

# Trees Knoxville 2020 Annual Report



**TREES  
KNOXVILLE**  
Planting trees. Growing community.

## Recognition for Trees Knoxville

Trees Knoxville received recognition for its urban forestry efforts from the Southern Group of State Foresters. Also, we received a special commendation from the Knoxville City Council and the Knox County Commission for our community efforts.

## Trees Knoxville Board of Directors

Trees Knoxville ended its fifth year with a great board of directors and an ever-stronger organization. Our board has completed more than 400 volunteer hours this year working to plan and expand programs and maintain projects with an estimated value of \$11,492. 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. 2020 Board members included: Pastor Chris Battle, Joyce Feld, Michael Fowler, Louise Gorenflo, Kasey Krouse, David Lee, Michael Pauley, Michael Perry, Bradley Pruitt, Paul Ries, Axel Ringe, Caesar Stair, Mark Stanfill, and Tom Welborn.

## From the Board Chair....

Trees Knoxville celebrates its fifth year by continuing to spread its roots and canopy into the community, reaching for a vibrant urban forest within Knoxville and throughout Knox County. Our team of advocates, tree professionals, and volunteers brings together our deep respect for the beauty, benefits, and value of a healthy tree canopy for the well-being of our community. Trees Knoxville partners with city and county governments and engages citizens, civic groups, and businesses to succeed in maintaining and expanding our community's tree canopy.

Under the leadership of its board, Trees Knoxville has initiated a canopy assessment for Knoxville and Knox County to gather data on changes in the tree cover over the past ten years. Funding for this work comes from the Tennessee Division of Forestry, the City of Knoxville, the Knoxville Utility Board, TVA, and the Knoxville Garden Club as well as individual private citizen's donations. PlanITGeo, a geospatial technology firm specializing in urban forestry planning and natural resources will complete the assessment study in February 2021. Trees Knoxville will then engage Knoxville and Knox County partners, developers, advocates, and tree professionals to develop a master plan to set goals and objectives for the future of our city and county canopy.

Like many non-profits, Trees Knoxville canceled our planned events beginning in early March due to the Covid-19 pandemic. We will continue to follow the recommendations of health professionals and look forward to resuming our volunteer and public events when we get the all-clear, hopefully in early 2021.

*Tom Welborn*

Tom Welborn  
Board Chair

## 2020 Accomplishments

### Tree Plantings Prior to Social Distancing

With the help of 119 volunteers, Trees Knoxville planted 133 trees. Here are some highlights:

- Canopies for Campuses planted 33 trees at Dogwood Elementary School. Funding for this planting was provided by Pattison Sign Group, the Three Rivers Market's Nurturing Change program, private donations, and support from Stanley's Greenhouse.
- In partnership with the City Urban Forestry Program, volunteers planted 50 street trees in the Lonsdale community, an area identified for planting because of an insufficient tree canopy. A Tennessee Agricultural Enhancement Grant from the TN Division of Forestry and donations from City Council member Finbarr Saunders and former mayor Victor Ashe funded this project.
- Volunteers planted 25 trees at Victor Ashe Park with funding from the Knoxville Parks & Recreation Challenge Grant and Victor Ashe.
- In partnership with the Knoxville's Community Development Corporation (KCDC), volunteers planted 25 trees at The Cottages at Clifton, an affordable housing unit in KCDC's newest development for seniors.

### Volunteer Foresters

Trained Trees Knoxville Volunteer Foresters work with other Trees Knoxville volunteers during planting events and also help manage trees already planted. Trees Knoxville trained 20 Level II Volunteer Foresters before Covid-19. In July through August, we conducted our first virtual Level I Volunteer Forester training with 15 graduates.



### Tree Giveaways

Trees Knoxville gave away 1600 fruit and nut seedlings in 2020, through a project funded by Knoxville Permaculture Guild. One hundred and sixty-two Knox County citizens, two schools, the First Creek riparian buffer restoration, Blue Ridge Waterways riparian buffer repair, and other projects throughout Knox County were provided seedlings.

In May, Trees Knoxville partnered with Keep Knoxville Beautiful to provide 300 seedlings to 75 people in a drive-thru tree giveaway.

## Tree Walks

These walks educate the general public about a wide variety of tree topics like identification, tree management, and tree history. Walks are followed by a social time making it a fun way of promoting Trees Knoxville and getting to know our supporters. Before the Covid-19 mandated social distancing, Trees Knoxville had two community Tree Walks: Old Gray Cemetery with 33 participants and the 4th and Gill neighborhood with 45 participants.



## Tree Talks

After Covid-19 imposed social distancing, Trees Knoxville offered virtual Tree Talks which attracted 106 participants. Also, Trees Knoxville partnered with the City of Knoxville's Tree Board to promote their monthly virtual educational series. A total of 185 participants joined these online educational presentations in 2020. Information is available on the Trees Knoxville website on how to view these archived presentations.



## Volunteers

Trees Knoxville depends upon its volunteers. In 2020, 195 individuals volunteered for a total of 473 hours, which has a national value of \$12,865.60. Trees Knoxville could not have done what it accomplished without the support of its volunteers. Trees Knoxville partnered with several organizations to assist with and plan Weed Wrangle 2020 in January. Eighteen volunteers helped remove three trailer loads worth of invasive plant material.

## Arboretum Projects

Trees Knoxville supported the efforts of Dogwood Outdoor Coalition to become a Morton certified arboretum on the campus of Dogwood Elementary. This was the first certified elementary school arboretum in Knox County and was named the Mac Post Arboretum after a long-time volunteer and supporter. Trees Knoxville nominated The Mac Post Arboretum for the Tennessee Urban Forestry Council's 2020 Awards for Excellence in the arboretum category, and it won the award.

Also, in January, Trees Knoxville conducted a presentation on the arboretum process to West Knoxville Friends Meeting Group and led a discussion on the potential for its property to be developed as an arboretum. Trees Knoxville is always available to support individuals and organizations in developing arboretums and other tree-related projects.

## Email and Social Media

In 2020, the Trees Knoxville email list has increased from 426 to 605 subscribers with 40 email campaigns. Instagram followers increased from 595 to 744 followers. Facebook followers increased from 763 to 1,207 with 331 posts.



## Advocacy

Trees Knoxville advocacy effort focused on improving the landscaping provision within Recode Knoxville zoning reform and to work with the City Tree Board on the future direction of Knoxville's urban forest and the city tree protection ordinance. Trees Knoxville continues to monitor the implementation of Recode to ensure compliance with landscaping requirements.



### 2020 Individual Donors

Fred Anderson  
Stephanie Biggs  
Jim & Kathy Cortese  
David Dunn  
Melinda & Jim Ethier  
Joyce Feld  
Louise Gorenflo  
Randall Graham  
Rosalind Hackett  
Elizabeth Hagler  
Nancy Howell  
Timothy Kent  
Kyle Lang  
David Lee  
Erin Kelbly  
Kasey Krouse  
Patience Melnick  
Debra Napier

Rodney Napier  
Brain O'Connor  
Martha Olson  
Sazan Pasori  
Bonnie Pierce  
Bradley Pruitt  
Kelly Rafferty  
Paul Ries  
Bob Richards  
Axel Ringe  
Mike Rogers  
Caesar & Dorothy Stair  
Ann Strange  
Mark Stanfill  
Paige Travis  
Paula & Tom Welborn  
Thomas Wright  
Anonymous

### 2020 Public, Corporate, and Foundation Support

Amazon Smile  
CEMEX Foundation  
City of Knoxville  
Firespring Foundation  
Giving Tuesday  
Knoxville Garden Club  
Knoxville Utility Board  
Kroger Community Rewards  
Mission Box, Inc  
Network for Good  
Sierra Club - Harvey Broome Group  
Tennessee Valley Authority

## Partner with Trees Knoxville in 2021!

*While 2020 has been a challenging year for us all, non-profit organizations like ours have been particularly impacted. The pandemic has limited our programs, constrained our growth, and dwindled our financial reserves. Despite this, great times are ahead for Trees Knoxville. We have partnered with state and local agencies to conduct a Tree Canopy Assessment project that is currently underway and will be complete in 2021. This innovative project will help us lay the foundation for a master plan that will promote canopy cover throughout our community. Your involvement and support of Trees Knoxville are critical to our success. Please take the time to consider how you might be able to financially support Trees Knoxville at this time.*