

KMB Monthly

March 2025

EARTH DAY 2025



Mark your calendar! Although Earth Day is officially celebrated on April 22, this year we're planning our big event for Sat., April 19 at the **13th AV Dream Center!** Please join us that morning at 9 a.m. as we prune, plant and even paint a beloved community gathering place. Stay tuned for more details in next month's newsletter and on our social media accounts!

13th AV Dream Center
922 24th St E., Bradenton

Saturday, April 19
9 a.m.



Sign up to
help here.

Roll up your sleeves & pitch in!



Jennifer Hoffman
Executive Director
Keep Manatee Beautiful

*Dear Keep Manatee Beautiful Friends, this month I want to share with you an inspirational message posted online by **Jeff Siegler**, the founder of **Revitalize or Die**, a platform focused on community revitalization, civic engagement, and combating apathy in small towns and Main Street programs. His words ring true to so many of us who invest our time and talents directly in making our community a better place! Please have a read and think about ways you can get involved in making Manatee County a better place! (Jeff's remarks below have been edited for space in this month's newsletter. We hope you enjoy this story!)*

Last week I finally tried something I'd long threatened to do—pick up trash. It wasn't met with enthusiasm at first, but in the end, it was a success.

The cleanup was part of a workshop I led for the Florida Main Street office in Palmetto, Florida. I often speak about civic pride and apathy, but I wanted to move beyond talk and take real action. With support from Katherine at Florida Main Street, Karon from Palmetto Downtown Main Street, and Keep Manatee Beautiful, we planned a trash pickup.

Attendees were warned of outdoor activity, but by Monday morning, I sensed some grumbling. Understandable—picking up trash doesn't sound fun. But people often misjudge how an activity will make them feel. Research shows we assume social or volunteer tasks will be unpleasant, yet they often turn out to be the best part of our day.

We received our gear and split into teams. I was paired with a small-business advocate, and we had a great conversation while digging through bushes for plastic utensils and cigarette butts. (**cont'd on next page**)

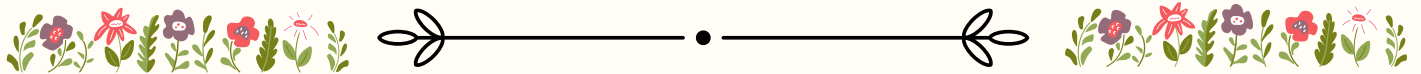
DONATE ♥

Roll up your sleeves & pitch in! (cont'd)

My team thought our best find—a license plate—might win oddest item, but we lost to a werewolf mask. In total, we collected 300 pounds of trash.

Most attendees weren't excited beforehand, but by the end, they were smiling, chatting, and energized. This proves an important point: people don't volunteer for ease; they seek meaning and accomplishment. Talking about change isn't enough—action is what matters.

If you work with a nonprofit, try this. Skip the reports, step outside, and do something tangible. Expect groans, but push through. The sense of accomplishment at the end makes it all worthwhile.



Pretty Palmetto Planters

A drive along some downtown Palmetto streets is a little prettier this spring thanks to a project we recently completed with the help of Downtown Palmetto Main Street and the Palmetto Community CRA. In January, volunteers from all three organization pitched in to install 17 planters with flowers along 10th Avenue and Riverside Drive. The flowers -- tropical sage, beach sunflower and hammock twin flower trees -- are all native Florida species that require little maintenance while maximizing beauty. Ya love to see it!

DONATE ❤️

Upcoming events

KEEP MANATEE BEAUTIFUL

MARCH First Saturday Cleanup



Sign up to help!

Taylor Park
305 8th Street West
Palmetto



Saturday, March 1
9 a.m.

TREE GIVEAWAY!

Three remaining dates!

Saturday, March 29

Saturday, April 26

Saturday, May 31

9 a.m. until supplies run out



APRIL

FIRST SATURDAY CLEANUP



SUNCOAST REEF & BEACH CLEAN UP



Family fun activities!
\$5,000+ in Cash and Prizes!

Saturday, April 5
8 a.m. - 6 p.m.
55 Horseshoe Loop Rd.
Terra Ceia, FL



Sign up today!

KMB touts volunteers, post-disaster successes at national convention

KMB Executive Director Jennifer Hoffman was a featured speaker at one of the most popular breakout sessions of the 2025 Keep America Beautiful Convention in January. Alongside a municipal representative of the City of Los Angeles, Jennifer presented on the incredible effort Keep Manatee Beautiful volunteers put forth in the wake of 2024's brutal hurricane season. Jennifer bragged on the nearly 600 local volunteers who collected 157,655 pounds of trash around Manatee County from October through December!



The Keep America Beautiful National Conference is a prestigious educational platform and forum, where affiliate participants like KMB exchange experiences related to their triumphs and hurdles. This year's conference was held in Washington D.C.

SPRING INTO A SUSTAINABLE LIFESTYLE

EASY DAILY ACTIONS

Remember to turn off lights that you're not using.

Switch to LED lightbulbs.

Use a recyclable water bottle or coffee mug.

Use recyclable grocery bags, not plastic ones.

Switch to paperless bills and invoices.



WASTE REDUCTION

Recycle your paper and cardboard.

Compost.

Repair your leaky faucet.



GET OUTSIDE!

Pick up trash at a local park, neighborhood, or beach.

Take a bike ride.

Carpool to work or other activities.

Hike or walk.

SUPPORTING NATURE & WILDLIFE

Plant a tree or give one as a gift.

Plant a garden.

Build a birdhouse.

“Adopt” an animal at a wildlife preserve.

