



# 10<sup>th</sup> annual Virginia Green Travel Star Awards

## Hosted by



**Andrew Freiden**  
Meteorologist  
NBC 12



**Rita McClenny**  
President and CEO  
Virginia Tourism Corporation





VirginiaGreenTravel.org


# 2022 Annual Virginia Green Travel Star Awards

Travel Leader Awards  
Travel Star Awards  
Innovative Green Projects  
Green Team ALL-STARS



VirginiaGreenTravel.org

# 2022 Annual Virginia Green Travel Star Awards



## 2022 Travel Leader Award Winners





# 2022 Annual Virginia Green Travel Star Awards

## Green Travel Leader Award Winner:

### **Oak Grove Bed & Breakfast**

South Boston, Virginia

- An array of 48 solar panels was installed at Oak Grove which generated 14,300 kWh of electricity in 2021 and saved \$1,852 in electricity costs
- An electric vehicle charging station has been created on the property and guests driving an EV are offered a third-night free at the Bed & Breakfast
- Pickett offers green tours to show guests all of Oak Grove's sustainable practices and room books have a list of green actions
- In 2021, 140 pounds of waste was recycled and 395 pounds were composted





VirginiaGreenTravel.org



# Supporting Sustainable

- An array of solar panels generated 14,300 kW of electricity
- An electric vehicle charging station for guests and staff
- Pickett offers a variety of sustainable practices and products
- In 2021, 14,300 lbs of waste was recycled and 14,300 lbs of compost were composted

h generated  
ricity costs

e property  
e Bed &

sustainable







# 2022 Annual Virginia Green Travel Star Awards

## Green Travel Leader Award Winner:

### Twin Lakes State Park

Green Bay, Virginia



- In 2021, Twin Lakes State Park retrofitted 10 fluorescent lighting fixtures to LED bulbs, which saved 3,804 kwh of electricity
- The park's gas-powered leaf blower was replaced with an electric one, saving 700 pounds of emitted CO2
- They added a recycling dumpster and added metal recycling at the park and recycled 10,350 pounds in 2021, an increase of 15%
- Signage and programming shares information about energy conservation and recycling with park guests



Twin Lakes State Park







# 2022 Annual Virginia Green Travel Star Awards

## Green Travel Leader Award Winner:

### Crazy Rooster Brewing Company

Midlothian, Virginia

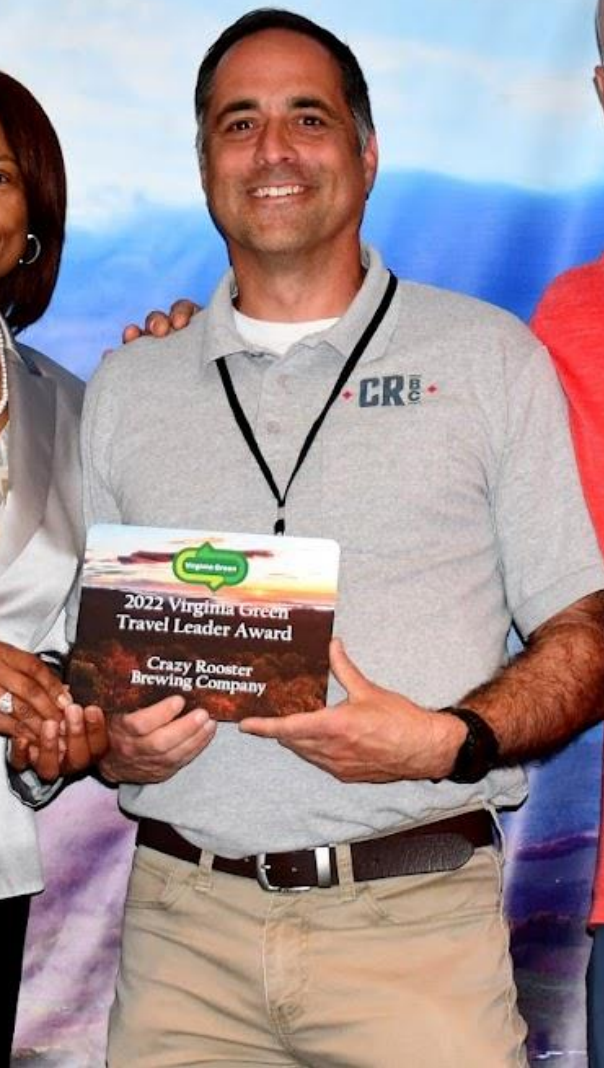


- Crazy Rooster repurposed wooden pallets and wood packing materials into baseboard, trim, and tables in the tasting room and their bar is made from a maple tree that fell nearby
- Switched from selling soda in plastic bottles to soda in aluminum cans and use glassware instead of plastic cups
- Collect and reuse the plastic 4-pack holders
- Spent grains sent to local farmer for cattle feed





# Supporting Sustainable Tourism







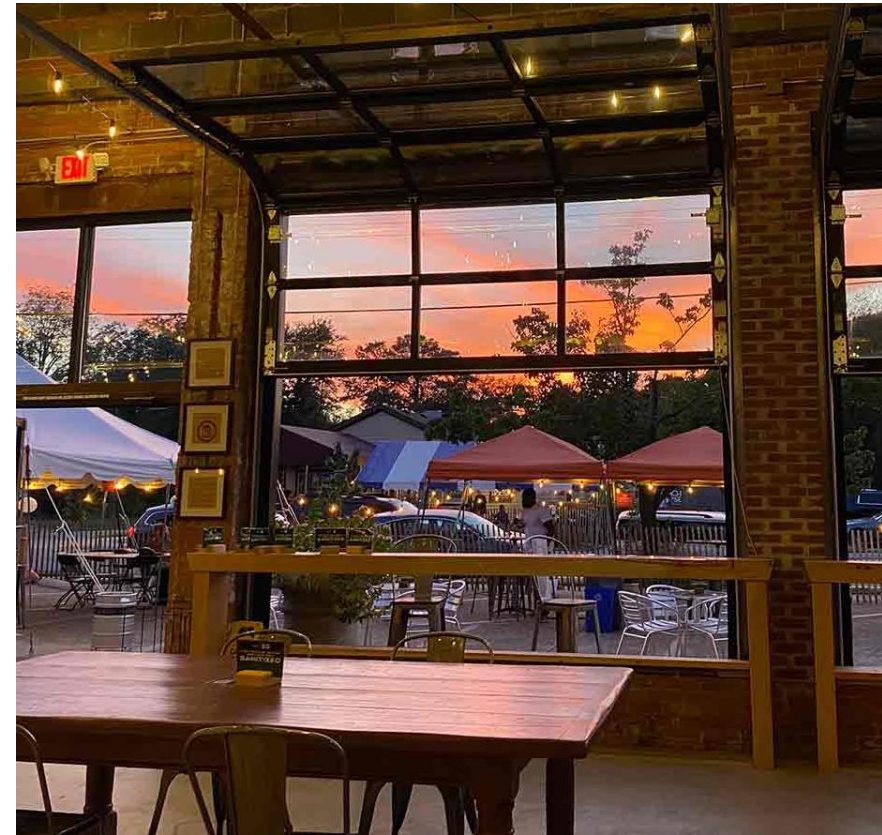
# 2022 Annual Virginia Green Travel Star Awards

## Green Travel Leader Award Winner:

### **Elation Brewing**

Norfolk, Virginia

- Elation brewing eliminated the use of plastic utensils and bags, switched to compostable to-go foodware items and installed re-fill water stations
- Transitioned last year from brewing malts grown in Germany to grains grown in Virginia and North Carolina
- Only low-flow water fixtures used in building and a 100 gallon rain barrel collects water for plants
- Recycle 52% of their waste and require their sublease tenant to recycle as well



**ELATION**  
BREWING





# Supporting Sustainable Tourism

Tom Griffin  
Executive Director  
Virginia Green Travel Alliance



ELATION  
BREWING





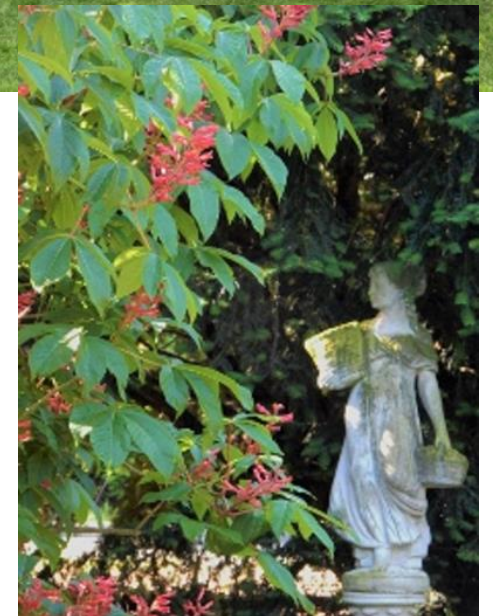
# 2022 Annual Virginia Green Travel Star Awards

## Green Travel Leader Award Winner:

### **Birdsong Pleasure Garden**

Luray, Virginia

- New efficient pipes and plumbing fixtures installed in the kitchen at Birdsong Pleasure Garden to conserve water
- 300 gallon rain barrels are used to collect water for the gardens
- Joined Energy Star's Low Carbon IT campaign
- Minimize waste by not purchasing items that cannot be recycled
- Teach garden visitors how to compost







# 2022 Annual Virginia Green Travel Star Awards

## Green Travel Leader Award Winner:

### James Madison University Dining Services

Harrisonburg, Virginia

- The Dukes Reuse program allows JMU students to use reusable to-go boxes on campus instead of single-use boxes
- The program is run through the Fill-it-Forward app and students conveniently check boxes in and out using QR codes
- Students pay \$5 one-time to join the program and receive a discount when they use their reusable container
- Since the program began in 2020, JMU dining services used 110,070 fewer disposable take-out containers, a decrease of nearly 50%







Virginia Green

Supporting Sustainable Tourism

2022 Virginia Green  
Travel Leader Award  
James Madison University  
Dining Services





# 2022 Annual Virginia Green Travel Star Awards

## Green Travel Leader Award Winner:

### **Shored Up, LLC**

Hampton, Virginia



- Certified Virginia Ecotour Guides Claire and Linda provided a field experience for youth enrolled in the Hampton Yacht Club's Chesapeake Experience camp
- On a tour of the upper Hampton River, campers learn first-hand about coastal ecosystems in the area and harm caused by pollution from stormwater
- Campers clean up litter in an 'I-spy' activity and learn about the importance of environmental stewardship



A Coastal Experience







# 2022 Annual Virginia Green Travel Star Awards

## Green Travel Leader Award Winner:

### DuCard Vineyards

Etlan, Virginia

- DuCard Vineyards partnered with Virginia Artesian water to eliminate single-use plastic water bottles from its consumer tasting room operations
- DuCard began using the Virginia Artesian 1-liter glass reusable glass water bottles in the fall of 2021
- DuCard will avoid the use of 5 to 10 thousand plastic water bottles over the course of the year





# Supporting Sustainable Tourism







# 2022 Annual Virginia Green Travel Star Awards

## Green Travel Leader Award Winner:

### Westmoreland State Park

Montross, Virginia



- In March 2021, Westmoreland State Park began their Oyster Gardening Program with the Tidewater Oyster Gardeners Association
- Grant funds purchased oyster spat, floats, and supplies and the park has retained healthy oysters that have filtered about 1.7 million gallons of water as of January 2022
- The project included the installation of a permanent exhibit on the oyster deck that teaches thousands of guests about the importance of oysters and how they increase the health of the Chesapeake Bay

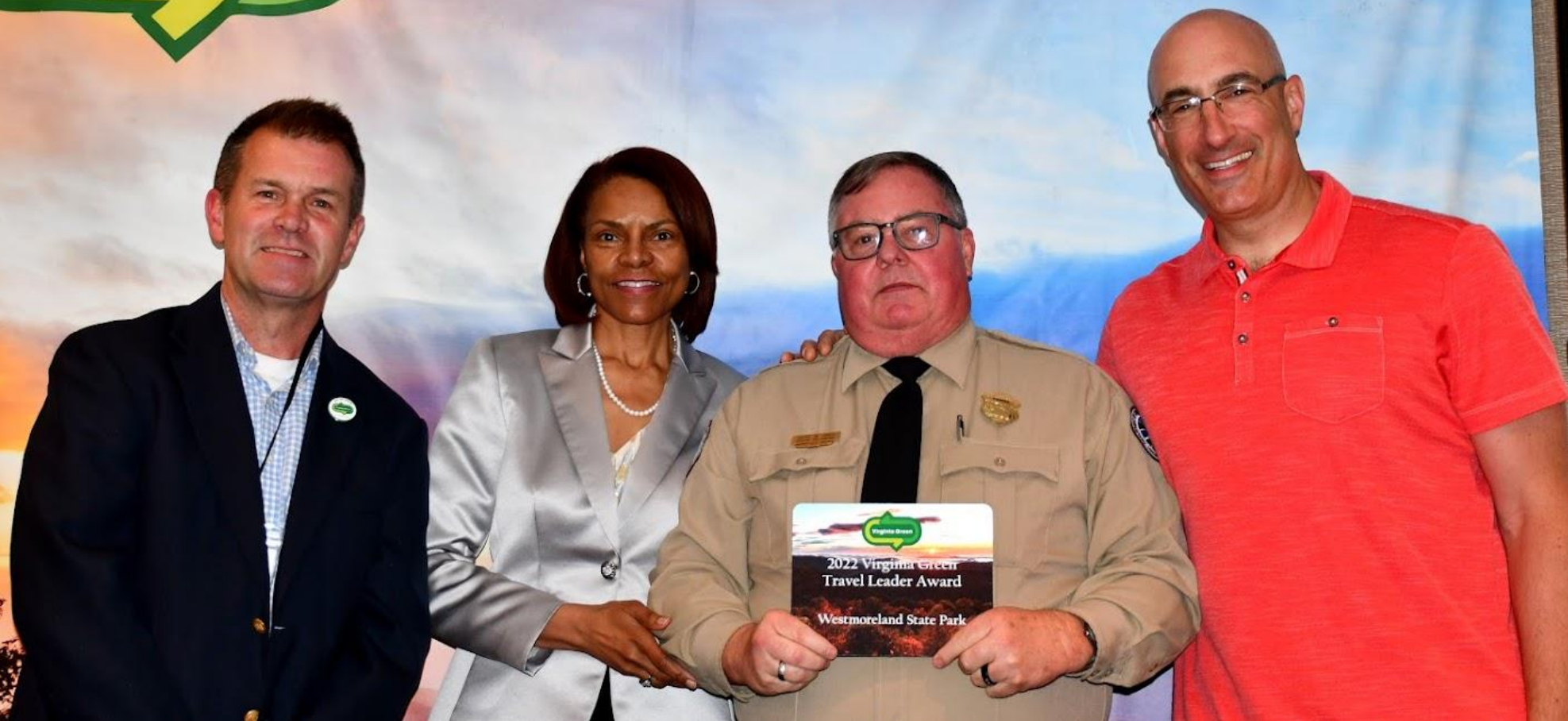


*Virginia State Parks*

Westmoreland State Park



# Supporting Sustainable Tourism







# 2022 Annual Virginia Green Travel Star Awards

## Green Travel Leader Award Winner:

### Lewis Ginter Botanical Garden

Henrico, Virginia



**LEWIS  
GINTER  
BOTANICAL  
GARDEN**

- LGBG is currently restoring Glen Stream which runs through their property for about 500 feet
- The stream is overrun with invasive plants so they will be removed and replaced with native plants
- Staff is restructuring Glen Stream to reduce erosion, absorb more stormwater and benefit aquatic life
- The restoration site is also serving as a educational demonstration landscape









# 2022 Annual Virginia Green Travel Star Awards

## Green Travel Leader Award Winner: Capital Region Airport Commission

Richmond, Virginia

- Richmond International Airport has been successfully recycling plastic, glass bottles and cardboard for 9 years
- RIC's Building Services Manager maintains more than 75 recycling containers in public areas inside and outside the terminal complex that are co-located with waste containers
- In 2021, 33.5 tons of material was recycled which represents a 56% increase from material recycled in 2020



**RICHMOND**  
INTERNATIONAL AIRPORT





# Supporting Sustainable Tourism







## VIRGINIA GREEN TRAVEL CONFERENCE & AWARDS

**BUILD BACK GREENER:  
THE FUTURE OF SUSTAINABLE  
TOURISM IN VIRGINIA**

Hilton Richmond Downtown  
April 25-26th

