



## **2008/2009 Winter Media Kit**

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### **Homewood Mountain Resort - A Unique Approach To Environmental Stewardship**

Homewood, CA - Located mere steps from the lake Mark Twain deemed *the fairest picture the whole earth affords*, Homewood's mission of balancing social, environmental, and financial success is exceptional. "Touching the edge of one of the world's natural treasures is a great responsibility," said Art Chapman, President of JMA Ventures, Homewood's parent company.

#### **A Responsibility to Balance**

Environmental stewardship is a paramount philosophy for JMA Ventures, LLC. JMA's vision for Homewood Mountain is to create a new standard in the resort industry for sustainability through restoration and a focus on social, environmental, and economic initiatives.

#### **Key Implementation Ensures Water Quality and Clarity**

Much of Homewood's environmental maintenance occurs during non-winter months and addresses land management and water quality. For example, the majority of Homewood's 1200 acres have undergone extensive wildfire protection implementation, minimizing forest floor fuel as well stands of overgrowth and dried trees.

Additionally, Homewood has restored approximately 100,000 square feet of unused mountain roads via revegetation. The positive affect has reduced sediment runoff with the intention of promoting the health of Homewood's slopes as well contributing to the health and water clarity of Lake Tahoe. Thus far, Homewood's erosion control initiative has resulted in the retention of more than 13 metric tons of hillside.

Determined to raise the bar of sustainability, Homewood recently installed five stormwater treatment areas which prevent sediment runoff. Within the perimeter of the mountain's base, drainage swales direct water to rock-lined infiltration areas; and in parking areas, catch basins and drain collection systems divert stormwater to *Rainstore* and *Stormchamber* infiltration units with oil water separators (*Vortclarex* Separator units). The specialized systems result in significant reduction of phosphorous, Nitrogen, and suspended solids.

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### **Potential Model for Other U.S. Locations**

In collaboration with Homewood Mountain Resort and the State of California Lahontan Regional Water Quality Control Board, the Tahoe Resource Conservation District (Tahoe RCD) has received a grant for \$650,000 from the State of California's Water Quality Board to develop implementation strategies for a new water quality initiative in the Lake Tahoe Basin known as the TMDL, or Total Maximum Daily Load. "This grant gives us the perfect opportunity to build on what we have been doing since we acquired the property in 2006," Mr. Chapman commented.

### **Commendation**

While quietly striving for environmental excellence, Homewood has said little and accomplished much; and others are now taking notice. The National Ski Areas Association (NSAA) and Clif Bar partnered to recognize the resort's water quality achievements as a Golden Eagle Aware finalist at the NSAA annual convention in San Francisco, California.

### **Future Plans**

"This is just the beginning," Mr. Chapman said. "Homewood aspires to set a standard for stewardship not just within the ski industry; but also for business BMPs across the board," he added. Homewood will move forward with its master plan by incorporating Leadership in Energy and Environmental Design (LEED) certified building, biomass fuel use, solar and wind power, and an extensive alternative transportation system (which already offers Dial-a-Ride, a complimentary shuttle service allowing guests to specify pick-up and drop-off times to and from area lodges and the mountain) in order to reduce car use in the Lake Tahoe Basin.

Located at the shore of West Lake Tahoe, Homewood Mountain Resort is one of California's first winter recreation resorts. Offering a family-friendly atmosphere since 1962, Homewood continues to offer an intimate atmosphere and winter skiing and snowboarding with a focus on top level guest service and custom vacation packages. Deemed the gem of Lake Tahoe's West Shore by *SKI Magazine*, the 1260-acre mountain offers unobstructed views of the lake and surrounding peaks. Flawless, peak-to-shore grooming, the intimate setting of Tahoe's West Shore, and a classic family focused winter experience make Homewood unique. Homewood is accessible via Interstate 80 to California State Route 89, just 55 miles from Reno Tahoe International Airport. Visit [SkiHomewood.com](http://SkiHomewood.com) or call 530.525.2992 for more information about Homewood Mountain Resort.

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