



SOUTH FLORIDA WATER MANAGEMENT DISTRICT
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MEDIA ADVISORY

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Workshops to Introduce Water CHAMP to Hotels, Motels in Florida Keys

SFWMD pilot program promotes water conservation at small lodging facilities



WHAT: The South Florida Water Management District (SFWMD) is hosting a series of workshops to introduce small hotel and motel owners in the Florida Keys to the Water Conservation Hotel and Motel Program (Water CHAMP).

Developed by the Southwest Florida Water Management District in 2002, Water CHAMP is a free public education program that helps hotels and motels save water, improve energy efficiency and reduce operating costs. The SFWMD is piloting the program in South Florida with lodging facilities in the Florida Keys that have fewer than 100 rooms. The program is initially being targeted at establishments not yet certified by the Florida Department of Environmental Protection (DEP) as Florida Green Lodging facilities.

Hotels and motels that enroll in Water CHAMP with the SFWMD commit to:

- Implement reuse programs that encourage guests to use towels and linens more than once during their stay.
- Install 1.0-gallon-per-minute (or more efficient) faucet aerators, provided by the District, in every guest room.

Each Water CHAMP hotel and motel will also receive an orientation briefing for property managers, training materials, linen reuse pillow cards, towel reuse door hangers and promotional materials for guests – all at no cost to the facility.

Water CHAMP is a component of the District’s Comprehensive Water Conservation Program, which encourages more efficient use of water resources throughout South Florida. More information about Water CHAMP is available in this [fact sheet](#). For details on the Comprehensive Water Conservation Program and water conservation tips, please visit www.savewaterfl.com.

WHEN and WHERE:

DATE	LOCATION
Monday, August 17, 2009	Murray E. Nelson Government and Cultural Center Community Room Mile Marker 102 102050 Overseas Highway Key Largo, FL 33037
Friday, August 21, 2009	Marathon Government Center EOC Meeting Room Mile Marker 48 2798 Overseas Highway Marathon, FL 33050
Tuesday, August 25, 2009	Doubletree Grand Key Resort Mangrove Room 3990 S. Roosevelt Blvd. Key West, FL 33040

TIME: All workshops: 1 p.m. - 3 p.m.

WHO: SFWMD water conservation staff and hotel and motel owners.

RSVP: For more information or to RSVP, interested lodging facilities with fewer than 100 rooms can contact Tom Genovese, SFWMD Florida Keys Service Center director, at tgenove@sfwmd.gov or (305) 453-1275.

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About the South Florida Water Management District – [Celebrating 60 Years \(1949-2009\)](#)

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.