

TAOS



PHOTOGRAPHY: SIMON CHAN



2021 COMMUNITY REPORT



SKI THE CHANGE

“**Ski the Change You Want to See in the World**” is a call to action and an invitation to join us upon our journey towards continued community involvement, philanthropy, environmental stewardship and economic sustainability.

skitaos.com/who-we-are/our-purpose

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.



OVERALL B IMPACT SCORE

82.7



ENVIRONMENT	15.8
WORKERS	24.7
CUSTOMERS	6.4
COMMUNITY	20.9
GOVERNANCE	14.7

STAFF

- » Increased our entry-level pay rate **25.5% to \$15/hr** which is slightly above the MIT living wage for Taos County. We made additional pay adjustments for staff making up to \$18.50/hr. And, we made additional pay increases for those earning above \$18.50 for staff who took on additional responsibility and/or for high performance. (2021 NM minimum wage was \$10.50/hr. Federal minimum wage remains at \$7.25/hr. CPI was 7% for 2021)
- » Conducted our annual pay equity analysis to ensure pay equity with gender and race.
- » Expanded our affordable workforce housing.
- » Advanced our diversity, equity, and inclusion work by requiring all hiring managers to go through Camber Outdoors Diverse Talent Pipeline training.  CAMBER
- » Increased the number of women in management positions by 12% from '20-'21 with 52% of management positions now held by women.



ENVIRONMENT

FOREST HEALTH

Before



After



- » Treated 245 acres of forest of high mortality spruce and fir trees.
- » Sponsored Renewable Taos' Electric Vehicle Expo 
- » Won the National Ski Areas Association Climate Impact award for our forest health work.
- » Hired a dedicated Net Zero 2030 Manager

DIVERTED

10,287 LBS

of food waste from landfill and converted it into compost

REDUCTION OF

3.2 = 133

MTCO₂e

Small BBQ
propane cylinders

COMMUNITY



Over **\$130k**
donated to the
Taos Community
in 2021

\$46,300

From season pass sales to The Fund
for Taos which was a dedicated
fund to support the Taos community
amid the COVID-19 pandemic.

\$11K

To Taos Community Foundation
from The Blake night stays (\$2/night)

» Over **\$40K** donated to community nonprofits through our donor advised fund at the Taos Community Foundation and over **\$30K** donated to community nonprofits through in-kind donations.

ART

Paseo Project, Taos Center for the Arts,
The Couse Foundation, Taos Opera Guild,
Taos Art Museum at the Fecchin House,
Millicent Rogers Museum, Taos Arts
Council

YOUTH

Field Institute of Taos, Taos Sports
Associates, Bridges Project for
Education, DreamTree Project, Common
Grounds, TWIRL, Rocky Mountain
Youth Corps, Prize Foundation, Taos
Academy, Taos High School Tennis Team,
New Mexico Children's Foundation, Taos
Youth and Family Center, Give a Kid a
Lift, Share Winter

COMMUNITY

Community Against Violence, Stray
Hearts Animal Shelter, A.I.R.E, Heart
of Taos, Santa Fe Dreamers Projects,
Taos Coalition to End Homelessness,
Taos Valley Acequia Association, Golden
Willow Retreat, Taos County Crime
Stoppers, EC COAD, Lions Club of
Taos, The NM Natural History Museum
Foundation, NM Special Olympics,
Taos Men's Shelter, Red Willow Center,
Taos Feeds Taos, Shared Table, Taos
Community Foundation

» Over **\$1400** in pass-holder donations to Give a Kid a Lift Fund and **\$1200** to Share Winter Foundation.

STAFF PAID VOLUNTEER HOURS

290 HOURS

donated to community organizations in 2021