

Why a Clean Marina? Waterfront Development Benefits

Florida's marine industry represents an \$18.8 billion annual output, over 220,000 jobs, and 24.8% annual growth rate. Greater economic impact than the citrus and cruise ship industries combined.

BEFORE YOU BUILD



Brownfields

Many waterfront sites are part of brownfield cleanup programs.

Green Lodging Programs

Vendor Partners typically provide price incentives to those hotels and motels that are participating in the Florida Green Lodging Certification program. Technical Partners provide technical assistance to the lodging industry, typically at no cost.

Emergency Preparedness Programs

State of Florida administers the Emergency Management Preparedness and Assistance Trust Fund, county base grants, competitive grants, and incoming federal, state and private funding

Green Building Programs

Local incentive plans include fast-track permit procedures, energy and utility company discount, sustainable building incentives and ADA education.

Sea Grants

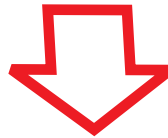
Marine industry education is the top audience involving 28% of Florida Sea Grants educational efforts

Clean Marina Programs

Water Facility Funding, Solid Waste Grants, Recreation Development Assistance, Land & Water Conservation Funding, Recycling Innovation Grants are examples of Florida state funds granted in the last ten years.

Waterfront Destination Clean & Safe Marina

AFTER YOU BUILD



Building Operating Costs

Sustainable buildings typically save between 20% and 50% in energy costs annually.

Employee Benefits

Sustainable buildings typically have less turnover and less use of sick days

Marketing II

Green and sustainable buildings are rare in Florida. The Florida Clean Marina Partnership currently includes only 1 for every 10 marinas.

Marketing I

Example: There are green meeting councils and eco-traveler organizations using only green lodging facilities

Insurance Benefits

Fireman's Fund offers discounts fro LEED certifications

Tax Incentives

The Energy Policy Act of 2005 included a new tax incentive to improve the energy efficiency of commercial buildings. The "Commercial Building Tax Deduction" establishes a tax deduction

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Q & A – Summary of Waterfront ROI

1. What is Green (sustainable, LEED) Building?

Green Building (Wikipedia) – is the practice of:

- a. Increasing the efficiency with which buildings and their sites use and harvest energy, water, and materials
- b. Reducing building impacts on human health and the environment, through better siting, design, construction, operation, maintenance, and removal
- c. The complete building life cycle.

LEED – a national and international rating system for sustainable design and construction. “The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. LEED provides a roadmap for measuring and documenting success for every building type and phase of a building lifecycle. (US. Green Building Council)

2. How do building green advantages translate into marketing my projects?

Quick Answer -- with commitment and focus you are offering a better product to the customer. (Ex: Walmart, Nucor, Chevron, BP, GE)

- a. Allows entry into new markets or difficult to reach customers
- b. The process requires committed planning teams
- c. Proprietary products and services present additional income opportunities
- d. Reinforces company good business practices
- e. Regulatory agencies become partners instead of adversaries

3. What are the facts about green buildings?

Building green is no longer based on dreams and ideas. There is a history of positive data. Commercial building specifics include:

- a. Lower facility management costs. (30-60% less energy bills)
- b. Fewer call backs and warranty issues.
- c. Faster lease-up of commercial space
- d. Better working environment (less sick time and time off)
- e. Less impact on natural resources

4. How does this apply to waterfront development and marinas?

- a. Waterfront projects are high impact both economically and environmentally
- b. Regulatory agencies are looking for assistance
- c. Projects are the focal point of many destinations which will create a ‘grandeur’ scale for marketing both company and green concepts.
- d. Industry leadership role and extension of Clean Marina initiatives are needed

5. What can my company do?

- a. Develop internal procedures and industry guidance (commitment and priority)
- b. Train for and market for more sustainable projects
- c. Increase involvement (be an ambassador for the cause)

6. What does going green cost me?

The process can be as simple as introducing new safety procedures. For a more integrated approach, consider inexpensive capital requirements:

- a. Cost of repackaging your marketing material and new company focus
- b. Cost of implementing new procedures and construction practices.
- c. Cost of new product review and reporting time
- d. Savings from vendor and supplier discounts for use in green demonstrations.
- e. Streamlined building and regulatory permit processes
- f. Environmental and sustainable building funds (and grants)
- g. More efficient construction procedures – translate into lower bids

7. Who Is My Network?

- a. Existing customers and projects
- b. Coordination with (and introduction to) design professionals and agencies
- c. New marina and waterfront projects - other company's involvement (major corporations have a representative designated to "going green" - it's like having 'a foot in the door')

8. Show Me A Typical Project Model

- a. Core project – showcase for environmental compatibility, waterfront destination
- b. Review and monitor additional waterfront structures
- c. Consider related events (and structures) which impact the site
- d. Consider destination enhancements – entertainment, shops, lodging
- e. Consider a “Learning Laboratory” (waterfront story – library, museum, parks)
- f. Consider corporate partnerships (suppliers, agencies, energy corporations)

9. Give Me Examples

- a. The first LEED certified marinas are built.
- b. Green Building policies are being enacted in many waterfront communities.
- c. Green Building maintenance data is proving the process works.

10. Who's Who?

Where to get more information – Contact us to find out more about how the following organizations can assist your waterfront development.

- a. U.S. Green Building Council
- b. Clean Marina & Green Building Partnerships (i.e. Green Lodging, tourism groups)
- c. Green Master Spec (Construction Specification Institute)
- d. Association of Marina Industries
- e. Local, National and International Energy Grant Programs



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Please contact us for a site assessment

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