



ANNUAL REPORT

2016





Mission



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



Officers

Bill Henderson, Executive Director
Ted Oleson, Chair (Lecturer, University of Nevada, Reno)
Brian Pick, Vice Chair (Attorney, Downey Brand)
Emily Voshall, CPA Treasurer (Tax Senior Manager Eide Bailly)
Richard Tapia, Secretary (Small Business Owner)

Board of Directors

Ian Anderson (President, Henriksen Butler)
Chris Bender (President, Bender Warehouse)
Jim Carnahan (Pharmacist)
Eaton Dunkelberger (Executive Director, Sierra Nevada Journeys)
Jack Hayes (Professor, University of Nevada, Reno)
Mike Roth (Marketing Director, Gunstock Ski Resort)
Alice Thompson (Financial Analyst)
Ty Whittaker (Co-Founder The Abbi Agency)
Cam Zink (Professional Freeride Mountain Bike Athlete)



LETTER FROM THE EXECUTIVE DIRECTOR

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After many years of less than perfect snow, Sky Tavern was open for the entire winter and we did everything! From early season safety and orientation training, through weeks of the Junior Ski Program to the late season silliness of sledding and tubing, the snow was here and what a difference it made!

We had over 2400 members this year with volunteers donating nearly 15,000 hours. Our donors helped us tear down barriers to getting kids outside and active by providing season pass scholarships, ski and snowboarding gear, and transportation. Through donations and partnerships, we brought Reno Housing Authority kids, disabled Veterans and their families, and every single one got on the snow.



Sky Tavern was recognized by the US Ski Association with a Bronze Podium Certification making it one of four area resorts certified. This is a huge recognition of all the efforts of the volunteers, past and present, and something all of Sky Tavern can be proud of. It is truly a sign of a job well done enhancing part of a child's development.

A new group of parents have become involved in operations and at the Board. This next generation of volunteers has new ideas and visions for Sky Tavern, including year round training and recreation with mountain biking, camps and events. This makes it an exciting time for Reno to have such an amazing community asset as a ski area run by stakeholders. Get involved and help us imagine what can be done!

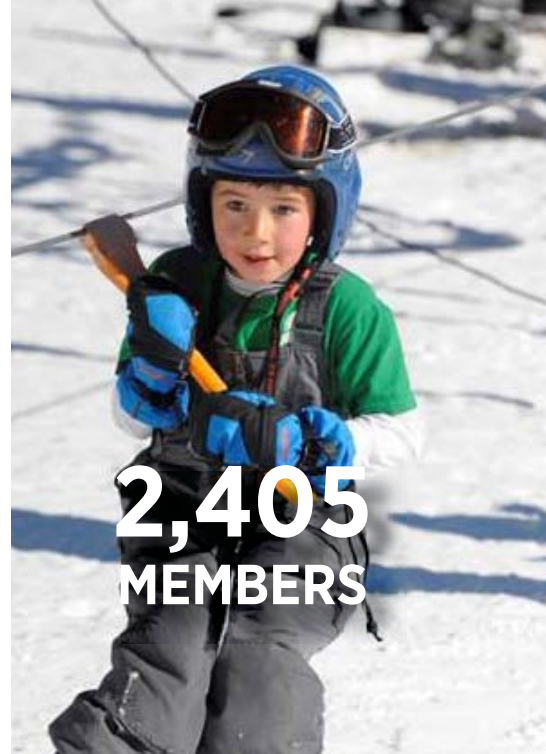
Now it is time to build an even stronger organization and do even more for kids, for families, for Reno!

Bill Henderson
Executive Director
Sky Tavern





\$35,948
FINANCIAL AID



2,405
MEMBERS



\$65,500
GRANT FUNDS
DONATED

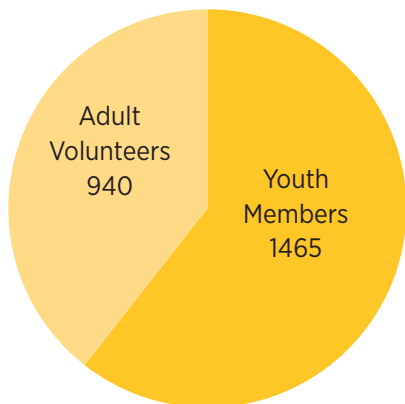


14,768
VOLUNTEER
HOURS

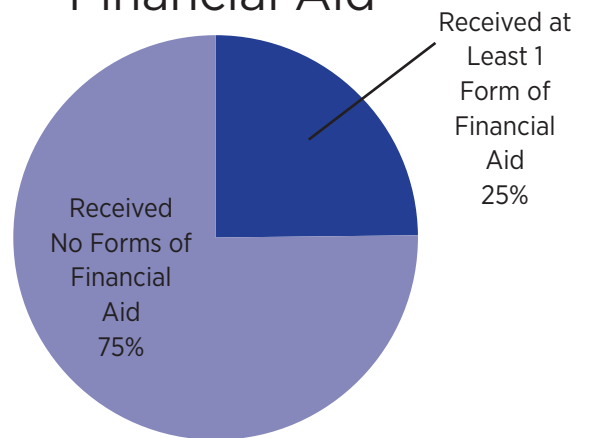


\$49,903
EQUIPMENT RENTAL
DONATED

2,405 Members

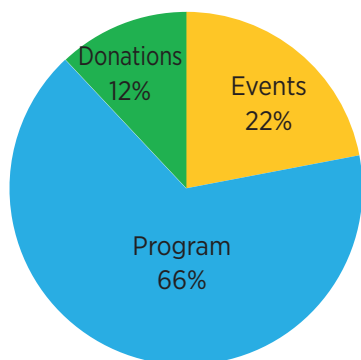


Members Receiving Financial Aid

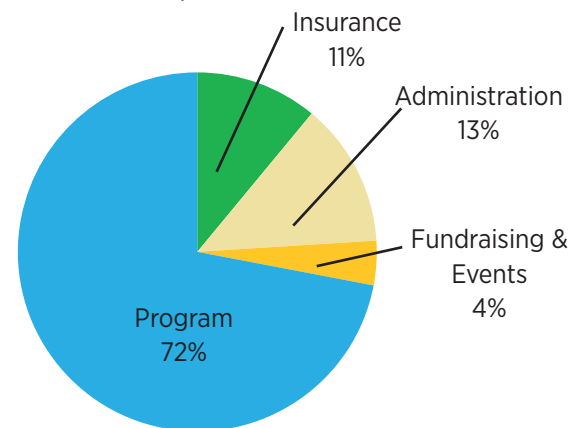


Income and Expense by Category 2015-2016

Income \$408,000



Expenses \$411,000*



*Sky Tavern uses a modified cash basis of accounting under which certain revenues are recognized when received rather than when earned and certain expenses are recognized when paid rather than when the obligation is incurred.

“We would never be able to afford to take our kids skiing more than one time in the year if it weren’t for Sky Tavern. Thank you so much!!”

“Price to value is a big issue for our family & it makes me happy to know that there is a place for us to go where I can offset the cost by helping out.”





Certified Bronze Club



Sky Tavern was awarded Bronze Certification by the U.S. Ski and Snowboard Association at the annual USSA Club Excellence Conference in May of 2016. The U.S. Ski and Snowboard Association, home to the U.S. Ski Team, has designed a Club Development Program that is based on rigorous self-study and peer review of best principles and practices of ski and snowboard clubs throughout the country. The Club Development Program helps determine if programs are produced to best serve athletes, communities and their mission. Currently only 40 ski and snowboard clubs in the United States are Podium Certified out of the almost 800 nationwide.

While Gold and Silver Certifications are reserved for those elite clubs directly training US Ski Team athletes, Brian Krill, Director of Sport Education for USSA, awarded this certification because of Sky Tavern's programming, attention to coaches and instructor education, facilities and success in introduction to snow sports and competition, as well as for being such a strong volunteer staffed community asset year round.

Sky Tavern joins Squaw Valley, Alpine Meadows and Sugar Bowl as the only USSA Podium Certified Clubs in the Reno/Tahoe area.





Community Bike Park



Bike Park Construction: Phase 2 Map Key

- **Beginner Trails**
- **Intermediate Trails**
- **Advanced trails**

Community Benefits of a Bike Park

- Increases access to affordable outdoor recreation for children, adults and families;
- Location to teach biking programs and clinics for children and other riders;
- Location to hold events and races for all skill levels;
- Promotion of healthy lifestyles & outdoor activity, thereby reducing obesity;
- Exposure to nature develops life-long conservationists;
- Long-term benefits through personal and social development.

Biking is a critical part in fulfilling Sky Tavern's mission to provide affordable and accessible year-round outdoor activities for local children and families. The local biking community has been riding, racing and building bike trails at Sky Tavern since the 1990's, on a volunteer-only basis. The official Bike Program has been operating at Sky Tavern since 2012, when a downhill trail, climbing trail and dual slalom course were built as Phase 1 of Bike Park construction.

In 2016, Phase 2 of Bike Park construction is beginning; as shown in the map below, new features will include: 3 beginner flow & skills trails (Green); 1 beginner loop trail (Green); 3 intermediate flow, jump/slopestyle & skills trails (Blue); 2 advanced flow & jump/slopestyle trails (Black), and 2 Climbing Trails (Green & Blue in upper right corner).



Community is the Core of Sky Tavern

Tremendous contributions from the Sky Tavern community are what allow us to keep our overhead costs low & program fees affordable for all families to participate each year.

Partners

These Community Partners contribute to Sky Tavern in a variety of ways, including fundraising, in-kind donations, and marketing support:

- Bobo's Ski & Patio;
- Reno Housing Authority;
- City of Reno;
- Mt. Rose Ski Area;

Donors

The following generous donors contributed over \$65,000 in foundation grants in 2016:

- John Ben Snow Memorial Trust;
- E.L. Cord Foundation;
- Terry Lee Wells Foundation;
- Stillwater Foundation;
- Thelma B & Thomas P Hart Foundation;
- Robert Z. Hawkins Foundation;
- Marshall R. Matley Foundation.

Volunteers

Sky Tavern depends on the generosity of its volunteers, who literally make the ski area run each winter.

- In 2016, 948 volunteers combined to contribute 14,768 hours during the eight-week 2016 season. At \$22/hour, this contribution is valued at **\$324,896.**

Get Involved Today

- Become a Member @ www.skytavern.com
- Donate or Volunteer @ www.skytavern.com
- Follow us on Facebook @ www.facebook.com/skytavernjuniorskiprogram

