

TAOS

2019

COMMUNITY REPORT



SKI THE CHANGE YOU WANT
TO SEE IN THE WORLD.

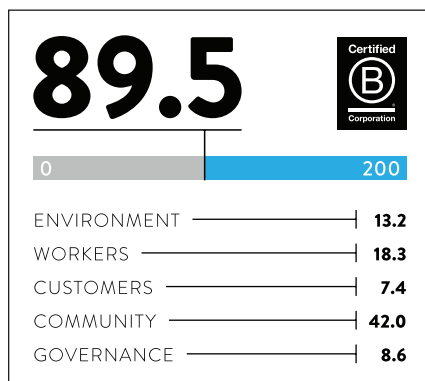




SKI THE CHANGE YOU WANT TO SEE IN THE WORLD

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.

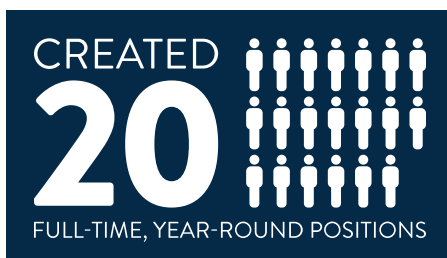
101 WAYS AND COUNTING

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.

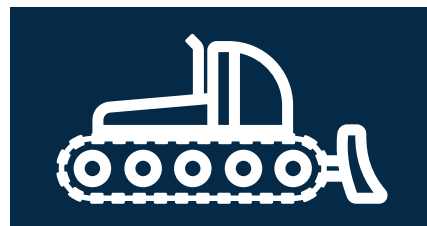
LEARNING INITIATIVE FOR
TAOS
GIVE A KID A L.I.F.T.

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