

CITY OF CORAL GABLES, FLORIDA

RESOLUTION NO. 2019-222

A RESOLUTION OF THE CITY COMMISSION ACCEPTING THE RECOMMENDATION OF THE SUSTAINABILITY ADVISORY BOARD TO SUBMIT AN APPLICATION ON BEHALF OF THE CITY OF CORAL GABLES TO BECOME A "KEEP AMERICA BEAUTIFUL, INC." AFFILIATE.

WHEREAS, Keep America Beautiful, Inc., established in 1953, is a national non-profit community improvement organization that builds and sustains vibrant communities by creating clean, beautiful public places; reducing waste and increasing recycling; generating a positive impact on the local economy; and inspiring generations of environmental stewards; and

WHEREAS, Keep America Beautiful, Inc. works with corporations, government and civic entities, education institutions, nonprofits and other organizations to address complex challenges on both a local and national scale; and

WHEREAS, the Keep America Beautiful, Inc. program will assist in educating the Coral Gables community about littering behavior, waste handling, and beautification, thereby enhancing the community's image and improving the physical quality of life for residents and visitors alike; and

WHEREAS, City staff seeks to partner with the Sustainability Advisory Board to submit an application on behalf of the City Coral Gables to become an affiliate member of Keep America Beautiful, Inc.; and

WHEREAS, a subcommittee of the Sustainability Advisory Board would be created in order to combat and prevent littering in neighborhoods and public spaces, educate residents on the proper way to recycle, promote recycling, and enhance beautification efforts in the community; and

WHEREAS, the application fee to become a Keep America Beautiful, Inc. affiliate will be paid for by Keep Florida Beautiful, the state affiliate that brings together more than 43 Florida county and city affiliates; and any other necessary fees, such as annual affiliation dues, shall be paid for by the City of Coral Gables;

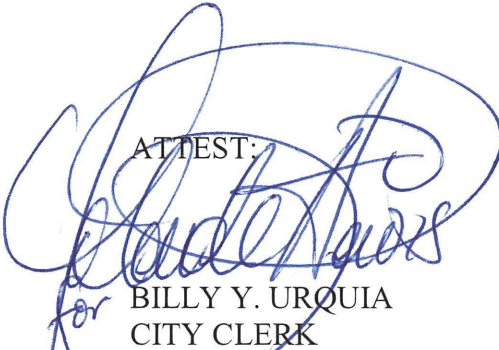
NOW, THEREFORE, BE IT RESOLVED BY THE COMMISSION OF THE CITY OF CORAL GABLES:

SECTION 1. That the City Commission hereby directs the City Manager's Office to submit an application on behalf of the City of Coral Gables for Coral Gables to become a "Keep

America Beautiful, Inc.” affiliate.

SECTION 2. That this Resolution shall become effective upon the date of its passage and adoption herein.

PASSED AND ADOPTED THIS NINTH DAY OF JULY, A.D., 2019.
(Moved: Mena / Seconded: Lago)
(Yeas: Lago, Mena, Fors. Jr, Valdes-Fauli)
(Majority: 4-1 Vote)
(Absent: Keon)
(Agenda Item: I-2)

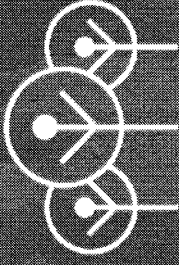
ATTEST:

for BILLY Y. URQUIA
CITY CLERK

APPROVED:


RAÚL VALDÉS-FAULI
MAYOR

APPROVED AS TO FORM AND
LEGAL SUFFICIENCY:


MIRIAM SOLER RAMOS
CITY ATTORNEY



KEEP AMERICA
BEAUTIFUL
— K A B . O R G —

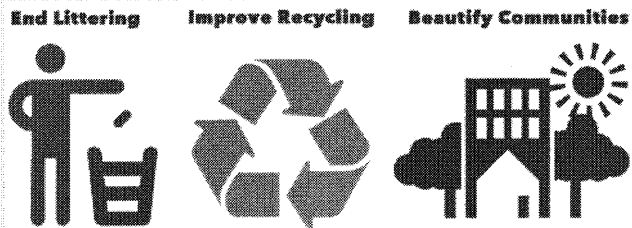
**CORAL
GABLES**
THE CITY BEAUTIFUL

Keep America Beautiful: Do Your Own Things



WHAT IS KEEP AMERICA BEAUTIFUL?

- Established in 1953
- Seeks to:



- 600 Affiliates Nationwide
 - 43 Affiliates in the State of Florida



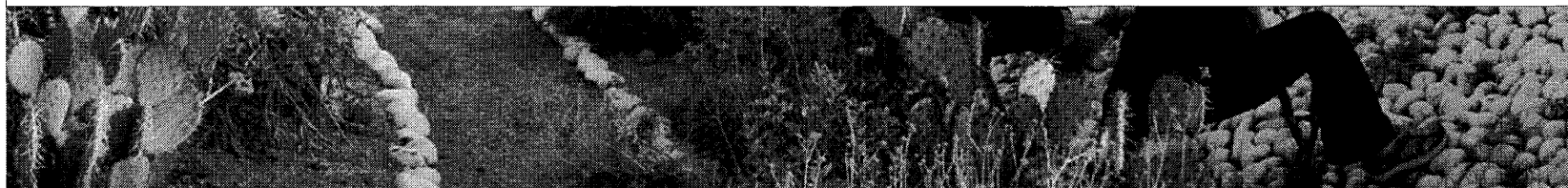


**IN 2018
ALONE,
KAB:**

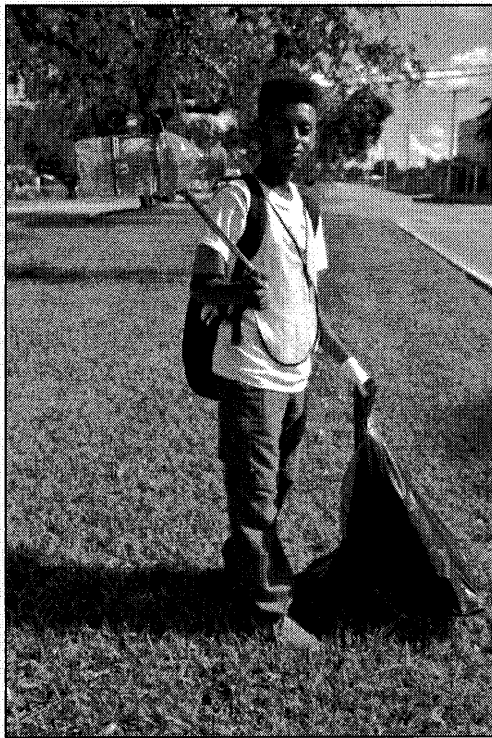
Activated 3.4 million
participants in their
programs

Cleaned 71,000 miles of
roads, shorelines,
beaches and parks

Collected 262 million
pounds of litter and
recycling

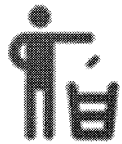


WHY BE AN AFFILIATE?



- National Network
- National Credibility
- Tools & Programs
- Dashboard
- Training
- Grants ***

SIGNATURE PROGRAMS



End Littering



Improve Recycling



Beautify Communities



TRAINING



ABOUT THE GRANT OPPORTUNITIES

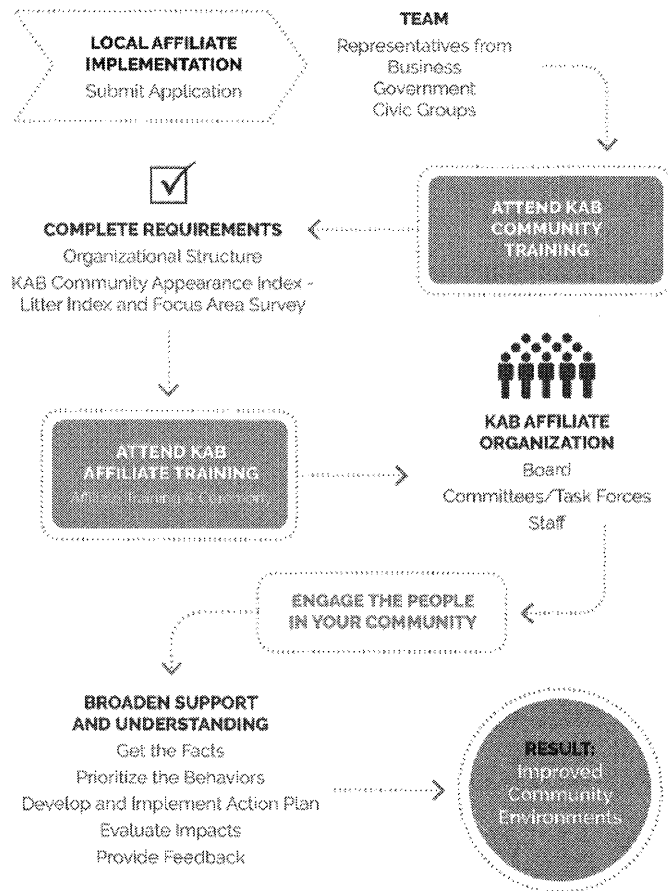
- Keep Florida Beautiful
 - FDOT \$16K Yearly Grant per qualified affiliate.*
- Keep America Beautiful
 - Various National Grants
 - Disaster Relief Funds



RETURN ON INVESTMENT



For each \$1 Invested by Local Government an
Average of \$14.55 is returned in Community Benefits



AFFILIATION PROCESS

- Migration Process:
- Subcommittee

AFFILIATION PROCESS

AFFILIATE APPLICATION FEES

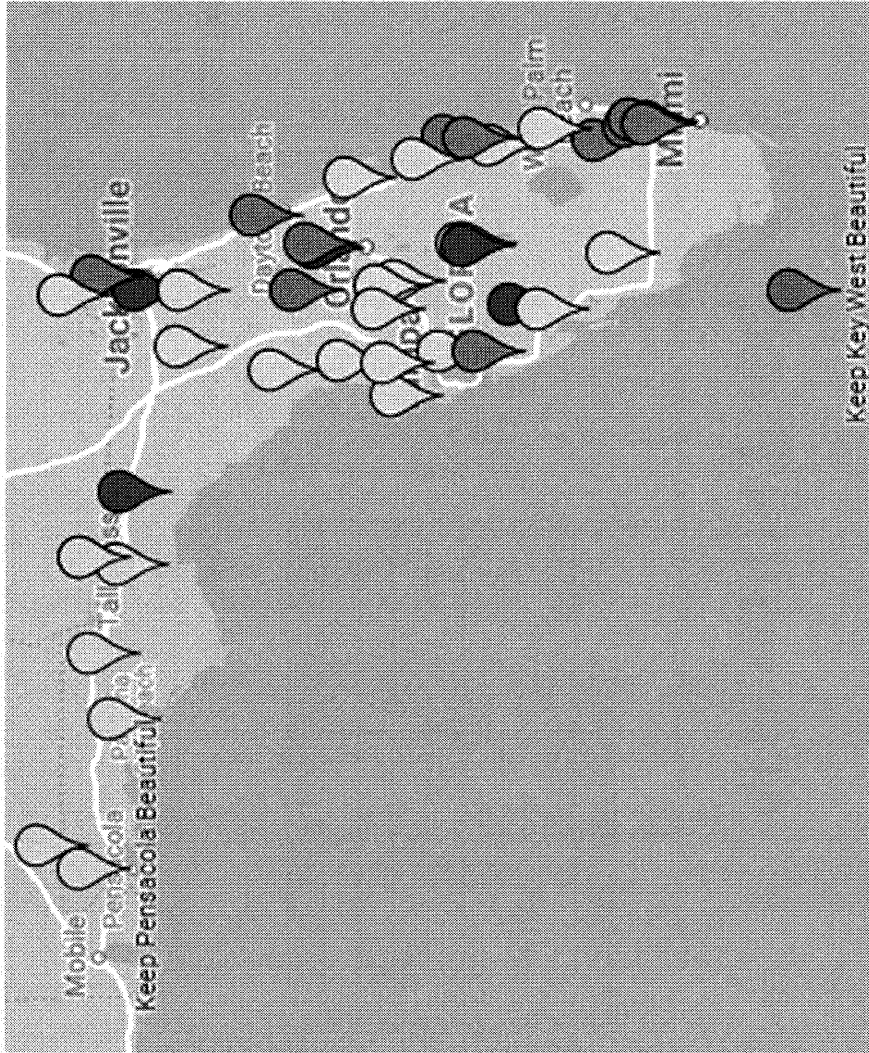
AFFILIATE APPLICATION FEES Population	On-Time Certification Fee
0-7,500	\$ 1,000
7,501 - 15,000	\$ 2,000
15,001 - 50,000	\$ 3,000
50,000+	\$ 4,000
Migration	\$ 1,000*

ANNUAL FEES

PAID ANNUALLY AFTER COMPLETING CERTIFICATION

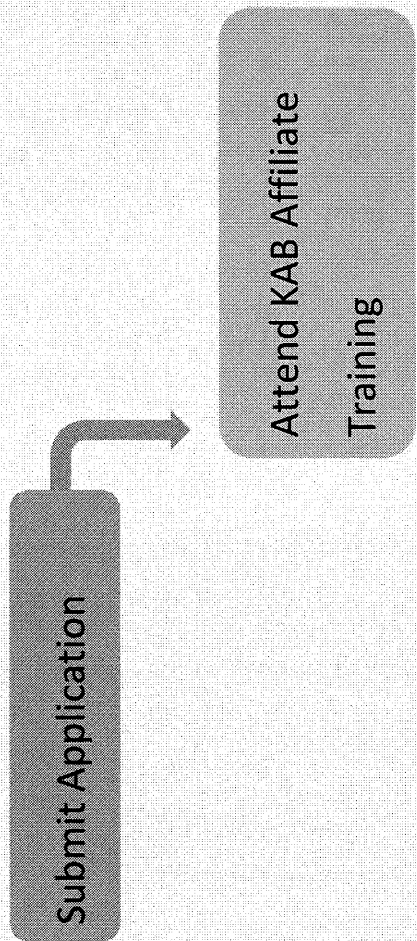
Population	On-Time Certification Fee	Population	On-Time Certification Fee
0-7,500	\$55	74,001-150,000	\$330
7,501-15,000	\$ 110	150,000-500,000	\$385
15,001-30,000	\$ 165	500,000-1 million	\$440
30,001-50,000	\$ 220	Over 1 million	\$550
50,001-75,000		\$275	

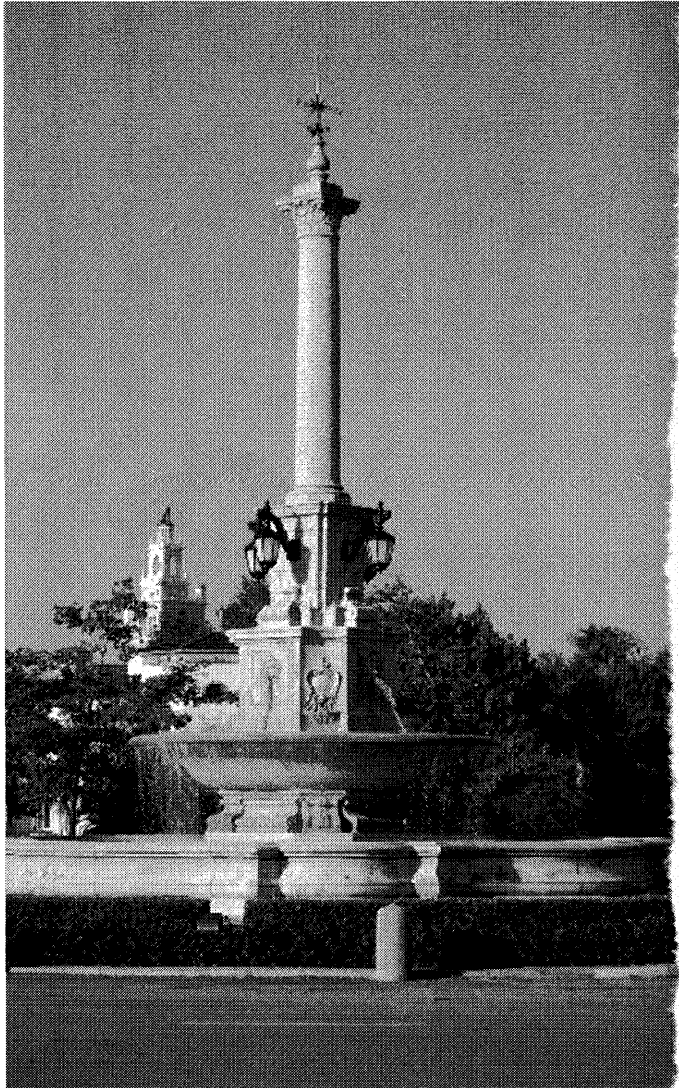
FLORIDA AFFILIATES



NEXT STEPS

2





Thank You



KEEP AMERICA
BEAUTIFUL
— K A B . O R G —

