



## **The Boulder Outlook Hotel's 2007 Corporate Sustainability Report**

The Boulder Outlook Hotel is a locally owned and operated facility that is dedicated to reflecting the values of Boulder and setting an example of how hotels can be environmental leaders and active participants in the community. Our desire to pursue these activities stems from our core culture as a corporation and our belief that it is the right thing to do. Each step that we have taken shows us how much more there is to learn and how much more there is to do. We believe that ultimately our success will be determined not solely from our own actions, but by joining with like minded individuals, groups, governmental authorities and other businesses. We are optimistic and believe that “the wind is at our backs”. Daily we see other groups breaking ground on new environmental and social initiatives. We look forward to learning from them and to sharing what we have learned. This Corporate Sustainability Report is an effort in that direction. We hope that by showing others what we have tried and what we have learned we will encourage them to start their own initiatives.

When we started many of these programs, we did so because we thought it was the right thing to do. We have been pleased to find that the market has supported these efforts. Since beginning our zero waste program we have seen a dramatic increase in business that has been directly related to these efforts. It turned out that not only was it the right thing to do, it was also the best business decision that we could have made. Specifically it costs us approximately \$600 a month to move towards zero waste. From this investment, we have been able to document an increase in business of at least \$10,000 per month. We believe that other businesses and organization will see similar results.

We welcome your questions, comments and suggestions. Please feel free to contact me directly at [dking@boulderoutlook.com](mailto:dking@boulderoutlook.com) or 720.974.7774.

Dan King  
The Ambassador of Cool

## Company Profile

In August of 2003, we opened the hotel as the Boulder Outlook Hotel. The property was originally built in phases as a Holiday Inn. Our plan has been to breathe life back into what was a struggling property and essentially recycle the building rather than tearing it down and building a new property. From the on set we wanted to reflect and celebrate the Boulder Lifestyle: active, educated, progressive and different. We attempt to achieve this in a variety of ways, most importantly through the level of service our staff delivers. To us good service means going out of our way to do something for our guests that they don't expect. These can be little things like giving our guests a collar stay for their shirt when they have lost theirs...to larger things like getting them to a meeting when the taxicab fails to arrive. Our culture is caring, fun and informal.

The Boulder Outlook Hotel is a mid-market property that delivers a high level of services to our guests. We are a full service property with an indoor chlorine free pool and hot tub, restaurant and bar, business center and meeting rooms. In addition we offer massage services, wellness products and a variety of information to our guests to help them experience Boulder. Our annual sales are roundly \$4,000,000 and we employ 61 people. The two largest departments in the hotel are food and beverage with 26 staff members and housekeeping with 17 staff members. We offer paid vacation benefits for all full time employees and offer a variety of additional benefits including health insurance and an IRA to qualified employees. Our highest paid staff member makes 4.2 times the pay of our lowest paid employee.



## Environmental Stewardship

### Zero Waste

In March of 2006 we became the first hotel in Boulder partnering with Eco-Cycle ([www.ecocycle.org](http://www.ecocycle.org)) to pursue Zero Waste Policies. This effort means we do everything

BOULDER <b>OUTLOOK</b> HOTEL & SUITES	
<b>Bottles &amp; Cans</b>	Jars, Cans, Drink Cartons, Metal
<b>Clean Paper</b>	Newspaper, Corrugated, Glossy Office Paper, Envelopes, Files
<b>Compost</b>	Wet and waxed paper, food cartons OUR to-go containers & utensils paper cups, napkins, towels, food & plants
<b>Trash</b>	Anything not listed above

possible to reduce the amount of solid waste we send to the Landfill. It flows from the three principles of reduce, re-use and recycle that many of us learned going as far back as Sesame Street. The most exciting part of this program is our ability to compost. Eco-cycle hauls our compostable materials to a commercial facility which converts them to compost in 90 days. Currently we estimate that we have diverted 85% of this waste to either recycling or composting.

We are working hard to reduce the remaining 15% and our goal is to exceed 90% diversion in 2008.

Zero Waste Policies begin with looking at what products we bring in to the system. We no longer purchase plastic or Styrofoam containers or cutlery. All of our to-go containers are either made from paper or compostable materials such as plant cellulose or corn starch. All paper goods purchased by the hotel, including office paper, tissues and toilet paper are made from 100% post consumer product. We also participate in Eco-Cycle's "hard-to-recycle" program which seeks to recycle packaging materials such as Styrofoam and shrink wrap. Our in-room soaps and shampoos are purchased from Pro-Terra and are manufactured in an environmentally sensitive manner and packaged in recycled plastic containers.

Zero Waste Policies extend throughout our day to day operating procedures. We have installed separate containers for co-mingled containers, mixed paper, compost and landfill in our guestrooms, restaurant, kitchen and public areas of the hotel. We have equipped each guestroom with a hand painted cardboard box for mixed papers. These boxes were originally manufactured in 1992. We purchased them from a warehouse and painted them using left over paint, re-using resources which is an important part of our zero waste efforts. Our goal is to have our guests become involved in the program through self sorting of their materials.



Our journey towards Zero Waste has not been without challenges. Collecting and hauling four different streams of materials (mixed paper, co-mingled containers, compost and trash) from each of our 162 guestrooms and from the public areas of the hotel has required operational changes and ingenuity on the part of our staff. To their credit our line level staff members have become the leaders in this program rather than the followers of management dictates. Over the first several months the line staff experimented with different methods of resolving this challenge. They have taken pride in the program and have been the source of the successes that we have had to date.

In the first 12 months of the program we saved:

- 361 30-foot trees
- 306 Cubic Yards of Landfill Space (equivalent to covering Boulder's Pearl Street Mall from one end to the other with 2.5 inches of trash)
- 150,000 gallons of water
- 120,000 kilowatt hours of Energy (enough to power 13 average US Homes)
- 1,300 pounds of air pollutants
- 3,371 Cubic Feet of Methane Gas

## Beyond Zero Waste

### Just Say “No” to Plastic Water Bottles

In October of 2007 we stopped purchasing plastic water bottles. Previously we purchased single serving plastic water bottles which were distributed to our guests at the front desk, in our executive guest rooms and in our meeting rooms. Although recyclable,



these bottles still consumed resources in their production and we have concerns regarding how much of this plastic is actually re-used for recycled products. To replace these for our guests we have purchased 0.6 liter stainless steel water bottles. These bottles are made available to our guest for \$6 per bottle (basically our cost). We have installed water purification systems throughout the hotel for guest use.

### Water Conservation

We currently have implemented a number of strategies to lower our consumption of water. Most of our guestrooms are equipped with toilets that use 1.6 gallons per flush. All of our guestroom sinks and shower heads are equipped with aerators, reducing the flow of water. We have installed a waterless urinal in our men’s public restroom. In 2005, we replaced our landscaping with native plants that require a lower level of irrigation. Our pool system adds Panatol, a waxy substance which reduces water evaporation by 80%. We have outsourced our laundry department to a local company, NexGen. NexGen is developing a patent pending laundry system which can reduce water usage by 80%. In addition their system will use less chemicals and a dehumidifying dryer which will recover a large portion of the energy used for drying. Recently we increased our par levels of linen inventory by 33%. While this was a significant capital costs for us, it allows us to reduce delivery from NexGen to once a day, thereby cutting in half the environmental impact of delivery.

### Eco green office

In 2006 we formed a relationship with Eco Green Office, [www.ecogreenoffice.com](http://www.ecogreenoffice.com). This organization has made it possible for us to purchase office supplies throughout the hotel that help reduce our overall impact on the environment. Currently we purchase only 100% post consumer recycled paper as well as recycled ink toner cartridges.

### Green Cleaning

In 2006 we stopped using traditional cleaning products throughout the hotel. We replaced these with Green Solution Cleaning Products manufactured by Spartan Chemical Company. These products are Green Seal and LEEDS certified. These products have:

- **No persistent, bioaccumulative or toxic chemicals**
- **No ozone depleting compounds**
- **No or low volatile organic compound content**
- **No hazardous waste characteristics**
- **No phosphates or phosphonates**
- **No carcinogens, mutagens or teratogens**



We believe that these products improve the indoor air quality of the hotel and are better for the health and safety of our guests and staff.

### **Green Keycards**

We are currently test marketing a paper guestroom keycard that will replace our use of plastic keycards. These paper keycards are manufactured by Cadmus – The Whitehall Group [www.cadmuswhitehall.com](http://www.cadmuswhitehall.com). The hotel currently uses approximately 11,000 plastic keycards per year. When these keycards are lost or fail, they end up making their way to the landfill. The paper keycards can be recycled along with our mixed paper recycling.

### **Green Team**

We have a Green Team with representatives from the kitchen, the restaurant, housekeeping, marketing, banquet services, special projects and the front desk. Together they identify the most effective steps within reach to make us ever more sustainable, instigate new projects and communicate with hotel staff, guests and the public about what we're up to.

### **Allergy Friendly Guestrooms**

We currently offer 10 guestrooms that are designated as Pure Allergy Friendly Rooms [www.purerooms.com](http://www.purerooms.com). These rooms receive a special cleaning treatment from Pure Solutions NA on a quarterly basis and are equipped with Air Handling Units to purify the air, carbon filter shower heads, micro-fiber mono-filament mattress and pillow case covers and tea tree oil dispensing units in the ventilation system to inhibit mold growth.

### **Chemical Sensitive Guestroom**

We are currently developing a chemical sensitive room for our guests who suffer from chemical sensitivity. The Chemical Sensitive Room starts as one of the Boulder Outlook's Pure Allergy Friendly Rooms to which several important modifications have been made. While the room receives the specialized cleaning treatment quarterly from Pure Solutions, NA, (described in detail at [www.purerooms.com](http://www.purerooms.com)) it is not equipped with a Tea Tree Oil Dispenser, since some guests have allergies to this substance. The room does contain Pure Solutions' air filtration system which has been certified by the FDA as a Class II Medical Device.

Carpet has been removed from the Chemical Sensitive room and replaced with tile flooring. Additionally the drapes have been removed and replaced with vertical blinds. The room is furnished with organic cotton sheets, blanket, towels and duvet cover. The comforter is hypo-allergenic. All linen from this room is cleaned in-house by our staff using an all natural laundry detergent.

While in all other guestrooms, the Boulder Outlook Hotel uses low toxicity, low VOC cleaning products purchased from Green Solutions, these are not used in the Chemical Sensitive Room. Instead, this room is cleaned solely with steam using a Vapor Jet Professional 2400 dry steam cleaning system. The Vapor Jet converts tap water into dry steam and with various attachments is used to clean all surfaces in the Chemical Sensitive Room including floors, furniture, windows, vanity, sink, mirrors, tub and toilet. The Vapor Jet both cleans and sanitizes surfaces and no chemical products of any type are needed in the cleaning the room.

In addition, all shampoos, soaps and lotions have been removed from the Chemical Sensitive Room. These are available for guests at the Front Desk but are not stored in the room in order to prevent any issues with fragrances used in their production.

We are committed to doing more. Currently we:

- Purchase energy efficient compact florescent lights
- Have a chlorine free pool and hot tub which uses ozone and bromine
- Offer organic and locally produced selections on our continental breakfast
- Are committed to buying food products from local producers whenever possible
- Purchase 10% of our electrical needs from wind power
- We actively encourage and support other local hotels and businesses in their efforts to go Zero Waste

### **Certifications and Awards**

- Won a Sustainable Business Gold Medal from the Colorado Clean Tech Initiative
- Won the Eco-Cycle 2006 Small Business Award, “Going for Zero Waste”
- We are certified by PACE (Partners for a Clean Environment)



**Diane & Favian Accepting the Zero Waste Award from Eric Lombardi**

### **Community Involvement**

#### **English as a Second Language**



As a business we are also dedicated to supporting and giving back to our community. Currently we offer ESL classes to all of our staff. These classes are based on the material and training available from our partners at Intercambio de Comunidades.

#### **Special Education**

Since 2005, we have worked in conjunction with the Boulder Valley School District to offer on the job training for students with educational disabilities. These students work in our restaurant twice a week performing tasks appropriate to their skill levels and learn occupational skills. To date, we have hired one of these students to remain as part of our staff after graduation.

#### **Non-Profit Support**

We have always offered our Executive Board room free of charge to non-profit charitable organizations that need a place to meet. We are pleased to have provided support to the following organizations:

MESA a Program of the Colorado Minority Engineering Association, the Native American Rights



Fund, Intercambio, BATCO, Boulder Pride, Burma Life Line, YMCA, The Community Foundation, BVSD, SMESO, Sustainable Resources, CARE, CORE, Boulder Going Local, BIBA, KGNU Public Radio, The Nature Conservancy, Colorado Blues Society, National Wildlife Federation, Peace Jam Foundation, Boulder Outdoors Coalition, Eco Arts, Valmont Butte Heritage Alliance, Mission Wolf, Boulder Guitar Society, Boulder Chamber: Student Leadership, Boulder Youth Symphony, Sustainable Tourism, American Cancer Society, City of Boulder, MEP, Boulder County Sheriff's Office, CU-Visiting Artists, Earth Day 5K, Boulder Off-Road Alliance, CSCPA, Boulder Good Samaritan, TKE, BBYO, Movement in Motion, Center for Resource Conservation, the Leeds School of Business, Blue Sky Bridge, Colorado State Parks, American Mountain Guides Associates, Mountain Whisper Light, Reading to End Racism, Boulder County Arts Alliance, P-3 Colorado, DFC, Museum Training Network, Movement to End Sexual Assault, Women in Business, Community Cycles, and Safe Rides

We encourage our staff to be active participants in the community. Members of our team have served on the Boulder Convention and Visitors Bureau Executive Board, Boulder Chamber of Commerce Community Affairs Committee, Valmont Park Planning Committee, Boulder Parks and Recreation Work Group on Recreation Financing, 9News Health Fair, and MESA Volunteer Committee.

### **Local Artist Program**

Since 2004, we have offered our lobby space for the exhibition of the works of local artists. Typically these artists display their work for three months during which time we host a wine a cheese reception at our cost. The artists work is available for purchase during the exhibition. We do not charge the artist any fees or commissions. Our reward is the pleasure of having the work on display and meeting and supporting local artists.



### **Spreading the Word**

We believe that our efforts in Environmental Stewardship provide an opportunity to educate others and have a positive impact beyond our walls. A part of this occurs by showing our guests from around the country and the world the types of products that are now available. In addition we have worked formally with several groups for the Leeds School of Business at the University of Colorado, University of Colorado - Denver, Stout University in Wisconsin, and students from middle schools in Kansas and New Jersey. We have been advocates of other businesses adopting environmentally sensitive programs, particularly within the hospitality industry. We have spoken out at industry meetings encouraging others hotels and restaurants to join the Zero Waste movement. We are thrilled that the St. Julien Hotel, located here in Boulder, has recently begun a Zero Waste program. We believe that others will follow suit and look forward to the day when Boulder is a Zero Waste Hotel Community.

## Goals for next year

Our goal of reducing our environmental impact and becoming a better member of the community is truly a journey, not a destination. We will continue to look for areas where we can have the most impact. We constantly maintain a list of future initiatives which we update frequently as we learn of other steps that we can take. Several of the initiatives that are high on our list are:



- Replace individual in-room shampoo, conditioner and lotion containers with a bulk dispensing unit.
- Moving towards purchasing all of our electrical needs from wind power.
- Diverting 90%+ of our waste from landfills.
- Installing a lowered impact swimming pool system.

We look forward to updating this report in the future and to discovering new ways to lower our impact on the planet, support our community, staff and their families.