



# LBF

## NEWSLETTER

### Happy Birthday America – Celebrating Our Semiquincentennial

As we approach the 250<sup>th</sup> anniversary of the founding of our great nation, I can remember back to the last great celebration of our nation – the Bicentennial Celebration of 1976. How everyone got so excited about the event and all the special activities planned for our 200<sup>th</sup> birthday. We had huge parades, magnificent fireworks displays and special 200<sup>th</sup> birthday events in every city and town. I recall that it seemed to me that we were a much closer nation then with far less diversion and division amongst us.

That having been said, I still believe we have a similar opportunity this July 4<sup>th</sup> to set aside our differences, reduce the vitriol and hostility amongst us, and come together as Americans to celebrate this momentous occasion. May we reflect and rejoice vigorously on this monumental occasion, and series of events 250 years ago that threw off the yoke of tyranny of King George III and resulted in the successful creation of the greatest experiment in liberty, democracy and government of the people, by the people and for the people the world has ever known, before or since.

Yes, we certainly have our problems and issues today, almost certainly greater than in 1976, however, notwithstanding our current issues and polarization we are still the greatest country on this planet. We should all recognize and appreciate the efforts of all who have gone before us and be grateful for them, and for all Americans who for the past 250 years have, in so many ways, helped ensure that our system of government will not perish from this earth.

I pray that on this highly significant Fourth of July, all American patriots will put aside our differences and remember we are all Americans first and foremost and our Country, our democratic way of life and the freedoms we have enjoyed for the past 250 years is something to ponder, be extremely proud of and eternally grateful for.

So, this Fourth of July, stand tall as proud Americans united in patriotism, thanksgiving and love for our Country and celebrate long, loud and proud for the greatest country on this planet.

Have fun, stay safe and God Bless the USA!!!!

With Appreciation,

Ken Dewell  
President - Litchfield Beautification Foundation

## Celebrating America's 250th Anniversary and the Beauty of Litchfield

Our nation is celebrating a remarkable milestone—the 250th Anniversary of the signing of the Declaration of Independence and the birth of the United States of America.

As communities across the country prepare to commemorate this historic occasion, the Litchfield Beautification Foundation is proud to do its part right here at home.

This Independence Day, visitors and residents traveling through Litchfield will notice an expanded display of American flags proudly flying along our corridor. To honor the upcoming 250th Anniversary, LBF is adding 20 additional flags to our traditional Fourth of July display, bringing the total to **100 American flags**. We will also proudly display the official **America 250 commemorative flag** as part of the celebration.

For many residents, the holiday flag display has become one of the most visible and appreciated symbols of community pride in Litchfield. The sight of American flags lining the roadway creates a memorable welcome for visitors and a meaningful reminder of the values and freedoms we share.

The flag display is also a reflection of the broader mission of the Litchfield Beautification Foundation. Throughout the year, our volunteers, donors, sponsors, and maintenance crews work together to preserve and enhance the beauty of the Litchfield corridor through landscaping, maintenance, and cleanup efforts.



Whether it is maintaining hundreds of palms and shrubs, removing debris, planting seasonal flowers, or displaying flags on patriotic holidays, our goal is the same: to create a beautiful, welcoming community that reflects the pride of the people who live here.

As we look ahead to America's 250th Anniversary, we are reminded that great communities are built through stewardship, service, and shared commitment. We are grateful to everyone who helps make Litchfield such a special place and who supports the work of keeping it beautiful for residents and visitors alike.

This Fourth of July, as our **100 Flags** wave along Ocean Highway, we invite you to celebrate not only our nation's history, but also the community spirit that continues to make Litchfield a place we are proud to call home.



## What Would Litchfield Look Like Without LBF?

One of the greatest compliments we receive is when someone tells us, "I never realized all that was involved."

In many ways, that is exactly the point.

When the Litchfield Beautification Foundation is doing its job well, residents and visitors simply enjoy the beauty of the corridor without thinking much about what it takes to maintain it. The landscaped medians are attractive, the roadsides are clean, the palms and shrubs are healthy, and the community makes a positive first impression on everyone who visits.

But what would happen if that work stopped?

The answer is surprisingly simple. Nature—and traffic—never take a day off.

Trash and debris would begin to accumulate along the roadway. Weeds would spread through medians and planting beds. Shrubs and ornamental grasses would become overgrown. Damaged plants would go unreplaced. Storm debris would remain longer. Before long, the appearance of the corridor that helps define Litchfield would begin to change.

Fortunately, that is not the future we have chosen.

Every week, our maintenance crews work throughout the corridor to preserve the beauty that residents value and visitors remember. It is work that is often unseen but makes a visible difference every day.

### Before



### After



## By The Numbers

Maintaining the Litchfield corridor is a larger undertaking than many people realize.

**Across the 4 mile corridor in Litchfield/Pawleys Island, LBF maintains approximately:**

- **25 landscaped medians and common areas**
- **More than 70 palm trees**
- **More than 300 shrubs and ornamental bushes**
- **More than 30 large canopy trees**
- **More than 50 ornamental grasses and groundcover plantings**

In addition, our crews routinely remove trash, litter, and storm debris from the corridor to help keep Litchfield clean, safe, and welcoming.

**During a typical month, our crews:**

- **Cover 90 miles of roadway**
- **Spend 120 manhours picking up trash**
- **Collect 60 bags of litter and roadside debris**
- **Collect 600 pounds of trash**

We are proud of what the corridor represents. The beauty of Litchfield contributes to community pride, enhances the experience of residents and visitors, and helps preserve the character that makes this area so special.

The Litchfield Beautification Foundation was created because local residents believed that maintaining and enhancing this corridor was important enough to support. Today, that mission continues through the generosity of homeowners, businesses, HOA and POA partners, sponsors, and volunteers who share that same commitment.

It is truly our pleasure to do this work.

Every palm tree maintained, every flower planted, every median mowed, and every piece of litter removed helps preserve the beauty we all enjoy. With continued community support, we can ensure that future generations experience the same welcoming and attractive Litchfield that we value today.

Thank you for helping us keep Litchfield beautiful.

## Safety First: Protecting Our Crew, Our Community, and Our Visitors

The beauty of the Litchfield corridor does not happen by accident. Every week, dedicated maintenance crews work along Ocean Highway to mow, trim, plant, prune, and remove litter and debris. Much of this work takes place just a few feet from passing traffic.

Because of this, safety is always our highest priority.

In 2025, the Litchfield Beautification Foundation was awarded a Georgetown County Accommodations Tax (A-Tax) Grant that allowed us to make important investments in equipment designed to improve safety for our maintenance crews, the traveling public, and the many visitors who travel through our community each year.



The grant funded the purchase of enhanced safety equipment, including:

- Highly-visible protective clothing and safety gear
- Traffic cones and work-zone markers
- Roadside warning signage
- Flashing safety lights for maintenance vehicles and moving equipment

These improvements help make our work crews more visible to motorists and create safer working conditions throughout the corridor.

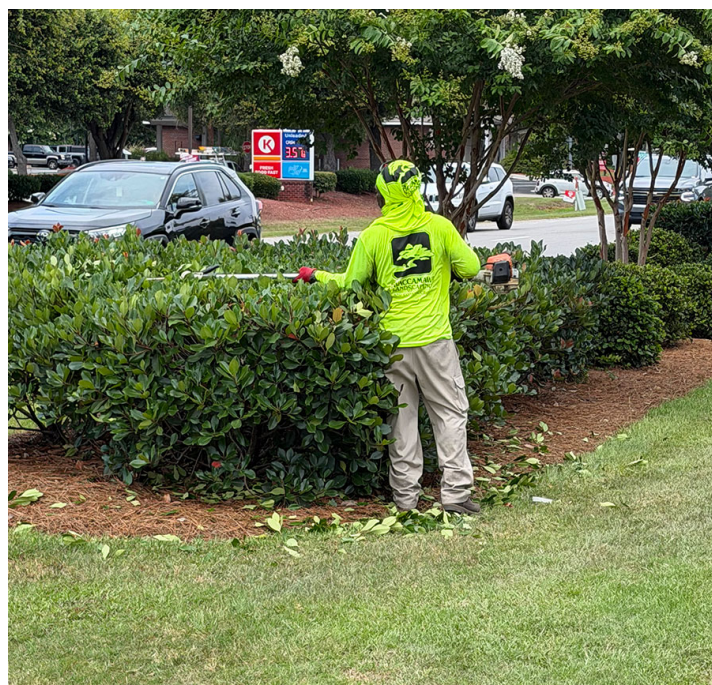
One of the largest investments made possible by the grant was the installation of **two solar-powered electronic message boards** positioned at each end of the Litchfield corridor—one facing northbound traffic near Martin Luther King Road and the other welcoming southbound travelers just south of Brookgreen Gardens.

These message boards have become an important communication tool for our community.

### Throughout the year they are used to:

- Alert motorists to maintenance crews working in the medians
- Encourage drivers to slow down and use extra caution
- Welcome residents and visitors to Litchfield
- Promote litter prevention and help keep our roadsides clean
- Celebrate patriotic holidays and recognize our community flag displays
- Share seasonal greetings and community messages

Together, these improvements make the corridor safer while helping create a welcoming first impression for everyone entering Litchfield.



Our crews often work in medians and along roadsides where traffic is moving at highway speeds. A few extra moments of attention can make a significant difference.

### We ask everyone traveling through the Litchfield corridor to:

- Slow down when approaching work areas
- Watch for workers and maintenance equipment
- Be alert for signage, cones, and flashing lights
- Give crews extra space whenever possible

The Litchfield Beautification Foundation is committed to maintaining a beautiful, welcoming corridor, but we are equally committed to ensuring that every crew member returns home safely at the end of the day.

We are grateful to Georgetown County for supporting these safety improvements through the A-Tax Grant Program and to the residents and visitors who help keep our corridor safe by driving carefully and staying alert.

Together, we can continue to make Litchfield both beautiful and safe.

## Crepe Myrtles for South Carolina Planting



Crepe myrtles (*Lagerstroemia* spp.) are among the most dependable and attractive flowering trees for landscapes throughout South Carolina. Their long summer bloom period, drought tolerance, attractive bark, and adaptability to urban conditions make them excellent choices to provide summer color. They are indigenous to Asia and were introduced to the United States in the late 1700s by French botanist André Michaux, who first planted them in Charleston, South Carolina. The crepe myrtle spread rapidly from Michaux's garden throughout Charleston and the rest of the American South, earning the nickname the "Lilac of the South".

### Selection Considerations

Selecting varieties with mature heights appropriate to the planting location is essential for minimizing maintenance and preserving the natural form of the tree. When selecting crepe myrtles, mature size and bloom color should be the primary considerations. Be sure to consider your summer color palette when deciding what to plant and select a variety that naturally fits the available space.

The correct selection will lower maintenance costs by reducing pruning requirements, which improves the overall appearance. Disease-resistant cultivars, particularly those developed by the U.S. National Arboretum, are preferred due to their superior resistance to powdery mildew and leaf spot diseases.

### Avoiding "Crepe Murder"

One of the most common maintenance mistakes is severe annual topping, commonly known as "crepe murder." This practice involves cutting large branches back to stubs each winter. Although intended to control size, topping creates weakly attached shoots, delays development of attractive branching structure, increases maintenance needs, and detracts from the tree's natural form.

Crepe murder can largely be avoided by selecting varieties whose mature height matches the planting site. A 25-foot cultivar should not be planted beneath utility lines or in locations requiring a 10-foot tree.



**WACCAMAW**  
**LANDSCAPING**  
 AND CONSTRUCTION



## Proper Pruning Practices

Crepe myrtles require **minimal pruning**. The **preferred** approach is to:

Remove dead, damaged, or crossing branches. Eliminate basal sprouts and root suckers as needed. Maintain a well-spaced framework of major trunks. Prune during late winter before spring growth begins. Preserve the tree's natural shape and branching habit.

When structural pruning is necessary, make cuts at branch collars rather than leaving stubs. Properly selected and lightly pruned crepe myrtles develop strong branching, attractive bark, and abundant flowering while requiring significantly less long-term maintenance.

## Summary

Crepe myrtles remain one of the best ornamental trees for South Carolina landscapes due to their heat tolerance, drought resistance, long bloom season, and low maintenance requirements. The most successful plantings result from matching mature tree size to available space and avoiding excessive pruning practices. With proper cultivar selection and limited structural pruning, crepe myrtles can provide decades of reliable color and visual interest throughout South Carolina.

# Join Us In Keeping Litchfield Beautiful

Preserving the beauty of Litchfield is a shared responsibility — and there are meaningful ways for everyone to participate. Whether through financial support, sponsorship, collaboration, or simply helping spread awareness, your involvement strengthens the work we do on behalf of the entire community.

Private participation is especially important. While we receive limited public funding, the majority of our annual support comes from individuals, businesses, HOAs, and POAs who recognize the value of sustained beautification efforts.

**If you believe in maintaining the character and pride of Litchfield, we invite you to participate in one or more of the following ways:**

## Five Ways to Participate

### 1. Make An Annual Contribution

Your financial support helps fund landscaping, maintenance, seasonal plantings, and debris removal throughout the year.

To make a contribution: 📱 Scan the QR code below, 🌐 Visit us at [litchfieldbeautification.com](http://litchfieldbeautification.com),  
✉ Or complete the donor form attached to this newsletter email

Every gift is fully tax deductible and directly supports the public places we all enjoy.

### 2. Sponsor a Median or Tree or Flag Display

Honor a loved one, demonstrate community pride, through a sponsorship or patriotic flag display.

Sponsorship details are available on our website or by contacting a Board Member.

### 3. Business Partnership

Local businesses play a vital role in sustaining LBF. Business partners receive recognition and demonstrate leadership in protecting the beauty that supports tourism and property values..

### 4. HOA / POA Collaboration

We welcome partnerships with neighborhood associations who wish to support nearby beautification areas or include LBF updates in community communications..

### 5. Help Spread the Word

Awareness is essential. Many residents are unaware of the work LBF performs each week. You can help by:

- Sharing this newsletter
- Encouraging neighbors to join our email list
  - Following and sharing LBF updates
  - Directing others to our website

The more our community understands the effort behind Litchfield's beauty, the stronger our foundation becomes.

## Stay Connected & Give Today



### Scan to:

- ✓ Make a donation
- ✓ Join our email list and stay informed
- ✓ Learn more about partnership opportunities

### Or visit:

[litchfieldbeautification.com](http://litchfieldbeautification.com)

## Connect With Us

The Litchfield Beautification Foundation is governed by a volunteer Board of local residents committed to preserving and enhancing the beauty of our community. We welcome your questions, ideas, and involvement. Members of our Board of Directors are available to speak with residents, businesses, and HOA representatives who would like to learn more or explore ways to participate.

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