



Virginia Green Attractions Profile:



Yorktown Victory Center

Williamsburg, Virginia

"The Jamestown-Yorktown Foundation, an educational institution of the Commonwealth of Virginia, shall foster through its living-history museums – Jamestown Settlement and Yorktown Victory Center – an awareness and understanding of the early history, settlement, and development of the United States through the convergence of Native American, European, and African cultures and the enduring legacies bequeathed to the nation. Jamestown Settlement Café, operated by JCM, is listed separately"

Green Statement: "We are fortunate to inhabit a state with a distinctive history, tremendous natural beauty and abundant resources that support our economy and take seriously the responsibility to act as a steward of these resources and to leave a lasting legacy for future generations undiminished. Our living-history museums interpret the 17th and 18th centuries, when conserving and recycling was a way of life, and it's our goal to honor this tradition. As an agency of the Commonwealth of Virginia we strive to comply with the "Greening of State Government" Executive Order 82 (2009)."

CORE ACTIVITIES for Green Attractions

Recycling. Virginia Green facilities must have highly-visible locations/containers that provide the opportunity for guests to recycle aluminum cans, plastic and glass bottles, or other disposable products purchased at the facility. Recycling of cardboard, plastic, paper, and composting of waste foods is highly encouraged as well. This facility pledges that they:

- Offer the opportunity for guests to recycle: glass, aluminum cans,
- Also recycle: steel cans, newspaper, office paper, toner cartridges, cardboard, fluorescent lamps, batteries, electronic equipment
- Reuse packing supplies and building materials. In the museums interpretive areas many items are reused for example when black walnut trees drop walnuts they are used as dye, cypress and pine trees that are knocked down by storms are used for canoes, gourds grown on site are dried and used as bowls and bottles.

Minimize the use of disposable food service products. The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling/ composting of food service items disposed of on the premises. This facility pledges that they:

- Do not use any disposable containers, dishware, cutlery, or cups

Reduce solid waste. The facility must be actively working to reduce its solid waste generation. This facility pledges that they:

- Track overall solid waste costs
- Have a numeric goal to reduce overall materials that go to the landfill

Kitchen (or during meetings/events)

- Donate excess food from events
- Compost food waste and other compostables in interpretive areas

Dining room (or during meetings/events)

- Use cloth napkins
- Use water pitchers to minimize the use of single-use bottles

Restrooms

- Use bulk soap dispensers in public restrooms
- Use high-efficiency hand-dryers
- Purchase recycled-content paper-towels and toilet paper

Office

- Make double-sided photocopies and avoid making extra photocopies
- Use electronic correspondence and forms when possible



Buildings and grounds

- Use green cleaning products that are dispensed in bulk
- Use reused building materials or those from sustainable sources
- Use latex low or no-VOC paints
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Minimize use of pesticides and herbicides in landscaping

Use water efficiently. The facility must have a plan in place and have taken steps toward reducing its water use. This facility pledges that they:

- Track overall water usage and wastewater costs
- Have established a numeric goal to reduce water consumption over time

Activities indoors

- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have installed:
 - Low flow faucets and showerheads (use less than 2.5 gallons per minute)
 - Low flow toilets (use 1.6 gallons per flush or less)
 - Waterless urinals
 - Automatic faucets or toilets in public restrooms

Activities outdoors

- Have landscaping that utilizes native species
- Have minimized our lawn area
- Have installed rain gardens to manage storm water
- Maintain vegetative buffers around streams and ponds
- Use a nutrient management plan that minimizes the use of fertilizers
- Have Back flow preventers on all external water systems. Sprinkler systems are fed from an onsite well.

Conserve energy. The facility must have a plan in place and have taken steps toward reducing its energy use. This facility pledges that they:

- Track overall energy bills
- Have had an energy audit to identify efficiency opportunities within the past 12 months
- Have established a numeric goal to reduce energy usage over time

Heating and cooling

- Have installed ENERGY STAR-rated windows and doors
- Regularly perform preventative maintenance on HVAC system
- Have installed a high efficiency HVAC system

Lighting

- Use natural lighting
- Use lighting sensors to turn on/off lights
- Use occupancy sensors to turn on/off lights
- Have installed high efficiency fluorescent ballasts and lamps (T-5 and T-8)
- Have installed compact fluorescent light bulbs in all rooms and canned lighting
- Have installed directional (downward-facing) lighting in parking areas and other outdoor areas
- Have adopted a policy/practice to minimize the use of lighting during night cleaning

Appliances and electronic devices

- Use ENERGY STAR qualified office equipment (computers, monitors, copiers, printers, etc.)

Transportation-related energy use

- Use alternative fuel, hybrid-electric, or electric vehicles

Building construction and renovation

- Are working to or have achieved LEED-EB (existing building) certification through operational changes and renovations

- Green Events Package.** The facility must offer a "green" or "environmentally-friendly" package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided. This facility pledges that they:
 - Promote the availability of "green meetings/conferences" in marketing packages
 - Have event planning information on the internet; invitations can be sent electronically; seasonal public transportation is available to museums; recycle plastic, glass, paper and aluminum; recycle company can provide special recycling containers for outdoor events

For more information on Yorktown Victory Center, see www.historyisfun.org or contact Joan Heikens at Joan.Heikens@jyf.virginia.gov or 757-253-4838.

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Attractions** have been thoughtfully planned and designed to minimize their impacts on the environment. This attraction has met the established "core activities" for **Green Attractions** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen or www.viriniagreentravel.org.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

