



2012 SUSTAINABLE SLOPES GRANT PROGRAM INFORMATION

HOW TO APPLY

Applications are available at http://www.nsaa.org/nsaa/environment/2012_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 NSAA. Contact information:

NATIONAL SKI AREAS ASSOCIATION

Attn: Emily Torres
(720) 963-4209/FAX (303) 987-1111
133 S. Van Gordon Street #300
Lakewood, CO 80228
etorres@nsaa.org

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?
- 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?

SELECTION CRITERIA FOR SPECIAL SNOWMAKING/BRENDLE GROUP GRANTS

Two in-kind grants of five (5) SV10 high efficiency snowmaking guns will be awarded by **HKD Turbo**. Installation costs must be borne by the resort. New this year, the snowmaking grants have been enhanced by a generous in-kind donation of services from Brendle Group, NSAA's sustainability engineering firm, in the amount of \$10,000. Each recipient of a snowmaking grant will also receive an additional \$5,000 in sustainability services including a utility analysis and customized on-site energy audit. The grant recipient will need to cover the cost of travel for one engineer to perform the on-site energy audit (assistance may be provided by NSAA based on need). 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.

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 Question 1 on the Grant Application Form.

FUNDING

LeitWind, CLIF Bar and NRDC 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 **HKD Turbo** with an estimated value of \$ 40,000. The in-kind donation of Brendle Group consulting services has an estimated value of \$10,000.

SELECTION COMMITTEE

Grant Program partners and NSAA will analyze projects and supporting applications and determine the winners.

NOTIFICATION OF DECISION

Applicants will be notified of decisions by May 4, 2012. 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, featured in the *NSAA Journal*, or featured in a publication on the Sustainable Slopes Grant program. Additionally, grantees must provide NSAA with information on the project upon completion.