



## **Sustainability Plan**

### **Venue Operations at Coachman Park**

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## **1. Overview**

Coachman Park is a revitalized coastal recreation space right by the intracoastal waterway in the city of Clearwater. It includes park space, a gateway plaza and bluff walk that connects the park to downtown, public art spaces, a pedestrian promenade overlooking the Intracoastal Waterway, a marina amenity building, a 320-foot scenic lake overlook with solar-powered rentable pavilions and a pirate-themed playground area with a splash pad. It's also home to a 9,000-capacity covered outdoor performing arts venue, The Sound. It is estimated that by 2026, the facility will host upwards of 300,000 people annually for concerts, festivals and community gatherings.

It is essential for the venue to operate with sustainability in mind and in accordance with the city's sustainability action plan, Greenprint 2.0. Reducing greenhouse gas emissions is the number one goal of Clearwater Greenprint – specifically a 25% reduction goal by 2035 (below 2007 level) and 80% reduction goal by 2050 – along with other objectives in transforming Clearwater to a livable community where multi-modal transit systems are possible in a safe, accessible and affordable manner; expanding on of clean and local renewable energy opportunities; green building transformation; inspiring community action, environmental justice and equity; creating local urban agriculture; becoming a leader in sustainable smart transportation through partnerships and programs; lastly building a resilient community for climate-related risks. To assist in contributing to meeting the sustainability goals the city, emissions reductions shall be adopted as the top goal of the sustainability plan for the park and event venue.

### **What is Sustainability and Why is it Important for Coachman Park?**

Defined by the United Nations in 1987, sustainability is the ability to “meet the needs of the present without compromising the ability of future generations to meet their own needs.” In essence, sustainability is about planning for the long-term future needs while making plans and decisions to balance the three pillars of a triple bottom line: economic prosperity, environmental quality, and human quality of life.

Sustainable event venues and parks work with (not against) nature and are conscientious of the limited natural resources as they provide entertainment and space for recreation to a large quantity of visitors over the year. They operate an appreciation and conservational mindset for the natural environment, minimizing waste and always seeking ways to use renewed resources while ensuring equity and livability, while maintaining economic prosperity.

Human actions in recent history such as pollution and deforestation have led to negative impacts on climate and the natural ecosystem, which in turn causes global warming, rising seas and dying species. Issues close to heart are extreme weather conditions like intense storms and hurricanes, extreme heat, and flooding. Everyone can take actions to create positive change in solving the global issue of climate change starting from their local region by moving towards low-carbon living habits. Having sustainable practices in a huge event venue like Coachman Park is a

great way to raise awareness and spark change. Not only that, but sustainable practices also help save money, create jobs and improve public health.

This sustainability plan touches on eight strategy categories adapted from Greenprint 2.0:

- ✓ Education & Awareness
- ✓ Green Energy & Buildings
- ✓ Transportation
- ✓ Livability (and Conservation)
- ✓ Water Conservation
- ✓ Waste Reduction
- ✓ Local Food
- ✓ Green Economy

## 2. Strategy Categories

### a. Education & Awareness

Raising awareness and education is the key for a sustainable recreational venue. Providing education on what sustainability is, why it is important, what actions have the venue embarked on and how can visitor help is a great way to achieving sustainability goals.

The three-prong approach involves a generalized wide approach with consumers who attend events, a more direct in-depth education for staff, and lastly an outreach to community partners to support other's educational initiatives. In this way, the efforts at the venue go beyond the venue, supporting long-lasting awareness and behavioral changes that lead to a more sustainable world.

| A. Promote   | Target Date | Responsible          |
|--|-------------|----------------------|
| a. Include venue's practices in institutional branding collaterals                                       | 6/1/23      | Mktg Mgr             |
| b. Include sustainability facts, initiatives and continuous reporting on website                         | 6/1/23      | Sustainability Coord |
| c. Describe sustainability initiatives in venue tours  | 6/1/23      | All                  |
| d. Encourage guest and artist to be sustainability ambassadors via emails, signage and special messaging | Ongoing     | Mktg Mgr, Venue Mgr  |
| B. Collaborate   |             |                      |

|   |          |                      |
|---|----------|----------------------|
| a. Seek opportunities to tandem with other community partners (i.e. the City, PCS, Girl Scouts, etc.) to supplement their environmental education programs for both youths and adults   | Ongoing  | VP Comm Engagement   |
| C. Staff Education  |          |                      |
| a. Include sustainability training in orientation and annual training for staff and volunteers, embody sustainability in operations, serve as ambassadors and educators about venue sustainability programs in daily interactions with the public | Ongoing  | Venue Mgr            |
| b. Require continuing education for Sustainability Coordinator  | Ongoing  | CEO                  |
| c. Participate in the City's sustainability conference or events  | Annually | Sustainability Coord |

#### b. Green Energy & Buildings

Electricity use is the biggest contributor to community-wide greenhouse gas emissions according to Greenprint. Reducing the amount of energy used through efficiency improvements at the park is the key for this category. The city has constructed the park to include green building practices and ensured development to high performance standards – ie. built to nationally recognized Leadership in Energy and Environmental Design (LEED) Silver standard. Some elements include the use of solar panels for renewable energy generation on various pavilions, the bandshell and restroom buildings; LED light fixtures with sensor switches; water efficient toilets and low-flow faucets; refuse bins for trash and recycling; and energy star appliances.

The event venue operator will initiate practices which build on that foundation in the day-to-day operation of the event venue.

|  | Target Date | Responsible        |
|--|-------------|--------------------|
| A. Use Energy Efficient Equipment                      | 4/1/23      | City, F&B Director |
| a. Utilize energy efficient power sources for vending  |             |                    |
| b. Verify needs and supply                             | 3/31/23     | City, F&B Director |
| i. Incorporate power information in vending agreements | 5/1/23      | F&B Director       |
| ii. Monitor vendor activities                          | Ongoing     | Venue Mgr          |
| iii. Use energy efficient light bulbs                  | Ongoing     | E-Ops Tech         |
| c. Install solar-powered phone charging stations       |             |                    |
| i. Research options                                    | 5/1/23      | Venue Mgr          |
| ii. Secure a sponsor to purchase/supply stations       | 9/1/23      | Venue Mgr, Devo    |

|   |           |                       |
|---|-----------|-----------------------|
| B. Assign an Environmental Operations Technician to the venue     | 5/1/23    | E-Ops Director        |
| a. Walk-throughs with city engineering to review facility systems | 6/15/23   | E-Ops Director        |
| b. Create and maintain a preventative maintenance schedule        | 6/23/23   | E-Ops Dir, E-Ops Tech |
| c. Quickly address water and air leaks                            | Ongoing   | E-Ops Tech            |
| d. Work with city to address insulation deficiencies              | As needed | E-Ops Director        |
| e. Conduct quarterly inspections                                  | Ongoing   | E-Ops Director        |
| C. Behavioral Staff Education                                     |           |                       |
| a. Remind staff to turn off lights, computers, etc.               |           |                       |
| b. Include in staff orientation and sustainability training       | Ongoing   | Venue Mgr             |
| c. Post reminders   | 7/1/23    | Venue Mgr             |

#### c. Transportation

Transportation is the second largest contributor to the city's greenhouse gas emissions according to Greenprint. There are opportunities to reduce emissions for both staff and visitors of the event venue and park space. Multimodal transportation promoting alternatives such as public transit, biking, walking and carpooling will help shift behaviors and reduce demand for fossil fuels.

|  |         |               |
|--|---------|---------------|
| A. Promote Multi-modal Transit options including public transit, carpooling, rideshare, biking and walking |         |               |
| a. Suggest in collateral and on website when discussing arrival and parking                                | 5/1/23  | Marketing Mgr |
| b. Include information in Know Before You Go emails  | Ongoing | Marketing Mgr |
| c. Designate a convenient drop off / pick up location  | 7/1/23  | Venue Mgr     |
| d. Explore possible incentives for low carbon commuters  | 7/1/23  | Venue Mgr     |
| B. Encourage staff to use telecommunication for meetings whenever possible                                 | Ongoing | Venue Staff   |
| C. Encourage the use electric or alternative-fueled vehicles on site                                       |         |               |

#### d. Livability (and Conservation)

Moving towards a sustainable and livable community is the goal of the city. A livable neighborhood is one that is "pleasant, safe, affordable and supportive of its members" according to Greenprint. While the city has strategies like development incentives, property revitalization, greenspace expansion and integrated pest management and other initiatives, the venue space and park will support livability in the aspect of environmental conservation as it hones in on ocean-friendly practices. By avoiding materials and supplies that pose a danger to marine and

wildlife, and opting for biodegradable and compostable products, environmental pollution is reduced. In addition, modifying habits that reduce energy waste and the carbon footprint are both ecologically and financially sound.

| A. Protect Wildlife and Ecosystem   | Target Date | Responsible             |
|---|-------------|-------------------------|
| a. Prohibit distribution and use of balloons, confetti and single-use plastic items such as plastic straws and plastic bags   | 6/23/23     | Venue Mgr               |
| b. Communicate prohibition to vendors, merchandisers, and event planners and provide a guide to appropriate products  | Ongoing     | Venue Mgr, F&B Dir      |
| c. Include restriction in vendor and client agreements  | 5/1/23      | Venue Mgr, F&B Dir      |
| d. Monitor compliance   | Ongoing     | Venue Mgr               |
| B. Prioritize Use of Biodegradable Products   |             |                         |
| a. Prohibit distribution and use of single-use plastic ware and Styrofoam packaging   | 6/23/23     | Venue Mgr, F&B Dir      |
| b. Communicate prohibition to vendors, merchandisers, and event planners and provide a guide to appropriate products  | Ongoing     | Venue Mgr, F&B Dir      |
| c. Include restriction in vendor and client agreements  | 5/1/23      | Venue Mgr, F&B Dir      |
| d. Monitor compliance   | Ongoing     | Venue Mgr               |
| C. Environmental Justice  |             |                         |
| a. Work with partners to conduct specially arrange venue tours for disadvantaged groups or hold free park events that allow everyone in the community to participate and enjoy the recreation space | Ongoing     | VP Community Engagement |

#### e. Water Conservation

Water use and energy demand associated with it can be reduced through behavioral change at the event venue and park. While the city has developed the park space with water conservation techniques, waterwise landscaping methods and optimized pervious surface for Low Impact Development, the venue operations team can help to inform visitors of individual water conservation habits.

| A. Water conservation education  | Target Date | Responsible          |
|--|-------------|----------------------|
| c. Behavioral change stickers at restrooms, kitchens, shower units, laundry rooms or wherever appropriate. | 8/1/23      | Sustainability Coord |

f. Waste Reduction

Reducing waste by using less product, re-using products or converting products for other uses, means less need for manufacturing, shipping, disposal, and landfills, which reduces the strain on the environment. There are opportunities to be more efficient with consumables and when items are disposed, sorting that which can be recycled back into use such as composting, is preferred. The event venue should align their waste reduction strategies with the city and work collaboratively with the Solid Waste department to optimize best practices.

| A. Reduce   | Target Date | Responsible          |
|---|-------------|----------------------|
| a. Go digital and paperless wherever possible   |             |                      |
| i. Minimize use of ticket stock, envelopes and other paper supplies                         | Ongoing     | Venue Mgr, Tkt Mgr   |
| ii. Use digital messaging to promote services on-site vs paper collateral                   | Ongoing     | Marketing Mgr        |
| b. Reduce Food waste by exploring donating or composting unused food with community partner |             |                      |
| i. Assess potential volume of surplus food  | 8/31/23     | F&B Director         |
| ii. Contact local distributors listed on the FDACS Food Recovery Pinellas Guide             | 9/30/23     | VP Comm Engagement   |
| B. Re-use   |             |                      |
| a. Distribute re-usable products when possible  |             |                      |
| i. Incentivize refills of aluminum cups   | 7/1/23      | F&B Director         |
| ii. Include “swag” that promotes sustainability   | 10/1/23     | Marketing Mgr        |
| b. Explore hosting an annual Trash-to-Treasure to promote a green community                 |             |                      |
| i. Research existing local events and community interest                                    | 12/31/23    | Venue Mgr            |
| ii. Collaborate with interested partners and sponsors if feasible                           | 7/1/24      | Venue Mgr, Mktg Mgr  |
| C. Recycle  |             |                      |
| a. Maximize opportunity for refuse to renewable energy                                      |             |                      |
| i. Research best practices for collection and separation                                    | 5/30/23     | E-Ops Dir            |
| ii. Establish facility policy and implement   | 6/23/23     | E-Ops Dir, Tech      |
| b. Explore partnering for pick up and processing of compost                                 |             |                      |
| i. Research interest of local farms and processors  | 9/30/23     | Sustainability Coord |
| ii. Evaluate process for separation and collection of compostable materials                 | 12/31/23    | Sustainability Coord |
| c. Ensure visibility and instruction on recycling bins for guests                           | 6/28/23     | Venue Mgr            |

g. Local Food

Promoting, supporting and sourcing from local producers is not only good in creating a local sustainable community, it's also good for the environment. The shorter distance from farm to table reduces transportation emissions, encourages healthier, whole and less processed options and benefits the local economy.

| A. Source Locally   | Target Date | Responsible                             |
|---|-------------|---|
| a. Partner with local growers   |             |   |
| i. Explore possibilities with local farmers, vintners, etc.   | 6/1/23      | VP Comm Engagement                      |
| ii. Feature products in vending and hospitality   | 8/1/23      | F&B Director                            |
| b. Explore an on-site innovative edible garden  |             |   |
| i. Assess feasibility of a small produce/herb plot or for non-soil gardening options like hydroponics, aquaponics etc | 9/30/23     | Venue Mgr, Sust Coor                    |
| ii. Research potential to collaborate with a community organization or educational institution                        | 12/31/23    | VP Comm Engagement                      |
| B. Offer Healthy Options  |             |   |
| a. Include vegan and vegetarian options in vending and hospitality  | Ongoing     | F&B Director                            |
| b. Highlight "fresh from the farm" specials and "climate-friendly" options  |             |   |
| i. Encourage all food vendors to include healthier and climate-friendly choices                                       | Ongoing     | F&B Director                            |
| ii. Offer additional promotion for "farm fresh" and "climate-friendly" foods  | Ongoing     | F&B Director                            |
| C. Build a Food Court Community   |             |   |
| a. Offer a variety of ethnic menus  | Ongoing     | F&B Director                            |
| b. Create opportunities to highlight different cultures and local providers   |             |   |
| i. Encourage connections to local causes, interests, brands, assets   | Ongoing     | VP Comm Engagement, Mktg Mgr, Venue Mgr |
| ii. Encourage minority owned businesses to participate  | Ongoing     | F&B Director                            |
| iii. Encourage small businesses to participate  | Ongoing     | F&B Director                            |



#### h. Green Economy

By supporting sustainable initiatives and green practices, the park is fostering green business and green economy growth. It's an opportunity to showcase a successful case study on sustainable event venue and it encourages positive change in the events and hospitality field.

| A. Green guide  | Target Date | Responsible              |
|---|-------------|--------------------------|
| a. Partner with non-profit and the city to produce sustainable guides       | 1           | Sust Coor, Marketing Mgr |
| b. Experience sharing through multi-channel promotion on sustainable events | Ongoing     | Sust Coor, Marketing Mgr |
| c. Encourage green jobs as the opportunity arises, ie. Non soil gardening   | Ongoing     | Sust Coor                |

### 3. Concluding Remarks

Every park visitor, staff, performer, and vendor has a stake in the sustainability of our shared recreational space at Coachman Park. The sustainability plan is an everchanging document that should adapt to innovation solutions and grow to meet the future needs of the community.

#### **Sustainability Reporting**

Measuring greenhouse gas emissions is a way to keep track of performance and put sustainability actions into metrics. The city conducted its community wide greenhouse gas inventory for years 2007 and 2018 and a municipal facilities greenhouse gas inventory for year 2018. Coachman Park's operational carbon footprint will be measured along with the city's overall greenhouse gas inventory exercise as and when it will be scheduled to be conducted. The event venue operator should collate and keep a record of all sustainability related data and provide periodic updates to the city.

#### **Oversight & Accountability**

The appointed Sustainability Coordinator of the event operator serves as the point person between stakeholders, staff, and the city, and is responsible for communicating expectations, opportunities, activities and results. Key staff as indicated in the plan are responsible for implementation and execution. Progress reports are scheduled monthly to the event operator's CEO, and semi-annually to the City. Obtaining and maintaining certification from Ocean Allies and the UF/IAFS Green Business program will provide independent evaluation of sustainability practices.

|   |             |                      |
|---|-------------|----------------------|
| A. Oversight  | Target Date | Responsible          |
| a. Appoint a Sustainability Coordinator                                       | 2/1/23      | CEO                  |
| b. Conduct monthly progress reviews with staff, reporting findings to the CEO | Ongoing     | Sustainability Coord |
| c. Review and update plan   | Annually    | Sustainability Coord |
| B. Accountability   |             |                      |
| a. Submit plan to the City  | 3/15/23     | Sustainability Coord |
| b. Include sustainability plan progress in Venue report to the City           | Annually    | Sustainability Coord |
| c. Obtain and maintain Ocean Allies Certification                             | 6/28/23     | Sustainability Coord |
| d. Obtain UF/IAFS Green Business Partner Certification                        | Annually    | Sustainability Coord |

#### Resources:

City of Clearwater's Sustainability ActionPlan <https://www.myclearwater.com/Sustainability-Greenprint-2.0>

City of Clearwater Energy Conservation PolicyCity sustainability contact Yue Melody Yin, [Melody.Yin@MyClearwater.com](mailto:Melody.Yin@MyClearwater.com)

EPA, Sustainable Management of Food, [www.epa.gov/sustainable-management-food](http://www.epa.gov/sustainable-management-food)

Florida Department of Environmental Protection [Food Recovery Guide](#)

Ocean Allies, Sheri Heilman, [Ocean Friendly Event guide](#)

Pinellas County Solid Waste Disposal, <https://pinellas.gov/recycling-faq/>

University of Florida – Institute for Food and Agricultural Sciences <https://sfyl.ifas.ufl.edu/pinellas/sustainable-living/business/>