

# City of Gainesville

City Hall  
200 East University Avenue  
Gainesville, Florida 32601

## Text File

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**In Control:** City Manager

**File Type:** Staff  
Recommendation

### Title

**Agreement between the City of Gainesville and Keep Alachua County Beautiful for FY19-FY20 (B)**

**This item is a request for the City Commission to approve the execution of an agreement with Keep Alachua County Beautiful in the amount of \$55,000 annually.**

### Explanation

Keep Alachua County Beautiful (KACB) is the sponsor of “The Great American Cleanup,” “GROW HUB” and other anti-litter/beautification activities. The Great American Cleanup is traditionally held each spring and recruits thousands of volunteers to pick up litter, remove graffiti, paint run-down buildings, clean up illegal dump sites, and otherwise beautify Gainesville, the other cities in Alachua County and the unincorporated area of Alachua County.

KACB was certified in 1995 as the local affiliate of Keep Florida Beautiful and Keep America Beautiful. The City of Gainesville has been a KACB member since the certification of this non-profit organization and has supported KACB with an annual contribution of either \$15,000 or \$20,000 for the past thirteen years. The City of Gainesville has also provided in-kind services of approximately \$6,000 each year in support of the Great American Cleanup activities.

The Agreement provides:

1. Contribution of up to \$5,903.50 in-kind services.
2. Payment of \$15,000 to renew the City membership in Keep Alachua County Beautiful.
3. Payment of \$10,000 for continued implementation of “The Beautiful Block Program.” The Beautiful Block Program is necessary to recruit block captains from targeted neighborhoods and to provide guidance and tools to empower neighborhoods to keep their own blocks clean and beautiful.
4. Payment of \$10,000 for the implementation of the “Community Outreach Program.” This program includes outreach to various segments of the community including U.F. students through numerous means and venues, with the object of increasing education and awareness about litter, graffiti and beautification opportunities in order to encourage individuals to become part of the solution.
5. Reimbursement up to \$20,000 for coordination of beautification services. KACB will perform specified cleanup and beautification projects in coordination with the City Solid Waste and Parks

Divisions. These projects include, but are not limited to: “The Great American Cleanup,” graffiti removal, year-round cleanup of right-of-ways and public places, tree and shrub plantings, and public education programs for litter and graffiti prevention.

Fiscal Note

Funding in the amount of \$55,000 is available in the adopted Public Works Department Solid Waste Fund FY2019 operating budget.

Recommendation

The City Commission authorize the City Manager to execute the contract with Keep Alachua County Beautiful for the period of October 1, 2018 through September 30, 2020, subject to approval by the City Attorney as to form and legality.