



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

NEWS RELEASE

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7 Stuart Hotels and Motels Join the Ranks of Water CHAMP
1,879 guest rooms in Stuart and the Florida Keys are saving water through program



Stuart, FL — After a successful pilot in the Florida Keys, the South Florida Water Management District (SFWMD) has brought the Water Conservation Hotel and Motel Program (Water CHAMP) to Stuart.

The District has partnered with the City of Stuart to enroll seven hotels and motels in Water CHAMP, a free public education program that helps lodging facilities save water, improve energy efficiency and reduce operating costs. The program now features a total of 36 properties in South Florida, with water conservation measures for a combined 1,879 rooms.

“The introduction of Water CHAMP in Stuart is another example of the leadership demonstrated by the City, its businesses and its residents in establishing a lasting water conservation culture in South Florida,” said SFWMD Governing Board member Kevin Powers. “The hotels and motels participating in this water-saving program will realize benefits for themselves while doing their part to help protect our regional water supply.”

With a combined 432 rooms, the seven Stuart lodging facilities participating in Water CHAMP are:

- Best Western
- Clarion Inn
- Royal Palms Motel
- Southwind Motel
- Suburban Lodge
- Monterey Inn & Marina
- Harbor Inn & Marina

Hotels and motels that enroll in Water CHAMP commit to:

- Implementing reuse programs that encourage guests to use towels and linens more than once during their stay.
- Installing high-efficiency faucet aerators, provided at no cost by the District, in every guest room.

Each Water CHAMP hotel and motel also receives training materials, linen reuse pillow cards, towel reuse door hangers and promotional materials for guests – all at no cost to the facility.

Under the partnership with the City of Stuart, the District has provided a two-year supply of program materials to the City's conservation coordinator, who distributed them to each lodging facility during an orientation briefing for property owners and managers. The City will purchase additional materials once the initial supply has been exhausted.

District staff will continue to offer technical advice and assistance as needed to Stuart's conservation coordinator to help implement the program. In addition, the City's Public Works Department will provide utility bills for all of the participating properties to measure actual water savings.

Water CHAMP builds on the City of Stuart's existing efforts to encourage its residents and businesses to save water. Stuart was the first municipality on the Treasure Coast to adopt a year-round landscape irrigation ordinance that limits lawn watering to two days per week.

"The City of Stuart is excited to partner with the South Florida Water Management District in Water CHAMP, and we look forward to outstanding results from our participating hotels and motels," said Mary Kindel, the City of Stuart's recycling and conservation coordinator. "Consistent with the City's 20-Year Water Conservation Plan, our goal is to reduce the City's overall water demands. A program such as Water CHAMP will help us in reaching that goal."

Developed by the Southwest Florida Water Management District in 2002, Water CHAMP was brought to the Florida Keys as an SFWMD pilot program in August 2009. Since the program's introduction, 29 Keys lodging facilities with a combined 1,447 rooms have enrolled.

Many hotels and motels in the Florida Keys had long instituted towel and linen reuse policies. By installing high-efficiency faucet aerators as part of Water CHAMP, these facilities could further increase their water savings while being recognized for efforts already made to promote water conservation. One recent addition to the program, Kona Kai Resort in Key Largo, has reported a 50 percent decrease in water usage since enrolling.

The combination of towel and linen reuse and faucet aerator installation also supports the water conservation criteria of the Florida Green Lodging Program, pending verification and approval by the Florida Department of Environmental Protection.

More information about Water CHAMP is available [here](#).

Water CHAMP is one component of the District's Comprehensive Water Conservation Program, which encourages more responsible use of water resources throughout South Florida. For details on the Comprehensive Water Conservation Program and water-saving tips, please visit www.savewaterfl.com.

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About the South Florida Water Management District

The South Florida Water Management District is a regional, governmental agency that oversees the water resources in the southern half of the state – 16 counties from Orlando to the Keys. It is the oldest and largest of the state's five water management districts. The agency mission is to manage and protect water resources of the region by balancing and improving water quality, flood control, natural systems and water supply. A key initiative is cleanup and restoration of the Everglades.