What does it mean when we say we're "Pro-Beauty"?

We’re Pro-Health.
Studies show beautiful places and greenspaces positively impact the mental and physical health of those living near them and reduce crime and violence.

We’re Pro-Environmental Health.
A beautiful community is an environmentally sustainable one that promotes resilience and biodiversity, and fosters the region’s natural infrastructure.

We’re Pro-Economic Opportunity.
Communities that leverage their scenic resources are better able to thrive economically, attracting and retaining businesses and driving commerce.

We’re Pro-Historic Preservation.
Communities are more scenic if they preserve and honor their history. The buildings and features that make them unique deserve to be preserved for future generations.

We’re Pro-Equity of Access.
The benefits of a community’s scenic resources should be accessible to all residents of that community.

Everyone deserves to live, work and play in a beautiful place.

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