



Event and Venue Recycling Case Study: Quail Hollow Championship, Charlotte

Recycling since: 2007

Type of Event: PGA
Tournament

Serves: estimated 200,000
during seven-day event

Recycles: Bottles/cans,
corrugated cardboard, paper

Cost of Service: hauling all
materials (trash and
recyclables): \$35,000

Interviewed: Tony Schuster

Phone: (704) 400-4125

E-mail:
ts@qhcgolf.com

Location: Charlotte, N.C.

Description:

The Quail Hollow Championship has been a stop on the PGA tour since 2003 and is one of the top sporting events each year in Charlotte. This seven-day event attracts an estimated 200,000 spectators throughout the week. The QHC has offered recycling since 2007 and currently recycles paper, cardboard, aluminum and plastic.

Implementation:

When the QHC decided to recycle during the tournament, organizers knew they needed help from their vendors. In 2007 Anheuser-Busch donated 150 60-gallon bins and bags to the tournament for the purpose of collecting plastic bottles and aluminum cans. In 2009, the tournament had 390 bins total, placed throughout the grounds and always near a trash receptacle. The bins have the word “recycle” on all sides and indicate they are only for bottles and cans. A-frame signs were also placed near bins in high traffic areas reminding spectators to recycle.



Volunteers from the South Mecklenburg High School's Activities Association collect and replace the bags of bottles and cans daily, sort the material at night, and place material in 20- or 30-yard roll-offs which are serviced daily during the event by Republic Waste. Cardboard and paper are taken to a trailer, provided by International Paper, and serviced as needed. The operations staff makes an effort to pull any recyclable material out of waste containers and put it into appropriate roll-offs or trailers.

The media department for the tournament also promotes the recycling program during interviews with local media outlets, which hopefully make spectators more aware of the program. In addition to its recycling efforts, the QHC prints many of its tournament items, like brochures, on recycled paper. It also contracts with AHEAD Inc. to make the tournament golf hats from recycled milk cartons.

Results:

In 2009, the QHC collected 6.61 tons of fiber, nearly a 50 percent increase over 2008. The tournament also collected nearly 19.5 tons of plastic and aluminum, compared with 14 tons in 2008. In the past two years, 162 tons went to the landfill while 33.5 tons were recycled. The tournament has a goal to have a 1-to-1 trash to recycling ratio, and it is making excellent progress to achieve this goal.

