



# LITCHFIELD CORRIDOR

# BEAUTIFICATION COMMITTEE

## NEWSLETTER

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Tom Leis,	President LCBC
Lewis Bowers,	Vice President
David Teems,	Secretary
Ken Dewell,	Treasurer
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Sheri Nannarello,	Information Officer
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 Joe Johnson  
 Joe Muffolette  
 Bill McElroy

*Summer 2011*

**Published by Litchfield Corridor  
 Beautification Committee,  
 Pawleys Island, South Carolina.  
 LCBC is a nonprofit organization,  
 dedicated to the enhancement and  
 preservation of the Litchfield Corridor,  
 Rte. 17, with plantings and  
 maintenance of the medians. LCBC is  
 funded through donations and grants.  
Visit us online to view our video,  
 contact officers/board members or  
 make a donation.  
[Litchfieldbeautification.com](http://Litchfieldbeautification.com)**

**\*\*\*\*\* NOTICE \*\*\*\*\***

***You may have noticed some of our crape myrtle trees turning brown from lack of adequate water in the beds on the south and north end of our corridor. These beds were installed by a contractor identified and selected by SCDOT, not LCBC. These plantings are still under warranty and the contractor is responsible for their well being. SCDOT is now working with the contractor to either save or replace these trees impacted by our recent lack of rainfall.***

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# Litchfieldbeautification.com

**Or call 843 235 3087**



## *New LCBC President, Tom Leis and WMBF News*

The news at Litchfield Beautification this month is our new president, Tom Leis. He has switched hats from information officer to president in May. A retired IBM executive from Connecticut, Tom resides in River Club with his wife, Carol. He is past president of the River Club POA.

When Bill McElroy asked him to join the board he found out we did not yet have a web site, and so his job was created! Working with Vince Franco, they designed a great web site for the Beautification Committee, complete with a video of the

highway corridor set to music. As he moves to the Presidency, he brings both technical and managerial experience to move us into the future.

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The LCBC marked the completion of the median plantings at a gathering on the lawn of St Paul's Methodist Church, near Highway 17 on June 6<sup>th</sup>. After 5 years the medians are now complete with crape myrtles and other shrubs blooming along the entire corridor.

**In conjunction with marking the completion of the plantings, Tom Leis and Kathy MacSorley were interviewed by Chandi Lowry, news anchor at WMBF news on June 2<sup>nd</sup>. After being a little nervous, we ended up having fun with our 2 minutes of fame and watching the replay on our DVR's.**



***Tom's next job  
could be news anchor!***



## ***Letter from Tom Leis, LCBC President***

If you think back to your very first visit to the Litchfield/Pawleys Island area and remember what first made this place so appealing, I would bet that it had something to do with the area we call the "Litchfield Corridor".

The corridor runs from Martin Luther King Drive to Sandy Island Road and may well be one of the most beautiful and best maintained 3.2 miles of highway anywhere in the United States

In June, we celebrated a 4+ year effort to complete the plantings. Now we must turn our attention to increasing donations in order to ensure adequate funds to pay for the ongoing maintenance as well as building a reserve to replace plants because of old age or damage.

Our Litchfield corridor is maintained through the generosity of donations from individuals, businesses, HOA's/POA's, community groups and A-Tax grants from Georgetown County. In 2007 a group, called the Litchfield Corridor Beautification Committee was formed to make sure necessary funds and support was in place to maintain the Litchfield medians.

In 2010, approximately \$73,000 was raised, which is a significant amount, but almost \$20,000 short of what is required too to pay for the annual maintenance---mowing each

week, trash pick up 5 to 6 days a week, as well as regular trimming, edging and pine straw. The shortfall of sufficient funds to pay the annual maintenance bill of \$90,000 has been made up through Accommodation Tax grants from Georgetown County. While we have been very fortunate to secure these grants in the past, it is clear that we cannot count on this grant forever and we MUST increase our donations.

The LCBC is kicking off three fund raising campaigns called "Community Pride," which we hope will significantly increase our membership and donations. The first campaign will be a direct mailing to the almost 5,000 residents who live within the boundaries of our corridor. The following campaigns will focus on businesses and HOA's/POA's who are not currently members. For a complete list of our current donors, please visit our web site at [www.litchfieldbeautification.com](http://www.litchfieldbeautification.com).

We can and must continue to maintain the Litchfield Corridor in a manner that we all appreciate, but it will take our entire community working together to get it done. If you're a member today, you have our sincere thanks. If you're not, please join and encourage your friends and neighbors to get involved and become a member of the LCBC.

This is your community and the corridor is your front door.

**Bill McElroy** has retired as LCBC President, but will continue to play a vital role as a board member. We appreciate his contribution to develop the natural beauty of the Litchfield community for all who call this home and those that come to visit.

# **THANKS, BILL !**

*“Bill has been the president of LCBC since its inception and with the support of a great team has been the driving force to secure over \$400k over 5 years in state and local grants that have allowed us to complete the plantings along the 3.2 miles of the corridor. Nobody can do it alone, but it takes a leader like Bill to bring it all together.” Tom Leis*



*“Bill has worked tirelessly to lead the LCBC...” He has learned so very much about the way DOT and other state agencies operate and how a citizen led organization like LCBC must function in cooperation with the agencies in order to get the job done.” Henry Jobe*



*The Waccamaw Times featured Bill in their “Helping Hands” article on January 11, 2011 It is a feature about people whose work touches our lives. The board and officers are grateful that his commitment and leadership values have touched our lives.” Kathy MacSorley*

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## ***Waccamaw Management, LLC, AAMC... Working Behind the Scenery for LCBC***

Waccamaw Management (WM) President, Press Courtney has been involved from the beginning of the Litchfield Beautification in 2007. WM was the first to step forward to offer their services as a gift-in-kind to our newly organized nonprofit organization. They assist the board with managerial guidance, accounting, administrative services, and insurance.

Jane Atkinson receives the donations and keeps the data base of donors. Vicki Cooper notifies the treasurer and president of donations, handles the administrative work of mailing correspondence, and multiple other activities. Press provides the counsel needed to run our organization in a legal, professional manner. They are our behind the scenes management gurus.

Their gift enables approximately 98% of donations to go to maintenance and plants.

Waccamaw Management has been managing property/community associations for the past 25 years. Their responsibility for the professional management of 90 corporations extends from Georgetown to Conway.

In 2009, they became a member of the elite group of community managing companies that have earned the Accredited Association Management Company (AAMC) designation from the Community Association Institute (CAI). As a leader in the industry, they are committed to being the best community association management firm in South Carolina. The LCBC board and officers are grateful for their dedication to keep the Litchfield corridor beautiful.



***Press Courtney, Jane Atkinson, and Vicki Cooper at the Waccamaw Management office.***

# **TREASURER REPORT**

By Ken Dewell

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## **2011 LCBC OPERATING BUDGET LATEST REVISION**

### **ANTICIPATED EXPENSES**

<b>Landscape Services &amp; Scheduled Plant Replacement</b>	<b>\$</b>	<b>85,000.00</b>	<b>Total</b>
<b>Financial Mgmt Services</b>	<b>\$</b>	<b>10,000.00</b>	
<b>Materials/office supplies</b>	<b>\$</b>	<b>2,000.00</b>	
<b>Tourism promotion and fund raising costs</b>	<b>\$</b>	<b>5,000.00</b>	
<b>Audit</b>	<b>\$</b>	<b>2,000.00</b>	
<b>Insurance</b>	<b>\$</b>	<b>2,000.00</b>	
<b>Unanticipated plant replacement</b>	<b>\$</b>	<b>4,000.00</b>	
<b>Total Expenses</b>	<b>\$</b>	<b>110,000.00</b>	

### **ANTICIPATED REVENUE SOURCES**

<b>Income from Contributions (Private donations)</b>	<b>\$</b>	<b>80,000.00</b>	
<b>Accommodations Tax</b>	<b>\$</b>	<b>20,000.00</b>	
<b>Financial Management (gift in kind)</b>	<b>\$</b>	<b>10,000.00</b>	
<b>Total Revenue</b>	<b>\$</b>	<b>110,000.00</b>	
<b>Private donations through May 2011</b>	<b>\$</b>	<b>28,000.00</b>	

**EDITORIAL APPEARING IN THE  
COASTAL OBSERVER  
May 12, 2011**

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from the editor*

**Roadside trash  
sprouts like weeds**

When it's time to mow the shoulders and the median along Highway 17, drivers should take their feet off the gas long enough to thank the beautification groups at work in Litchfield and the Pawleys Island area. Nothing does as much to blemish community pride as the sight of trash churned into confetti by a rotary mower.

It's too bad the spring mowing season doesn't coincide with the twice-yearly application cycles for a share of Georgetown County accommodations tax revenue. What the advisory committee and County Council have been saying is that these landscaping efforts are indeed worthwhile, but not beyond the stage where they put plants in the ground. They aren't seen as candidates for long-term funding, the way other applicants are that also have an impact on tourism. But seeing what happens when a mower hits the median ought to make local officials think again.

It isn't the plants or even the neatly clipped grass that makes the landscaped medians a wise public investment: it's the lack of litter. The newly-landscaped section of Highway 17 below the South Causeway to Pawleys Island hasn't got the same look as the well-establish corridor through Litchfield, but it's still neat and clean. It still makes an attractive gateway.

Both projects rely on accommodations tax, particularly when the economy is still trying to shake off the effects of the Great Recession. The Litchfield group tried to do without, but recently agreed to put in another application. The Pawleys group got funds this year, but was encouraged to start planning for self-sufficiency. A third highway project, run by the Garden City Beach Community Association, is apparently immune. It would be nice to think it is fully funded through tax revenue because of its public value, but the truth is that area brings in a large share of the revenue and gets very little else in return.

There is no public program that removes litter from the highway. Unless Georgetown County creates one, the landscape projects are the best, and probably the cheapest, option. It's time they move up to the level of beach access and advertising in the county's spending for tourism. They enjoy private support from business and homeowners, and public funds should be part of the mix, too.

**THIS**



**OR THIS**



# Special Thanks to Our Business Donors



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