

Trees Knoxville 2022 Annual Report



**TREES
KNOXVILLE**

2022 Board of Directors

The Trees Knoxville board completed more than 1002 volunteer hours this year, working to plan and expand programs and maintain projects with an estimated value of \$30,009.90. Trees Knoxville added several new board members as several members retired from the board. Trees Knoxville has become more experienced in truly fulfilling its mission: engaging the community in planting trees, putting trees into the hands of people and businesses wanting to grow trees on their land, and educating people on how to plant and care for trees.

2022 Board members included: Fred Anderson, Karin Beuerlein, Preston Collins, Mike Fowler, Thomas Geissberger, Nancy Howell, Kasey Krouse, David Lee, Dale Madden, Michael Pauley, Bradley Pruitt, Paul Ries, Kerstin Sisco, Caesar Stair, and Mark Stanfill.

2022 Partners and Collaborations

Cortese Tree Specialists,
Knoxville Botanical Garden and
Arboretum,
Keep Knoxville Beautiful,
Earthadelic,
Cemex & Ready Mix
Ijams
Knoxville Tree Board
TN River Basin Network
City of Knoxville Urban Forestry & Parks
and Recreation
UT/TSU Knox County Extension

From the Board Chair....

Initiating the development of Knoxville's Urban Forest Master Plan, Trees Knoxville has achieved yet another major milestone in its seventh year. Having earned the support of Knoxville City Council and Mayor Kincannon, the TN Division of Forestry and KUB, we are able to fund the Master Plan process and begin to develop long-term strategies for expanding and protecting Knoxville's Urban Tree Canopy. Following data harvested from the Knox County canopy assessment completed in 2020, the Urban Forest Master Plan is a natural step to hone in on the canopy objectives for our city. To construct the mechanics of this long-term plan we partnered with a firm from Cincinnati, Urban Canopy Works, to create a vision for the future state of Knoxville's Urban Tree Canopy. This is an exciting project and we sincerely thank our supporters without whom we would not have been able to arrive at this point.

While getting this new, community-driven project underway, we also experienced a transitional year from a board member perspective in 2022, adding many new faces as several tenured board members including our founder, Tom Welborn, rotated off the board at the end of their terms. Fortunately, we quickly restored our board's vitality by successfully adding six new and energetic board members to the Trees Knoxville team. We've also hired new staff to fulfill the gap we experienced in the program manager role. Despite its new members and staff, our board composition is stouter than ever possessing strength in its experience with non-profits, diversity in its makeup and an appetite for maximizing the benefits of trees in our community.

As you read the results in our annual report, we think you will agree that we had a successful year in 2022. Trees Knoxville was able to hold multiple tree planting events, a riparian zone restoration project, tree giveaways, tree walking tours, and our signature volunteer forester training program with the successful graduation of more trained volunteers.

In 2023 with the leadership of a dedicated board, Trees Knoxville is committed to a collaborative project working within the community to develop Knoxville's Urban Forest Master Plan. We have multiple planting projects on our schedule for this winter and spring and have expanded our partnerships with new sponsors for new projects, including a familiar nonprofit, Keep Knoxville Beautiful, who will provide a boost as we execute tree planting projects together. Although our board membership has seen many changes this past year and is under new leadership this past year, Trees Knoxville has made great strides in improving our natural resources and expanding our urban canopy.

I hope that all of you will work with us to make this come true and make trees a major part of our future. Thank you for your continued support.

Dale Madden, 2022 Trees Knoxville Board Chair

2022 Accomplishments



Tree Giveaways: Trees Knoxville gave away 265 seedlings in 2022: 100 hybrid chestnuts, 70 Kousa dogwoods, 55 redbuds, and 40 figs were given to Knox County citizens. Trees Knoxville also provided volunteers to give away and plant trees in the Knoxville College neighborhood to increase the urban forest canopy of that area. The event was sponsored by TN Environmental Council.



Tree Walks: These walks educate the general public about a wide variety of tree topics such as identification, tree management, and tree history. Walks are followed by a social gathering that allows us to promote Trees Knoxville and get to know our supporters. In 2022, Trees Knoxville had four community Tree Walks: Ijams, Krutch Park, Adair Park, and North Hills Neighborhood with 115 participants.

Tree Plantings: One hundred and one trees were planted by 148 volunteers:

- Canopies for Campuses planted trees at West Hills Elementary and West Valley Middle School
- In partnership with the TN River Network, 25 riparian trees and 250 live stakes were planted on Goose Creek in Mary Vestal Park by 25 volunteers
- In cooperation with the City of Knoxville and funds from the TAEF Grant, 48 volunteers planted 40 trees along Forest Avenue in the Ft. Sanders Neighborhood.



Tree Talks, Education and Outreach: After Covid-19 and efforts to get back to normal, Trees Knoxville continued to offer virtual Tree Talks again in 2022, and Trees Knoxville partnered with the City of Knoxville's Tree Board to promote their virtual educational series. Trees Knoxville participated in the City of Knoxville's neighborhood conference and the Dogwood Elementary School Spring Fling providing tree information and advice to hundreds of participants. Trees Knoxville produced its first Public Service Announcement on proper tree plantings and continued to provide up-to-date information on the Trees Knoxville website.



Urban Forest Master Plan: Trees Knoxville put forth great effort in 2022 to obtain funding and pursue a contract for the development of a master plan. Working with the City of Knoxville and the TN Division of Forestry, we solicited proposals and selected a contractor to assist in the development of the plan. The process will take a year and involve all segments of the public to contribute input on how our urban forest will be protected and managed for the next 20 to 30 years.



Volunteer Foresters: Trained Volunteer Foresters work with other Trees Knoxville volunteers during planting events and also help manage trees already planted. Trees Knoxville trained 28 Level I Volunteer Foresters and 17 Level II Volunteer Foresters during 2022.



Volunteers: Trees Knoxville depends upon its volunteers. In 2022, 182 individuals volunteered for a total of 683 hours, which has a national value of \$20,426. Trees Knoxville could not have done what it accomplished without the support of its volunteers.



Arboretum: Trees Knoxville continues to provide technical support to groups and neighborhoods in the development of an arboretum. Trees Knoxville has assisted Sam Duff Neighborhood and Lakeshore Park to move them toward recognition as certified arboretums. Trees Knoxville has also provided information to several neighborhoods and schools as they start the arboretum process.



2022 Individual Donors

Shannon K. Campbell
Linda Denton
Heather Finotti
Rosalind Hackett
Nancy Howell
George E. Kemp
David & Judith F. Lee
Wayne & Sylvia McLaurin
Joe Pardue
Greg & Kerstin Sisco
Mark Stanfill
Tom & Paula Welborn

2022 Public, Corporate, and Foundation Support

West Hills Ten O'clock Gardeners
Davey Trees/Cortese Tree Specialists
Amazon Smile
Kroger
City of Knoxville
State of Tennessee
Knoxville Garden Club
Keep Knoxville Beautiful
CMH Manufacturing/Clayton-Appalachia

Partner with Trees Knoxville in 2022!

Your involvement and support of Trees Knoxville is critical to our success. Please take the time to consider how you might be able to financially support Trees Knoxville at this time. Your individual donation of \$50, \$100, \$500, or \$1000 will go a long way towards helping us build stability in the face of these challenging times and move forward with our mission of promoting the urban forest health of Knoxville and Knox County while building community and planting trees.

Business Sponsorship Opportunities

Oak Level - \$10,000

- Sponsorship of our tree planting season
- Social media recognition
- Business link and logo recognition on our website
- Event signage recognition

Tulip Poplar Level - \$5,000

- Sponsorship of multiple tree planting or tree give-away events
- Social media recognition
- Logo recognition on our website

Dogwood Level - \$1,000

- Sponsorship of a single tree planting event or elementary school planting
- Social media recognition