



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

GATLINBURG GOES GREEN! is a voluntary 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 in keeping 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 little as possible. This program in its initial conception is only a small step towards making a green difference. However, the Gatlinburg Chamber of Commerce along with the Green Workgroup will be a continued voice in the community and 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 Registration Form, The Check List and sign the Commitment Form.

Registration Form: Asks for contact information, and baseline environmental performance data.

Checklist: Provides areas where the participating business can evaluate and measures efforts that they already have taken to improve their 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.

Commitment Form: Simply states that the Business listed has pledged their commitment to take steps in minimizing their effect on the environment. Commitment Forms will be signed on a yearly basis.

HOW DOES A BUSINESS RENEW ITS COMMITMENT? The Gatlinburg Chamber of Commerce will re-issue commitment forms on an annual basis.

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.

Areas 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! REGISTRATION

CONTACT INFORMATION

BUSINESS NAME: _____

CONTACT PERSON: _____

POSITION: _____

EMAIL: _____

PHONE: _____

FAX: _____

WEB SITE: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____



GATLINBURG GOES GREEN! COMMITMENT

By signing below I acknowledge as representative for the business listed to the left we make the following commitments to GATLINBURG GOES GREEN!:

We will take the first steps towards greening of our business.

We will have an Energy Audit conducted of our business by Sevier County Electric/TVA.

We will use the GATLINBURG GOES GREEN! Program to analyze our business present green impact on the environment and will make continual changes needed to achieve total environmental awareness and responsibility.

Print Name

Title

Signature

Date



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

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. _____ 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. _____ Information about the business' environmental policy is included on their web site.
4. _____ Information about business' environmental policy is 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. _____ Regular staff meetings are 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) Staff is encouraged to uphold sustainable practices by including an evaluation of these practices in performance appraisals.
9. _____ (2 points) A mechanism is provided, such as a customer survey, for feedback from customers about the business' sustainability and environmental improvement efforts.
10. _____ 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 bulbs are properly recycled at the end of their useful life.
3. _____ Hazardous waste materials are properly identified and disposed.
4. _____ A composting program is in place for food waste.
5. _____ A composting program in place for landscape (yard) waste.
6. _____ 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: _____

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

8. _____ Printers and copiers are set to print on 2 sides by default.



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

- 9. _____ 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)
- 10. _____ Advertising, educational, and promotional pieces such as brochures are printed on recycled stock. Please list recycled content: _____
- 11. _____ Excess food, toiletry items, linens, furniture, and/or other items are donated to local charities and shelters, where available.
- 12. _____ 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.
- 13. _____ Use of plastic bags in retail operations is minimized or eliminated.
- 14. _____ (3 points) Use of biodegradable plastic bags are used in the business.
- 15. _____ Newspapers are provided to customers on request only (when typically provided such as the case of hotels).
- 16. _____ (3 points) Remodeling projects are 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.
- 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. _____ A programmable setback thermostat is 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. _____ Entry areas are designed with air locks and gust preventers, and/or revolving doors.
- 18. _____ (3 points) Buildings designed to incorporate passive solar heating (including orientation, south glazing/floor area ration, orientation specific low-e tuning, summer shading, and thermal mass design). For more information on green building please visit www.greenbuilthome.org.



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

- 19. _____ (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.greenbuiltatome.org.
- 20. _____ Guest rooms have operable windows.
- 21. _____ Windows are opened (when possible) instead of running air conditioners.
- 22. _____ 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.
- 23. _____ Customers are informed of energy conservation practices and provided with energy saving tips.
- 24. _____ (3 points) Use of 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:

- 25. _____ (2 points) Purchase of renewable energy/power through utility companies (for example wind power from electricity companies). Please list the type of renewable energy purchased 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 and driveways 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. _____ The business minimizes and treats wastewater in order to reduce environmental harm that results from discharges.
- 8. _____ A regular maintenance schedule is in place to find and repair leaky faucets, toilets, showerheads and pipes.
- 9. _____ Non-toxic, phosphate-free biodegradable laundry detergents and cleaning products are used. Please list names of products used:

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

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



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

_____ 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:

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. _____ Exhaust fans are vented outside and not to the attic.
2. _____ Dehumidifiers are in use.
3. _____ Environmentally preferable High Efficiency Particulate Air (HEPA) filters are in use.
4. _____ HVAC system is checked at least annually for mold and bacteria as well as obstructions to air flow.
5. _____ Business refrains from using deodorizers to mask smells.
6. _____ Business prohibits smoking inside all buildings.
7. _____ High moisture areas such as the kitchen and laundry rooms are well ventilated.
8. _____ 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.
9. _____ Low-VOC paints and finishes are used.
10. _____ (2 points) no-VOC paints and finishes are used. (For more information on No-VOC paints: www.nontoxica.com or www.HealthyHome.com).
11. _____ Business tests for gases such as carbon monoxide and radon and materials such as lead point and asbestos. Please list the hazardous materials and gases that your facility tests for to ensure healthy air quality.

12. _____ Ozone depleting chlorofluorocarbons (CFCs) such as refrigerant and aerosols are avoided and/or existing CFCs are 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. _____ Business landscapes with native plants. Landscaping with native plants minimizes the need for excess watering and fertilization.
2. _____ Watering, when necessary, takes place in the early morning or at night to minimize evaporation.
3. _____ 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. _____ Organic fertilizers and products are used in landscaping.
7. _____ An integrated pest management system is used to reduce or eliminate the need for toxic insecticides and pesticides.
8. _____ Rainwater/Stormwater is collected onsite (for example through use of rain gardens, rain barrels, etc.). Please indicate the size or capacity of collection method:



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

9. _____ 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
10. _____ Publications are provided offering information on native plants and wildlife.
11. _____ Low reflective glass is used.
12. _____ Motion detector lights are 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 _____

4. _____ Staff carpools are organized.
5. _____ Video conferencing or teleconferencing is available to reduce traveling to meetings.
6. _____ When providing a tour, routes are planned to minimize travel distances.
7. _____ Business offers customers the opportunity to off-set their CO2 emissions voluntarily by providing information about how they can purchase carbon off-sets or green tags from a variety of nonprofit organizations (For information about these programs visit Green-e at www.gree-e.org).
8. _____ (2 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 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 is encouraged through posting of trolley schedules, and maps.
2. _____ Bicycles available for use or for rental.
3. _____ (2 points) Company vehicles are hybrid-electric, biodiesel, E85 (Ethanol), electric or other non-petroleum gasoline or diesel based vehicles.

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. _____ Organic food products are purchased. Please list product names:

2. _____ Local food products are purchased. Please list product names:



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

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

- 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. 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. 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. _____ The business' staff consists of local people. Please indicate percentage of staff:

- 2. _____ Local fish, meat, and produce are purchased when available. Please list products:

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

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

- 6. _____ 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:

- 7. _____ The business allows the use of their property or facility for community events.



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

8. _____ 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 _____

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 _____

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





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