

GATLINBURG GOES GREEN FACT SHEET

GATLINBURG GOES GREEN is a voluntary educational initiative 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.

Gatlinburg Goes Green 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 Foundation along with the Green Workgroup will continue to educate Chamber Members on improving their 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 a comprehensive Checklist to be evaluated in order to attain one of four levels: Entry Level, Bronze Level, Silver Level or Gold Level. There are five different checklists for businesses depending on the daily operations of that business: Accommodations, Amusements, Professional Services, Retail and Schools.

The Goal of the Program for 2009 was to have 75% of the Membership businesses as members of Gatlinburg Goes Green by the Annual Banquet on November 16, 2009. The Chamber is proud to announce that they reached this goal in honor of the 75th Anniversary of Great Smoky Mountains National Park. In 2010, the Chamber surpassed the goal of having 10% of Gatlinburg Goes Green members at the Bronze participation level and above. In 2011, we have more than 100 businesses participating in the initiative and were recognized as the 2011 Green Plus™ Chamber of the Year for Leadership in Member Sustainability.

The Checklist provides nine fields in which the participating evaluates current efforts that the business has taken to improve its impact on the environment. Checklists are evaluated and graded by Chamber staff. Levels in the program are Entry, Bronze, Silver, Gold and Platinum.

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



GatlinburgGoesGreen.com

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 paint can be posted and exchanged on Gatlinburg.com/SwapShop

Earth Day Festival: The Earth Day Festival is held annually Tuesday the week of April 22, Earth Day. The Festival features local music, food and eco-friendly crafts and activities. A daytime seminar for businesses began in 2011.

Educational Events: Educational meetings, luncheons, ceremonies or seminars are held throughout the year. The Chamber holds regular educational seminars for the membership and will continue to partner with the City and State on various events.

City Initiatives: The City is opening an extensive collection center through a partnership with Goodwill Industries in 2012 in addition to their extensive green efforts, including converting the Christmas display to all LED bulbs, installing electric vehicle charging stations, and more. Visit www.gatlinburg-tennessee.com/sustainable_initiatives

Sevier Solid Waste, Inc: All properly disposed of garbage in Gatlinburg and Sevier County goes to the Sevier Solid Waste composting plant in Pigeon Forge. At this state-of-the-art facility, at least 60% of waste is either recycled or becomes compost that is free to the community. This means as much as 70% of our garbage is not going into the landfill, and the compost created is given to the community.