



Virginia Beach Convention & Visitors Bureau

Virginia Beach, 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** encourages its participants 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 guests / customers can expect to find when they visit this facility.

Virginia Beach CVB

“The Convention and Visitors Bureau (CVB) serves as the marketing umbrella for the City of Virginia Beach tourism and hospitality industry. The CVB's mission is to facilitate the creation and enhancement of convention, tourism, special events programs and resort-related improvements, in order to create jobs and generate tax revenues.”



Green Statement: “Green initiatives were part of the design and construction process when the new the new Convention Center was developed (this facility opened complete in 2007.) We are now actively looking into having the center LEED certified. Once an extra amenity, our customers are now demanding environmentally-friendly convention facilities, accommodations, restaurants, events and attractions. Green initiatives are also saving the department money and providing marketing opportunities. It is the right thing to do for the environment.”

CORE ACTIVITIES for all *Virginia Green Travel Organizations*

“☑” This symbol indicates a required activity for Virginia Green Lodging facilities. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **Virginia Beach CVB** can expect the following 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. This partner organization pledges that they:
 - Encourage clients who are in the tourism industry to join Virginia Green.
 - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
 - Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
 - Have a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
 - Send out emails or mailers to their membership about Virginia Green.

- Made an official Virginia Green Endorsement of some kind through their Board or other Committee to support Virginia Green.
- Set a goal for recruiting their member facilities.
- Include a Virginia Green feature in their newsletter or other publication.
- Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
- Use the Virginia Green logo on signage pointing out recycling or other “green” improvements in your facility.
- Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile

Green Meetings and Conferences. Provide recycling and make an effort to reduce the use of Styrofoam and other disposables at meetings and conferences. This partner pledges that they:

- Have conferences at a Virginia Green Lodging facility
- Have eliminated the use of Styrofoam cups and plates
- Minimize copying and always make 2-sided copies
- All tourism publications and marketing materials printed on recycled paper with soy-based inks and are recyclable
- Purchase disposable plates/cups/utensils that are made from biodegradable materials
- Avoid box lunches – trays/platters of food are much less wasteful.
- Encourage all convention center clients to adopt green meeting practices
- Will award the first green hospitality award during National Tourism Week
- Oversees the Resort Advisory Commission’s G.R.E.E.N committee which has the goal to encourage hospitality businesses to become Virginia Green certified
- Co-hosting a Virginia Green mini-trade show to help put local hotels, restaurants and events in touch with green vendors and become certified.

Recycling and Waste Reduction. Virginia Green Lodging facilities must recycle Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, electronic equipment
- Have worked with TFC Recycling and city government to establish oceanfront recycling along the beach
- Recycles fluorescent lamps with an on-site disposal system
- Track overall waste bills
- Use bulk soap dispensers instead of individual soaps
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Purchase durable equipment and furniture
- Use latex paints
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use a last-in/first-out inventory and labeling system
- Use a nutrient management plan that minimizes the use of fertilizers
- Use integrated pest management (IPM)



Water Conservation. The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have:
 - low flow restrictors on faucets and showerheads
 - low flow toilets
- Discourage water-based cleanup (sweeping first) and use microfiber technology mops

Energy Conservation. The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Use:
 - compact fluorescent light bulbs in all rooms and in canned lighting
 - high efficiency fluorescent ballasts and lamps (T5s and T8s)
- Have high efficiency heating & air conditioning (HVAC) systems
- Perform preventative maintenance on HVAC system
- Use natural lighting
- Purchase EnergyStar-rated computers, copiers, and appliances
- Have thermal-rated windows and insulation
- Use directional (downward-facing) lighting in parking areas and other outdoor areas
- Used LEED criteria when developing new buildings
- Promotes use of the city's Hybrid-electric shuttle buses, car-free activities and tours available for visitors and motor coach transportation

For more information on **Virginia Beach CVB**, see www.vbfun.com or contact **Pamela Lingle** at Plingle@vbfun.com or **757-385-6628**.

For more information on *Virginia Green* program, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to www.viriniagreentravel.org.



Virginia Green is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

