

Sonoma Green Hotel Program

Helping to Create a More Sustainable Sonoma and World

MISSION

It is our goal to create a balanced relationship between being a profitable company, a worthy employer and member of the community, and a steward of our natural environment. We strive to continually improve operations in our hotel, spa and restaurant in an effort to be as efficient as possible, use our resources sustainably, and benefit all our stakeholders.

In order to accomplish the above mission we will take into consideration three vital forms of capital that are integral to our daily operations. The three forms of capital are environmental (natural), social (human), and financial (economic).

Environmental

We strive to minimize our impact on our natural resources by using them as efficiently as possible, by considering the whole cost as opposed to just the monetary cost of our activities, and reducing our negative impact due to waste and toxicity.

- **Energy** – Conserve and preserve electricity, natural gas, and other fuels. Wherever possible, use and encourage renewable energy sources, and consider our contribution to air pollutants and eliminate that contribution.
- **Water** – Conserve and preserve water. Avoid water contamination. Consider our water waste into sewers, or runoff into the ground and ground water.
- **Waste** - Reduce, Reuse, and Recycle. Divert waste from the landfill by helping capture resources that can be reused and recycled, including compostable materials.
- **Conscious Purchasing** – Consider the lifecycle costs of products we purchase. What is it made of, where does it come from, how long will it last or be usable, is it inherently wasteful, and how can it be disposed of? Is there a better alternative that has a lower lifecycle cost, but a reasonable ticket price?

Social

We strive to benefit our stakeholders. Stakeholders include guests, employees, investors, the local community, region, and world. We not only want to meet their expectation, and be an outstanding service provider, employer, investment and citizen, but we want to contribute to the sustainability of our society. We do this by doing what we can to bring awareness and provide education on how each of us can be more sustainable in our lives.

Financial

We strive to maximize our profits through efficient business operations for our investors, employees, community and the economy.