



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1522

1. **Title of Project:** Keep Florida Beautiful, Inc.

2. **Senate Sponsor:** Wilton Simpson

3. **Date of Submission:** 02/12/2019

4. **Project/Program Description:**

Keep Florida Beautiful, Inc., (KFB) is a non-profit volunteer based organization consisting of 42 statewide affiliates working in partnerships with local communities. KFB works closely with the Florida Department of Transportation (FDOT) to further its mission of inspiring, educating, and empowering people in Florida to take action every day to improve and beautify their community environments. Money appropriated by the Legislature enables KFB and the Florida Affiliates to perform these duties. Work activities may include a combination of local cleanup events, educational outreach to schools and youth, and local beautification activities.

5. **State Agency to receive requested funds :** Department of Transportation

State Agency Contacted? Yes

6. **Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	800,000
Fixed Capital Outlay	
Total State Funds Requested	800,000

7. **Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)**

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	800,000	100.00%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	0	0.00%
Other	0	0.00%
Total Project Costs for Fiscal Year 2019-2020	800,000	100.0%

8. **Has this project previously received state funding?** Yes

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		
2018-19		800,000	1906A	No

9. **Is future-year funding likely to be requested?** Yes

a. **If yes, indicate non-recurring amount per year.** 800,000



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10. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Keep Florida Beautiful employs one full-time Executive Director. No benefits are paid for this position.	50,000
Other Salary and Benefits	Keep Florida Beautiful employs two Program Coordinators, one part-time and one full-time. No benefits are paid for these positions.	70,000
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Operational Costs:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other	In addition to its own operational expenses, Keep Florida Beautiful uses these funds to support its 42 statewide affiliates as they perform their local cleanups and conduct educational outreach to schools and youth.	600,000
Consultants/Contracted Services/Study	Some contractual services are utilized for website support, social media outreach, etc.	80,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		800,000

11. Program Performance:

a. What is the specific purpose or goal that will be achieved by the funds requested?

Keep Florida Beautiful aspires to create a Florida in which every community is a clean, green, and beautiful place to live. We do this through empowering people to take action every day to improve and beautify their community environments.

b. What are the activities and services that will be provided to meet the intended purpose of these funds?

Keep Florida Beautiful works in conjunction with its 42 local affiliates around the state to make improvements through litter prevention education, increased recycling, and beautification programs. The Florida Affiliates work together with their local citizenry to participate in cleanup events, beautification projects, and increased recycling.

c. What are the direct services to be provided to citizens by the appropriations project?

The Florida affiliates conducted over 5,500 statewide cleanup events last year which resulted in over 3 million pounds of debris removed from Florida's landscape. Additionally, over 730,000 pounds of recyclables were collected. Over 6,300 miles of roadway were cleaned and over 1,800 miles of shoreline and waterways were cleaned of debris. Activities such as this succeed due to volunteers participating and result in a savings to local governments that would normally be charged with this responsibility.



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d. Who is the target population served by this project? How many individuals are expected to be served?

All of Keep Florida Beautiful's activities are designed to have statewide benefit so that the citizens of Florida, as well as visitors, have a clean beautiful place to live in and visit. An estimated 12 million citizens are impacted through our volunteer programs, education outreach, training, and other initiatives.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

Keep Florida Beautiful and the Florida affiliates strive to ensure that our state is a clean and beautiful place to live. In addition to citizens and visitors benefiting from these activities, local governments also benefit from having assistance with their efforts to keep their communities clean. The return on investment (ROI) for FY 2017-18 was over \$8.00 for every dollar on the state's \$800,000 investment. This ROI was based on the many volunteers hours donated to make cleanups happen plus in-kind contributions throughout the year.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?

Keep Florida Beautiful has consistently met its performance requirements for the past four years of funding. Failure to perform could result in discontinuing funding, but to date our performance record has been strong.

12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.

N/A

13. Requestor Contact Information:

- a. **Name:** Mary Jean Yon
- b. **Organization:** Keep Florida Beautiful
- c. **E-mail Address:** maryjeanyon@keepfloridabeautiful.org
- d. **Phone Number:** (850)519-7859

14. Recipient Contact Information:

- a. **Organization:** Keep Florida Beautiful
- b. **County:** Statewide
- c. **Organization Type:**
 - For Profit
 - Non Profit 501(c) (3)
 - Non Profit 501(c) (4)
 - Local Entity
 - University or College
 - Other (Please specify)
- d. **Contact Name:** Mary Jean Yon
- e. **E-mail Address:** maryjeanyon@keepfloridabeautiful.org
- f. **Phone Number:** (850)519-7859



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15. Lobbyist Contact Information

- a. **Name:** Keyna Cory
- b. **Firm Name:** Public Affairs Consultants, Inc.
- c. **E-mail Address:** keynacory@paconsultants.com
- d. **Phone Number:** (850)566-9575