

Fayetteville Area Convention & Visitors Bureau is a Certified Green Business!



The Fayetteville Area Convention & Visitors Bureau is focused on positioning Fayetteville and Cumberland County as a destination for conventions, tournaments and individual travel. The Bureau, a not-for-profit organization, assists leisure travelers, meeting planners, group tour operators, media and military reunion planners. Their staff serves as a liaison between visitors and the local hospitality industry.

The Fayetteville Area Convention & Visitors Bureau (FACVB) became a Certified Sustainable Sandhills Green Business on August 13, 2009. FACVB had already begun efforts to reduce waste and recycle, which made the certification process a little easier for them. FACVB and its employees were excited to join the Green Business Program in order to grow and promote Fayetteville as a green community and a leader in sustainable practices.

As with most businesses, one of their biggest hurdles was the elimination of disposable, petroleum-based kitchenware. Not only are the employees now using washable kitchen items, but most no longer purchase bottled water and have opted for aluminum and plastic reusable water bottles instead.

FACVB's purchasing habits have changed and they are purchasing more eco-friendly items, such as recycled content office supplies and chlorine-free paper and cleaning products. They are also purchasing bulk items instead of individual serving items, such as sugar and coffee. The overall level of staff awareness has increased so employees are now looking for more earth-friendly options.

FACVB has continued reducing waste by eliminating duplicate subscriptions and junk mail, and reusing materials such as paper, envelopes and boxes. They are also sending electronic press releases and e-newsletters rather than traditional mailings, thus saving paper and money. Although recycling was already available, FACVB has increased its collection rate of paper, cardboard, aluminum and plastic bottles. All of these efforts have helped to reduce the amount of waste generated and to divert a significant amount of waste from disposal in the landfill.

In the area of energy conservation there was room for improvement. FACVB switched some lighting fixtures to more energy efficient alternatives, turned off unnecessary lighting in over-lit or unused areas, posted energy conservation signage, programmed their copier and computers to enter the sleep mode and now utilize natural lighting, where possible.

When asked if this is a program that they would recommend, Tammy Johnson, FACVB Office Administrator said “Absolutely! I tell people about the program all the time and ensure them that it is not difficult or time-consuming and is very user-friendly.” Tammy also said that the green practices at work have carried over into many of FACVB employees’ personal lives, from “advanced recycling,” green cleaning products and organic gardening to water conservation.

Congratulations to everyone at the Fayetteville Area Convention & Visitors Bureau for becoming a Sustainable Sandhills Certified Green Business!

The Fayetteville Area Convention & Visitors Bureau has three locations:

- Main Office at 245 Person Street, Fayetteville, NC 28301
- Fayetteville Area Transportation and Local History Museum
325 Franklin Street, Fayetteville, NC 28301
- Cross Creek Mall Satellite Office, JCPenny Wing
419 Cross Creek Mall, Fayetteville, NC 28303

For more information, please visit www.visitfayettevillenc.com

Green businesses reduce waste, promote recycling, become energy and water efficient, purchase eco-friendly products and educate their employees and customers about the multiple benefits of a sustainable community. For more information about how your business can become a SS Certified Green Business today, please contact one of our Green Business Coordinators:

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For more information on the SS Certified GreenBusiness Program, [click here!](#)

