



The Virginia Beach Convention Center



The VBCC earned the most esteemed of all green building certifications in 2010, the Leadership in Energy and Environmental Design (LEED) Gold certification from the U.S. Green Building Council and has a LEED Green Associate on staff to coordinate its sustainability efforts. LEED is an internationally-recognized green building certification system that requires high performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.

Of those key areas, energy efficiency is given the most weight. Through its energy conservation efforts and a partnership with ENERGY STAR, the VBCC has saved over \$420,000 in utility costs (electricity, gas, water) since 2007. During this time, the facility also diverted over 211 tons of waste from the landfill to the local TFC Recycling center.

RECYCLING: VBCC single stream recycling captures plastic and glass bottles, steel and aluminum cans, paper, and cardboard. In addition, VBCC recycles toner and ink cartridges, light bulbs – capturing mercury for proper disposal, wooden pallets, and batteries. Our caterer also donates food overages to a local shelter, composts food waste, and recycles cooking oil.

WASTE REDUCTION: China and linen are used for catering; any disposables necessary for concessions are recyclable and/or made from bio-based material. Water stations are used in place of bottled water. Food overages are donated to shelters and the center's purchasing policy includes green products.

WATER EFFICIENCY: The VBCC has low-flow toilets and faucets with auto sensors, high efficiency dishwashers and microfiber technology mops (used with green seal certified cleaners). The property is landscaped for effective storm water management and includes native and drought resistant plants requiring less water and fertilizer.

ENERGY EFFICIENCY: Compact energy efficient fluorescent lighting is used, as well as programmable lighting and HVAC. The VBCC's glass system limits UV light penetration in pre-function areas.

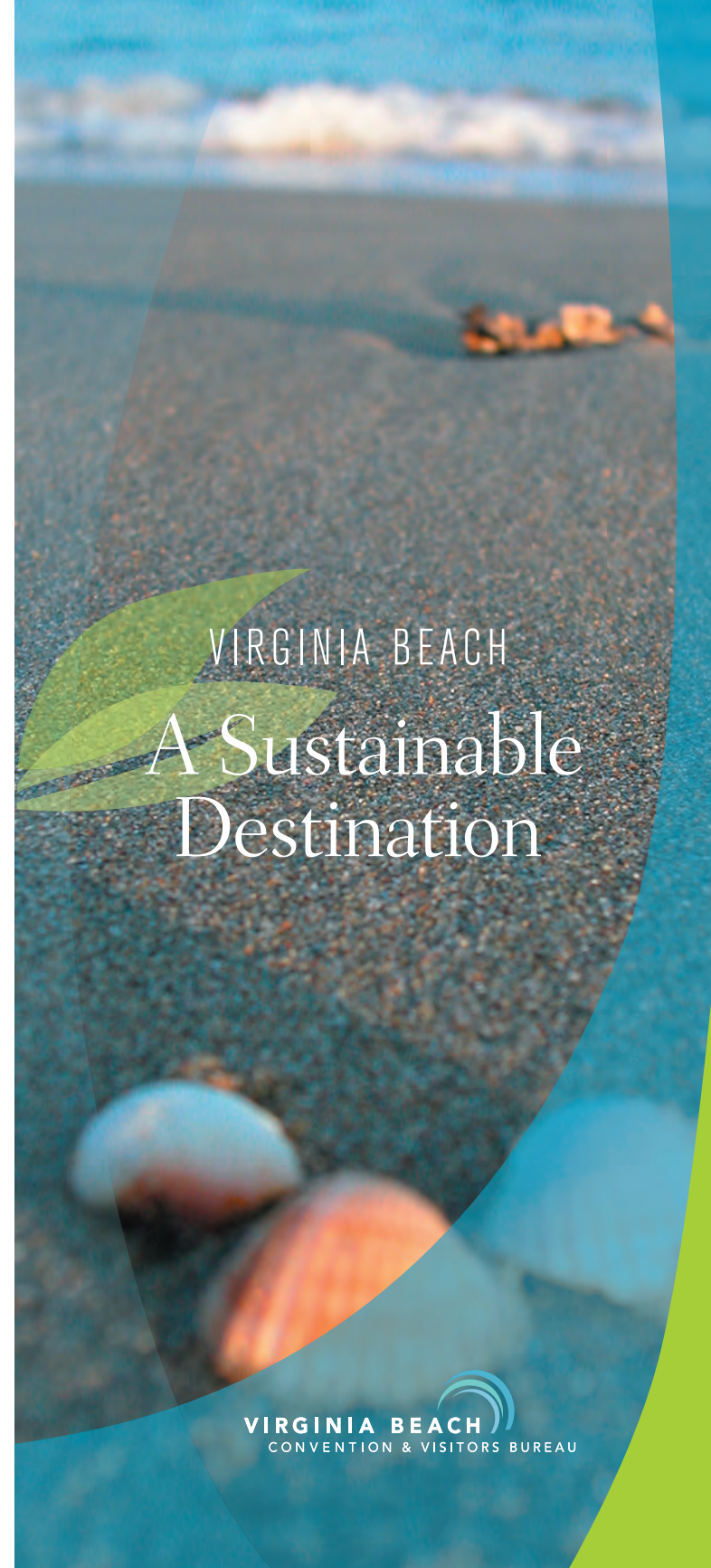


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VIRGINIA BEACH A Sustainable Destination





Virginia Beach is becoming a premier green meeting destination, offering environmentally-friendly first-class amenities in a metropolitan coastal environment. The Virginia Beach Convention Center is the Nation's *and* the Commonwealth of Virginia's first convention center to earn LEED® Gold certification from the U.S. Green Building Council.¹ The Convention and Visitors Bureau (CVB) is a Virginia Green partner, embracing the Commonwealth's campaign to promote environmentally-friendly practices in all aspects of the Virginia tourism and hospitality industry. Now with over 100 Virginia Green certified hospitality businesses, Virginia Beach is the Commonwealth's first "Virginia Green Destination" among other "firsts" including:

- The first convention center to earn LEED Gold certification for Existing Buildings
- The first Virginia Green Convention Center
- The first Virginia Green Airport – Norfolk International
- The first Virginia Green Restaurant – Croc's 19th Street Bistro
- The first Virginia Green Event – Shamrock SportsFest
- One of the first Virginia Green Attractions – The Virginia Aquarium
- One of the first Virginia Green Visitors Centers – the Virginia Beach Visitor Information Center



These businesses, most locally owned and operated, voluntarily chose to join Virginia Green through a charge led by the Virginia Beach Green Hospitality Team to encourage businesses to adopt green practices and bring awareness to this statewide program.

Virginia Green is a partnership program between the Virginia Department of Environmental Quality, Virginia Tourism Corporation and the Virginia Hospitality and Travel Association. For more information on the Virginia Green program, visit www.VirginiaGreenTravel.org.

Virginia Beach Convention & Visitors Bureau Virginia Green Partnership Efforts

Our Virginia Beach CVB and hospitality partners have made a commitment to grow & go green. Below represents an exciting beginning of our collaborative efforts:

- Partnered with Virginia Beach Green Team to encourage hospitality businesses, venues, attractions and events to become Virginia Green certified
- Maintain www.virginiabeachgreen.com and www.vbconventioncenter.com/green
 - Support and encourage green meetings, including teleconferencing for CVB meetings
 - Establish eco-tourism packages incorporating Virginia Green businesses, and eco-friendly activities such as hiking, biking and kayaking excursions through First Landing State Park and Back Bay National Wildlife Refuge
- Oceanfront Beach Recycling Program
- Reduction in tradeshow giveaway items, and use of environmentally-friendly gifts and promotional items
- Promote the use of Virginia Beach's WAVE hybrid-electric bus transportation, and other alternative ways to get to Virginia Beach attractions
- Collateral materials printed on recycled paper with environmentally-friendly inks and posted to web site

¹The LEED® (Leadership in Energy and Environmental Design) Green building rating system is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. For more information, visit www.usgbc.org/lead.

GREEN PARTNERSHIPS

- Convene Green Alliance
- Energy Star
- Green Meeting Industry Council
- Hampton Roads Green Building Council
- Resort Advisory Commission
- GREEN Committee
- The Sensible Seafood Program with the Virginia Aquarium
- TFC Recycling
- U.S. Green Building Council
- Virginia Green

