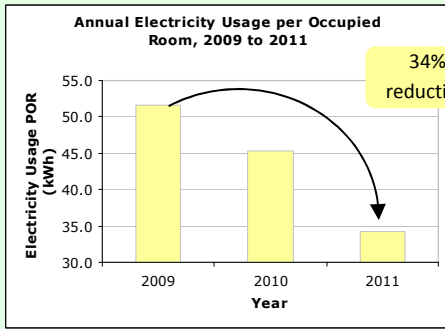
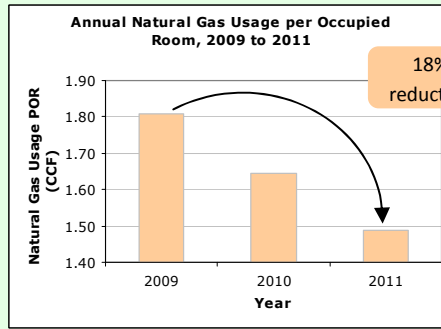


## Energy & Water Conservation:



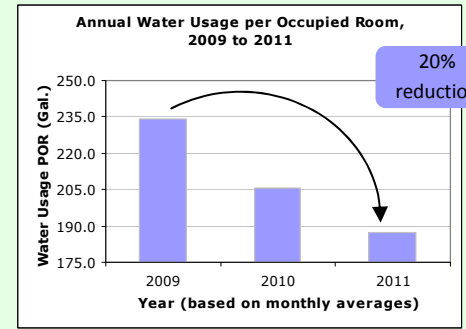
### Electricity decreased 34% per occupied room:

- Over 1,000 guest room & bath lighting converted to more efficient fluorescents
- In-room energy management system installed
- White roof (R19 rating) reflects summer heat
- Outdoor accent lighting converted to 75% more efficient LED lights



### Natural gas decreased 18% per occupied room:

- Ozone laundry system lowers water heating needs
- Linen conservation program saves heated water
- Improved insulation, door & window sealing



### Water decreased 20% per occupied room:

- Linen conservation program saves wash cycles
- Employee education & awareness surrounding water usage
- Drip irrigation system for landscaping



## Recycling & Waste Reduction:

- Organic waste composted through commercial collection service (291,840 lbs. annually)
- Newspaper and magazine recycling partnership with local Boy Scout Troop (11,020 lbs annually)
- Deep fryer oil collected and recycled into bio-diesel (936 gallons annually)
- Community e-waste & Christmas tree recycling events
- Conversion from plastic trash bags to paper liners in rooms (94,492 bags annually)
- Conversion from Styrofoam cups to glass and china in rooms (170,163 cups annually)
- Conversion of all to-go containers to corn- or potato-based materials and/or post-consumer recycled content
- Staff uniforms, pool tiles, and corridors/restaurant/lobby wall cover made of recycled material
- Office paper products are a minimum of 30% post consumer content
- All paper napkins, towels, and toilet paper 100% post consumer content

## Sponsorships & Donations:

- Donation of opened amenities to local homeless shelter
- Monthly community environmental events, including e-waste collection drives and "Lights Out Lunch"
- Sponsorship of recycling containers at local festivals
- Earth Day promotions and Plant-a-Tree donation
- Sponsor of Mayor Heartwell's Grand River Clean-Up
- 2011: American Heart Association
- 2012: Susan G. Komen Race for the Cure



## Policies & Certifications:

- Sustainability corporate policy aimed at conservation, recycling, education, purchasing and community involvement
- Quarterly "green initiatives" required by all departments
- State of Michigan – Green Lodging Leader level certification
- Green Hotel Association Member
- IHG Green Engage Member
- Member of Grand Rapids Area Chamber of Commerce Partnership for Sustainable Communities

## Green Meetings packages (new!):

- **Zero Waste** recycling & compost bins provided in each meeting space
- Reusable glassware & utensils provided, no disposable containers used
- Condiments served **in bulk** to reduce waste
- All paper contains **30% recycled** content with double-sided printing
- All napkins made of **100% recycled** content
- Complimentary daily parking & cruiser bicycles provided for local downtown errands
- Optional carbon offsets purchased through CarbonFund.org for a carbon-neutral meeting
- Optional "green" foods served at meeting breaks featuring local Michigan fare



## 2012 Green Plan:

Host Lights Out Lunch • Participate in Earth Hour, March 2012 • Investigate rainwater cisterns for irrigation • Partner with local elementary recycling unit • Promote Earth Day in conjunction with Peaches Bed & Breakfast • Host community recycling event for E-waste • Participate with West Michigan Public Museum Summer Camp Program • Sponsor Grand River Clean-Up • Promote breast cancer awareness • Achieve Level II in Green Engage program • Promote bicycles for guest use