

2023 COMMUNITY IMPACT AT-A-GLANCE

This at-a-glance of our 2023 Community Impact Report highlights our annual accomplishments, activities, and contributions that use business as a force for good for our community.



TAOS

FOR THE GOOD



World's first B Corp ski resort since 2017

Certified Carbon Neutral® since 2021

SCHOOL PROGRAM PARTICIPATION:

Pre-K School Group **15**

Taos School Groups (16 total) **859**

Vista Grande High School Outdoor Equity Program **70**

Youth Heartline Branches Program **10**

Charles N. Romero Snowsports Program **33**

Shredders Saturday Program **220**

Shredders Sunday Program **190**

TOTAL PARTICIPANTS: **1,397**

Participants identify as the following:

53% Hispanic/Latino

32% White/Caucasian

11% Native American/Alaskan Native

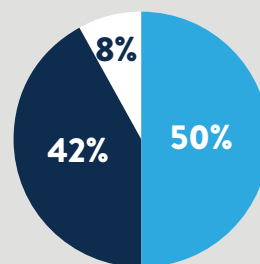
2% Black/African American

1% Asian/Pacific Island

1% Not Listed

OUTDOOR EQUITY

Taos School Groups Student Participants' Annual Household Income



- Less than \$41,000
- \$41,000-120,000
- More than \$120,000

COMMUNITY WEEKEND

380 First-time lessons & lift tickets

760 Novice tickets for the Winter 23 season

180 Sets of kids' boots & skis

TAOS SKI VALLEY DONATED:

225 Kids' lunches

250 Ice skating tickets

FREE sledding & entertainment

\$17.10

Starting hourly wage for entry-level positions. We commit to paying a living wage in line with the MIT living wage standard for Taos County.

2,040

jobs supported directly and indirectly by Taos Ski Valley in Northern New Mexico

\$128,500,000

Direct and indirect economic impact to Taos County in 2022*

*As estimated by the Employment and Economic Information Center of New Mexico LLC – Includes Taos Ski Valley sales revenue, in-county purchases, taxes paid, employee wages, and charitable contributions; plus the multiplier effect which includes the re-spending of dollars within the local economy by vendors/suppliers and households.

ECONOMIC CONTRIBUTION



WINTER EMPLOYMENT

850



SUMMER EMPLOYMENT

250



Awarded the 2022 Platinum Recognition from Family Friendly New Mexico Businesses and Gallagher Platinum Employer

FOREST & WATERSHED HEALTH

 Thinned **500+** acres of at-risk forest lands
600+ trees planted after the December 2021 wind blowdown event

TAOS SKI VALLEY TOTAL WASTE DIVERSION 2022

CARDBOARD	27,065 lbs	ALUMINUM	1,304 lbs
FOOD WASTE	14,685.5 lbs	PLASTIC	312 lbs
GLASS	3,478 lbs	PAPER	132 lbs

62 metric tons of CO₂e saved



**SUMMER DAYTIME
SOLAR ENERGY**

powered by



22 Electric vehicle charging stations
installed and available to the public

**FREE
EMPLOYEE
SHUTTLE**



8 Roundtrip routes daily
2 Blue Bus RTD routes daily
33,000+ Total ridership



GREEN CORRIDOR FUNDING

Lead organization that helped secure **\$5 MILLION** in funding
to support the following community projects:

\$1.5M Taos County for erosion control along N.M. 150 near Valdez

\$1M Taos County for wildfire risk reduction work

\$750,000 Village of Taos Ski Valley to repair water infrastructure

\$500,000 Taos Pueblo for watershed restoration work on the Rio Lucero & wildfire risk reduction work

\$500,000 Taos Soil & Water Conservation District for water quality monitoring of the Rio Hondo

\$500,000 Taos County for the establishment of electric vehicle charging stations

\$250,000 Taos County for Rio Grande cutthroat trout protection work

CHARITABLE GIVING

\$2 donated per each night stay at
The Blake to the Taos Community
Foundation, totaling **\$18,000**

56 local and New Mexico organizations
supported through in-kind donations,
totaling **\$46,000+**

10 events hosted at TAOS Ski Valley in
support of local community nonprofits

\$450,000+

donated to the Taos community in 2022

\$282,000 donated from our sister
organization, **Taos Ski Valley Foundation**,
to local community nonprofits

\$108,000 donated from
Taos Ski Valley, Inc. to local
community nonprofits

650+

Hours of staff volunteer
time spent supporting
local organizations

STAFF VOLUNTEERISM

\$19,000+

donated in
labor support

Local Nonprofits & Donation Recipients Include:

ENVIRONMENT

Amigos Bravos
Forest Stewards Guild
HECHO (National Wildlife
Federation)
Quivira Coalition
Red Willow Center
Rocky Mountain Youth Corps
Taos Land Trust
Taos Valley Acequia Association
The Nature Conservancy of
New Mexico

ARTS

Millicent Rogers Museum
PASEO Project
Taos Arts Council
Taos Center for the Arts
Taos Opera Institute

COMMUNITY

Community Against Violence, Inc.
El Pueblito United Methodist Church
Friends of the Taos Public Library
Golden Willow Retreat
Habitat for Humanity Taos
HEART of Taos
Help Outreach Taos
Holy Cross Medical Center- Cancer Support Services
MAS Comunidad
Mountain Home Health Care, Inc.
New Mexico Immigrant Law Center
Santa Fe Literary Festival
St. James Episcopal Church
Stray Hearts Animal Shelter
Talpa Community Center
Taos Coalition to End Homelessness
Taos Community Foundation
Taos County Historical Society
Veterans Offgrid
Village of Taos Ski Valley EMS

YOUTH

Bridges Project for Education
DreamTree Project
Field Institute of Taos
Taos Children's Theatre
Taos Pueblo Sports Alliance
Taos Winter Sports Team
TrueKids1
TWIRL
Working on Wellness

TAOS
FOR THE GOOD

