

COMMUNITY IMPACT REPORT

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TAOS

2025-2026



DEAR TAOS COMMUNITY

Each year, we learn more about what it means to be a good neighbor. We are grateful for your support, your patience, and the ongoing conversations that help us build a place where our community feels genuinely welcomed, valued, and proud to call this their home mountain. That trust is not something we take lightly and it is something we work to earn every single day.

Our commitment does not end with this report. It continues in every partnership renewed, every program expanded, every young person given access to the mountain, and every decision guided by a simple truth: thriving communities and thriving mountains are one and the same. The work ahead is as important as anything we have accomplished, and we remain fully dedicated to it.

I want to hear from you whether it is on the lift, at Community Weekends in Taos Ski Valley, by email, at our kids' baseball and softball games, or wherever we happen to cross paths. Hearing your ideas and making new connections is genuinely one of the best parts of this job.

In community,

A handwritten signature in black ink that reads "John E. Kelly".

John Kelly
CEO, Taos Ski Valley
John.Kelly@skitaos.com

WHERE COMMUNITY AND MOUNTAIN MEET

At Taos Ski Valley, the mountain gives us place, and our community helps give that place meaning. It transforms landscape into home, shared purpose into partnership, and responsibility into action. This report reflects how that commitment comes to life through investment in local youth, stewardship of the land, support for essential services, collaboration with community partners, and a business model grounded in the belief that long term success is inseparable from community well-being.



BY THE NUMBERS

This year, more than **\$650,000** was directed back into Taos County through charitable giving, in kind contributions, sponsorships, and community programs.



\$650,000+

Total Community Investment



\$220,000

Charitable Giving



\$290,000

In-Kind Donations



\$80,000

Sponsorships



1,400+

Youth in Snowsports Programs



2,000+

Community Weekend Participants



1,300

Paid Volunteer Hours



80+

Staff Volunteers

METRIC	2022	2023	2024	2025
CHARITABLE GIVING	\$110,000	\$70,000	\$60,000	\$220,000
IN-KIND DONATIONS	\$190,000	\$240,000	\$240,000	\$290,000
VOLUNTEER HOURS	650	1,200	1,400	1,300
SPONSORSHIPS	\$40,000	\$20,000	\$60,000	\$80,000
COMMUNITY WEEKEND WINTER	400	400	600	650
COMMUNITY WEEKEND SUMMER	—	600	1,300	1,600

These figures represent more than growth, they reflect deepening relationships and an expanding commitment to shared prosperity.

UPLIFTING LOCAL YOUTH

Uplifting the next generation is the central commitment of Taos Ski Valley's Community Pledge. That commitment took its most concrete form yet in 2025, with the first full year of the Uplift Youth Fund and expanded access to the mountain for more than **1,400**  young people.



\$150,000

Awarded via Uplift Youth Fund

THE UPLIFT YOUTH FUND

Launched in 2024, the Uplift Youth Fund is a community-driven grant program guided by the Community Advisory Circle, a body composed of youth, parents, educators, advocates, and local community members. In its first full year, the fund awarded **\$150,000** to **23** youth-serving organizations across Taos County. Grants ranged from **\$2,500** to **\$10,000**, spanning four pillars:



Outdoor equity and **youth programming**



Environmental stewardship



Economic and **workforce development**



Community connection

The summer funding cycle received a significant boost when the sale of the resort's historic Chair 7 generated overwhelming community participation, doubling the available pool from **\$50,000**  **\$100,000**. Residents who took home a piece of mountain history also helped seed new opportunities for Taos youth.



\$100,000

Summer Uplift Pool
(doubled from \$50K)



23

Youth-Serving
Organizations

"FOR THE FIRST TIME, I FELT LIKE YOUTH VOICE WAS NOT JUST BEING PASSED AROUND BY ADULTS BUT WAS COMING DIRECTLY FROM A YOUTH REPRESENTATIVE."

— **Santiago DeHerrera, Senior, Taos High School,**
Uplift Youth Fund Community Advisory Circle



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Taos High Scholarships
(\$2,500 each)

COMMUNITY IMPACT YOU CAN FEEL

Friends of the Rio Grande del Norte National Monument, a 2025 recipient, introduced local students to conservation, fly-fishing, river stewardship, and careers in the outdoor industry. Bridges Project for Education expanded its BRIDGEBuilders mentorship program, connecting Taos high school students with community mentors who have navigated college and career pathways firsthand.

"WHEN WE INVEST IN TAOS YOUTH, WE ARE INVESTING IN RESILIENT YOUNG PEOPLE WHO, GROUNDED IN THE VALUES OF OUR COMMUNITY, WILL SHAPE ITS FUTURE FOR GENERATIONS TO COME."

— **Hannah Gunther, Executive Director,**
Bridges Project for Education

ACCESS TO THE MOUNTAIN

More than 1,400 young people experienced snowsports through regional youth programs this winter.

Regional students from 1st–12th grade are invited to ski one day per week for five weeks in winter.

PROGRAM	PARTICIPANTS
TAOS REGIONAL SCHOOL GROUPS (15 SCHOOLS)	703
SLOPES TO SUCCESS PROGRAM (NEW 2025)	100
CHARLES N. ROMERO SNOWSPORTS PROGRAM	40
YOUTH HEARTLINE BRANCHES PROGRAM	15
TOTAL	1,400+

“TO BE ABLE TO SHARE THE SPORTS OF SKIING AND RIDING WITH THE KIDS OF OUR COMMUNITY IS DEEPLY FELT. NOT ONLY IS IT FUN AND JOYFUL, BUT IT IS AN OPPORTUNITY TO DEVELOP PHYSICAL SKILLS, SELF-ESTEEM, SELF-CONFIDENCE, AN APPRECIATION OF THE OUTDOORS, AND A BOOST TO MENTAL HEALTH.”

— Millie Lekas, Snowsports Manager, Taos Ski Valley

THE PROGRAM INCLUDES

- Half-day lessons for all five days
- Lift tickets
- Rental equipment

COMMUNITY CONNECTION IN ACTION



COMMUNITY WEEKENDS

Community gatherings remain a cornerstone of access and inclusion. More than 2,000 people participated in Winter and Summer Community Weekends, the largest turnout yet.

SUMMER COMMUNITY WEEKEND 2025 DREW:

1,600
Participants

20+
Community booths

1,300+
Scenic lift rides

750+
Hot dogs

	COMMUNITY WEEKEND PARTICIPANTS WINTER	COMMUNITY WEEKEND PARTICIPANTS SUMMER
2022	380	—
2023	400	600
2024	600	1,300
2025	650	1,600

These events are free and open to all, ensuring the mountain belongs to everyone.



TAOS COUNTY COMMUNITY PROGRAMS

Launched in 2024, the Taos County Resident Program offers **free and discounted mountain access** to local residents.

PROGRAM BENEFIT	WINTER 2024 REDEMPTIONS	WINTER 2025 REDEMPTIONS	WINTER 2026 REDEMPTIONS
FREE PIONEERS LIFT TICKET	100	150	400
FREE ICE SKATING	400	400	650
ADULT SPORT & KIDS RENTAL DISCOUNT	150	150	100
RETAIL & FOOD DISCOUNT	500	250	750
TOTAL PARTICIPANTS	1,100	950	1,900

STAFF + LOCAL VOLUNTEERISM

A WORKFORCE ROOTED IN TAOS

Taos Ski Valley’s workforce is its most direct connection to the community.

In Winter 2026, the resort employed **840** people, with **50%** local to Taos County and **22%** full-time year-round staff.

Workforce lodging supported **145** occupants across **10** locations, providing critical stability for employees who call this place home.



STAFF VOLUNTEERISM

Paid staff volunteer time is another way Taos Ski Valley invests in community through its people. In 2025, more than **80** employees contributed **1,300** volunteer hours to the community, from acequia cleanups and trail maintenance to coaching youth soccer and serving on scholarship committees.

	VOLUNTEER HOURS
2022	650
2023	1,200
2024	1,400
2025	1,300

“MY VOLUNTEER OPPORTUNITIES GIVE ME WAYS TO CONTRIBUTE SOMETHING BACK TO THE CORE OF WHAT MAKES TAOS SUCH A SPECIAL PLACE. WE ARE A COMMUNITY THAT IS STILL CENTERED ON CONNECTION AND SUPPORTING ONE ANOTHER.”

— Kristin O’Flaherty, Accounting Manager,
Taos Ski Valley



ENVIRONMENTAL STEWARDSHIP

Protecting the land that makes Taos Ski Valley possible is not separate from community investment, **it is the foundation of it.** In **2025**, Taos Ski Valley made significant progress across waste diversion and clean energy.



WASTE DIVERSION

Year over year, our waste diversion efforts continue to improve, with an increasing amount of material being redirected away from the landfill through expanded recycling, composting, and reuse initiatives.

	FOOD SCRAPS	CARDBOARD	GLASS	ALUMINUM	PLASTIC	PAPER
2022 (LBS.)	13,228	27,065	3,478	1,304	312	—
2023 (LBS.)	40,706	30,056	18,600	2,067	882	—
2024 (LBS.)	46,678	38,695	20,300	3,773	1,501	—
2025 (LBS.)	52,021	26,557	24,103	3,887	2,845	173

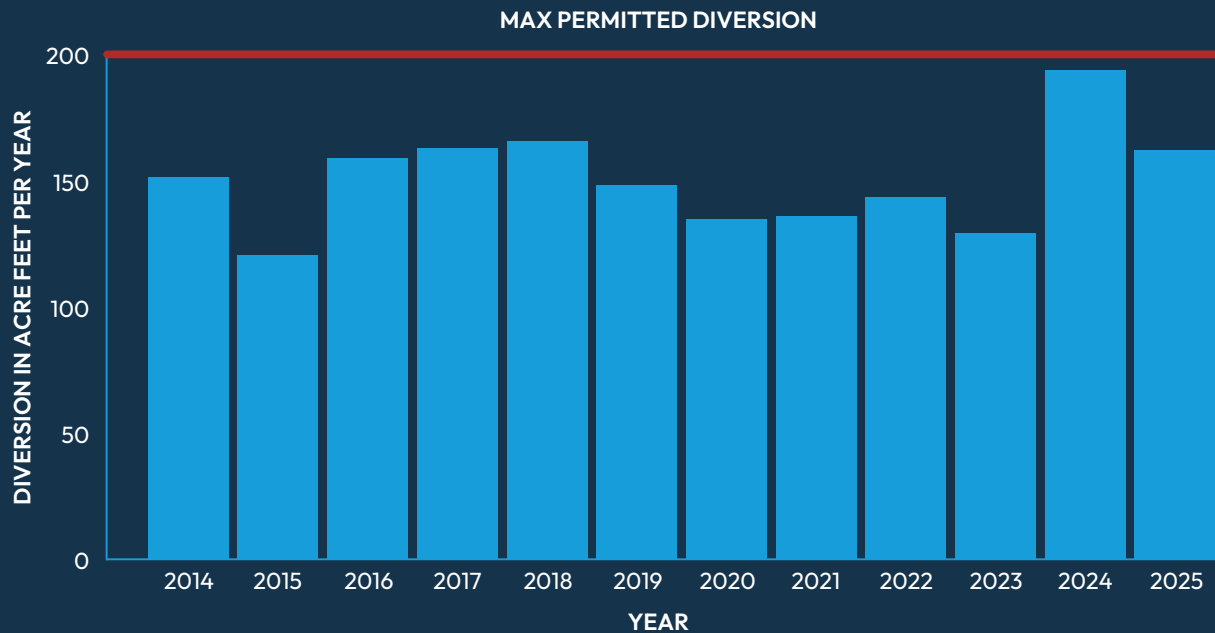


WATER ON THE USFS SPECIAL USE PERMIT AREA

Taos Ski Valley is committed to ensuring sustainable water use within its USFS Special Use Permit (SUP) area, minimizing environmental impacts on the Rio Hondo watershed while supporting ski area operations.



SNOWMAKING DIVERSIONS





CLEAN ENERGY

Renewable diesel is now used across the entire TSV operation with over **36,000 gallons** being used in 2025. Renewable diesel reduces transportation emissions by over **75%** compared to fossil diesel.

For the first time, Taos Ski Valley secured **100%** of its electricity from renewable sources in 2025. In addition to Kit Carson Electric Cooperative's 100% daytime solar generation, we purchased Green-e certified and EKOenergy label renewable energy credits for **6,761 megawatt hours** from New Mexico-based solar and wind farms.



ELECTRIC VEHICLE CHARGING

In 2025, Taos Ski Valley replaced its aging EV charging infrastructure with **14** new stations. Since going live in November 2025, these public stations have offset the equivalent of **2,954 gallons** of gasoline and **35,651 pounds** of carbon emissions.



100%

Renewable Electricity



1,003

EV Charging Sessions



35,651 **LBS**

Carbon Emissions
Offset (EV)



75%+

Emissions Reduction
for Diesel Fueled
Operations

SHARED RESPONSIBILITY, SHARED FUTURE

This report reflects more than a year of activity. It reflects a way of working and a belief, held by every department and every employee, that Taos Ski Valley's long-term success is inseparable from the health of the community around it.

Our commitment does not end with this report. It continues in every partnership renewed, every program expanded, every young person given access to this mountain, and every decision shaped by the understanding that **thriving communities and thriving mountains are one and the same.**