



SUMMARY OF FINAL REPORT
FY 2017

NOTE FROM THE EXECUTIVE DIRECTOR

Keep Pinellas Beautiful had a phenomenal 2017! The programs are in place, the community is engaged and the volunteers have been empowered to go out and make a local difference in the health and beauty of the place we call home.

I am immensely proud of our organizations impact during the last year. Over 12,000 volunteers assisted our team to complete more than 1000 individual community improvement projects. Looking beyond the statistics we reported for trash abated, gardens planted, invasive plants removed, and number of residents educated, is the growing sense of community that we are building during these outreach projects and programs. I see neighbors working together to beautify their neighborhood park, residents cleaning up our beaches, and local dive groups assisting to clean up our piers and waterways. Pinellas County Residents are working hand in hand to accomplish one goal- to make our community a more beautiful place to live, work and play. This simple fact is the reason we do what we do!

In 2017, Keep Pinellas beautiful was honored to be chosen as one of the top ten Keep America Beautiful affiliates in the United States this year. The Keep America Beautiful Affiliate Award of Excellence recognizes affiliates who embody the vision, mission, and values of Keep America Beautiful. This award distinguished us as an affiliate with superior initiatives, programs, and projects implemented to help end littering, improve recycling, and beautify communities. This award would not have been possible without the commitment of our dedicated groups of volunteers, wonderful community partners and generous sponsors as they are the true reason for our successes!

Together we will continue to keep our slice of paradise beautiful for generations to come.

With beautiful thoughts,

Pat DePlasco, KAB-CCEP
Executive Director



From left to right - Tracy Meehan (KPB BOD President), Helen Lowmen (President & CEO of KAB), Patricia DePlasco (KPB Executive Director), Stephanie Lawler-Ellington (KPB Program Director)

Mission

The mission of Keep Pinellas Beautiful is to conserve and beautify our natural environment by means of community engagement and education.

Board of Directors

Tracy Meehan - President (Waste Pro)

Aaron Falzarano - Vice President (Vertex)

Franklin Bowman - Treasurer (Pinellas County)

Elizabeth Ryan - Secretary (Pinellas County School District)

Raymond Blacklidge - American Traditions Insurance

Katie Dutie - HDR

Ana Gibs - Duke Energy

Jim Iglar - Florida Aquarium

Paul Jackson - NL Consulting

Jennifer Juul - Leap Innovations

Warren Smith - Pinellas County

Ginny Meranda - Regions Bank

Staff

Patricia DePlasco - Executive Director KAB-CCEP

Stephanie Lawler-Ellington - Program Director

Megan Jackson - Adoption and Special Event Manager

Paul Mitchell - Project Manager

Amanda Muzaurieta - Volunteer & Education Manager

Dennis McLeod - Finance Manager

KPB Environmental Interns- **Jennifer Clemenz**, Annual Report

Kelly Clark, Cigarette Litter Prevention Program

Diego Guerra, Program Development

2017 Awards Luncheon

Presenting Sponsor - Duke Energy

While we may quantify the value of our volunteers, you can't put a price on the quality of our volunteers. Without your support and the support of our partners and sponsors, we would not be here today. Thank you for all that you do to Keep Pinellas Beautiful!

Award Winners

Bright Futures Scholarship - **Taylor Levesque**

Outstanding School Engagement - **Ozona Elementary**

Outstanding Environmental Partner - **Lucy Trimarco**

Outstanding Commercial Business Partner - **Publix**

Outstanding Community Partners - **Goodwill Industries -**

Suncoast Inc. Suncoast Work Release Center

Outstanding Environmental Non-Profit Partners –

Lucinda Johnston Chart 411

Outstanding Commercial Recycling Partners - **Trademark Metals Recycling**

Adoption Volunteer of the Year - **Monica Abbott**

Adoption Group of the Year - **Allstate**

Outstanding Law Enforcement Support - **Deputy Thomas Festa**

Outstanding Environmental Educator - **James Kostka**

Outstanding Environmental Steward - **Marissa Segundo**

Outstanding Environmental Civil Servant - **Michael DePappa**

Outstanding Sustainable Business - **Walter B. Shurden P.L.**

Lifetime Volunteer Achievement - **Grover Griffin**

Outstanding program Support - **Carol Gray; Matt Hill;**

Barbara Soderlund

Meritorious Service - **Ray Neri; Wayne Hefty; Richard Bauer**





Keeping Pinellas Beautiful

Keep Pinellas Beautiful has become a trusted resource to educators, a partner to community leaders, and a support network for individuals and groups. We maximize grassroots participation to produce community improvements with the most cost effective use of public and private funds.

Each year 80% of the debris entering our waterways is introduced from our streets, storm-drains, lakes, ponds, etc. through our watersheds. The work that our volunteers do to clean and beautify the environment is essential to removing harmful debris from entering our Pinellas County waterways.

Our efforts are the cornerstone for environmental protection, community revitalization, conservation and economic development. We work to tackle tough issues such as illegal dumping, roadway litter, water pollution, unkempt vacant lots, graffiti, and urban runoff into our local waterways and lack of green spaces. Through these efforts we are able to minimize the amount of debris that is introduced to our global system. We believe that collective action is the key to continuing our legacy that will Keep Pinellas Beautiful for generations to come.



2017 Great American Cleanup

Keep Pinellas Beautiful recruits volunteers, site captains and local sponsors to foster unity and strengthen community bonds through community improvement and beautification efforts across the County. We have executed the Great American Cleanup since 1999 by launching service projects based on the knowledge and needs of our local communities. During the Great American Cleanup in 2017, we engaged **4,207 volunteers** who worked to abate **280,823 lbs** of litter & debris and removed over **22,800 lbs** of invasive plants from our public lands. As a result, Keep Pinellas Beautiful returned over **\$325,000** in measurable benefits across Pinellas County, Florida.



2017 International Coastal Cleanup

Every year Keep Pinellas Beautiful partners with the Ocean Conservancy to coordinate the International Coastal Cleanup at numerous sites throughout Pinellas County with our dedicated site captains, volunteers and team members. Through these efforts we hope to eliminate the impact of marine and terrestrial debris within our Pinellas County ecosystems.

In 2017 with the over **1,500 volunteers** who spent **4,178 hours** of their time we were able to clean up **48,709 lbs** of trash.

As a result, Keep Pinellas Beautiful returned over **\$90,000** in measurable benefits across Pinellas County, Florida.



Education

Education is fundamental in all that we do. Keep Pinellas Beautiful spreads awareness to students of all ages, providing resources and encouraging environmental stewardship throughout the community. In 2017 Keep Pinellas Beautiful conducted **262 educational presentations** and participated in **42 outreach events** within the community!

In addition, KPB brought together **46** high school and middle school students to become champions of their local communities environmental health through participation in our Youth Environmental Leadership Workshop and Watershed Stewardship Program . These students were engaged in lessons and practical activities where they learned about the environmental issues that exist in our County.

564,076 Individuals Educated

Adoptions

Our Adoption Programs; Adopt-A-Mile, Adopt-A-Trail, Adopt-A-Shore & Adopt-an-Island are an environmental partnership between the citizens of Pinellas and Keep Pinellas Beautiful. Through Community improvement activities, Adoptees greatly enhance the appearance of our county by participating in cleanup activities 4 to 6 times a year that build community pride and ownership. In 2017 over **3,000 volunteers** removed **26,032 lbs** of trash from over **860 miles** of Pinellas County roads, shorelines, and trails! Our volunteer efforts, in coordination with this program, saved the county

5,196 Hours

\$116,927!

1,901 Recyclables

Beautification and Community Greening

Keep Pinellas Beautiful partners with local organizations and community members to coordinate beautification projects throughout the country. We specialize in invasive species removal, Florida friendly landscaping and pollinator gardens, school gardens and tree plantings. In 2017 we planted **498 shrubs** and removed over **11,000 lbs** of invasive species! Keep Pinellas Beautiful also strives to engage as many community members as possible to take pride in their natural environment and work together to help beautiful their home.

Through a widespread community effort we were able to clean up **704,757 lbs** of litter with the help of volunteers that dedicated over **36,904 hours** in 2017!

These efforts saved the county over **\$830,000!**

11,795 Volunteers

248 Cleanups

727-210-GONE Litter Hotline 727-210-4663

The Pinellas Litter Hotline is a direct reporting phone connection for any Pinellas County citizen to report litter problems and/or concerns they may have. If a citizen observes litter they can call the 24 hour reporting line and Keep Pinellas Beautiful will further investigate and often remove the litter.

In 2017 KPB received **292 calls** and removed over **75,000 lbs** of litter through this program!



Together, we will Keep Pinellas Beautiful!



2017 Tournament of the Roseate

On January 30th of 2017 Keep Pinellas Beautiful hosted its 1st Invitational Golf Tournament at the Cypress Run private Golf Club located in Tarpon Springs, FL. Cypress Run is a Certified Audubon Cooperative Sanctuary- a perfect fit for our environmental organization.

We were honored to help promote environmental awareness, community engagement and raise funds to support the efforts of our nonprofit, grass roots organization. We were able to raise **\$4,870** in tax-deductible donations that directly benefit our local community!

Thank You to Our 2017 Sponsors!

Sponsors

Over \$100,000: Pinellas County

\$12,000-\$20,000: KAB Lowes - FDOT - Duke Energy

\$1,500-\$10,000: Keep America Beautiful CLPP Grant - Tampa Bay Water - Keep America Beautiful Reforestation Grant - Keep America Beautiful Trails Grant - Tampa Bay Estuary Program - Wells Fargo - Waste Pro - Tampa Bay Regional Planning Council - Platinum

\$100-\$1,000: Allstate - Kohl's Grant - Leap Innovations - The Rita & Harry Greenberger Foundation, Inc. - Xylem Watermark / National - Philanthropic Trust - HDR - Keep America Beautiful YAC Grant - Surfing's Evolution & Preservation Foundation - City of Indian Rocks Beach - Network For Good - Shorecrest Preparatory School, Inc

In-Kind Sponsors

KPB Programs: Sainark Corp.

Fundraiser: BJ's Restaurant - Clearwater Threshers

ICC: Wastepro - Chick Fil A

GAC: Keep Florida Beautiful/FDOT - Lowes - Wastepro - Chick Fil A

Education: Upper Tampa Bay Park - Publix Super Markets, Inc - Whole Foods - Wawa Inc. - Panera Bread - Chick Fil A

Golf Tournament: Boston Beer - Great Bay Distributors - Busch Gardens Tampa Bay - Marriott Hotels - Ruth Eckerd Hall - Tampa Bay Rays - Tampa Bay Lightning - The Massage Spa

Luncheon: Busch Gardens Tampa Bay - Aveda, Touch Salon and Spa - Petsmart - Ruth Eckerd Hall - Clearwater Marine Aquarium - Morean Arts Center - Painting with a Twist - St. Petersburg Museum of History - Tampa's Lowry Park Zoo - Brooker Creek Preserve - Bloomin' Brands, Inc. - Carrabba's Italian Grill - Green Bench Brewing - AMC - BJs Brewery - Cobb Theatres - Dali Museum - Florida Holocaust Museum - Mahaffey Theater - Chick Fil A





Special Thanks



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5090 66th Street North
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(727) 533-0402