



2023
RESPONSIBILITY REPORT





OUR FIRST REPORT

This is it. Our first public report on our efforts to make a positive impact on people and the planet.

We aren't fancy. We aren't big. We definitely aren't over-capitalized or out-of-the-ordinary. We are who we are – a small ski area and waterpark in rural Minnesota.

But, we are taking one small step at a time on a path to doing less harm and creating more good.

Go ahead. Take a look at our first Responsibility Report. It's not perfect, and neither are we. But it's a start, and that's something.



A NOTE ON RESPONSIBILITY

You've likely seen the word "sustainability" used when companies talk about their environmental or social efforts.

Wild Mountain doesn't use that word because we still take more from the planet than we give. We still burn fossil fuels. We still consume electricity created partially from carbon-emitting sources. We still create waste.

Really, nothing we do is truly sustainable. So, we choose to use the word "responsibility" instead.

The way we see it – companies can act with various levels of responsibility. Some take no responsibility for their actions, others take a small amount of responsibility and others take a high level of responsibility. We are striving to achieve the latter.



TIMING OF REPORT

This report's data on greenhouse gas emissions are from September 1, 2019 to August 31, 2022.



CARBON NEUTRALITY

Wild Mountain has achieved carbon neutrality, an environmental milestone, through reducing energy use, diverting waste and offsetting carbon.

Environmental stewardship is a key pillar to Wild Mountain's operations, and we achieved the CarbonNeutral® Certification from Climate Action Partners, the leading experts on carbon neutrality, which works with organizations around the world to deliver solutions that ensure immediate, positive impacts on the world's natural capital.

To achieve carbon neutrality Climate Impact Partners worked with us to calculate and offset the property's unavoidable emissions by supporting projects to reduce the equivalent emissions. Climate Impact Partners identified multiple offset projects that could not exist without funding from organizations like ours.

Of course there's more that we can do to account for our environmental impacts. But, achieving carbon neutrality is a positive step on the journey.





CARBON OFFSETS

Wild Mountain has achieved its CarbonNeutral® Certification, in part, through the purchase of carbon offsets that eliminate or sequester greenhouse gases equivalent to what we have emitted.

Those offsets have been invested in three ways - [Seneca Meadows Landfill Gas Project](#) in New York, family farm techniques and reforestation in the Amazon and [global renewable energy projects](#) in various locations.

2022 GHG REPORT

This is the summary from Climate Impact Partners on Wild Mountain's greenhouse gas contribution from September 1, 2021 to August 31, 2022.

Scope	Emissions source category		Required or recommended	Included?	tCO ₂ e
1	Direct emissions from owned, leased or directly controlled stationary sources that use fossil fuels or emit fugitive gases		Required	✓	125.4
	Direct emissions from owned, leased or directly controlled mobile sources		Required	✓	21.8
2	Emissions from the generation of purchased electricity, heat, steam, or cooling	Location-based	Required	✓	515.3
		Market-based			88.8
3 (Up-stream)	Purchased goods and services (e.g., water and consumable supplies)		Recommended	X	-
	Capital goods	Printers, laptops, computers etc.	Recommended	X	-
	Fuel and energy related activities	Upstream emissions from purchased fuels	Recommended	X	-
		Upstream emissions from purchased electricity	Recommended	X	-
		Transmission and distribution (T&D) losses	Required	✓	27.3
	Upstream transportation and distribution	Outbound courier deliveries of packages	Recommended	N/A	-
		Third-party transportation and storage of inbound production-related goods	Recommended	N/A	-
	Waste generated in operations	Wastewater	Recommended	X	-
Other waste		Required	✓	31.1	
3	Business travel	All transport by air, public transport, rented/leased vehicle, and taxi	Required	✓	1.6
		Emissions from hotel accommodation	Recommended	X	-
	Employee commuting	Employee transport between home and places of work	Recommended	X	-
		Emissions arising from employee homeworking and remote work	Required	N/A	-
3 (Down-stream)	Downstream transportation and distribution	Third-party transportation and storage of sold products	Required	N/A	-
	Use of sold products		Recommended	N/A	-
Overall compliance: location-based scope 2				✓	722.6
Overall compliance: market-based scope 2				✓	294.1
Total for offset (tCO ₂ e)					295

ANNUAL CHANGE

This is the three-year summary of changes on greenhouse gas emissions from Climate Impact Partners (September 1 to August 31, annually).

Emissions source category	GHG emissions (tCO ₂ e)				
	2019/2020	2020/21	2021/22	Change value *	Change % *
Fuels for stationary sources of GHGs	131.2	104.8	125.4	+ 20.6	+ 20%
Electricity (including losses)	319.0	382.7	114.2	- 268.5	- 70%
Fuels for mobile sources of GHGs	0.9	38.3	21.8	- 16.5	- 43%
Waste	191.1	23.7	31.1	+ 7.4	+ 31%
Business travel	0.8	11.8	1.6	- 10.2	- 86%
Hotel stays	X	X	X	N/A	N/A
Staff commuting	X	X	X	N/A	N/A
Capital goods – laptops and monitors	X	X	X	N/A	N/A
Consumables – paper	X	X	X	N/A	N/A
Total	643	561.3	294.1	- 267.2	- 48%
Emissions per FTE staff	23	25.5	10.5	- 15.0	- 59%
Emissions per sqm floor area**	0.24	0.21	0.11	- 0.10	- 48%
*Change value and Change % has been calculated based on the change from 2020/2021 to 2021/2022.					
** To ensure consistency with last year's assessment, a floor area of 2,894 m ² has been assumed (i.e., excluding the floor area of the maintenance shop)					

Overall, there has been a decrease in total emissions between 2021 and 2022. This is mainly due to the significant decrease in electricity consumption from the previous year resulting in emissions reductions of 268.5 tCO₂e. We understand this decrease was due to fire damage in the maintenance building in 2021 and so was not heated throughout the winter. The building reopened in April 2022. Hotel stays, staff commuting, capital goods and consumables were once again not included in the GHG assessment.



IMPACT INVESTMENTS



The monarch butterfly, quite possibly the most beloved bug of Minnesota, has been added to the Endangered Species List created by the International Union for Conservation of Nature.

Habitat loss is driving populations down. The insect has declined 84% from 1996 to 2014.

In 2021, Wild Mountain recognized this plight and registered the mountain as a Monarch Waystation with Monarch Watch. Wild Mountain's ski trails offer a prairie environment with the types of milkweed species monarchs need to reproduce. Our waystation designation means that we've minimized summer trail mowing to ensure monarchs, and pollinators of all types, have food and shelter during the spring, summer and fall.

IMPACT INVESTMENTS (CONT.)

Wild Mountain has acquired 4 HKD Volt snowguns to support reducing energy consumption for snowmaking. These snowmakers use approximately 1/3 the power as traditional snowguns. Two of these units were made possible from the 2021 Sustainable Slopes Grant from the National Ski Areas Association and HKD Snowmakers.



We've pre-ordered two Taiga Nomad electric snowmobiles. We'll be one of the first ski areas in North America to convert to electric, emissions-free snowmobiles. Oh yeah... they also go zero to 60mph in 3 seconds.



In January 2021, Wild Mountain was awarded the CarbonNeutral® Certification from Climate Impact Partners for its work on reducing and offsetting its carbon emissions.

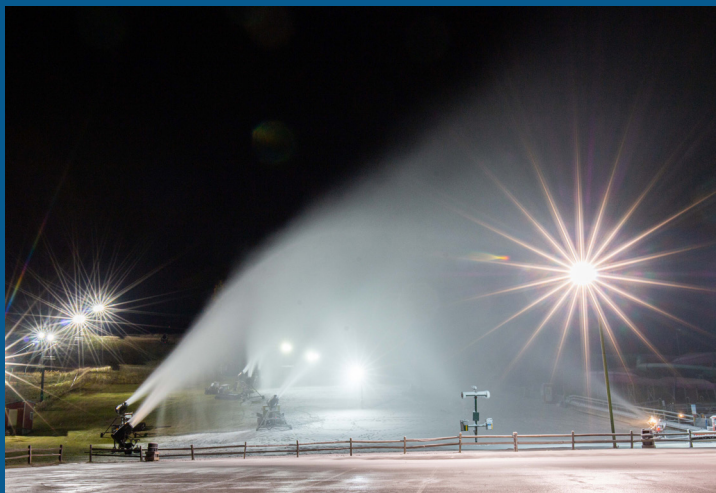


IMPACT INVESTMENTS (CONT.)



In September of 2020 we began working with Climate Impact Partners to measure our carbon footprint. Measurement of the carbon we are emitting is a critical step in the long-term assessment and reduction of our carbon-emitting practices.

Our season pass lanyards, retail shirts and retail hoodies are made of recycled plastic, recycled cotton, organic cotton and Modal (a fabric made from plastic and cellulose from birch trees). The fabrics are less destructive to the environment as they utilize recycled materials and use less (or no) water and fertilizers to create.



We installed LED lights on the South Wild, North Wild and Ego Alley trails. LED lighting is much more efficient than our current metal halide lighting. Going forward, we plan to use LEDs to replace our existing flood lights across our slopes.

IMPACT INVESTMENTS (CONT.)

We are eliminating single-use plastic beverage bottles and moving to infinitely recyclable aluminum bottles. To support that, we've added recycling receptacles across our property to support recycling and reduce waste.



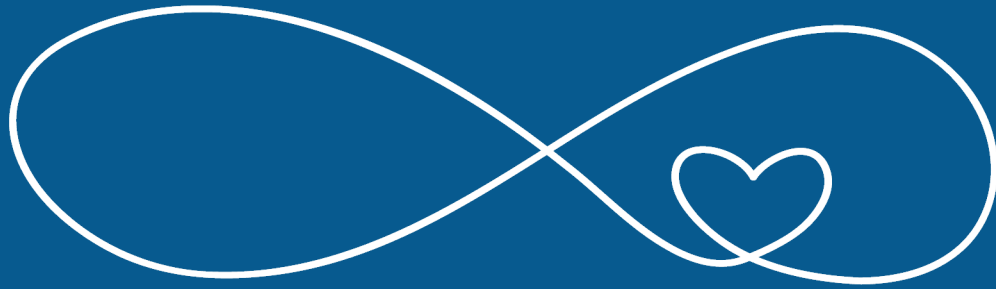
Wild Mountain created 288,000 pieces of single-use plastic waste in 2019. That's too much, and we are working to stop that with the elimination of single-use plastic on our property. We've moved to durable cutlery and food service wares in the goal of reducing the amount of plastic we add to the waste stream.

Our team offsets the dirty energy coming to Wild Mountain with Renewable Energy Certificates generated from sources in Minnesota. Wild Mountain now operates year-round on 100% clean energy.





Three EV chargers and one Tesla charger has been installed to support the needs of the emerging clean vehicle market. These four chargers are available to all guests, free of charge.



1 FOR ALL

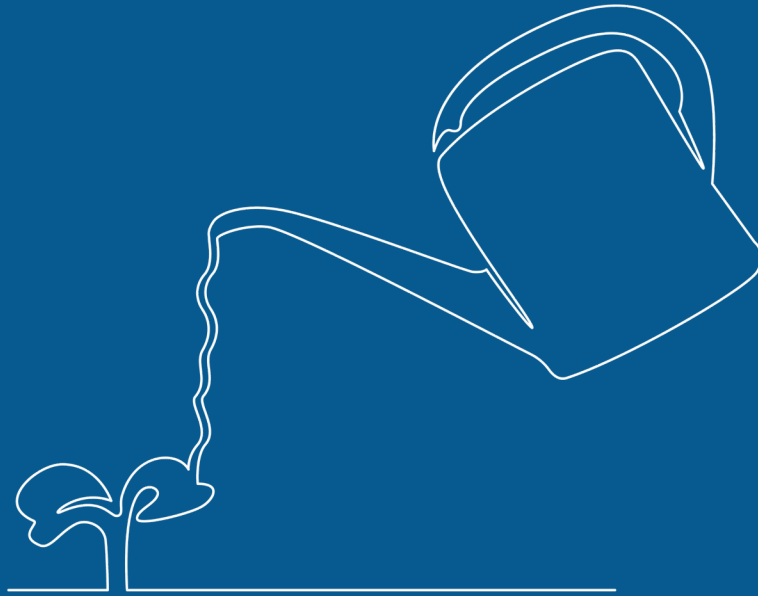
Our team has launched a new community involvement program called 1 for All. Our goal is to give 1% of all hours worked by our core staff to community endeavors including environmental programs, social services, the arts and more.



Employees building cob blocks for an artist at the Franconia Sculpture Park.

Team members building a gravel nursery for native plants with Green River Greening.





ENVIRONMENTAL GIVING

Wild Mountain understands that some of the very best environmental advocacy is being done by passionate people and organizations right here in Minnesota.

During the winter of 2022/23 we'll be helping to fund four different organizations who are making an impact in different environmental causes.

We'll be making a \$1 donation for each season pass sold during the 2022/23 ski season. That might not sound like much, but we sell thousands of season passes and we hope our giving will help provide critical funding to these inspirational organizations.

We are also supporting these four organizations with "Posters With Purpose". These posters are screen printed locally on high quality paper and individually numbered. Each poster is 18"w x 24"h. We are giving the organizations all proceeds from the sale *(approximately \$20 for each poster sold)*.

ENVIRONMENTAL GIVING (CONT.)



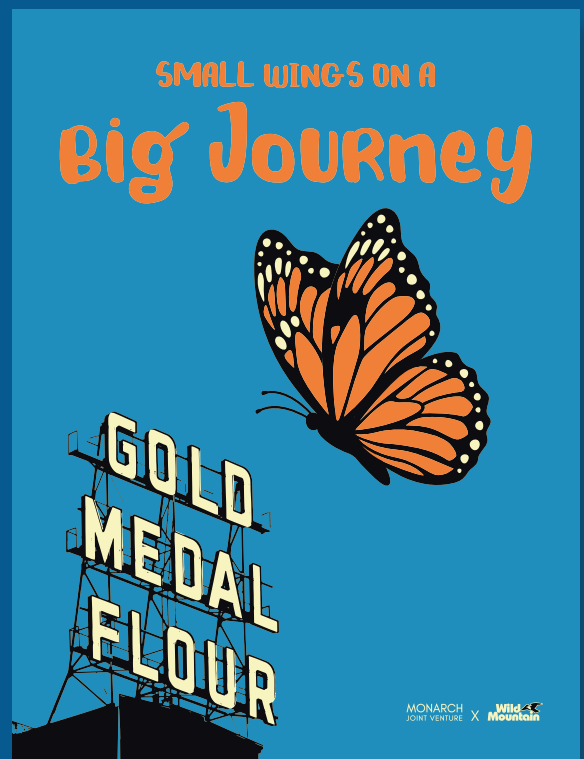
Poster for Sportsmen for the BWCA



Poster for MN350



Poster for Wild Rivers Conservancy



Poster for Monarch Joint Venture