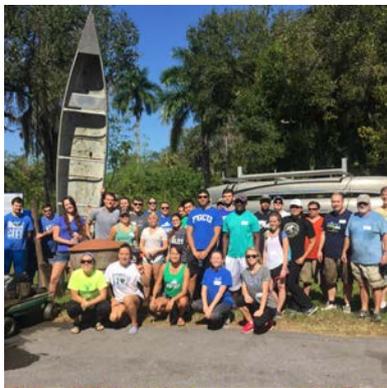




# 2016 ANNUAL REPORT

Fiscal Year January 1, 2016 - December 31, 2016



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## About Keep Lee County Beautiful

At Keep Lee County Beautiful, we want to ensure that beauty is our lasting signature.

A leading local nonprofit, Keep Lee County Beautiful inspires, educates, and engages the Lee County community in improving, beautifying, and protecting our environment. We envision a county where every community is a clean, green, and beautiful place to live.

Keep Lee County Beautiful is driven by the work and passion of partner organizations, thousands of volunteers, and the support of corporate partners, municipalities, elected officials, and individuals.

Our collective action champions environmentally healthy, socially connected, and economically sound communities. Keep Lee County Beautiful continues to bring people together to transform public spaces into beautiful places.

### Our Mission

To inspire, educate, and engage the Lee County community in improving, beautifying, and protecting our environment.

### What We Believe

- People and places are profoundly interconnected.
- Thriving communities are rooted in individual responsibility and action.
- Behavior change, including education, is the foundation for lasting impact.
- Positive change happens when people work together.

# Message from the Chairman



Friends of Keep Lee County Beautiful:

It's an honor to follow the strong leadership of Keith Banasiak as KLCB! Chairman and to continue the transformation of our organization to educate and engage citizens of Lee County to protect and improve our environment.

Some of the highlights of Keep Lee County Beautiful's significant accomplishments during 2016, include:

- More than 4,000 Lee County residents volunteered 11,223 hours on KLCB! projects
- 9.5 tons of litter were reclaimed during 61 events
- 52,000 people attended events where KLCB! promoted education awareness
- 12,884 seedlings were hand-planted as part of beautification efforts
- 2,120 students across Lee County submitted art for KLCB! 2017 Environment Awareness Calendar

It's been quite a year, with even more to come in 2017! Our Board is committed to proactively supporting KLCB's activity to make even greater impact for residents and visitors of Lee County. We continue our commitment to educate toward litter prevention, beautify through community projects and protect through our clean-up events.

On behalf of the Board of Directors and our Executive Director, I want to thank our volunteers, businesses, local governments and elected officials for their collaborative support of Keep Lee County Beautiful. Each constituency provides unique contributions. When it all comes together, as we saw in 2016, it brings us closer to realizing our vision to 'make Lee County a pristine place to live, work and play.'

My best,

Ron Kitlas  
Chairman, Keep Lee County Beautiful!

# EDUCATION

Education and behavior change are the cornerstones of Keep Lee County Beautiful. We strive to educate and empower generations of community and environmental stewards with real-world experiences that teach the essentials of proactive community citizenship, including the preservation of our natural resources. Keep Lee County Beautiful's resources for youth provide activities and tools to teach the fundamentals of litter prevention, preserving our resources, responsible solid waste management, and how to reduce, reuse and recycle.

## Our education programs empower generations of environmental stewards

Our formal and informal education programs empower generations of environmental stewards, teaching individual responsibility toward one's environment.

We promote environmental literacy that creates a culture in which understanding, knowledge and experience motivates individuals to improve their community's environment. We believe that individuals need to be aware of environmental issues in order to adopt appropriate attitudes and develop the necessary problem-solving skills to take action in their communities. Collective action is critical to achieving behavior change and improving environmental literacy across communities.

From building vegetable gardens and protecting community watersheds to removing litter from roadsides and educating children about recycling, we provide the opportunities to guide people's understanding and actions to:



A young volunteer during a Picnic Island Cleanup

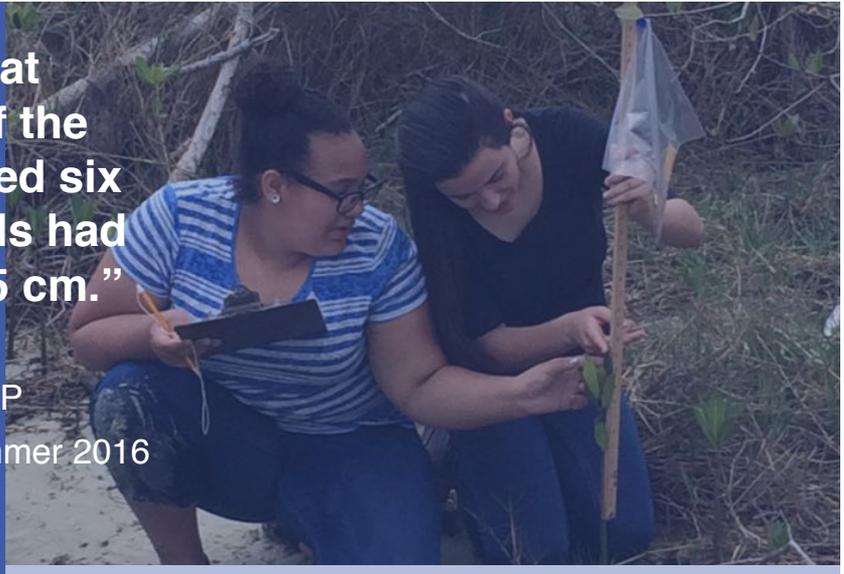
- Reduce waste
- Increase recycling
- Protect the natural areas of our communities
- Ensure beauty is the lasting signature



The 4H Trail Blazers have been partnering with Keep Lee County Beautiful for 5 years, participating in our Global Youth Services Day, Monofilament Madness, Great American Cleanup events, AND acting as Student Ambassadors throughout the community.

**“Students found that approximately 80% of the propagules that survived six months along the canals had grown an average of 25 cm.”**

- Dr. Tarry A. Tattar, Ph.D., CHNEP  
Charlotte Harbor Happenings Summer 2016



### Youth Advisory Council

Keep Lee County Beautiful’s Youth Advisory Council provides a unique opportunity for high school students from diverse backgrounds to participate in a service-learning and leadership development program. Keep Lee County Beautiful selects 10 students to contribute to and inform Keep Lee County Beautiful on programs, while acting as ambassadors and leaders for youth service in their communities.



### Service-Learning

The Keep Lee County Beautiful Service-Learning partnerships integrates the core elements of high quality service-learning experiences. Young people have active and meaningful leadership roles;

- The KAB Program easily meets time requirements through individual research, cooperative planning, execution and reflection
- The service projects meet real community needs and priorities.



### Volunteers

At Keep Lee County Beautiful, we believe that one single, purposeful decision to do things differently, and more responsibly, can make a significant difference. As a nonprofit that builds and sustains vibrant communities, we engage thousands of volunteers taking many small actions to bring about a world of change. It’s our mission to engage individuals to take greater responsibility for their community’s environment.



The storm drain marking project is an outreach campaign to improve the water quality of Lee County’s waterways by alerting people that storm water entering the drains DOES NOT go to a waste treatment plant but empties DIRECTLY into the streams, rivers, lakes and bays. The markers are just one way to prevent trash and pollution from entering Lee County’s waterways.

# ENGAGEMENT

For almost three decades, Keep Lee County Beautiful has served as our county's nonprofit steward of litter prevention. Litter is more than just a blight on our landscape. Litter is costly to clean up, impacts our quality of life and economic development, and eventually ends up in our waterways and oceans. Today, we are as committed as ever to providing people with the resources to prevent litter with the ultimate goal of helping to end littering in Lee County.



Companies such as The Westin Cape Coral Resort at Marina Village promote community awareness and environmental stewardship with their employees through projects such as the Tarpon Point cleanup hosted by Keep Lee County Beautiful.



Corporate groups, such as Coca Cola, Hertz, Apple and Overland Contracting, partner with Keep Lee County Beautiful to create memorable, meaningful corporate engagement opportunities for their employees as a means to promote community pride.



Keep Lee County Beautiful partners with groups such as the Urban Land Institute to complete projects that improve our communities. ULI members planted 2,446 sea oats in an effort to restabilize the Lovers Key State Park shoreline. Sea oats clumping habit collects, traps and holds sand blown by the wind. This results in dune formation and erosion control. It also provides excellent habitat and food source for small birds, mammals and insects.



9.5 tons of litter reclaimed from Lee County communities



12,884 seedlings hand-planted to stabilize Lee County shorelines



88.78 miles of Lee County shoreline cleaned



11,223 volunteer hours dedicated to KLCB projects

**“There’s something about planting a tree, whether it’s an oak or a mangrove. What you’re looking at in five or six years ... is a beautiful branching red mangrove. You own that spiritually.”**

**-David Scott, Geologist**



The 2016 International Coastal Cleanup event hosted more than 2,100 volunteers at 20 locations throughout Lee County. The volunteers removed an estimated 8,000 pounds of casual litter and debris from our local roadways, shorelines and communities!



**2,120 students submitted art for the KLCB 2017 “Leave the Scene Clean” environmental awareness calendar!**

In 2016 Mangrove Mania saw 150 volunteers plant 10,000 red mangrove propagules in the Northwest Spreader Canal in Cape Coral. Mangroves perform two vital roles; they serve as a nursery for a vast number of sea creatures such as tarpon and wading birds and they also serve as a barrier against storm surges, erosion and hurricanes. Unfortunately, modern development and storm damage is destroying mangrove forests at alarming rates.



Three key factors guide Keep Lee County Beautiful’s work to improve recycling in Lee County: convenience, communication and cause (getting people to understand the many benefits of recycling and why they should care). By educating and engaging individuals to recycle more of the right things the right way - at home, at work and on-the-go - we can help make recycling more economically viable, creating jobs and providing recyclables to manufacture new products and packaging, while continuing to reap greater environmental and community benefits.



### History of Litter on Florida's State Roadsides

Litter diminishes the aesthetics of the streets, roads and highways throughout the state of Florida. It is distracting to the public and can adversely affect the safety of drivers, pedestrians and bicyclists. Litter is often washed by rain into rivers, lakes and other bodies of water and can cause clogs in storm drainage systems. The Florida Department of Transportation (FDOT) spends an estimated \$10-\$12 million annually to remove litter from the State Highway System. This figure does not reflect the additional amounts that county and city governments in Florida spend on litter removal from their roads and streets.

### Litter leaves a trail of negative footprints.....

- Every year, millions of visitors get their first glimpse of our state from their car windows as they travel along Florida's highways.
- Roadsides are a useful indicator of the amount of litter in the environment.
- We all end up paying to clean up Florida's highways, parks and waterways.
- Local governments spend thousands of dollars to keep litter off miles of locally-maintained roads.
- According to the 2010 Florida Litter Survey, the majority of respondents felt that individuals between the ages of 13 and 24 were responsible for littering and nearly a third believed that the litter came primarily from motorists.
- A poll conducted by the University of Florida revealed that the top three items littered consisted of paper (22%), cigarette butts (18%), and fast food waste (6%).
- Litter collects in and around areas such as parking lots, vacant lots, loading docks, dumpsters, construction sites, residential neighborhoods, streets, shorelines and roadsides.
- Key reasons why people litter include: They feel no sense of ownership; they believe someone else will pick up after them; litter has already accumulated; and littering is convenient.
- Litter is part of a complex solid waste problem that affects Florida's environment and economy.

### **\$50,000 to \$99,999**

- Lee County Solid Waste

### **\$10,000 to \$49,999**

- Florida Department of Transportation
- Waste Pro

### **\$2,500 to \$9,999**

- Advanced Disposal
- Covanta
- TruStar Energy

### **\$1,000 to \$2,499**

- A&D Materials
- Adventures in Paradise
- Autocar
- AWTI
- Coca Cola
- Commons Club @ the Brooks
- LCEC
- Lowe's
- Miromar Outlets
- Mobile Container Services
- Mosaic
- Overland Contracting
- Sam Galloway Family of Dealerships
- Southwest Disposal
- Steele Truck Center
- Surfing's Evolution & Preservation Foundation
- Waste Management
- Wastequip

### **Up to \$1,000**

- 7-11 Fort Myers Beach
- Alico Family Golf
- Aloia, Roland & Lubell, LLC
- Aurelio's
- Bailey's
- Blue Coyote
- BluSushi
- Boston Red Sox
- Broadway Palm Theatre
- Callaghan Tire
- Captain Jack
- Capt. Tony's
- Cascade Cart Solutions

# **A VERY special THANK YOU to our 2016 Sponsors and Supporters!**

- Charlotte Harbor National Estuaries Program
- Cigar Cutters
- City of Cape Coral
- Coconut Point Mall
- Connors
- Costco
- Doc Ford's
- Environmental Solutions Group
- Everblades
- Fiddlesticks Golf & Country Club
- Fleming's
- Forest Golf & Country Club
- Fort Myers Brewing Company
- Gulf Coast Kayak
- Gulf Harbour Golf & Country Club
- HeadPinz
- HDR Engineering, Inc.
- Hilton Garden Inn
- Hooters Fort Myers Beach
- Hydraulic Supply
- Impact Plastics
- Iron Container
- Island Cow
- Kailani Standup Paddle Adventures
- Keep America Beautiful
- Keep Florida Beautiful
- KJ's Fresh Grill
- Lazy Flamingo
- Leapin' Lawns
- Lee Roy Selmon's
- Lighthouse Resort & Inn
- LW Marketing & Consulting
- Manatee Guides
- McNeilus
- Metropole Construction, Inc.
- Michelin Tire
- Nextran Volvo
- Niagra Bottling Company
- Northern Tools
- Northwest Neighborhood Association
- Olde Fish House
- Olympic Containers
- Palm Truck Center
- Pavese Law Firm
- Dyana Pearson
- Pieces of Eight
- Plantation Golf & Country Club
- Port Consolidated
- Prawnbroker
- Preferred Materials
- Progressive Waste Solutions
- Rehrig Pacific Company
- Brian Schultz
- South Fork Grille
- Southwest Florida League of Cities
- Stir Crazy
- Suncoast Beverages
- Sun Harvest
- Sunshine Recycling
- Southwest Florida Marine Industries Association
- T.A.G
- Tarpon Bay Explorers
- the Timbers
- Truck Pro
- 'Tween Waters Inn
- University Grill
- Wawa
- Nancy Williamson
- Westin Cape Coral
- Winzer

# Scenes from 2016



5th of July Cleanup



Adopt-A-Shore



Great American Cleanup



Global Youth Services Day



Billy's Creek Cleanup





**SUP Cleanups**



**Coastal Cleanup**



**Sea Oat Planting**



**Art Award Ceremony**



**GO GREEN  
Golf Fundraiser**



**Monofilament Madness**





**Trish Fancher**



**Mike Thomas**

Executive Director   Program Coordinator

## Board of Directors

Keep Lee County Beautiful thanks the community and business leaders on our Board of Directors who are passionate about protecting our environment...now and forever.

## Executive Committee

**Ron Kitlas**  
Famular LLC

Chairman

**Tom Mueller**  
Covanta

Vice Chairman

**Norman Turiano**  
Turiano Strategic  
Consulting

Treasurer

**Amy Turner**  
4-H Trail Blazers

Secretary

**Keith Banasiak**  
Waste Pro

Chair Emeritus

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Pavese Law Firm

**Beverly Black**  
Black Business  
Solutions

**Christine Busch**  
**-Whitehead**  
Sunshine Recycling

**Terry Cain**  
Lee County Parks  
& Recreation

**Richard Carr**  
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**Frank Cassidy**  
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