



Harrisonburg Tourism & Visitor Services

Harrisonburg, 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.

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The Harrisonburg Visitor Center and offices of the Harrisonburg Tourism & Visitor Services are located in the historic Hardesty-Higgins House. Built in 1848, the house itself has played a role in regional history and now serves as the centerpiece for all things related regional history and tourism.



CORE ACTIVITIES for **Travel Organizations**

“☑” This symbol indicates a required activity for Virginia Green Travel Organizations. Virginia Green participants *self-certify* that these activities are in place, and they provide additional specifics on other activities. Visitors to the Harrisonburg Tourism & Visitor Center can expect the following *green practices*:

- ☑ **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 emails and/or mailers about Virginia Green
 - Make an official Virginia Green Endorsement through your Board or other committee
 - Setting a goal for recruiting your member facilities
 - Display 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
 - Serving water in pitchers and glassware instead of plastic bottles
 - Avoiding box lunches: *Our meetings are held as 'pot-luck' / covered-dish suppers. No take-out! Home-cooked meals only!*
- ☑ **Recycling and Waste Reduction.** All facilities/offices should have some sort of visible recycling program.
 - *The City and the Tourism Office recycles EVERYTHING!*
 - Recycle: Glass, Aluminum Cans, Plastic, Office Paper, Toner Cartridges, Newspaper, Cardboard, Fluorescent Lamps, Batteries, Electronics Equipment

- Purchasing from vendors and service providers with a commitment to the environment
- 2-sided copying
- Use least toxic materials
- Minimize use of pesticides and fertilizers and use integrated pest management

Water Efficiency. All facilities/offices must attempt to conserve water and use it efficiently.

- Preventative maintenance of drips and leaks
- High-efficiency dishwashers.

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
- Individual thermostats for each room.
- *Employees are carpooling to work!*

For more information on **Harrisonburg Tourism & Visitor Services**, see <http://www.harrisonburgtourism.com/index.php> or contact **Brenda Black** at tourism@ci.harrisonburg.va.us or 540-432-8935.

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



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

