

Profile:



Charlottesville Albemarle Convention and Visitors Bureau

Charlottesville, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** expects its participants to strive to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that customers can expect to find when they work with or visit the offices of this organization.

Charlottesville Albemarle CVB

The Charlottesville Albemarle Convention and Visitors Bureau features two locations: one downtown and one on Highway 20. Find information on Charlottesville and Albemarle County, Virginia at the Visitor Centers. Purchase tickets to local venue events! **Free travel information includes** brochures, maps, guides, and more!



CORE ACTIVITIES for Travel Organizations

- Support Virginia Green.** Pledge to promote the efforts of Virginia Green to your clients, members and staff and encourage them to join or do business with Virginia Green participants.
 - Send out an email or a mailer to membership about Virginia Green
 - Make an official Virginia Green Endorsement through your Board or other committee
 - Set a goal for recruiting your member facilities
 - Display your Virginia Green certificate prominently in your facility or offices and use the Virginia Green window decals
 - Use the Virginia Green logo on signage pointing out recycling and other "green" improvement
 - Highlight your involvement in Virginia Green on your website and include a link to your Virginia Green profile
- Green Meetings and Conferences.** Provide recycling and make an effort to reduce the use of Styrofoam and other disposables at meetings and conferences.
 - Minimize copying and always make 2-sided copies
 - Eliminate the use of Styrofoam cups and plates
 - Use silverware instead of plastic utensils
 - Use non-bleached napkins or maintain a supply of cloth napkins
- Recycling and Waste Reduction.** All facilities/offices should have some sort of visible recycling program.
 - Recycle: Glass, Aluminum Cans, Plastic, Office Paper, Toner Cartridges, Newspaper, Cardboard, Fluorescent Lamps, Batteries, Electronics Equipment
 - Purchase recycled-content paper towels and toilet tissues
 - Encourage suppliers to minimize packaging and other waste materials
 - Purchasing from vendors and service providers with a commitment to the environment

- Use electronic correspondence and forms and two-sided copying
 - Purchase recycled content paper and toilet tissue
 - High efficiency hand dryers
 - Use “Green” cleaners dispensed in bulk
 - Purchase durable equipment and furniture
 - Purchase “low VOC” carpets and fabrics
 - Use reused building materials or those from sustainable sources
 - Use latex paint and proper recycling/disposal of thinners and solvents
 - Preventative maintenance on all appliances, HVAC systems, plumbing and vehicles
 - Use least toxic materials
 - Minimize use of pesticides and fertilizers and use integrated pest management
 - Cleaning crew uses “green” cleaning practices
- Water Efficiency.** All facilities/offices must attempt to conserve water and use it efficiently.
- Sweep first, discourage water-based cleanup
 - Use microfiber technology mops
 - Low flow restrictors on faucets and shower heads and low flow toilets
 - Effective landscape management plan
 - Green roof development
 - Effective storm water management
 - Minimization of impervious areas
- Energy Conservation.** All facilities/offices should have a plan that encourages energy conservation and efficiency.
- High efficiency compact fluorescent light bulbs in all canned spotlights and in rooms
 - **LED** Exit signs
 - Use of natural lighting **and lighting sensors**
 - **Purchase** EnergyStar computers and appliances
 - Thermal rated windows and insulation
 - Design and operation of buildings are GOLD “**LEED-certified**”

For more information on **Charlottesville Albemarle Convention and Visitors Bureau**, see www.pursuecharlottesville.com or contact Allie Baer at BAER@charlottesville.org.

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



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

