

LAKE LANIER
ASSOCIATION

EST. 1966



LAKE LANIER ASSOCIATION

2026

Working together to ensure that Lake Lanier stays Clean,
Full, and Safe through Education, Action, and Advocacy.

LAKELANIER.ORG

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Clean Lake. Full Lake. Safe Lake.

Through Education, Action, and Advocacy the Lake Lanier Association keeps Lanier Clean, Full, and Safe.

Stay informed on all things LLA through our social media sites.



Letter from the Executive Director



DEAREST LLA MEMBERS, VOLUNTEERS, AND FRIENDS OF THE ASSOCIATION -

I am excited to announce that in 2026, LLA is celebrating its **Diamond Jubilee** – marking **60 years** of impact made possible by you, our members, volunteers, donors, and community partners. This year, we want to celebrate how we've grown over the years and look ahead at opportunities to advance our mission **together**.

LLA was established in 1966, ten years after the completion of Buford Dam, by a group of lakeside property owners concerned about issues that impacted the health and safety of the lake. Environmental issues on Lake Lanier in 1966 were very different than they are today. Today, the number of visitors and residents on the lake has grown exponentially. With that growth, comes more complex issues to the environment and health of our lake.

LLA has adapted to the changing pressures and worked to advocate through a balanced approach for the lake. As we celebrate this milestone year, I would like to highlight a few initiatives that we launched over the years with our mission in mind, a **Clean, Full, and Safe** Lake Lanier.

Back in 1988, LLA kicked off the first-ever **Shore Sweep** cleanup, arguably the best day of the year on Lake Lanier. Now, 37 years and 2.58 million pounds of trash later, the Lake Lanier community continues to show up year after year to give the lake the care it deserves. In 2025, over 1,200 volunteers collected a record-breaking 128 tons of trash, making Shore Sweep Georgia's largest cleanup event.

Each summer, growing numbers of visitors come to experience the beauty of Lake Lanier, placing increased strain on its shoreline and vulnerable islands. In response, LLA launched the **rip rap** installation program in 2014, the only initiative dedicated to stabilizing these areas, preventing erosion, and protecting water quality and reservoir capacity. In 2025, we completed Project Armor, adding an additional mile of rip rap to protect our shoreline. To date, three miles of Lake Lanier's shoreline has been protected through the LLA's rip rap installation efforts.

Another program we are proud to highlight is our **life jacket loaner stations**. This program was created in 2020 to create awareness that wearing life jackets saves lives and increase availability for those who need them. Today, we have 12 stations across Lake Lanier, stocked with infant, child, youth, and adult sized life jackets during peak boating season. However, with over 12 million annual visitors and 76 recreational areas on the lake, we wish to expand this program in the near future.

I could highlight many other LLA programs, from water quality testing to solar lights to abandoned docks and vessels, but none of this work is possible without your support. Thanks to our members, donors, and volunteers, LLA has made a big splash for 60 years – an extraordinary milestone for a small non-profit.

In honor of our 60th anniversary, we're excited to invite you to LLA's celebratory gala this November, a fundraiser for the next 60 years and beyond. The future of LLA's on-lake initiatives depends on the Lake Lanier community. Whether through financial gifts, donated goods and services, grants, or county funding, your generosity continues to make our mission possible.

A handwritten signature in black ink that reads 'Victoria Clevenger'.

Victoria Clevenger, Executive Director

Impact to the Nation (from USACE)

The Lake Lanier Association collaborates with the U.S. Army Corps of Engineers to enhance shoreline preservation, promote sustainable lake management, and support community initiatives that ensure the health and vitality of Lake Lanier. Each year, the USACE highlights the contributions of partner organizations, emphasizing their importance to national efforts through volunteer hours, invested funds, professional services, and donated materials and equipment.

In 2025, a **USACE report showcased LLA's significant impact**, revealing a monetary value that exceeded the Association's entire annual operating budget.



Environmental Programs

Shore Sweep, Water Quality, Clean Lake Pledge, Erosion & Sedimentation Control

\$732,777



Recreation Programs

Life Jacket Loaner Stations, Water Safety Education, Boating Safety Education, Solar Light Installation and Maintenance

\$40,258



7,220 Volunteer Hours

USACE attributes \$34.79/ volunteer hour valued at

\$251,184

According to the USACE, LLA partnership value for 2025 was reported as: **\$1,024,219.**

A Look Back: News from the Year

VAL PERRY AWARD

Marine Specialties received the business sponsor of the year award for their many years of support and service to the Association - most recently for Project Armor, LLA's rip rap initiative to protect the shoreline and islands from further erosion into Lake Lanier and for their involvement in Shore Sweep. The award was presented at the Annual Member Celebration.

INTERNSHIP PROGRAM LAUNCHED

LLA officially launched an internship program and welcomed two interns to the team for the Fall 2025 semester. With hands-on, real-world experience in a non-profit setting, they participated in social media marketing campaigns and special events, like community presentations, volunteer appreciation, and Shore Sweep.



NORTH GEORGIA COMMUNITY FOUNDATION'S OPERATIONAL GRANT

LLA was awarded a \$20,000 operational grant in the 2025 North Georgia Community Foundation's grant cycle. The NGCF Community Grant Program provides application-based funding to nonprofits working to improve life in North Georgia. In this most recent grant cycle, a total of 40 local organizations and more than \$545,000 was awarded.



SHORELINE MANAGEMENT PLAN SURVEY

LLA received thousands of comments from members on changes they would like to see on the U.S. Army Corps of Engineers' Shoreline Management Plan. LLA will use this feedback in discussions with the U.S. Army Corps of Engineers and other key stakeholders to ensure our member collective voice remains front and center.



Action

SHORE SWEEP

Record Breaking Tons of Trash Collected!



- For 37 years **Shore Sweep** has been the largest cleanup on Lake Lanier. Shore Sweep 2025 included **17 sites around Lake Lanier, 8 advanced sites**, and involved over **1,200 volunteers**.
- New in 2025: **7 mobile sites to drop debris** throughout the lake during the cleanup. Special thanks to marine contractors who supported LLA this year.
- Together we collected over **128 tons of trash!**
- LLA is working to find solutions to **dock float debris**. At Hall County sites, dock floats were placed in separate dumpsters to be studied for responsible methods of disposal.
- **United Rentals** continued to be a strategic partner to LLA's clean-up efforts by providing heavy equipment and certified operators for several of the cleanup sites.
- To help alleviate trash that accumulates on the shorelines, LLA shared our **Pack-In, Pack-Out** message across social media, radio, and news interviews on 11Alive and Fox 5 Atlanta.



LIFE JACKET LOANER STATIONS

- To improve swimmer safety **LLA has 12 life jacket loaner stations**.
- **Volunteers make this program possible** by helping to maintain the 12 stations throughout the season. Volunteers visit the stations weekly to review stock of life jackets and ensure the life jackets available are in proper condition.
- At the **Annual Member Celebration** and throughout the year, members donated life jackets to be used at various life jacket loaner stations across Lake Lanier.



RIP RAP / PROJECT ARMOR

- In 2025, LLA **completed phase 3 of its rip rap installation project**. This effort - dubbed **Project Armor** - installed one mile of rip rap for shoreline erosion protection in Lanier's most vulnerable areas. Using the shoreline erosion study completed in 2023, LLA identified **16 locations** that were in most need of rip rap and completed installation of the erosion protection.
- Thanks to the support of **Gwinnett County Water Resources, Forsyth County**, and **Hall County**, as well as community partnerships with **Marine Specialties, Martin Marietta, Simpson Trucking and Hauling**, and the support of the **U.S. Army Corps of Engineers** and **LLA members**, this effort has been a success.



ADOPT-A-LAKE (WATER QUALITY TESTING)

- **27 sites** around Lanier are tested monthly for water clarity, temperature, and algae levels by over **20 volunteers**.
- These sites are **tested year round**, yes - all 12 months of the year, even when it is cold!
- LLA took students from a local science academy out on the boat to learn about our testing process and let them experiment with their water testing robot.





SEE SOMETHING SAY SOMETHING

LLA's program helps track issues around Lanier. Lanier covers 38,000+ acres and it takes the entire community to report issues when they occur, from water quality concerns to damaged hazard markers or solar lights. Together, we can all help keep Lanier Clean, Full, and Safe.

SOLAR LIGHTS

Boating safety doesn't stop after the sun goes down. LLA's Solar Lights Program included maintaining solar lights across Lanier throughout 2025. LLA maintains and installs solar lights on Lanier. The Corps still maintains the markers, but allows LLA to place the solar light on top. In partnership with Lake Lanier Islands Development Authority, the LLA now maintains and monitors an additional 10 solar lights on the south end of Lake Lanier. **This brings LLA's total Solar Light Program to 300 lights monitored and maintained on an annual basis.**



EROSION AND SEDIMENTATION

If improperly designed or maintained, sedimentation from area construction sites can enter Lanier. Sedimentation fills in Lanier and negatively impacts water quality. LLA has created a multifaceted initiative to address the sedimentation issues in the Lake Lanier Watershed. We ask lake users to **See Something and Say Something**. Issues can be reported to area jurisdictions and on our Report a Problem webpage.

ABANDONED DOCKS AND DERELICT VESSELS (ADDV)

- **Abandoned docks and vessels** can at times be seen littering Lanier's shorelines. In 2025 LLA removed several small vessels and dock pieces at our annual Shore Sweep. The partnership with the U.S. Army Corps of Engineers, DNR, and Hall and Forsyth County Solicitors make this program possible.
- Our website informs how to properly dispose of docks and boats.





Education

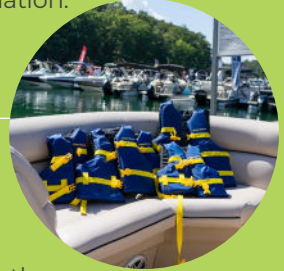


WEBINARS AND IN PERSON EVENTS

- **Annual Member Celebration** – Hundreds of LLA members came out to the 2025 Annual Member Celebration. LLA kicked off summer at University Yacht Club with live music, giveaways, and delicious food, dessert, and drinks with new and old friends. LLA members and business sponsors mixed and mingled throughout the event, while receiving program updates and learning about LLA’s plans for the year.
- **Lunch and Learn** – LLA is putting their office space to great use with member-exclusive lunch and learns. This allows members to come together and learn valuable information about their lakefront property, best practices for preserving water quality, and the work of the LLA. Board and staff members hosted the Hall Co. Sheriff’s Dive Team to share important safety messages and learn more about their heroic missions on Lake Lanier.
- **Coffee with a Captain** – Back by popular demand, LLA hosted this event for members to come out and learn more about boating safety from local certified captains ahead of the Fourth of July weekend. Panelists included Robert Estrada, Tow Boat U.S.; Dan Vaccaro, U.S. Coast Guard Auxiliary; and John Grobe, North Georgia Boating Adventures.
- **Speaking Engagements** – LLA spoke to many groups - local clubs, residential groups, and more - about the importance of a Clean, Full, and Safe Lake Lanier. These efforts also build awareness and on-lake presence for the Association.

SAFETY

- Safety on Lanier is of the utmost importance for all users, so LLA shares important messages to remind lake goers to respect the lake. These messages include the **200 Foot Rule** and **Wear It Campaign** (life jacket use). LLA also makes and distributes hundreds of **free waterproof maps of Lake Lanier** - these maps have safety messages on one side and a detailed map of Lake Lanier to help with navigation on the other.
- **Courtesy Life Jackets at the Boat Show** - LLA was invited to participate and share safety messages to attendees of the 2025 Lake Lanier Boat Show by providing courtesy life jackets to children so families could shop the docks with peace of mind.



COMMUNICATIONS

- **“Live on Lanier” Podcast** – In 2025, LLA celebrated one year of Live on Lanier, a podcast and webinar series featuring its on-lake programs, local heroes, and valuable information for everyone who loves Lake Lanier. The series features notable leaders and experts, including representatives from the Department of Natural Resources, the U.S. Army Corps of Engineers, local government officials like County Commissioners, and members of Parks and Recreation teams who collaborate with LLA on initiatives such as Shore Sweep.

CLEAN LAKE PLEDGE

Promoted the **Clean Lake Pledge** to improve Clean Lake efforts. The pledge highlights simple actions anyone can take while on the water or while maintaining their dock, boat or yard to help protect Lake Lanier’s water quality. Hundreds of pledges have been signed and together we can raise awareness for a clean lake.



Advocacy

COMMUNITY MEETINGS

In 2025, LLA attended several meetings, including the Greater Hall Chamber of Commerce's annual "Eggs and Issues" event with the legislative delegation for the GA House and Senate. Throughout the year, LLA participated in educational sessions from the North Georgia Community Foundation to enhance skills and community networking. Additionally, LLA attended meetings engaging with members and leaders across the Apalachicola-Chattahoochee-Flint River Basin.



U.S. ARMY CORPS OF ENGINEERS

An ongoing, strong partnership with the U.S. Army Corps of Engineers enabled LLA to create a Shoreline Management Plan Survey, collecting anonymous member feedback on regulations for homeowners and permit-holders, and presenting the collective voice of LLA's membership to the Corps.

LEGISLATION

LLA hosted a Lake Lanier Round Table with U.S. Representative Andrew Clyde and many Lake Lanier stakeholders to discuss H.R.4432 - Lanier Parks Local Access Act. Attendees included local legislators, U.S. Army Corps of Engineers, DNR, and the Marine Trade Association of Metro Atlanta.



VOLUNTEER ENGAGEMENT

LLA loves our members and volunteers. They are the heartbeat of the organization. LLA engages members and volunteers in a number of ways including in-office, stocking Life Jacket Loaner Stations throughout the summer, water quality testing, mini cleanups, and more.

- **Charlie Spencer Award** – This year's volunteer of the year award was given to Robert Eidson, who works year-round collecting trash from the lake's parks. He also served as Shore Sweep Captain at Little River Park in its first year as a collection site. The award was presented at the Annual Member Celebration.
- **Volunteer Appreciation Dinner** – LLA's Shore Sweep site captains, water testers, and life jacket loaner station monitors were recognized for their vital role in keeping Lake Lanier Clean, Full, and Safe year-round.



About Us

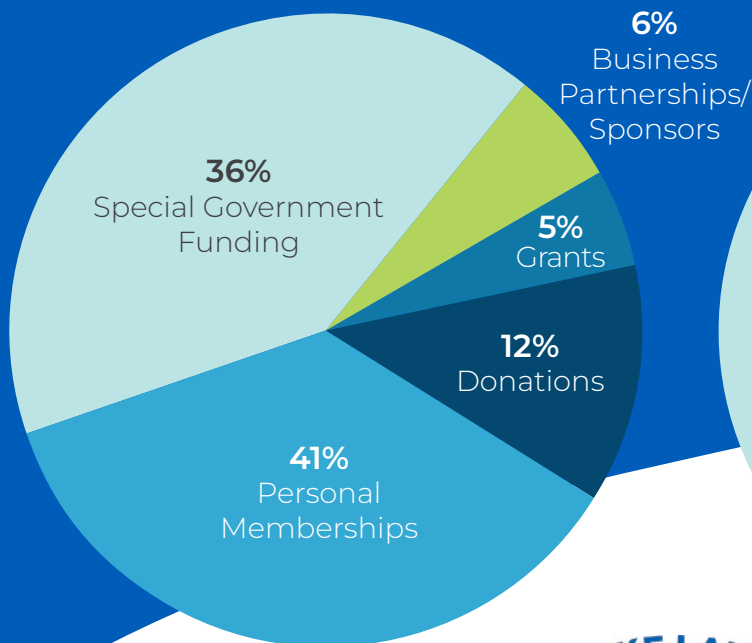
Founded in 1966, the Lake Lanier Association (LLA) is a 501(c)(3) non-profit dedicated to protecting the quality, quantity, and safety of Lake Lanier through education, action, and advocacy. With over 4,500 members, LLA represents a group of concerned citizens, including individuals, families, businesses, boaters, fishermen, and environmentalists, all committed to maintaining a Clean, Full, and Safe Lake Lanier. LLA serves as the voice of lake users, advocating for balanced solutions to lake-related issues. It is funded by memberships and sponsorships, which empower it to be the leading advocate for Lake Lanier.

Financials

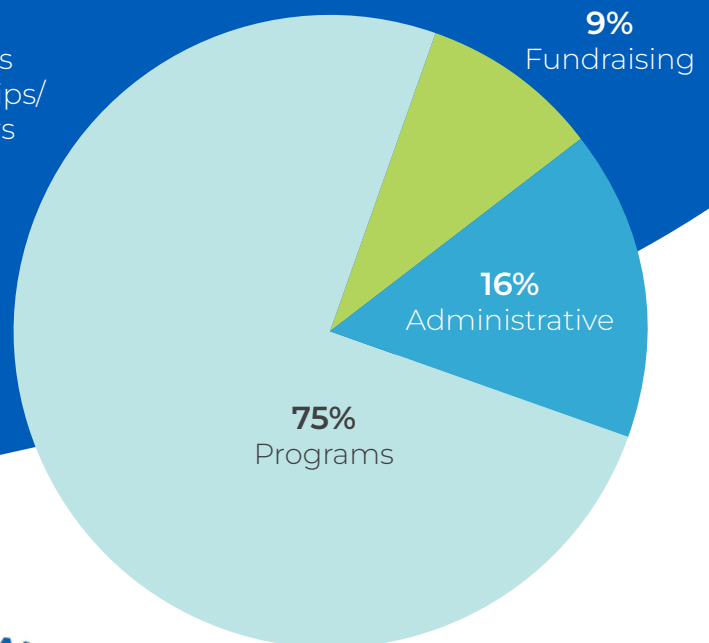
The following financial data highlights our accomplishments in 2025 thanks to member support. We're excited for greater impact in 2026.

**Based on unaudited financials; official audit to be completed in 2026.*

Revenue*



Expenses*



Clean Lake. Full Lake. Safe Lake.

To get involved, join, or donate please visit
lakelanier.org

