



# Tampa Bay Estuary Program:

*Celebrating 20 years of Community  
Partnership for a Healthy Bay*

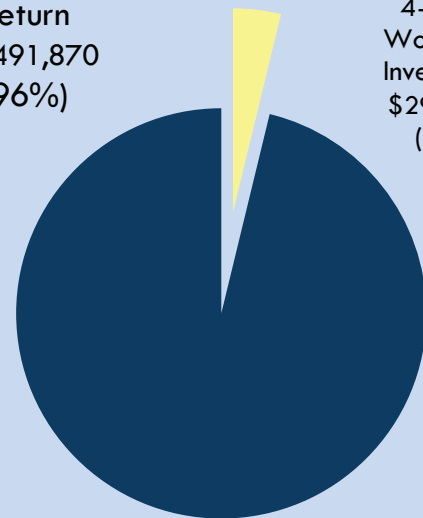


## *TBEP is a good investment for your community!*

For your annual Workplan support of \$73,714 over the past 4 years, TBEP has leveraged nearly **\$7.5 Million** in additional grants and program funding to implement bay restoration and education projects.

Return  
\$7,491,870  
(96%)

4-Year  
Workplan  
Investment  
\$294,856  
(4%)



*TBEP has a leveraging  
ratio of **25:1** for Pinellas County  
Workplan contributions!*

## *TBEP Highlights and Accomplishments for 2010*

### *Seagrass Increases*

Seagrass continues to expand at a record pace in Tampa Bay. 2010 results show **32,897 acres of seagrass baywide**, an increase of 3,250 acres over the 2008 estimate. Impressively, there were gains in all bay segments with the largest increase in Middle Tampa Bay. This is the highest recorded seagrass acreage since the 1950s.

### *Reasonable Assurance*

Nitrogen reduction targets developed by the Nitrogen Management Consortium, a unique public-private partnership, were adopted by the Florida Department of Environmental Protection in December 2010. This will pave the way for continued water quality improvements in Tampa Bay.

### *Habitat Master Plan*

The Tampa Bay Habitat Master Plan Update was formally adopted in August 2010 and includes new restoration targets for priority coastal habitats (marsh, mangroves and salt barrens). The Plan also updates priority acquisition and restoration sites and develops a framework for a regional Habitat Restoration Partnership.



Photo Credit: Donna Bollenbach

# Accomplishments in Pinellas County for 2010

## Future of the Region

TBEP received three awards at the Tampa Bay Regional Planning Council's 18th annual Future of the Region awards ceremony, which recognizes excellence in resource planning and management in the Tampa Bay region. TBEP honors include:

- 1st Place - Community Service: the Bay Mini-Grants program,
- 1st Place - Environment: the landmark Nitrogen Management Consortium, and
- 2nd Place - Public Education: the creative "Pooches for the Planet" regional education campaign to protect water quality.

## Bay Mini-Grants

Over the past four years, the TBEP has awarded **\$248,867** in community grants for bay restoration and education projects that benefit Pinellas County. Examples include:

- Least tern roof nesting at Weedon Island Preserve,
- McKay Creek greenway cleanup and education,
- Field trips for Broward Elementary students, and
- Golden aster plantings.

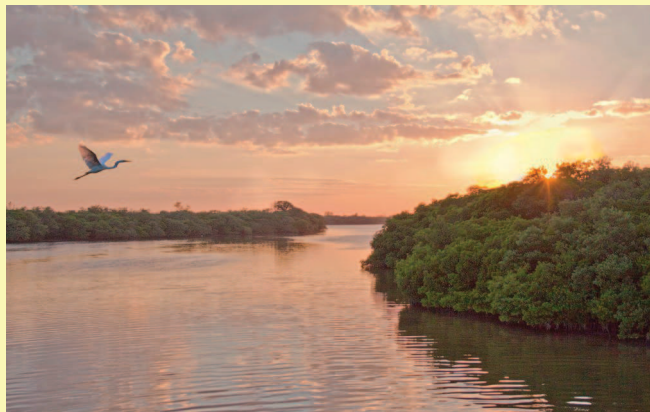
Since 2001, the Tampa Bay Estuary Program has awarded more than \$1.2 Million in Mini-Grants from sales of its specialty license plate, the Tarpon Tag.

## Fertilizer Education

TBEP is coordinating a marketing campaign to inform homeowners, lawn care professionals and retail outlets of new restrictions on use and sales of lawn fertilizers in Pinellas County. Using \$150,000 in grant funds, TBEP produced the following materials in 2010:

- Residential doorhangers and brochures,
- Flyers for retail stores, and
- Certification decals for lawn care professionals.

The next phase of the campaign, called "Be Floridian," will launch in Spring 2011 with billboards, print and digital ads, and display materials for retail outlets.



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Photo Credit: Peter Lousberg

*The Tampa Bay Estuary Program is celebrating its 20th Anniversary in 2011.  
Thank you for your continued support of this proven partnership program!*