



2017 SUSTAINABLE SLOPES GRANT PROGRAM INFORMATION

Now in its ninth year, NSAA's Sustainable Slopes Grant Program is again offering valuable grants to NSAA member ski areas that are endorsers of Sustainable Slopes. It is a modest grant program, but it is having an impact over the long term. Past grant recipients have reaped **significant benefits**, including more efficient snowmaking equipment, habitat protection, watershed protection, lighting retrofits, waste reduction, on-site renewable energy generation, energy consulting, ROI consulting, climate adaptation consulting, and thousands of dollars in energy savings. We have two new grants this year thanks to NSAA supplier members Brendle Group and Ultra-Tech! Apply today for your ski area's chance to benefit from this valuable program.

HOW TO APPLY

Applications are available on the Member side of www.nsaa.org and may be completed and submitted by email or by printing and sending hard copies of the on-line forms to NSAA **by COB April 3, 2017**. Contact information:

NATIONAL SKI AREAS ASSOCIATION

Attn: Geraldine Link
133 S. Van Gordon Street #300
Lakewood, CO 80228
glink@nsaa.org

ELIGIBILITY REQUIREMENTS

Applicant must be a ski area member of NSAA that has endorsed the Sustainable Slopes program. If your resort is not yet an endorser, contact Geraldine Link at NSAA for an endorsement form (glink@nsaa.org).

SELECTION CRITERIA FOR SNOWMAKING GRANT (Section 1)

One in-kind grant of five (5) HKD Impulse high efficiency snowmaking guns will be awarded by **HKD Snowmakers**. The estimated value of this grant is \$23,000. Installation costs must be borne by the resort. Judging criteria for the snowmaking/sustainability services grant include the resources of the resort, the resort's demonstrated commitment to sustainability and energy conservation, whether the resort has taken the Climate Challenge, and the resort's commitment to reinvesting the energy cost savings achieved by the upgrade into another sustainability project. Interested applicants must complete Section 1 on the Grant Application Form.

SELECTION CRITERIA FOR LIGHTING GRANT (Section 2)

Ultra-Tech™ Lighting is pleased to offer one in-kind grant of ten (10) Snow-Bright™ light fixtures. Snow-Bright™ is energy efficient lighting that will result in savings up to 85% over conventional lighting in operating electricity. Snow-Bright also substantially reduces "in-rush" current associated with electricity demand charges, which can shave enormous amounts off of total energy bills. Ultra-Tech will ship the fixtures to the selected resort, and the resort is responsible for installation and installation costs. Ultra-Tech needs to know the electrical infrastructure for the resort before awarding the grant, i.e 277V or 480V (see application). The lights also need to be in series, meaning on a single slope or area, as Snow-Bright™ technology does not mix well with other lighting. More on Snow-Bright: Snow-Bright™ has a 100,000 hour lifecycle, which will dramatically reduce maintenance costs. Interested applicants must complete Section 2 on the Grant Application Form. Visit <http://ultratechlighting.com/learn-more/> for more information.

SELECTION CRITERIA FOR OPTIMIZING SUSTAINABILITY STAFFING GRANT (Section 3)

Brendle Group is offering a consulting services grant to help a resort turn its sustainability strategy into action by creating a high performing team with this in-kind grant. Brendle Group, the sustainability engineering and planning firm that helped design and now manages the Climate Challenge, is offering this \$5,000 grant to help a motivated resort assess the important intersection of HR and sustainability, and utilize existing staff to help achieve sustainability goals and reap the economic benefits of incorporating sustainability into HR practices, including improved employee retention and productivity. In addition, the grant will also include up to three training webinars based on the grant recipient's organizational assessment results. Sample topics include tips for integrating sustainability across departments, best practices for starting and running a green team, integrating sustainability into position descriptions, performance assessments and recruitment tools, and

incorporating sustainability into training and professional development plans. Interested applicants must complete Section 3 on the Grant Application Form.

SELECTION CRITERIA FOR CASH GRANT (Section 4) Thanks to CLIF Bar for this \$5,000 grant!

Selection of cash grant recipients will be on the basis of the following criteria.

Does the initiative:

- Demonstrate innovation in improving sustainability?
- Raise environmental awareness?
- Promote concrete environmental actions?
- Have a high likelihood of success (the necessary expertise and experience to achieve stated goals)?
- Have the ability to be replicated by others in the ski industry?
- Involve other partners, sponsors or underwriters?
- Rely on this grant money for implementation?
- Support the resort's targeted GHG reductions pursuant to the Climate Challenge?

NOTIFICATION OF DECISION

Applicants will be notified of decisions in April of 2017. Winners will be recognized at NSAA's May National Convention. Funding and in-kind services will be provided upon the completion of NSAA's Grant Acceptance Form. Cash grants will be paid in one installment.

REQUIREMENT FOR GRANTEES

Resorts selected to receive Sustainable Slopes cash grants will be required to submit additional materials on the selected project, activity or program, including visuals, to NSAA. These materials may be used in presentations at NSAA's National Convention, featured on NSAA's or sponsor's websites or featured in the *NSAA Journal*.