

ACT Tree by Tree Street by Street

## Greenscape of Jacksonville



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Greenscape of Jacksonville was started in 1975 by a small group of citizens. The first project focused on the downtown area. That year, collaborating with the City of Jacksonville through the Jacksonville Downtown Development Authority, Greenscape planted 250 commemorative trees along downtown sidewalks. Gradually the organization directed its focus outward from the city center, sharing responsibility for tree planting with interested neighborhood and community groups. Today Greenscape has placed over 150,000 trees in Jacksonville and over \$1 million in state funding has been awarded through FDOT Highway Beautification Programs.



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Greenscape projects now dot the entire Jacksonville area, touching the lives of our residents and visitors and making our city a more environmentally desirable place to live. Greenscape continues to further awareness of the importance of our tree canopy to the health and economic well being of our community.

Greenscape's mission is to enrich our community through the planting, protection, and promotion of trees. That mission is fulfilled by volunteer plantings ranging in scope from small neighborhood parks to schoolyards to roadways and other public areas.



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## Flowering Tree Sale

In 1988, a board member suggested operating a tree sale that would raise money for the organization and encourage residents to plant trees by offering high-quality trees at low prices. Since then the sale has become a highly anticipated annual event held on the last Saturday in February. Buyers have the opportunity to purchase trees at only slightly above the wholesale price and receive information and technical assistance from landscaping experts.



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## Green Releaf

Through a partnership with JEA, known as Green Releaf, Greenscape is able to provide free trees to schools, parks and neighborhood organizations to improve the urban forest. The trees must be planted on public property - that may include utility easements and street medians.



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## Urban Tree Ranger

Our annual Urban Tree Ranger Event is an award winning event that invites volunteers to spend a Saturday morning learning how to improve the health and appearance of trees. Following a brief presentation, volunteers divide into groups under the supervision of forestry professionals. The fun begins with hands-on instruction as we provide the care our city trees need to survive and flourish. As with all our volunteer events, Greenscape supports youth involvement.



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## Super Bowl XXXIX

Greenscape of Jacksonville partnered with the NFL, the University of North Florida, the City of Jacksonville and the Super Bowl XXXIX Host Committee to plant 1,000 pine seedlings in "The Green Zone" on the University of North Florida campus. Greenscape of Jacksonville served as the contact organization for the project, which included finding the site; coordinating materials, volunteers, and media coverage; and acting as a pass-through for expenses. The materials were purchased by an arm of the NFL. After the Super Bowl, the NFL donated leftover fabric from banners to Greenscape of Jacksonville, which they used to wrap around seedlings in their next tree sale, resulting in a small profit.



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