

**SKY
TAVERN**



2017-2018

ANNUAL REPORT

AT YOUR SKY TAVERN





**SKY TAVERN JUNIOR SKI PROGRAM SKY TAVERN SKI TEAM SKYKIDS
SUMMER CAMPS KIDS VOLUNTEERING WITH BOBOS STREET TEAM
MOUNTAIN BIKING RACES ADULT LEARN TO SKI VETERANS SKI WEEK
WEDDINGS SUMMER CONCERTS FREESKI TRAINING SKI SWAP SCHOOL
PROGRAMS PROJECT DISCOVERY ADAPTIVE PROGRAM SLEDDING
RACING US SKI & SNOWBOARD PROFESSIONAL SKI INSTRUCTORS OF
AMERICA AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS
WASHOE COUNTY SCHOOL DISTRICT NATIONAL SKI REA ASSOCIATION
CARING PARENTS AMAZING KIDS ROCKING INSTRUCTORS RENO**



A City of Reno-owned ski area located fifteen miles from downtown, Sky Tavern is managed by a 501c3 Nevada nonprofit and almost completely staffed by volunteer parents as a training facility and recreation venue year-round. The Sky Tavern Junior Ski Program was created by school teacher Marce Herz in 1948 and is the oldest and largest volunteer staffed ski school in the country with tens of thousands of alumni since opening.

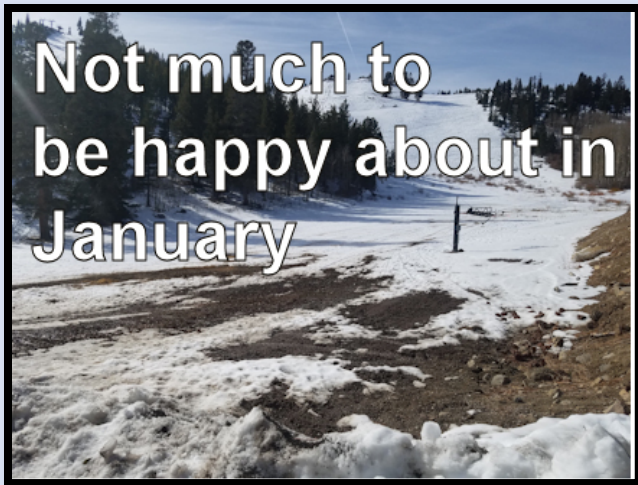
The nonprofit receives no government funding, is 100% responsible for all ski area operations, yet converts kids to skiers at an above national average rate. The Sky Tavern Race Team is also one of only a handful of clubs in the country to receive certification by US Ski & Snowboard.



A skier wearing a dark grey jacket, black pants, a black helmet, and goggles is skiing down a snowy slope. The skier is leaning forward and holding ski poles. The snow is bright white with some shadows cast by the skier. The background is a vast, snowy mountain landscape.

MISSION

Sky Tavern is a non-profit regional center providing exceptional summer and winter outdoor sports training, competitions, recreation, and events accessible to all.



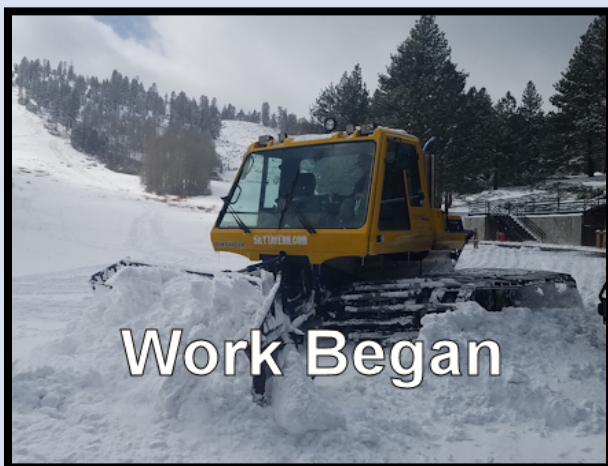
The Winter of 2017 was so huge that everyone knew it could not be repeated. Normal, we were told by NOAA, 2018 was just going to be normal. It turned out to be far from normal. Just enough snow covered the slopes in January to allow instructor and Ski Patrol training. If we could just catch some flakes we were ready to open. It was 70 degrees in Reno.

In the past, Mt. Rose had been very generous in their support of the Program during times like this. When we went knocking, the answer was maybe something in April, but not now. We waited with no alternative.

Then it snowed just enough. We got the rest of training for adults and that for new kids done. Week 1 of the Program happened, followed by five more weekends. It was Tax Day by the time there was nothing to push around into a ski hill. The 2018 Sky Tavern Junior Ski Program season did happen in-spite of every effort by nature to sideline it. Members believed enough to not let a Sky Tavern season slip away.

I would like to thank everyone for sticking together for 2018. I promise we are working towards the snow making that will at the very least give Sky Tavern kids a fighting chance against the dreaded no snow season. This all starts back up soon. See you Labor Day at sign-ups.

Bill Henderson, Executive Director



CONFIDENCE THROUGH SKILLS AND ACTIVITY

As parents we all want to do the right thing for our kids. Keep them active; help them do well in school, become independent and responsible. Skiing and snowboarding does all this and more. Kids learn a sport for life, not a game that is played through high school then forgotten. They gain confidence as skills increase, become more self-assured. They make choices, become engaged, meet new friends and play, and playing is important! They laugh, they cry and experience a real world, not a virtual one! They are outside, not locked in a room with electronics. They take care of real gear and remember where they left it. They learn to trust, listen to and respect adults that are only there to help them get better for the sheer love of the sport and kids. They also learn chairlifts are the real social network above 7000 feet.



***The building blocks of an outstanding young adult
Reading, Math, Music and Physical Literacy***

A VOLUNTEER COMMUNITY

The 2017-18 season staff

196 Instructors, 65 Certified Ski and Snowboard Instructors, 429 Support Members, 28 National Ski Patrollers.

Over 20,000 hours of volunteer effort to get kids off video games, produce snow sport participants for years to come and maybe create the next champions of the sport.





What the Parents Say

I learned to ski here 33 years ago. My father was an instructor. Now I bring my kids and I'm an instructor.

The adults who have the most fun are the ones who understand they are there for all the kids on the hill.

Being with the family making memories. Time is short with these kids and we need to be purposeful with it. To be able to do something where we all are in it together, serving and volunteering and having fun, that's priceless.

Involvement, the chance to give back.

The positive energy, and giving all kids access to what is typically an elitist sport.

Know the Saying 'it takes a village...?' Sky Tavern is 'the village'

Sky Tavern is amazing opportunity for parents to introduce their kids to a great winter sport and share the enjoyment of it or learning it at the same time.

Teaching kids to ski/board is important, but it's even more important to teach them to be part of a community by volunteering, being respectful, and learning life lessons. We are a big family, and that is really important to me.

Sky Tavern is the most effective way to teach skiing I've ever seen.

It is important to remember that we are not just teaching skiing. We are also helping reduce kid/teen drug use, teaching good future driving habits, teaching social skills, and much more!

I love teaching at Sky Tavern because it really makes a difference for kids, especially in the adaptive program for kids with disabilities.

Where Time, Effort, Energy and Funds go.



Sky Tavern makes a difference, because donors make a difference.

Donors are very simply the difference between GO and NO/GO. Without their support, kids could not be given the chance to get outside, ski, board, bike or explore. All the adult members donate time, talent and treasure, but here we would like to recognize community and our own big believers. Thank You so very much!

Bender Group	National Winter Sport Education Foundation
Bobos Ski & Board	Robert Z. Hawkins Foundation
Bretzlaff Foundation	Robison Engineering
Board of Directors	Scheels
E.L. Cord Foundation	Solecon Laboratories
Harrahs Lake Tahoe	Stillwater Foundation
Homewood Mountain Resort	Tom & Debra Hayward
Mt. Rose Ski Tahoe	William N. Pennington Foundation

Aaron Kenneston, Benjamin Spillman, Betsy Kohan, Carl Hlavenka, Gary Rosenbloom, George Campbell, Jim Carnahan, Hayes Family, Jim Muth, Kia Crader-Saunders, Martini Garcia, Martini Sports, Mary Weneta, Michael Ellis Noland Wasson, Paula Smith Dermody, Rew Goodenow, Rey Gogilo, Richard Dedolph, Robert Kelley, Skier Bob, Thomas S Case, Trevor Lynch, Vitaliy Geraymovych, William Kirby

Alpine Sports Marketing & Sales, AmazonSmile, Baldinis, Caliber Collision, DoughBoys Donuts, Exxon Mobil Foundation, Fallline Corp, Fretlight Guitars, Greg's Garage, Grush LLC, High Sierra Bikes, Kassbohrer All Terrain Vehicles, Microsoft, Powder House Ski and Snowboard, Prinoth, Project Discovery, Raleys, Sierra-at-Tahoe Snowsports Resort, Sinclair Broadcasting Group, Sunrise Tavern, Truckee Bagel, West Shore Sports

In memory of Gertrud Burns

In memory of Jon Madsen

Al Pagni and Family, Beer & Heidi Walker, Cates family, Charlette R. Thompson, Donna Lage, Gary and Louise Bullis, IBEW Local Union NO. 1245, James & Anna Baker, Janet & Warren Lerude, Jerry & Carole Gribble, John Doyle, Jon Fulkerson, Kloos Living Trust, Linda Crossett, Linda Smith, M. Barbe, Nancy Keiser, Pat Myers Patricia, W Temple, Robert Heaney, The Asherman Family, Theodore Stover, Valerie Estes

Camp Richardson Corral, Gold-n-Silver Inn, Hutches Car Washes, Mammoth Mountain, National Automobile Museum, Nevada Museum of Art, Nevada State Museum, Nothing To It Culinary, Patagonia Outlet, Peppermill Resort Spa Casino, Pier 39, Reno Aces Baseball Club, Reno Bighorns, Roller Kingdom, Sacramento Zoo, San Francisco Zoo, Sierra Safari Zoo, Sorensen's Resort, Squeeze In, Tahoe Donner Ski Area, Terry Lee Wells Discovery Museum, Zephyr Cove Resort

By the Numbers



(Projected because of change in fiscal year from July 1 to September 1 in 2018)

Income

PROGRAM FEES	_____	47%
EVENTS	_____	22%
GRANTS AND GIFTS	_____	20%
OPERATIONS	_____	11%

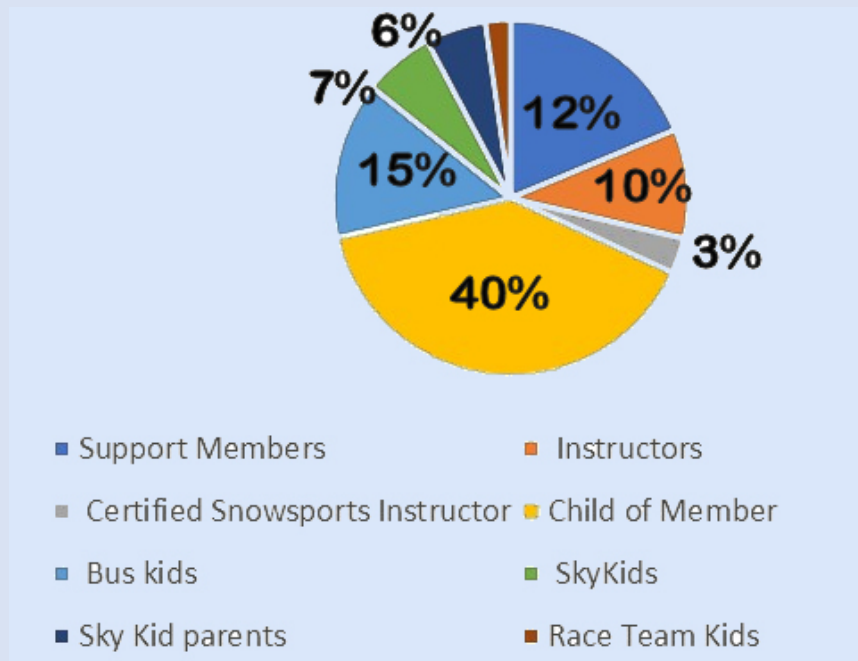
Expenses

PROGRAMING & OPERATIONS	_____	48%
INSURANCE	_____	10%
FUNDRAISING & MARKETING	_____	3%
STAFFING	_____	16%
COST OF GOODS SOLD	_____	22%
(i.e. ski swap vendors)		

PROGRAM REGISTRATION FEES COVER 54% OF OPERATING EXPENSES

Staff: 4 Full-Time Year-Round Employees
35 Part-Time Seasonal Employees
600 Plus Seasonal Volunteers

**2214 members, over 1500 kids. Down from 2017 due to no snow
SkyKids and the Race Team continue to grow!**



Program Registration Scholarships: 151 applications granted including 37 from Reno Housing Authority (\$155 Pass + \$50 gear voucher + up to \$120 bus ticket if recipient participated each weekend) Scholarship applications were down due to weather. Applicants tend to apply late in the year and Sky Tavern tries to be accommodating.

Equipment Loan Program: \$38,500 in subsidized value through donations. Sky Tavern owning equipment for families to use at a greatly reduced or zero cost is the difference for many to get on the snow.

Winter Operations

- 11 Program Lesson days
- 6 Adult Training days
- 4 Open Ski Days

Weather held us to just under 20,000 skier visits.

The week long Sky Tavern Adaptive Program produced in partnership with the City of Reno, Disabled Veteran’s Learn to Ski Camp, was shorten due to weather.

More than 20 community and fundraising events are still a core undertaking of Sky Tavern. Summer concerts, Ski Swap, Pray for Snow Part, Sunrise Tavern, Warren Miller Movie, Chili Cook-off and countless events with our partners, Bobos Ski & Board and Scheels, gives the chance to tell the story and get Reno involved.

Summer use in 2017 was way down because most of the base remained underwater from winter 2017 snow. Summer 2018 has seen a huge increase over any year with new mountain bike trails, events and summer camps. More weddings are booked than in any other year.

A Glimpse of the Strategic Plan

Year 1 \$150,000

- **Permitting completed for water storage by rebuilding Grass Lake**
- **Hiring of a full time fundraising professional**
- **Expand the Board of Directors with energized, passionate and resourceful members.**
- **Invest in methods to track each individual child's progress in programs**
- **Continue hill work to allow an opening on less snow**
- **Complete more bike trails and hold bike events**
- **Summer camps at Sky Tavern**
- **Increase public awareness by telling the story**
- **More snow sport use of the area through additional programs**

Year 2-5 \$2,000,000

- **Construct snow making/light system for a reliable opening and as many uses as possible**
- **Replacement of electronic controls in both chairlifts**
- **Increase programming and training including:**
 - **High School Alpine Racing**
 - **Far West Alpine and Freeski Teams, euphuizing merit**
 - **Night Ski Explorer Programs**
 - **NASTAR**
 - **Home school & Senior days**
 - **UNR SKI TEAM**
- **Keep focused on summer events and offerings including camps, art & competitions**
- **High School/UNR and other mountain bike groups events and races**

Year 6-10 \$10,000,000

A larger focus on infrastructure upgrades and replacements

- **The Lodge and other indoor spaces**
- **Adding lifts to the back of the mountain**
- **Increasing snow making capacity as needed**



Sky Tavern's goal is to be that place where a child can come to learn a sport, be coached at a higher level, then grow up to share a Gold Medal with the next generation, regardless of the size of their family's bank account.



GET INVOLVED. Come join the fun and help introduce a kid to snowsports. If teaching or coaching is not for you, there is a whole ski area to run all year round. The experience you share will change a kid's life, and all your new best friends are already signed up!

ARE YOU A PAST MEMBER? Check out the Sky Tavern Alumni Association. There are events on the hill, a newsletter and more. You might even reconnect with that instructor that just never passed you to level 9.

INDIVIDUAL SCHOLARSHIP. We all know that true freedom is skiing down a slope on a crystal-clear day with friends or riding a bike down a trail through a creek. Help make a memory for someone that may never even have a chance to get out of the city. The outdoors matters. Help to share it.

DONATE USABLE SKI AND SNOWBOARD GEAR. This is a sport that takes a lot of "stuff". Sky Tavern having gear to loan out or give away may make the difference between a family on the snow or playing video games inside all winter. Check your garage. Those old straight skis that are past their prime may become art or furniture in the hands of kids. Drop them by the lodge and let's see what can happen.

CORPORATE SPONSORSHIP. Join an outstanding group of like minded companies that know that the path to the Olympic Gold starts with a small downhill run, on snow, by a child with a huge smile and a giggle to match. The outdoors matter so much growing up. There are opportunities from sponsoring the morning juice and coffee, to that terrain park snowcat for training of the next David Wise.

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