



KEEP AMERICA BEAUTIFUL AFFILIATE

SUMMARY OF FINAL REPORT
FY 2018

A Note from the Executive Director

Dear Friends,

The theme for the 65th Anniversary of Keep America Beautiful (KAB) was #DoBeautifulThings and Keep Pinellas Beautiful (KPB) certainly did - do that! Last year we worked with almost 19,000 volunteers cleaning up and greening up the public lands and communities throughout Pinellas County. Additionally, we protected our source water by preventing over 600,000 pounds of trash and debris from entering our waterways.

The theme of KAB's Anniversary celebration, "Beautiful Things", brings to mind the magnificent impact that we have had here in Pinellas County. The beautiful things orchestrated were not only through community cleanups, invasive plant removal, and garden plantings, they were the community spirit and pride that were a result of these actions.

What is most beautiful are the people that have come together for a common cause, who improved their slice of paradise and developed relationships with their co-volunteers. By partaking in these initiatives, they have set a standard of clean and green within their neighborhoods and walked away from the project energized and full of the feelings of accomplishment, respect and ownership.

For the second year in a row our efforts have been recognized nationally by KAB with the Affiliate of Excellence Award. The Affiliate of Excellence Award recognized the top 15 KAB certified affiliates for superior programs and impact within communities served. We were also honored to receive for the President's Circle Award which recognized exemplary performance by certified affiliates of KAB in creating clean, green, and beautiful communities.

The community impact and awards would not have been possible without the commitment of our dedicated volunteers, our conscientious community partners, and our generous sponsors. They are the true reason for our success.

The impact of our action's champions environmentally healthy, economically sound, and socially connected communities. We keep Pinellas beautiful so that we all can do beautiful things.

With Gratitude and Beautiful thoughts,

Pat DePlasco, KAB-CCEP
Executive Director



Pictured left to right at the 2019 KAB National Conference in Baltimore, Maryland: Pat DePlasco KPB Executive Director, Helen Lowman President and CEO of Keep America Beautiful, Megan Jackson, KPB Adoption Program and Special Event Manager



Board of Directors

Tracy Meehan - President, Waste Pro

Aaron Falzarano - Vice President, Vertex Engineering

Franklin Bowman - Treasurer, Pinellas County

Elizabeth Ryan - Secretary, Pinellas County School District

Raymond Blacklidge - American Traditions Insurance Co.

Katie Dutie - HDR Engineering

Ana Gibbs - Duke Energy

Brian Hamilton - Coca-Cola

Jim Iglar - Community Activist

Paul Jackson - NL Consulting

Susan Melendy - Melendy Real Estate

Ginny Meranda - Regions Bank

Warren Smith - Emeritus

Staff

Patricia DePlasco - Executive Director KAB-CCEP

Stephanie Lawler-Ellington - Program Director

Megan Jackson - Adoptions and Special Events Manager

Dennis McLeod - Finance Manager

Paul Mitchell - Project Manager

Amanda Muzaurieta - Volunteer and Education Manager

Sydne Spinella - Program Manager

2018 Tournament of the Roseate

On February 12th KPB hosted its Annual Golf Tournament fundraiser at Cypress Run in Tarpon Springs. We were honored to help promote environmental awareness, community engagement, and raise funds to support the efforts of our nonprofit grassroots organization. We were able to raise **\$5,275.00** in tax-deductible donations that directly benefit our local community. Thank you to all who participated!



2018 Night with the Threshers

On August 9th we hosted our annual Threshers Friend-raiser at Spectrum Field. It was a wonderful night of fun, food, and baseball. Through this event we were able to raise **\$2,000.00** in donations to be used to support our community improvement and education initiatives. Thank you to all who joined us!

2018 Awards & Recognition Luncheon

Our Annual Award and Recognition Luncheon is a celebration to acknowledge those who have come together to care for the places we cherish and the communities where we live. We couldn't be more grateful for the teams of volunteers, partners, and sponsors that chose to collectively support our mission and help to preserve the natural beauty of our very own piece of paradise. Congratulations to our winners!

Award Winners

Fred Held Scholarship: **Kayla and Karlee Conrad**

Education Sponsor: **Duke Energy**

Outstanding School Engagement: **Tyrone Middle School**

Meritorious Service: **Deb Bush, Pinellas County Solid Waste**

Meritorious Service: **Phil Whitehouse, City of St. Petersburg**

Emeritus Member: **Warren Smith, Keep Pinellas Beautiful Board of Directors**

Outstanding Environmental Nonprofit Partner: **Action 2000, Julie Hoofnagle**

Outstanding Commercial Business Partner: **Lowe's Store #0740**

Outstanding Commercial Business Partner: **Wilcox Nursery**

Outstanding Community Partner: **Waste Pro USA**

Outstanding City Partner: **City of St. Petersburg, Susan Ajoc**

Outstanding Program Support: **Debra Jaramillo, Pinellas County Public Works**

Outstanding Program Support: **Shea Dunifon, South Cross Bayou Water Reclamation Facility**

Outstanding Site Captain: **Nicole Kappaz and Alison Trezek, Surfrider Foundation Newsome High School Chapter**

Adoption Volunteer of the Year: **John Helms, Salty Soul**

Outstanding Adoption Group of the Year: **Goodwill Industries-Suncoast Inc. Work Release Center**

Outstanding Volunteer Service: **Indian Rocks Beach Boat Club**

Outstanding Environmental Educator: **Brittany Bandy, Tyrone Middle School**

Outstanding Environmental Steward: **Jim Bays**

Outstanding Environmental Civil Servant: **Gina Driscoll, City of St. Petersburg Council Member, District 6**

Outstanding Sustainable Business: **St. Petersburg College STEM Center at Bay Pines**

2018 Great American Cleanup Presenting Sponsor: **Duke Energy**





Presented by:



**DUKE
ENERGY®**

2018 Great American Cleanup

Each spring KPB recruits volunteers, site captains, and sponsors to participate in the Great American Cleanup. These community improvement initiatives include litter abatement, gardening and tree plantings, and invasive removals. These events foster unity and strengthen community bonds through community improvement and beautification projects at multiple locations throughout the county. During the 2018 Great American Cleanup, we worked with **6,619 volunteers** to clean up **283,645 lbs of litter** and remove **76,694 lbs of invasive species**. As a result, KPB returned over **\$500,315.62** in measurable benefits across Pinellas County.





2018 International Coastal Cleanup

This fall we continued our partnership with the Ocean Conservancy to host the International Coastal Cleanup. Through these efforts we hope to minimize the impact of marine and terrestrial debris within our Pinellas County ecosystems. During the months of September and October, we worked with **3,505 volunteers** to remove **125,678 lbs of litter** and **17,242 lbs of invasive species** from our Pinellas County waterways. As a result, KPB returned over **\$239,6326.25** in measurable benefits across Pinellas County.





Education

Education is fundamental in all that we do. Our educational programs provide presentations, outreach education services, and experiential learning opportunities to residents of all ages in the areas of Litter Prevention, Waste Reduction, Conservation, Beautification and Community Greening. In addition to education presentations, KPB hosts a free youth workshop series in the summer. This year's program included a Middle School Watershed Workshop and two High School Environmental Leadership Workshops. Throughout 2018 we held **459 educational presentations** reaching **32,922 community members**. Additionally KPB spread environmental awareness to **8,194 citizens** at **48 outreach events**.

Community Improvement

Keep Pinellas Beautiful engages residents to be a part of our community improvement initiatives to create positive change and a lasting impact within our local communities. We host environmentally impactful events throughout the year, including the Great American Cleanup and the International Coastal Cleanup. Additional Community Improvement initiatives include: cleanups, native species plantings, sustainable gardens, tree plantings, invasive removals, and mulching. In total we successfully held **1,141 cleanup and beautification events** during the 2018 year. By engaging **18,873 volunteers**, we removed **614,584 lbs of litter** and **147,668 lbs of invasive species**. Volunteers also assisted through the planting of **121 trees** and **1,776 flowers/shrubs**. As a result, KPB saved our County **\$1,296,414.34** in measurable benefits.

Adoptions

Our Adoption Programs offer individuals, groups, and corporations an opportunity to give back to their communities in a highly visible way. Through this free program, participants adopt an area of Pinellas County and receive the training and supplies to host their own cleanups. Adoptions include: County roads, Pinellas Trail, shorelines, intracoastal islands, piers, communities, and alleyways. This year we introduced a new partnership with the City of St. Petersburg adding on alleyway adoptions to our program. We look forward to continuing to develop this program with the city to improve conditions in St. Petersburg alleyways. In total, **4,774 volunteers** cleaned **819 miles**, removing an estimated **19,982 lbs of trash**. Through the contributions of these efforts, KPB has saved the County **\$161,332.88** in measurable benefits.

Litter Hotline

The KPB Litter Hotline was designed to have direct input from our County residents. Residents assist us in our countywide beautification efforts by reporting excessive trash and illegal dumping. Pinellas citizens can call the 24 hour reporting line, (727)-210-4663, to give the details of an illegal dump or littered site in the County. Keep Pinellas Beautiful will further investigate and remove the litter or direct the resident to additional resources. In 2018, KPB received **246 hotline calls** resulting in over **35,795 lbs of litter** being removed from our community.



Keep Pinellas Beautiful 2018 Total Impact:

From January 1st thru December 31st,

KPB conducted **459** Educational Presentations,
and we participated in **48** Outreach Events.

Therefore, **47,062** individuals were Educated.

The Affiliate engaged **18,873** Volunteers and
coordinated **1,141** Community Projects.

As a result, the combined efforts abated **614,584.71** pounds of Litter
as well as the removal of **147,688.13** pounds of Invasive Plants.

We recovered **9,496.19** pounds of Recyclables.

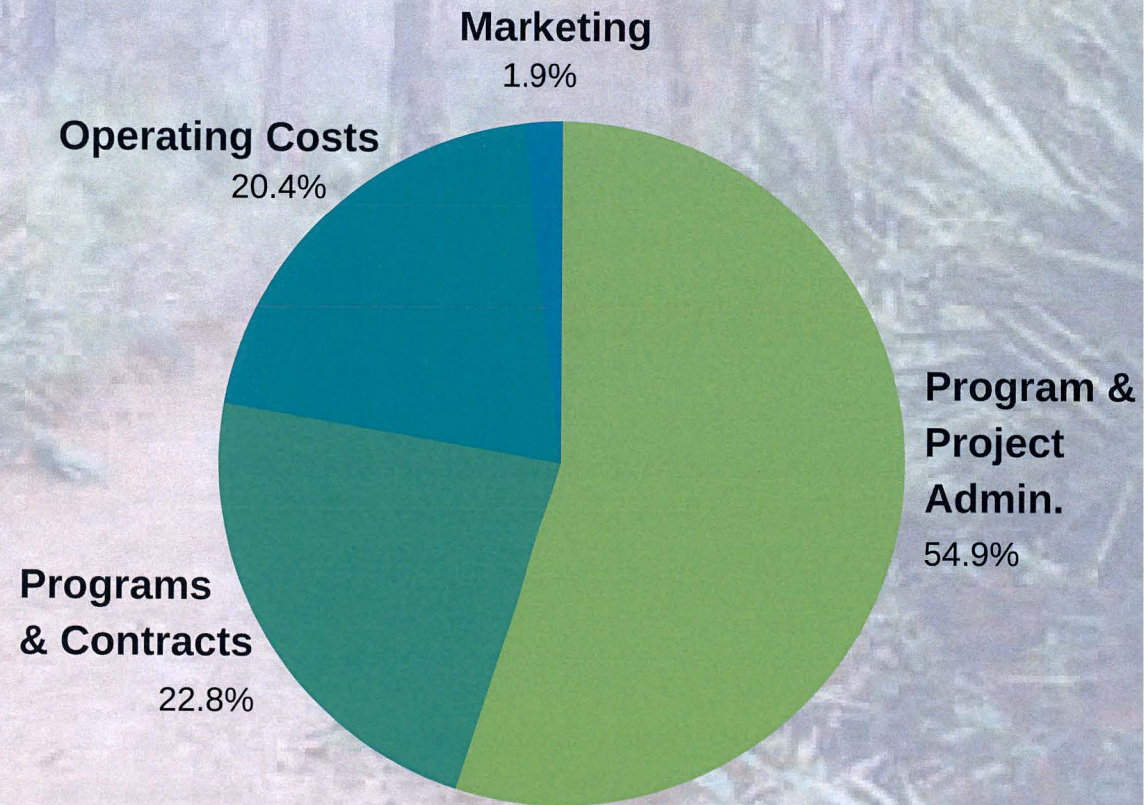
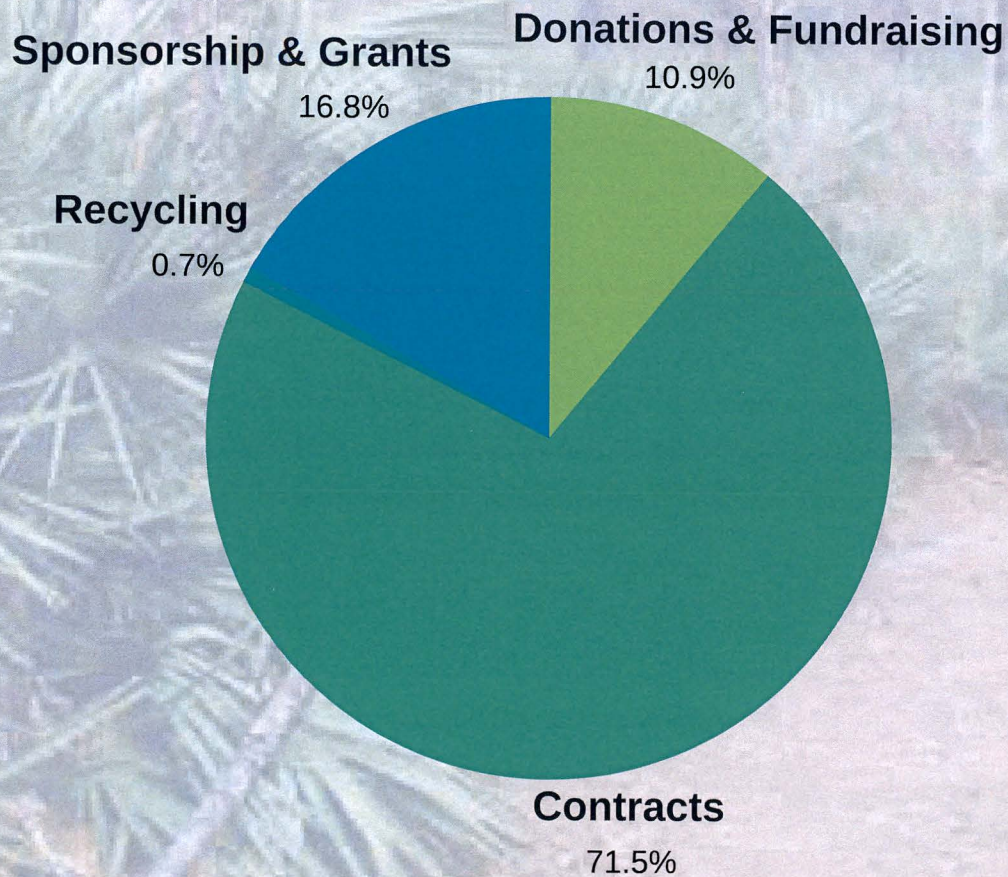
When \$22.50 is multiplied by **57,618.42** volunteer hours,

we see that we saved taxpayers **\$1,296,414.34** (of labor) in community improvement services.

Keep Pinellas Beautiful 2018 Financial Summary

Income \$479,916.63

Expenses \$478,581.98



Can you help KPB increase our donations and sponsorship income for next year?

2018 Total Impact by City

St. Petersburg:

200 cleanup and beautification events
3,799 volunteers
136,721 lbs of trash
89 educational and outreach events
14,738 volunteer hours
\$331,607.70 saved

Bellair

25 cleanup and beautification events
150 volunteers
747 lbs of trash
155 volunteer hours
\$3,476.25 saved

Belleair Bluffs

8 cleanup and beautification events
37 volunteers
230 lbs of trash
67 volunteer hours
\$1,507.50 saved

Clearwater

99 cleanup and beautification events
1,741 volunteers
10,419 lbs of trash
25 lbs of invasive vegetation
16 education and outreach events
3,583 volunteer hours
\$80,618.17 saved



st.petersburg
www.stpete.org

Dunedin

50 cleanup and beautification events
892 volunteers
1,785 lbs of trash
2,000 lbs of invasive vegetation
2 education and outreach events
3,024 volunteer hours
\$68,051.03 saved

Gulfport

9 cleanup and beautification events
342 volunteers
1,270 lbs of trash
2 education and outreach events
890 volunteer hours
\$20,028.00 saved

Indian Rocks Beach

23 cleanup and beautification events
617 volunteers
2,544 lbs of trash
2 education and outreach events
1,402 volunteer hours
\$31,533.75 saved

Indian Shores

3 cleanup and beautification events
109 volunteers
794 lbs of trash
383 volunteer hours
\$8,617.50 saved

2018 Total Impact by City

Largo

34 cleanup and beautification events
156 volunteers
693 lbs of trash
100 lbs of invasive vegetation
6 trees planted
5 education and outreach events
364 volunteer hours
\$8,188.42 saved

Madeira Beach

6 cleanup and beautification events
172 volunteers
1,478 lbs of trash
592 volunteer hours
\$13,327.65 saved

Oldsmar

13 cleanup and beautification events
114 volunteers
718 lbs of trash
8,900 lbs of invasive vegetation
1 education and outreach event
236 volunteer hours
\$5,315.62 saved

Palm Harbor

3 cleanup and beautification events
42 volunteers
1,530 lbs of trash
23,400 lbs of invasive vegetation
1 education and outreach event
109 volunteer hours
\$2,452.50 saved

Pinellas Park

22 cleanup and beautification events
131 volunteers
2,491 lbs of trash
4 education and outreach events
348 volunteer hours
\$7,835.17 saved

St. Pete Beach

14 cleanup and beautification events
572 volunteers
930 lbs of trash
1 education and outreach event
1,004 volunteer hours
\$22,590.00 saved

Redington Shores

2 cleanup and beautification events
33 volunteers
60 lbs of trash
1 education and outreach event
108 volunteer hours
\$2,431.12 saved

Safety Harbor

10 cleanup and beautification events
67 volunteers
224 lbs of trash
1 education and outreach event
206 volunteer hours
\$4,635.00 saved

Seminole

20 cleanup and beautification events
98 volunteers
677 lbs of trash
10 trees planted
1 education and outreach event
546 volunteer hours
\$12,282.07 saved

Tarpon Springs

30 cleanup and beautification events
829 volunteers
76,914 lbs of trash
15,361 lbs of invasive vegetation
11 education and outreach events
3,013 volunteer hours
\$67,786.87 saved

Treasure Island

7 cleanup and beautification events
79 volunteers
881 lbs of trash
291 volunteer hours
\$6,536.25 saved

Our Mission

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

From Tampa Bay to the Gulf of Mexico, from Tarpon Springs to Ft. DeSoto, KPB works with volunteers to foster unity and strengthen community bonds through improvement and beautification efforts across Pinellas County. Cleaning our public spaces, parks, neighborhoods, and shorelines is only part of the picture; we're about people working with people for the betterment of our communities. KPB provides volunteer opportunities that develop individual responsibility and environmental stewardship. Through hands on participation, people are motivated and inspired with an environmental focus that develops into a true sense of pride and ownership. People feel empowered while volunteering with us because they immediately see the difference they are making in the health and appearance of their surrounding community.

Together, we will Keep Pinellas Beautiful!



Thank you to our 2018 Sponsors!

Over \$100,000: Pinellas County

\$12,000-\$20,000: Duke Energy, FDOT, Keep America Beautiful & Lowe's, City of St Petersburg

\$1,500-\$10,000: Tampa Bay Water, Duke Energy, Tampa Bay Estuary Program, HDR, National Estuaries Week, Surfing's Evolution & Preservation Foundation, Tampa Bay Regional Planning Council, Waste Pro

\$500-\$1,500: Callaghan Tire, Waste Pro, HDR Engineering Inc., Hagaman Promotions and Awards, Boston Beer, Leap Innovations, HMS Host, Bay Area Appraisers, One Percent Florida Realty, Harry & Rita Greenberger Foundation



In-Kind Donations

KPB Programs: Sainark Corp

Friend-Raisers: Clearwater Threshers, Paint in the Wild

International Coastal Cleanup: Ocean Conservancy, Chick-fil-A, Waste Pro, 1-800-GOT-JUNK

Great American Cleanup: Duke Energy, Keep America Beautiful, Waste Pro, Pinellas County, 1 Piece Each, Tampa Bay Estuaries Program, Drive It Home, Tampa Bay Water, Pinellas Sheriff Police Athletic League, Ocean Conservancy, Chick-fil-A, Leap Innovations, One Percent Florida Realty, Pinellas Safe Harbor Indian Rocks Beach, Florida Surfriders Foundation, Hagaman Promotions and Awards

Golf Tournament: Chick-fil-A, Walt Disney World, Springhill Suites by Marriott, Great Bay Distributors, Inc., Rays Baseball Foundation, Total Wine & More, Busch Gardens Tampa Bay, Tampa Bay Buccaneers, SeaWorld Orlando, The Florida Aquarium, Tampa's Lowry Park Zoo, Suncoast Primate Sanctuary, Whole Foods Market, Ruth Eckerd Hall, Regions, Straz Center, Cobb Theatres, Proximo Spirits, Gallo, Boston Beer, Tampa Bay Lightning

Luncheon: Anona United Methodist Church, Chick-fil-A, Acotto Images, Better Planet Paper Products, Bloomin' Brands Inc., Busch Gardens, Clearwater Marine Aquarium, Clearwater Threshers, Crabby Bill's, Dip A Paddle Kayak, Guy Harvey, Livingston Collection, Morean Arts Center – Chihuly Collection, Nature's Food Patch, Petsmart, Salon GW, SeaWorld Orlando, St. Petersburg Museum of History, Sunken Gardens, Tampa Bay History Center, Tampa Bay Rays, The Dali Museum, The Florida Holocaust Museum, Top Golf, Touch Aveda Salon, Tradewinds Island Resorts St. Pete Beach, Vogue International, Wilcox Nursery



KEEP
PINELLAS
Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE



st.petersburg
www.stpete.org

Special thanks to our printing sponsor!

5090 66th Street North St. Petersburg, FL 33709 | www.knhcares.org | (727) 533-0400