



2022 ACCOMPLISHMENTS

CLEAN DRAIN: Be River SmART, a three-year collaborative initiative between Friends of the Rivers and Fort Wayne City Utilities, serves to raise awareness of the value and importance of protecting our three rivers—the St. Joseph, St. Marys and Maumee—through keeping our storm drains clean of debris and trash.

EDUCATION

GOAL: To create an effective and engaging way to educate both the community-at-large and school-aged students about the importance of protecting our storm drains and becoming good river stewards

RESULTS:

- Created “Be A Drain Stormer School” program with custom in-school materials.
- Produced a middle-school standards approved science curriculum specifically for the Clean Drains initiative.
- Visited participating elementary schools with Friendly the Otter mascot.
- Involved 23 schools in program.

PARTNER:

Fort Wayne Community Schools



COMMUNITY ENGAGEMENT/OUTREACH

GOAL: Use of storm drain art murals to convey message Only Rain In the Drain to stress the importance of not dumping garbage, debris, dog poop, chemicals down the city's storm drains which goes directly and untreated into our rivers.

RESULTS:
STORM DRAIN MEDALLION MARKING PROGRAM

During the three-year CLEAN DRAINS: Be River SmART initiative the goal is to mark as many of the city's 22,000 unmarked storm drains with the special Only Rain in the Drain awareness medallion.

- Identified and marked, to date, 1,900 storm drains



STORM DRAIN ART MURALS`

Storm drain art murals are used as the vehicle to raise awareness and convey the Only Rain In The Drain message.

- Painted 37 storm drain murals throughout the Fort Wayne community—23 neighborhood and 14 downtown storm-drain art murals painted. (Note: To date, Clean Drains: Be River SmART has created 71 storm-drain art murals.)

“BE A DRAIN STORMER” INITIATIVE

Neighborhoods: 23 neighborhood associations pledged to adopt, protect and medallion mark their storm drains

Families: Several families pledged to adopt and protect their residences



CULMINATING EVENT: CLEAN DRAINS FEST 2022

Saturday, September 24th &
Sunday September 25th

Purpose: To celebrate and recognize storm drain artists, educate community, celebrate World Rivers Day and enjoy activities and rides on Sweet Breeze.

PARTNERS:

Fort Wayne City Utilities
Fort Wayne Parks &
Recreation/Riverfront

Sweet Breeze Fest Sponsor: SDI/Steel
Dynamics

Sponsors: See page 3 for complete list

In-kind Sponsors: See page 4 for
complete list



FACTS & FIGURES

- For 2022 Clean Drains initiative raised more than \$95,000 in sponsor/donor support
- 37 storm drain murals painted throughout Fort Wayne

Attendance:

Sweet Breeze Fest:

Saturday, September 24th

The eight scheduled tours were sold out.*

Sunday, September 25th

The eight scheduled tours were sold out.*

***Note:** Each tour had 38 people, for a total of 608 people taking Sweet Breeze tours over the two days.



Family Night: Screening of Finding Nemo
More than 1,000 adults and children
(approximately 200 families)

CLEAN DRAINS: BE RIVER SmART FEST
Number of Participating Organizations: 30+

Attendance: More than 3,000 adults and
children

Earned Media

- Produced and aired Three :30 second PSAs on WANE-TV
- Coverage in local media: The Journal Gazette, WBOI, WANE-TV, Input Fort Wayne, Whatz Up

Social Media & Digital Presence

- Increased Facebook Followers by 102%
- Posted over 180 Facebook stories from March – September 2022
- Established a comprehensive CleanDrainsFortWayne.org website

**CLEAN DRAINS FORT WAYNE
WOULD LIKE TO THANK OUR 2022 SPONSORS.
WE COULDN'T DO IT WITHOUT YOU!**



Henry Family
Foundation



Kathy Callen
& John Powell



M. E. Raker Foundation



Howard P Arnold Foundation
Lutheran Health Network
Upstate Alliance of Realtors
3 Rivers Credit Union
Fort Wayne Downtown Improvement District
Greater Fort Wayne, Inc.
Brigadoon Financial
The TUBE
Hoch Associates
Fort Wayne Parks & Recreation

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