



WINTER  
WILDLANDS  
ALLIANCE

# ANNUAL REPORT

2021 - 2022

# YEAR IN REVIEW

annual report



**15,000+**  
**ACTIVE**  
SUBSCRIBERS

**34** **GRASS-ROOTS GROUPS**

working in **14** states

**1 NEW**  
**GRASSROOTS**  
**GROUP**

**COLO**  
**RADO**

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

**32,000**

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



**50%** of  
**SnowSchool**  
**Participants**  
qualified as

**UNDER-SERVED**

**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



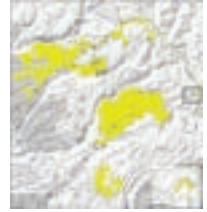
**LASSEN NATIONAL FOREST**

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

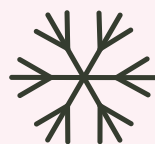
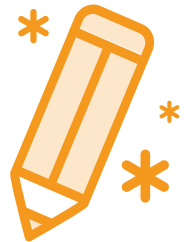
**7 WINTER TRAVEL PLANS**



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,**

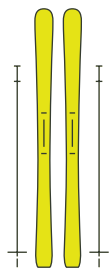
UTAH DEPARTMENT OF TRANSPORTATION (UDOT) RELEASED PLAN TO BUILD \$550M+ GONDOLA SERVICING 2 COMMERCIAL SKI RESORTS IN LITTLE COTTONWOOD CANYON...  
THE FIGHT CONTINUES

## **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



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

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



# 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)  
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Jennifer Miller (Davis, CA)  
Jason Pouncy (Northeast U.S./ Nosara, Costa Rica)  
Denis Tuzinovic (Seattle, WA)

### STAFF

#### **Executive Director:**

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

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#### **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)