PREPARED FOR:

The Town of Lake Park

PREPARED BY:

Community Greening
Social Impact Lab
Lynn University
3601 N. Military Trail
Boca Raton, FL 33431

community
GREENING

March 22,2024

John O. D'Agostino
Town Manager
Town of Lake Park
535 Park Avenue
Lake Park, FL 33403

Dear Mr. D' Agostino:

We are pleased to provide the attached proposal for your consideration.

Community Greening, an urban forestry nonprofit, was founded to engage residents of all ages and walks of life in efforts to equitably increase the tree canopy in our region. Since 2016, we have planted and distributed more than 17,000 trees in parks, schoolyards, public green spaces, and neighborhoods in South Florida.

Our community-centered approach has garnered local, state, and national attention. Community Greening was named the "Southeast Conservation Partner of the Year" by the US Fish and Wildlife Service; "Tree Advocacy Group of the Year" and "Outstanding Urban Forestry Program" by Florida's Urban Forestry Council; "Non-Profit of the Year" by the Greater Delray Beach Chamber of Commerce; and won the "Spirit of Arbor Day" award from the Arbor Day Foundation.

We look forward to continuing to work with the Town of Lake Park to enhance the quality of life of both the environment and community as we move toward becoming a more sustainable region. Thank you for your time and interest.

Sincerely,

Mark Cassini
Executive Director
Community Greening
mcassini@communitygreening.org
561-927-8733

Project Description

Tree Giveaway

Community Greening proposes to host a second tree giveaway event for residents in the Town of Lake Park. Community Greening has conducted dozens of successful tree giveaways across South Florida. Recent "sold-out" tree giveaways in Palm Beach County include events in Delray Beach at Old School Square, at Mounts Botanical Garden in West Palm Beach, and at Kelsey Park in Lake Park.

Each household will be eligible to select a limited number of trees, with the total number of trees available at each event depending upon final approved budget.

Trees are 3-gallon in size to ensure that residents can fit the trees in their car or easily manage the walk home. In our experience, providing both fruit trees and Florida native/Florida friendly trees encourages attendance and excitement among area residents.

Community Greening will provide information about tree species and site requirements. Residents provide their address during the registration and eligibility confirmation process, and the species of tree they have received is tracked and recorded in our publicly available online database.

Community Greening will promote the event in coordination with the Town of Lake Park through social media, press releases, blog posts, and community calendars.

As the supporting sponsor of these events, the Town of Lake Park will receive the following considerations:

- Name and/or logo inclusion on Tree Giveaway promotions (sign-up pages, digital flyers, etc.)
- Social Media appreciation post with photos of giveaway
- Sponsorship Recap Packet with photos

Price Per Event

Total cost per event including labor, trees, and supplies:

300 Trees - $21,750 per event

Please sign below and return to atynes@communitygreening.org by 04/22/2024 to indicate acceptance of this proposal.

Signature: _____

Print Name: _____

Title: _____

Date: _____

ORGANIZATION HISTORY

Community Greening was founded by Mark Cassini and Matt Shipley in 2016 as a positive, proactive, community-centered approach to the ecological and human risks associated with climate change. From its inception, Community Greening has been a collective effort to improve our environment for people and nature. Our vision is an engaged community creating sustainable greenspaces and a vibrant tree canopy to equitably strengthen our environment.

To date, Community Greening has planted and distributed more than 17,000 trees in parks, schoolyards, public green spaces, and neighborhoods in Palm Beach County. Community Greening was named the "Southeast Conservation Partner of the Year" by the US Fish and Wildlife Service; "Tree Advocacy Group of the Year" and "Outstanding Urban Forestry Program" by Florida's Urban Forestry Council; "Non-Profit of the Year" by the Greater Delray Beach Chamber of Commerce; and recently won the "Spirit of Arbor Day" award from the Arbor Day Foundation.

Community Greening is a member of the Arbor Day Foundation's Alliance for Community Trees, a nationwide network of community-based organizations who engage residents to plant and care for trees. To help prioritize planting efforts in neighborhoods with the highest need, Community Greening works alongside local government, community development boards, businesses, and funders to establish a baseline study of the local tree canopy. Concentrated efforts are then focused on increasing the canopy in areas with fewer trees; with very few exceptions, these areas follow national trends and have a high percentage of BIPOC residents and low median household income.

Programming to increase the tree canopy includes tree plantings at parks and schools; urban orchards; residential areas; and tree giveaways. Community Greening also employs a Youth Tree Team of Palm Beach County high school students. These local teens work 5 - 8 hours a week during the school year and 28 hours a week during the summer, receiving competitive hourly wages as they gain work experience in the "green collar" sector and learn about urban forestry and community improvement.

Strong ties in the local community combined with ongoing professional development in environmental equity issues help ensure that challenges are identified by residents and solved collaboratively. Many of our staff and most of our Youth Tree Team members live in and around the neighborhoods that we work in. By employing local teens and tree technicians to improve their neighborhood, Community Greening is building the next generation of environmental leaders and green ambassadors.

Website: www.communitygreening.org
Facebook: facebook.com/communitygreening
Instagram: instagram.com/communitygreening
Twitter: twitter.com/Comm_Greening