

SUSTAINABILITY EFFORTS AT THE SANDPEARL RESORT

An eco-friendly resort for generations to enjoy

CLEARWATER BEACH, FL – The luxury Sandpearl Resort (www.sandpearl.com), managed by Coral Hospitality (www.coralhospitality.com), opened on Clearwater Beach, Fla. in August 2007 fully embracing environmental stewardship in its daily operations. One of the goals of the resort's developer Mike Cheezem, CEO of JMC Communities and Coral Hospitality's CEO Lee Weeks, was that Sandpearl Resort be a leader in how new developments can be built more energy-efficient and safe for the environment. Their combined foresight and vision of "building better" has resulted in many benefits in areas such as energy-efficiency, indoor air quality, water conservation, natural resource conservation, transportation, and the environment. It is a designated member of the Florida Green Lodging Program, and due to their remarkable environmentally friendly vision, Sandpearl is also tracking to qualify as a LEED® certified resort.

LEED® is a nationally recognized rating system produced by the U.S. Green Building Council. LEED® stands for "Leadership in Energy and Environmental Design." LEED® certification is defined by a building that is independently certified to include a number of energy-efficient and environmentally conscious elements into its design and construction that are over and above the required standards of developing a resort. Once approved, Sandpearl will be a part of a small group of hotels in the United States to be LEED® certified.

The following designs and practices are a sample of some of the energy and resource-conserving measures that have been incorporated into Sandpearl Resort.

Chilled Water Air-conditioning System

A highly energy efficient heating and cooling system is supplanting the typical through-the-wall units we are all so used to seeing in hotel rooms. This state-of-the-art chiller system in use at Sandpearl utilizes water as the heat transfer agent instead of Freon, and provides significant long-term energy savings. In addition, outdoor air is supplied to the interior spaces preconditioned, resulting in improved air quality and added comfort for each hotel guest.

Heat Recovery Exhaust System

Sandpearl recaptures the energy from the already conditioned air before it is returned to the outside environment. Throughout the hotel, fresh air is constantly being provided while inside air is exhausted to the outside. The energy from the inside air -- whether it is cooled or heated --

is captured by a special energy recovery system. This recovered energy is then transferred to the incoming air before it enters the inside environment, ultimately reducing our overall energy consumption.

In Room Energy Management System

The in-room energy management system, Inncom, monitors room temperatures remotely from a central location so that occupied rooms can be individually controlled by the guest, but unoccupied rooms can be adjusted to reduce energy waste. When a room is not occupied, the temperature will adjust and is on a motion detection system so that when a guest enters the room the temperature will begin to cool. Additionally, system cut-offs have been installed on the sliding glass doors to automatically prevent an unintentional wasting of energy when guests are enjoying a fresh Florida breeze from their terrace.

Common Areas Thermal Comfort

The resort's common areas (lobby, hallways, restaurants and meeting rooms) have a system that allows monitoring and reporting of cooling/heating needs, based on guest numbers, in order to determine an acceptable thermal comfort level.

Ozone Assisted Laundry

Ozone laundry greatly reduces the impact of our laundry operations on the environment. Ozone accomplishes this by increasing the effectiveness of traditional laundry chemicals; thereby reducing the amount of chemicals used and lessening their environmental impact. New and efficient equipment reduces water usage and ozone laundry allows the Resort to run laundry in cold water 80% of the time and eliminates the need for hot water. In doing this, we conserve energy; however, we do have the ability to use hot water.

Linens are changed every three days and upon check-out, towels are only replenished if left on the floor thus reducing the number of laundering operational hours resulting in saving water and energy. The Sandpearl Resort has an environmentally lint collection system in place which allows lint free exhausted air helping overall air quality.

Special Glazing for Windows and Sliding Glass Doors

All glass used in the windows and sliding glass doors at the Sandpearl is double-pane laminated and tinted. This results in several benefits, such as sound transmission reduction, pressure and impact resistance, a high level of UV protection, and improved insulating value. The high-quality windows and sliding glass doors provide a connection with the outdoors while saving energy and keeping occupants safe during potential storms.

Low Emission Construction Materials

Sandpearl is keen on providing a comfortable indoor environment for its guests, residents, and employees. This is accomplished by using construction materials that are proven low emitting, which results in a lesser impact on patrons of the Resort. Wood finishes, floor coatings, carpet adhesives, duct sealants, and interior paints are just some of the products that were specifically targeted and selected for their lower chemical component emissions. In addition, Sandpearl is a smoke-free environment which eliminates exposure to an obvious and potentially harmful source of contaminants and pollution.

Geothermal Pool Heating System

The geothermal pool heating system takes advantage of the geographical region in which Sandpearl is set utilizing the natural interaction of the sun and earth. Piping is drilled deep into the ground drawing on the soil's constant temperature. The absorbed heat of the earth is pumped to the surface to keep the Resort's pool and spas warm in the cooler months. This saves a significant amount of energy on an annual basis while providing the ideal poolside experience. Additionally, the system can work in reverse for the summertime, adding a bit of cool to the summer waters for just the right swimming temperature.

Ozone Pool Sanitizing System

Ozone is a natural product derived from oxygen that is used as an alternative water purifier to other more harsh chemicals like chlorine. Ozone is a powerful sanitizer that reverts back to its natural state after eliminating contaminants and leaves no residual chemicals in the water. Our guests are not subjected to the chlorine smell and burning eyes commonly associated with the resort pool experience. With ozone in our crystal clear pool, significantly fewer amounts of chemicals are used and a new standard of enjoyment is established.

Water Conservation Systems

Sandpearl is designed to implement several water conservation systems. These include using water saving faucets, toilets, and showerheads, as well as using state-of-the art laundry equipment, and an advanced technology irrigation system. Water savings are expected to be over 20% for the fixtures alone. The laundry system is expected to produce additional water savings to the tune of hundreds of thousands of gallons a year.

Waste Conservation

All waste generated during the construction process was accounted for. Over 50% of that waste was diverted from the landfill to be recycled. Many tons of wood, metals, concrete,

gypsum, and plastics were reintroduced into the manufacturing stream minimizing the need for virgin materials and diminishing the amount of recyclable materials that are simply tossed away.

Innovative Transportation Ideas

How do preferred parking spaces for hybrid electric cars sound? How about the promotion of public transportation use on Clearwater Beach where two services, the PSTA and the Jolley Trolley, are available? Why not ride your bicycle to work? There are plenty of spaces and changing facilities onsite. Care about reducing our footprint? All parking has been placed “under the building.” This design choice reduces the heat gain seen from the typical asphalt parking lots, and keeps the environment a bit cooler. No urban heat Islands here!

Storage and Collection of Recyclable Materials

There is a dedicated area for bins/trash receptacles to recycle: cardboard, newspaper, office paper, magazines, plastic bottles, aluminum, steel cans and Electronic Ballasts/Fluorescent light bulbs. The Resort also included an in-guest program that allows guests to recycle materials they use in the room. However, if the guest chooses not to recycle their materials, the resort staff goes through the waste to recycle in an appropriate manner.

Cleaning and Sanitation

The stewarding department will be using Ecolab’s G line of Oasis products for cleaning and sanitation. Housekeeping also will be utilizing Ecolab’s G line of products that meet the 3.4 criteria of Green Seals Environmental Standards for Lodging Properties and will be recycling loose trash.

The Resort uses state-of-the-art micro fiber cleaning cloths that reduces the usage of unnecessary chemicals.

Food & Beverage Department Initiatives

Only **biodegradable products**, from World Centric, will be used including straws, napkins, disposable utensils cups, containers, trash bags and carryout bags. All will biodegrade within 6 months in a landfill. The restaurants will use free range food products and organically grown foods. All ingredients are purchased locally to avoid fuel waste from shipping. An **organic garden** on the hotel rooftop is planned for growing fresh herbs.

Starbucks Fair Trade Certified, shade grown coffee is served. Starbucks works with farmers to ensure ethical trading practices reduce their environmental footprint and protect the tropical forest canopy, thus providing a healthy habitat for migratory birds.

The chef is working to secure permission from the city to determine if a **food-composting** program will be permissible. All aluminum, plastics, and cardboard products are recycled.

Sandpearl Spa Earth Friendly Products

Uniforms are made by **Fianna**, which uses Hemp being the most environmentally positive crop improving soil quality as it grows using no herbicides and is naturally resistant to insects, fungus and other pests. It can reduce ultraviolet rays at a rate of more than 99.9%. Also made with tencel, which is a recycled wood pulp.

Spa sandals for professional and retail use called **OKA b** is environmentally friendly, using Microplast, which allows flexibility and comfort. Using Microplast allows the shoes to be antimicrobial and perfect for showers. Mildew and mold will not stand a chance with these sandals. Machine washable or dishwasher washable.

Spa ritual nail products use naturally colored vegan ingredients from around the world with selected plant essences harvested from their natural habitat and grown without synthetic fertilizers and pesticides. Packaging is from recyclable materials with water-soluble inks. Nail lacquers are DBP free vegan nail lacquers and toluene, formaldehyde free bottles are recyclable.

Tara Spa Therapy, neck pillows, eye pillows, candles, etc. No secondary packaging to reduce waste. Recycled craft boxes for gift sets. Water based inks, no Styrofoam for shipping, only recycled Kraft padding and old newsprint. No parabens or preservatives, no artificial colors or dyes, no synthetic fragrances. All essential oils are certified organic, pesticide free. Candles are soy vegetable wax.

Spa Technologies, our professional and retail line for face and body, is 70% seaweed based, using food grade algae harvested in its natural state such as brown, green, blue green. Bottles are recyclable.

Jane Iredale cosmetics line is part of the Compact for Safe Cosmetics. Mineral based makeup, no chemical preservative like paraben or synthetic fragrance or FD&C dyes all packaging is recyclable.

Wipex natural wipes by **Dutch Harbor** are eco-friendly wipes designed for use on fitness equipment with no toxic fumes.

Continuing Education

Sandpearl has many enrichment programs that will add to the guest experience, and one of those programs will focus on LEED®. Both guest and employees will have opportunities to learn about the LEED®-related systems used at Sandpearl, whether it is by an informational placard with a LEED® message, a back-of-house tour, or a conversation at the ozone, geothermal pool.

Miscellaneous

Office paper is earth saver 100% recycled; while most printed materials utilize recycled paper. Toner and Ink Cartridges are recycled.

Bathroom **amenities bottles** are green friendly.

Employees are being educated and encouraged to **carpool** and to integrate green practices in their personal lives outside of work, thus reducing their individual environmental footprint.

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