

**2023 Friend of Conservation – Keep Big Spring Beautiful, [Howard SWCD #243](#)**

The 2023 Friend of Conservation is Keep Big Spring Beautiful. Founded in 1996, Keep Big Spring Beautiful (KBSB) is a volunteer organization with the mission to protect natural resources through tireless efforts of cleaning, preserving, and replacing natural areas in the city of Big Spring. In a community founded by farmers and ranchers, whose ties to agriculture are still strong, KBSB strives to carry on the legacy of protecting natural resources. Members meet once a month to plan events and discuss how best to educate the residents of the city on being good stewards of the land. The Howard SWCD has provided outreach materials for their recruitment of volunteers. The city of Big Spring was founded on a natural lake which remains popular today. KBSB has held a “Love Our Lake” cleanup day for over 20 years to help protect the lake and its watershed. The event is one of their most successful community events where volunteers clean the shores and surrounding park area. Volunteers have also worked to support other organizations and members of the city by planting beautification projects for the Veterans of Howard County and planting windbreak trees at the city park and golf course. KBSB is a highly respected organization that is appreciated by the residents, local organizations, public and private companies, and Big Spring city officials. In 2022, KBSB was recognized as a Gold Star Affiliate by the Keep Texas Beautiful organization. Gold Star recognition is the highest status of membership recognition any community affiliate can achieve. For 27 years the volunteers of KBSB have sought to clean and protect the natural resources in Big Spring. Through awareness, education, recycling, clean-up, beautification, and long-range planning, the organization is indeed a Friend of Conservation.