

# 2012 Sustainable Slopes Grant Program Gains Additional Support

## Industry Suppliers and Partners Help Fund Green Projects at Ski Areas

**N**NSAA recently announced that to date, supplier companies and partners have contributed a total of \$175,000 to the association's Sustainable Slopes Grant Program. New this year, Brendle Group, a Colorado-based engineering sustainability consultant firm and longtime environmental partner to the association, has provided a \$10,000 in-kind contribution. Launched in 2009, the grant program provides cash and in-kind funding to support sustainability projects at NSAA member ski areas.

BY GERALDINE LINK,  
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Since 2010, HKD Turbo, a snowmaking technology company and supplier to NSAA based in Massachusetts, has donated \$120,000 worth of high-efficiency snow guns to deserving resorts as part of the program. HKD has committed an additional \$40,000 this year, and through Brendle Group's donation, 2012 winners will receive an additional \$5,000 per resort in sustainability services including a utility analysis and customized on-site energy audit. Brendle Group's support will help extend cost savings from the new HKD Turbo snowmaking equipment to other identified energy efficiency and peak load management opportunities.

Four ski areas have been awarded HKD snowmaking grants to date, including



Colorado's Crested Butte Mountain Resort, Maine's Mt. Abram ski area, New York's Oak Mountain Ski Center, and Beaver Valley Ski Club in Ontario. All NSAA member resorts are eligible to apply for the enhanced snowmaking grants.

Companies that have supported the cash grant side of the grant program include California-based energy bar maker CLIF Bar & Co., renewable energy and carbon measurement, management and offset firm Renewable Choice Energy based in Colorado, wind turbine manufacturer LeitWind, based in Colorado, and the Natural Resources Defense Council (NRDC).

Resort projects receiving support through cash grants in 2011 include a lighting retrofit project at Colorado's Arapahoe Basin, the purchase and installation of solar compactors at Vermont's Stratton Mountain Resort, water bottle refilling stations at Oregon's Mt. Hood Meadows, and an electric vehicle integration program at Washington's Stevens Pass.

The judges consider a number of criteria on the awards, including the project or program's innovation and likelihood for success, the involvement of supporting partners outside of the ski industry, the ability to improve overall sustainability and heightened environmental awareness among consumers, and the ability for other ski areas to replicate the program.

*Find more information and applications for the 2012 Sustainable Slopes Grant Program under the Environment menu at [nsaa.org](http://nsaa.org).* ■

### SUSTAINABLE FUNDING MADE POSSIBLE

**NSAA's Sustainable Slopes Grant Program and Climate Challenge would not be possible without the supportive funding of our partners in sustainability including CLIF Bar & Co., Renewable Choice Energy, HKD Turbo, LeitWind, the Natural Resources Defense Council (NRDC), and Brendle Group.**

**APPLICATIONS FOR THE 2012 SUSTAINABLE SLOPES GRANT PROGRAM ARE NOW AVAILABLE ONLINE UNDER THE ENVIRONMENT MENU AT [NSAA.ORG](http://NSAA.ORG). THE DEADLINE TO ENTER IS APRIL 1, 2012.**

**GO GREEN**

**Take your ski area's environmental efforts to the next level by entering NSAA's Sustainable Slopes Grant Program and the Climate Challenge today!**

