



Overview of the Program

What is the River-Friendly Program?

The River-Friendly Business Program is a voluntary program offered *free of charge* to businesses within the City of Conway. This program was implemented through the City of Conway's Water Quality & Drainage Commission to help reduce environmental impacts on the Waccamaw River and community, as well as to recognize each business for their commitment and participation in the program.

Who Can Participate?

Any business, organization, office, school or congregation!

What are the Certification Areas?

Water Quality, Waste Reduction/Recycling, Energy/Resource Efficiency

How Does It Work?

1. Apply
2. Establish in-house River-Friendly Representative(s)
3. Set goals and meet them
4. A Water Quality and Drainage Commission member or Environmental Education intern (or designee) will certify goal achievement
5. Receive Certification as a River-Friendly Business
6. Receive public and City televised recognition
7. Submit annual report for continuation of membership and be available for biannual review

How to Set Application Goals?

All businesses must submit an application outlining their River-Friendly Goals using the provided guidelines on pages 4-9. Indicate which checklist items your business currently engages in as well as which items you hope to achieve.



Getting Started

Establish a River-Friendly Representative

Each applicant is required to establish an internal River-Friendly Representative(s). The representative(s) will ensure that the organization is meeting its River-Friendly goals and serve as the liaison to the program coordinators.

River-Friendly Points

In order to be considered for the River-Friendly Business Program, you must achieve a minimum of 40 total points. The required 40 points may be achieved within a single certification area or a combination of multiple areas.

Certification

Once a business has satisfied its goals and has earned the required 40 points, the application and points sheets in the packet should be completed and given to a commissioner or turned in at Conway City Hall. The commissioners will make the final determination as to the business's eligibility for the River-Friendly designation.

Recognition

A successful River-Friendly Business member will be recognized with:

- Presentation of an identifiable window decal
- Public acknowledgement in a meeting of the Conway City Council
- Presentation of a certificate
- Be listed with other members on the city website and access television channel

Continuous Membership Yearly Report

Membership in the River-Friendly Business Program may be continuous. Each year, participants submit a report indicating that a minimum of 40 points are still being earned.