

2021 Beautification Advisory Committee Mission Statement and Goals & Objectives

MISSION STATEMENT

To advise the Marco Island City Council on beautifying the community in a way consistent with the tropical character and natural beauty of Marco Island.

1. Enhance the beauty and appeal of Marco Island

- a. Develop creative ways to enhance the beauty of Marco Island
- b. Increase the beauty and appeal of planted street medians and streetscapes within the City of Marco Island by defining a five-year replanting program.
- c. Maintain the effectiveness of the Land Development Code, Article IV Landscaping and Article XIV Vegetation Removal and Protection sections, by reviewing the existing code and recommending revisions.
- d. Increase the beauty of publicly owned street cul-de-sacs by 1) defining a five-year replanting program, 2) developing planting and maintenance standards, and 3) by encouraging residents to adopt, plant and care for cul-de-sacs.
- e. Encourage compliance with the Land Development Code and Florida Friendly Landscape, including the conversion of rock right-of-way swales to landscaped swales to improve the quality of stormwater run-off that drains into City waterways.

2. Increase public awareness of City efforts to beautify the community

- a. Publicize BAC activities and meetings
- b. Provide hands-on workshops, presentations, and classes that would be of interest to Marco Island residents and a value to the community
- c. Seek national recognition for Marco Island Beautification programs, such as the 'Tree City USA' designation
- d. Host and manage events, such as "Marco Nature Night," an annual Arbor Day tree planting event and the "Marco In Bloom Landscape Competition" to encourage "Florida Friendly" landscaping
- e. Maintain and update the BAC webpage on the City website with useful information for Marco Island Residents.

3. Increase funding for beautification and landscaping projects

- a. Develop new streams of revenue and resources such as grants and sponsorships
- b. Establish fundraisers to generate revenue