

The SOUNDTRACK *of* AMERICA
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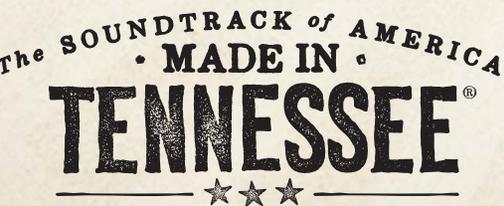
Tennessee Sustainable Tourism

Tennessee Sustainable Tourism program launched in 2008 in partnership with TDTD, TDEC and the Great Smoky Mountains National Park in honor of the GSMNP's 75th Anniversary.

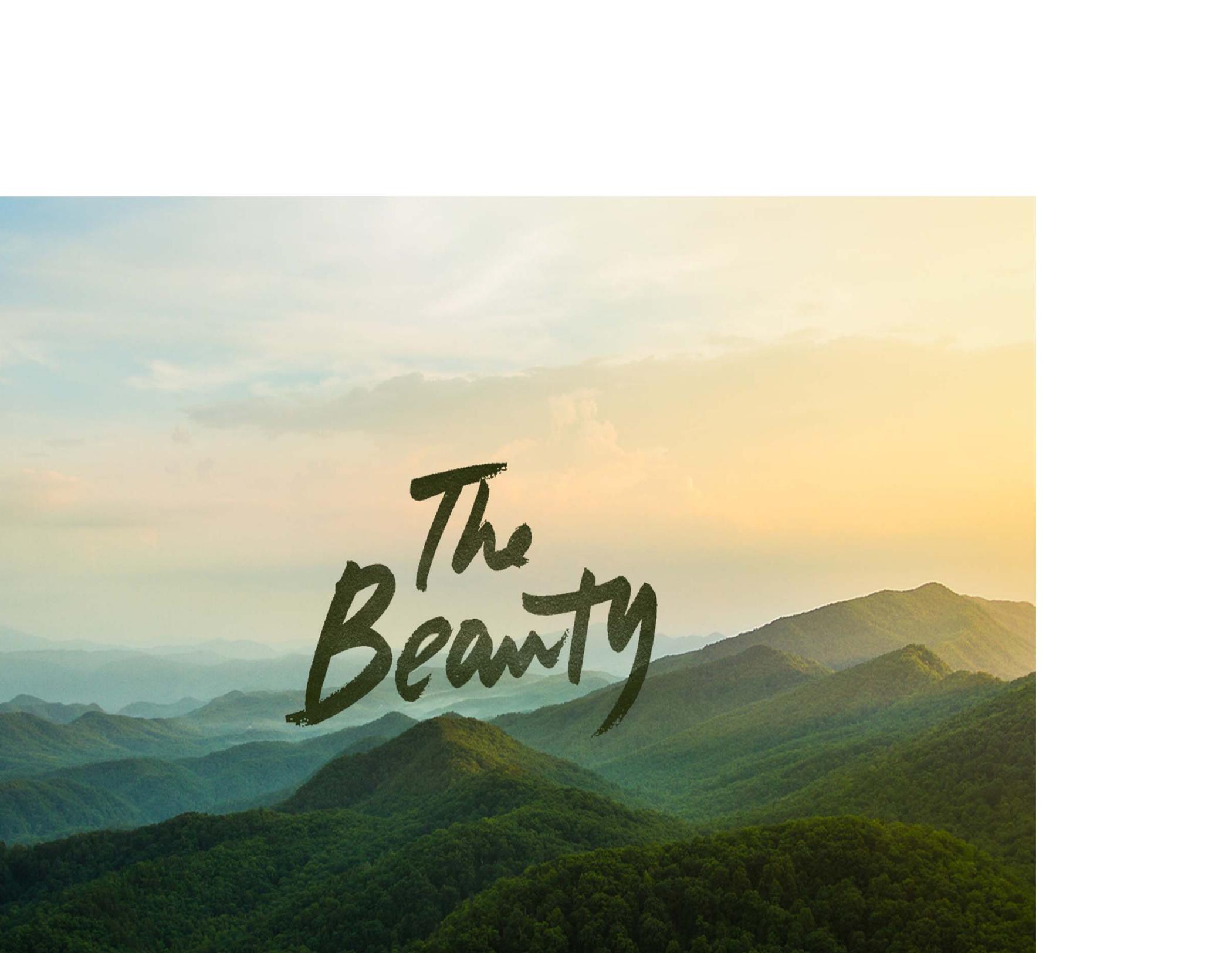
Award winning program recognized by U.S. Travel Association and Southeast Tourism Society.

What is *sustainable tourism*?

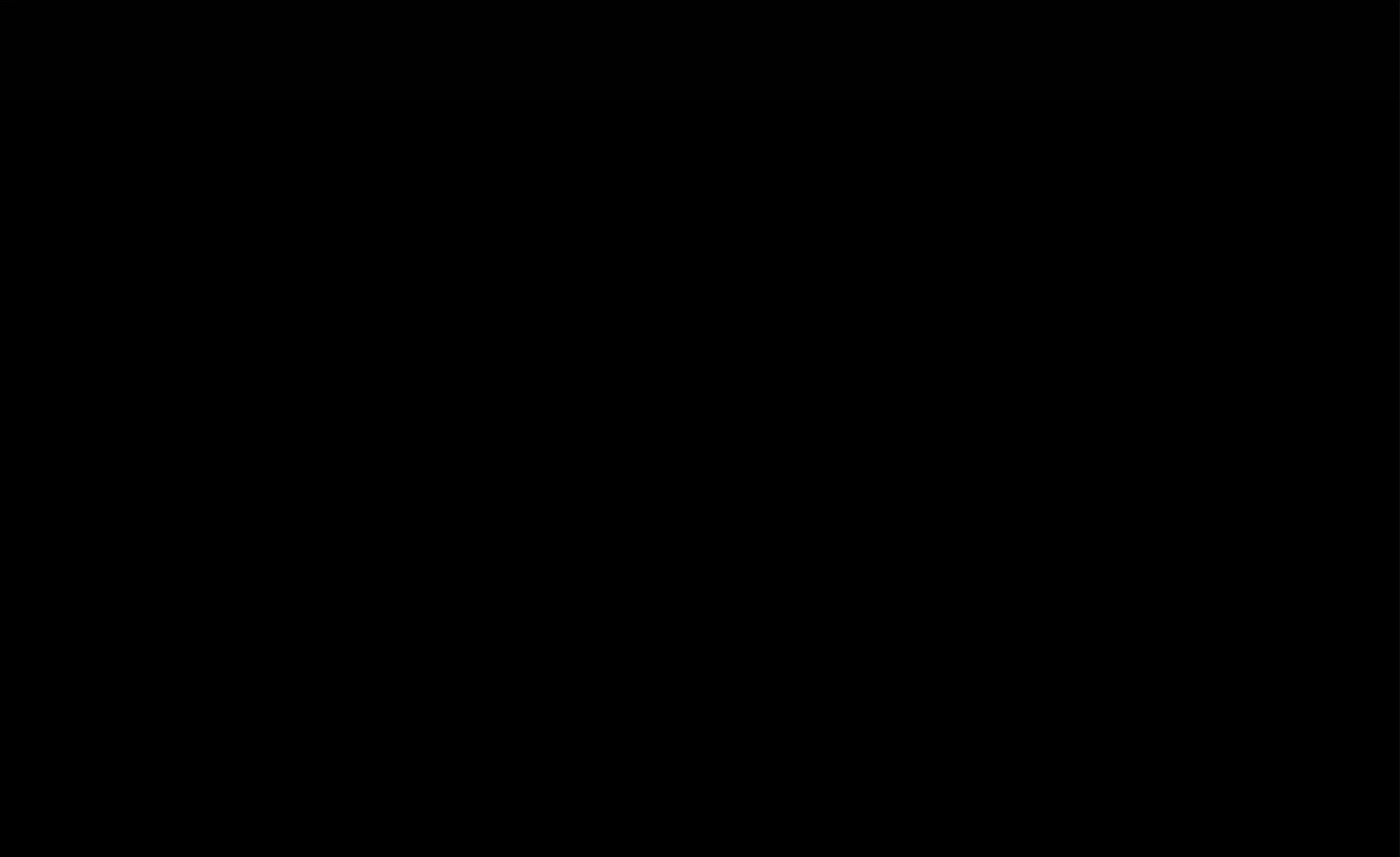
Sustaining the environment, culture and heritage of a region while at the same time sustaining the economic growth through tourism.”



Why Should We Care?



The
Beauty



Business Development

Jackson Kayak Opens in Sparta

\$6.5 million investment

“We originally moved here for the beauty of the area, the temperate weather, the great kayaking and the low cost of living. Then, when we started our business in the fall of 2003, we were very pleasantly greeted with an awesome work force and a very gracious and accommodating county, region, and state. I can't imagine a better place to live and do business than White County and Tennessee.”

Jackson Kayak President /Owner Eric Jackson



Ride-sharing service plans to invest \$5.1 million in Nashville

"We've worked to embrace the ride-sharing economy as an important component of a diverse and robust transportation system that increases options for residents and tourists alike. I thank Lyft for their investment in Nashville and for bringing more high-quality tech jobs to our city."



Photo: File / AP

Mayor Megan Barry, Nashville / Davidson County

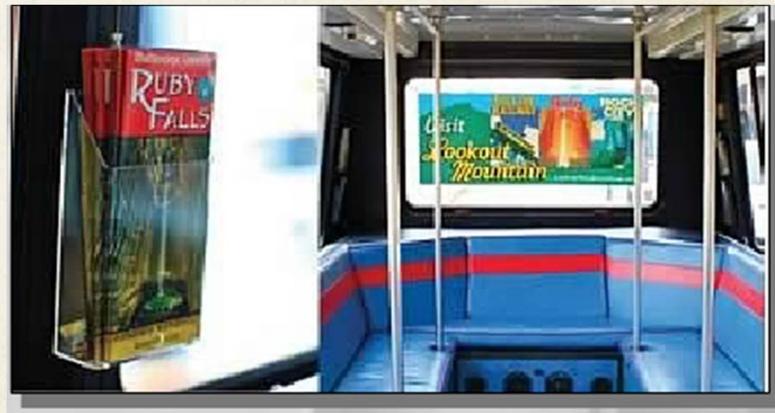
With more than one million rides per week, Lyft has become the fastest-growing transportation app in the United States and is the only ridesharing service with a 24/7 critical response line.

Sustainable Transportation

CARTA plans 20 Electric Vehicle Charging Stations in Chattanooga and a new Electric Vehicle Car-Share Program.

Through the expansion of charging stations, the installation of renewable solar power generation, and the use of plug-in electric vehicles, this project will promote the adoption of clean energy technologies and will reduce engine idling from vehicle use on a sustained basis.”

CARTA Officials



*One car-sharing vehicle can replace 19 vehicles in the neighborhood.

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Chattanooga

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Chattanooga “2015 Best Town Ever”

Outside Magazine names Chattanooga 2015 Best Town Ever

Iron Man 70.3 World Championship

Walkable downtowns = increased foot traffic for local businesses

Volkswagen Chattanooga's Solar Park, the largest in Tennessee, spans 33 acres

Chattanooga Airport's 2.1 megawatt solar farm produces 85% of the airport's energy needs

Free downtown electric shuttle

Pedestrian bridges

Solar arrays at Finley Stadium

Mountain incline railway

Creative Discovery Museum

Green Roof

River cruises

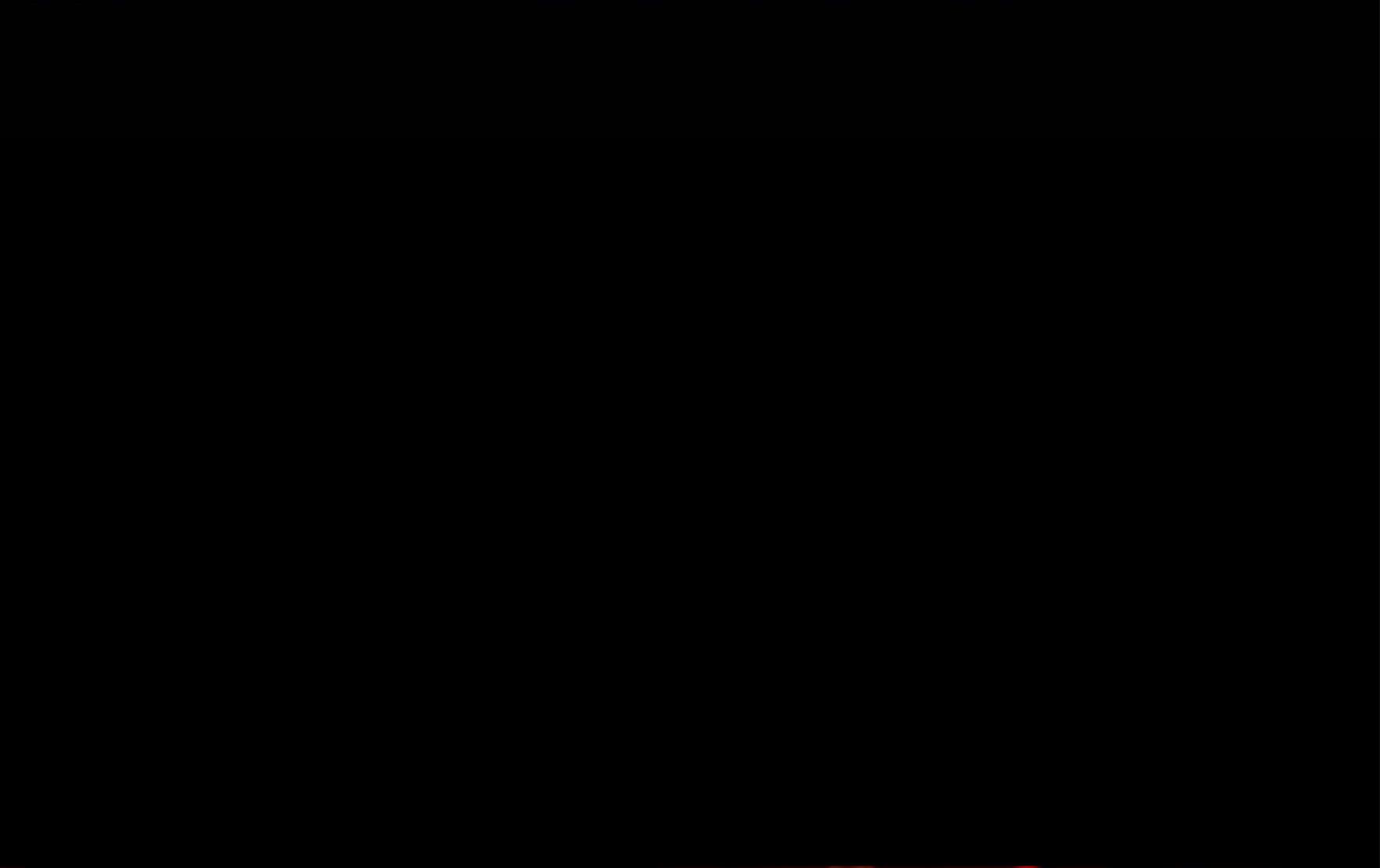
Bike Chattanooga

New Transit App



E X P E R I E N C E S







212 Market Restaurant

Blue Water Grille

Broad Street Grille at the Chattanooga

Chattanooga Choo Choo

Chattanooga Convention Center

Chattanooga Marriott at the Convention Center

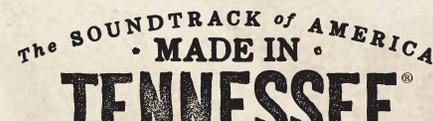
Chattanooga Conference Center & Hotel

Courtyard by Marriott I-75 Chattanooga

Courtyard by Marriott Downtown

Crash Pad, an Uncommon Hotel

DoubleTree Hotel Chattanooga





Eleven Restaurant at Doubletree Downtown

Fairfield Inn & Suites I-24

Flying Squirrel Bar

Fuse Restaurant

Hampton Inn & Suites Downtown

Hampton Inn & Suites Hamilton Place

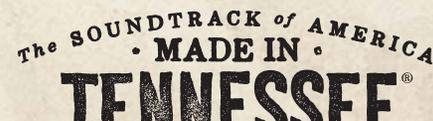
Hilton Garden Inn Downtown

Hilton Garden Inn Hamilton Place

Holiday Inn Hamilton Place

Mainstay Suites

Porters Steakhouse





Read House

Residence Inn Downtown

Residence Inn Hamilton Place

Ruby Falls

Sheraton Read House

Springhill Suites Cameron Harbor

Starbucks

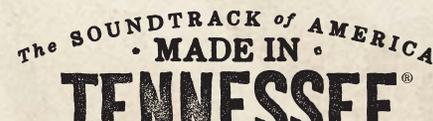
Staybridge Suites Downtown

Tennessee Aquarium

Terrace Grille Marriott Downtown

TownePlace Suites

Wingate by Windham Chattanooga

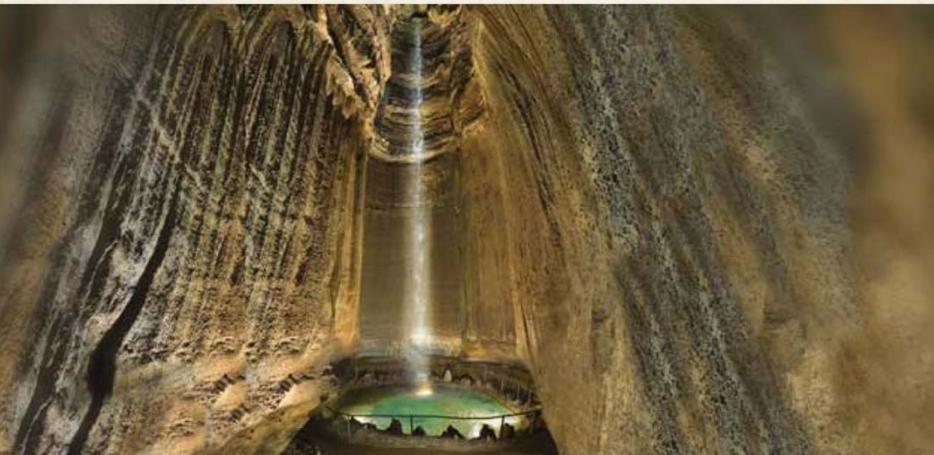




Ruby Falls Wins Green Globe Sustainable Leadership Award

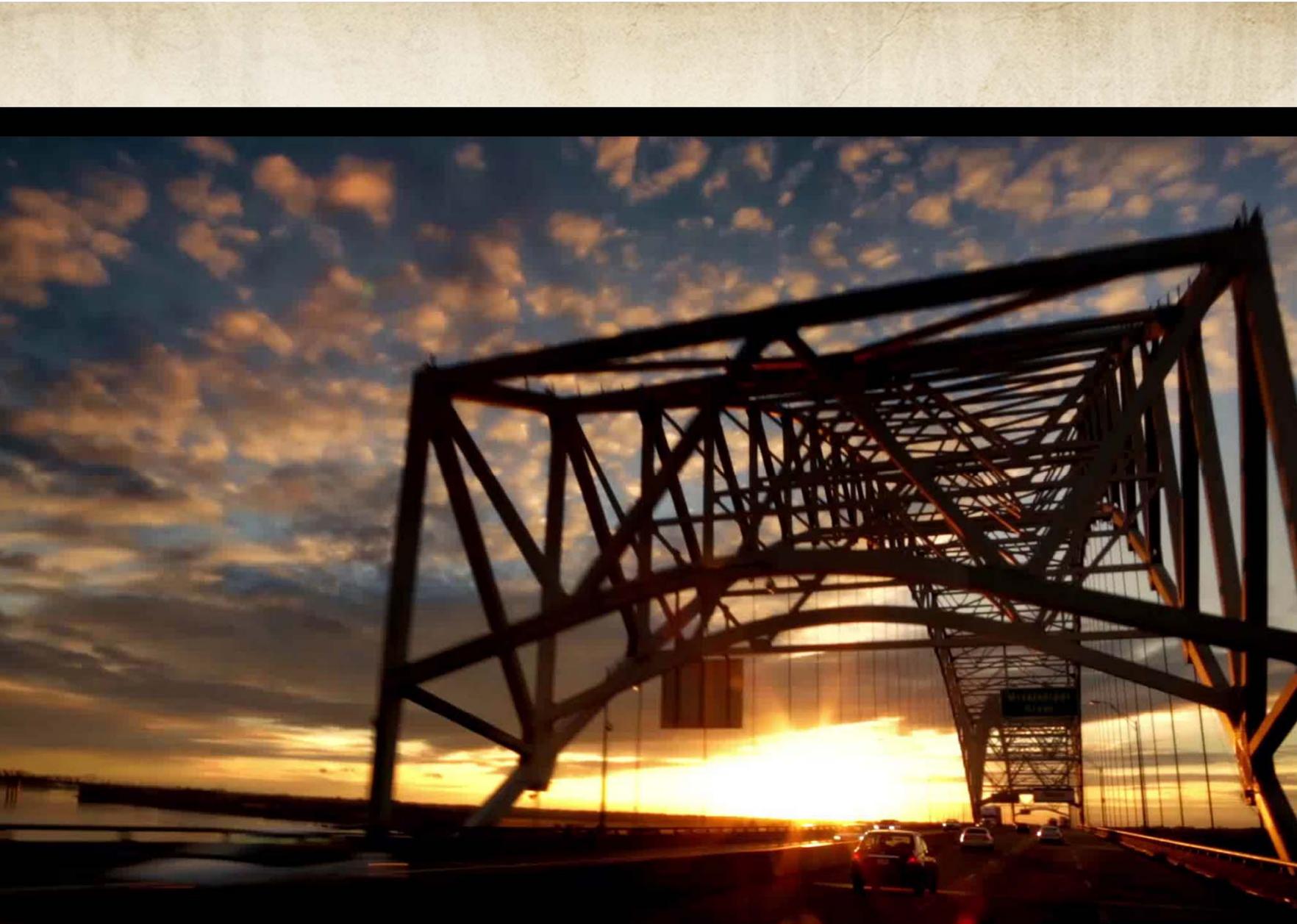
1st attraction in U.S. to receive Green Globe certification

TNHTA Green certified attraction



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The History



Sustaining Tennessee's Downtowns

Tennessee Main Street grants awarded by TECD

- Bristol
- Cleveland
- Columbia
- Jackson
- Morristown
- Savannah



Tennessee Main Streets have put a lot of work into creating an environment for business by improving the appearance of downtown and protecting their historic structures. Our downtowns are an important part of our state's identity and cultural heritage. Flourishing downtowns provide a sense of pride for our communities, spur tourism and promote entrepreneurship, which ultimately creates jobs.

Amy New, Assistant Commissioner for Rural Development, TECD

***Tennessee Welcome
Centers***

***Enhanced Visitor
Experience***

Tennessee Welcome Centers Receive Green Certification

TDTD worked in partnership with TDOT, TDEC, TNHTA and SkyeCon to implement sustainable business operational practices at all Tennessee Welcome Centers.

In 2014, TDTD received one of the first TDEC Sustainable Transportation Awards for providing a more sustainable visitor experience at the Tennessee Welcome Centers.

Tennessee visitors are excited about recycling opportunities at Welcome Centers.





“TDTD’s partnership with TDEC, TDOT, TNHTA and SkyeCon on this project is making Tennessee a more environmentally sustainable state, making visitors aware of our commitment, all while reducing costs at Tennessee Welcome Centers.”

Dobbin Callahan
SkyeCon

Tennessee Welcome Centers Sustainable Operations

Energy efficient lighting installed through use of LED lighting

Light sensors installed in all non-public areas

Water efficiency through use of low-flow faucets and toilets

Rain barrels added through partnership with TDEC to reduce landscaping water usage

Recycle opportunities available inside and outside the Welcome Centers through partnership with TDEC

Recycling opportunities of both paper and cardboard

Use of green cleaning products to minimize environmental impact

Brochure policy implemented encouraging partners to print

What's Next?

I-55 Memphis Tennessee Welcome Center



I-55 Memphis Tennessee Welcome Center

ustainable facts about the I-55 Welcome Center
replacement Project:

Welcome Center is designed to save 38.5% in energy costs annually.

Designed to save 36,000 gallons of water a year via efficient plumbing fixtures.

Roof is designed to maximize the power generated by attached solar panels.

Incorporates roof overhangs and sun shades to allow natural light in and keep heat out.

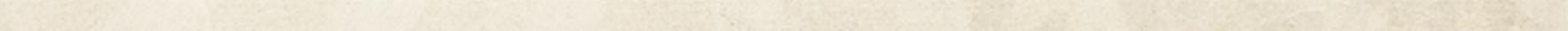
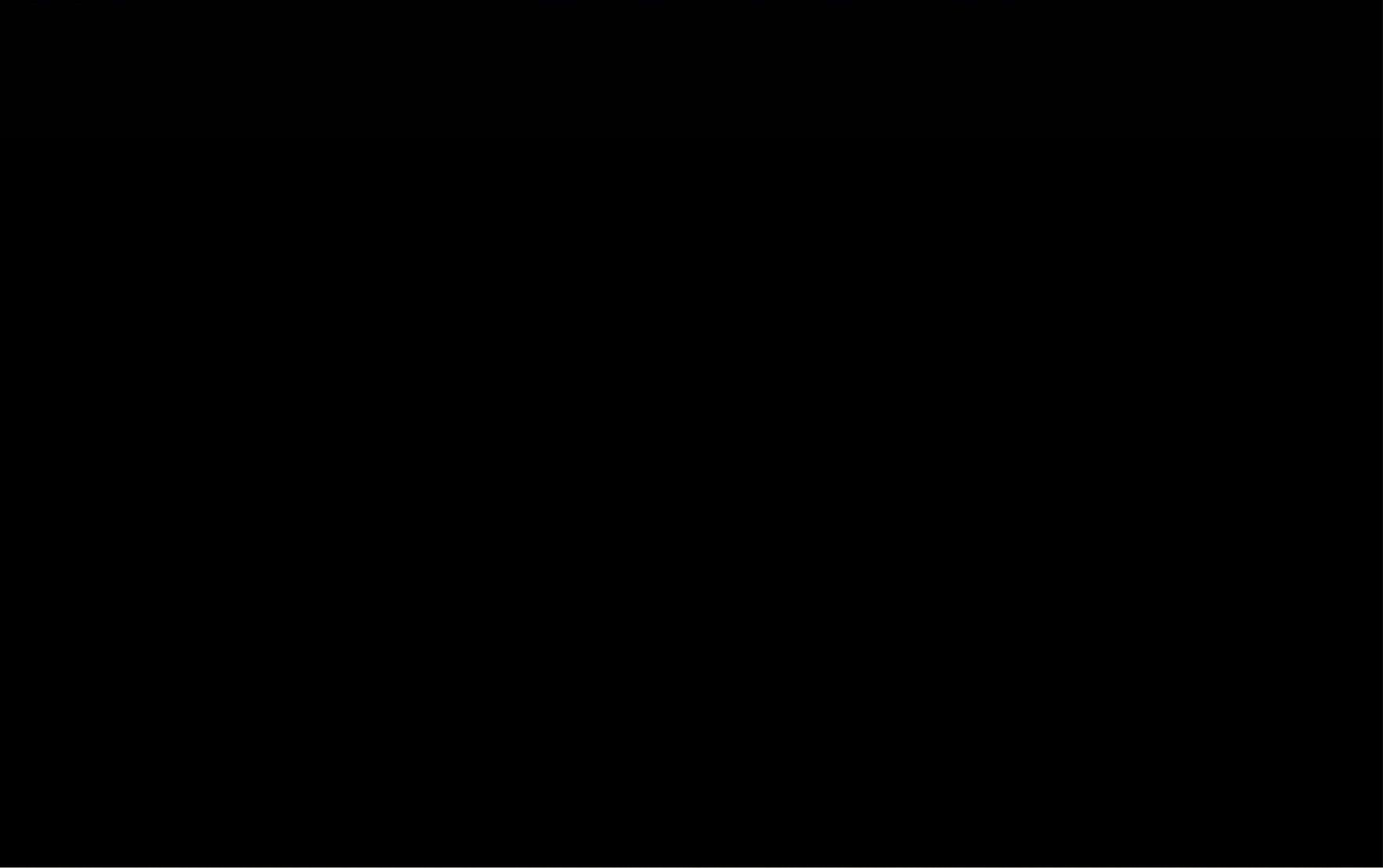
I-55 Memphis Tennessee Welcome Center

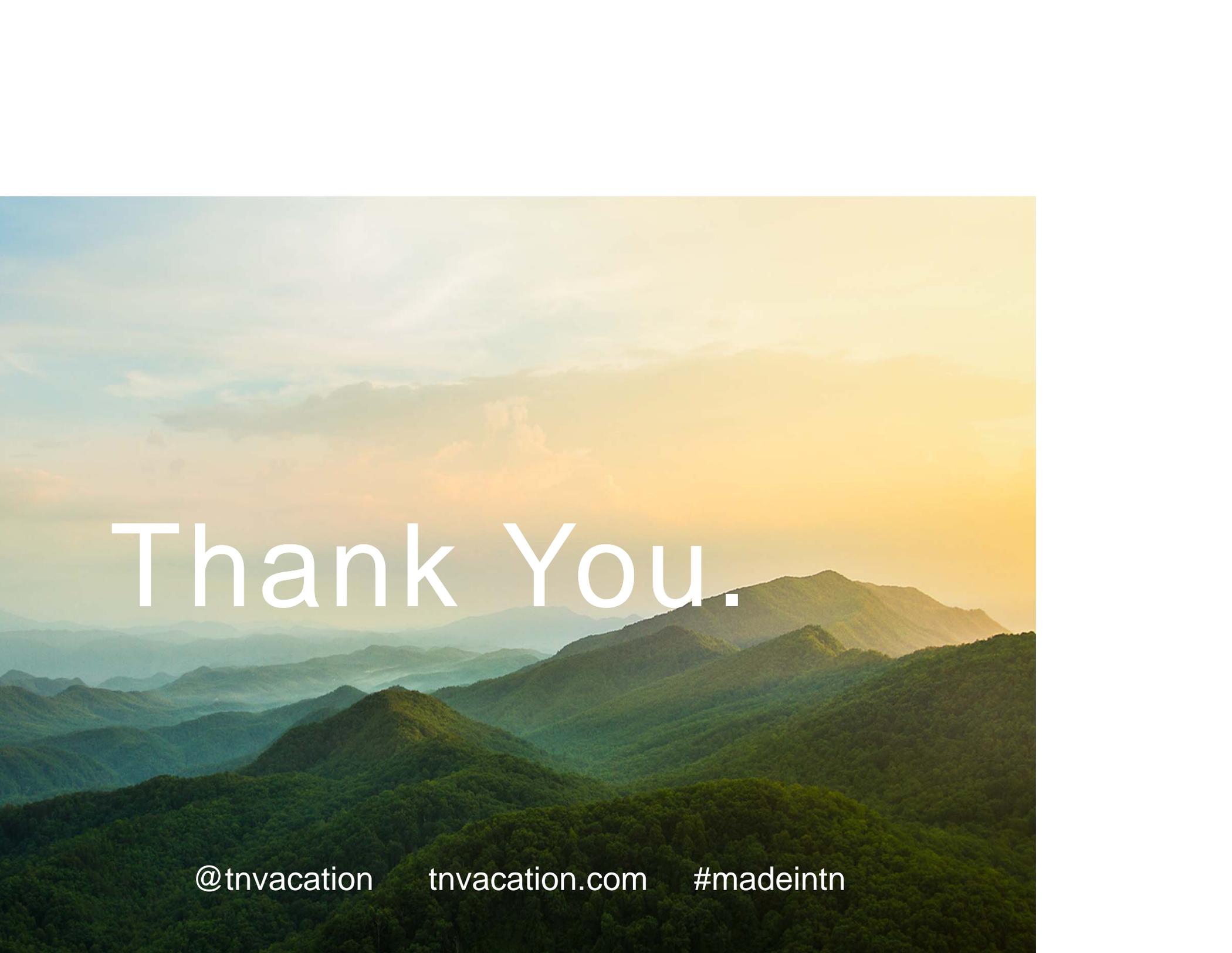
- Center has an underground storm water detention system that keeps the quantity of runoff equal to the site **before** it had parking areas built on it. This detention system also works with other landscape features to capture pollutants in water before it travels off site.
- Majority roof runoff from the Visitor Center is routed to an infiltration trench incorporated into the landscaping along the building frontage. This helps prevent erosion around the building and reduces the pollutant load discharged from the site.

*Again, Why Should
We Care?*

FAMILY VACATION







Thank You.

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