



GATLINBURG GOES GREEN! - REGISTRATION FORM, CHECK LIST AND COMMITMENT FORM

CATEGORY: **ACCOMMODATIONS**

Program Overview:

GATLINBURG GOES GREEN! is a voluntary educational program that recognizes Member businesses that have made a commitment to continuously improve their operations in order to reduce their environmental impact. This program allows Member businesses to evaluate their operations, set goals, and take specific actions towards environmental, social, and economic sustainability.

The "GATLINBURG GOES GREEN!" program is the product of a group of concerned business owners and citizens of the City of Gatlinburg who are dedicated to keep Gatlinburg a Great Place to Live, Work and Visit. With Great Smoky Mountains National Park, an International Biosphere, as our backyard that millions of guests visit each year it is important that the environmental impact from humans is as small as possible. This program in its initial conception is a first step towards making a green difference.

The Gatlinburg Chamber of Commerce along with the Green Workgroup will continue to educate Chamber Members on the progressive steps necessary for improving their business' environmental impact.

HOW DOES A BUSINESS PARTICIPATE? Any Gatlinburg Chamber of Commerce Member in good standing may participate. Members wishing to participate must complete the Program Participation Agreement, either online or on paper, and then complete this Check List to be evaluated.

Program Participation Agreement Asks for business contact information. Signing the Agreement makes the business a "pledged" member of the program.

Checklist: Provides nine fields in which the participating evaluates current efforts that the business has taken to improve its impact on the environment. Points are awarded in each and will be used by the Gatlinburg Chamber of Commerce to recognize Member businesses that are making a difference. Check lists will be completed on a yearly basis with participating Member businesses commitment forms. However, should a business make improvements during the year they are welcome to submit an updated checklist.

NOTE: Please answer questions and statements with a "yes" (y) or "no" (n), unless you believe the question or statement does not apply.

HOW DOES A BUSINESS RENEW ITS COMMITMENT?

A business that wishes to be reevaluated can contact the Chamber for a new checklist at any time.

CAN A BUSINESS BE REMOVED FROM THE PROGRAM?

GATLINBURG GOES GREEN! is a voluntary program. It is the responsibility of the business to assure all program requirements are met. If a business is unable or unwilling to meet the responsibilities and program requirements, all GATLINBURG GOES GREEN! promotional materials must be returned to the Gatlinburg Chamber of Commerce and the business will refrain from further identification with GATLINBURG GOES GREEN! through name or use of the GATLINBURG GOES GREEN! Logo.

GREEN POINT STRUCTURE: Each example listed is valued at one (1) point unless otherwise indicated. Please check all of the boxes that the business has already implemented. If the business currently utilizes or plans to utilize an approach not listed that meets the goals of the section, please list this approach in the "Innovative Best Practice" space at the end of each section. Attach additional sheets if needed. One (1) point will be awarded to each "Innovative Best Practice" listed.

Fields where Green Points can be obtained.

- A. Communication and Education
- B. Waste Reduction, Reuse, and Recycle
- C. Energy Efficiency, Conservation and Management
- D. Water Conservation and Wastewater Management
- E. Air Quality
- F. Wildlife and Landscape Conservation and Management
- G. Transportation
- H. Purchasing
- I. Local Community Benefits

GATLINBURG GOES GREEN ACTIVITIES:

Swap Shop: The Swap Shop is a materials exchange site for members to trade unused and unwanted items. Anything from electronics to craft materials to leftover paint can be posted and exchanged. Go online to:

Gatlinburg.com/SwapShop

Earth Day Festival: Public event held annually the Tuesday the week of April 22 (Earth Day) each year.

Educational Events: Educational meetings, luncheons, ceremonies or seminars will be held throughout the year.



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GATLINBURG GOES GREEN! REGISTRATION

CONTACT INFORMATION

BUSINESS NAME: _____

CONTACT PERSON: _____

POSITION: _____

EMAIL: _____

PHONE: _____

FAX: _____

WEB SITE: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

NUMBER OF EMPLOYEES _____



GATLINBURG GOES GREEN! COMMITMENT

By signing below I acknowledge as representative for the business listed to the left to join **GATLINBURG GOES GREEN!**

We will use the **GATLINBURG GOES GREEN!** Program to (1) analyze our present impact on the environment and (2) identify, plan and implement changes that will demonstrate our environmental awareness and responsibility.

This is a free, voluntary program run through the Gatlinburg Chamber of Commerce Foundation to educate the member businesses.

Print Name

Title

Signature Date



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Section A: Communication and Education (Customer, Employees, Public)

Why is this important? It is important to educate and increase the awareness of your customer, employees, and the public about actions they can take to help your business improve its environmental impact. At the same time, letting your customers know about the ways you are greening your operations will create market distinction. Customers can support businesses that have reduced their impact on the environment and will spread the word about their experiences. In addition, it is especially important to provide training and educational opportunities for your employees about the environmental improvement actions the business is taking.

1. _____ Does the business have more than one employee (circle one) [Y / N]? If yes, does the business provides training and educational opportunities to engage employees in the actions and plans of Gatlinburg Goes Green program.
2. _____ Signs are posted listing steps the business is taking to improve their environmental impact.
3. _____ Does the business have a website (circle one) [Y / N]? If yes, is information about the business' environmental policy included on that web site?
4. _____ Does the business advertise (circle one [Y / N])? If yes, is information about business' environmental policy included in advertising materials?
5. _____ Verbal communication is used about the business' environmental improvement projects (for example, speak about the business' environmental policies at a community function).
6. _____ Does the business have more than one employee? Circle one: [Y / N] If yes, are regular staff meetings held to keep employees involved in the business' environmental improvement progress?
7. _____ Interpretation and/or educational opportunities are provided for visitor/customers.
8. _____ (2 points) Does the business have more than one employee (circle one) [Y / N]? If yes, are staff encouraged (formally or informally) to uphold sustainable practices by including an evaluation of these practices in performance appraisals
9. _____ The Gatlinburg Goes Green! Logo is displayed (please specify where):

Innovative Best Practice (1 point awarded for each practice until further review) If the business has other ways it is achieving the goals of Section A: Communication and Education, please describe this here:

SECTION A Subtotal _____

Section B: Waste Reduction, Reuse, and Recycling.

Why is this important? By minimizing the amount of waste that goes to landfills, or the Sevier Solid Waste Composting Facility you can help reduce negative environmental impacts.

1. _____ A recycling program is in place at the business which involves the participation of both employees and customers. The program must include placing recycling bins and signs in places that make it easy for employees and customers to recycle. The business must also educate staff and customers about the recycling program and involve them in the program.
2. _____ Fluorescent tube and/or compact fluorescent bulbs are properly recycled at the end of their useful life.
3. _____ Hazardous waste materials are properly identified and disposed.
4. _____ (BONUS- 2 points) **attn: B&B's:** A composting program is in place for food and/or yard waste
5. _____ Reusable goods are used instead of disposable ones. For example: refillable soap and shampoo dispensers, glass instead of plastic water glasses, purchasing products in reusable/returnable containers, reusable food services items (cutlery, plates, cups), cloth napkins and tablecloths. Please describe ways your business is using reusable items:

6. _____ Products are purchased in bulk/concentrate (especially cleaning products). Please list products: _____

7. _____ Does business have printers/copiers? Circle one (Y / N) If yes, are printers and copiers set to print on 2 sides by default?
8. _____ Office paper, toilet tissues, paper towels, and paper napkins that are purchased are minimum 30 percent post-consumer recycled content. (For more information on buying other recycled paper products see:
www.epa.gov/epaoswer/non-hw/procure/pdf/paper.pdf)



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9. ____ Does the business offer advertising, educational, and promotional pieces such as brochures? Circle one: [Y / N] If yes, are those pieces printed on recycled stock? Please list recycled content:

10. ____ Excess food, toiletry items, linens, furniture, and/or other items are donated to local charities and shelters, where available.
11. ____ Freecycling is used at the business. Freecycling is where individuals offer and receive items for free (usually via an online forum) for reuse. Examples can be found at: www.freecycling.org.
12. ____ Use of plastic bags in retail operations is minimized or eliminated, and/or 'bring your own bag' is encouraged.
13. ____ (3 points) Biodegradable plastic bags are used in the business.
14. ____ Newspapers are provided to customers on request **only** (when typically provided such as the case of hotels).
15. ____ (3 points) Is the business responsible for remodeling projects? (circle one [Y / N] If yes, are those certified as green remodeling projects? Examples of certification programs are Green Built Remodeled Homes: www.greenbuilthome.org.

____ Innovative Best Practice (1 point awarded for each practice until further review) If the business has other ways it is achieving the goals of Section B: Waste reduction, Reuse, and Recycling, please describe this here:

SECTION **B** Subtotal _____

Section C: Energy Efficiency, Conservation, and Management.

Why is this important? Conserving energy means reducing consumption. Conserving energy reduces operating expenses.

1. ____ (5 points) A subscriber of Green Power.
2. ____ (5 points) Has had an energy audit done. If not, please contact Lucas Harkleroad at (865) 774-6264 to schedule an energy audit.
3. ____ Existing light bulbs and/or incandescent lighting are replaced with compact fluorescents.

Please indicate percentage that have been replaced. _____

4. ____ ENERGY STAR qualified light fixtures are in place or on a replacement schedule.
5. ____ Exit signs are replaced with long-lasting, low-energy LED (light-emitting diode) exit signs.
6. ____ Lights are set to timed/movement sensors in low traffic areas.
7. ____ Day lighting sensors are used to control light fixtures. (These controls allow natural day light to be utilized instead of turning on lights).
8. ____ HVAC is set to timed/movement sensors in low traffic areas.
9. ____ HVAC is on at least an annual regular preventative maintenance schedule to prevent and fix problems which may reduce efficiency.
10. ____ ENERGY STAR qualified windows are in place or are on a replacement schedule.
11. ____ Insulation is used on pipes to improve energy efficiency.
12. ____ Insulation is used on equipment such as hot water heaters to improve energy efficiency.
13. ____ When appliances and equipment are replaced, the business makes the commitment to purchase or lease them with ENERGY STAR rated appliances and equipment (for example computers, appliances, and heating and cooling equipment). (For more information: www.energystar.gov).
14. ____ Does the business own the premises? (circle one [Y / N] If yes, is a programmable setback thermostat used? [Note: In the winter, slightly lower the temperature (i.e.68 degrees F) and in the summer raise the temperature slightly (78 degrees F)].
15. ____ Weather stripping is installed and maintained. Please note location of weather stripping:

16. ____ Computers, monitors, printers, photocopiers, and other small appliances such as coffee machines are turned off when not in use.
17. ____ Does the business own the premises? (circle one [Y / N] If yes, are entry areas designed with air locks and gust preventers, and/or revolving doors?
18. ____ (BONUS- 3 points) Buildings designed to incorporate passive solar heating (including orientation, south glazing/floor area ration, orientation specific low-e tuning, summer shading,



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and thermal mass design). For more information on green building please visit www.greenbuiltathome.org.

- 19. _____ (BONUS- 3 points) Buildings designed to incorporate cooling (including orientation, summer shading, thermal mass, attic ventilation, additional ceiling fans, heat recovery ventilation and natural ventilation design). For more information on green building please visit www.greenbuiltathome.org.
- 20. _____ Guest rooms have operable windows.
- 21. _____ Do you plan to install or do you already have low-reflective glass to conserve heat/cool air in rooms.
- 22. _____ Windows are opened (when possible) instead of running air conditioners.
- 23. _____ Rooms have energy key cards. Energy key cards are room keys that control the lights, air conditioning, heating, etc., in the room. When the room is unoccupied and the card is not in place, lights and other energy automatically turn off.
- 24. _____ Customers are informed of energy conservation practices and provided with energy saving tips.
- 25. _____ (BONUS- 3 points) Uses renewable energy sources (such as solar, wind, biomass, thermal). (For more information: www.focusonenergy.com) Please list the renewable energy source(s) and indicate the percentage of total energy consumed that this accounts for:

_____ Innovative Best Practice (1 point awarded for each practice until further review) If the business has other ways it is achieving the goals of Section C: Energy Efficiency, Conservation, and Management, please describe this here:

SECTION C Subtotal _____

Section D: Water Conservation and Wastewater Management

Why is this important? Conserving water means reducing consumption and conserves a precious resource. Reducing the consumption of water your business uses will reduce your operating costs.

- 1. _____ Low-flow fixtures are in place or on a replacement schedule (with gpm or gpf less than

code). Indicate the number of low-flow fixtures in place: _____

- 2. _____ Wastewater is reduced at your facility. (For example, establish a linen reuse program that allows customer to choose whether to have their sheets and towels washed daily). Please describe how your facility reduces wastewater:

- 3. _____ (3 points) Reclaimed water is used for such things as irrigation, laundry, toilets, and/or cooling towers for example. Please list what reclaimed water is used for:

- 4. _____ Large areas such as sidewalks/drives and parking lots are not washed down (sweep or vacuum instead).

- 5. _____ Water-using appliances and equipment, such as cooling towers, ice machines, hot water heaters, dishwashers, and washing machines are on a preventative maintenance schedule to ensure maximum efficiency.

- 6. _____ Dishwashers and washing machines are filled to recommended capacity for each cycle and the most energy-efficient recommended water temperature is used.

- 7. _____ A regular maintenance schedule is in place to find and repair leaky faucets, toilets, showerheads and pipes.

- 8. _____ Non-toxic, phosphate-free biodegradable laundry detergents and cleaning products are used. Please list names of products used:

- 9. _____ Dishwashing detergents that are biodegradable and do not contain nitrilotriacetic acid or chlorine bleach are used. Please list names of products used:

- 10. _____ The business properly disposes of hazardous chemicals and avoids disposing hazardous chemicals into the sink and toilet.

_____ Innovative Best Practice (1 point awarded for each practice until further review) If the business has other ways it is achieving the goals of Section D: Water Conservation, please describe this here:



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SECTION D Subtotal _____

Section E: Air Quality

Why is this important? Good air quality (including indoor) is important to human health and the environment. Air pollutants can indirectly and directly affect our health.

1. _____ Does business have exhaust fans? circle one [Y / N] If yes, are exhaust fans vented outside (not to the attic) ?
2. _____ Dehumidifiers are in use. (Dehumidifiers will reduce mold buildup within dry-wall structures. This helps to ensure a healthy air environment inside the building)
3. _____ Environmentally preferable High Efficiency Particulate Air (HEPA) filters are in use.
4. _____ Business refrains from using deodorizers to mask smells.
5. _____ Business prohibits smoking inside all buildings.
6. _____ High moisture areas such as the kitchen and laundry rooms are well ventilated.
7. _____ HVAC system is checked at least annually for mold and bacteria as well as obstructions to air flow. All air handler units and coils are cleaned following a regular preventive maintenance schedule (at least annually) and the business keeps a record of these activities.
8. _____ Is the business responsible for painting/repainting the business? circle one [Y / N]
 - a. If yes, are low-VOC paints and finishes used(1 point)?
 - b. Are no-VOC paints and finishes used(2 points)?

(For more information on No-VOC paints: www.nontoxica.com or www.HealthyHome.com)
9. _____ Business tests for gases such as carbon monoxide and radon and materials such as lead paint and asbestos. Please list the hazardous materials and gases that your facility tests for to ensure healthy air quality.

10. _____ Does the business have refrigeration/freezer unit on premises? circle one [Y / N] If yes, are ozone-depleting chlorofluorocarbons (CFCs) such

as refrigerant and aerosols avoided and/or existing CFCs recovered, recycled and properly disposed?

_____ Innovative Best Practice (1 point awarded for each practice until further review) If the business has other ways it is achieving the goals of Section E: Air Quality, please describe this here:

SECTION E Subtotal _____

Section F: Wildlife and Landscape Conservation and Management

Why is this important? Tourism businesses can help protect biodiversity, endangered species, habitat, waters, and landscape by raising awareness of these issues among customers and employees.

1. _____ Does business have outside landscaping? circle one [Y / N] If yes, does business landscape with native plants? (Landscaping with native plants minimizes the need for excess watering and fertilization).
2. _____ If YES to Section F, Question 1 (above), watering, when necessary, takes place in the early morning or at night to minimize evaporation.
3. _____ If YES to Section F, Question 1 (above) soaker hoses or drip irrigation systems are used to water plants. In addition, mulch is used to help retain water.
4. _____ The business securely stores food and trash in order to avoid accidentally feeding animals.
5. _____ Wildlife observation is done from a remote distance and avoided during sensitive times of the year such as during mating season.
6. _____ Low reflective glass, hawk silhouette decals, or other animal-safe deterrents are used to prevent bird strikes.
7. _____ If YES to Section F, Question 1 (above) organic fertilizers and products are used in landscaping.
8. _____ An **integrated pest management system*** is used to reduce or eliminate the need for toxic insecticides and pesticides.

*Integrated Pest Management (IPM) is an effective and environmentally sensitive approach to pest management that relies on a combination of common-sense practices. IPM programs use current, comprehensive information on the life cycles of pests and their interaction with the environment. This



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information, in combination with available pest control methods, is used to manage pest damage by the most economical means, and with the least possible hazard to people, property, and the environment. (source: <http://www.epa.gov/pesticides/factsheets/ipm.htm>)

9. _____ Does business have outside landscaping? circle one [Y / N] If yes, is rainwater/stormwater collected onsite (for example through use of rain gardens, rain barrels, etc.)? Please indicate the size or capacity of collection method:

10. _____ (3 points) **Leave No Trace** principles are promoted to customers and employees. Please see www.lnt.org for the seven steps in detail which are:

- a. Plan ahead and prepare
- b. Travel and camp on durable surfaces
- c. Dispose of waste properly
- d. Leave what you find
- e. Minimize campfire impacts
- f. Respect wildlife
- g. Be considerate of other visitors

11. _____ (2 points) Publications are provided offering information on native plants and wildlife.

12. _____ Does business have outside lighting? circle one [Y / N] If yes, are motion detector lights used instead of constant outdoor lighting?

13. _____ The business helps to conserve and preserve natural resources and habitat, such as wetlands, forests, farmlands and other environmentally sensitive areas (for example, through charitable giving to conservation organizations/nonprofit). Please explain:

_____ Innovative Best Practice (1 point awarded for each practice until further review) If the business has other ways it is achieving the goals of Section F: Wildlife and Landscape Conservation and Management, please describe this here:

SECTION **F** Subtotal _____

Section G: Transportation

Why is this important? Ground and air transportation are one of the largest contributors of green house gas emissions that affect global climate change.

1. _____ Walking, bicycling and taking the trolley are encouraged through posting of trolley schedules, and maps.

2. _____ (2 points) Does the business have a company vehicle(s)? circle one [Y / N] If yes, are company vehicles hybrid-electric, biodiesel, E85 (Ethanol), electric or other non-petroleum gasoline or diesel based vehicles?

3. _____ Does the business have more than 2 employees? circle one [Y / N] If yes, are staff carpools organized?

4. _____ Video conferencing or teleconferencing are available to reduce traveling to meetings.

5. _____ When discussion routes/tours with guests/visitors, business suggests public transit instead of personal cars.

6. _____ (BONUS- 5 points) Business off-sets CO2 emissions and is working towards being climate neutral by purchasing carbon credits or green tags from nonprofits that purchase these credits for your business. The offsets you purchase from these organizations support reforestation projects or renewable energy (i.e. wind farm) projects for example. (For information about these programs visit Green-e at www.green-e.org.

_____ Innovative Best Practice (1 point awarded for each practice until further review) If the business has other ways it is achieving the goals of Section G: Transportation, please describe this here:

SECTION **G** Subtotal _____

Section H: Purchasing

Why is this important? Responsible purchasing is a powerful vote with your dollars and your business can help make the world (Gatlinburg) a better place to live, work and visit.

1. _____ Does the business serve food? Circle one (Y / N) If yes, are organic food products



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purchased? Please list product names:

2. _____ Does the business serve food? Circle one (Y / N) If yes, are local food products purchased? Please list product names:

3. _____ **Fair trade*** products are purchased. Please list product names:

*Fair trade is an organized social movement and market-based approach to empowering developing producers and promoting sustainability. The movement advocates the payment of a fair price as well as social and environmental standards in areas related to the production of a wide variety of goods. It focuses in particular on exports from developing countries to developed countries, most notably handicrafts, coffee, cocoa, sugar, tea, bananas, honey, cotton, wine, fresh fruit and flowers. (source: http://en.wikipedia.org/wiki/Fair_trade)

4. _____ Reusable and durable products are purchased. Please list product names:

5. _____ Recycled products are purchased. Please list product names:

6. _____ The business chooses suppliers that provide and take back reusable packaging materials and shipping pallets - AND/OR- Business reuses the suppliers' packaging for its own merchandise? (If the packaging is not reusable, it should be recyclable and minimized as much as possible).

7. _____ The business chooses suppliers that are environmentally and socially responsible (for example a green builder, alternative fuel taxis, organic food supplier, bicycle rentals etc.).

8. _____ The business practices socially responsible practices by making sure that contractual agreements and hiring practices are not exploitive. Business and vendors do

not discriminate based on race, sex, religion, or political affiliations.

9. _____ Marketing materials such as brochures are printed using soy ink and high recycled paper content (at least 30%). Please list recycled content:

_____ Innovative Best Practice (1 point awarded for each practice until further review) If the business has other ways it is achieving the goals of Section H: Purchasing, please describe this here:

SECTION H Subtotal _____

Section I: Local Community Benefits

Why is this important? Tourism is what supports community development in Gatlinburg including providing jobs, educational and professional training opportunities, and environmental stewardship. In Part, economic sustainability is achieved when businesses actively contribute to the economic well being of the local communities where they operate.

1. _____ Does business have more than one employee? circle one [Y / N] If yes, does the business' staff consist of local people? Please indicate percentage of staff:

2. _____ Local crafts, products, and/or services are purchased for use or display within the business and/or available for sale to guests. Please list products:

3. _____ Literature promoting local businesses is provided.

4. _____ Business is a member of the local Chamber of Commerce, Better Business Bureau, conservation organization, and/or historical society. Please list memberships here:



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5. _____ Business contributes to the community's well-being by supporting and participating in community activities (for example, cash or in-kind investments are made to local organizations, events, and projects). Please list these activities here:

6. _____ (BONUS- 3 points) Is the business facility suitable for community events or meetings? circle one [Y / N] If yes, does the business allow the use of their property or facility for community events?

7. _____ Customers are provided with information about the products and services offered by the local community.

_____ Innovative Best Practice (1 point awarded for each practice until further review) if the business has other ways it is achieving the goals of Section I: Local Community Benefits, please describe this here:

SECTION I Subtotal _____



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Points:

SECTION **A** subtotal _____

SECTION **B** subtotal _____

SECTION **C** subtotal _____

SECTION **D** subtotal _____

SECTION **E** subtotal _____

SECTION **F** subtotal _____

SECTION **G** subtotal _____

SECTION **H** subtotal _____

SECTION **I** subtotal _____

TOTAL POINTS _____



ENTRY LEVEL



BRONZE LEVEL



SILVER LEVEL



GOLD LEVEL

I certify that the preceding information is complete and accurate.

Business Name *(please print)* _____

Name of Contact Person *(please print)* _____

Title of Contact Person *(please print)* _____

Signature _____ date _____

- ENTRY: 0% - 39%**
- BRONZE: 40% - 69%**
- SILVER: 70% - 89%**
- GOLD: 90% - 100%**