



Annual Report 2024/2025



**SCENIC
AMERICA**

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Front-and-back cover photo by Dustin Penman

“
Beautiful places are more than
scenery. They are sanctuaries —
spaces of calm and connection in an
increasingly fast-paced and
fragmented world.
”

Scenic America: Chantelle Alfano

Dear Friends,

In a year marked by rapid change and widening divisions throughout our country, Scenic America’s mission has never been more relevant — or more unifying. As the only national nonprofit solely dedicated to safeguarding America’s scenic beauty and the visual character of its communities, we stand at the intersection of shared values. Across political, geographic, and cultural lines, we are brought together by the places that offer us peace, pride, and a sense of belonging.

Beautiful places are more than scenery. They are sanctuaries — spaces of calm and connection in an increasingly fast-paced and fragmented world. Whether along a quiet byway, a tree-lined neighborhood street, or a protected open vista, scenic beauty gives us what we all crave: room to breathe, reflect, and feel rooted in something meaningful. This report reflects a year in which Scenic America significantly advanced that vision.

We made meaningful progress in protecting America’s public lands and outdoor recreation. This included securing several state and local victories as well as championing the **America the Beautiful Act**, which strengthens long-term investment in conservation, resilient infrastructure, and access to nature.

Our leadership on scenic byways continued to deliver tangible results. For the fourth consecutive year, Congress provided dedicated funding for the National Scenic Byways Program, ensuring communities nationwide can preserve and enhance their most treasured roads. States also advanced new measures, such as Iowa’s Scenic Byways Enhancement Fund, reinforcing local stewardship and helping communities protect the routes that tell their stories.

At the same time, Scenic America remained a **leading voice against visual pollution and billboard blight**. We made meaningful progress opposing the proliferation of static and digital billboards and the destructive practice of clear-cutting trees solely to improve billboard visibility. From preserving Raleigh’s digital billboard ban to

supporting new protections in New York, Texas, and Arizona, our advocacy helped communities defend their character. The launch of our groundbreaking **Carbon Calculator** — measuring the loss of carbon sequestration caused by billboard-driven tree cutting — brought national attention to an often-overlooked environmental issue and underscored why roadside trees are vital to scenic beauty, climate resilience, and community well-being.

Our work to promote resilient utility line infrastructure gained traction as well. With extreme weather and catastrophic wildfires affecting more communities each year, Scenic America emerged as a **leading advocate for the undergrounding of utility wires**. We highlighted Dominion Energy’s progress, encouraged communities to access new FEMA BRIC funding, and elevated the national conversation around undergrounding’s benefits for safety, reliability, wildfire prevention, and aesthetics. This is truly a context in which resilience and beauty go hand in hand.

We also expanded the reach of scenic conservation through partnerships and philanthropy. Our Trees for Test Drives program with BMW North America surpassed 30,000 trees planted in fire-impacted areas. Our collaboration with the Bureau of Land Management strengthened byways mapping and sustainable tourism. And the extraordinary generosity of **Ronald Lee Fleming, FAICP** — whose continued giving in 2025 builds on decades of leadership — has elevated Scenic America’s capacity to reach and inspire more people than ever before.

Finally, the record-breaking engagement in our **2024 America the Beautiful Photo Contest** served as a powerful reminder of why our work matters. Through thousands of submitted images, we saw what Americans treasure — and what they are counting on us to protect.

As we look ahead, I am deeply optimistic. With your support, Scenic America will continue championing the beautiful, meaningful places that bring us together and strengthen our shared national identity.

Sincerely,



Mark Falzone
President, Scenic America



Leadership and stewardship

For more than four decades, Scenic America's leadership has guided the organization with a clear purpose: to safeguard the scenic beauty and visual character of the nation for the benefit of current and future generations. Our Board of Directors, staff, and National Council bring deep expertise in conservation, planning, policy, communications, and philanthropy — and a shared

commitment to principled, effective advocacy. Together, this leadership ensures strong governance, responsible stewardship of resources, and strategic vision. Their guidance enables Scenic America to respond nimbly to emerging threats, pursue lasting policy solutions, and support communities across the country as they work to protect the places that make America beautiful.

Board of Directors

- Michael Dawida, Chair — Pittsburgh, PA
- Leigh Moore, Vice Chair — Miramar Beach, FL
- Kathryn Welch Howe, Secretary — Los Angeles, CA
- William C. Jonson, Treasurer — Clearwater, FL
- Ronald Lee Fleming, Chair Emeritus — Newport, RI
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- John R. Hock — Ballwin, MO
- Elizabeth Hopley — Greenwich, CT*
- Hal Kassoff — Columbia, MD
- Lindsay W. Marshall — Keswick, VA

* Elizabeth Hopley joined our board in November 2024, bringing specialized expertise in utility undergrounding for grid resiliency and scenic beauty, along with deep interest in placemaking, urban forestry, and advocacy.

Scenic National Advisory Council

- Christopher Bayley — Seattle, WA
- Governor Lincoln Chafee — Providence, RI
- Governor Michael Dukakis — Brookline, MA
- David Dunn — Bradenton, FL
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- Keith Howard — Miramar Beach, FL
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- Sally Oldham — Portland, ME
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Staff Members

- Mark Falzone — President
- Tziporah Feldman — Policy and Research Director
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- Jackie Walker — Administrative Coordinator
- Blaise R. Fallon — Philanthropy Advisory
- Stephan Jalon — Bookkeeper
- Paul Bock — Policy Advisor
- Chas Thomas — Policy Advisor

Financial summary

Scenic America's financial position reflects careful stewardship and sustained growth, allowing the organization to expand its reach while remaining focused on mission-driven impact. Strategic investments in advocacy, research, communications, and partnerships have strengthened our ability to influence national policy, support local action, and elevate scenic conservation.

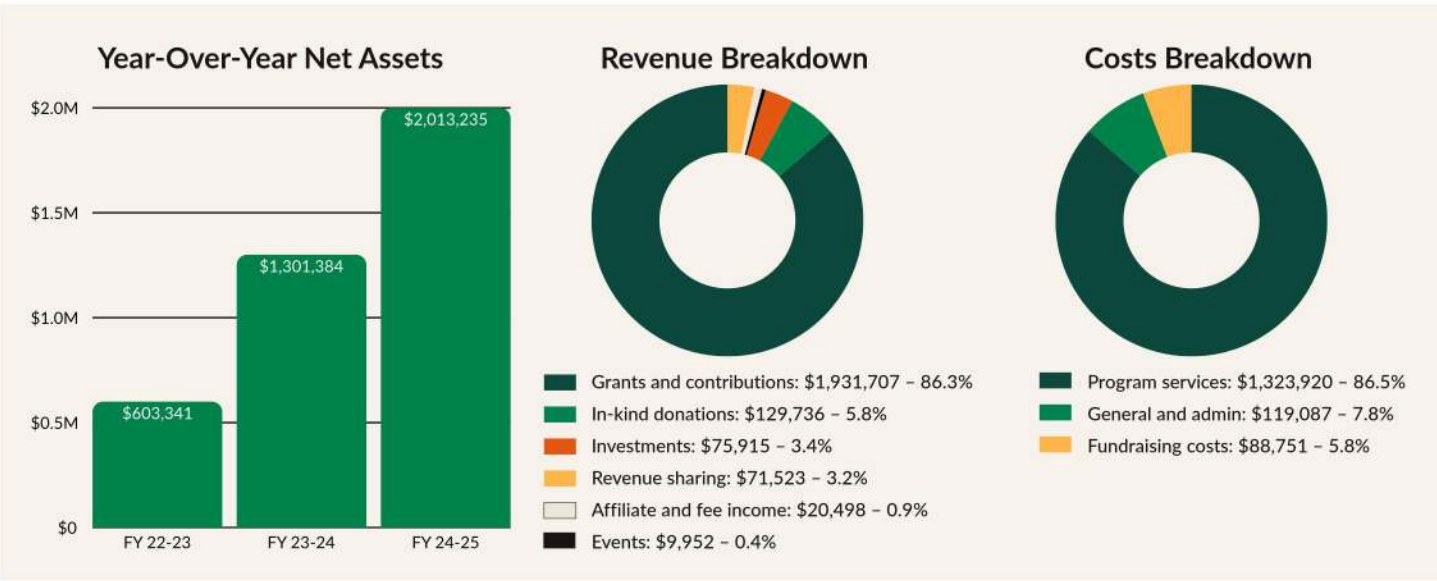
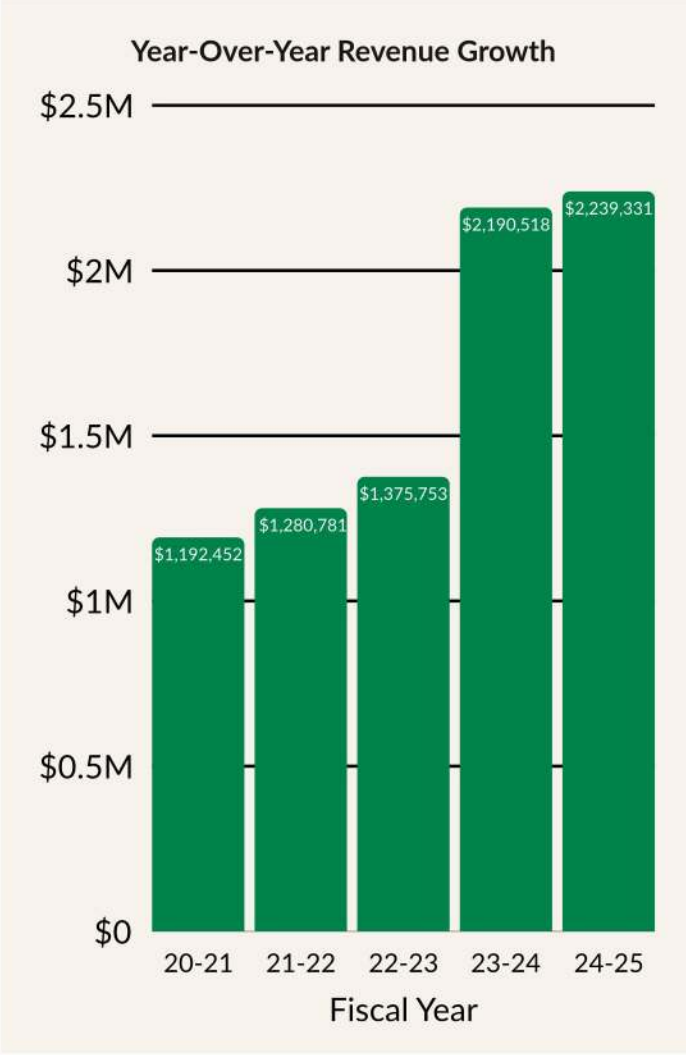
Every dollar entrusted to Scenic America supports thoughtful, effective work to protect America's scenic beauty — from defending resilient infrastructure and conservation policy nationwide. We are deeply grateful to our donors and partners whose confidence and generosity make this work possible.

Momentum and capacity-building

In the 2024 calendar year, Scenic America experienced its biggest fundraising year in organizational history, accelerated in part by a generous \$1 million investment from Chairman Emeritus Ronald Lee Fleming. This record-breaking support helped strengthen core capacity and explore new channels for national fundraising and communications campaigns.

Building for the future:

During FY 24-25, Scenic America advanced major infrastructure for donor growth — transitioning to a more robust database and CRM (EveryAction) and preparing new fundraising tools and channels to support sustainable expansion (including mobile-friendly giving options).





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.

Scenic America: Dustin Penman

Protecting America’s landscapes at the national level

In FY 2024-2025, Scenic America advocated for the introduction of the bipartisan **America the Beautiful Act**, legislation aimed at extending and strengthening the Great American Outdoors Act’s Legacy Restoration Fund — one of the nation’s most important tools for repairing and modernizing the infrastructure that supports America’s public lands.

Introduced in the U.S. Senate on Nov. 21, 2024, the bill would extend the Legacy Restoration Fund through 2033 and increase annual funding from \$1.9 billion to \$2.0 billion, helping federal land agencies continue addressing deferred maintenance that affects visitor safety, access, and the quality of our scenic places.

The America the Beautiful Act also aims to bring practical improvements to strengthen project delivery and public participation — such as encouraging and better enabling donations for priority projects and refining planning and reporting requirements. For Scenic America, this is a scenic conservation issue: well-maintained trails, roads, visitor facilities, and historic assets are foundational to people’s experience of public lands, and sustained investment helps ensure these places remain beautiful, accessible, and resilient for generations to come.

If passed as introduced, the America the Beautiful Act would ...

- Extend the Legacy Restoration Fund end date from 2025 to 2033,
- Increase annual funding from \$1.9B to \$2.0B, and
- Expand and clarify opportunities for visitors to make voluntary donations to help fund priority maintenance and restoration projects on public lands.



Scenic America: Richard Simms



Scenic America: photo by Anis Ansari

Defending scenic beauty from billboard blight

Across the country, Scenic America continued its leadership in opposing the unchecked proliferation of static and digital billboards and the growing harms they impose on communities, landscapes, and public safety. During FY 2024-2025, our advocacy delivered meaningful progress at the local, state, and national levels — protecting scenic character and reinforcing the public's right to visually healthy places.

Local and state wins — and hard-fought battles

- Raleigh, NC:** Scenic America helped preserve Raleigh's ban on digital billboards in the face of sustained industry pressure. After community outreach and calls to action, the Raleigh City Council voted unanimously on June 18 to take no further action on proposed code changes that would have allowed digital billboards — effectively ending the effort and upholding the ban.
- Helena, MT:** At the request of local leaders, Scenic America helped strengthen Helena's outdoor advertising laws. The city enacted a cap-and-replace law (with no annual fee), established a prohibition on on-premises signs within 100 feet of residential districts, and required on-premises signs within 300 feet of residential zoning to shut down nightly from 11 p.m. through 6 a.m.
- Texas:** Scenic America coordinated with Scenic Texas to challenge proposed changes to Texas sign laws that would have weakened local controls and expanded billboard allowances. Through formal comments, we helped remove three major provisions: removing local ordinance requirements, expanding allowances, and providing relocation credits.
- Los Angeles, CA:** Scenic America and Scenic Los Angeles organized national media and grassroots advocacy against a proposal to install digital billboards on freeway-facing Metro-owned parcels. While initially approved by City Council, the item encountered sustained pressure and demands for transparency, ultimately pushing it to the LA City Budget, Finance, and Innovation Committee — where it had not yet advanced during the evaluation period.
- North Carolina:** Scenic America opposed HB 198, which doubled tree-clearing allowances for billboard visibility and undermined local tree-protection ordinances. Although the measure was vetoed by Governor Cooper, the state's legislature overrode the veto by a margin of one vote. This outcome underscores why federal administrative clarity and stronger safeguards remain urgent.



The Charlotte Observer

A law permitting expanded clear-cutting around billboards in North Carolina has resulted in cases such as the one seen above. With the vegetation along the banks of the creek removed, erosion has accelerated and, according to a nearby businessowner, a dangerous sinkhole has developed.

Exposing the environmental cost of clear-cutting trees

At the national level, Scenic America continued to oppose the practice of clear-cutting trees solely to improve billboard visibility — an activity that undermines scenic beauty, eliminates carbon-sequestering trees and other vegetation, and erodes the Highway Beautification Act.

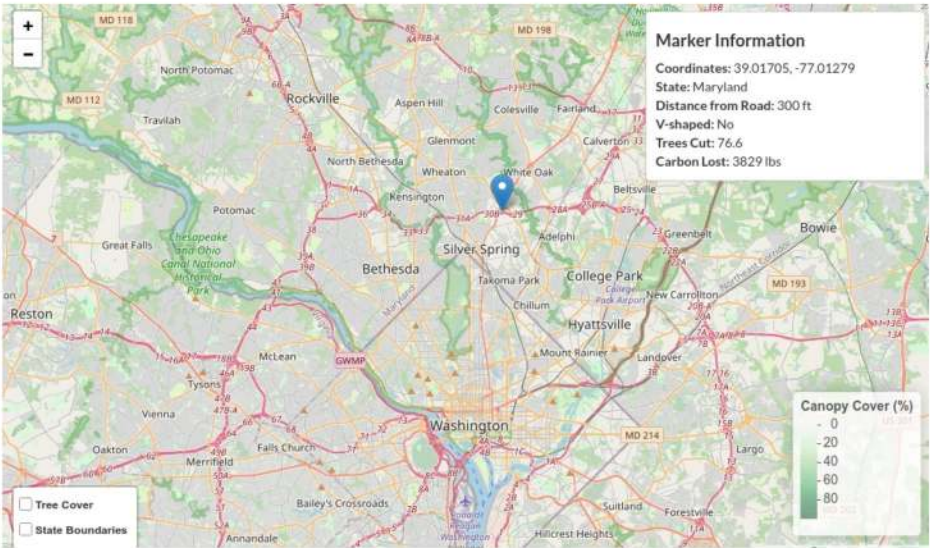
To advance real change, Scenic America pursued a federal strategy focused on both advocacy and administrative action. During FY 24-25, we met with FHWA offices and engaged congressional staff to build bipartisan, bicameral support for restricting or discouraging billboard-driven tree-cutting work. Efforts focused on clarifying FHWA authority as well as drafting and circulating a potential Senate letter to FHWA as relationships and staffing evolved on Capitol Hill.

Better data, better tools: national billboard inventory and Carbon Calculator

Scenic America restarted and substantially advanced the process of compiling a comprehensive inventory of billboards along Federal-aid highways — obtaining state DOT data from nearly all jurisdictions and building a map that enables users to click a billboard and (where available) see whether it is illuminated or digital, its structure type, and owner information.

This work produced an important early finding: a decrease of roughly 20,000 billboards between 2019 and 2024 (263,371 in 2019 vs. 243,682 in 2024), representing about a 7% reduction — a data point with significant potential for policy conversations and removal strategies.

Building on this foundation, Scenic America launched a first-of-its-kind Carbon Calculator, a public-facing web tool quantifying carbon-sequestration loss associated with billboard-related vegetation removal. To build it, we combined state rules on allowable cutting clearances, USDA forest canopy cover data, and our billboard inventory — translating visual blight into measurable environmental harm and helping communities and policymakers understand what is at stake when roadside trees are removed for advertising visibility.



Scenic America's Carbon Calculator provides a quick and easy way to determine the loss of carbon sequestration resulting from clear-cutting for a billboard at a particular location.

Protecting dark skies: lighting standards work

Scenic America also deepened its role in addressing light pollution from digital signage by joining the IES RP-39 Task Force as an expert member. Work included updating standards for off-roadway sign luminance in collaboration with DarkSky members and industry stakeholders. These efforts established stronger mitigation standards to protect nighttime environments and dark skies.

Equity and enforcement: billboard disparities research

In support of fairness and public-interest enforcement, Scenic America advanced research on billboard disparities and regulation. We created two case studies — Southwest Pennsylvania and Los Angeles — identifying patterns in billboard density and (in Southwest PA) documenting hundreds of “likely illegal” billboards and demographic correlations that raise important equity and enforcement questions for communities.



A long row of billboards spoils an otherwise glorious view in Utah.

Promoting the advantages of undergrounded utility lines



The photo at top provides a stark reminder that overhead lines not only blight the landscape but also are highly vulnerable to severe weather, posing safety risks and compromising the reliability of utilities. Meanwhile, the image at bottom, a photo taken in Hilton Head, South Carolina, shows how undergrounding of utilities improves the landscape and protects the lines.

As extreme weather events and catastrophic wildfires continue to threaten communities nationwide, Scenic America strengthened its role as a leading advocate for the undergrounding of utility lines — a solution that protects lives, landscapes, and scenic character while improving infrastructure resilience.

During FY 2024-2025, Scenic America highlighted and supported major progress by utilities and public agencies, including Dominion Energy's large-scale undergrounding efforts, which demonstrate how modern techniques can reduce outages, minimize service disruption, and preserve trees and community character. We also encouraged local governments to pursue new funding opportunities, including FEMA's BRIC program, to advance undergrounding as part of disaster-resilience planning.

Advocating for federal funding opportunities and real-world projects

Scenic America published and promoted information on undergrounding projects supported by federal funding made available through the Bipartisan Infrastructure Law/IIJA — particularly BRIC and DOE's GRIP programs. Highlighted BRIC projects included undergrounding efforts in Lane County, Oregon; Rock Hill, South Carolina; and Denison, Iowa. GRIP projects that included undergrounding featured major initiatives from utilities and partners including PacifiCorp, Xcel Energy, EPB Chattanooga, Hawaiian Electric, Holy Cross Energy, and Florida Power & Light, among others.

Expanding influence through regulators, utilities, and partners

Scenic America attended all three NARUC conferences and built relationships with regulators across multiple states, while also engaging utilities such as San Diego Gas & Electric and Florida Power & Light on comments and support letters related to resilience and funding. This expanded presence was strengthened by a formal partnership with PDI2 and Continuum Capital, which

supported outreach and conference participation. Scenic America also presented on undergrounding alongside PDI2, Continuum, and PG&E at the EEI Fall Transmission and Distribution meeting.

Practical guidance: case studies and new technology

Scenic America produced three undergrounding case studies to help communities and decision-makers understand real-world pathways, challenges, and solutions:

- A case study coordinated with PG&E — the utility with the largest undergrounding program in the United States — focused on undergrounding as a wildfire-mitigation strategy.
- A technology case study spotlighted EarthGrid and its plasma-powered boring approach, which has the potential to reduce cost, waste, and safety risk for undergrounding (particularly transmission).
- A policy-focused case study compared undergrounding policy in Europe vs. the U.S., highlighting lessons that could inform American policy modernization.

Scenic America also began investigating the scenic impact of data centers and associated transmission buildouts — exploring how rapid load growth could drive visually degrading infrastructure expansion unless communities and policymakers pursue more resilient, context-sensitive solutions.

Together, these efforts underscore Scenic America's commitment to protecting scenic beauty not only through policy and advocacy but also through practical, future-focused solutions that strengthen communities and safeguard the landscapes we cherish.



Both of the images above show how various utility lines can be safely co-located underground along thoroughfare rights of way.

Championing America’s scenic byways

Scenic America continued its national leadership in promoting and protecting America’s scenic byways — roads connecting people to extraordinary landscapes, local history, and community identity. During FY 2024-2025, our advocacy ensured sustained federal investment while expanding support at the state and local levels.

For the fourth consecutive year, Congress provided dedicated funding for the National Scenic Byways Program (NSBP), including \$7.5 million for the federal government’s FY 2024. Scenic America helped drive this result through direct advocacy on Capitol Hill, targeted actions and letter-writing campaigns, and coalition support. We also continued pushing for \$20 million per year — and secured \$20 million in the Senate’s FY 2025 appropriations budget (with the House proposing \$0 at the time of evaluation).

Scenic America worked with bipartisan House champions to circulate a funding-support letter that gathered dozens of signatures, and on the Senate side helped generate more than a dozen senators’ funding request letters

supporting NSBP appropriations — strengthening relationships with supporters across the aisle to protect and grow the program in the long term.

At the federal level, the Federal Highway Administration reopened the NSBP grant window, making nearly \$27 million available for byways projects nationwide. Scenic America supported byway organizations navigating the application process — helping more communities compete for funds to enhance safety, interpretive resources, and scenic integrity.

Progress also extended to the state level. In early 2025, Iowa enacted legislation establishing a Scenic Byways Enhancement Fund, creating new, dedicated funding to support local stewardship of the state’s scenic roads.

Mapping and public access: BLM partnership progress

Scenic America made major progress in the first year of our cooperative assistance agreement with the Bureau of

Land Management to map and create webpages for 54 BLM Backcountry Byways and other byways crossing BLM land. We engaged directly with byways spanning 43 BLM field offices, meeting with each field office and state leads to confirm project responsibilities, timelines, and deliverables. We also distributed questionnaires to gather public-facing byway information (conditions, access, amenities, unique features) and surveyed field offices for GIS needs and upload processes — building a stronger foundation for accurate, accessible byways discovery and stewardship tools.

Together, these efforts reaffirm Scenic America’s role as the leading advocate for scenic byways — protecting the beauty of America’s roadways while helping communities tell their stories and share their landscapes with the world.



Historic Route 66 makes its way from Illinois to California.



Fall colors pop along Virginia’s Blue Ridge Parkway.



California’s Big Sur Coast Highway offers spectacular views.

Advancing parks, public lands, and open space

Parks, public lands, and open spaces are central to Scenic America’s mission — and to the health, identity, and resilience of communities across the country. During FY 2024-2025, Scenic America supported national efforts that protect these spaces and expand access to the scenic places that enrich everyday life.

Through our advocacy for landmark legislation such as the America the Beautiful Act, Scenic America helped advance policies that strengthen conservation funding, improve outdoor recreation access, and ensure long-term stewardship of public lands. These efforts recognize that parks and open spaces are not only environmental assets but also essential elements of public infrastructure that support physical health, mental well-being, and local economies.

Scenic America also emphasized the importance of protecting the visual integrity of parks and open landscapes, ensuring that these places remain free from intrusive development and visual blight. From national parks to neighborhood green spaces, scenic quality plays a critical role in how people experience and connect with the outdoors.

By championing policies that preserve open space, enhance access, and protect scenic character, Scenic America continues to help build a future where parks and public lands remain welcoming, inspiring, and accessible to all — today and for generations to come.

Photo top right: Parkgoers enjoy Boston Common, our nation’s oldest city park.
Photo bottom right: The Milky Way forms an arch matching the contour of Mesa Arch in southeastern Utah’s Canyonlands National Park.



Shutterstock: Hannah May Bear



Scenic America: Anis Ansari

Preserving the visual character of America’s communities

Scenic America’s mission is rooted not only in protecting iconic landscapes but also in safeguarding the everyday places where people live, work, and gather. During FY 2024-2025, Scenic America continued to champion policies and practices that preserve community character, promote thoughtful placemaking, and ensure that growth enhances — rather than erodes — the visual qualities that make communities distinctive.

From neighborhood streets to historic downtowns, visual character plays a critical role in quality of life. Scenic America supported local efforts to resist visual blight, encourage context-sensitive design, and protect scenic views that define a community’s sense of place. These efforts often intersect with broader battles over billboard expansion, tree removal, and incompatible infrastructure — issues where Scenic America brings national expertise to local decision-making.

Placemaking case studies and on-the-ground support

In 2024, Scenic America drafted six new placemaking case studies highlighting communities undergoing positive transformation: Athens, Georgia; Abingdon, Virginia; Fredericksburg, Texas; Olympia, Washington; Easton, Maryland; and Carlisle, Pennsylvania. These case studies incorporated original photos, interviews with local developers and leaders, and before/after comparisons that show how investment in placemaking can strengthen civic pride and economic vitality. This project was supported by a grant from the National Trust for Historic Preservation, with assistance from the Place Making



Scenic America: Janelle Muletz

A fiery sunset makes a colorful backdrop for Main Street in Frostburg, Maryland.

Institute, and will continue with a new set of case studies in 2025.

Scenic America also supported chapters and partners with landscape architect designs to help communities envision change — supporting gateway landscaping improvements and a pedestrian safety underpass project in Walton County, Florida, as well as a greenspace revitalization project in Pittsburgh. These efforts translate placemaking theory into tangible solutions.

Over the past year, we also made a concerted effort to elevate leading voices in placemaking — beginning with the republication of a series of placemaking guides from Edward T. McMahon, former president of Scenic America and renowned placemaking and urban planning

expert. We shared these insights through our website, social media, and newsletters to equip supporters with expert strategies and practical tools.

By advancing smart growth principles and elevating the importance of scenic integrity in planning conversations, Scenic America helps communities strike a balance between development and preservation. The result is growth that respects local identity, supports economic vitality, and creates places people are proud to visit, work in, and call home.

Scenic America’s work in this area reinforces a simple but powerful idea: community character is not accidental — it is an intended outcome worth planning for, investing in, and defending.

Inspiring action through awareness

Public education, storytelling, and engagement

Public education and storytelling are central to Scenic America's ability to drive change. During FY 2024-2025, the organization expanded its reach by connecting people to the visual, environmental, and public-interest issues shaping America's landscapes — and empowering citizens to take action.

A key highlight was the return of the documentary *This Space Available* to streaming platforms, reintroducing audiences to a powerful exploration of visual pollution and billboard proliferation. Scenic America's voice is featured prominently in this documentary, and the film continues to serve as an educational tool for advocates, policymakers, and community leaders nationwide.

Scenic America also published timely commentary that reframed outdoor advertising as an environmental and public-trust issue — not just an aesthetic one — spotlighting impacts such as light pollution, wildlife disruption, driver distraction, and depression of nearby property values. We also drew national attention to emerging threats like floating digital billboards, warning against the commercialization of waterways and coastlines as a new frontier of visual pollution.

To support evidence-based advocacy, Scenic America continued to expand its digital billboard resources and studies, curating peer-reviewed research on safety, distraction, and environmental impacts. These tools equip communities, planners, and policymakers with information to counter industry claims and defend scenic character.

Expanding digital reach to engage more supporters

Scenic America surpassed 100,000 email subscribers in October 2024 and maintained over 102,000 subscribers at year-end, driven by monthly acquisition efforts including



In 2024, Scenic America adopted EveryAction, a robust CRM and advocacy tool for nonprofit organizations.

organic and paid petitions and advocacy campaigns, improved opt-in opportunities across owned channels, and more targeted email strategy. Even through high-unsubscribe periods (like end-of-year fundraising), we sustained growth — ending 2024 with an average unsubscribe rate of 0.30%, well below the stated industry average of 0.89%.

Through these efforts — combining compelling storytelling, timely commentary, accessible research, and expanding reach — Scenic America translated complex visual-environment challenges into clear, actionable insight and strengthened public support for scenic protection at every level.



The documentary film *This Space Available*, which features comments from Scenic America on outdoor-advertising blight, reemerged on Vimeo and other streaming platforms in 2024.



When floating digital billboards reared their ugly heads, Scenic America launched awareness efforts to combat them.

Gathering to share ideas and promote scenic beauty

The 2024 Scenic America Symposium, held Nov. 18-20 in Pittsburgh, brought together more than 100 advocates, planners, policymakers, and partners from across the



country for three days of learning, connection, and inspiration. Centered on the theme "Scenic Beauty Through Action and Advocacy," the Symposium featured expert-led discussions on billboard control, scenic byways, utility undergrounding, lighting and dark skies, and land-use policy, along with a scenic tour of Pittsburgh and a keynote address by former mayor Tom Murphy. Co-hosted by **Scenic Pittsburgh** and supported by platinum sponsor **BMW North America**, the event underscored the power of convening diverse voices and equipped participants with practical tools to advance scenic advocacy and stewardship in their communities.

The symposium included a panel on strategic undergrounding featuring (left to right) The Ray's Allie Kelly, EarthGrid's Troy Helming, Scenic America's Tziporah Feldman, Burns & McDonnell's Madhu Bhargava, and Continuum Capital's Mark Bridgers.



Pittsburgh, the host city for Scenic America's 2024 symposium, shows off its scenic qualities under a full moon in this photo that took first-runner-up honors in the Cities and Towns category of the 2024 Scenic America Photo Contest.

Gaining strength through a nationwide network of chapters and affiliates

Scenic America’s impact is amplified by a diverse network of 43 chapters and affiliates spanning the United States. These state and local partners translate national goals into action at the community level — bringing volunteers, planners, policymakers, and residents together to protect scenic character where they live, work, and play.

From California and the Pacific Northwest to the South, Midwest, and Northeast, these organizations work independently and in coordination with Scenic America to educate, advocate, and steward scenic resources. Together, they form a nationwide coalition working toward a shared vision: vibrant, attractive, and visually healthy communities.

Chapters and affiliates engage in a wide range of activities that support Scenic America’s mission:

- Advocating for stronger sign controls and against new digital billboards;
- Protecting and promoting scenic byways, including funding, nominations, and interpretive planning resources; and
- Engaging citizens in planning and public-space preservation, from urban design conversations to scenic corridor stewardship.

Assisting affiliates

Over the last year, Scenic America assumed the maintenance of five affiliate organizations — Scenic Alabama, Scenic Delaware, Scenic Georgia, Scenic Kentucky, and Scenic Washington — to ensure continued operations. This included maintaining business and name registrations, filing tax forms, and managing digital communications.



Scenic America Chapters

- Scenic Los Angeles
- Scenic Missouri
- Scenic Nevada
- Scenic Pittsburgh
- Scenic Prince George’s
- Scenic Tennessee
- Scenic Walton

Scenic America Affiliates

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

Working together to protect scenic beauty



Scenic America’s impact is strengthened through strategic partnerships that expand our reach, deepen our expertise, and accelerate progress toward shared goals. During FY 2024-2025, these collaborations played a critical role in advancing scenic conservation across the country.

One of the year’s standout partnerships was with **BMW of North America** through the Trees for Test Drives program, whereby the organizations planted 25 trees for each test drive of a BMW electric vehicle at participating dealerships.

Together, we surpassed 30,000 trees planted in communities affected by wildfire and environmental degradation. By pairing reforestation with public engagement, the program demonstrates how corporate leadership and conservation values can align to deliver tangible environmental and scenic benefits.

In 2024, BMW NA’s support also expanded beyond tree planting — supporting campaigns and Scenic Symposium visibility. In total, BMW NA contributed \$35,000 to Scenic America in 2024 and \$55,000 since 2023, helping advance reforestation and public engagement efforts (with plans to build on this momentum through the remainder of 2025).

Scenic America also continued its collaboration with the **Bureau of Land Management**, strengthening tools that support scenic byways mapping, responsible recreation, and sustainable tourism. This work helps ensure that travelers can discover America’s scenic routes while protecting the landscapes that make them special.

Beyond these initiatives, Scenic America worked alongside utilities, environmental organizations, planners, and advocates nationwide to advance resilient infrastructure solutions, protect public lands, and defend communities from visual blight. Each partnership reflects a shared belief that scenic beauty is a public asset — and that protecting it requires cooperation across sectors.



This segment of U.S. Highway 163 in Utah’s Monument Valley is designated as the Arizona Border to Bluff Scenic Byway.

Capturing America’s scenic treasures

In 2024, Scenic America once again invited photographers from across the nation to share images that celebrate the beauty, diversity, and emotional resonance of America’s landscapes and communities. The America the Beautiful Photo Contest drew an impressive array of submissions, with photographers capturing moments that reflect both the grandeur and the subtle charm of the places we cherish.

This year marked Scenic America’s most popular contest ever. Photographers submitted more than 1,100 photos, the annual contest’s highest tally of entries. And this year’s public-choice category drew more more votes than in any previous year. With such incredible turnout and breathtaking submissions, it’s clear that America’s beauty continues to inspire photographers from coast to coast.

After careful review by an esteemed panel of judges, the winners were announced in September 2024. Their work exemplifies excellence in composition, storytelling, and emotional impact.

Several of the winning photo entries are featured on the pages of this annual report (look for photo credits that begin with “Scenic America”). And the following few pages spotlight more of the photographers’ outstanding work.

We extend our sincere thanks to all photographers who participated and shared their vision.

To see all the winners and to learn how they placed in the various categories, go to <https://www.scenic.org/2024/09/06/announcing-the-winners-of-scenic-americas-2024-america-the-beautiful-photo-contest/>



Scenic America: Michael Mihaljevich



Scenic America: Charles King



Scenic America: Dustin Penman



Scenic America: Dustin Penman



Scenic America: Mark Krancer



Scenic America: Anis Ansari

Support our work!

Every day, as we 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.

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Another way to donate is through EarthShare, a network of more than 400 local, state, national, and international environmental and conservation organizations. Learn more at earthshare.org.

All donations are 100% tax-deductible. For questions about gifts of appreciated stock or estate planning, please contact us at 202-792-1300.



<https://scenic.org/plannedgiving>

Celebrating leadership that makes our future possible

Scenic America's progress during FY 2024-2025 was made possible by the dedication, generosity, and shared belief of our supporters. At the center of this momentum is **Ronald Lee Fleming, FAICP**, whose extraordinary commitment to scenic conservation has shaped Scenic America's past and future.

Ron's support reflects far more than philanthropy. As a pioneering planner, urban designer, and early champion of placemaking, he helped guide Scenic America's evolution from an organization more narrowly focused on fighting billboard blight into a proactive national leader that also advances scenic beauty, community character, and thoughtful design. Long before these ideas entered the mainstream, Ron understood that beauty is not a luxury, but a public good — essential to quality of life, civic pride, and economic vitality.

Ron's work helped connect Scenic America to influential leaders and institutions, strengthen its credibility, and lay the groundwork for bipartisan support for scenic byways and community-focused design. Today, his continued generosity ensures that this legacy continues to grow.

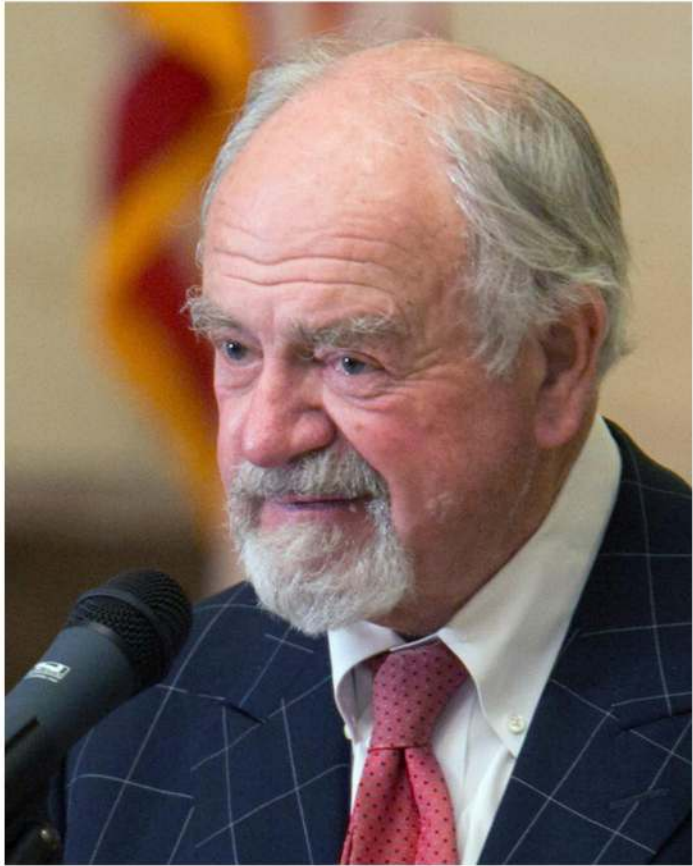
His investments in Scenic America have strengthened the organization's capacity to elevate scenic beauty as a national priority. Through his leadership and support, we are expanding our reach, sharpening our voice, and ensuring that the protection of beautiful places remains central to the nation's civic and policy conversations.

Building durable support for the years ahead

With Ron Fleming's support, Scenic America invested this year in building the infrastructure needed for long-term growth and impact. This included developing a new direct-mail fundraising program designed to reach hundreds of thousands of prospective supporters nationwide. Strategy, creative development, budgets, benchmarks, and operational systems were established during FY 2024-2025, with launch preparations underway for the fiscal year beginning April 1, 2025. This effort is designed to broaden public engagement, strengthen brand visibility, and build lasting support for scenic conservation.

To Ron — and to our donors, partners, board members, staff, chapter and affiliate leaders, volunteers, and advocates — we extend our deepest thanks. Your belief in this mission fuels everything we do, from policy and legal victories to public education, storytelling, and long-term conservation solutions.

Looking ahead, Scenic America remains focused on defending the places that bring us together, inspire pride, and define who we are. With leadership like Ron Fleming's and the continued support of our community, we are building a future in which scenic beauty is protected, valued, and accessible to all.



Ronald Lee Fleming, FAICP

“Through my writing and other engagements, I offer suggestions for anyone looking to add more identity, intention, and sense of place to their own spaces. These are the qualities that make towns and landscapes meaningful — and they are worth protecting.”
— Ronald Lee Fleming, FAICP