

# River-Friendly Business Program Contacts



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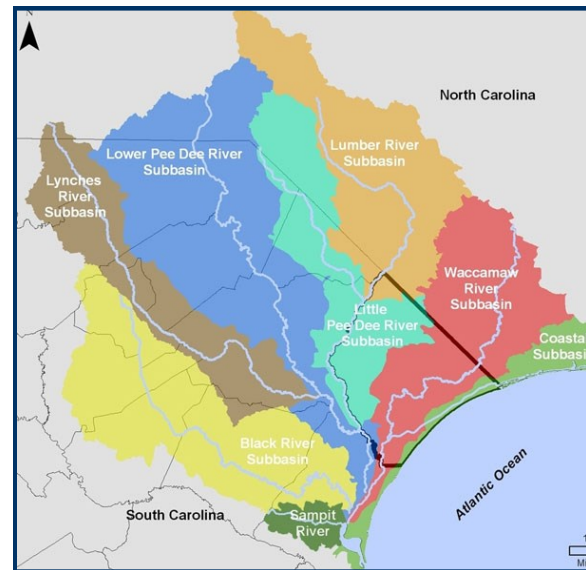
**Additional Resources:**  
cityofconway.com  
cwsec-sc.org

# River-Friendly Business Program



*“Protecting and promoting a  
healthy and safe community  
in which to live, work,  
and play.”*

Brought to you by the City  
of Conway Water Quality  
& Drainage Commission

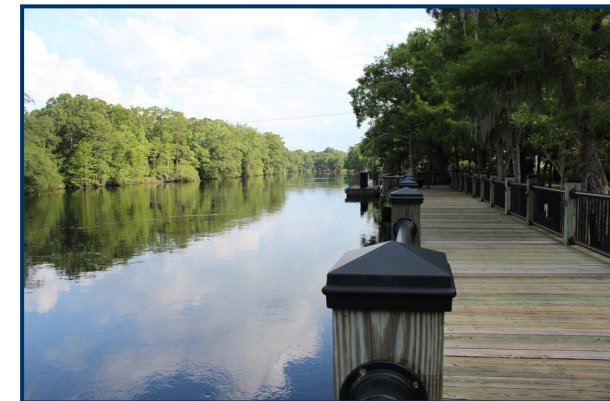


**A watershed** is an area of land that drains to a single common waterway such as a stream, lake, estuary, river, wetland, or the ocean. A watershed can be divided into several smaller subbasins based around the separate water bodies that comprise it.

The City of Conway is located in the Winyah Bay watershed, and more specifically, in the Waccamaw River Subbasin. The Winyah Bay watershed covers most of northeastern South Carolina and even extends into North Carolina. What we do in one area can affect people throughout the whole watershed. Becoming a River-Friendly business will benefit you, our local community, as well as our neighbors downstream!

## About the River-Friendly Program

The River-Friendly Business Program is a voluntary program offered *free of charge* to businesses within the City of Conway. Eligible participants include businesses, schools, organizations, offices and congregations. Its purpose is to help these businesses reduce their environmental impacts on the river and the community. Additionally, the program offers recognition to these businesses for their commitment and participation.



# Become a River-Friendly Business!

## How It Works

- ◆ Apply by downloading our application on the City of Conway's website.
- ◆ Establish in-house River-Friendly representative(s).
- ◆ Identify your business's River-Friendly strategy using the provided guidelines listed on the application.
- ◆ A City of Conway Water Quality & Drainage Commission member or Stormwater Education Intern will assess and certify strategy progress and offer continuous support.
- ◆ Receive certification as a River-Friendly business.
- ◆ Be available for biannual review and complete a certification renewal form during that time.
- ◆ Remember that we are here to support your efforts and provide assistance each step of the way!

## River-Friendly Points

**In** order to be considered for the River-Friendly Business Program, you must achieve a minimum of 40 total points. Points are awarded as chosen elements of your business's River-Friendly strategy are achieved. Elements vary in point value. The required 40 points may be attained within a single area of achievement or a combination of multiple areas.

## Certification

**Once** a business has satisfied its goals and has earned the required 40 points, the application and point sheets should be completed and given to the Water Quality and Drainage Commission or turned in at city hall. The Commission will make the final determination as to the business's eligibility for the River-Friendly designation.

## Areas of Achievement

### Water Quality

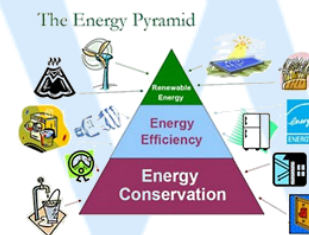


Clean Water. Healthy Life.

### Waste Reduction / Recycling



### Energy / Resource Efficiency



## Recognition

**Successful** River-Friendly business members will be recognized for their achievement in the following ways:

- ◆ Receive a signature window decal.
- ◆ Presentation of an official certificate.
- ◆ Public acknowledgement during a meeting with Conway City Council.
- ◆ Business listed on the city website (with a link to the business website if applicable) and access television channel.

The River Friendly City