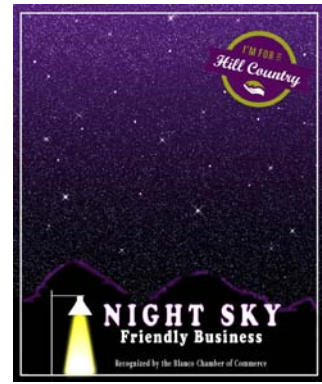


FACT SHEET

Blanco Chamber of Commerce Night Sky-Friendly Business Recognition Program

Program. In December 2012, the Blanco Chamber of Commerce, in cooperation with the Hill Country Alliance, established a Night Sky-Friendly Business Recognition Program to recognize businesses and organizations that have night sky-friendly outdoor lighting and to encourage others to follow suit.



Goal. The goal of the program 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 1) escaping above the horizon and into the nighttime sky to cause sky glow or 2) shining off premises to cause glare.

Good Business. While there are significant aesthetic, environmental, and health reasons to preserve the nighttime sky, the driving force behind the Blanco Chamber's program is the "bottom line" – it is just good business. 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" means more business for our motels, B&Bs, restaurants, service stations, and other commercial entities as well as for our state park. Protecting Blanco's nighttime sky from light pollution ensures that this valuable resource will endure.

Voluntary Program. Participation is entirely voluntary. Any business or organization in the area, whether a member of the Chamber or not, is eligible.

Recognition. Businesses or organizations that qualify as being Night Sky-Friendly receive the following: 1) A small window display to announce to customers their recognition as a Night Sky-Friendly Business; 2) the right to use the Chamber's Night-Sky Friendly Business logo in their 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; 7) automatic free membership in the Hill Country Night Sky Co-op sponsored by the Hill Country Alliance (HCA) and inclusion on the list of Night Sky Co-op members on the HCA website; and 8) a link from the HCA website to the recognized business/organization's website (if available).

For more information, contact: The Blanco Chamber of Commerce, (830) 833-5101, <http://www.blancochamber.com>, info@blancochamber.com; The Hill Country Alliance, (512)263-9147, <http://www.hillcountryalliance.org/HCA/Home>, info@hillcountryalliance.org; and/or Wayne Gosnell, (210) 557-6127, GosnellTexas@Gmail.com