Our mission is to promote a culture of environmental stewardship through volunteer and educational opportunities.
MESSAGE FROM THE EXECUTIVE DIRECTOR

What a great year it has been! Keep Tampa Bay Beautiful has exceeded our own expectations and goals this year with many thanks due to our wonderful sponsors and volunteers. I am so proud of our many accomplishments, but I am most excited about our newest addition to our Education Program; our newly renovated bungalow located on the Hillsborough River shoreline at Reed Park. The new Environmental Education Center will host students on the issues we currently face regarding our water resources.

Keep Tampa Bay Beautiful receives many national and local recognitions each year, but I am most proud to say, that Al Donn, our board member and volunteer extraordinaire, received the highest award given from Keep America Beautiful, the Iron Eyes Cody Award.

For those of you who want to join us in our mission please let me encourage you to do so! You’ll find that volunteering with others working toward a common goal gets results and makes you feel good. We have many ways for you to get involved – this annual report outlines some of our core programs and services. As a volunteer-driven nonprofit organization, we could not achieve our successes without the help of committed volunteers. Thank you!
MESSAGE FROM THE OUTGOING BOARD PRESIDENT

It has been my honor and privilege to serve as the Board President of Keep Tampa Bay Beautiful for the past two years. Keep Tampa Bay Beautiful does so much more than most people think of when they hear our name. Our mission is to promote a culture of environmental stewardship through volunteer and educational opportunities. These opportunities include Hillsborough Trash Free Waters Program, After Gasparilla Clean Up and the Great American Clean Up just to name a few. And, our volunteers help to enrich our great community so that the Tampa Bay region continues to receive national recognition that helps bring large events here to our hometown. Time and time again we hear from visitors that they continue to come back to our community due to the cleanliness and beauty. So, thank you for your efforts!

I would like to thank the Board of Trustee’s, staff, the immediate Past President, Nathan Carney, and the Executive Committee for their support during my tenure. My heartfelt thanks go to my husband Bill Gieseking and Pepin Distributing for their many generous donations over the years to Keep Tampa Bay Beautiful. I now graciously “hand over the shovel” to our incoming President, Mr. Stan Kroh who will continue to “Do Beautiful Things.” Keep it clean, Stan!

MESSAGE FROM THE INCOMING BOARD PRESIDENT

I am honored to be serving as President of Keep Tampa Bay Beautiful. Having been involved with the organization for over 20 years, I have seen firsthand the difference this organization has made in our community and beyond. For me, community engagement is the best way to educate our citizens and visitors about our shared environment and the need to protect our resources.

I would like to thank Lori Gieseking for her outstanding leadership over the past two years. Not only has she been generous with her time and talents, but she has been a constant inspiration for the Board and has been instrumental in starting the strategic planning process to map out our future. We have started a path of continued growth under Lori’s guidance. I am most grateful that she will continue to serve on the Board as Past President.

Keep Tampa Bay Beautiful is one of the most awarded affiliates of Keep America Beautiful and that national recognition is a testament to the contributions of our dedicated volunteers, our generous sponsors and our tireless staff.

I hope you will consider joining us on one of our cleanups, at a community beautification project or at our Florida Learning Garden. I can guarantee that you will make lifelong friends and have a sense of accomplishment for having improved our community.
ABOUT KEEP TAMPA BAY BEAUTIFUL

Keep Tampa Bay Beautiful, Inc. provides environmental education and service learning opportunities for volunteers to give back to their community through cleanups, habitat restoration and beautification projects. We believe that change and improvement begins with personal responsibility, and we strive to reinforce good habits while increasing civic pride. As a 501(c)(3) nonprofit organization and the local Keep America Beautiful affiliate, 100% of donations remain in the Tampa Bay Area to benefit our community.

Keep Tampa Bay Beautiful provides a unique experience for individuals to make a local impact. We offer a variety of service projects to work with groups of all ages. We combine education with service projects to create a cohesive community effort for change.

Education is the starting point for encouraging a behavioral shift toward community preservation and improvement. Keep Tampa Bay Beautiful engages the community to become lifelong stewards of our environment through volunteer opportunities. We inspire individuals to begin with personal responsibility. We are committed to keeping Tampa Bay beautiful. We hope you’ll join us in our mission.

Please call (813) 221-8733 or visit our website, KeepTampaBayBeautiful.org, for more information.
OUR FOCUS AREAS

CONSERVATION  WASTE REDUCTION  BEAUTIFICATION
Over the years, we have loved doing work with Keep Tampa Bay Beautiful, but adopting our own road has brought us immense personal joy - doing it together as a family in our immediate community. We are starting to see how we are making a difference - right outside our own front door! If you use Guiles Road, please help us keep it clean!

- The Hartman Family, Keep Tampa Bay Beautiful Volunteers

Volunteering with Keep Tampa Bay Beautiful is awesome and very important to Goodwill of Suncoast, it is very rewarding and a way to give back. Thank you Keep Tampa Bay Beautiful!!

- Goodwill Industries - Suncoast, Inc. Keep Tampa Bay Beautiful Volunteers

At USAA, our corporate responsibility purpose is to lead and inspire actions that improve our local communities. We are passionate about Keep Tampa Bay Beautiful and participate in the coastal cleanup because it brings our employees and local community together to remove trash and debris from Tampa waterways, and to change the behaviors that cause pollution.

- USAA, Keep Tampa Bay Beautiful Volunteers

WE engage the community to become stewards of the environment
“Every time I’ve picked up trash through our adoption with Men of Vision, I know that I’m one step closer to having a clean environment. Keeping the bay area clean and presentable is important.”

David Dor, Keep Tampa Bay Beautiful Youth Ambassador

“I have volunteered 100+ hours with Keep Tampa Bay Beautiful and every time I have done something different. Everything has been a great experience. I especially enjoyed my time at the Florida Learning Garden helping educate our future environmental stewards.”

Mar’liyah Collins, Keep Tampa Bay Beautiful Youth Ambassador

“I enjoyed that Keep Tampa Bay Beautiful has a way of letting all ages get involved in many different projects. There is really something for everyone, whether it’s summer camp for 1st graders or volunteer opportunities for any age.”

Madison Smith, Keep Tampa Bay Beautiful Youth Ambassador
Our FY19 Accomplishments

Affiliate Sustained Excellence Award, Keep America Beautiful
Affiliate Innovation Award for Affiliate Program, Keep America Beautiful
Iron Eyes Cody Award, Al Donn, Keep America Beautiful
Program Award, Great American Cleanup, Keep America Beautiful
President’s Circle Award, Keep America Beautiful
Adopt-A-Waterway Recognition, Keep Florida Beautiful
Proclamation for Hillsborough Trash Free Waters Program, Port Tampa Bay
FY19 Environmental Impact

- **5,888** Acres of Public Land Improved
- **1,076** Adopt-A-Road Projects
- **1,909** Cleanup/Beautification/Recycling/Projects/Events
- **2,600** Education Presentations & Outreach Events
- **25,943 lbs.** Invasive Plants Removed
- **2,465** Miles of Roads Improved
- **2,015** Plants, Gardens, and Trees Planted
- **341,974** Residents Reached
- **358,567 lbs.** Waste Removed
- **19,337** Volunteers
Unlike a typical litter removal event, volunteers have the opportunity to engage in vital research activities by taking on the role of scientific data collector for a day. With a specific focus on water-based natural resources, volunteers collect litter and record the data to identify the number and type of littered items, the overall tonnage of debris removed from each site, and the amount of recyclable materials diverted from our landfills.

Volunteers continue to use the Marine Debris Tracker App as a sustainable option to reduce the amount of paper used while collecting data. Keep Tampa Bay Beautiful compiles data and shares it on a national level with Keep America Beautiful and the Ocean Conservancy, as well as with Tampa Bay Area officials to help provide local and global perspectives on the specific amounts and types of litter removed from our environment. This information is used to determine future requirements for cleanup initiatives, assess projects that are needed in the area and develop environmental awareness within the local communities who share these waterways.

3,490 Volunteers

85,296 lbs. Litter and Debris Removed and Diverted From Our Waterways

Plastic Pieces are the #1 littered item in Hillsborough County
The Hillsborough Trash Free Waters Program is a call to action to create more sustainable communities by counteracting negligent behaviors and preventing activities that pose water quality issues and habitat concerns in Florida. Keep Tampa Bay Beautiful, Zephyrhills 100% Natural Spring Water and the U.S. Environmental Protection Agency developed a focused set of actions and projects that reduce or eliminate the volume of litter and debris entering the Hillsborough River Watershed. This year, Keep Tampa Bay Beautiful added a third WATERGOAT at Riverside Park.

The Hillsborough Trash Free Waters Program empowers individuals to be involved with our volunteer opportunities to make a difference in their community while improving our waterways. We are very proud of the efforts and accomplishments of this program and look forward to the future benefits it will have on our community.

7,329 Volunteers
225 Water-Based Cleanup Projects
168,065 lbs. Aquatic Trash and Debris Removed From the Hillsborough River Watershed
423 miles and 2,028 acres of Shoreline Improved

A WATERGOAT is a system of buoys and nets that traps trash and debris on the surface of water for easy collection and removal.
The Great American Cleanup is a call to action to foster unity and strengthen community bonds through beautification and improvement efforts across Hillsborough County. Site captains, area managers, volunteers and local sponsors joined together on April 27, 2019 to make an environmental impact by hosting community improvement projects in their own neighborhoods or near their businesses.

Keep Tampa Bay Beautiful, along with its network of partners, organized volunteer events designed to beautify parks, trails and public spaces; clean shorelines and waterways; reduce waste and increase recycling; remove litter and debris; plant trees; and build community gardens to inspire generations of environmental stewards.

3,729 Volunteers
88,296 lbs. Litter & Debris Removed
605 lbs. Invasive Plants Removed
479 Trees Planted
Keep Tampa Bay Beautiful administers the Adopt-A-Road Program for Hillsborough County and the City of Tampa. The Adopt-A-Road Program is a great opportunity for individuals, corporations or groups to give back to the community by volunteering to maintain and improve their adopted site in a highly visible way.

404 Adoption Groups  
7,165 Volunteers  
532 Acres Improved  
1,975 Shore and Road Miles Cleaned  
97,824 lbs. Litter & Debris Removed  

Types of Adoptions

Adopt-A-Road: a minimum of a one mile stretch of right-of-way

Adopt-A-Park: county and city parks are available for adoption

Adopt-A-Shoreline: stretch of accessible shoreline, waterway and fishing piers

Adopt-A-Monofilament Tube: tubes for collecting and recycling fishing line

Adopt-A-WATERGOAT: device used to remove litter and debris that washes in from nearby storm drains from surrounding neighborhood streets
Ambassador Program

The Ambassador Program provides leadership training, hands-on work experience and team building opportunities. Ambassadors consist of volunteers, site captains, community leaders, teachers, students and environmental professionals. Our Ambassadors become spokespeople for our organization to emphasize the importance of preserving our environment. Our Youth Ambassadors are encouraged to attend institutions of higher learning through our scholarship program. We strive to empower successful, environmentally responsible individuals.

11 Secondary Education Scholarships Awarded
255 Ambassadors Trained

The goals of the Ambassador Program are to promote community engagement, mentor youth and community members and instill a sense of common mutual responsibility for service.
Education & Outreach

Keep Tampa Bay Beautiful believes education is the starting point for encouraging positive attitudes and behavioral change toward community preservation and improvement. Keep Tampa Bay Beautiful and the School District of Hillsborough County STEM Department have developed an innovative curriculum which considers the way lessons from STEM classes can apply to environmental concerns. We provide an awareness, understanding and appreciation of Florida’s environment with an age appropriate fun, and interactive message. Our educational presentations explain our individual impact and what we can do together to make a difference in our community.

Our Environmental Education Program addresses the issues of conservation, waste reduction and beautification. Reaching out to people in the Tampa Bay Area is an important part of what we do. Therefore, Keep Tampa Bay Beautiful attends outreach events to share our mission. Awareness is crucial for community involvement.

2,600 Education Presentations
25,069 Youth Reached
13,764 Adults Reached
Florida Learning Garden

The Florida Learning Garden is a living representation of the principles for which Keep Tampa Bay Beautiful stands. Through this unique partnership with the Florida State Fair Authority, we are able to show students, volunteers and concerned community members what a functioning environmentally sustainable system truly looks like in action. In this one acre space located at the Florida State Fairgrounds, the Tampa Bay community has the opportunity to gain hands-on experience and to connect with the environment.

Keep Tampa Bay Beautiful hosted its fourth annual summer camp in June and July 2019. Students learned about plant needs, wildlife in the garden, water conservation, nutrition and how our actions impact the environment. Students planted seeds in raised garden beds, collected insects from the garden, built a city using our interactive watershed model and created a healthy snack from scratch. Nearly 50 students attended camp inspiring change and progress!

### Learning Systems

- 20 Raised Grow Beds
- Hydroponics
- Organic Compost System
- Upcycled Garden
- Rain Garden
- Florida-Friendly Walking Trail
- Hugelkulture Beds
- Interactive Watershed Model
- State-of-the-Art Weather Monitoring System

### Statistics

- **2,262** Volunteers
- **22,645** Residents Given Educational Tours
- **1,230** Plants and Trees Planted
The newest addition to Keep Tampa Bay Beautiful is the Environmental Education Center. The Environmental Education Center provides youth and adults the opportunity to walk through and learn about the Reed Park property and see how trash travels and impacts our local ecosystem. This center features four wall panels:

Panel 1 - The Watershed: Focuses on how polluted runoff from surrounding land impacts the Hillsborough River and ultimately Tampa Bay.
Panel 2 - The Wetland Restoration Project: Building on Panel 1, this panel expands on the wetland restoration project that was completed on the Reed Park property to reduce impacts from runoff and the function of a wetland.
Panel 3 - Wetland Plants and Wildlife: Provides information on the plants and wildlife that are found within Reed Park and in general a wetland and upland along the Hillsborough River.
Panel 4 - Source Water Protection and where our drinking water comes from.

Keep Tampa Bay Beautiful staff refers to these panels as a visual when explaining to visitors how trash travels, what a baffle box is and how litter affects our water quality as it is deposited directly in the Hillsborough River. Visitors can refer to these panels when learning about the Tampa Bay Estuary and ways to play an active role in the protection of our environment.

The Environmental Education Center will be used to conduct all Adopt-A-Road trainings, site captain trainings for our major cleanup events and corporate team building projects.
Annual Awards Breakfast

Keep Tampa Bay Beautiful hosts the Annual Awards Breakfast to recognize our amazing volunteers, sponsors and supporters. Sponsors, public officials and volunteers come together to acknowledge those who have made a positive impact in our environment. We appreciate the passion of our volunteers and the investment from our sponsors who support our programs and events. We also award competitive scholarships to exceptional students participating in our youth programs. This distinguished event is a way for Keep Tampa Bay Beautiful to salute the hard work, time and dedication spent to support our mission.

New Partner Award 2018: WATERGOAT
Investing in Our Community Award 2018: Chick-fil-A
Champion of the Forest Award 2018: Al Donn and Dorothy Holle
Volunteer of the Year Award 2018: Larry Hollis
Tropical Nights

Keep Tampa Bay Beautiful celebrated the 28th Anniversary of Tropical Nights, chaired by Jason and Heidi LeBlanc.

Tropical Nights is our premier fundraising event. This fun, tropical-themed annual gala features an incredible silent and live auction, delicious food from local Tampa Bay restaurants and premium open bars. Event tickets are $150 a person and sponsorship levels range from $500 to $15,000. All proceeds from this event benefit Keep Tampa Bay Beautiful and remain right here in the Tampa Bay Area.

Prior to the main event, Keep Tampa Bay Beautiful hosts a VIP Sponsor Party that features amazing local artists who create a piece of art that is included in our “You Must See It to Believe It” silent auction. This special event is not only for local artists in the community, but for the sponsors of Tropical Nights. The VIP Party is another way we say “thank you.” Our sponsors really enjoy the relaxed, intimate setting with the opportunity to mingle and watch the artists create. The local artists who attend have been a part of this event for over 15 years and look forward to it each year.
Keep Tampa Bay Beautiful extends our sincere gratitude to our financial supporters.


$100,000 +
- Hillsborough County Board of County Commissioners

$50,000 - $99,999
- City of Tampa Parks & Recreation
- Zephyrhills 100% Natural Spring Water

$25,000 - $49,999
- Sprouts Healthy Communities Foundation
- William A Gregory Jr. Foundation

$20,000 - $24,999
- Arbor Day Foundation
- Mosaic

$10,000 - $19,999
- Covanta Hillsborough
- Florida Department of Transportation
- MetLife Foundation
- State of Florida
- T. Rowe Price Foundation
- Tampa Bay Regional Planning Council
- Tampa Bay Water
- TECO Energy

$5,000 - $9,999
- City of Tampa Neighborhood Enhancement
- City of Tampa Stormwater
- CSX Transportation
- Environmental Protection Commission of Hillsborough County
- Florida Department of Agriculture & Consumer Services
- Jabil Circuit, Inc.
- Keep America Beautiful
- Seminole Hard Rock Hotel & Casino Tampa
- Joanne & Cyrus Spurlino
- Universal Environmental Solutions
- Waste Management
- Wells Fargo Foundation
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$500 - $999

AECOM
Anston-Greenlees, Inc.
Bailey Family Foundation
CDM Smith
Church of Scientology, FLAG
Community Foundation of Tampa Bay
Ferguson Investigative Operations LLC
Highwoods Properties
Hilton Reservations
Mary Johnson
Johnson Controls Inc.
JP Morgan Chase
Stanley Kroh
Thomas Mulrooney
Network for Good
Northrop Corporation
Brad Suder
Tampa Hillsborough Expressway Authority

$250 - $499

Barbara & Tom Aderhold
Robert Augustine
Geoffrey Ball
Belle Isle Craft Spirits Inc.
Capital One
Coca-Cola Beverages Florida
ERC Dragon Boat
Kendra Scott LLC
Rachel Lapresti
Live Well Team of Tampa Bay
FE Lykes Foundation
Laila Movajah
Parent Heart Watch
Monica Petrella
Billy Roy

In-Kind $1,000+

Belle Isle Craft Spirits Inc.
Busch Gardens
Cabot Creamery Co-operative
Chick-fil-A
City of Tampa Parks & Recreation Department
City of Tampa Solid Waste
City of Temple Terrace
Coca-Cola Beverages Florida
Conex Recycling
Cooper’s Hawk Winery & Restaurant
Florida CANE Distillery
Florida State Fair Authority
Fuzzy’s Taco Shop
Don Germaise
Glad
Greater Tampa Chamber of Commerce
Hillsborough County
Hillsborough County Board of County Commissioners
Hillsborough County Parks & Recreation
Hillsborough County Conservation & Environmental Land Mgmt.
JB Fine Jewelry
JCR Entertainment
Nothing Bundt Cakes - South Tampa
Olive Garden
Pepin Distributing Co.
Puff ‘n Stuff
Saddlebrook - Dempsey Steak House
Shuffle
Site One Landscape Supply
Snobachi Handcrafted Ice Cream
Southern Wine & Spirits
Spa Manufacturers, Inc.
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