Gatlinburg Goes Green!

Dedicated to Keeping Gatlinburg a Great Place to Live, Work and Visit

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 to 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 the human kind 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 continual steps necessary for improving their businesses environmental impact.

ELIGIBILITY:

- Any business who is a member in good standing of the Gatlinburg Chamber of Commerce.

REQUIREMENTS:

- Must be dedicated to taking steps to improve their businesses impact on the environment.
- Must complete the **Gatlinburg Goes Green!** Checklist and return to the Gatlinburg Chamber of Commerce by March 31, 2008.
- Must sign the **Gatlinburg Goes Green!** Commitment Form.
- Must agree to have an energy audit conducted with the Sevier County Electric/TVA within in 6 months. (There is no charge for having an Energy Audit conducted and information on this process can be obtained by calling the Sevier County Electric System at 453.2887)
- Must display a **Gatlinburg Goes Green!** poster which provides environmental facts to our visitors.

RECOGNITION:

- Recognition of achievement points will be noted in the Gatlinburg Chamber of Commerce's Mountain Views Newsletter on a Monthly Basis (Or Quarterly, whatever is decided)
- Recognition of achievement points will be noted in the Gatlinburg Chamber of Commerce e-newsletter on a Monthly Basis (Or Quarterly, whatever is decided)

There will be four **Gatlinburg Goes Green!** levels of participation. Not all questions that earn points are applicable to each business. A percentage of applicable questions will be used to determine level of participation.

- White – beginning commitment level
  - Given to any member who is willing to make the commitment
- Bronze –
  - Given when a member reaches 50% to 79% of applicable points
- Silver –
  - Given when a member reaches 80% to 89% of applicable points
- Gold –
  - Given when a member reaches 90 to 100% of applicable points.

- Recognition of outstanding achievements will be announced and rewarded at the Gatlinburg Chamber of Commerce Annual Meeting and Banquet. Achievement awards will be given in two categories: Large Business and Small Business.

BENEFITS to PARTICIPANTS:

- **Gatlinburg Goes Green!** participants will receive a decal to display in their business to let our visitors know that they are taking steps to make Gatlinburg more environmentally friendly.
- **Gatlinburg Goes Green!** participants will be able to display the "Gatlinburg Goes Green" icon next to their listing on gatlinburg.com
- **Gatlinburg Goes Green!** participants will be provided with information regarding environmentally friendly products to use in their place of business which should be more economically feasible than over the counter products.

PROGRAM POINT STRUCTURE:

- See **Gatlinburg Goes Green!** Checklist and Commitment Document

SPONSORSHIP OPPORTUNITIES:

- Sponsorship of Pocket Ashtrays
- Sponsorship of Biodegradable Shopping Bags.