

MADEIRA BEACH

Becoming a Designated Kindness City

WHAT IS IT?

Recognition through **World Kindness USA** demonstrating Madeira Beach's commitment to kindness, respect, community connection and service.

Steps required:

- Create and adopt a unanimous Commission Resolution supporting the Kindness City initiative.
- Recognize World Kindness Day – November 13 and World Kindness Week annually.
- Sign a Declaration of Support and display it at City Hall and on the City website.
- Appoint Community Goodwill Ambassadors to help champion kindness throughout Madeira Beach.
- Engage the community – residents, businesses, schools, first responders and civic organizations.
- Create ongoing kindness initiatives, such as:
 - Madeira Beach Kindness Spotlight
 - “Caught Being Kind” recognition (this is akin to random acts of kindness)
 - Community service/volunteer projects
 - Kindness activities at existing City events
- Establish an annual Kindness Recognition/Award.
- Document our efforts and meet more than 70% of World Kindness USA's applicable Kindness Performance Indicators.
- Apply for official Kindness City recognition.

Proposed Message:

“MADEIRA BEACH CHOOSES KINDNESS”

A community-wide initiative encouraging kindness through the way we serve, connect, volunteer, support our local businesses and treat one another.

NEXT STEP:

Commission Consensus, Direct Staff to Begin Kindness City Designation Process