

TAOS

2019

COMMUNITY REPORT



**SKI THE CHANGE YOU WANT
TO SEE IN THE WORLD.**



Certified

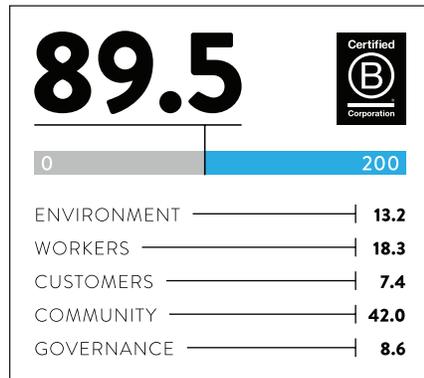




SKI THE CHANGE YOU WANT TO SEE IN THE WORLD

Ski the Change You Want to See in the World is a call to action and an invitation to join us on our journey towards continued community involvement, philanthropy, environmental stewardship and economic sustainability. skitaos.com/discover-taos/our-purpose/ski-change

OVERALL B IMPACT SCORE



OUR ETHOS

TAOS IS THE WORLD'S FIRST AND ONLY B CORP™ CERTIFIED SKI RESORT.

The B Corp™ movement is one of the most important of our lifetime, built on the simple fact that business impacts and serves more than just shareholders—it has an equal responsibility to the community and the planet. Our ethos is demonstrated through our actions as we pursue our purpose for our business: to Enjoy this amazing mountain by providing exceptional experiences for our guests and each other; to Protect and enhance our environment; and to Give back to our community and our planet. We will be seeking re-certification in 2020 and look forward to sharing the results with you.

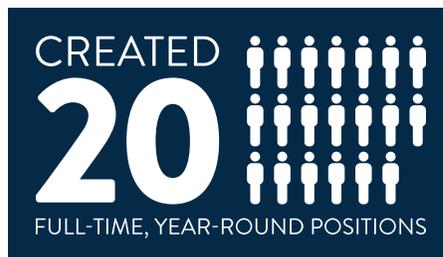
101 WAYS AND COUNTING

AND WE'VE ONLY JUST BEGUN.

These are only a few of the many initiatives that demonstrate how inspired we are to embrace our B Corp™ ethos as a community. We look forward to growing this list with you! Learn more at skitaos.com/101-ways-and-counting.

CARING FOR OUR PEOPLE

- » We committed to increasing our minimum wage to a living wage for our staff, based on the MIT calculation for Taos County.
- » We made a commitment to pay equity as it is the foundation of inclusion—we are committed to ensuring we pay our people fairly based on comparable work, experience and performance, regardless of gender, race, religion, or age.
- » In order to be more inclusive and help our staff members plan for retirement, we have expanded our 401K program to include seasonal staff members and increased our employer match from 3% to 4%.
- » We offer paid volunteer days for our staff. This benefit allows our staff members to contribute to the community in a meaningful and impactful way. In 2019, our staff contributed 291 hours of paid volunteer time throughout Taos County!



2019 ACCOLADES

- » USA Today named The Blake as the #1 Ski Hotel in the country.
- » Taos Ski Valley won the Gold Award with New Mexico Family Friendly Business
- » Taos Ski Valley won the Silver level SHIFT award for our DVR Apprenticeship program and UNM Culinary Certificate program.
- » Taos Ski Valley became an Employer of National Service with AmeriCorps, recognizing the unique skills of military service members, veterans & national service alumni.
- » Ski Magazine ranked Taos Ski Valley the #1 Resort for Challenging Terrain, #3 for Charm, and #4 for Local Flavor
- » The only ski resort to win Best-of-the-Best from the 2019 Gallagher National Benchmarking Survey (over 4,000 employers surveyed), ranking in the top 25% for Healthcare Cost Control and HR Management.

ENJOY

- » We broke ground on our new The Blake Residences, partnering with Bradbury-Stamm, a woman-owned construction company out of New Mexico.



- » We hosted the first annual B Inspired Day in February 2019 to educate the public on B Corps™



- » Through a suggestion from our staff, we created a new program called L.I.F.T. – Learning Initiative For Taos. This initiative allowed our staff & guests to sponsor under-served youth in the community to be able to enjoy our Snowsports Programs.



PROTECT

POW PROTECT OUR WINTERS

STRENGTHENED PARTNERSHIP AND
DONATED \$5K
TO SUPPORT THEIR ADVOCACY WORK

- » We revamped our Taos Verde program to increase our recycling efforts and partner with New Mexico companies to help improve our waste stream.



20–30%
LESS FUEL USE

WITH THE NEW
PB 600 POLAR SNOWCAT

- » Taos Ski Valley won the Ski Magazine & the National Ski Area Associations Golden Eagle Award for innovation in sustainability for the food dehydration program.

600K
ACRES

OUR COMMITMENT TO SUSTAINABLE
FORESTRY PROTECTION THROUGH
OUR PARTNERSHIP WITH
THE NATURE CONSERVANCY'S
RIO GRANDE WATER FUND

GIVE

\$125K

RAISED THROUGH
AN INTERCLUB SKI RACE
FOR THE TAOS COMMUNITY FOUNDATION

- » We partnered with Cupanion, a fellow B Corp™, to work with Dig Deep, a non-profit supporting clean water effort in the United States to provide our staff gifts this year! We gave all staff “Fill it Forward” stickers so they could directly contribute to the project. Dig Deep works with The Navajo Nation Water Project to provide clean water and solar power to families in need.
- » We partnered with the Division of Vocational Resources, Taos High School, and the University of New Mexico to provide a 5-week summer apprenticeship to students who have limited access to the workforce.

\$105K

IN IN-KIND DONATIONS TO
SCHOOLS AND NON-PROFITS

- » We co-sponsored the Believe in New Mexico Day with the local New Mexico B Corp™ community, the New Mexico Economic Development Department, and the University of New Mexico's Anderson School of Management to showcase responsible businesses in New Mexico.

IT TAKES A COMMUNITY. THANK YOU TO OUR 2019 BUSINESS PARTNERS!



PLAYERS WE'RE PROUD OF:



CHARITABLE GIVING IN 2019

LOCAL IN-KIND GIVING FROM TAOS SKI VALLEY

Angel Fire Chamber of Commerce
 Ballet Taos
 Big Brothers Big Sisters Mountain Region Taos/Colfax
 Centinel Bank of Taos for Bridges for Education
 Eagle Nest PTA
 Empty Bowls
 Enchanted Circle Trout Unlimited
 Friend of Anansi Charter School
 H.E.A.R.T. of Taos
 Lions Club of Taos
 Millicent Rogers Museum
 Taos Academy
 Taos Behavioral Health
 Taos Community Foundation
 Taos County Chamber of Commerce
 Taos Day School PTO
 Taos Historic Museums
 Taos Middle School Wellness Committee
 Taos Milagro Rotary Club
 Taos Mountain Bike Association
 Taos Pride
 Taos Public Library/Taos Children's Library
 Taos Pueblo DNR
 Taos Pueblo Tourism
 Taos Pueblo Youth Outreach Program

Taos Whole Community Health
 Taos Winter Sports Team
 Taos Xtreme Cheer
 The Couse Foundation
 Twirl
 UNM-Taos
 UNM-Taos Kids Campus for Early Learning

TAOS COMMUNITY FOUNDATION GRANTS

Civil Air Patrol
 Common Grounds Teen Co-Op
 Community Against Violence
 Dreamtree
 Fall Teacher Grants
 Field Institute of Taos
 Food Depot
 Golden Willow Retreat
 Holy Cross Cancer Support
 Mountain Home Health
 Not Forgotten Outreach
 Renewable Taos
 Rivers and Birds
 Rocky Mountain Youth Corps
 Stray Hearts
 Taos Art Museum
 Taos Center for the Arts
 Taos High Culinary Arts
 Taos Land Trust

Taos School Zone
 Taos Search and Rescue
 Taos Ski Valley Avalanche Dogs
 Taos Swim Club
 UNM Foundation
 Village of Taos Ski Valley Fire/EMS

EVENTS

Not Forgotten Outreach
 Week Shred the Love
 Ben Myers Ridge-a-Thon
 Mutt Strutt
 Night of Philanthropy

STAFF VOLUNTEERS

Michael Bower
 Jessica Caskey
 Don Conoscenti
 Alexy Lathrop
 Marty Lucero
 Emily Manfredi
 Alex Mithoefer
 Kristin O'Flaherty
 Sandi Pounder
 Ashley Ryland
 Robert Scram
 Andrew Sloan
 Leland Thompson
 Amy Trevino
 Michael Vigil