



ARTPRIZE
—
EIGHT



VENUE
SUSTAINABILITY
GUIDE



WELCOME ARTPRIZE VENUES



“ARTPRIZE HAS BECOME AN INTEGRAL PART of what makes Grand Rapids a great place to live, work, and play,” Mayor Rosalynn Bliss said, “The event and all who participate in this community treasure contribute to our city’s cultural and economic vibrancy and sustainability. Working together, we can increase diversity and inclusiveness, decrease energy consumption and continue to spur growth while preserving natural assets and meeting shared sustainability goals to ensure Grand Rapids is a great place to live for everyone for generations to come.”

—Mayor Rosalynn Bliss



Mayor Rosalynn Bliss

NAMED AMERICA’S GREENEST CITY

Grand Rapids, named ‘America’s Greenest City’ by *Fast Company* and America’s most sustainable mid-sized city by the U.S. Chamber of Commerce, is home to ArtPrize. ArtPrize has been working each year to better our best in sustainability strategies. This year we invite you to join us. This document contains thoughtful suggestions and community resources to help you shape your own sustainability goals that can last beyond ArtPrize.

Read more about the sustainability efforts of Grand Rapids at [City of Grand Rapids](#), [Grand Rapids Community Sustainability Partners](#), and [Experience GR](#).



Special thanks to the Wege Foundation for their support of the ArtPrize Sustainability initiatives.



Photo: Vince Dudzinski



ARTPRIZE'S SUSTAINABILITY COMMITMENT

OUR COMMITMENT TO SUSTAINABILITY

ArtPrize approaches our sustainability work through the lens of triple bottom line business practices.

Social Good • Environmental Sustainability • Economic Sustainability

As the World's Largest Art Competition, ArtPrize is intentional, through community-wide collaboration to plan and implement specific programmatic, operational and communication initiatives that positively influence:

- Use of Alternative Transportation • Waste Diversion
- Healthy Living • Inclusion and Equity for All

This guide outlines the details of our philosophy, resources and specific initiatives to fulfill our commitment to Social Equity, Environmental, and Economic impact. Please visit artprize.org/sustainability for even more information.

The best practices, resources and stories shared in this guide are the work of experts in our community whose passion and practical applications in sustainability have helped us to know where to begin. We welcome you to join us in this work, and we seek to join you in yours.

FEATURED RESOURCE: THE COMMUNITY SUSTAINABILITY PARTNERSHIP

ArtPrize was inspired by the CSP to look closely at what it means to track and balance the elements of the triple bottom line when running a successful and impactful nonprofit. The [Community Sustainability Partnership \(CSP\)](#) aims to transform the greater Grand Rapids region through the development of sustainable neighborhoods and communities.

CONTENTS	PAGE
WELCOME	2
HOW TO START	3
ARTPRIZE SUSTAINABILITY PLAN	4
IMPACT & MEASUREMENT	5
ECONOMIC IMPACT	5
MEASURE YOUR PROGRESS	5
CUSTOMER EXPERIENCE	6
PLANNING	7
VENUE PURCHASING PLANS	7
COMMUNICATION PLANS	7
HAVE A GREEN TEAM	7
DE-INSTALLATIONS	7
REDUCING YOUR CARBON FOOTPRINT	8
REDUCING WASTE	9
SAVING WATER	10
RECEPTIONS AND EVENTS	11
HOUSING GUESTS	11
CATERING	12
ADDITIONAL RESOURCES	14

ARTPRIZE SUSTAINABILITY PLAN

LONG-TERM ENVIRONMENTAL GOALS

- PROMOTE ALTERNATIVE TRANSPORTATION TO LOWER THE CARBON IMPACT OF OUR EVENT.
- PROMOTE WASTE DIVERSION EFFORTS TO LOWER THE TRASH IMPACT OF OUR EVENT.
- PROMOTE SUSTAINABLE LIVING PRACTICES.
- PROMOTE CITYWIDE EFFORTS AROUND COLLECTIVE SUSTAINABILITY SOLUTIONS.



Photo: Rob Bliss

LONG TERM SOCIAL EQUITY GOALS

- KEEP INTENTIONAL INCLUSION TOP OF MIND IN CONSIDERATION OF OUR AUDIENCE, PROGRAM PARTNERS AND WORK ENVIRONMENT.
- PROVIDE AND PROMOTE SERVICES THAT ENCOURAGE ACCESSIBILITY FOR ALL, FOCUSING ON INDIVIDUAL NEEDS AND MOBILITY CHALLENGES.
- FOSTER AUTHENTIC COMMUNITY ENGAGEMENT AND RELATIONSHIPS THAT BUILD BRIDGES AND UNDERSTANDING TO WELCOME ALL COMMUNITY MEMBERS.
- WORK TO ADDRESS ELEMENTS OF DIVERSITY THAT ARE HARDER TO SEE, INCLUDING GENDER IDENTITY AND SEXUAL ORIENTATION, SOCIO-ECONOMIC DIFFERENCES AND ACCESS TO EDUCATION.

IMPACT & MEASUREMENT



ECONOMIC IMPACT

The economics of sustainability complete the balanced equation of assessing impact on people, planet, and profits. Tracking the meaningful metrics for your business can be a valuable part of documenting progress and sharing your successes. Every fall, ArtPrize brings an economic boom to Grand Rapids.

Each fall ArtPrize runs an economic impact study to gather visitor data, demographics, and understand the broader fiscal implications on the community at large. Visitor data gathered in 2015 revealed that ArtPrize 2015 generated \$27.4M total in net-new economic output in Grand Rapids. ArtPrize 2015 stimulated earnings to local households in excess of \$6.8M. Attendee spending in addition to the activity of the ArtPrize organization helped create 339 jobs. See some of those facts [here](#).

MEASURE YOUR PROGRESS

CONSIDER WASTE AND ENERGY AUDITS. This year, WMSBF has created the Imagine Trash Venue Partner Package for ArtPrize venues. A professional assessment of your waste as well as recommendations for savings, improving sustainability, setting up recycling bins, and educating employees are included. Learn more by visiting wmsbf.org/imagine or by contacting Daniel Schoonmaker at dschoonmaker@wmsbf.org or 616.422.7963.

REPORT YOUR GOOD WORK. We are eager to know the ways you are tracking your impact and progress! Email us anytime at sustainability@artprize.org and we can help share your story and discuss further improvements!

WASTE
AUDITS



ARTPRIZE 2015 IMPACT FACTS

REACH IN 19 DAYS

400,000+	VISITORS
30,000+	OUTSIDE THE STATE
15,928	K-12 STUDENT PARTICIPANTS
1,000+	VOLUNTEERS
162+	VENUES

ENGAGEMENT IN 19 DAYS

422,763+	VOTES CAST
35,500+	REGISTERED VOTERS
56,911	EVENT MOBILE APP DOWNLOADS
\$500,000	CASH AWARDED



CUSTOMER EXPERIENCE



RESOURCES TO IMPROVE CUSTOMER EXPERIENCE

Thinking about who your visitors are, their individual needs and the potential health benefits is a part of the sustainability story, and a good place to start!

HEALTH AND WELLBEING:

- Consider a no smoking environment—not even on the property.
- Risk management: Assess your venue and look for possible challenges.
- Provide easy access to first aid kits and emergency numbers.
- Find green cleaning chemistry and use [safe chemicals](#).

ACCESSIBLE VENUES FOR ALL ABILITIES:

[Disability Advocates of Kent County ArtPrize Navigator](#)

- Consider restroom facilities for families and persons needing assistance.
- Consider providing unisex facilities and providing resources for transgender persons.
- Have a plan for baby buggies and strollers.
- Provide seating for folks requiring a rest.
- Access resources such as [Barrier Free information](#).

FEATURED RESOURCE: DISART

Grand Rapids-based [DisArt](#) is a multi-platform, culture building organization working to change perceptions about disability, one work of art at a time. They are hosting a symposium April 6-8 2017, and will have an ArtPrize Debut at SiTE:LAB! See the DisArt Hybrid Gallery and the Elevate Fashion September 24, 8:00 pm.

DISART
SIGN LANGUAGE ACCESSIBILITY



SIGN LANGUAGE: Learn more about services for visitors with hearing impairments provided by [Deaf and Hard of Hearing Services](#).

LANGUAGE INTERPRETATION: Contact the [Hispanic Center](#) for options to translate your marketing materials into Spanish.

CONSIDER VALET PARKING: Valet services can be very helpful for visitors who might require extra assistance due to mobility challenges.

ENCOURAGE GUESTS TO CALL AHEAD: It can be helpful for visitors to know how to contact you if they require special services. For example, you can add a statement on your invitations that reads: “Individuals requiring special accommodations to participate should contact us (your contact info!) with at least 48 hours notice. We are happy to support your needs.”

WRITE A DIVERSITY STATEMENT

- You might consider making a public statement about your commitment to diversity, inclusion, and access.
- Here is an example we like from the City of Grand Rapids: *“The City of Grand Rapids is committed to providing a working environment free from discrimination and to fostering a nurturing and vibrant community founded upon the fundamental dignity and worth of all of its members. The Diversity and Inclusion Office has overall responsibility for the administration of the City’s equal opportunity, nondiscrimination and diversity policies and programs. To that extent, we work to promote inclusion and accessibility.”*



PLANNING



CREATE A VENUE PURCHASING PLAN

SHOP LOCAL: To reduce transportation costs and to support the local economy, we suggest that you buy local! Check out our awesome [Local First](#) for connections.

GO DIGITAL: Go paperless. Encourage artists to focus on social media and reduce the amount of paper you use.

SHOP IN BULK: Whenever possible reduce packaging waste by shopping in bulk.

FOR PRINTED MATERIALS: Use papers with recycled content, [FSC certifications](#), and soy based inks. Minimize the size and double-side print. These can be recycled or composted after use. Consider placing a box at the exit for reusing print material [like your venue guides].

BUILD A GREEN TEAM

TRAIN EVERYONE! Take time during your ArtPrize meetings to update your team and volunteers to the processes you have put in place.

FEATURED RESOURCE: LOCAL FIRST

Local First is a wonderful resource in our community working to develop an economy grounded in local ownership that meets the basic needs of people, builds local wealth and social capital, functions in harmony with our ecosystem, and encourages joyful community. [Local First](#) is also your resource to becoming a Benefit Corp. Certified businesses. Grand Rapids is now home to 10 B Corps and growing!

BUSINESS FINDER
APP



HAVE A COMMUNICATION PLAN

Share your good work! Website, blogs, Twitter, Instagram.

WRITE AND PUBLISH A SUSTAINABILITY PLAN for your venue. Include your diversity and accessibility statements.

ARE YOU A LEED VENUE? Do you participate in the [Battle of the Buildings](#) and the [District 2030 initiatives](#)? Tell us on your website and post your plaques in your venue. Be an advocate, visitors would love to hear your stories!

BI-LINGUAL RESOURCES: The Latino population is the fastest growing community in Grand Rapids, please consider the benefits of interpretation and translation services.

CREATE A SOCIAL MEDIA PLAN. Share your good work through blogs, Facebook, Twitter, Instagram and Pinterest.

CREATE A PR CAMPAIGN. Engage local media. Include your sustainability work in your marketing material.

DE-INSTALLATION

Where will the art go when ArtPrize is over? Many artists have a plan, however some will need assistance, especially those who create site specific work. Be ready to help them! Additionally, [Kent County Department of Public Works](#) can assist with suggestions specific to your needs. Contact: 616-632-7920 or recycle@kentcountymi.gov/recyclekent.



REDUCE YOUR CARBON FOOTPRINT

RESOURCES FOR REDUCING YOUR CARBON FOOTPRINT

CONSIDER CARBON OFFSETS for your events and guest travel impacts.

A resource is [The Carbon Neutral Company](#).

ENCOURAGE ALTERNATIVE TRANSPORTATION.

- ArtPrize bike corrals and fix it stations: Please reference your ArtPrize map for bike parking and fix it stations around downtown Grand Rapids. DGRI also has a fabulous map: [downtowngr.org](#).
- Find bike rules in Grand Rapids [GR Driving Change](#).
- Find the charging station for electric vehicles:
 - 50 Ottawa.
 - 300 Monroe.
 - 301 Fulton Street West.

IDENTIFY NEAREST BUS STOP and bus number to your venue—eg: Fountain Street is on the No.6. The Rapid fleet includes hybrid busses, the silverline free downtown loop, and you can even bring your bike!

FEATURED RESOURCE: GREEN BUILDINGS

The West Michigan Chapter of the US Green Building Council has been hard at work for many years helping to influence better building practices in new construction. They have expanded their mission to include existing buildings. Here are two great projects in Grand Rapids that you may want to participate in: • [Grand Rapids 2030 District](#) • [Battle of the Buildings](#). Is your venue participating?

BUILDINGS

OFFSETS

BIKE VALET

RAPID BUS SERVICE



Photo: Drew Davis



REDUCING WASTE



RESOURCES TO HELP REDUCE WASTE

The Kent County Recycling and Educational Center has all the resources you need to understand recycling in Grand Rapids.

MAKE RECYCLING EASY: To be successful, you will want to station persons from your team at your recycling area to assist guests. For recycling graphics, please contact the Image Shoppe, the designers of the S.O.R.T. program.

BRING IT HOME: Help guests understand resources for home recycling in the county. Recyclekent.org is a start! Consider composting with services from Organicycle.

PROBLEM ITEMS: Chip bags and candy wrappers can be recycled through a fabulous company called Terra Cycle.

ODD ITEMS:

- Battery Recycling recyclekent.org.
- Electronics [anything with a cord] CompRenew.
- Hazardous waste [fluorescent lamps, paints, solvents,] SafeChem, SET Environmental.
- Construction waste: Habitat for Humanity ReStore.
- Everything Else [no TV's or mattresses]: Goodwill!

FEATURED RESOURCE: GOODWILL

Goodwill of Greater Grand Rapids celebrates 50 years of service to our community this year! Since 1966, they have been changing lives and communities through the power of work. Support Goodwill by donating items and shopping their retail and reBlue stores, Blue Spoon Catering, and food truck.

MOST STUFF CONSTRUCTION COMPOSTING RECYCLING



SORT it OUT at ArtPrize

Look for the S.O.R.T.ing Stations



Separate
Organic
Recycling
Trash



S.O.R.T PROGRAM

In an effort to host a more sustainable event, S.O.R.T. recycling and waste stations will be available around Grand Rapids during ArtPrize. Volunteers will help guests offering education about compost, recycling, and landfill. By encouraging the proper placement of discarded materials, the stations will help ArtPrize's 400,000 visitors keep Grand Rapids clean during their visit!

During ArtPrize, S.O.R.T. stations can be found at Rosa Parks Circle, The ArtPrize HUB / HQ and Calder Plaza.

IMAGINE TRASH PROJECT

With this project, the Kent County Department of Public Works aims to reduce landfilled waste 20% by 2020 and 90% by 2030. Find out more and join in the commitment to reducing our waste at Imagine Trash.



SAVING WATER



THE ARTPRIZE WATER SHARE PROGRAM

In its third year, the Water Share Program aims to reduce the use of single use water bottles and strengthen the basic principles of water conservation — informing and educating visitors about the importance of hydration and reductions in resource consumption. Stop by a Neighborhood HUB to pick up your free Water Share sticker, put it on your reusable water bottle and fill up at any of our participating Venues! A map of Water Share venues can be found [here](#). **Do you want to be a Water Share Venue in the future?** Contact us at sustainability@artprize.org to learn more.



ARTPRIZE WATER SHARE
PRESENTED BY
SPECTRUM HEALTH



WATER SHARE VENUES

50 Monroe Ave NW	Grand Rapids Downtown Market
Adventure Credit Union	Holiday Inn Grand Rapids Downtown
ArtPrize HUB & ArtPrize Clubhouse	Hopcat
Bagel Beanery	J. Gardella's Tavern
The B.O.B.	Kendall College of Art & Design
Cornerstone Church - Heritage Hill	Lantern Coffee Bar and Lounge
Courtyard Marriott Downtown	Monroe Community Church
DeVos Place Convention Center	Swift Printing & Communications, Inc
Disability Advocates of KC Oasis Lounge	UICA
Frederik Meijer Gardens & Sculpture Park	Van Andel Arena
Gerald R Ford Presidential Museum	WMU Grand Rapids
Grand Rapids Brewing Company	



RECEPTIONS & HOSPITALITY



HOUSING GUESTS

Many of our visiting Artists are looking for economical accommodations while installing and promoting their work. We encourage you to consider sharing your home through these platforms. The ArtPrize Artist Hosting program matches local hosts with out of town artists, with typical stays running from a few days to a few weeks.

- **ARTPRIZE ARTIST HOSTING PROGRAM**
- **AIRBNB**
- **EXPERIENCE GRAND RAPIDS**

RECEPTIONS AND EVENTS

CONSULT CATERERS WHO SPECIALIZE in local foods, and waste management.

MINIMIZE TRANSPORTATION COSTS by sourcing locally grown and produced products.

- 33% of the Michigan Economy is Agriculture—love a local farmer.
- We are Beer City—Cheers! Be thoughtful about over-serving guests. Provide taxi service home for guests needing assistance, use TIPS certified servers.

FEATURED RESOURCE: ARTIST HOSTING PROGRAM:

Meet Erica Curry-VanEe, who hosts artists and visitors through AirBnB every year. Erica and her husband Brian share a percentage of their profits made through this home sharing platform with a different non-profit every month, and for the months of September and October they make this contribution to ArtPrize. Learn more about her story on our [ArtPrize blog!](#)



Young Kim & Erica Curry-VanEe

ZERO WASTE CATERERS

- ADELINE LEIGH
- BARFLY VENTURES
- ESSENCE RESTAURANT
- GILMORE COLLECTION
- GOODWILL—BLUE SPOON
- KANGAROO KITCHEN
- MARTHA'S CATERING
- SAN CHEZ



CATERING



FOR ZERO WASTE EVENTS

Plan your menu carefully: Use healthy, fresh, seasonal and local foods.

- ☑ **BE THOUGHTFUL AND INCLUSIVE** in your food choices. Provide vegetarian, gluten free, and vegan options. Clearly label the food and contents. You will be thanked!
- ☑ **BE CULTURALLY INCLUSIVE** in the kinds of dishes you serve.
- ☑ **REDUCE WASTE** by what you serve: Serve finger foods—hors d'oeuvres on napkins are zero waste.
 - Have the caterers serve to the guests. They can also clear dishes and keep the event tidy.
 - Avoid box lunches. Often boxes contain items folks do not want and then the box is waste too. If you must, a paper box is best as it is compostable.
- ☑ **CONSIDER THE IMPACT OF MEAT**—its production has a high environmental impact. Focus on local, grass fed, free range products. If you want to lower your food carbon footprint, avoid all meat.
- ☑ **LESS IS MORE.** Be thoughtful about portion sizes. Caterers are often afraid of running out of food so they often prepare more than necessary. Be accurate with guest counts, and expected portion sizes. It is OK if you run out... and have a plan for any excess food. Be aware of your caterers policy for leftover food, if allowed, provide reusable or recyclable take home containers for staff and friends [it is difficult to recycle ziplock bags, use sparingly].
- ☑ **SELECT FAIR TRADE COFFEE.**



- ☑ **BEVERAGES SERVED IN GLASS** are preferred to reduce waste and plastics. Source compostable cups if you require single serving disposable products. We recommend [BBC Distributing](#).
- ☑ **AVOID SERVING BOTTLED WATER.** Pitchers of water and glasses are best. Provide a place for guests to refill their personal [water bottles](#).
- ☑ **REMOVE TRASH CANS** to eliminate confusion and require trained staff to manage and separate waste. Don't expect your guests to understand your system.
- ☑ **USE REUSABLE SERVING PIECES**—real glass for beverages, porcelain and ceramic.
- ☑ **COMPOSTABLE SINGLE USE DISPOSABLES:** Source compostable cups, plates and utensils if you require single use products. We really like [BBC Distributing](#).



CATERING



CATERING REQUESTS

MANY CATERERS WILL MANAGE THE WASTE for an event. Ask them. If you don't have a composting service, consider selecting a caterer that does..

Saran wraps are not compostable or recyclable. Ask caterers to minimize the use of saran wrap and have them take back their waste. Many will take the compost back to their restaurant for you.

AVOID SINGLE USE PACKAGING. Individual packets of cream, sugar, butter, sour cream, salad dressings, chips and condiments can often be avoided by using a sugar bowl or pitcher of cream, for example.

AVOID UNNECESSARY ITEMS such as inedible garnishes or one time use decorations.

CLEARLY LABEL FOODS so that persons with food sensitivities understand what they are eating.

USE PLAIN OR BAMBOO TOOTHPICKS. You can compost them. Avoid the toothpicks with the colored cellophane ends, surprisingly they are neither recyclable or compostable!

DECORE & ENVIRONMENT

FEATURE THE ART AND THE ARTISTS! When planning decor, consider how it might distract from the work, being sensitive to the artist's work will go a long way!

CLOTH TABLE CLOTHS AND NAPKINS ARE BEST! Consider a local linen supplier. Many caterers will take care of linens for you.

FRESH POTTED PLANTS ARE PREFERRED over cut flowers. They make a nice gift for special guests after the event. Consider plants that are edible — mint, basil, fuchsia. For fresh cut arrangements, seek local growers! The Farmer's markets have many great options, it is great fun to visit the [Fulton Street Market](#) or [Downtown Market](#).



Photo: Drew Davis

BE CLEVER ABOUT VESSELS AND VASES. Reuse, recycle, and shop Goodwill!

BE SURE FOOD IS EASILY ACCESSIBLE for your guests. Be ready to accommodate persons who require assistance.

CONSIDER A VARIETY OF SITTING / STANDING OPTIONS. For networking events provide space for mingling.

GREEN CLEANING

A helpful commercial sanitary supplier: [Nichols](#)

Retail cleaning options we like: Mrs Meyers, Method, vinegar, baking soda. For more cheap green cleaning ideas visit [andthenwesaved.com](#).



ADDITIONAL RESOURCES



ADDITIONAL RESOURCES

Grand Rapids is a city of collaborators! We work together on many initiatives that make our city more sustainable. You are welcome to join in.

We hope that you find these suggestions helpful, and we look forward to hearing about your experiences. Our hope is that you continue to revise and refine your process, share your learning, and continue your good work throughout the year!

CITY OF GRAND RAPIDS

Sustainability initiatives for the City of Grand Rapids are coordinated in [The Office of Energy and Sustainability](#). This office has been focusing on strategic energy management and climate resiliency planning, which impact both the Sustainability of the city and Transformation Investment Plans.

SPECTRUM HEALTH – HEALTHY CITY INITIATIVE

Spectrum Health [Healthy City Initiative](#) dedicates \$6 million every year to Healthier Communities to provide programs and services for underserved residents of West Michigan. In 2015, our programs and services helped us connect more than 620,000 times with community members.

LOCAL COLLEGE AND UNIVERSITY PROGRAMS IN SUSTAINABILITY

Learn how these schools develop sustainable practices and community engagement.

Aquinas: Sustainable Business Program	Ferris State: Sustainability Guidelines
Calvin: Plaster Creek Stewards	Grand Valley: Center for Sustainability
Davenport: Sustainability initiatives	Western Michigan: Sustainability initiatives
Kendall College of Art & Design: Wege Center for Sustainable Design, Wege Prize	



SMG | VENUE FEATURE

DeVos Place finished in second place in the 2nd Annual Michigan Battle of the Buildings Energy Summit in 2016. The Michigan Battle of the Buildings Program is an awards recognition program that was created with the purpose of reducing energy use in all Michigan commercial and industrial buildings. The program, encourages energy-efficient practices by rewarding building owners and operators for their forward-thinking energy operations in this free, friendly competition. The Michigan Battle of the Buildings is the only state-wide energy competition in the country and Michigan is being recognized on a national level. For more information, visit:

- [Green Meetings Industry Council](#)
- [Van Andel Arena](#)
- [Devos Performance Hall](#)



ArtPrize Sustainability initiatives have been supported by the Wege Foundation.

CONTACT ARTPRIZE: We would love to hear from you!

Please email sustainability@artprize.org with your questions and feedback.