a community image of vitality, beauty, and environmental balance.
<b>C.</b>	<b>Office/Budget:</b> While LCBC maintains a physical office at the Wolf Community Center, many beautification projects and related budgets are centered in offices such as Lamar City Hall, Street Department, Parks and Recreation Department, Board of Public Works, and University Outreach and Extension.
<b>D.</b>	<b>State Contact/Coordination:</b> In addition to the Missouri Division of Tourism and the Missouri Beautification Association, Lamar's beautification program receives direction from the Federated Garden Clubs of Missouri and from the Master Gardeners program through University of Missouri Outreach and Extension.
<b>E.</b>	<b>Eyesores:</b> Potential eyesores are reported and corrective action is taken in accordance with municipal codes. LCBC and the City of Lamar record and process any and all reports of eyesores present in the community.
<b>F.</b>	<b>Recycling:</b> A full recycling program is underway through joint efforts of the City of Lamar and the Prairie View Landfill. More details of this program may be found in MoCAP Section 5.7 on Solid Waste Management.
<b>G.</b>	<b>Planting Program:</b> A Master Gardeners program has been launched through University Outreach and Extension of Barton County. The annual program trains interested citizens in the best practices of planting and maintaining trees and flowers. The program cultivates further activity through a mentoring and community service program of program graduates and new participants, along with areas identified for potential improvement within the city.
<b>H.</b>	<b>Entrance Signage:</b> Attractive and effective entry signage of the community is currently under development by LCBC (See goal information below.)
<b>I.</b>	<b>Annual Clean-Up/Beautification:</b> The months of April and May are designed for an official clean-up and beautification campaign for Lamar and Barton County. LCBC and the local newspaper, the <i>Lamar Democrat</i> , conducts a massive publicity effort with a special tabloid edition. The City of Lamar provides free pick-up and disposal of items not suitable for the standard waste management service.

<b>J.</b>	<p><b>Adoption Programs :</b> Programs to adopt parks, streets, and roads are numerous in Lamar and Barton County.</p> <ul style="list-style-type: none"> <li>• The Lamar Downtown Association secured sponsorships of various infrastructure improvements on the City Square. Individuals, businesses, and organizations may adopt planters, benches, and decorative light posts around the Square.</li> <li>• Several organizations in the Adopt-a-Highway program through the Missouri Department of Transportation.</li> <li>• The Master Gardeners program adopts street corners and other spots for beautification through extensive planting improvements</li> </ul>
<b>K.</b>	<p><b>Awareness Program:</b></p> <ul style="list-style-type: none"> <li>• A special beautification tabloid section is published annually by LCBC and the local newspaper, the <i>Lamar Democrat</i></li> <li>• The Yard of the Month campaign through Master Gardeners, University Extension, and LCBC recognizes and promotes the example of beautification efforts in action throughout Lamar.</li> </ul>

<b>Goal</b>	<b>Improve the image of the community through attractive and effective welcome signage</b>
<b>Strategy</b>	Construct welcome signage that is attractive, easy to read, and easy to maintain. Signage will be placed at the main east and west entrances to the City of Lamar along U.S. Highway 160. Incorporate sponsorships from civic organizations to eliminate the current conglomeration of individual welcome signs placed by the organizations.
<b>Funding</b>	In-kind support from the City of Lamar will be combined with sponsorships with up to ten local civic groups.
<b>Timeline</b>	Full completion of project by September of 2003.

<b>Program Evaluation</b>	
<p>The success of Beautification endeavors for Lamar are addressed through:</p> <ul style="list-style-type: none"> <li>• Participation by groups, individuals, and businesses in the annual Beautification campaign and newspaper tabloid</li> <li>• Benchmarks and best practices guidelines established through the state associations</li> <li>• Ratings achieved through participation in the Missouri Community Betterment program and annual competitions</li> <li>• Monthly focus group sessions conducted by the Chamber of Commerce</li> <li>• Annual Surveys of the local business community</li> <li>• Strategic planning exercises of Community Betterment and other agencies engaged in community development and beautification</li> </ul>	