

**ANNUAL**

**REPORT**

**2021 - 2022**

# YEAR IN REVIEW annual report

**3,096** members in **47** states helped keep winter wild by taking action and/or giving financially

**32,000** kids engaged across **70** active SnowSchool sites (21-22 season)



**15,000+** ACTIVE SUBSCRIBERS



**50%** of SnowSchool Participants qualified as

**UNDER-SERVED**

**34** GRASS-ROOTS GROUPS working in **14** states

**1 NEW** GRASSROOTS GROUP

**COLO RADO**

added to the WWA network:  
**San Juan Backcountry Alliance**

**60+ EDUCATORS**




ATTENDED  
**3<sup>RD</sup> ANNUAL**  
NATIONAL SNOWSCHOOL CONFERENCE

**33,000+**  
combined alliance members

**124,000+**  
combined alliance subscribers



# 2022



Backcountry skiing participation grew by **96%** to

**4.3 MILLION UNIQUE USERS<sup>1</sup>**

Nordic and snowshoeing participation grew by **60%** to

**22.3M**  
HUMAN-POWERED USERS<sup>2</sup>

**323,152 ACRES**

protected for winter non-motorized use on the



**LASSEN NATIONAL FOREST**

PARTICIPATED IN **5** COLLABORATIVE PLANNING EFFORTS

1. Snowsports Industries America (SIA) Participation Study 2021-2022.

2. Ibid.

**1st**



**OFFICIAL**

Over-snow Vehicle Use Map (OSVUM): Stanislaus National Forest

**7 WINTER TRAVEL PLANS**

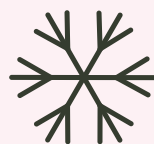
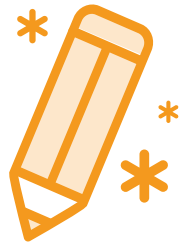


**IN THE WORKS**

PLUMAS, TAHOE, LAKE TAHOE BASIN, ELDORADO, INYO, SHOSHONE, KANIKSU NATIONAL FORESTS

**1,880** LETTERS

sent by WWA members supporting wild public lands and quiet winter recreation



**100** PLUS MEETINGS

with land managers & policy makers

# 278,804



acres of Colorado's Tenmile Range and Thompson Divide, birthplace of modern backcountry skiing in U.S., protected through **Camp Hale-Continental Divide National Monument** designation

# \$369 BILLION

in direct investments passed by Congress to reduce carbon emissions, support environmental justice, protect public lands and address **"THE CLIMATE CRISIS"**



**2 winter** non-motorized backcountry areas designated on state lands near Wenatchee, WA thanks to grassroots group El Sendero

**Despite opposition**  
**BY 80% OF UTAHNS,**

UTAH DEPARTMENT OF TRANSPORTATION (UDOT) RELEASED PLAN TO BUILD \$550M+ GONDOLA SERVICING 2 COMMERCIAL SKI RESORTS IN LITTLE COTTONWOOD CANYON... THE FIGHT CONTINUES

## Custer-Gallatin Forest Plan published

-  **92,532 acres** recommended wilderness in Gallatin Range
-  **26,496 acres** designated backcountry areas in southwestern Porcupine Buffalo Horn
-  **22,632 acres** protected for wildlife habitat and mountain biking in West Pine
-  **17,642 acres** recommended addition to Lee Metcalf Wilderness
-  **50,000 acres** protected for water quality, wildlife, and recreation access in Hyalite Canyon and South Cottonwood Creek



one new  
**WWA**

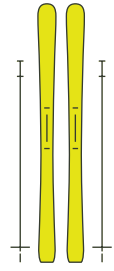
**BOARD MEMBER:**

Mary Beth Hennessy  
(see p. 14)

ONE NEW

**EXECUTIVE  
DIRECTOR**

DAVID PAGE



**\$21,700**

raised on Giving Tuesday  
by 123 donors



**\$43,600**

raised for local policy work,  
advocacy efforts and education



# BACKCOUNTRY FILM FESTIVAL

## 2021-2022 SEASON

**\$7,500**

Awarded for first-ever Back-  
country Film Grant (see p. 32)

**3,300**

**HOUSEHOLDS**  
tuned in for  
virtual show



**57** in-person Festival screenings in  
**19 STATES** and **3**  
countries



**\$15,000+**  
in-person attendees



\*Nb. BCFF in 2021-22 was still a pandemic  
hybrid of in-person and virtual screenings.

# Winter Wildlands Alliance Network

## GRASSROOTS GROUPS

### ALASKA

Alaska Quiet Rights Coalition  
Nordic Ski Club of Fairbanks  
Tsalteshi Trails Association  
Valdez Adventure Alliance

### CALIFORNIA & NEVADA

Eastern Sierra Interpretive Association  
Friends of the Inyo  
Friends of Plumas Wilderness  
Snowlands Network  
Tahoe Backcountry Alliance

### COLORADO

Colorado Mountain Club  
High Country Conservation Advocates  
Friends of The Routt Backcountry  
San Juan Backcountry Alliance  
Silent Tracks  
10th Mountain Division Hut Association

### IDAHO

Idaho Conservation League  
Leave Our Lands Alone Alliance  
Nordic and Backcountry Skiers Alliance of Idaho  
Teton Valley Trails and Pathways

### MINNESOTA

Superior Highland Backcountry

### MONTANA

Beartooth Recreational Trails Association  
Montana Backcountry Alliance  
Wild Montana

### NEW HAMPSHIRE & MAINE

Granite Backcountry Alliance

### OREGON

Oregon Backcountry Alliance

### UTAH

Nordic United  
Wasatch Backcountry Alliance

### VERMONT

Catamount Trail Association

### WASHINGTON

Cascade Backcountry Alliance  
El Sendero Backcountry Ski and Snowshoe Club  
The Mountaineers  
Spokane Mountaineers

### WYOMING

Teton Backcountry Alliance  
Togwotee Backcountry Alliance  
Wyoming Wilderness Association

## BOARD OF DIRECTORS AND STAFF

### BOARD

Scott White, President (Boise, ID)  
Megan Birzell, Vice President (Seattle, WA)  
Jaime Musnicki, Treasurer (Victor, ID)  
Laura Yale, Secretary (Crested Butte, CO)  
Harold Hallstein IV, President Emeritus  
(Boulder, CO)  
Robin Harms (Seattle, WA)  
Mary Beth Hennessy (Bishop, CA)  
Erik Lambert (Golden, CO)  
Jennifer Miller (Davis, CA)  
Jason Pouncy (Northeast U.S./ Nosara, Costa Rica)  
Denis Tuzinovic (Seattle, WA)

### STAFF

#### **Executive Director:**

David Page (Mammoth Lakes, CA)

**Policy Director:** Hilary Eisen (Bozeman, MT)

#### **National SnowSchool Director:**

Kerry McClay (Boise, ID)

#### **Events and Marketing Director:**

Melinda Quick (Boise, ID)

**Membership Director:** Kate Thorpe (Boise, ID)

**Colorado Policy Manager:** Michael Whiting  
(Pagosa Springs, CO)

**California Data Manager:** Claire Marvet  
(Mammoth Lakes, CA)