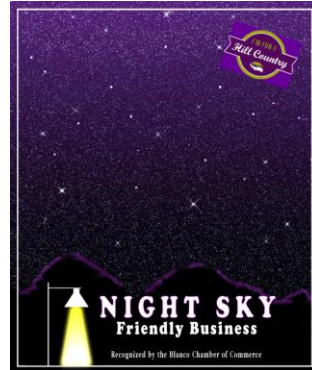


FACT SHEET

SUBJECT: Blanco Chamber of Commerce Night Sky-Friendly Business Recognition Program

WHAT IS IT?

- It is a cooperative program between the Blanco Chamber of Commerce and the Hill Country Alliance to recognize businesses and organizations that have night sky-friendly outdoor lighting and to encourage others to follow suit.



WHY IS IT?

- The goal is to protect and preserve the treasured natural resource that is the Hill Country's starry nighttime skies. The program encourages the practice of responsible outdoor lighting that prevents light from escaping above the horizon to cause light pollution or shining off premises to cause glare.

WHAT'S IN IT FOR MY BUSINESS?

- The starry nighttime sky is a natural wonder to be enjoyed by all who live in or visit Blanco and the immediate vicinity.
- Within 60 miles of Blanco are more than 4 million people who live in light polluted urban and suburban areas and for whom an unfettered view of a pristine nighttime sky is an impossibility. For many of these people, an overnight trip to Blanco to see the stars would be a treat. "Heads in beds" mean more business for our motels, B&Bs, restaurants, service stations, and other commercial entities as well as for our state park. Protecting Blanco's night sky from light pollution ensures this valuable resource will endure.

HOW DOES MY BUSINESS QUALIFY?

- A business or organization can qualify for recognition as "Night Sky-Friendly" by meeting two criteria:
 1. Have no outdoor lighting fixture that allows light to escape above the horizon to cause light pollution and
 2. Have no outdoor lighting fixture that that allows light to trespass over the property line in sufficient amounts as to cause glare that endangers safety or inhibits people nearby from enjoying the night sky.
- To be very specific, *"In order to preserve the pristine nighttime skies for the pleasure of residents and visitors alike and to improve safety by reducing glare, outdoor lighting fixtures in Night Sky-Friendly businesses shall be shielded so that the source of the light (the bulb itself or the light from the bulb shining or refracting outward through a translucent lens) shall not be visible from any other property in sufficient strength as to cause glare nor shall the light be allowed to shine above any structure on the owner's property and up into the nighttime sky."* This statement parallels the City of Blanco's Unified

Development Code for outdoor lighting and covers both light trespass and glare.

- A business or organization does not have to be a member of the Blanco Chamber of Commerce to be recognized by the Chamber as being night sky-friendly.
- Any business or organization in the area can request that the Chamber conduct an evaluation of its outdoor lighting to determine if it qualifies for recognition and to recommend lighting solutions for problematic fixtures.

IF MY BUSINESS QUALIFIES, WHAT DO I GET?

- Businesses or organizations that qualify as being Night Sky-Friendly receive the following:
 1. A small window display to announce to customers its recognition as a Night Sky-Friendly business,
 2. The right to use the Chamber's Night-Sky Friendly Business logo in the business' advertising,
 3. A Certificate of Merit presented by the Chamber for display inside the business as appropriate,
 4. Possible publicity incident to the presentation of the Certificate of Merit,
 5. Inclusion in a permanent recognition display inside the Chamber offices,
 6. Inclusion on a link on the Chamber's website highlighting Chamber-recognized Night Sky-Friendly businesses, and
 7. Automatic free membership in the Hill Country Night Sky Cooperative sponsored by the Hill Country Alliance (HCA) and inclusion on the list of Night Sky Co-op members on the HCA website.

WHAT ELSE DO I HAVE TO DO?

- By accepting the Certificate of Merit, your business agrees to the following:
 1. Any future outdoor lighting installed on the premise will be Night Sky-Friendly and
 2. Your business agrees to accept and practice the Pledge of the Hill Country Alliance's Night Sky Co-op, to wit "*We pledge to practice sound outdoor lighting management with the intention to eliminate light escaping over the horizon from outdoor lighting fixtures on my property and thus protect and preserve the treasured natural wonder that is the Hill Country's starry nighttime skies.*"