



On the Brightside...

WHAT'S NEW AROUND BRIGHTSIDE?

JANUARY/FEBRUARY 2014

Our Mission

"Brightside is dedicated to uniting people in clean and green activities that beautify and foster pride in our community through volunteerism, planting, sustainability, and education."

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Gallopalooza is back and This Time They're Bringing the Bourbon

Gallopalooza: Bridles & Bourbon features three new statue designs that will bring spirit to the streets. Each design gives the artists a distinctive canvas to showcase our community's connection to horses and bourbon.



The new statues came into being through the process of 3D imaging, laser scanning and computer-assisted design work. They began as small models. The horse was originally sculpted for Gallopalooza by D'Arry Jone Frank of Prestige Farms in 2005 as a tabletop version for our Gallopalooza at the Galas project. The mint julep cup was sculpted in August 2014 as a miniature by Lydia Sargent, the 2009 Gallopalooza artist for "Winter Green." These small statues were then laser scanned and sent to a 3D router that cut them out of Styrofoam. The foam pieces were assembled by hand, sanded and then hard-coated with polyurea. Molds were then made so the pieces could be cast out of fiberglass to create sturdy, seamless canvases on which Gallopalooza's artists can implement their design ideas.

Gallopalooza will continue its partnership with Brightside and use future funds to help us develop a Ninth Street Gateway into our community. Past projects Gallopalooza has worked on with Brightside

include planting wildflowers along I-265, installing rosebushes along I-264 and the refurbishment and installation of several BrightSites. The current project is to remove invasive species along I-64 between Grinstead and Payne and replace them with beautiful native trees and plants.

How can you become more involved with this wonderful program and in turn help Brightside? Great question! Gallopalooza is currently looking for sponsors for the 2015 statues. Whether you're a returning sponsor or new to Gallopalooza, the opportunity to feature a uniquely designed statue at your place of business or residence is an extraordinary opportunity. A Gallopalooza statue will attract attention to your company and bring people directly to your door! These statues provide excellent marketing value since they are around for more than six months!



If you are interested in learning more about sponsoring one of these amazing horses please visit www.Gallopalooza.com/sponsors/ for more information or to register.

If you would like to become a volunteer for Gallopalooza there will be several opportunities this year. Please visit their website www.Gallopalooza.com for more information.

Our Tree Canopy is Growing – But Have You Reported Your Plantings?



The Louisville Tree Tracker is a unique way for the community of Louisville to show how they are making a positive impact on increasing our tree canopy. The overall city's tree planting goal for 2014 was 5,000 trees. For 2013, it was 10,000 trees planted from 2011 to 2013. Brightside is proud to announce that through the Tree Tracker, Louisville was able to more than meet these goals by planting 10,169 trees by 2013 and over 5,500 trees in 2014.

We would love to hear about the tree plantings you have done in the community this year, whether it be one or more than 100, we want to know! Register your plantings at www.brightsideinc.org/louisvilles-tree-tracker. Together we can watch Louisville's Tree Canopy grow and flourish!

2013 Goal: 10,000 trees between Jan 1, 2011 and Dec 31, 2013---Achieved (10,169 trees)

2014 Goal: 5,000 trees---Achieved (5,500 and still counting!)

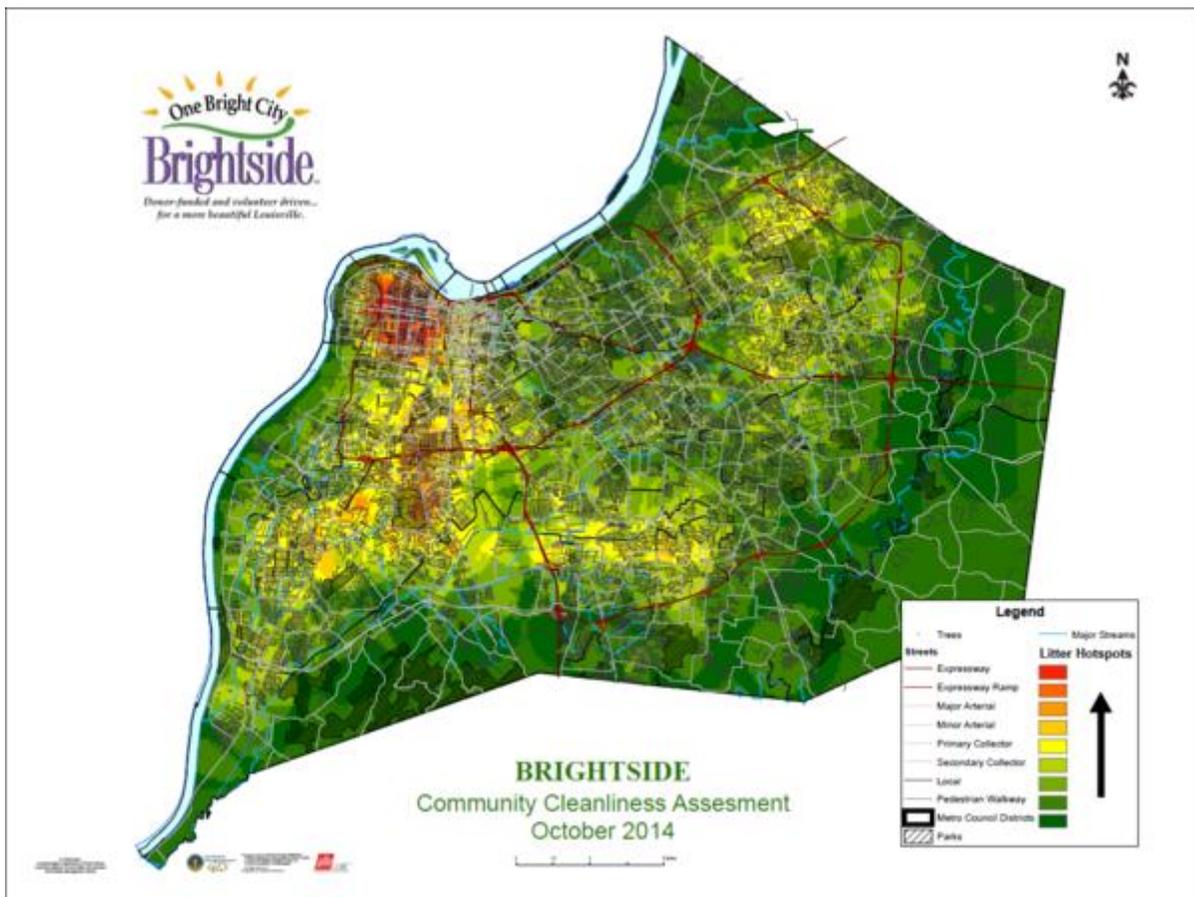
Want to learn more about trees, where to get them, and how to properly plant and care for them? We have lots of great information at www.brightsideinc.org/trees



The Brightside Cleanliness Assessment Scores Are In – 2.00 Overall Average for 2014

The results from the Brightside Cleanliness Assessments have all been reported and calculated. Overall, Louisville scored a 2.00 for 2014. As you can see, there is work to be done to reach our goal of making the entire city a 1. The last assessment for 2014 was completed in October, with participation from all 26 Metro Council districts. Overall, the city scored a 1.95 out of 4, which is an improvement of 0.12 from July. A score of 1 would mean no visible litter present, while a 4 would be the most littered.

Below is a map, available on our website at www.brightsideinc.org/brightside-cleanliness-index that shows where some of the “hot spots” are for littered areas in our city, they are not confined to one spot as some may believe. This map is a great resource as you are planning for your Spring cleanup projects in the community as it gives us a tools to direct our volunteers in a meaningful way to areas where we can make the greatest impact.



None of this would be possible without the support of all 26 Metro Council Members and their, staff, and the Brightside Champions and volunteers who are actually out in your neighborhoods recording and reporting these results. Their tireless work and dedication is an inspiration and is truly making a positive difference in our city.

"Litter is Lame" Campaign is Live in Louisville!

To help raise community awareness and motivate people not to litter, Brightside is starting a new education campaign. The “Litter is Lame” campaign was designed and donated by local artist and business owner, Jason Pierce. The campaign is live now and can be seen on bus shelters and busses

throughout the city



The campaign is live now and can be seen on over 40 bus shelters and 6 buses in the Metro area. If you see one of the posters or buses be sure to snap a picture and share it with us on [Facebook](#), Twitter at @Brightside_, or on Instagram at @BrightsideLouisville! Use #LitterIsLame so we see all your snaps!

Green Living Neighborhood Certification Program Registration is Open



The Neighborhood Certification program, launched on December 9th, is the Green Living portion of the One Bright City initiative in partnership with the Office of Sustainability.

By participating in a tiered neighborhood certification program, Louisville's neighborhoods will receive recognition for activities such as reducing the amount of waste sent to the landfill, managing storm water on-site, conserving energy and growing produce.

The over-arching goal of the program is to offer ideas and simple steps individuals can take to incorporate sustainable living choices into everyday life and to recognize them for their neighborhood's collective efforts.

When a neighborhood has reached a criteria milestone, they will receive a Green Living certification logo based on their certification level, which can be placed on their neighborhood association website or community newsletter to demonstrate their accomplishment. The neighborhood will also be featured on the One Bright City map made possible by our partnership with the Department of

Public Works.

If you are interested in learning more about the program or starting the certification process please visit our website at www.brightsideinc.org/green-living. Registration is open now!

The Brightside/Passport Health Plan Spring Community-Wide Cleanup is Just Around the Corner



Though winter is in full, blustery swing here in the bluegrass we at Brightside are already turning our thoughts to warmer, cleaner places. We are happy to announce that the dates for our Brightside/Passport Health Plan Spring Community-Wide Cleanup have been set!

The cleanup will take place on Saturday, April 18th from 8:00am until 12:00pm. We know what you are thinking, “that’s the same day as Thunder Over Louisville!” You would be right. Due to the dates of Jefferson County Public School’s spring break and a couple of other major events in our city we felt that April 18th would be the best day for everyone. What better ways to prepare for a day of fun and fireworks than doing some good work to make our community Derby ready before the festivities begin! (If the date we have set doesn’t work for your group, that’s OK, we will support any cleanup that takes place in the weeks surrounding April 18th.)

Registration will open on March 1st so mark your calendars. Thanks to our generous sponsor Passport Health Plan we will once again have t-shirts available to the first 5,000 participants.



2015 Brightside Calendar of Events

The Calendar of Events for 2015 has been finalized. Save the dates and we hope to see you at these great outings and volunteer opportunities in the New Year!

MARCH

Saturday, March 7th – Brightside Cleanliness Assessment #1

Saturday, March 21st – Brightside & Waste Management of Kentucky’s Premium Compost Sale

APRIL

Saturday, April 18th – Brightside / Passport Health Plan Spring Community-Wide Cleanup

Saturday, April 25th – Brightside & Waste Management of Kentucky's Premium Compost Sale

JUNE

Saturday, June 6th – Brightside Cleanliness Assessment #2

JULY

Saturday, July 18th – Annual Brightside/ Coca-Cola Classic Volleyball Classic

Sunday, July 19th – Annual Brightside/ Coca-Cola Classic Volleyball Classic

SEPTEMBER

Saturday, September 5th – Brightside Cleanliness Assessment #3

September (Date TBD) – Brightside Bash 2015

OCTOBER

Saturday, October 10th – Brightside & Waste Management of Kentucky's Premium Compost Sale

Saturday, October 17th – Brightside & Waste Management of Kentucky's Premium Compost Sale

Saturday, October 24th – Brightside / Passport Health Plan Fall Community-Wide Cleanup

NOVEMBER

Saturday, November 7th – Brightside Community-Wide Native Planting Day



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