

# Viceroy Snowmass is First Hotel in Aspen/Snowmass & First Luxury Hotel in Colorado to Receive LEED® Gold Certification

June 21, 2011 (Snowmass, Colo.) – <u>Viceroy Snowmass</u>, which opened to rave reviews in late 2009, announced today that it has been awarded LEED Gold® Certification, established by the U.S. Green Building Council (USGBC) and verified by the Green Building Certification Institute (GBCI). LEED is the nation's preeminent program for the design, construction and operation of high performance green buildings.

Viceroy Snowmass is the first hotel in Aspen/Snowmass to be awarded LEED Gold as well as the first luxury hotel in Colorado to receive this prestigious designation. By incorporating sustainable design and construction, innovative operational practices, and a culture of environmental stewardship, Viceroy Snowmass aims to redefine luxury while ensuring future generations are able to enjoy the area's pristine, high-alpine environment.

Viceroy Snowmass was originally designed to apply for to be LEED Silver. Viceroy Snowmass ownership group, represented by Jim Pavisha of Lowe Enterprises, who is the court-appointed receiver, made additional investments in order to achieve this important designation.

"As people who live, work and play in this stunning environment, being sustainable is the right thing to do," says General Manager Hugh Templeman. "All of our colleagues are thrilled that the owners made the additional commitment so that Viceroy Snowmass could be awarded LEED Gold."

"Viceroy Snowmass' LEED certification demonstrates tremendous green building leadership," said Rick Fedrizzi, President, CEO & Founding Chair, U.S. Green Building Council. "The urgency of USGBC's mission has challenged the industry to move faster and reach further than ever before, and Viceroy Snowmass serves as a prime example with just how much we can accomplish."

#### **LEED for New Construction Certification**

"The LEED for New Construction (NC) Rating System is designed to guide and distinguish high-performance commercial projects," according to the USGBC (United State Green Building Council) website. LEED-NC certification guides "green building" applicants to have minimal, zero or positive impact on the surrounding ecosystem and optimize building systems to create a high-performance, energy efficient and healthy living environment.

To obtain LEED-NC certification, properties must adhere to strict guidelines during the construction phase of development. The developer of Viceroy Snowmass integrated

sustainable practices in its construction site management, materials procurement, waste removal and staff administration. Select examples include the following:

- All dirt removed from the site was saved and reused throughout the town of Snowmass Village and Snowmass ski area, eliminating the need for trucks to transfer dirt off-site as well as reducing fuel consumption and vehicle emissions.
- Pre-manufactured concrete structures, plumbing and electric assemblies were used to conserve waste throughout the construction process.
- Construction workers were bused to the site daily, reducing fuel consumption and vehicle emissions.
- Low VOC paints and stains were used to reduce toxicity in the building.
- Building materials were purchased locally, including the drywall and stone used on the exterior of the building.
- Renewable energy credits were purchased from Native Energy, Inc. to offset 70 percent of Viceroy Snowmass' energy use for its first two years of operation.

In addition, Viceroy Snowmass must meet stringent operational standards to qualify for LEED Gold certification. Emphasizing that sustainability is a process, Viceroy Snowmass' Second Nature program establishes phases of sustainable operations, with the first phase including the following practices:

#### Guest Services & Amenities

- Reusable, stainless steel washable water bottles are provided at check-in.
   Refill stations are available throughout the hotel. No plastic water bottles are provided.
- Reusable 16-ounce bottles of soap, shampoo and conditioner are cleaned and resealed to limit the waste normally associated with mass quantities of smallscale bottles.
- o The state-of-the-art pool creates its own chlorine through the use of salt and electro current. In addition to using fewer chemicals, the pool does not have the harsh burn and smell of a chlorine pool yet is not as salty as a dedicated salt water pool. It has about 1/12 as much salt as the ocean.
- Discounted parking is offered to any guest or patron if they arrive in a LEV (Low-Emitting Vehicle), and free parking is offered for hybrid and electric cars.
- An on-site 100 percent electric bus is available for transportation throughout Snowmass Village.
- There is an on-site electric car charging station (one of the first two in the Aspen/Snowmass area), offered free of charge.

# Energy Management & Efficiency

- Viceroy Snowmass has purchased renewable energy REC's to provide 70 percent certified green wind power.
- Energy-efficient light bulbs are used throughout the hotel, and LED lighting is used wherever appropriate, including Eight K restaurant/bar.
- Sensor lighting is used in offices, meeting spaces, spa treatment rooms and back-of-house areas.
- Thermostats in rooms are equipped with motion sensors to deactivate heating or cooling if the room is unoccupied.
- Hotel systems are managed centrally and constantly monitored to ensure they are working efficiently and only when necessary.

## Waste Management & Water Conservation

- Recycling is offered and encouraged throughout the property, including at every Viceroy meeting, event or group function.
- Low-flow aerators and low-flow toilets have been installed.

# • Food & Beverage

- Eight K restaurant and Nest Lounge & Café menus incorporate humanly raised livestock (raised on a vegetarian diet without antibiotics and hormones) from Meyer Premium Beef farms and CleanFish certified sustainable seafood.
- Filtered Snowmass Village water is served in glass bottles, and bottled water is served only upon request.
- o Kitchens recycle fryer oil for locally made renewable biofuel.

### Housekeeping

- Housekeeping department uses a specialized Electrolyzer machine to create cleaning products. Using only water, salt and electric current, the machine can create completely harmless, odorless cleaning supplies.
- Limited washing of sheets and towels is encouraged, with hotel guests making an active decision to wash them every day, rather than it being the default practice.

# • Employee Participation

- Employees are encouraged to take public transportation.
- Sustainability education is included in job training for all employees.
- Bicycle parking onsite with shower facilities for employees.

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# **U.S. Green Building Council**

The Washington, D.C.-based U.S. Green Building Council is committed to a prosperous and sustainable future for our nation through cost-efficient and energy-saving green buildings.

With a community comprising 78 local affiliates, nearly 16,000 member companies and organizations, and nearly 167,000 LEED Professional Credential holders, USGBC is the driving force of an industry that is projected to contribute \$554 billion to the U.S. gross domestic product from 2009-2013. USGBC leads an unlikely diverse constituency of builders and environmentalists, corporations and nonprofit organizations, elected officials and concerned citizens, and teachers and students.

Buildings in the United States are responsible for 39% of CO2 emissions, 40% of energy consumption, 13% water consumption and 15% of GDP per year, making green building a source of significant economic and environmental opportunity. Greater building efficiency can meet 85% of future U.S. demand for energy, and a national commitment to green building has the potential to generate 2.5 million American jobs.

#### About LEED green building certification system

The U.S. Green Building Council's LEED green building certification system is the foremost program for the design, construction and operation of green buildings. Nearly 40,000 projects are currently participating in the commercial and institutional LEED rating systems, comprising nearly 8 billion square feet of construction space in all 50 states and 120 countries. In addition, more than 11,000 homes have been certified under the LEED for Homes rating system, with more than 52,000 more homes registered.

By using less energy, LEED-certified buildings save money for families, businesses and taxpayers; reduce greenhouse gas emissions; and contribute to a healthier environment for residents, workers and the larger community. For more information, visit <a href="https://www.usqbc.org">www.usqbc.org</a>.

## **About Viceroy Hotel Group**

Viceroy Hotel Group delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. The current portfolio of managed properties includes two luxury brands, Viceroy and The Tides. Viceroy Hotels & Resorts exemplify a passion for authentic, visionary design and personalized service. Signature Viceroy amenities and services created for the brand's diverse business and leisure quests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current Viceroy properties include hotels and resorts in Santa Monica, Palm Springs, Miami, Anguilla and Snowmass, Colorado with forthcoming openings in Beverly Hills (in what is currently L'Ermitage Beverly Hills), the Maldives and Sowwah Island in Abu Dhabi. The Tides brand offers chic beachfront backdrops that inspire reconnection through cultural experiences delivered with style and spirit. Every Tides destination interprets indigenous cultural elements, expressed in each property's décor, cuisine, and spa. The Tides collection includes hotels and resorts in Miami's South Beach, Mexico's Riviera Maya and Zihuatanejo, as well as upcoming developments on **St. Lucia** in the Caribbean, which is currently operating as Jalousie Plantation. The Urban Retreat Collection includes Avalon Hotel in Beverly Hills, Maison 140 in Beverly Hills, and Sheraton Delfina in Santa Monica.

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