

Talking Points on the 2009 SACC Scorecard

- Ski areas do an amazing balancing act of contributing to the rural economy *and* protecting the environment.
- This year, we were pleased to see more positive recognition of the outstanding environmental efforts of many resorts.
- Despite this positive recognition, the Scorecard has a long way to go in terms of accuracy and usefulness. Assigning grades across four categories is an improvement this year, however the tool has little or no impact on skier/rider decision making.
- The scoring system underlying the Scorecard is flawed in a number of ways. The information upon which grades are based is speculative, outdated and subjective. For example:
 - Speculative:** points are taken away from resorts that have long term master development plans, even though the projects addressed in them might not happen for 15 years -- or may not happen at all. Resorts are required to file these master plans, and under the Scorecard they lose points for years leading up to projects as opposed to the year when the project actually takes place;
 - Outdated:** the Scorecard is taking away points for resort projects that occurred in 2006 or earlier;
 - Subjective:** the Scorecard dinged a number of resorts for not supporting the 2001 Roadless Rule. If the 2001 Rule had merit, Colorado's Democratic Governor would not have spent the last two years undoing the 2001 Rule in Colorado and developing an alternative rule for the State. Likewise, the State of Idaho adopted a rule superior to the 2001 Rule and warmly embraced by the overwhelming majority of environmental groups. Using the 2001 Roadless Rule as a standard is highly subjective and out of touch with conservation interests in the West.
- The ski industry is encouraged by the attention that SACC is giving the issue of global warming. Resorts made this issue a priority over six years ago when we adopted and implemented our climate change policy. Resorts have demonstrated unparalleled leadership on responding to climate change through operational improvements, investment in renewable energy and advocacy for mandatory CO₂ caps.
- On the issue of responding to climate change, about 70 resorts are now purchasing Renewable Energy Credits or RECs to reduce their carbon footprint and roughly the same number of resorts endorsed the Lieberman/Warner bill in the 110th Congress to address global warming. Resorts also advocated to the 110th Congress

the need to support tax and financial incentives for the development of renewable energy sources.

- For more information on the ski industry's sustainability efforts, visit the "Keep Winter Cool" website which is hosted by the Natural Resources Defense Council (NRDC). NRDC is a respected, national environmental conservation group that has proven expertise on the issue of global warming and has partnered with the ski industry on fighting global warming since 2003.
- Ski areas have made tremendous strides in becoming more energy efficient and investing in green power on-site. A number of resorts generate green power on site from solar, geothermal and wind sources.