

Florida Department of Environmental Protection
FY 2005-06 INNOVATIVE GRANT APPLICATION FORM

- 1) **Applicant Name:** City of Tampa
- 2) **Primary Contact:** Barbara Heineken, Recycling Manager
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- 6) **Project Title:** **The Greening of Commercial and Institutional Events and Venues**
- 7) **Grant Request Amount:** \$ 200,000
- 7) **Project Timeframe:** 24 months

Authorizing Signature

Title

Project Abstract (20 lines):

(No more than 20 lines. Every word over 20 lines will result in a one point deduction by grant application reviewers.)

Over the years, little attention in the area of solid waste management program development has been paid to the waste stream generated by the arts and entertainment industry, particularly commercial and institutional (C/I) events and venues in Florida. There are various types of events held and venues that operate permanently in the City of Tampa and throughout Florida annually, from arts/crafts fairs, parades and special themed/holiday events, to large entertainment venues – i.e., an outdoor amphitheatre, a large enclosed entertainment/sports arena, a convention center, sports stadiums, a performing arts center, museums, an aquarium, entertainment complexes and a large theme park. The purpose of this project is to develop a sustainable and cost-effective City C/I recycling collection and source/waste reduction outreach program. The City recognizes significant opportunity in targeting waste generated at events and venues through comprehensive reduction, reuse, recycling collection, composting, and environmentally preferable procurement programs. Millions of Florida residents and tourists attend various types of indoor and outdoor events and utilize venues annually, and thousands of vendors provide services by selling consumable goods to these millions of attendees. With a total of 413 cities and 67 counties in Florida that also have similar events and venues, the statewide impact of a waste and source reduction program targeting these C/I establishments impacts millions of people involved in preparing and in attending these events and venues. In addition, a model waste reduction C/I Best Management Practices (BMP) program guide will be developed for special event/venue managers, solid waste professionals, and recycling coordinators throughout Florida.

Project Description (1 Page)

The project will involve the following components in order to develop and implement a commercial and institutional (C/I) collection and outreach program, and to develop a statewide C/I Waste/Source Reduction Best Management Practices (BMP) Guide. The detail below outlines these activities:

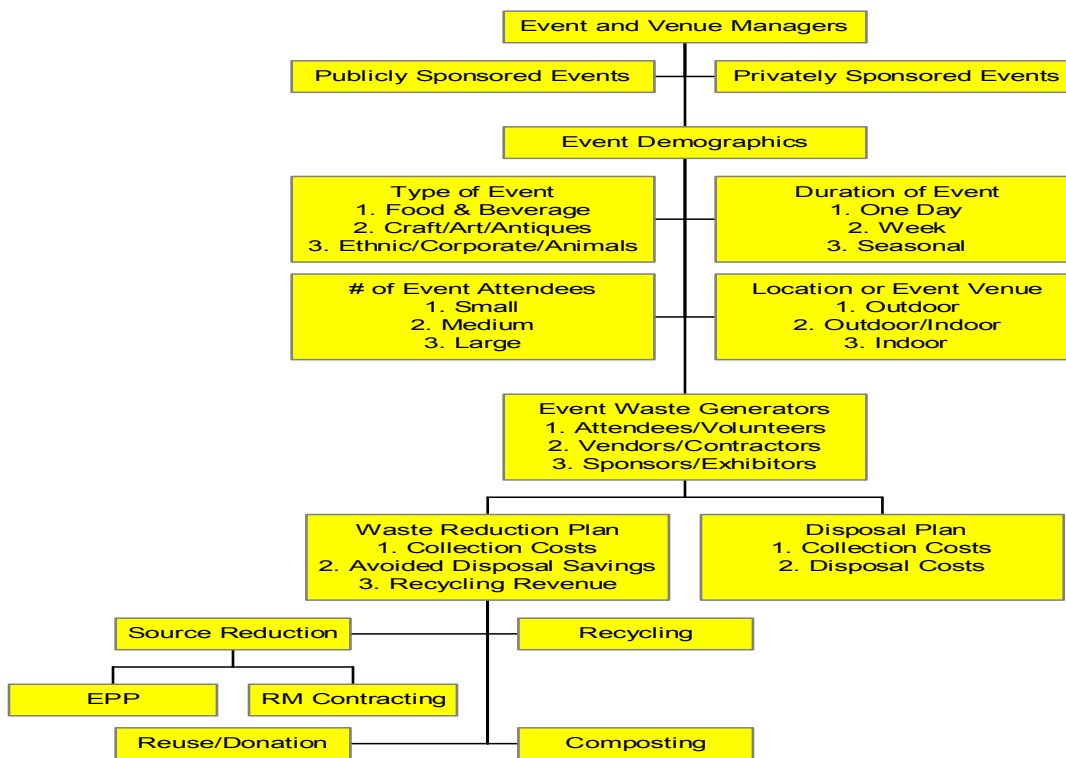
- (1) Waste Reduction Collection Program:** A recycling collection marketing packet will be developed that will include a cost sheet for recycling collection services, plus how to offset solid waste collection and disposal costs through implementation of source and waste reduction activities as well as a recycling collection program.
- (2) Surveys:** A survey will be sent to event and venue managers in the City responsible for waste management to gather data on disposal costs and on current recovery programs as well as information on the challenges and obstacles facing them when trying to implement source and waste reduction programs.
- (3) Equipment:** The City will research, identify and purchase solid waste and recycling equipment, including but not limited to containers, carts and supplies that will meet the various population sizes, event duration days, and waste generation rates of the various events and venues in the City. In addition, a waste exchange program will be developed between the soft drink industry and events/venues needing permanent (reused) containers.
- (4) Operations:** The City is proposing to pilot a comprehensive recycling collection program and develop source/waste reduction plans from waste assessments at the following locations: a) Tampa Convention Center, b) Raymond James Stadium (approximately 1-million attendees/year with 600 points-of-sale stands), c) St. Petersburg Times Forum (entertainment/sports arena), d) Tampa Bay Performing Arts Center (music and plays), e) Aquarium (approximately 582,000 attendees/year), and f) Gasparilla. These five events represent the largest event venues in the City with continuous use by attendees throughout most of the year and with the potential for largest recovery of tonnage.
- (5) Materials Marketing:** The City will research and identify the various reduction, reuse, composting and recycling market opportunities for the various types of materials generated at events and venues in conjunction with Recycle America.
- (6) Education:** The City of Tampa Solid Waste Department will host a special event workshop targeting those local and statewide managers/coordinators responsible for managing solid waste activities. In addition, fact sheets will be developed for and distributed to small, medium, and large special event programs to meet the diverse needs of each generator size.
- (7) Statewide BMP Special Event Waste Reduction Guide:** Through the development of items 1-6 above, a statewide BMP Source and Waste Reduction Guide will be produced. This Guide will have case studies from the City and from other events and venues in Florida of varying size with successful waste reduction programs.

Criteria 1 - Technologies (1 Page)

(35 points) 0-15 points for meeting one of the following sub-criteria, up to 10 or more points for meeting two, and up to 10 more points for meeting all three. Note applicant may adjust space used to address each sub-criteria.

Sub-Criteria 1 – Not in Common Use in Florida: It is evident from discussion with the Florida festivals and event associations that no comprehensive waste reduction education program exists in Florida for this portion of the C/I sector. There are only a couple of large events in the State with comprehensive waste reduction programs. This project proposes to make this type of diversion program a part of an overall solid waste and recycling community collection program in order to divert from disposal the estimated hundreds of thousands of tons of waste generated by these commercially and institutionally operated events and venues.

Sub-Criteria 2 – Novel Application of an Existing Technology or Process: A recycling collection program and source/waste reduction education program will be developed and implemented targeting C/I entities, suppliers/vendors and residents/tourists. The following diagram outlines the novel application of an existing process:



Sub-Criteria 3 – Overcoming Obstacles to Recycling/Waste Reduction in New or Innovative Ways: First, a marketing plan will be developed to address the container and service needs of these types of commercial and institutional waste generators. Second, the City will develop and then have a program plan in place for any new entertainment venues or events that will be built or held in the City. Third, collection services and education programs will be prepared for concentrations of thousands to tens of thousands of people where waste is generated quickly in a short amount of time, so that it can be recovered properly. Fourth, source/waste reduction programs can be incorporated into a large-, medium- or small-size event or venue, regardless of size. Fifth, the City will attempt to benchmark through a survey the waste generated by the commercial and institutional entities hosting these special event, entertainment or sport attendees.

Criteria 2: Targets (1 Page)

(10 Points) Demonstrate innovative processes to collect and recycle or reduce these targeted materials/sectors: Construction and Demolition Materials, Commercial/ Institutional Sectors, Waste Tires. Note: If the proposed project also includes materials/sectors other than those targeted by this criteria, the project will receive less than the maximum 10 points allocated for the criteria.

(A) Material Targets:

A variety of MSW materials are generated at events/venues and have the potential to be recovered and collected from attendees, volunteers, vendors, contractors, exhibitors and sponsors. A partnership among the City, Recycle America and Jefferson Smurfit will be formed targeting all the materials listed below for recycling, and recycled-content material will be promoted.

Event Materials (Pre, During, Post)

1. Plastic, Aluminum, Steel Cans, or Glass Food and Beverage Containers: Drink stations are set up throughout the event site and the type of containers used and sold can vary.
2. Mixed Paper: Napkins, programs and handouts.
3. Phone Books
4. Old Corrugated Cardboard Boxes: Boxes are generated from exhibitors, contractors, food vendors and volunteers.
5. Food Waste: This can either be food preparation scraps or post-consumer food.
6. Construction & Demolition Debris: Generated during pre-event set-up and post-event takedown. Contractors during pre- and post-event set-up generate various metals from electrical and construction work and from takedown.
7. Packaging Material and Supplies: Promote source reduced packaging supplies, recovery of cardboard boxes and recycled-content materials.
8. Textiles: Promote the sale of recycled-content merchandise: T-shirts, caps, towels, etc.
9. Special waste: Animal manure, oil, hydraulic fuels, tires and batteries.

It is also important to have the event/venue office practice what it preaches and initiate an office waste reduction program.

C/I Office Materials

1. Plastic, Aluminum, Steel Cans, or Glass Containers
2. Office Paper
3. Old Corrugated Cardboard Boxes
4. Packaging Material and Supplies

(B) Target Sectors (Commercial and Institutional Sector):

Special events and venues are commercial and institutional establishments whose customer base are residents and tourists. An event/venue can have hundreds of vendors/subcontractors that manufacture, sell or distribute various commercial supplies needed for the event. The proposed project will directly target the C/I entities that put on these events, the vendors selling perishable goods and the residents/tourists performing the consumption. The following will be educated in some manner through the C/I sector: (1) Event Planners, (2) Attendees, (3) Vendors, (4) Suppliers, (5) Sponsors, (6) Exhibitors, (7) Volunteers and (8) Media. The project will prepare a special BMP guide designed to teach about economically viable collection recycling markets, EPP concepts, dumpster management, avoided-disposal-cost savings through recycling, and supply-chain management concepts to reduce waste prior to the event.

Criteria 3 – Benefits (1 Page)

(35 Points) Demonstrate the potential economic, environmental, and cost effectiveness of the programs' approach.
Note: applicant may adjust space used to address each sub-criteria.

Sub-Criteria 1 – Environmental Benefits (15 points)

(1) METHODOLOGY:

(a) Waste Prevention and Recycling: At events/venues these actions reduce pollution, conserve natural resources, and in many cases save energy through innovative waste reduction programs, energy-saving programs, and innovative transportation programs.

(b) Waste Reduction: Environmental contract language will be developed to reduce the amount of waste generated by special event vendors and sub-contractors, where applicable and safe.

(c) Reuse: Reuse opportunities will be identified and recommended, such as using refillable or reusable containers in sales, donating non-usable or excess supplies, and reusing material and supplies at future events/venues.

(d) Recycled Content: The project will ensure that vendors are encouraged to buy recycled-content containers, paper, supplies, textiles, bags, etc.

(e) Recycling: Through a City C/I collection program, the targeted materials listed in Criteria 2A will be flagged for separation, collection and recycling through appropriate markets. The City will stress the importance of recyclable containers, and will work with vendors and Recycle America to develop the program.

(f) Composting: Where appropriate and economical, food and other organic waste composting programs will be implemented.

(2) TOXICITY: Special events can purchase non-toxic cleaning supplies, and packaging and printing materials made with recycled content. Recycling activities alone help reduce greenhouse gas emissions through reduced disposal.

Sub-Criteria 2 – Economic Benefits (10 Points)

1. Events and Venues:

- a. Reduces the amount of waste generated by events and venues.
- b. Reduces disposal collection costs and provides landfill tipping fee reductions to offset any recycling collection costs.

2. City of Tampa:

- a. Adds an additional commercial collection revenue source and expands recycling revenue share for City collection services by 2 – 7%.
- b. Provides sponsorship opportunities to market and “sell” the environmental program.

Sub-Criteria 3 – Cost Effectiveness (10 Points) - Includes, but not limited to cost reduction, payback period, sustainability, and cost effectiveness.

Event/Venue: Because no comprehensive cost information for solid waste and recycling collection programs was available from Florida events, the following out-of-state venue is cited to provide an example of the potential. *Del Mar Fairgrounds & Thoroughbred Club, Del Mar, California:* In 1998, the fairgrounds paid less than \$15,000 in tip fees for the 7,222 tons of material it recycled and composted, and earned more than \$9,500 in revenues. The Del Mar Thoroughbred Club earned nearly \$13,000 in revenues from its recyclables. In 1998, recycling by the two organizations accounted for more than \$600,000 in avoided landfill tip fees.

City: It is anticipated that the payback period (collection fees and recyclables revenue) for the City of Tampa to implement a commercial and institutional collection program targeting events and venues is approximately two to four years. The City would target large C/I waste generators first, then medium and small size events/venues.

Criteria 4 - Transferability (1 page)

(10 Points) Demonstrate transferability of technology and processes and specify how the project will promote transferability.
Note: applicant may adjust space used to address each sub-criteria.

Sub-Criteria 1 – Transferability of Technology and Processes (5 points)

Collectively, Florida’s cities and counties hold thousands of events annually, and each houses some sort of entertainment or sports complex(es). The Municipal Model and the Statewide Guide will be easily transferable because the need exists in the State for this information to be transferred to those representatives responsible for solid waste management. The City provides solid waste collection services for these events and venues, and some services are contracted out. Tampa’s experience can be transferred to other cities and counties in Florida that either provide or contract for these same services (e.g., County Fair).

Sub-Criteria 2 – How project will promote transferability (5 points)

The statewide transfer for this project is held in the hands of a partnership between the government sector and private sector. Solutions will be provided for the waste generated at special events and entertainment venues throughout Florida to organizers. It is important to develop the correct educational tools that will deliver the message throughout the State to the special event community that would derive the most value from information about the City’s program and the project’s components. These educational tools include:

- (1) Source/Waste Reduction and EPP BMP Guide
- (2) Survey Data and Results
- (3) Fact Sheets
- (4) City Workshop (inviting all solid waste and recycling professionals throughout the State)
- (5) Articles/Press Releases for non-traditional publications (local papers through the Florida Press Release Service)
- (6) Articles for traditional industry publications (RFT, Solid Waste, Recycling, C&D)
- (7) Transmittal of approved electronic BMP to 67 counties and all cities in Florida

Transferability Partners

The following organizations have agreed to partner with the City to provide outreach and technical support transfer to its staff, customers, sponsors, volunteers, vendors, and media during the implementation process.

- Mayor’s Beautification Program
- Recycle America and Jefferson Smurfit
- Large Venue Participants and Special Events in the City
- Keep Hillsborough County Beautiful
- Convention and Visitor’s Bureau
- Downtown Partnership
- Florida Organics Recycling Center for Excellence – Organic Recovery at Special Events
- RecycleFlorida Today, Inc. (RFT)
- Special Event/Venue Associations (IFEA & FL FEA)

Criteria 5: Local Support (1 page)

(10 Points) Demonstrate local support for the proposed project in commitment of cash or in-kind matching funds.	
• 00 points	0% up to and including 1% of total project cost
• 01 points	Greater than 1% up to and including 10% of total project cost
• 02 points	Greater than 10% up to and including 20% of total project cost
• 03 points	Greater than 20% up to and including 30% of total project cost
• 04 points	Greater than 30% up to and including 40% of total project cost
• 05 points	Greater than 40% up to and including 50% of total project cost
• 06 points	Greater than 50% up to and including 60% of total project cost
• 07 points	Greater than 60% up to and including 70% of total project cost
• 08 points	Greater than 70% up to and including 80% of total project cost
• 09 points	Greater than 80% up to and including 90% of total project cost
• 10 points	Greater than 90% up to and including 100% of total project cost

Public Sector Support – City of Tampa – Solid Waste Department (In-Kind \$45,000)

For this proposed project, the City will provide in-kind support for the following project components:

- Coordination of project components with program participants (events and venues).
- Recycling collection at the special events.
- Solid waste collection and labor at all special events in the City.
- Use of City vehicles, equipment and containers at all special events in the City.
- Promotion and availability of event containers/carts/signage at all City special events.
- Technical assistance on the project.

Public Sector Support – Mayor’s Beautification Program (MBP) (In-kind \$5,000)

MBP will recruit volunteers to help at the event/venue; MBP staff will help develop educational materials and the outreach program, as well as help with implementation.

Public Sector Support – Keep Hillsborough County Beautiful (KHCB) (In-kind \$5,000)

KHCB will recruit volunteers to help at the event/venue; KHCB staff will help develop educational materials and the outreach program, as well as help with implementation.

Public Sector Support – Florida Organics Recycling Center for Excellence (In-kind \$5,000)

FORCE staff will provide organic technical assistance and the use of equipment to pilot composting activities or funding support/technical assistance to develop the organics component of the BMP manual.

Commercial Support – Recycle America and Jefferson Smurfit (In-kind \$5,000)

Local offices of Recycle America and Jefferson Smurfit staff have committed to working with the City and the local Recycle America materials recovery facility to identify and potentially expand market opportunities.

Commercial Support – Events and Venues – Attendees, Staff, Vendors, Contractors, and Sponsors (In-kind \$50,000)

The aforementioned participants will be involved in the actual implementation of the source and waste reduction program.

Corporate Support – Environmental Program Sponsor(s) (Cash - \$5,000 & In-Kind \$4,000)

During the course of the development of the Municipal Model, a corporate sponsor(s) will be identified and secured for the City’s special event environmental program. A small investment through this program can provide a corporation with significant exposure. In addition, a waste exchange program will be developed to gather spent, unused 55-gallon drums from the beverage industry for use as permanent collection containers for events and venues.

State Solid Waste and Recycling Associations (In-kind \$1,000)

The state’s solid waste and recycling organizations will help to promote to members the BMP manual, and/or host a source and waste reduction workshop/session at their annual conferences.

Project Budget

(1 page using Budget Table Template)

Describe the project's budget allocated by task and budget categories per the Budget Table Template available from DEP's Innovative Grants web site in Microsoft Excel digital format:
(www.dep.state.fl.us/waste/categories/recycling/pages/InnovativeGrants2005-06.htm).

Budget Page: See attached Excel spreadsheet.