

## **SANDPEARL RESORT CELEBRATES ONE YEAR ANNIVERSARY**

*The eco-friendly resort offers luxurious accommodations on Clearwater Beach, Fla.*

### **CLEARWATER BEACH, FLA (August 26, 2008) – The Sandpearl Resort**

(<http://www.sandpearl.com>) on Clearwater Beach, Fla. marks its one-year anniversary on August 27, bringing to close a successful premier year that was characterized by impressive occupancy rates, highly rated guest experiences, notable meetings and events, and much more. Throughout the past year, the vision of developer and owner JMC Communities (<http://www.jmccommunities.com>), the management and direction of Coral Hospitality (<http://www.coralhospitality.com>), and the day-to-day practices of the entire Sandpearl Resort team, were all melded together to create a hugely successful resort operation.

“The team we brought together to open and operate Sandpearl has done an exemplary job this year,” stated Stuart Arp, General Manager of the Sandpearl Resort. “As a result, we met, and regularly exceeded, goals for guest satisfaction, while also achieving revenue objectives and earning several industry distinctions and awards.”

When Sandpearl opened its doors to guests one year ago, the City of Clearwater and Pinellas County were thrilled to welcome the first new beachfront resort in Clearwater Beach in over 25 years. The opening of Sandpearl marked the beginning of a new era for Clearwater Beach, where luxury resorts and quality retail are being re-introduced. Other new elements Sandpearl brought to the beach included:

- Full service *Sandpearl Spa*, featuring restorative spa therapies inspired by the tranquil Gulf waters
- *Caretta on the Gulf*, a 4-diamond rated restaurant with unobstructed Gulf of Mexico views
- Enrichment programs designed to bring families and friends together, while supporting the surrounding environment
- 201 luxurious guest rooms and 52 one- and two-bedroom condominium suites, all with views of either the Gulf of Mexico or Mandalay Channel
- 25,000 square feet of indoor and outdoor meeting and event space
- Exclusive Beach Club offering access to all resort amenities to area residents

In addition to new offerings for visitors to the area, Sandpearl is making notable contributions to both the economy and environment of Clearwater Beach. With the addition of 253 luxury guestrooms and suites, and the employment of 335 area residents, Sandpearl has made a significant contribution to the local economy through its bed tax revenue. The resort has

welcomed over 86,300 guests. Sandpearl truly has redefined the guest experience offered on Clearwater Beach and the entire Gulf Coast.

“From the inception of the Sandpearl Resort, JMC Communities and Coral Hospitality shared a common goal: to create a legacy resort that would inspire guests to revisit for generations to come,” stated Lee Weeks, CEO of Coral Hospitality, the management company for the Sandpearl Resort. “Coral Hospitality’s extensive training programs were implemented and a unique service culture developed, to provide positive memorable experience for guests. Our work journey has just begun and we strive for constant improvement every day. To date, we’re gratified and rewarded daily by the superlative reviews from both our leisure and conference guests.”

When the resort opened last year, it introduced the concept of LEED resort construction to both the beach and all of Pinellas County. This summer, Sandpearl became a designated member of the Florida Green Lodging Program, and continues to be on track to earn LEED certification. From the building materials used in construction, to the pool heating system, laundry services, spa products and paper products used throughout the resort – Sandpearl takes being “green” to a new level in the area.

“We made environmental responsibility at Sandpearl a priority,” commented J. Michael Cheezem, CEO of JMC Communities, developer and owner of the Sandpearl Resort. “This philosophy touches all aspects of the resort’s daily operations. In doing so, we’ve reaped the benefits in improved efficiency and cost savings.”

Sandpearl’s enrichment programs also support the preservation and education of the environment, such as a nature tour of Caladesi Island, behind-the-scenes tours at the Clearwater Marine Aquarium, *Marine Discovery* boat tours in Mandalay Channel, moonlit nature walks on the beach, and LEED tours at the resort.

### **Sandpearl Resort**

The Sandpearl Resort, which opened August 27, 2007, is the first new beachfront resort in Clearwater Beach in over 25 years. Situated along a 700-foot expanse of pristine Gulf Coast beach, Sandpearl features 253 luxurious guest rooms and suites, a lagoon-style beachfront pool with private cabanas, unique lifestyle enrichment programs, fine & casual dining, plus meeting and event space. Sandpearl is a designated member of the Florida Green Lodging Program, as well as Preferred Hotels & Resorts and Associated Luxury Hotels International. For more information, visit <http://www.sandpearl.com> or call (877) 726-3111.

### **Coral Hospitality**

Sandpearl Resort is managed by Naples, Fla.-based Coral Hospitality. Based in Naples, Florida, Coral Hospitality is a full service management company with a diverse portfolio of resorts, hotels, condominiums, private golf clubs, marinas, spas and community associations. Currently managing

35 properties throughout the Southeastern United States and the Caribbean, Coral operates each with a core belief in providing thoughtful service in unique surroundings. For more information, please contact Kerry Mitruska at 239.449.1800 or visit <http://www.coralhospitality.com>.

### **JMC Communities**

Founded in 1978, JMC Communities (<http://www.jmccommunities.com>) is a Florida-based real estate development company specializing in premier waterfront residential properties and resorts that preserve and accentuate the state's natural beauty and uniqueness. JMC Communities' management team combines more than 120 years of experience in residential and commercial real estate development including acquisition, design, architecture, construction, and property management.

Celebrating its 30th anniversary, JMC has built more than 4,000 condominium homes, all with the common goal of combining innovative design, intricate planning, unparalleled amenities, meticulous construction and environmental care to create communities that generate pride with its residents.

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