

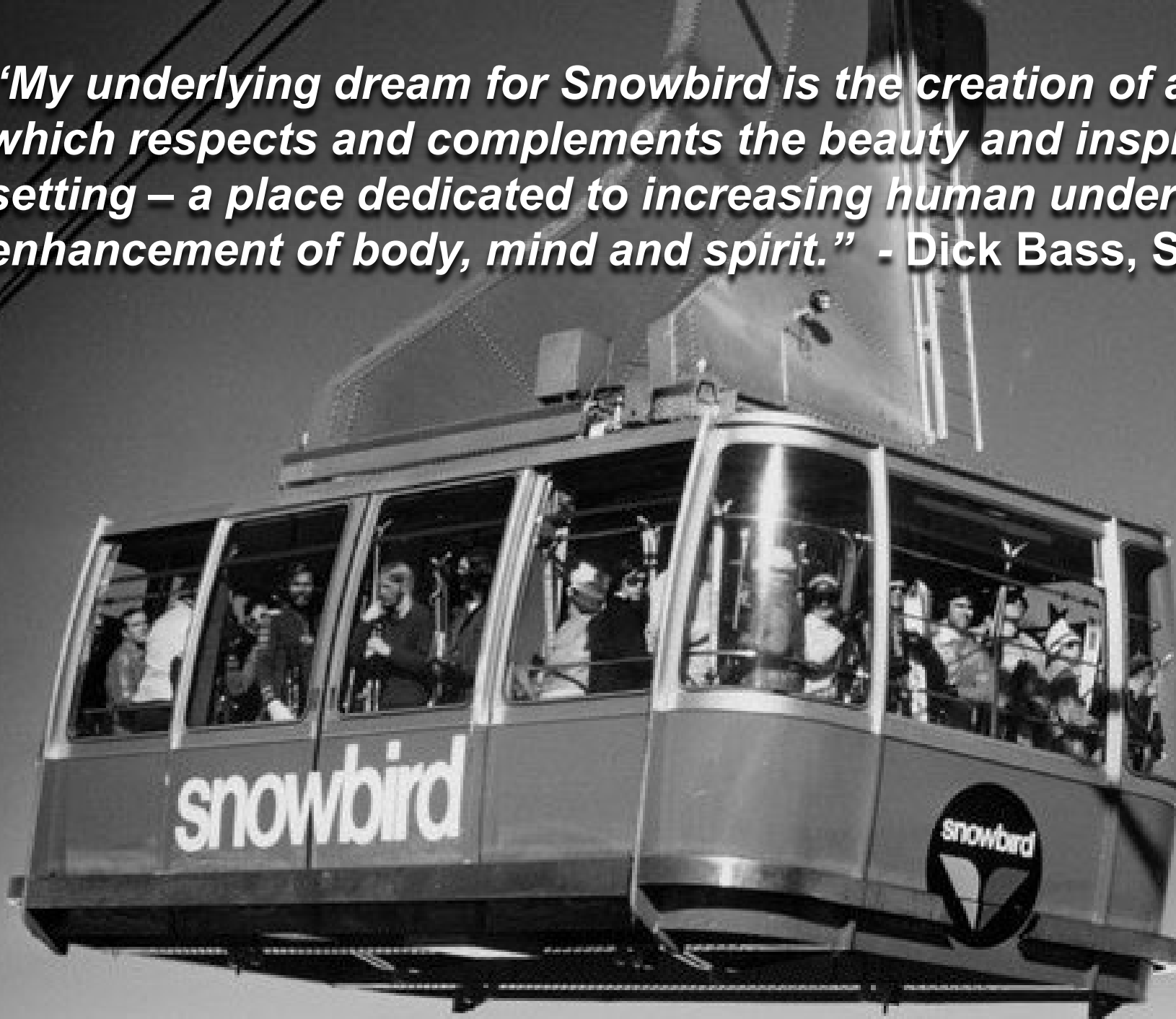
Snowbird Sustainability & Water Management

Presentation to Central Wasatch Commission Stakeholder's Council

Hilary Arens

October 15, 2025

“My underlying dream for Snowbird is the creation of a year-round resort, which respects and complements the beauty and inspiration of this natural setting – a place dedicated to increasing human understanding through the enhancement of body, mind and spirit.” - Dick Bass, Snowbird Co-Founder



My Job

What my parents
think I do



What my friends
think I do



What I think I do



What Snowbird
thinks I do



What I actually do





Play Forever is POWDR's corporate responsibility commitment to protect the environment and support our community.

THE PLAY FOREVER COMMITMENT CONSISTS OF TWO PILLARS:



ENVIRONMENT

Sustainability projects, engagement and advocacy for the long-term viability of the business and the planet.

ENERGY
WASTE
LAND



COMMUNITY

Financial contributions, in-kind giving and volunteerism to strengthen the places we live, work and play.

LOCAL RELIEF
PARTICIPATION
ENVIRONMENT



How Snowbird Protects the Environment

Energy



- Snowbird Power Systems generates heat and electricity onsite in a natural gas plant.

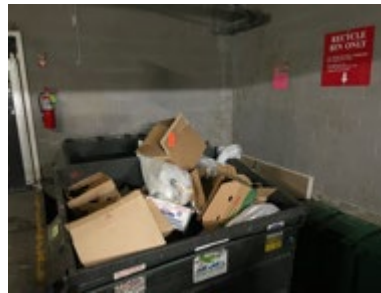


- Snowbird has doubled our EV chargers this season.



- Snowbird provides bus passes to all season pass holders and employees.
- Canyon Carpool Club offers awesome prizes for those who carpool or take the bus.

Waste



- Ongoing resort-wide waste management improvements.
- Composted more than 490,000 pounds of food.
- Recycled 440,000 pounds of glass.

Land



- 43rd Annual Little Cottonwood Canyon Cleanup



- Cottonwood Canyons Foundation



- Keep It Pure initiative with Salt Lake City Public Utilities



- Trout Unlimited and TreadLightly!



How Snowbird Supports our Community

Play Forever Wednesdays have raised over \$150,000 to support these non-profits and others focused on local relief, participation and the environment.

Local Relief



Participation



Environment



How Snowbird Educates our Community

Research & Innovation



- Research with University of Utah, Westminster College and Utah State University
- In the early 2000's Snowbird helped originate the voluntary "Good Samaritan" initiative in partnership with the EPA, U.S. Forest Service and Trout Unlimited, enabling private companies to help the restoration of watersheds and fisheries threatened by abandoned mine runoff.



Great Salt Lake

- The Great Salt Lake Alliance to advance durable, long-term solutions that protect the lake.
- The Nature Conservancy partnership has helped Snowbird educate ourselves, our guests, and our employees on the latest and most relevant research and initiatives through presentations, panel discussions, and movie premiers.

Partnerships



- Work closely with the Uinta-Wasatch-Cache Forest Service and Salt Lake City Watershed Protection to manage White Pine Trailhead Bathrooms.
- Founding member and on the board of Cottonwood Canyons Foundation and the Central Wasatch Commission.
- Snowbird is the National Forest Foundation's longest-serving partner in the Ski Conservation Fund, helping to raise more than \$1 million since its inception.



Thank you.