

GATLINBURG GOES GREEN! is a voluntary educational program that recognizes Member businesses that have made a commitment to continuously improve their operations in order to reduce their environmental impact. This program allows Member businesses to evaluate their operations, set goals, and take specific actions towards environmental, social and economic sustainability.

The "GATLINBURG GOES GREEN!" program is the product of a group of concerned business owners and citizens of the City of Gatlinburg who are dedicated to keep Gatlinburg a Great Place to Live, Work and Visit. With Great Smoky Mountains National Park, an International Biosphere, as our backyard that millions of guests visit each year, it is important that the environmental impact from humans is as small as possible. This program in its initial conception is a first step towards making a green difference. The Gatlinburg Chamber of Commerce along with the Green Workgroup will continue to educate Chamber Members on the progressive steps necessary for improving their business' environmental impact.

HOW DOES A BUSINESS PARTICIPATE? Any Gatlinburg Chamber of Commerce Member in good standing may participate. Members wishing to participate must complete the Program Participation Agreement, either online or on paper, and then complete a comprehensive Checklist to be evaluated in order to attain one of four levels: Entry Level, Bronze Level, Silver Level or Gold Level. There are five different checklists for businesses depending on the daily operations of that business: Accommodations, Amusements, Professional Services, Retail and Schools.

The Goal of the Program for 2009 is to have 75% of the Membership businesses as members of Gatlinburg Goes Green by the Annual Banquet on November 16, 2009. Attaining the 75% goal will be honor of the 75th Anniversary of Great Smoky Mountains National Park, and is a serious commitment on behalf of the Chamber.

The Program Participation Agreement is a simple signup form asking for business contact information. Signing the Agreement makes the business a "pledged" member of the program.

The Checklist provides nine fields in which the participating evaluates current efforts that the business has taken to improve its impact on the environment. Points are awarded in each and will be used by the Gatlinburg Chamber of Commerce to recognize Member businesses that are making a difference. Should a business make improvements during the year they are welcome to submit an updated checklist.

Fields where Green Points can be obtained.

- A. Communication and Education
- B. Waste Reduction, Reuse, and Recycle
- C. Energy Efficiency, Conservation and Management
- D. Water Conservation and Wastewater Management
- E. Air Quality
- F. Wildlife and Landscape Conservation and Management
- G. Transportation
- H. Purchasing
- I. Local Community Benefits

GATLINBURG GOES GREEN ACTIVITIES:

Swap Shop: The Swap Shop is a materials exchange site for members to trade unused and unwanted items. Anything from electronics to craft materials to leftover paint can be posted and exchanged. The Swap Shop address is:

Gatlinburg.com/SwapShop

Earth Day Festival: The Earth Day Festival is held annually the Tuesday the week of April 22, Earth Day. The Festival features eco-friendly crafts and activities, and environmentally-minded local organizations at various booths. In more recent years, the Festival has also featured live music.

Educational Events: Educational meetings, luncheons, ceremonies or seminars are held throughout the year. The events held already in 2009 include the Gatlinburg Green Symposium, co-hosted by the Chamber and Ripley's Aquarium of the Smokies. More than a dozen organizations displayed their efforts at booths, and speakers at the event included Mike Berry, the CEO and President of the multi-million dollar Kentucky Derby Festival that has recently been going green. Becky Rehorn of Lithographics also spoke on the importance of every business taking the first steps to being more environmentally responsible, as well as the benefits of green printing. Also, Tom Leonard of Sevier Solid Waste presented on the latest developments and technologies being used at the local plant. Another event held in 2009 was the National Clean Air Green Tour's stop in Gatlinburg. The Chamber and the Department of Tourism partnered to be a Silver Sponsor of the mobile marketing initiative that visits more than 70 cities and travels more than 30,000 miles across the country educating the public about green products and organizations. The Tour also planted a Sugar Maple on behalf of the Chamber and the City at the new library in honor of the 75th Anniversary of Great Smoky Mountains National Park.

