



Sugar Bowl Ski Resort

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1. Overview

In June 2000, the National Ski Area Association (NSAA), in partnership with the U.S. Forest Service, created its original Environmental Charter and requested endorsements from its membership. The Charter declares that “The environment is a ski area’s number one asset,” and lays out 11 program areas as the basis of its Sustainable Slopes program.

In agreement with these principles, Sugar Bowl became one of the original signatories to NSAA’s charter. The resort’s management believed that, as a California Ski Resort adjacent to the Pacific Crest Trail, the principle of environmental stewardship was a natural fit with their strategic plan. The decision to expand upon existing environmentally responsible practices was primarily motivated by the desire to match growing societal expectations.

2. Program Establishment

From here, Sugar Bowl began to organize its commitment under NSAA as a company, exceeding the requirements of the Charter. Management decided to create a committee and work towards developing sustainable practices collectively, instead of only as individual departments. Members were selected with the purpose of creating a committee with broad interdepartmental participation. The guidelines outlined in NSAA’s Sustainable Slopes program provided the initial basis for the Committee’s research and innovation.

Over the past eight years, Sugar Bowl's environmental program has expanded. As new opportunities have presented themselves and state requirements have emerged, the resort and its departments have begun to decrease their environmental impact in a number of ways. Among them - Sugar Bowl has recently increased its commitment to sustainability by hiring an Environment and Conservation Manager.

3. Goals and Benchmarking

Sugar Bowl's Environment and Conservation Manager is currently developing concrete goals and benchmarks. For our goal of reducing energy use (and consequent carbon emissions) by 10% by the close of the 2010 season, the quantities of electricity, propane, diesel, and gasoline used in operations are our primary baselines. Many facilities and departments have additional baselines and goals, based on their operations' emissions levels. When possible, these baselines are generated from energy use trends and averages from the past 3-6 years, adjusted to account for variations in weather patterns and season lengths when possible. Historical watershed quality, waste management, and passengers-per-vehicle data are also available, and may be used to measure the success of conservation efforts.

4. Outcomes and Environmental Benefits

In 2005, Sugar Bowl became the first ski resort in California to purchase Renewable Energy Certificates. (RECs) Today, the resort offsets 100% of its electricity use through this wind energy purchase. Additionally, through participation in the SkiGreen program, Sugar Bowl offers its guests the opportunity to offset the carbon emitted through travel to the resort by purchasing RECs. Sugar Bowl provides funding for local public transportation and is starting to provide incentives to guests and employees who carpool to the resort.

In partnership with PG&E, Sugar Bowl is beginning to install more efficient lighting fixtures and bulbs. The Environment and Conservation Manager is evaluating existing buildings and proposing energy-saving retrofits. She is also observing other areas of the resort's operations to identify potential savings.

In daily operations, Sugar Bowl uses 100% environmentally preferable cleaning products. Some food and beverage locations have switched to reusable dishes, cups, and utensils. Other locations recycle when possible. The Environment and Conservation committee aims to further reduce the environmental impacts of Sugar Bowl's purchasing decisions in the future.

5. Relevance to Traveler or Travel Industry

As a ski resort, Sugar Bowl will be directly and adversely affected if we, as a population, are unable to quickly curb our carbon emissions by at least 80% and

reduce total atmospheric greenhouse gases to 350 parts per million. Our Environment and Conservation Department is fully committed to doing its part to reduce global climate change, and to working with leadership in all areas of operation to quantify and reduce our carbon footprint. At Sugar Bowl, we recognize that it is important to our guests, and to our industry's future, to keep winter cool.

6. Real-World Example

On January 31st, 2009, the resort will host the first annual Sugar Bowl Environmental Awareness Day. The day's events will focus on education on the need and potential for action to significantly reduce the concentration of greenhouse gasses in our atmosphere.

Guests and employees will have the opportunity to participate in activities that demonstrate their support for strong public policies that rapidly reduce society's climate-changing impacts. Departments will have the opportunity to showcase their existing environmental commitments, as well as new programs and policies they are developing.

For further information www.sugarbowl.com/environment