



2020 Salt Palm Development, Inc. (“Salt Palm”) Annual Benefit Report for Year 2019

Salt Palm Development is a Certified B Corp, a Conscious Capitalism advocate, and a 1% for the Planet member that recognizes its success is as a result of its stakeholders, hard work, and commitment to equity.

Salt Palm’s seeks shared prosperity rather than shareholder profit maximization. This results in inclusive, regenerative and equitable practices with a stakeholder (Customers, Employees, Suppliers, Investors, Society and the Environment) orientation when we make decisions.

HISTORY and WHY:

Salt Palm Development, Inc. (“Salt Palm”) became a Florida benefit corporation on January 1, 2018 and appointed Jared M. Meyers as its benefit officer. [Benefit Corporations](#) are a legal form permitted in 37 states within the United States. They are taxed like a typical corporation (E.g. S or C Corp). Over 8,000 exist globally, in 50+ countries, with approximately 30 in Florida.

In addition to being a Florida benefit corporation, we became a [Certified B Corp](#) in March 2018. This means that our company’s overall environmental and social performance were independently verified by B Lab, a third party. B Lab is a nonprofit organization that certifies B Corporations in the way Fair Trade USA certifies Fair Trade coffee or USGBC certifies LEED buildings. In addition to certifying companies that are environmentally and socially responsible, B Lab is also the primary organization working across the country and throughout the world to pass legislation establishing the benefit corporation as a distinct type of corporate entity whose environmental and social values are recognized and enforceable under state corporate law. Over 3,000 Certified B Corps exist in 70+ countries & 150+ industries & about 20 exist in Florida.

Some of the notable Certified B Corps are: Athleta, Allbirds, Ben & Jerry’s, Danone North America (Danon, Oikos, Activa, Horizon Milk, Evian), Donegood, Eileen Fisher, Kickstarter, Legacy Vacation Resorts, Natura, New Belgium Brewing, Patagonia, & Toms.

Salt Palm is Florida’s first real estate developer to be a benefit corporation and also the first to be a Certified B Corp. There are no other Certified B Corps in St Petersburg, (Tampa Bay welcomed 2 new B Corps in 2019) Florida. Salt Palm undertook this commitment to not only confirm its values, but to show others that business can be purposeful and profitable and thrive at the same time.

Salt Palm feels strongly that business leaders must help shape our future. These leaders must recognize the Interdependence of all things and realize that their success is predicated on the success of their stakeholders and not just their shareholders. B Lab has been promoting a framework for shared and durable prosperity for over 10 years and we have decided to assist them by growing the B Corp Movement and the B Economy in Florida.

We cofounded the For Good Movement to create a better world by combining the power of business with accountability, transparency, and a stakeholder orientation. The For Good Movement is a connection between B Corps, Conscious Capitalism, 1% for the Planet, like minded organizations/networks, governments/chambers, academia, and the local For Good ecosystems. It promotes business responsibility & resiliency to all companies, whether they be considered irresponsible today or whether they are competing to be the Best for the World.

The Florida movement is organized by Florida For Good, which is responsible for helping foster the local movements of St Pete For Good, Central Florida For Good, North East Florida For Good, South West Florida For Good, Boca For Good, and others in development. Florida For Good assists local leaders, as they inspire their local business communities to focus on people, planet and profit. We believe that local economies are where change occurs and that to drive global change, it always starts at the local level. This is because people care about their own town/city, that they have an affinity for who and what they know and experience on a regular basis, and this keeps people in touch with their humanity and supports their willingness to collaborate for shared prosperity.

A REAL ESTATE DEVELOPER OR A PROVIDER OF PUBLIC BENEFIT:

We are both. Our Company uses real estate development as a tool to invest back into our Florida community with profits and time. Almost all of our profits were utilized towards this purpose this year and the financial principal returned from 2019's sales was not returned to our shareholders but instead was applied to new community investments.

Despite being designed to give and our best attempts to positively impact society, we recognize that we are part of an industry that causes negative externalities. The global construction industry accounts for over 40% of energy usage, 50% of water use, 25% of greenhouse gas ("ghg") emissions, and 60% of timber use. Poor building practices would additionally result in pollution (air, water, etc.), prohibited discharges, climatic change, noise, depletion of raw materials and natural resources, and unrecycled waste.

We prescribe to the concept of reduce, reuse, recycle and the belief that it is our responsibility to offset the consequences of our activities. Despite this, we have yet to achieve this and do not believe that any business has done so...albeit some definitely do better than others. We make a conscious effort to do no harm, are transparent with our practices, and are among the most responsible in our industry as evidenced by our B Corp certification. We are committed to continuously improving our practices over time. Salt Palm utilizes LED lighting, programmable thermostats, lighting controls, spray foam insulation, energy star appliances, vinyl impact low E

& argon gas windows glazing, low VOC paints, high efficiency SEER & multi zone HVAC systems, tankless gas water heaters, water efficient fixtures, reflective roof materials, EV chargers, drought tolerant native landscaping, water efficient sprinkler systems and was the first downtown St Pete developer to include solar-ready design within its townhomes. Salt Palm also intentionally targets urban markets where it can help promote ghg-free transportation through walking, biking, or electric vehicles.

While our practices have resulted in fewer carbon emissions than typical practices, we still emitted carbon this year and have contributed to climate change. To offset the consequences of our activities, we purchased carbon offsets from [We Are Neutral](#) and as a result, they have declared our practices to be carbon neutral.

HOW WE MEASURE WHAT MATTERS AND OUR PUBLIC BENEFIT:

We use B Lab's Impact Assessment, which is located at www.FloridaForGood.com. We chose the B Lab Impact Assessment for quantifying our environmental and social performance because it is the leading tool for this purpose and because it satisfies all the performance characteristics and requirements established in Florida's benefit corporation law. It does not track our unique specific benefit purposes exactly but instead it focuses on five general categories: Environment, Workers, Community, Corporate Governance, and Customers and helps to quantify how we fulfilled our benefit corporation purpose of promoting general public benefit. Our score was 107.7, well above the median score of 58.5 and the requirement of 80 to certify. We were selected as a Best for the World Honoree by B Lab and won a Sustainable Business Award from the Sustany Foundation this year.

The details of our assessment are located at <https://bcorporation.net/directory/salt-palm-development>. You can also view our performance relative to other Certified B Corps on that website.

SOME NOTABLE INITIATIVES/PARTNERS:

For Good Movement, Inc.: For Good Movement, Inc is a 501(c)3 nonprofit that serves a global movement of entrepreneurs who redefine success in business. It looks to inspire, not just with its vision, but by the movement's ability to translate ideas into action. It desires to create a world in which one day all companies will compete not just to be the best in the world, but to be the best FOR the world. We co-founded this charity and continue to assist its growth.

B Lab: A nonprofit that serves a global movement of people using business as a force for good. B Lab's initiatives include B Corp Certification, administration of the B Impact Management programs and software, and advocacy for governance structures like the benefit corporation. Our efforts this year resulted in new B Corp Certifications and B Economy growth.

1% for the Planet: Each year, we contribute one percent (1%) of our annual revenue to nonprofit charitable organizations that promote environmental conservation and sustainability. Additionally, we promote the expansion of their member base in Florida.

Conscious Capitalism International: Conscious Capitalism helps individuals and companies become more conscious with transformational experiences that inspire, educate and empower them to elevate humanity through business. Conscious businesses are galvanized by higher purposes that serve, align, and integrate the interests of all their major stakeholders. Our efforts predominantly focus on the success of Conscious Capitalism's Florida Chapter.

University of Florida Business for Good Lab: The Social Impact & Sustainability Initiative at UF's Entrepreneurship & Innovation Center creates opportunities for students to learn how to become changemakers, challenging them to develop skills and strategies of successful business leaders who innovatively and sustainably solve social, environmental, and economic problems. This year we helped them launch the Business for Good Lab which paired students with businesses seeking to become B Corps. Six of the 9 businesses scored high enough to qualify.

IDEAS for Us: A grassroots non-profit organization and accredited NGO of the United Nations. IDEAS creates global environmental solutions through local action. We partner with them to scale solutions to environmental challenges, promote the United Nations' Sustainable Development Goals, and this year, we funded the St Pete Hive, a monthly "Think/Do-Tank" that enables members of St Pete to come together and create real change by aligning with one of the UN SDGs every month.

We Are Neutral: An environmental nonprofit that helps businesses and individuals understand, reduce, and offset their carbon footprints. This is done through environmental education as well as hands-on carbon reduction and offset initiatives. We purchase carbon offsets through them and help them grow their impact.

Solar United Neighbors: A national organization dedicated to representing the needs and interests of solar owners and supporters. We support their growth and assisted with modification of their standard RFP to encourage more responsible solar providers.

B Corp Climate Collective: A group which demonstrates the collective power of our businesses to transform commerce and to create an inclusive society and environmental regeneration. It commits to taking bold steps towards climate resiliency by using advocacy, cross-sector collaboration, corporate action, and the capital markets to stop emissions and drawdown carbon, and improve global well-being. We joined as a member and promote to other businesses.

Time to Vote: Workers shouldn't have to choose between earning a paycheck and voting. Time to Vote is a nonpartisan movement, led by the business community, to contribute to the culture shift needed to increase voter participation in our country's elections. We joined as a member and promote to other businesses.

Ceres/Citizens Climate Lobby: Climate change is the world's biggest sustainability challenge of our time, threatening everything from our economic systems to our political security to our very livelihood on Earth. But climate change also presents investors and companies with opportunities to lead. Solutions that promote clean energy and climate change resilience will help build a low-carbon economy while protecting our planet for current and future generations. We support a price on carbon and help educate others on why it is necessary.

St Petersburg Arts Alliance: The St. Petersburg Arts Alliance is a 501(c)3 nonprofit dedicated to raising money and advocating for its creative community-artists, arts and cultural organizations and creative businesses. The Shine Mural Festival is its largest annual endeavor, responsible for over 50 new murals in St Pete. We were their first ever title sponsor and contributed to them again this year. Our assistance contributed to new murals throughout the city with the goal of beatifying various areas and dissolving visual divides in others.

NEXT STEPS

2020 will be a non-revenue generating year for us as we develop our new project [The Royal](#). The Royal is planned for 13 four-story eco-friendly and high-quality townhomes. The project will be carbon neutral and at least 50% of its profits will be utilized for the betterment of St Pete and state of Florida. We will continue supporting and advancing Florida's business for good movement through Florida for Good and encouraging the real estate development industry to adopt our practices and certifications.

Any questions regarding this report may be directed to info@saltpalm.com or Salt Palm Development, Inc. PO Box 690595 Orlando, FL 32869.