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)

APPROVED AS TO FORM AND LEGAL SUFFICIENCY:

MIRIAM SOLEO RAMOS
CITY ATTORNEY

APPROVED

RAÚL VALDÉS-FAULI
MAYOR

ATTEST:

BILLY Y. UROQUIA
CITY CLERK
WHAT IS KEEP AMERICA BEAUTIFUL?

- Established in 1953
- Seeks to:
  - End Littering
  - Improve Recycling
  - Beautify Communities
- 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

GREAT AMERICAN CLEANUP

#BESTRECYCLED

COMMUNITY RESTORATION AND RESILIENCY FUND

COMMUNITY GRANTS
What a great conference! We have enjoyed learning more about how we can improve our beautification efforts and ways to end littering. And of course, we had fun too! #KeepFLBeautiful #DoBeautifulThings #KFBConference2019
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

<table>
<thead>
<tr>
<th>Population</th>
<th>On-Time Certification Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-7,500</td>
<td>$1,000</td>
</tr>
<tr>
<td>7,501-15,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>15,001-50,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>50,000+</td>
<td>$4,000</td>
</tr>
<tr>
<td>Migration</td>
<td>$1,000*</td>
</tr>
</tbody>
</table>

## Annual Fees

Paid Annually After Completing Certification

<table>
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</thead>
<tbody>
<tr>
<td>0-7,500</td>
<td>$55</td>
</tr>
<tr>
<td>7,501-15,000</td>
<td>$110</td>
</tr>
<tr>
<td>15,001-30,000</td>
<td>$165</td>
</tr>
<tr>
<td>30,001-50,000</td>
<td>$220</td>
</tr>
<tr>
<td>50,001-75,000</td>
<td>$275</td>
</tr>
<tr>
<td>74,001-150,000</td>
<td>$330</td>
</tr>
<tr>
<td>150,000-500,000</td>
<td>$385</td>
</tr>
<tr>
<td>500,000-1 million</td>
<td>$440</td>
</tr>
<tr>
<td>Over 1 million</td>
<td>$550</td>
</tr>
</tbody>
</table>
Next Steps

Submit Application

Attend KAB Affiliate Training
Thank You

KEEP AMERICA BEAUTIFUL
KAB.ORG