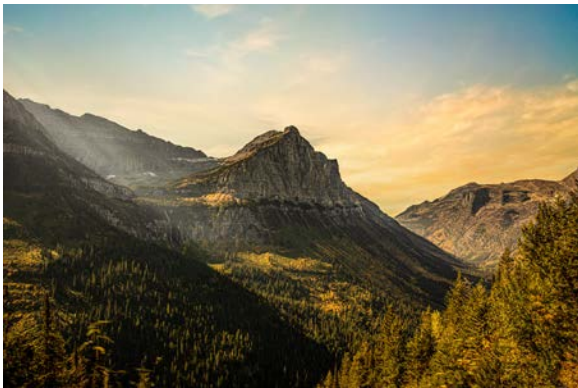




SCENIC
AMERICA

Annual Report

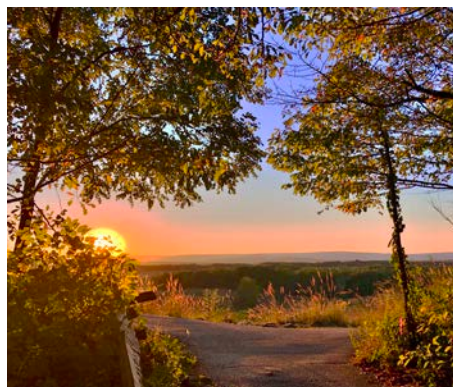
2022
2023



SCENIC AMERICA

Our mission is to preserve and
enhance the visual character and
scenic beauty of America.

We advocate for a Scenic America
for all people and communities.



Dear Friends,

I am delighted to once again present our annual report as a snapshot of our efforts and accomplishments over the last year. As president of this organization, I can say with certainty that this was a changing year for Scenic America. We welcomed new faces, we saw new places, and we took a big step forward into the future with a brand new look. I really believe that we are putting our best foot forward, and thanks to our supporters, partners, and our chapter and affiliate organizations, I can confidently say that we are moving in the right direction.



In a year full of highlights, these accomplishments stand out:

- We unveiled a refreshed visual brand identity and new website, which launched in April 2023. Our new logo, colors, and visual branding represent our commitment to the future while being true to our scenic roots. The website is a user-friendly and aesthetically beautiful interface for our supporters to learn more about Scenic America and find new ways to take action.
- A year after the Biden administration signed the Infrastructure Investment and Jobs Act into law, we saw another legislative boost to several of our key issues with the Inflation Reduction Act. Our advocacy efforts in Washington helped ensure important funding for scenic byways, infrastructure improvements through utilities undergrounding, parks and open spaces, and tree planting through the Inflation Reduction Act.
- We saw continued congressional funding and support for the National Scenic Byways Foundation to the tune of \$20 million in the FY23 appropriations bill, along with nearly \$22 million in grants announced for byways projects from the Federal Highway Administration.
- In concert with our chapter and affiliate organizations, we continued to fight the advance of billboard blight in communities across the country. We were successful in several areas of California, Nevada, as well as communities in the Northeast. We also helped halt the advance of a bill in the House of Representatives that would have severely limited the effectiveness of the Highway Beautification Act.
- For the third year in a row we brought home awards for our advocacy work, this time landing a “Power of A” Silver Award from the American Society of Association Executives (ASAE). This award recognized our efforts in securing key priorities in the 2021 Infrastructure Investment and Jobs Act.
- We followed up our wildly successful inaugural photo contest with a second installment, surpassing the first year’s number of participants and voters.

FY23 marked the sixth year in a row that our revenue exceeded \$1 million, showing a continued upward trajectory of growth.

I can once again speak for the team at Scenic America when I saw how grateful we are for your support, and we look forward to your continued partnership as we work to strengthen our nation’s scenic beauty. Thank you for helping us keep America beautiful.

Mark Falzone, President
Scenic America

Photos on Opposite Page

(Clockwise from top left) *Autumn Morning Commute* by Dan Millbauer. *Into the Wild Kenai Fjords* by Martha Burns. *Monument Valley* by Paulette Donnellon. *Gettysburg, Little Round Top* by Nicolette Tolomeo Germain. *Point Reyes Cypress Trees* by Justin Duncan. *Sunset on Going to the Sun Road* by Amanda Moss.



Photo by C. Renee Martin

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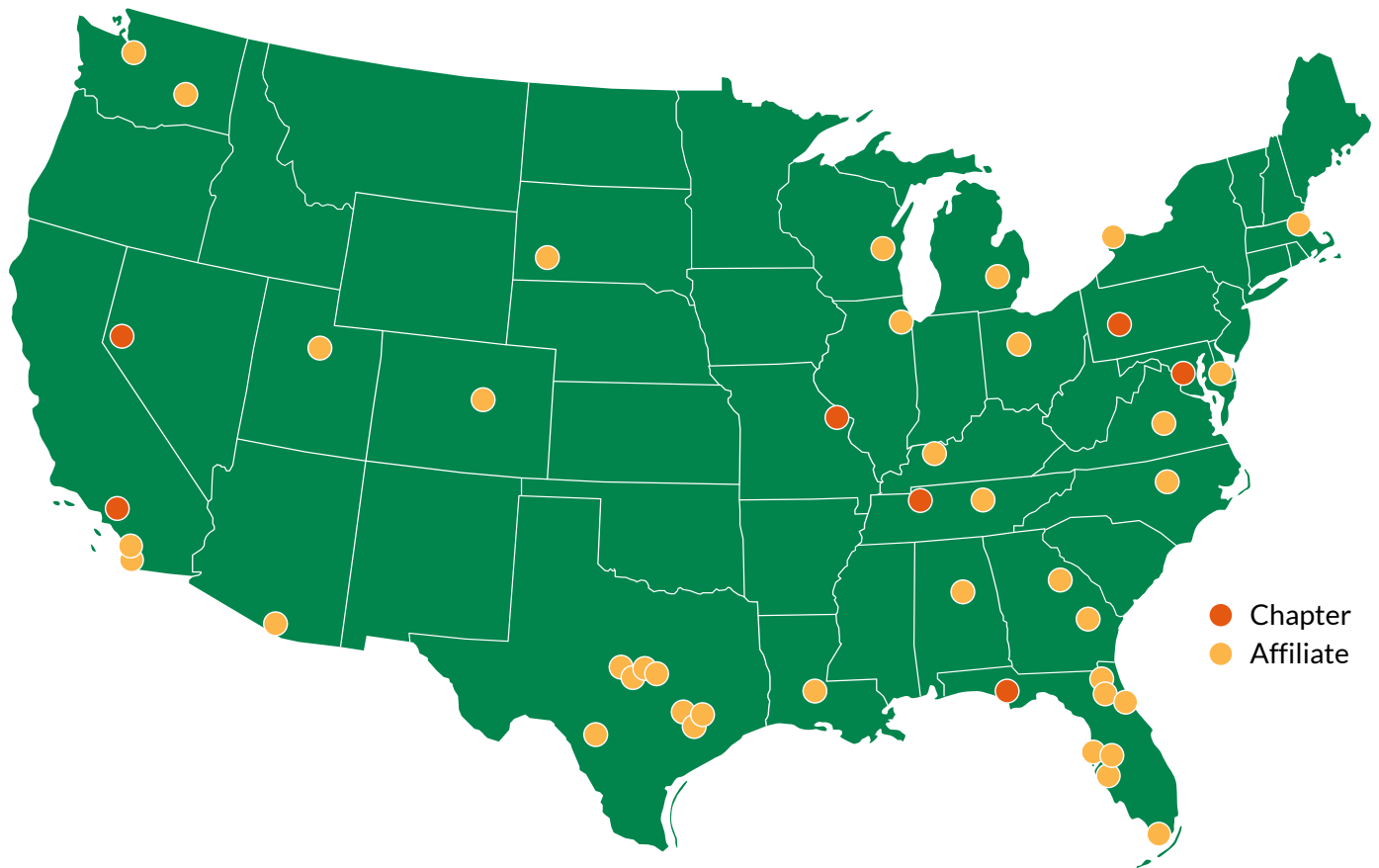
Mark Falzone <i>President</i>	Tziporah Feldman <i>Policy and Research Director</i>	Blaise R. Fallon <i>Philanthropy Advisor</i>	Paul Bock <i>Policy Advisor</i>
Max Duchaine <i>Communications Director</i>	Jackie Walker <i>Administrative Coordinator</i>	Stephan Jalon <i>Bookkeeper</i>	Chas Thomas <i>Policy Advisor</i>

Scenic National Council

Christopher Bayley Seattle, WA	Gwenaëlle Gobé Los Angeles, CA	Governor Richard Lamm Denver, CO	Lyman Orton Manchester, VT
Governor Lincoln Chafee Providence, RI	David Hartig Hendersonville, NC	Meg Maguire Washington, DC	Mayor Annise Parker Houston, TX
Governor Michael Dukakis Brookline, MA	Keith Howard Miramar Beach, FL	Edward T. McMahon Takoma Park, MD	Larry Rockefeller New York, NY
David Dunn Bradenton, FL	Jonathan Kemper Kansas City, MO	Sally Oldham Portland, ME	

Chapters & Affiliates

Scenic America has 44 active chapter and affiliate organizations across North America. As the national leader for scenic conservation, we provide research, guidance, and resources while our chapters and affiliates work on the ground at the state and local level. Scenic chapters and affiliates also act as resources for us and each other, creating a nationwide network of experts and advocates who support and amplify the work of each other. Chapters of Scenic America work in close collaboration with the national office on fundraising, advocacy, research, communications, and other initiatives.



Chapters

Scenic Los Angeles
Scenic Missouri
Scenic Nevada
Scenic Pittsburgh
Scenic Prince George's
Scenic Tennessee
Scenic Walton

Affiliates

Scenic Alabama	Scenic Georgia	Scenic Comal County
Scenic Arizona	Scenic Chatham	Scenic Dallas
Scenic Oceanside	Scenic Illinois	Scenic Fort Worth
Scenic San Diego	Scenic Kentucky	Scenic Galveston
Scenic Colorado	Scenic Lafayette	Scenic Hill Country
Scenic Delaware	Scenic Massachusetts	Scenic Houston
Scenic Florida	Scenic Michigan	Scenic San Antonio
Scenic Clearwater	Scenic North Carolina	Scenic Utah
Scenic Jacksonville	Scenic Ohio	Scenic Virginia
Scenic Manatee	Scenic Ontario	Scenic Washington
Scenic Miami	Scenic Knoxville	Scenic Wisconsin
Scenic Pinellas	Scenic Texas	
Scenic St. Petersburg	Scenic Austin	

A Change of Scenery, a Look to the Future

New logo and website highlight Scenic America's evolution and commitment to scenic beauty

In April 2023, marking a momentous step forward into the future for the organization, Scenic America proudly announced the launch of its new website and visual brand identity.

The cornerstone of this transformative initiative is the revamped Scenic America website. The new site boasts a modern, user-friendly design that enhances the visitor experience with attractive features and improved accessibility. Navigating the site is now more intuitive, allowing users to seamlessly explore the wealth of resources, information, and tools dedicated to scenic conservation.

Visitors to the website will find updated content including in-depth and expanded information about scenic byways, conservation initiatives, and the organization's advocacy work. The addition of interactive features, multimedia elements, and a streamlined layout ensures that users can easily engage with and learn more about Scenic America's mission and impact.

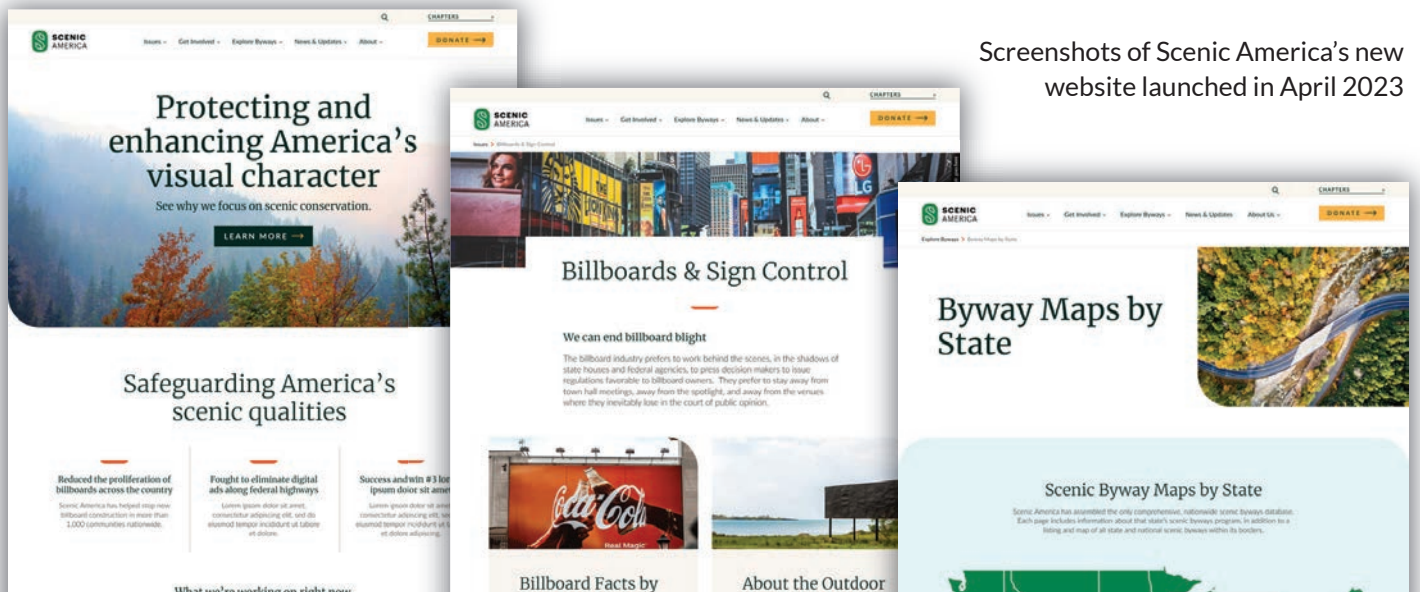


SCENIC AMERICA

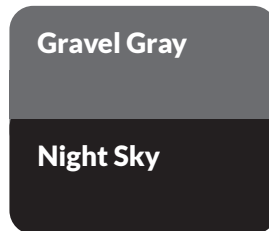
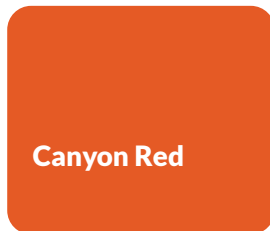
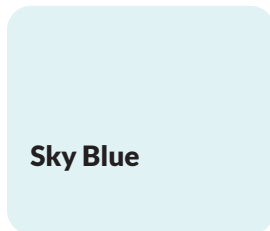
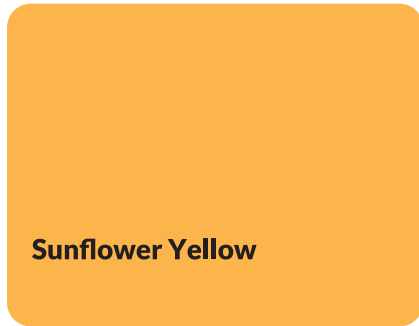
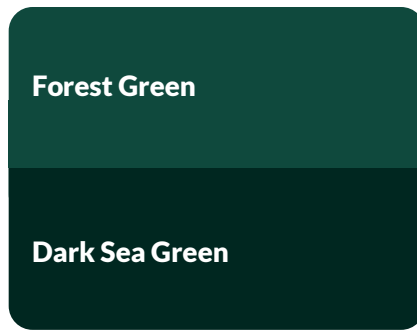
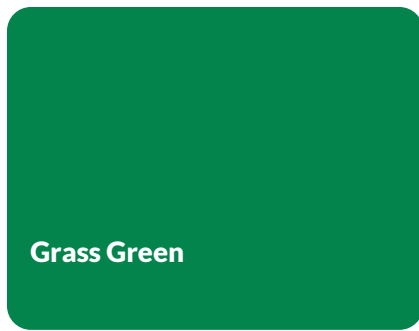
New primary logo, vertical lockup



New primary logo, horizontal lockup



Screenshots of Scenic America's new website launched in April 2023



Scenic America's new brand colors inspired by the colors of nature

Photo by Beverly Hollis

Scenic America partnered the website launch with the unveiling of a refined visual brand identity. The organization's logo, color palette, and overall aesthetic underwent a thoughtful evolution, aligning with modern design principles while preserving the essence of Scenic America's mission.

The new logo is a visual representation of the organization's commitment to preserving and enhancing the visual character of our communities and landscapes. A harmonious blend of iconic elements and contemporary design, the logo reflects Scenic America's dedication to bridging tradition with innovation in the realm of scenic conservation.

Scenic America understands the importance of a robust online presence in today's digital age. The redesigned website not only offers a fresh and engaging visual experience but also prioritizes accessibility. The site's responsive design ensures seamless navigation across various devices, allowing individuals from diverse backgrounds and abilities to access and benefit from the organization's resources.

Scenic America President Mark Falzone believes the new website and branding will help the organization put its best foot forward. "We're an organization dedicated to scenic beauty, so we wanted our website to provoke the same objectives. We needed a website and logo that are as visually appealing as the scenes of America that we work so hard to protect, so it was important to us that our new look be clean, clear, and communicative. We believe this website and our new logo check all of those boxes and look forward to feedback from the community."

Visit the new website at scenic.org to explore the fresh look, discover valuable resources, and join the movement to protect and enhance the scenic landscapes that make America truly remarkable. As Scenic America looks ahead, the organization remains committed to its vision of a nation where scenic beauty is cherished, preserved, and celebrated for generations to come.

The Inflation Reduction Act: An Investment in American Character

Legislation package will deliver significant investments to programs that protect and enhance our nation's scenic beauty and visual character

In a momentous victory for advocates of scenic preservation and fiscal responsibility, the Inflation Reduction Act was officially ratified on August 17, 2022. A truly landmark piece of legislation, the IRA marked a significant step forward in addressing economic challenges while recognizing the importance of investing in the conservation of our nation's scenic beauty.

Signed into law by President Joseph R. Biden, the IRA is a comprehensive legislative effort aimed at mitigating the impact of inflation on various aspects of the economy. While the primary focus of the act is on economic measures, its implications for scenic conservation are noteworthy and align directly with Scenic America's mission to protect and enhance the visual character of our communities and landscapes.

The passage of the Inflation Reduction Act is a big win for Scenic America and scenic conservation advocates. The bill represents a massive investment in public lands and urban green spaces, tree preservation, wildlife habitat protection, and other programs to the direct benefit of communities across the United States.

As the act allocates resources strategically to navigate economic uncertainties, it indirectly supports funding streams crucial for the protection of scenic byways, landscapes, and natural treasures. By ensuring a stable economic foundation, the act lays the groundwork for sustained investment in projects and initiatives that enhance the visual appeal of our communities and safeguard the unique character of our scenic byways.

"The signing of the Inflation Reduction Act was the result of bipartisan cooperation and a shared commitment to addressing economic challenges facing the nation," said Scenic America President Mark Falzone. "Scenic America commends the Biden administration as well as Congress for its dedication to sound fiscal policies that also support scenic conservation efforts in America."

This major legislative victory marks the importance of collaboration between sup[orters, policymakers, conservationists, and community advocates in achieving comprehensive and forward-thinking solutions. Scenic America remains dedicated to advocating for policies that support both economic stability and scenic conservation, especially those that bring our leaders together over matters that affect the nation in its entirety.

Photo by Andrea Izzotti, Shutterstock



A scenic view of a mountain valley. In the foreground, a steep, rocky hillside slopes down towards a winding road. A small, white building is visible on the hillside. In the background, a deep valley opens up, showing more hills and a small town nestled in the distance. The sky is filled with soft, white clouds.

Promoting America's Byways

Photo by Debby Thomas

A scenic view of a small town. A river flows through the center of the town, and a bridge crosses it. The town is built on a hillside, with houses and buildings visible. The background shows rolling hills and a cloudy sky.

Building Beautiful Communities

Photo by Kaitlyn Cawthorn



Eyes on the Road: Championing America's Scenic Byways

Scenic America influences and celebrates historic funding levels for the National Scenic Byways Program

Over the past year, the National Scenic Byways Program experienced several major breakthroughs in its continued recovery. True to Scenic America's values, the organization played a key role in each of them.

The wheels began turning in June 2022, when the House Appropriations Committee approved the FY23 House Transportation, Housing, and Urban Development (THUD) Appropriations bill, which included \$30 million in direct funding for the National Scenic Byways Program (NSBP). After a nearly ten-year lapse in dedicated program funding, the support the program was receiving in the House was critical.

The House's proposed \$30 million investment represented a significant increase in funding from the FY21 and FY22 levels of \$16 million and \$6 million, respectively.

"We express our sincere thanks to the leadership of the House Appropriations Committee and the THUD Appropriations Subcommittee for their support for this program," said Scenic America President Mark Falzone. "Our nation's scenic byways will get a much-needed funding boost in FY23, bringing economic benefits to communities along the way."

The momentum continued on July 21, 2022, when the House of Representatives approved a six-bill appropriations minibus package which included \$30



Photo by Chandler Weber

million in funding for the National Scenic Byways Program. This reflected a bipartisan acknowledgment of the cultural, economic, and environmental significance of these scenic corridors, and established a direct route to continued funding for the program through Congress.

Finally, on January 29, 2023, Congress reaffirmed its commitment to the National Scenic Byways Program by allocating a substantial \$20 million in the FY23 appropriations bill. While smaller than the original funding approved by the House, it was a significant increase in funding from previous years that signaled not only financial support but also a recognition of the program's vital role in preserving our nation's natural and cultural heritage.

"This marks the third year in a row that Scenic America has successfully worked with Congress to ensure that grant funds are made available for this program, and this year represents the highest funding level secured to date," said Falzone.

The story continued on April 28, 2023, with the announcement of grants totaling \$21.8 million by the Federal Highway Administration (FHWA). These grants, directed towards various byways programs nationwide, were roughly half of the \$42 million in funding secured by the program since its reestablishment, and marked the first grants awarded to byways programs since 2012.

National Scenic Byways Program Funding Timeline

June 2022

House Appropriations Committee approves FY23 THUD appropriations bill including \$30 million for National Scenic Byways Program

July 2022

House of Representatives approves six-bill appropriations minibuss package including \$30 million for National Scenic Byways Program

January 2023

Congress approves FY23 appropriations bill including \$20 million for National Scenic Byways Program

April 2023

Federal Highway Administration announces \$21.8 million in grants to byways program, representing half of all funding secured since FY21

In Defense of America's Scenic Beauty

Scenic America continued its longstanding history of standing up to the outdoor advertising industry, influencing legislation and affecting legal victories at the local, state, and federal levels



A Victory in the House

In July 2022, Scenic America continued its diligence in protecting the nation's safety and promoting beautification by working quickly to ensure that an amendment filed on H.R. 8294, the 2022 six-bill appropriations minibuss, was stopped dead in its tracks. The amendment would have kept the Federal Highway Administration from enforcing the Highway Beautification Act (HBA) by cutting off all funding to implement the program.

The outdoor advertising industry periodically tries to find ways around the current safety mandates in the HBA and the limitations on billboard placement. Scenic America worked to ensure that other Members of Congress were aware of the negative impacts the amendment could have and emphasized the importance of HBA authorities in protecting the safety of the traveling public.

"We are grateful to the members of Congress who recognized the harmful impacts this amendment would have and helped ensure that it was stopped. It would have weakened the Highway Beautification Act and made our roads more dangerous," said Scenic America President Mark Falzone.

Scenic America's success in stopping the billboard amendment highlights the importance of vigilant and informed advocacy, and showcases the organization's strength in standing up to the nation's relentless outdoor advertising industry.

Fighting Blight in the City of Angels

In the urban sprawl of Los Angeles, where the cityscape is often dominated by billboards, Scenic America has emerged as a champion in the battle against billboard proliferation. The organization's strategic interventions and advocacy efforts are prominently reflected in its active participation in the Los Angeles Metro Transit Communications Program. These efforts exemplify Scenic America's commitment to shaping programs that align with responsible advertising practices, ensuring that the vibrant and diverse landscapes of Los Angeles are not overshadowed by intrusive signage.

Navigating the complex regulatory landscape of Los Angeles, Scenic America has been diligently engaged in monitoring and influencing changes to the city's sign ordinance. This comprehensive approach is a testament to the organization's dedication to fostering policies that find a delicate balance between economic interests and the preservation of the city's scenic beauty. By actively participating in shaping the legislative framework, Scenic America showcases its role as a staunch advocate for responsible signage regulation, contributing to the ongoing efforts to maintain the unique visual character of Los Angeles.

In a display of unity and collective strength, Scenic America joined forces with Scenic Los Angeles to oppose attempts aimed at weakening California's billboard regulations. The joint effort demonstrated a resolute stand against legislative changes that could compromise the scenic beauty of not only Los Angeles but the broader Californian landscape. By actively opposing attempts to dilute existing



Photo by Monica Ramanathan

regulations, Scenic America underscored its unwavering commitment to preserving the visual aesthetics that make Los Angeles an iconic and visually stunning metropolis.

A Bet Against Billboards in Nevada

Nevada, renowned for its breathtaking landscapes, has become a battleground in the fight against billboard blight, and Scenic America stands as a formidable defender of the state's visual integrity. In February 2023, Scenic America and its chapter organization in Nevada engaged the Reno Planning Commission regarding attempts to circumvent the city's regulations on digital billboards.

At the same time, a proposed development referred to as the "Neon Line District" sought to once again skirt Reno's digital billboard regulations by erecting large digital displays in three locations in downtown Reno. Not only did the large signs threaten the city's scenic mountain views, they were also noncompliant to the current sign standards of the City of Reno. The fight against the "Neon Line" continued into the fall of 2023.

Scenic America and Scenic Nevada did achieve a notable victory on June 22, 2023. In a unanimous decision, a proposal to erect a tall sign was rejected, underscoring the organization's resilience and effectiveness in influencing regulatory decisions.

Standing Up to Big Billboard

In a continued and tenacious effort to combat the proliferation of billboards, Scenic America has

recently made significant strides, exemplified by its active opposition to the approval of digital advertising kiosks in San Diego. The joint resistance with affiliate organization Scenic San Diego showcased the organization's commitment to defending the visual character of communities against the encroachment of modern advertising technologies. By standing against the approval of digital advertising kiosks, Scenic America reaffirmed its dedication to preserving the unique landscapes that define the American experience.

Scenic America also found success through continuous monitoring of billboard developments in local communities and following up with outreach and advocacy. In Cape May, NJ, officials rejected two separate applications for digital billboards on roads leading to popular resort destinations. Scenic supporters also gained ground in the northern California port town of Eureka, where the city council voted to amend the city's sign ordinance to limit the number of digital billboards and their brightness within the town's coastal zone.

Scenic America's fight against the proliferation of billboard blight is not confined to a specific region but spans across the nation, exemplified by strategic interventions and monitoring efforts. By actively engaging in various communities and providing updates on billboard developments, Scenic America remains a beacon of advocacy, championing the cause of visual conservation and resiliently opposing the encroachment of billboards that threaten the scenic beauty of America's diverse landscapes.



Guests of Scenic America's 2022 Scenic Symposium gather in Nashville, TN

A Scenic Celebration in Music City

Reflecting on Scenic America's 2022 Scenic Symposium in Nashville, TN

In a celebration of scenic beauty and a united commitment to conservation, Scenic America recently hosted the 2022 Scenic Symposium in the vibrant city of Nashville, Tennessee. Held October 27, 2022, this event brought together a diverse group of conservation advocates, policymakers, community leaders, and supporters to discuss and strategize the future of scenic preservation in the United States.

Nashville, known as the heart of the country music scene, provided a fitting backdrop for the symposium. The city's rich cultural tapestry and scenic charm set the stage for engaging discussions and collaborations focused on the preservation of America's natural and visual treasures.

The event kicked off with compelling keynote addresses from scenic leaders. Speakers shared insights into the current state of scenic byways, the challenges faced by conservation efforts, and the

pivotal role of advocacy in safeguarding our nation's visual character.

Throughout the day, thought-provoking panel discussions covered a range of topics, including sustainable tourism, community engagement in scenic conservation, and using technology to promote scenic beauty. Attendees had the chance to discuss the intricacies of scenic preservation and explore innovative approaches to address evolving challenges.

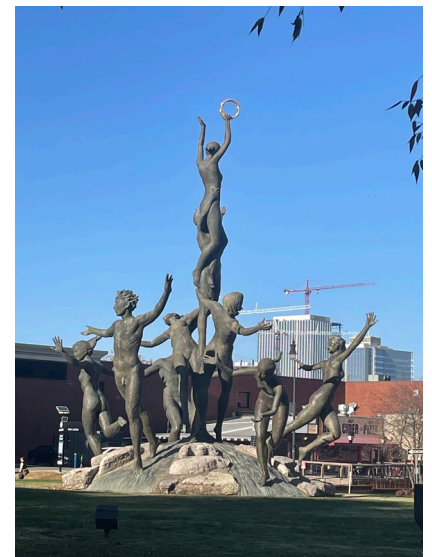
One of the highlights of the symposium was a session on the National Scenic Byways Program. Participants discussed the importance of America's scenic byways in promoting tourism, supporting local economies, and preserving cultural and natural history and heritage. The event provided a forum for advocates to share success stories, discuss challenges, and collaborate on strategies to ensure the longevity and vitality of scenic byways.



The 2022 Scenic Symposium wasn't just about discussions—it was a hub of networking and collaboration. Attendees had the chance to connect with like-minded individuals, exchange ideas, and forge partnerships that will contribute to the ongoing success of scenic conservation initiatives. The symposium emphasized the power of collective action and the importance of a united front in advocating for policies that prioritize visual beauty as well as reinforce concepts of environmental sustainability.

As the event drew to a close, participants celebrated achievements from all over the country. The symposium served as a testament to the dedication of individuals and organizations working tirelessly to protect and enhance the visual character of our communities.

The 2022 Scenic Symposium helped lay the groundwork for continued collaboration and advocacy. Guests left with renewed inspiration and a shared commitment to advancing the cause of scenic conservation. Scenic America is proud to have hosted this impactful event, and we are excited about the momentum it has generated for the future of preserving America's scenic treasures.



Symposium Presentations

Looking for presentations from Scenic Symposium 2022? Find these topics and other resources at scenic.org/symposium2022:

- Visual Resource Stewardship
- Creating and Marketing Self-Guided History Tours
- What's Ahead for Scenic Byways?
- Placemaking and Redevelopment in Nashville
- Billboard Updates
- Scenic Tools and Ordinances
- Scenic Considerations of the EV Revolution



2022 Best in Show: *Paradise Meadow along the Going to the Sun Road, Glacier National Park* by Krista Taylor

Promoting Scenic Beauty Through Digital Engagement

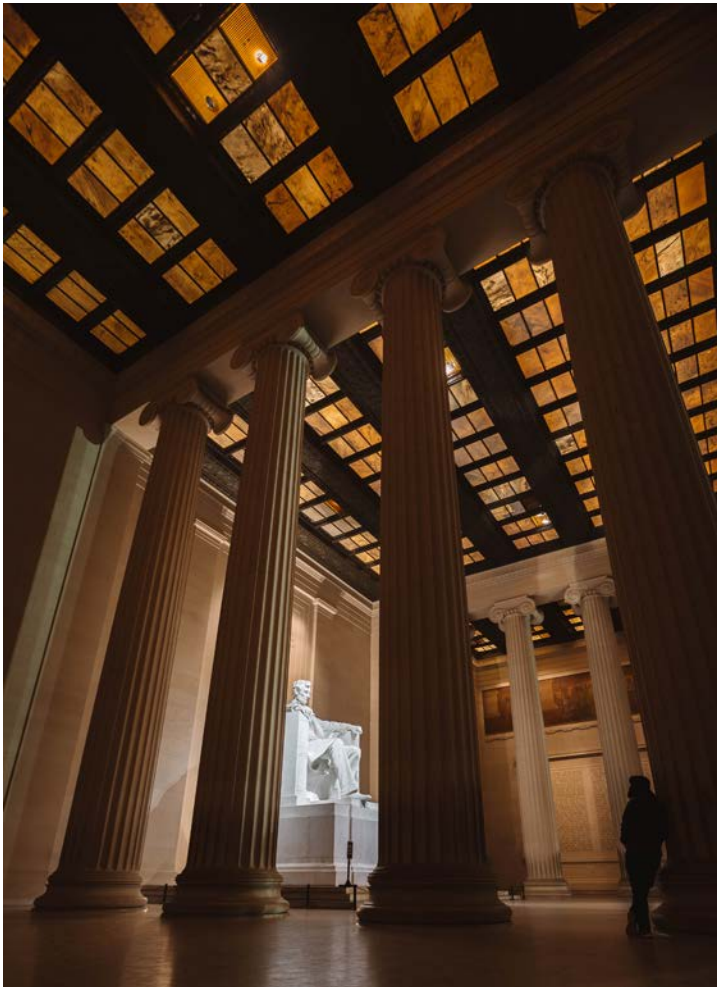
Scenic America's second-annual photo contest reaches new heights

In a celebration of the diverse and breathtaking landscapes that define our country, Scenic America held its second annual *America the Beautiful* Photo Contest in the fall of 2022. This annual competition, which aims to highlight the nation's scenic beauty, attracted photographers from across the country, each vying to capture the essence and beauty of America's visual character.

The winners of the 2022 *America the Beautiful* Photo Contest were announced in November 2022, and revealed a stunning collection of images that showcase the richness and variety of the American landscape. The contest received over 800 submissions from professional and amateur photographers from every corner of the United States.

"We want this contest to serve as a visual ode to the unique character of communities from coast to coast, and emphasize the importance of preserving and celebrating the scenic beauty that defines the nation," said Scenic America President Mark Falzone.

Photographers submitted entries across various categories, including landscapes, urban scenes, and cultural heritage sites. A panel of judges made up of media and design professionals and photographers reviewed the entries to select the primary category winners. Entries that were finalists in their respective categories were named Honorable Mentions. Fans, friends, and followers of Scenic America and the photographers voted for their top choices among these Honorable Mention designees to select a "Fan Favorite" category winner.



Category Winners

(Clockwise from top left) **Cities and Towns:** Lincoln Memorial by Andy Feliciotti. **Beaches and Coasts:** West Quoddy Head Light by C. Renee Martin. **Highways and Byways:** Road to Zion by Michael Hills. **Open Spaces:** Thor's Hammer by Chandler Weber. **Mountains and Valleys:** Roan Mountain by Theresa Rasmussen.



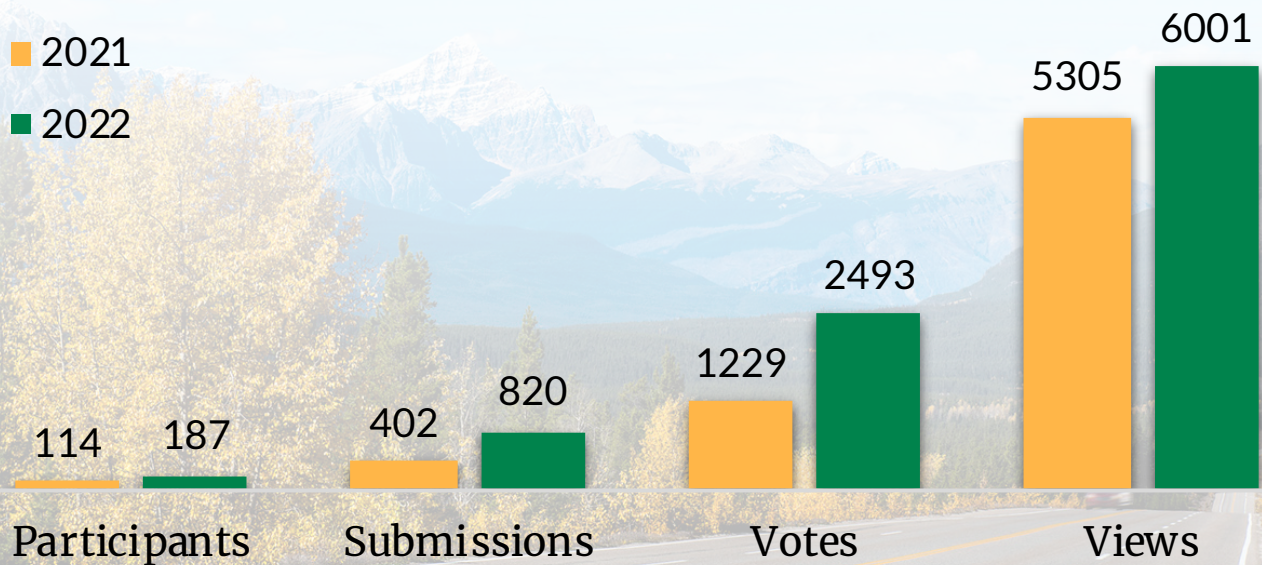
Contest Growth

This year we held our second-annual photo contest, capitalizing on the momentum of 2021's successes. Although we considered our first photo contest to be highly successful as far as participation and engagement were concerned, we were blown away by the growth of the contest at every level.

Category Winners (cont.)

(Clockwise from top left) **People in Places:** *Smoke-filtered Sunset on Vernal Falls, Yosemite* by David Huff. **Rivers and Waterways:** *First Light on Sparks Lake, Oregon* by Aaron Harris. **Fan Favorite:** *Sunset over the Watchman* by Chandler Weber. **Trees and Forests:** *Lake Moultrie, SC* by C. Renee Martin.

■ 2021
■ 2022



Updates from Scenic America Chapters

Our closest organizational partners across the country enjoyed a year marked by growth and big wins

Each of Scenic America's seven chapter organizations have been hard at work promoting scenic conservation issues in their respective communities. Their efforts have not only increased the awareness of scenic issues, but have resulted in victories and developments that tell a tale of commitment, dedication, and stewardship. We are proud to work with our partners in Los Angeles, Missouri, Nevada, Pittsburgh, Prince George's County, MD, Tennessee, and Walton County, FL.

Scenic Los Angeles

2022 marked the beginning of a hard fight against the proliferation of scenic blight in Los Angeles, as multiple attempts to gut the Highway Beautification Act were made by outdoor advertising companies. Scenic Los Angeles led the charge against new digital signage on bus stops, sidewalks, and along roadways, forging partnerships with likeminded organizations and nonprofits, and gaining media presence and notoriety at City Hall.



Photo by Eric Hermanson



Photo by Theresa Rasmussen

Scenic Missouri

In preparation for its 30th anniversary, Scenic Missouri launched a new strategic plan that focused on guiding the scenic future of the state of Missouri. The America the Beautiful Initiative, centered around a \$750k fundraising drive, will challenge billboard blight at the local and state level, advocate for the beautification of Interstate 70, and promote and establish The Ozark Run, the state's newest scenic byway.

Scenic Nevada

In a year filled with fighting the advances of the outdoor advertising industry, Scenic Nevada was successful in a lawsuit to delay the approval and installation of three digital displays in downtown Reno. Scenic Nevada's persistence would stymie the full scope of the project, eliminating multiple signs from the proposal. They were also successful in halting towering off-premises advertisements along the highway, and began a conquest against additional illegal billboards in the desert.

Scenic Pittsburgh

In mid-2022, Scenic Pittsburgh bolstered their supporter base by holding their own very successful photo contest, drawing hundreds of submissions and thousands of views. They also continued to hold a prominent place in greenspace development, acquiring and revitalizing new properties in and around Pittsburgh. The group has been successful in acquiring multiple grants from high-profile organizations in the region to continue their important work, which will include the mapping of billboards and scenic byway projects.

Scenic Prince George's

In response to proposed development in a highly concentrated residential area, Scenic Prince George's formed a coalition of likeminded community organizations to advocate for and promote awareness and participation in meetings, townhalls, and information sessions around placemaking best practices and community development. Also, through partnership with local businesses and nonprofits, the group promoted the planting of trees in urban areas through education and outreach at community events.

Scenic Tennessee

In 2022, Scenic Tennessee stopped a legislative effort that would have resulted in more digital billboards on Tennessee roadways. In October, they hosted the 2022 Scenic Symposium in Nashville, through partnership with Scenic America. They also launched Tennessee Vistas, an innovative project to catalog the state's most inspiring and iconic views to better protect them from intrusive development.



Rendering of pedestrian underpass in Walton County, FL

Scenic Walton

In Florida, Scenic Walton continued to be a major force for community improvement. Over the last year, the group has played a major part in securing projects that are improving the aesthetics and safety of major commuter areas. Several of these projects are reaching their conclusion, with more on the horizon. The group was also on the forefront of promoting the undergrounding of utilities in the community, working with elected officials as well as utility companies to promote climate resiliency and infrastructure strengthening projects in Walton County.



Mark Falzone, Mike Dawida, Nashville Mayor John Cooper, and Marge Davis at the 2022 Scenic Symposium in Nashville, TN

Honors for Advocacy from Nonprofit Industry Leaders

Scenic America receives a 2022 “Power of A” Silver Award from the American Society of Association Executives

For the third year in a row, Scenic America earned recognition from the American Society of Association Executives (ASAE) for its outstanding advocacy work. The 2022 “Power of A” Silver Award was awarded to Scenic America for its success in securing support for key priorities in the Infrastructure Investment and Jobs Act of 2021.

Thanks to Scenic America’s efforts, the sweeping \$1.2 trillion infrastructure legislation included three provisions to encourage utility undergrounding. In addition, in the legislation includes \$300 million per year to support gateway communities adjacent to national parks and public lands, providing these communities more flexibility for landscaping, historical markers, and removal of visual blight.



“With this year’s award, we demonstrated that our advocacy successes extend beyond our work on scenic byways to other aspects of our scenic conservation mission.” – Mark Falzone, President

“From the moment that Congress started developing this massive infrastructure package, we knew it was critical that scenic conservation issues were being addressed by law makers. We are thrilled to see our priorities reflected in the final legislation and honored to receive a Power of A award from ASAE for the third year in a row,” he added.

Scenic America received its formal recognition from ASAE during an event last fall.

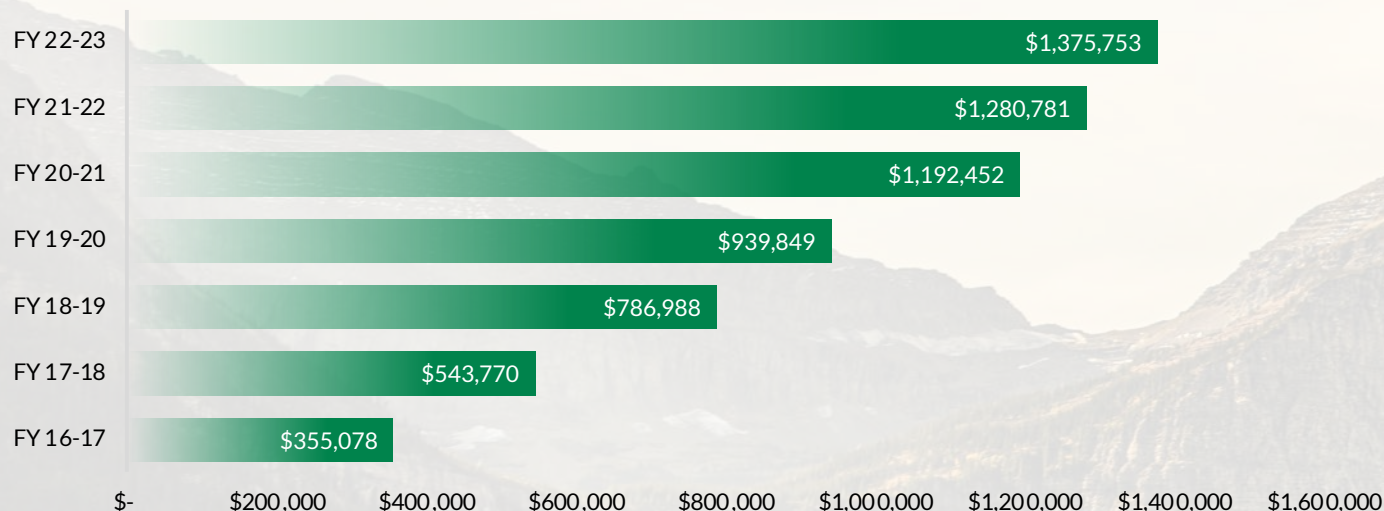
Scenic America’s Recent ASAE Awards



Growing Forward

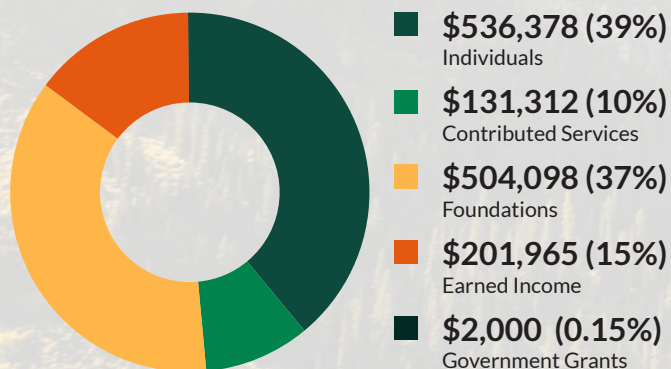
Scenic America maintained its upward growth in 2022, despite a challenging economy, an unstable political climate, and record industry upheaval. Our income exceeded \$1.3 million, representing a 7.4% increase over last fiscal year and a nearly 75% increase since 2018.

Revenue Year-Over-Year

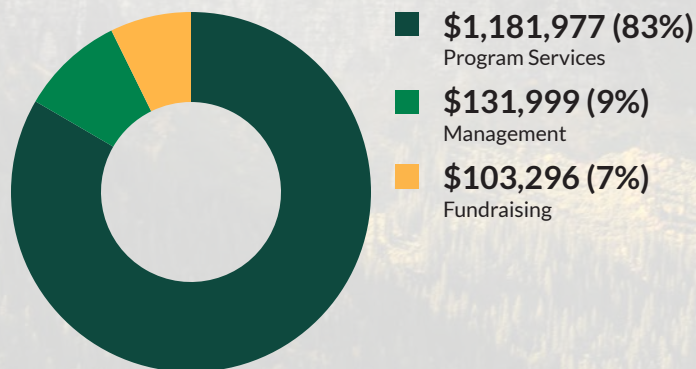


Financials: Fiscal Year 2022-2023

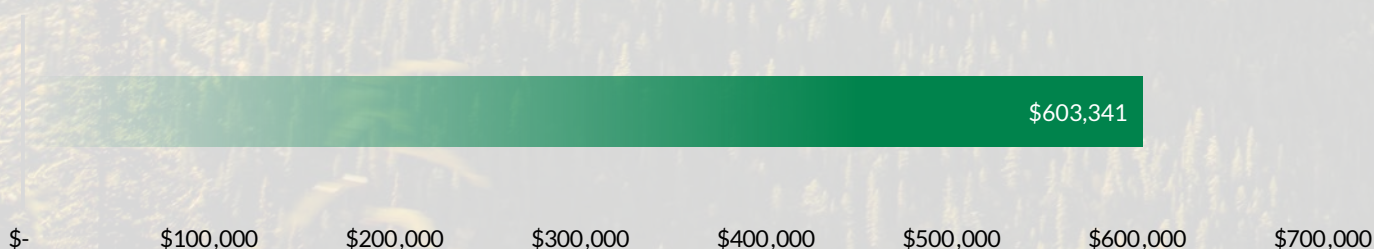
Total Revenue: \$1,375,753



Total Expenses: \$1,417,272



Net Assets: \$603,341



Support Our Work

Our work is not done. Every day, we learn of new threats to the scenic beauty we strive to preserve and protect. To continue to grow and advance our mission in a challenging political environment, we rely on contributions from individuals and corporations who share our vision for America the Beautiful.

Your contribution will assist Scenic America in our mission to help citizens safeguard the scenic qualities of America's roadways, countryside, and communities. Support Scenic America by donating online at scenic.org/donate or by mailing a check to the address below. Learn about our *Planned Giving Society* at scenic.org/plannedgiving.

Scenic America

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Photo by
Amanda Moss



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