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Alta Ski Area Embraces Earth Day through Sustainable Leadership

Alta, Utah – April 22, 2016: Alta Ski Area with the Alta community and eco-minded industry partners celebrated its 6th annual [Alta Earth Day](#), Saturday April 16th. This local activity sought to support global awareness of climate change through local action by honoring businesses and skiers that work hard to incorporate sustainability and environmental awareness into their brand and message. This festive day brings about great environmental appreciation and awareness, but Alta Ski Area has realized that we need more leadership to support greater sustainability, especially within conservation and economic development.

Respectively, in response to [Mountain Accord](#), a general increase in annual year-round visitors to Alta, and a need for greater economic viability Alta's municipality, with its planning commission and local citizens, is working hard to create a [Town of Alta Commercial Core Plan](#). In an effort to address 'more' in supporting and messaging the importance of sustainability, Alta Ski Area presented a formal memorandum and request for "Sustainable Development Considerations for the Town of Alta Commercial Core Plan" at the Alta Town Planning Commission meeting April 4th and the Town of Alta Council meeting April 14th. The 'sustainable development considerations' specifically proposes sustainability policies for both commercial and residential development for: design principles for new construction and renovation; water conservation; energy conservation; native ecosystem protection; greenhouse gas reduction; solid waste reduction; and enhanced greenway services.

This memo reflects the strategies and philosophy of the [Alta Environmental Center](#) (AEC) as a guide for the Town, for the AEC has led Alta Ski area's sustainability initiatives around carbon reduction goals, triple-bottom-line analysis, and stewardship over the ski area's permitted lands within National Forest and protected watershed. The "AEC's strategy and mission is the sustainability platform for Alta Ski Area's progress and success in realizing concrete goals" states Alta's General Manager, Onno Wieringa. These goals have included a LEED Silver certified commercial building, planting over 3000 native trees and plants annually, and reducing energy consumption through renewable solar energy and energy efficient upgrades in the demanding tourism industry. Overall the ski area has seen some successes and tribulations over the integration of sustainability within its operations, but it has realized the importance of a viable healthy future and the need for greater implementation of sustainability for the ski area's beloved culture and community.

“We want to impress sustainability as no longer a trend, but a fundamental of survival in the wake of climate change and a growing Salt Lake population,” notes Maura Olivos, AEC Sustainability Coordinator. In order to meet sustainability goals around commerce, natural resource management and energy needs Alta Ski Area recognizes the weight in working with their community as a whole. This request for the Town of Alta is in turn forwarded to all of Utah, all communities, and all people in recognizing a global day as Earth Day needing to be acted upon daily.

For more information on the Alta Environmental Center please visit: www.alta.com/alta-environmental-center.

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