



SKY TAVERN



ANNUAL REPORT

2021-2022

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Passion, Ownership, Commitment

These are the shared traits of the key volunteers and staff of Sky Tavern. Without these incredibly dedicated individuals there would not be this marvelous Nevada Tradition. They undertake the management and direction setting of the thousands of Moms, Dads, Grandparents and other volunteers. For all the changes in the world, Sky Tavern is still that old fashion community effort. It is a barn raising for the Truckee Meadows.

Mission:

To provide outdoor education, recreation, sports training, and competitions accessible to all.

Vision:

Fostering each person's growth & success through outdoor sports and recreation, regardless of the challenges.

Celebrating



Years!



A Brief History:

In 1948 a schoolteacher and athletic standout, Marce Herz, went to Keston Ramsey, owner of the Sky Tavern Ski Area, and asked for reduced price lift tickets for children. He agreed. With six kids, a station wagon, and that promise, the Junior Ski Program was born.

2023 will mark the 75th anniversary of this event. While the program has evolved from a few kids at the second ski area in the Sierras, to a nonprofit awarded the most prestigious award from the skiing industry, one thing has always remained at the heart of Sky Tavern. Kids and families on snow. We are looking forward to the next 75 years.

Dear Supporters,

2022 was a far cry from the disruption Sky Tavern endured the previous year. Thanks to science and support, the world of raising kids went back to what it was for the most part, but not entirely. It seems the outdoors has become a larger part of daily life. Blue skies replaced video screens.

The parents overwhelmingly wanted their kids to get outside, and they did this in record amounts. The flagship of all Sky Tavern programs is the Junior Ski Program, created by Marce Herz in 1948. Staffed almost entirely by volunteers, the Junior Ski Program has taught over 125,000 to love the outdoors in the winter. In 2022, for the first time, the Sky Tavern Junior Ski Program found capacity limits during the winter season. With over 3500 members the facility was very full many weekends, yet kids and families still had an amazing winter. New core volunteers signed in, additional opening days happened, and new offerings, such as women's clinics were created. Everyone finished the season tired yet smiling because of all the fun and new abilities.

On average nation-wide, 95% of all skiers are white upper middle class and heterosexual. There is a national awareness that winter sports have not been a haven for diversity. The industry has acknowledged this and is trying to be much more accepting to those outside the status-que customer. With outreach, events and changes in employee policies the skiing industry is working to become more welcoming to all.

Sky Tavern has always been the home of kids that maybe would never be involved in snow sports. While I dislike the term "people of color", since kids rarely see colors of other kids, it is a description of who we are trying to get involved. Ethnicity and poverty are not interchangeable so many different approaches are being taken to make everyone welcome. Sky Tavern was already perhaps the most diverse ski area in the country with 73% reporting identifying as Caucasian and now we are focusing efforts on doing more on welcoming others.

As an example, David Murdock is a high school vice-principal and one of Sky Tavern's best snowboard instructors. He has a huge passion for getting kids that are not playing on the snow but should be to Sky Tavern. He very successfully started a group to find and scholarship kids from the Truckee Meadows to Jr Ski. These were kids that never even thought about snow as a playground before. For 2023 we are taking this a step further because of your support with more scholarships and free equipment. All kids should get the experience the freedom of the outdoors, and Sky Tavern will continue to be a leader in that goal.

Thank you for your continuing support of this Nevada Tradition.



Bill Henderson
Executive Director



SKY TAVERN

75 YEARS, SOME UNIQUE FACTS

Some characteristics that make the Junior Ski Program so unique:

- Since 1948 over 125,000 youth have learned to ski and/or snowboard at Sky Tavern.
- The Junior Ski Program is managed by parent and community volunteers.
- Sky Tavern is a 501c3 organization, and our operations rely on donations and membership fees.
- Sky Tavern provides the opportunity for snow sports at the most affordable rate in the surrounding area and gives 300-500 scholarships every season to low-income local youth.
- Sky Tavern has a dedicated adaptive program that serves 30 youth athletes a season.
- The University of Nevada Reno Ski Team practiced at Grass Lake (Sky Tavern) in the late 1930's and now they're back in 2022 as Sky Tavern has been named the official training home of the University of Nevada Reno NCAA D1 Ski race team.



BY THE NUMBERS

IN THE WINTER

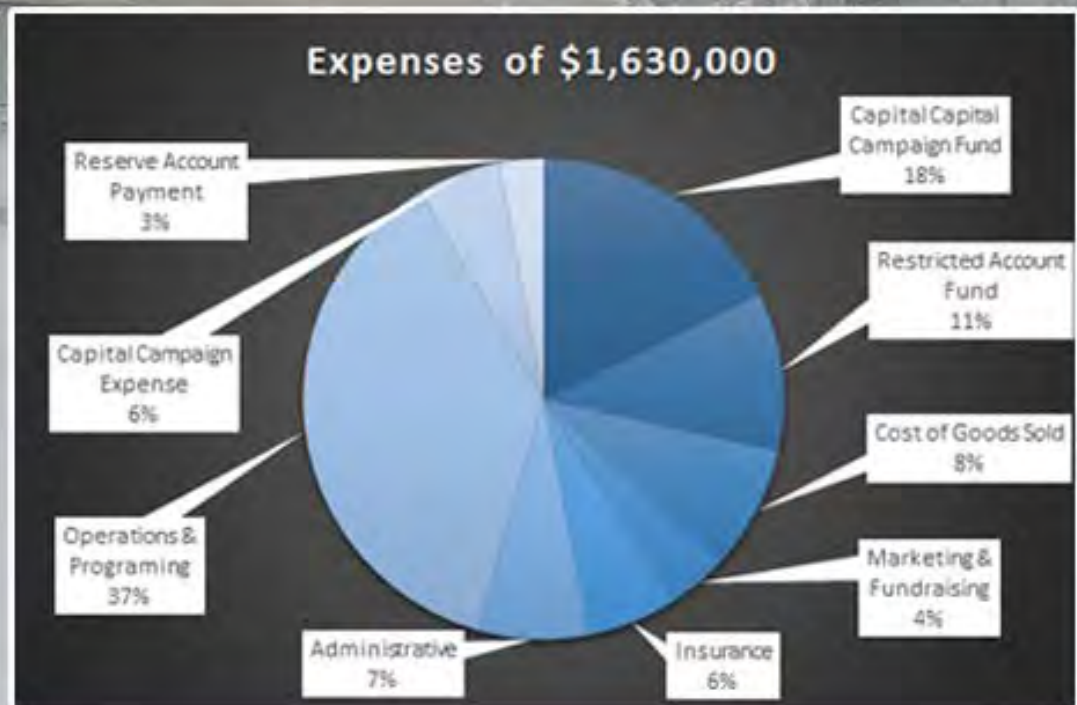
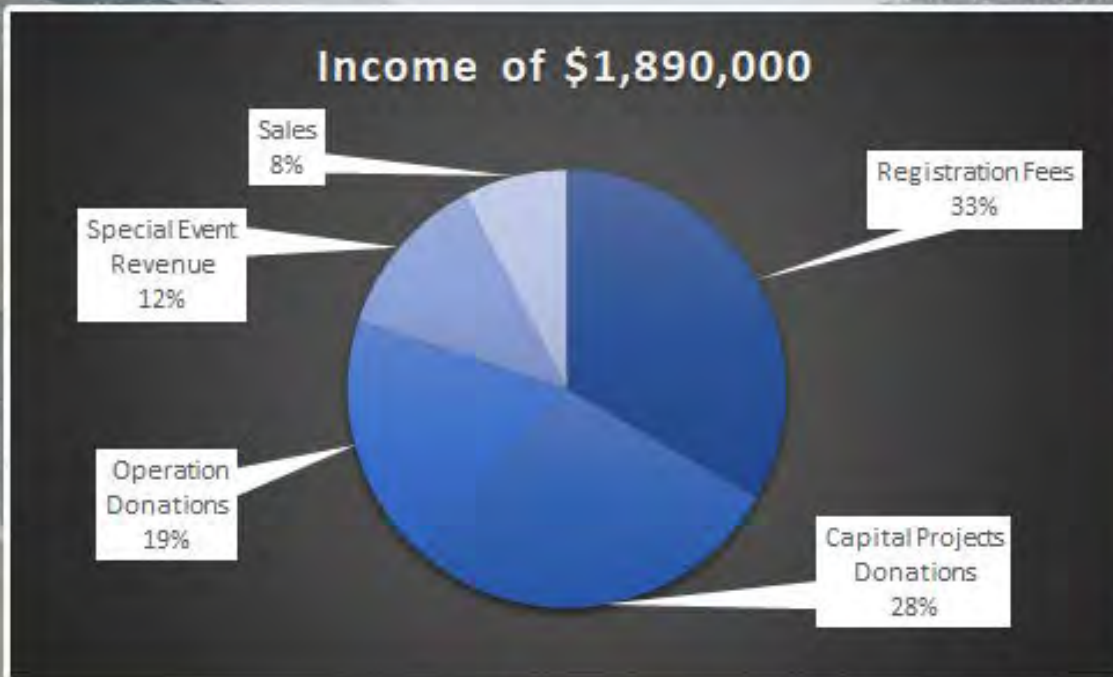
- JR Ski members (new record) : 3,652
- Program Volunteer Hours: 35,712
- Days open: 42
- Opening weekend of kids lessons: January 8-9
- Closing weekend due to low snow: March 26-27
- Full Scholarships: (Over 10% of all members have full scholarships): 382
- Donated sets of skis and boards used: 1127
- Weather closed days: 1
- Late lift openings: 1 (wind hold)
- Weather lift closing: 1 half day on Sky Ridge
- Support Members that became Instructors through a new program: 136
- Lift incidents: 0
- Hockey Games on the Pond: Three to four times a week!
- Number of smiles generated: Infinite

IN THE SUMMER

- Summer events, (races, weddings, gatherings, etc.) produced: 27
- New Bike Trails built because of your donations: 3
- Project Discovery Challenge Ropes Course Students: 3463



INCOME AND EXPENSE



Audited by Silva, Sceirine & Associates, LLC

IMPACT

"We would never take our kids anywhere else in the Tahoe area but Sky. The price is right for a larger family and with equipment rentals now it is very doable. The hill is so safe compared to other large public resorts and the environment is positive. Thank you for keeping the program alive for so many years. My sons are 4th generation Sky Tavern kids and ski with their grandpa and dad every weekend. The memories are priceless!!"



"I love that the kids got to participate in their own growth. My kids were very unsure of skiing at first but the lessons developed such confidence for them. We were up there today for the closing day and they did not want the season to end. My 4 year old was crying because the season ended. I think the instructors do an amazing job."

"My kids loved it so much that each week we practically had to drag and bribe them to get off the mountain! They loved staying until the lifts were shut down."





"I'm SO grateful for Sky Tavern!! As a single mom, I could've never afforded to give my daughter the experience she had this year at Sky Tavern! I appreciate how incredibly affordable and accessible Sky Tavern makes skiing to all families. It eliminates the barrier of cost and skill level for any parents who'd like to introduce the joy of skiing to their families. I also love the fact that by necessity parents are so involved in their children's experiences at Sky Tavern. I was so happy to see the confidence growth in all three of my kids as they got the hang of a sport that looked so intimidating. The instructors were fantastic and worked so hard to make get my son to each level. I am so appreciative of how much fun we had. We came home from a 12 day vacation and just got off of back to back flights (we woke up at 4am Florida time), over 8 hours in the air and airports and the first thing my son asked when we landed was if we could go skiing. :) Love getting punched! Proud moment for themselves, let alone as a parent. We are new to Reno and met so many other great families!"



"We absolutely loved the adaptive program. They were so positive, supported my son at exactly the level he needed to feel comfortable and able on the snow, but also he made progress throughout the season. He got to the point where he could ski down Webster with some turns, unassisted except getting on the lift, his smile was ear to ear, and he finished the season with confidence and a love for skiing. We are so grateful to this team!!"



IMPACT

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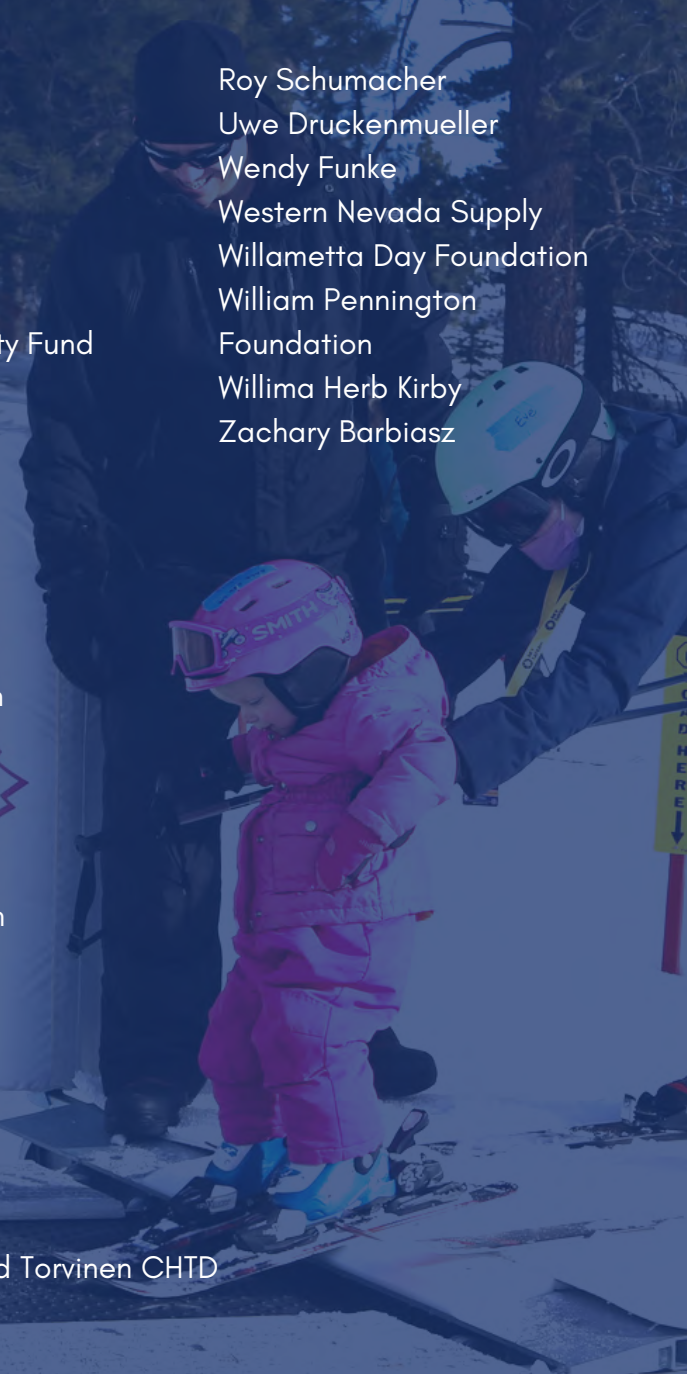
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WHAT HAPPENED - THANKS TO YOU

At Sky Tavern we-
Hosted the start of new lives together.
Mourned the loss of a dear friend.
Opened new experiences for adaptive
athletes. Discovered new sports.
And passed on some old. We taught
some youngsters. And a few not so
young. By working together. And
improving our skills. We are helping to
make a change. So this gang can Keep
up that smile.



WHAT HAPPENED - THANKS TO YOU

At Sky Tavern we-
Built a trail in memory of a friend, Rick Sutherland.
We had the good fortune of hosting the annual conference for Protect our Winters! Took in the view while participating in Alpine Yoga. Played with our young friends in the youth bike camps.



WHAT HAPPENED - THANKS TO YOU



WHAT HAPPENED - THANKS TO YOU



WHAT HAPPENED - THANKS TO YOU

At Sky Tavern we-
Did what we did best and taught more local youth how to ski and snowboard.
We expanded our volunteer base,
ensuring that we continue to be a
volunteer centered organization. We
couldn't do what we did without your
support. Thank you!



SNOWMAKING

As the local population increases, the demand for expanded programming and earlier mountain use increases. To continue our impact on the local community and assure continued and expanded programming the board has launched a Capital Snowmaking Campaign. The total cost for Phase I of snowmaking is an estimated \$2.4M. The E.L. Wiegand Foundation has generously given us a \$1M challenge grant and it is imperative that we match these funds to secure the funding. We need to raise approximately \$800K to meet the full campaign amount of \$2.4M and satisfy the challenge grant from The E.L. Wiegand Foundation. Any and all funds received from The Thelma and Thomas Hart Foundation would be used for the snowmaking purpose.

The addition of snowmaking equipment is essential to the forward progress of Sky Tavern for the following reasons as snowmaking will:

- Allow us to expand our operations to more local youth and high school race teams.
- Help to ensure we can provide necessary resources for university level race teams.
- Keep membership costs affordable because we will be able to offer more programs to offset costs that are solely covered by the Junior Ski Program presently.
- Guarantee a longer season with an earlier opening, thus allowing critical preseason training for our local race teams and all program participants to use the mountain.



ALPINE RACING

While Sky Tavern has always been involved in alpine racing, it was just over ten years ago that we wanted to be much more involved with the development of young racing athletes for US Ski & Snowboard (USSA). Sky Tavern's goal was to be the first step in a long path of racing. We asked for the instruction manual to build a great program and USSA admitted they did not have one.

A year later the USSA Club Certification Program was introduced nationally with their admission it was all because of Sky Tavern's persistence. Of over 300 race programs in the country, under 75 have received certification. Sky Tavern was one of the first to pass the year long certification process and become a Bronze Development Program. A Silver Certification is sure to follow.



With a new Alpine Racing Program, 2023 will mark the start of the next step in athletes on their path to Gold.

"Sky Tavern is proud to announce that Mike Savage, a United States Ski Coach Association Internationally Certified Level 500 Ski Coach, is the new Alpine Program Director at Sky Tavern. Level 500 is the highest ski coach certification available, and Mike is one of only a handful of level 500 Coaches in the nation.



Savage was a former director and head coach of the Mt. Rose Falcon Ski Team (1997-2000) and the first Athletic Director and Head Alpine Coach of Sage Ridge School (2000-2005). Savage moved East to work with schools that had strong Alpine programs, including serving as the Alpine Program Director for Carrabassett Valley Academy at Sugarloaf, Maine, and most recently as the Alpine Program Director for Waterville Valley Academy in New Hampshire.

"I'm thrilled to be returning to the Sierra to help create the next generation of ski racers," said Savage. "Sky Tavern has a proud history of producing world class skiers, including several Olympians and Para-Olympians. This area is a target rich environment for ski talent, and I'm excited to be a part of the great team at Sky Tavern that has been teaching kids to love skiing for almost 75 years. "

SKY TAVERN

The ultimate goal of Sky Tavern is to get kids and families outside together, learning, sharing and enjoying a sport for life. Get involved or donate today.



Sky Tavern Inc.
21130 Mt. Rose Hwy
Reno, NV 89511 | 775-323-5125
 **info@skytavern.com**
501(c)(3)

www.skytavern.org