



LBF

NEWSLETTER

Who We Are and Why It Matters

Every day, residents and visitors experience the beauty of Litchfield — landscaped medians, welcoming entrances, trash-free corridors, and seasonal colors that reflect the pride of our community.

What many may not realize is that the care of this scenic stretch of Ocean Highway, from Sandy Island Road to Martin Luther King Road, has been a labor of love from the Litchfield Beautification Foundation (LBF) since 2007.

With a goal of fostering a unique visible identity and encouraging neighboring communities to follow, the LBF also started a community-wide initiative that further embraces their civic pride with American flag displays along the medians on patriotic holidays.

We are a 501(c)(3) nonprofit dedicated to preserving and enhancing the public spaces that help define Litchfield's character. Through landscaping, seasonal plantings, daily trash and debris removal, and year-round maintenance, our professional crew works tirelessly to ensure that our shared environment remains attractive, safe, and well cared for.

Beautification does not happen by chance. It requires constant attention, stewardship, and a community that values its surroundings. The work of LBF helps protect property values, strengthens first impressions, supports local businesses, and preserves the charm that makes Litchfield such a special place to live.

Our vision is simple: to sustain and elevate the beauty of Litchfield while expanding community involvement in that shared responsibility.

This inaugural newsletter marks a new step for LBF. We look forward to communicating more openly, building stronger partnerships, and working together to ensure that Litchfield remains beautiful — today and for generations to come.

With Appreciation,

Ken Dewell

President - Litchfield Beautification Foundation



The Impact of What We Do

Every day and sometimes multiple times per day, our work teams pick up trash along our Litchfield corridor. That's why it's noticeably cleaner than other sections of Highway 17.

Each week, our landscaping and maintenance crew mows and trims public corridors, removes roadside debris, replaces seasonal plantings, prunes shrubs and trees, and ensures that key entrance areas remain clean and welcoming. This ongoing, hands-on work provides the foundation for everything that follows.

But the value of LBF extends beyond landscaping. We're the front door to your home, HOA/POA, or business.

Well-maintained public spaces:

- Enhance property values
- Create strong first impressions
- Support local businesses and tourism
- Reflect community pride and stability
- Contribute to roadway visibility and safety

In communities like Litchfield, presentation influences perception — and perception influences value.

As one new HOA President recently shared:

"I'm new in my position. Many of my residents have asked me why we have such well-manicured medians and roads. I didn't know."

His comment reflects something we hear often — many residents appreciate the beauty of Litchfield without knowing who the organization is behind the consistent effort required to maintain it.

Beautification is not automatic. It is intentional. Our goal is to ensure that more residents understand both the effort behind this work and the opportunity to participate in sustaining it.

Sponsor Spotlight



Litchfield
BY • THE • SEA
Community Association, Inc.

As the largest private source of funding for the Litchfield Beautification Foundation (LBF), Litchfield by the Sea (LBTS) has proudly supported the efforts of LBF from its inception in 2007 to the present day. The warm esthetic beauty of flowering trees and scrubs in the Highway 17 medians, along with neatly mown grass and trash free medians and shoulder areas, richly supports the upscale yet casual ambience that LBTS strives to create for its residents, guests and visitors alike. This esthetic appearance serves to further enhance our beaches, restaurants, shops and contributes greatly to the upscale appearance that defines LBTS. We applaud the hard work and dedication of the volunteers who oversee LBF, as well as the efforts of the maintenance crews who constantly attend to the medians and shoulders along Highway 17 through Litchfield Beach, "our front porch". We are proud to partner with and support LBF and we encourage others within Litchfield Beach to do the same. It takes time, effort and fiscal resources to achieve our casual yet upscale appearance. "It takes a village!"

Larry Ferguson
President LBTS Board of Directors



How We Are Able to Do This

Seventy-three percent of our annual funding comes from the Litchfield Community - Private Sources, Local Businesses, HOAs/POAs, and Non-Public Grants.

LBF secures donations primarily through direct outreach by board members, who personally contact prospective donors to request contributions. Donors are asked to renew periodically, and Board members follow up personally to maintain ongoing partnership. In addition to monetary gifts, we occasionally receive valuable in-kind contributions from local businesses and organizations.

Suggested minimum annual contributions are as follows:

- **Individuals:** \$200
- **Small businesses:** \$350
- **Large Businesses:** \$1,000
- **HOAs/POAs:** Based on the number of units within the organization

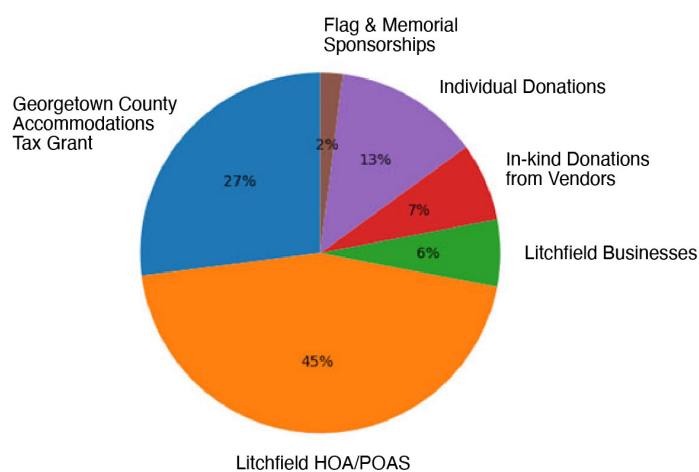
We also offer special sponsorship opportunities. Donors may honor or memorialize deceased friends or relatives who served in the military or as first responders for \$35. In addition, patriotic flag displays along Highway 17 on designated holidays may be individually sponsored for \$250.

One of our ongoing business development goals is to secure participation from every locally owned restaurant along the Ocean Highway corridor. We are close to achieving that objective.

In recognition of each contribution, donors receive an LBF decal for display at their place of business. Each October, we publish a full-page advertisement in the Coastal Observer listing donor names and displaying business logos. We also host a catered donor appreciation event in October, which is consistently well attended.

2025 Sources of Revenue

LBF began pursuing grant funding in 2024. In 2025, we were awarded two grants: one from Palmetto Pride to help offset the cost of daily trash pickup, and another from the Frances P. Bunnelle Foundation to support the replacement of median plantings along Ocean Highway in Litchfield. All awarded grants require detailed reporting on the expenditure of funds and measured outcomes.



Litchfield Beautification Foundation
Funding Sources Distribution

We continue to actively seek additional grant opportunities available to non-governmental, nonprofit service organizations whose missions focus on beautification and traffic safety.

Landscaping and Maintenance Crew

Meet the team that keeps Litchfield beautiful.

At the heart of the Litchfield Beautification Foundation's work is a dedicated team from Waccamaw Landscaping who serve our community week after week.

Their work is visible throughout Litchfield — daily removal of trash, mowing and trimming medians, maintaining landscaped corridors, installing seasonal plantings, removing debris, and ensuring that public spaces remain clean and welcoming. In every season and in all conditions, this team works with professionalism and pride to uphold the standards our community expects.



Safety of our work crew and motorists is of utmost importance to us. We have implemented safety equipment including message boards, traffic cones, roll-up signs, and lights on our mowers and trucks. As a result, we have observed motorists slowing down and driving more carefully along Highway 17.

We are pleased to recognize the members of the Waccamaw Landscaping team who make this work possible.

From left to right, Kevin, Austin, Isaac (Crew Leader), Carson (Maintenance Superintendent), Will (kneeling).

Proud Sponsor of LBF



WACCAMAW
LANDSCAPING
AND CONSTRUCTION



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,
✉ 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..

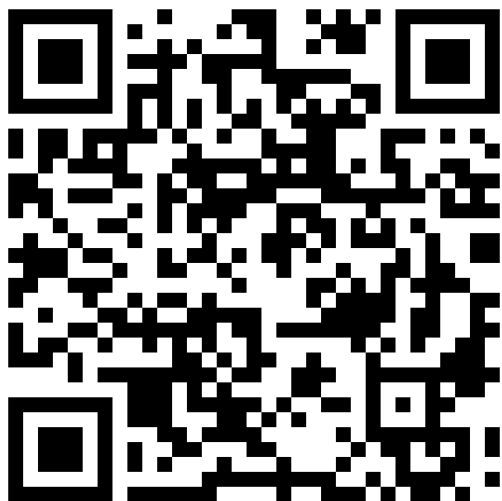
5. Help Spread the Word

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

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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