



# Virginia Green Visitor Center Profile:



## Winchester-Frederick County CVB



### Winchester, 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.

### Winchester-Frederick County

“We are a visitor’s center and civil war orientation center. The Winchester-Frederick County Convention and Visitors Bureau fosters the area economy by marketing our community as a destination, enhancing the visitor's experience, and supporting product development and will make Winchester and Frederick County a choice destination for travelers, making visitors feel like family, with the support of the entire community.”

**Green Statement:** “We wanted to save money and earn funds for the city’s refuse department by recycling instead of sending trash to the landfill. We also just moved to a brand new facility that we wanted to be green friendly.”



### CORE ACTIVITIES for all *Virginia Green* Visitor Centers

“☑” This symbol indicates a required activity for Virginia Green Visitor Centers. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **Winchester-Frederick County Visitors Center** can expect the following practices:

- ☑ **Recycling and Waste Reduction.** Virginia Green 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, fluorescent lamps, batteries, electronic equipment
  - Plenty of highly visible signage promoting recycling and bins
  - Use bulk soap dispensers instead of individual soaps
  - Use non-bleached napkins and coffee filters
  - Reduce paper wastes by providing “on-line” access to brochures and other tourism information
  - Purchase recycled-content paper towels and toilet paper
  - Encourage suppliers to minimize packaging and other waste materials
  - Make 2-sided copies/ printed materials
  - Use electronic correspondence and forms
  - Purchase durable equipment and furniture
  - Use reused building materials or those from sustainable sources
  - Use latex paints

- Re-use paint thinners
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- We turn manila file folders inside out and reuse.

**Styrofoam/Disposables Minimization.** Participants are encouraged to minimize use of all disposables and eliminate the use of Styrofoam products for take-out and left-overs. This facility pledges that they:

- Eliminated the use of Styrofoam
- Use disposable cups and containers that are recyclable

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

- Track overall water usage and wastewater
- Perform preventative maintenance to stop drips and leaks
- Have:
  - high efficiency dishwashers
  - low flow restrictors on faucets and showerheads
  - low flow toilets
  - automatic faucets or toilets in public restrooms
- Discourage water-based cleanup (sweeping first)
- Have an effective stormwater management plan including: rain gardens and the minimization of impervious areas (paving, concrete, etc)
- Maintain vegetative buffers around streams and ponds
- We use water from the old water treatment ponds to clean the duck and geese feces off our sidewalks.

**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
- Have a numeric goal of how much they want to reduce their energy usage over time
- Use:
  - compact fluorescent light bulbs in all rooms and in canned lighting
  - LED Exit Signs
  - 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
- Encourage walking to nearby meetings and car pooling.

**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:

- Develop a webpage that details your organization's commitment to Virginia Green.
- Encourage other regional businesses in the tourism industry to join Virginia Green.
- Send out emails or mailers to their membership about Virginia Green.
- Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.

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For more information on the **Winchester-Fredericksburg County Visitor Center**, see [www.visitwinchesterva.com](http://www.visitwinchesterva.com) or contact **Sharon Ormond** at [Ormond@visitwinchesterva.com](mailto:Ormond@visitwinchesterva.com) .

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

