

NASSAU COUNTY RESIDENTS PLANT 348 TREES POST-EVENT ARTICLE

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NASSAU COUNTY RESIDENTS ARE PLANTING NASSAU'S FUTURE WITH 348 TREES IN FIRST PROJECT

The first project of Planting Nassau's Future was the Adopt-A-tree project. The project ran December 1 through April 30, 2020. Adopt-A-Tree set forth a stretch goal to enable the planting of 300 trees across all areas of Nassau County. Residents overwhelmingly responded and surpassed that goal planting 348 trees in five months.

Adopt-A-Tree was planned as an actionable and positive response to the loss of tree canopy in Nassau County due to development, weather events, and age. The project was designed with an educational element to teach participants how to plant and care for the trees. The address where each adopted tree was planted has been mapped in a GIS layer for historical tracking of the success of the Adopt-A-Tree project. [GIS Map - Nassau County](#)

How Planting Nassau's Future Got Started

In October 2019, Keep Nassau Beautiful (KNB) introduced an idea to create a program to beautify Nassau County by planting trees. A sold-out fundraiser, Lobster's for Limbs, was prepared and hosted by London's Pub in Fernandina Beach. Participants knew they were donating to a new program with an aim for planting trees, but at the time, no program name nor specific project had been identified. Naming entries were accepted—the most popular entry was Planting Nassau's Future.

Adopt-A-Tree Kicked Off

Planting Nassau's Future first project, Adopt-A-Tree, was planned and executed with the support of Rayonier, Amelia Tavern, and private donations. The project had a stretch goal to enable the planting of 300 trees across all areas of Nassau County. [News release](#)

Adopt-A-Tree's first planting officially kicked off the project on December 18, 2019, with a privately donated 100-gallon live oak tree planted in Central Park, Fernandina Beach. The tree was donated by a local couple committed to protecting habitat and contributing to the community. [News release](#)

Behind the Scenes

KNB wanted to plan a project unlike other tree give-a-way programs by providing an educational workshop and reward participants with their choice of nursery stock trees. Additionally, participants had three easy options to get involved – volunteer in a tree planting project, hold a personal or group tree planting, or arrange for a legacy tree planting. Kelley McCarter, a KNB Board Member and Officer, Certified Forester, and Former Extension Agency, agreed to Chair the project.

Kelley connected with Rebecca Jordi, Nassau County Extension Director, to partner with KNB as the Educational Resource. Liberty Landscape Supply helped acquire 280 nursery stock native trees and mulch. Nantonio's Harmony Garden's helped support the educational workshops and school planting projects with Crepe Myrtles and Red Maples.

Educational Workshops

KNB provided Nassau County residents an opportunity to learn about the proper methods in tree selection, planting, care, and proper recycling or reuse of containers. Upon workshop completion participants selected one or two free trees to plant on their property. Rather than provide seedlings, everyone agreed that providing trees in 3 to 5-gallon containers would offer the best opportunity of survival. Four species were offered ensuring the right species for the planting location were selected. In some cases, KNB was able to support some specific requests beyond the main four species offered.

The Adopt-A-Tree project extended across all of Nassau County. In-person educational workshops were completed in Yulee, Callahan, and Fernandina Beach in January, February, and March, respectively. Due to social distancing measures the Hillard workshop transitioned to an online format. Based on tree selection participants of the online workshop were offered a voucher to Nantonio's Harmony Gardens or their adopted trees were delivered to a home address and left in a safe place to avoid contact.

Outcomes and Distribution

- 163 Workshop Participants
- 348 Trees Planted
 - 250 West of the Amelia River / Shave Bridge
 - 98 on Amelia Island
- Tree Planting Locations Comprised of:
 - Residential
 - Homeowner's Associations
 - Yulee Primary and Yulee Elementary Schools
 - Private Woodland
 - Non-profit organization
- Long Leaf Pine seedlings
 - With assistance from Jim Tootle, Senior Forester Florida Forest Service, KNB donated to a property owner working under a grant to restore Long Leaf Pine forests
 - Seedlings provided by Bodenham Farms and Nursery

Many thanks to the Nassau County Extension, partners, volunteers, and Nassau County residents who participated in the workshops. Together we are Planting Nassau's Future! [News Release](#)

About Keep Nassau Beautiful, Inc.:

Keep Nassau Beautiful, Inc. is working to inspire, educate, and equip individuals, groups, businesses, and governments to take action to make Nassau County a place where residents, visitors and wildlife can thrive and experience the beauty of Nassau County. www.keepnassaubeautiful.org.

Stay connected with Keep Nassau Beautiful, Inc., on [Facebook](#).

About Planting Nassau's Future:

[Planting Nassau's Future](#) is a Keep Nassau Beautiful program. The primary mission of the program is to beautify spaces in Nassau County. As the eastern gateway to the sunshine state, we want to preserve our beaches, green pastures, timberlands, and all the beautiful areas in-between. Adopt-A-Tree is the first project.

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Adopt-A-Tree Educational Workshop, Callahan, FL. Instruction led by Rebecca Jordi, Nassau County Extension Director, Horticulture.



Adopt-A-Tree Educational Workshop, Callahan, FL. Participants receive one or two free trees of their choice to plant on private property in Nassau County, FL.



Adopt-A-Tree Educational Workshop, Yulee, FL. Educational workshop led by Rebecca Jordi, Nassau County Extension Director, Horticulture, and Kelley McCarter, Keep Nassau Beautiful Board Member and Officer.



Adopt-A-Tree Educational Workshop, Fernandina Beach, FL. Participants select their choice one or two free trees to plant on private property in Nassau County, FL.



Adopt-A-Tree plants trees on a local school property, Yulee, FL.



Homeowners Association, plants through Adopt-A-Tree on common property of a local development, Yulee, FL.