



SUSTAINABLE SLOPES GRANT PROGRAM INFORMATION

HOW TO APPLY

Applications are available at http://www.nsaa.org/nsaa/environment/2010_Sust_Slopes_Grant_App.dot and may be completed and submitted by email or by printing and sending hard copies of the on-line forms to The Brendle Group. Contact information:

THE BRENDLE GROUP, INC.

(970) 207-0058/FAX (970) 207-0059

226 S. Remington St., #3

Fort Collins, CO 80524

jdorsey@brendlegroup.com

Multiple applications may be submitted (maximum of 3) for different resort projects, activities or programs ("initiatives").

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 CASH GRANTS

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?
- Promote the goals of Keep Winter Cool?
- 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?

SELECTION CRITERIA FOR SPECIAL SNOWMAKING GRANTS

Two in-kind grants of ten (10) SV10 high efficiency snowmaking guns will be awarded by Snow Economics/HKD Snowmakers. Installation costs must be borne by the resort. Judging criteria for the snowmaking grant include the resources of the resort, the resort's demonstrated commitment to sustainability and energy conservation, and the resort's plans, if any, for reinvesting the energy cost savings achieved by the upgrade into another sustainability project. Interested applicants must complete Question 1 on the Grant Application Form.

FUNDING

NSAA and **CLIF Bar** have committed cash funds to this grant program. The amount of available funding is approximately \$15,000. The money will be allocated across 2-3 grants depending on the merits and financial needs of the proposed projects, activities or programs. The in-kind donation of highly efficient snowmaking equipment is made by **Snow Economics, Inc/HKD Snowmakers**. The estimated value of the in-kind donation from Snow Economics/HKD Snowmakers is \$ 80,000.

SELECTION COMMITTEE

The Brendle Group will analyze projects to be supported in consultation with the grant program sponsors. For more information on The Brendle Group, see www.brendlegroup.com.

NOTIFICATION OF DECISION

Applicants will be notified of decisions by April 15th.

Winners will be recognized at NSAA's May National Convention.

Funding will be provided upon the completion of NSAA's Grant Acceptance Form and 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 a publication on the Sustainable Slopes Grant program. Additionally, grantees must provide NSAA with information on the project upon completion. Resorts selected to receive a snowmaking equipment grant will be judged on plans for reinvesting the energy cost savings achieved through the upgrade into the resort's sustainability program. Please see Question 1 on the Grant Application Form for more details.