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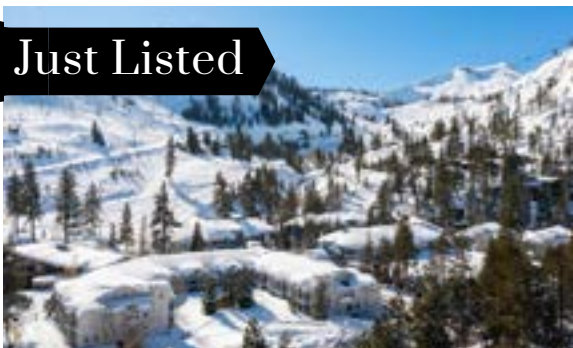
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Olympic Valley
Market Report



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AROUND THE RESORT

Resort Recognized for Outstanding Safety Program



Palispades Tahoe was named as the winner of the Best Overall Safety Program at the National Ski Area Association's National Convention and Trade Show in Savannah, GA in May. Palispades took the top spot for its national safety program over Keytsone, CO. The resort was also a finalist in the Best Overall Marketing Campaign and Best Use of

Social Media in the 500K+ skier visits category.

Health and Safety Sr. Manager Syd Earley said the honor was the result of teamwork. "That award represents a true collaborative effort. We work every day with ski patrol, dispatch, marketing; everyone was on board."

That collaboration resulted in an "incident rate," of 23 percent below the national average which was an increase over the previous season.

Within her department, Earley works with team members Erik Miller and Pattie Tumenas in gathering and analyzing incident data in order to create and disseminate safety messages to resort guests through the Palispades Tahoe app.

Christine Horvath, marketing director, coordinated production of safety videos with the patrol.

"Skiing and snowboarding come with a lot of inherent risk," she says. "and pre-emptive messages are important in teaching people on how to be a predictable skier and make smart terrain choices."



Photos courtesy PT

SAFETY FIRST! PT team members Syd Earley and Erik Miller from the resort's health & safety dept. coordinated the campaign.

Earley said their research shows the most prevalent factor involved in serious on-mountain injuries is speed.

"It's almost always a factor and usually involves 25-30 years old males who are expert skiers," she says.

"AAA has found that to be the same in auto accidents."



A Star-Spangled Finale to Season

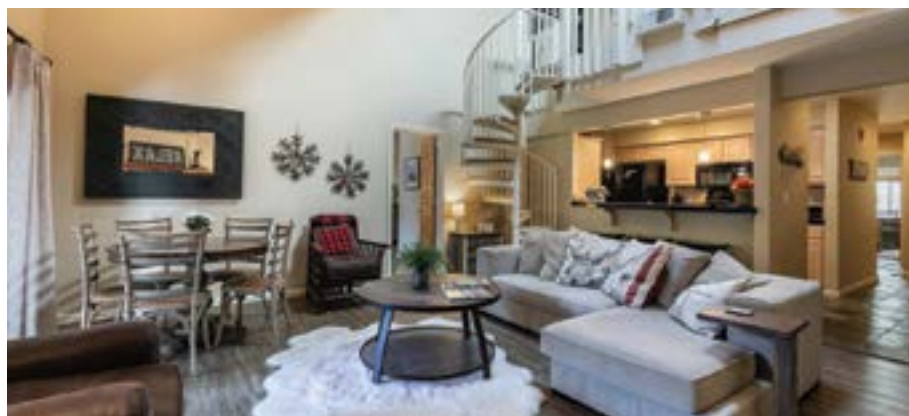
What began in the fall and surged through both the winter and spring will finish in the summer as another "four-season ski and snowboard season" concludes on the Fourth of July weekend with Freedom Fest, four days of fun in the sun and live music at Alpine Meadows. See *Valley Vibe* on page 19 for more details.

For the most up-to-date operations schedule go to www.palispadestahoe.com

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Taking a 'Forward Stance'

Alterra Reinforces Commitment to Expand Social Responsibility

Editor's Note: This Impact Report was released in June by Alterra Mountain Company, the parent company of Palisades Tahoe.

Alterra Mountain Company reinforced its commitment to social responsibility, unveiling its first Impact Report. Focused on four core pillars – Prioritizing People, Protecting the Planet, Investing in Community and Operating Responsibly – the report lays out a roadmap to further implement the company's new social responsibility platform, Forward Stance, to make positive impacts across all company operations.

With *Forward Stance*, Alterra has established ambitious sustainability goals and science-based targets for carbon reduction after conducting comprehensive company-wide environmental audits and benchmarking of its then 15 North American mountain resorts. This process took more than a year and included more than 4.3 million-square feet of building audits, a review of more than 3.8 thousand acres of snowmaking, and benchmarking all of the company's Scope 1, 2 and 3 carbon emissions. In addition, the company is implementing DEI actions based on auditing, surveying, and outreach to more than 20,000 employees.

2030 Sustainability Goals

With an industry-leading commitment to sustainability, Alterra is one of a few leading organizations in the ski industry to channel climate action by setting data-based emissions reductions targets to be verified with the Science Based Targets Initiative for third-party approval. The company pledges to:

Reduce carbon emissions in its owned operations by more than 50%



Photos courtesy PT

Continued climate action collaboration is a priority.

by 2030 and engage supply chain partners to set their own carbon reduction goals.

With this goal, the company will achieve absolute emissions reductions directly related to the business while engaging in reduction opportunities with emissions sources outside the company's control. In addition to an SBTi registered target, Alterra has also committed to:

Be powered by 100% renewable energy by 2030

Be carbon neutral across all owned operations by 2030

The size and complexity of the company requires a variety of initiatives to meet the 2030 goals, and Alterra

is committed to creating the biggest impact, while leaving the smallest footprint. The four main areas of the company's sustainability strategy are Efficiency, Renewable Energy, Electrification of Infrastructure, and Collaboration. Among the most notable initiatives designed to achieve those goals are an enterprise-wide carbon tracking software to measure improvements over time, an Active Energy Management program, renewable energy procurement, and transitioning to electric vehicles and other electrified infrastructure at all destinations.

Alterra is also focused on continued climate action collaboration and advocacy with other alliances and partnerships, with peers, suppliers, legislators and other key stakeholders.

DEI Actions

Alterra is also using a data-based approach to implement strategic Diversity, Equity and Inclusion (DEI) actions to expand inclu-

sive employee support for a broader range of people. With a goal to foster growth, inclusivity, equity, and diversity among its more than 20,000 employees, Alterra has launched the ski industry's most comprehensive slate of Employee Resource Groups. It has also broadened education and other guidance resources for all employees, covering topics spanning DEI, safety, well-being and resilience.

In addition to elevated employee support, Alterra recognizes the need to make the mountains and snowsports more accessible to underrepresented communities across the country. As the world's premier mountain operating company, it is dedicated

to breaking down various social, economic, and cultural barriers to entry by providing sustained pathways through an enhanced partnership with the Share Winter Foundation, the Ikon Pass Scholarship program and a diverse range of local community partners that serve a broad range of youth, communities of color, adaptive skiers with disabilities, local Native American and First Nations communities and other underrepresented groups.

"Alterra Mountain Company has dedicated tremendous effort to identify and set up essential sustainability and DEI goals designed to ensure our industry's long-term health and growth," said Karen Sanford, Alterra Mountain Company's Chief Legal & Social Responsibility Officer. "With this first Impact Report and a clearly laid-out framework of data- and science-based measurable objectives, we will be able to hold ourselves accountable and have a positive impact through the important environmental, social, community and ethical initiatives implemented across our company and beyond."

Since elevating its commitment to sustainability and appointing Darcie Renn as Vice President of Sustainability and Annie Kao as Vice President of Social Responsibility, the Forward Stance team has invested in diverse community partnerships to make mountains more accessible, implemented annual company-wide GHG inventories and inclusion surveys to collect vital data, conducted comprehensive sustainability and DEI audits, and benchmarked goal-oriented solutions to combat climate change and further expand inclusive employee support and mountain access. The Forward Stance team has also expanded its philanthropic footprint through the creation of the Alterra Mountain Company Community Foundation.

For more information on *Forward Stance* and upcoming annual reports detailing progress against the above-stated goals visit www.alterramtnco.com/social-responsibility. 🌱

Palisades Plans Paid Parking for Peak Periods

In response to traffic impacts experienced over the past winter, the resort has announced plans to implement new traffic and parking solutions on weekends and holidays during the 2023/24 winter season which will include paid parking. In a released statement, it says the goal is to reduce arrival and departure traffic impacts experienced by guests, employees and community members.

For Saturdays and Sundays starting mid-December through March

(and possibly into April depending on demand) as well as the holiday timeframes of Dec. 26-31, 2023, Jan. 13-15, 2024, and Feb. 17-25, 2024, the resort will institute a program that is a mix of free and paid reserve-in-advance parking for all guests at both Alpine and Palisades. There will be a few exceptions, for example, Achieve Tahoe, Palisades Tahoe employees, Ski Team families, and Village commercial tenants and their employees. This program will not be implemented outside

of the dates above and will be eased off if demand is less than expected. As guests depart in the early afternoon on peak days, reservations/paid parking restrictions will be removed.

More Alternatives Researched

The resort is also examining what drop-off and mass transit options could be so that guests can avoid reservations or paid parking. In addition to the number of free shuttles that are already offered, potential transpor-

tation initiatives for the public in the 2023-24 season include:

- Expanding the Sherwood Shuttle that services the West Shore.
- Introducing carpool incentives
- Working with local agencies to advance transportation options for our guests and employees

Parking fees are yet to be determined, but the plan states that the funds generated will be re-invested for buses and transportation initiatives. More details will be announced soon. 🌱

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6TH ANNUAL

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PALISADES TAHOE

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6:00PM
ROY ROGERS
& THE DELTA RHYTHM KINGS
W/ MIGHTY MIKE SCHERMER

JULY 11
MARK HUMMEL BAND
FT. JUNIOR WATSON

JULY 19
ALASTAIR GREENE
JULY 25
ROCKY ATHAS

AUGUST 1
LAURIE MORVAN BAND
AUGUST 8
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Washoe Cultural Tours & Talks Resume for Summer



Washoe Tours share the Tribe's deep history & culture.

The Washoe Tribe has deep roots in Olympic Valley, Lake Tahoe and the Sierra Nevada mountains. During the summer, members of the Washoe will share their rich history with a series of Cultural Tours and Talks at High Camp at the top of the Aerial Tram. The tours are led by knowledgeable guides who will point out surrounding natural landmarks, local animals and native plants and how they used them. Guests can view artifacts that show the Washoe way of life that Tribe members seek to preserve today and learn why chang-

ing the name of the resort that sits on their ancestral land is important. Attendees should meet outside of the Aerial Tram entrance by 9:15 a.m. The event is free, but registration is strongly recommended. 2022/23 Ikon Pass holders will have free access to the Aerial Tram. Non-pass holders will need to pur-



Photos courtesy PT

chase a discounted ticket to join the tour. All ticket sales from the event will be donated to the Washoe Cultural Fund. Walk-ups will only be permitted if there is room. Dates include June 23 & 30; July 7, 14, 21 & 28 and Aug. 4, 11, 18 & 25. Visit the Washoe Display, located on the mezzanine level of High Camp, to learn more about their history and culture. For more information go the palisadestahoe.com. ✱

Road Construction? Know Before You Go

Summer is here and that means road construction season. One way to beat the crush is to be aware of current projects and possible delays. CALTRANS offers road updates by phone: 800-427-7623 and online at roads.dotca.gov.

Another option is to take TART which includes free daily regional routes along Highways 28, 89 and 267. There is also free North Shore Night Service, and the TART Connect which offers free on-demand, curb-to-curb shuttle service from 8 a.m.-midnight in designated zones in the North Tahoe area.

For more information go to tahoetruckeetransit.com.





Photo: Ryan Salm

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Palisades Tahoe Lodge	562-4881
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DINING & APRÉS

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Dubliner Irish Pub	584-6041
Coffeebar	580-4200
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Iron Road Noodle House	
Sandy's Pub	
Six Peaks Grille	
Fireside Pizza Co	829-0982
Granite Bistro	452-7278
Le Chamois	583-4505
Plaza Bar**	452-8750
PlumpJack Café	583-1578
Rocker	584-6080
Slot	584-6170
Starbucks Coffee	584-6120
Sunbowl**	584-6161
Terrace Restaurant**	452-7278
39 North	452-4547
Tremigo Mexican Kitchen	584-6021
Twenty Two Bistro	584-6170
Wildflour Baking Co.	583-1963

RETAIL

Alice's Bottle Shop	581-2014
Adventure Center	581-7536
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Gold Coast Demo Center & Sport Shop**	452-4172
KTees Logo Wear	452-4379
Lather & Fizz	584-6001
The Ledge Board Shop**	452-4477
Mind Play	584-6133
The North Face Store	452-4365
Oakley	452-4378
Olympic Bootfitters	581-0747
Palisades Tahoe Logo Company	584-6250
Parallel Mountain Sports	452-4478
Patagonia	452-4455
PlumpJack Sport	583-4160
Surefoot	581-2421
Uncorked	584-6090

MISCELLANEOUS

Alice's Mtn. Market	581-2014
Alpenglow Expeditions	877-873-5376
Info/Lost & Found	452-7185
OV Post Office	583-5126
OV Public Service Dist.	583-4692
Palisades Press	412-0249
Palisades Rentals**	452-4115
Palisades Yoga	584-6140

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by Bill Jensen

Speed Skier Jeff Hamilton Leaves a Lasting Legacy

As an athlete, speed skier Jeff Hamilton left an impressive legacy: Olympic bronze medalist, world speed skiing record holder and multiple world titles. But one of his last acts on this earth was to create a lasting legacy that transcended sports.

Hamilton passed in January at the age of 56 after battling pancreatic cancer. Before he died, he and his family created the Jeff Hamilton Legacy Fund to celebrate local artists, musicians, winter sports athletes, trade school-bound students, medical caregivers, and those focused on community impact. By distributing no-strings-attached monetary awards, called Juniper Awards, Hamilton's goal was to alleviate financial burdens which would allow recipients to spend more time doing what they love. He felt this support would ultimately help strengthen the roots of the Truckee-Tahoe community. The Fund's selection committee is currently accepting nominations for individuals in the Truckee-Tahoe area whose work embodies commitment, fearlessness, and imagination—characteristics that Hamilton displayed throughout his life

and career.

Born in Auburn, he was living at his family's cabin at Donner Lake in the early '90s when on a whim he decided to try a speed ski race at Kirkwood with borrowed gear. Within seven races, he won the bronze medal at the 1992 Winter Olympic Games in Albertville, France and went on to become the first man to ski 150 mph and record "the fastest crash in the history of non-motorized sports at 151 mph. One of his projects during his year living with cancer was to ensure there was an archive of his speed skiing career and it can be accessed at JeffHamiltonspeedskier.com.

Ever active after retiring from speed skiing, Hamilton founded the Old 40 Cycling Club and trained for and finished the Death Ride® and did color commentary for the first X Games with Bob Beattie. He built a successful career in real estate and personally built homes in Truckee for his wife Carolyn and two daughters, Eleanore and Frances.

He was committed to community service, as well, serving as a board member of the Truckee Donner Land Trust, Sugar Bowl Ski Team and Acad-



Photo courtesy David Carmazzi

Jeff Hamilton, left, with U.S. Speed Skiing Teammate Jimbo Morgan at the 1992 Olympic Winter Games in Albertville, France. Hamilton took the bronze medal and Morgan placed seventh.

emy, and most passionately, as the board president of Auburn Ski Club. He cherished the idea of giving foothill kids like himself the chance to play in

the mountains.

To nominate deserving candidates for this year's Juniper Awards go to JeffHamiltonLegacyFund.com 🌲

Alenka Vrecek's Ride on the Road of Discovery

The road to recovery can sometimes become a path of discovery. It did for Alenka Vrecek.

In 2018, following a long stint of physical and emotional challenges, the 54-year-old former Palisades Tahoe ski instructor and coach began a solo mountain bike ride from her home in Carnelian Bay to her second home in Baja, Mexico—a journey of over 2500 miles. Averaging 52 miles per day along the Sierra Divide and encompassing over 158,000 in vertical feet (like climbing Mt. Everest five times) Vrecek reached her destination in two months, arriving one day before Thanksgiving.

During the course of her trek, Vrecek posted about her adventure on a blog which prompted many of her friends to encourage her to write a book. Although she says she didn't consider herself a writer, a new challenge was conceived and a book was born: 'She Rides, Chasing Dreams Across California & Mexico.' The book is now available in bookstores and Amazon. Upcoming book events are posted on her site alenkavrecek.com

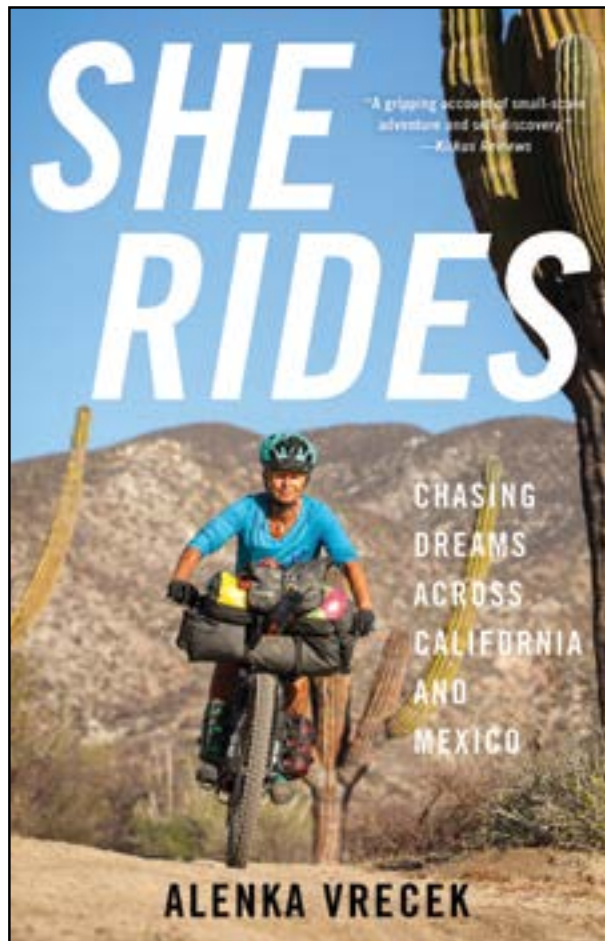
Vrecek has lived in North Lake Tahoe for over 38 years and has been mar-



ried to her husband, Jim Granger for 15 years. She has raised three children "who are all incredible humans" and share her passion for the outdoors. Here she shares her thoughts on becoming an author.

How long did it take to write the book?

"From early beginnings, it took roughly five years of almost daily writing to finish the book. The first version of the manuscript was finished just before we went on the lockdown be-



Photos courtesy Daphne Hougard/Booksparks

Alenka Vrecek's inspirational book *She Rides* was published this summer.

cause of COVID, and I was fortunate to attend Community of Writers events in Olympic Valley and a travel writing conference at the Book Passage in Corte Madera. I've learned so much at both of the events and made invaluable contacts with people who then became my mentors during rewriting of the manuscript many times and shape it into the final version of *She Rides*. "

How does completing the book compare to completing the ride?

"Luckily, I was pretty clueless regarding both. Had I known ahead of time, what an uphill battle (no pun intended) the bike ride and writing the book and even more so, publishing the book was going to be, who knows? But, once we make that crucial first step, we just keep going and if we persevere, somehow during the process, we get the glimpse of the summit and keep going until we reach it. Looking back, the bike ride, as well as writing the book, were certainly difficult, but both are among the most rewarding events in my life. The bike ride gave me back my confidence and learning the craft of writing opened a whole new world to me. *She Rides* is out in the world now, and I hope people will enjoy it and find pieces of themselves in my journey." 🌲

Call of the Canyon

Shirley's Mesmerizing Magic is on Full Display

Story & Photos by Michael Kennedy



A cascading panorama awaits.

Have you ever been told to take a hike? Well, I've got the perfect place for you: Shirley Canyon in Olympic Valley. What draws locals and tourists here? What makes this path unlike all the others? Is it really a big deal?

Well, believe me, it is. I invite you to join me on this recent hike up Shirley Canyon. Just read on. You will soon understand what the big deal is, have some fun and learn some things along the way. Are you ready?

Let's go. The crisp morning air sends a chill down our spines as we set out on our hike. It's a blue-bird day. It'll warm up, however. We've got our boots, water, snacks and sunscreen, essentials for our trip. The trailhead begins at the end of Shirley Canyon Road, just past

Olympic Valley Chapel. Usually accessible, the entrance



A stalwart juniper stands as a silent sentinel.

to the trail happens to be in the exact location where an avalanche, 200 yards wide and 25 feet deep, tumbled through the neighborhood in late February. The damage it inflicted to the trees and the three-story apartment building remain a haunting reminder of the wrath of Mother Nature.

But today we're experiencing her sweetness... We must navigate over some fallen trees and branches before we even begin our journey, but adventure awaits as the canyon calls.

The first thing you notice is the fragrance of clean alpine air, enchanting and intoxicating aromas of crisp fresh-cut pine. You find yourself wanting to inhale more than exhale.

Then, as you hike through the mixed pine woodlands and quaking aspens, you hear the ambient rush of heavy water. Washeshu Creek (formerly called Squaw Creek) pulls you in with its hypnotic, peaceful sounds. And before you know it, you're fully immersed in the allure of nature.

While Shirley Canyon Trail is marked with soft blue paint, the markings are not always reliable, so the creek serves as a good guide up the canyon.



Follow the rainbow.

The trail is around three miles to Shirley Lake and another two miles to High Camp, with a total elevation gain of 2,000 feet. Along the way we may encounter other people, and their dogs, all blown away by the same beauty. (Dogs should be leashed for safety's sake.)

Within three minutes we arrive at the first of several waterfalls.

Mark Twain wrote about Lake Tahoe in his book, *Roughing It*: "The air up there in the clouds is very pure and fine, bracing and delicious. And why shouldn't it be?--it is the same the angels breathe."

Had he written about the hike we're on now, Twain might have added, "And the views are so spectacular the angels must be gazing upon them as well."

More Than a Happy Place

The shivers you feel from watching these waterfalls plunge to emerald pools below is more than just a mystical or magical experience. To some, including me, it feels spiritual.

Interestingly, there's scientific evidence that says waterfalls release "negative ions" which increases our production of serotonin, the chemical which leads to our happy



You will hear it before you see it.



Granite slabs & rushing water abound.

Interestingly, there's scientific evidence that says waterfalls release 'negative ions' which increases our production of serotonin, the chemical which leads to our happy feelings. Something of which Shirley Canyon is in no short supply.

feelings. Something of which Shirley Canyon is in no short supply.

Trevor Kekke, a Truckee resident and great grandnephew of Shirley Scott, wrote about this Canyon and the lake named after his great aunt in *Moonshine Ink*: "From the time she was a toddler until she was about 13... Shirley's special place was the creek on the northern part of the valley, with its sparkling waterfalls. She would play for hours wandering the canyon and splashing around in magical swimming holes with her grandma, so they named it Shirley Canyon. The lake, in the wilderness area, is also named after her."

Wildflowers, Quaking Aspens & Junipers

It's easy to be distracted by the power and intensity of the waterfalls, especially when there's heavy snowmelt like this year. But there are other stunning things to notice and marvel at along the path, such as the wildflowers and trees.

Some wildflowers burst through the rocks and others carpet the fertile ground. Seeing such color against the granite grays is a feast for the eyes.

Our hike takes us past elegant quaking, (aka trembling), aspen and majestic juniper trees. The aspen trees are easy to spot in spring and early summer, their white bark and radiant green leaves stand out among the pines. When the light hits them the forest around them seems to glow.

But there's something else about the aspen that makes them wildly in-

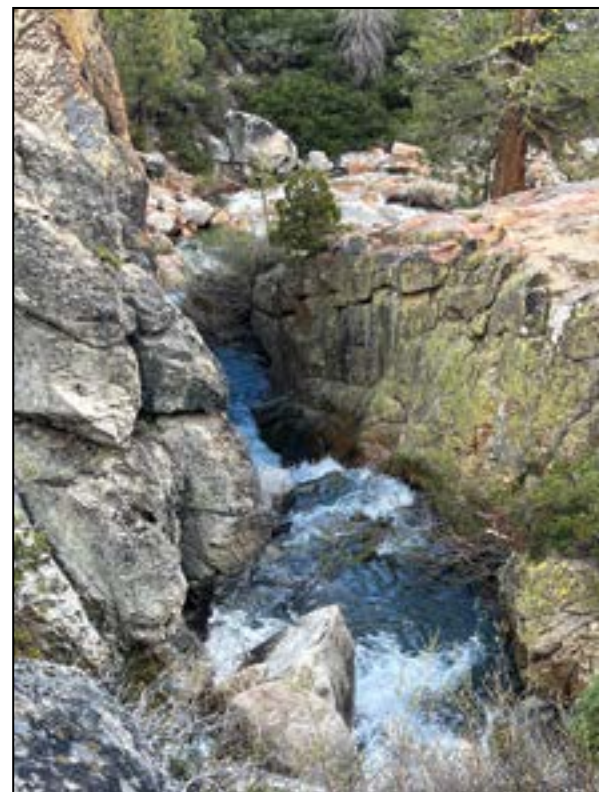
teresting: they are clonal trees which grow in all directions and regenerate

themselves. The largest and one of the oldest living organisms on earth is the Pando Aspen Grove in south-central Utah, a stand of aspen trees spreading over an area of 106 acres, a collection of 47,000 genetically identical stems sharing one collective root system.

The average age of these individual trees is only around 130 years old. The root system, however, is approximately 80,000 years old. To put things in perspective, the last major Ice Age ended about 11,700 years ago. This makes the aspen tree not only the largest living organism, but perhaps the oldest living organism on earth as well.

With their distinctive gnarled and twisted bark, western junipers are special for several reasons as well, including their ability to grow in the harshest environments. Their massive underground root systems make junipers masters at finding and conserving water. They typically live from 350-700 years old.

The mighty junipers are scattered around Shirley Canyon like tall sentinels keeping watch of our forest. Their branches heavy and strong, often spread out like the mythological



The creek coursing through the canyon.

Medusa's head of hair.

Not too far away from Olympic Valley is the oldest juniper tree in the United States. It's estimated to be 3,000 years old and located in the eastern most part of Tuolumne County, California, known as the Bennett Juniper Tree.

Granite Slabs & Panoramic Vistas

As we climb higher up the mountain, we begin noticing less trees and more massive granite rock slabs. These large slopes of smooth rock provide wide open views of Olympic Valley and surrounding mountains. And if we're lucky, we may catch a rainbow too.

**"To see the world in a grain of sand
and a heaven in a wildflower,
hold infinity in the palm of your
hand and eternity in an hour."**

~ William Blake

When you make it to Shirley Lake, you'll want to take a dip before you continue your hike to High Camp. And once you arrive at the top you'll be rewarded with more astonishing views of the Sierra and Lake Tahoe.

If it's running, and you want a quick and free way back to the base of the mountain, you might want to take the Aerial Tram down. The views are epic of the village below.

Sense the Magic

A few miles off the highway, a million miles from ordinary, Shirley Canyon is a source of inspiration from the things you smell and hear, to the things you see and feel. Your senses will be grateful for this gift of adventure and wonder.

The Canyon calls...and she whispers in your ear, "Here is magic."

Thanks for joining me on this exhilarating hike up Shirley Canyon. Hope to bump into you again someday on any given trail. 🌲



Wildflowers adorn the trail.

OTHER SIDE OF THE MOUNTAIN

Hitting the Trail to Diverse Tahoe City Attractions



Photos courtesy PT

The bike path in Olympic Valley leads to many destinations.

Your feet can take you to many interesting places in North Lake Tahoe: like a hike up spectacular Shirley Canyon, (see previous story) or on a bike ride along the scenic Truckee River from Olympic Valley to Tahoe City.

Starting from the valley, you can hit the trail from The Village area on the south side of Olympic Valley Rd. and venture east to the resort entrance with the Olympic Towers on Hwy 89.

Cross at the stoplight and then continue on the Truckee River Bike Path for a beautiful five-mile cruise along the banks of the rushing river to Tahoe City.

This is a family-friendly, cruiser ride; mostly level and along the way are several places to turn out to absorb the natural beauty of the river's eco-system. During most summer months, the river is popular for rafting with literally hundreds of brightly colored rafts floating downstream towards the River Ranch Lodge where commercial operations end.

However, this year's record snowpack has filled the downstream reservoirs and the gates at the Tahoe Dam, which are regulated by a federal watermaster in Reno, cannot release any more water until perhaps August. So for the time being, the current low flow is insufficient for commercial rafting. However, that just means there will more room on the River Ranch's expansive outdoor, dog-friendly patio where you can enjoy the river (it

will still be flowing), refreshments and outdoor dining.

Following a Historic Path

The Truckee River Bike Path follows the original Tahoe-Truckee Toll Road built in 1860 which enabled horse-drawn freight and passenger wagons to travel between the Lake and Truckee. The river was used to float logs downstream to the mills in



The Lakeside Trail takes you to Commons Beach & Penny Bear.

Truckee, and during the winter months the frozen river became a natural supplier of much needed ice for the mining operations in Virginia City. Later in the 1880's, this route became the corridor for a narrow gauge railroad hauling logs to the Truckee mills, and then in the early 1900's automobiles traveled on what was then called the Truckee Turnpike. This was an important transportation route for not only commerce but also the growing tourism industry.

Connecting to the Lakeside Trail

Once arriving in Tahoe City, you can continue to ride south down the West Shore or connect to the Tahoe City Lakeside Trail, which undoubtedly, offers the most diverse attractions per mile anywhere in Tahoe. Stretching only 3.4 miles along the north shore of Lake Tahoe, the heart of the level, paved Lakeside Trail is the waterfront promenade which offers overlooks, plazas and picnic areas and is conducive for a leisurely stroll or an easy bike ride. It also hugs the central hub of downtown Tahoe City with easy access to a wide variety of recreation, shopping, restaurants and bars.

Gatekeeper's Museum: Displaying Tahoe's Past

Since you're following a historical route, a logical first stop could be at the Gatekeeper's Museum on the south side of Fanny Bridge across from the Bridgetender restaurant on Hwy. 89. Operated by the Lake Tahoe Histocial Society, the museum stands on the ground of the original cabin where live-in gatekeepers regulated the

flow of water at the dam. In 1978, the cabin was lost in a fire but was completely rebuilt by hand through the efforts of the HTHS. The museum contains a variety of historical exhibits, displays and photos, including the extensive Steinbach Indian Basket Mu-



Photos provided

seum, memorabilia from the VIII Olympic Games held in Squaw Valley (now Palisades Tahoe-Truckee), and the newest exhibit, "Discovering Lake Tahoe Histocial Maps 1849-1942." The display includes original maps from John C. Fremont's three Tahoe expeditions from 1842-44. The exhibit runs through Sept. 15 and for more information go to northtahoemuseums.org.

Commons Beach: The Shore & Shows

Back on the trail, practically around the corner heading east, is Commons Beach. The bike path runs through the large grassy area which includes kid's playgrounds and BBQ areas. There's even a climbing rock complete with slight overhangs for youngsters. The beach is rocky and relatively shallow but is the departure point for kayak excursions through Tahoe City Kayak.

During the summer months, Commons hosts a Farmer's Market on Thursdays and the free Concerts at Commons Beach on Sundays are a staple of the season. This summer a dozen concerts are planned, showcasing a variety of musical genres. Guests are welcome to bring picnics, blankets and low-back chairs, and local food and drink vendors sell beer, wine, soft drinks, sushi, BBQ and ice cream. For the complete lineup go to Visittahoe.com

Heritage Plaza & Penny Bear

A very short distance further east and located above on North Lake Blvd. is the Heritage Plaza, an open area offering views of the lake and the Lakeside Trail below. Sometimes local musicians can be found playing in the plaza, and it is also home for the Penny Bear sculpture—a mama bear with two cubs constructed of 205,000 pennies. Created by Lisa Ferguson for Burning Man in 2017, "Ursa Mater" is now a permanent art installation and a "must" photo op.

Rest, Relax & Refresh

There are several restaurants directly accessible along the Trail which offer outside dining with lake views: Christy Hill, Za's, Moe's BBQ and Jake's are well known favorites. Jake's, in the Boatworks Mall, recently celebrated its 45th anniversary, and Moe's hosts Sunday evening, post-Commons Beach concerts which keep the vibe going.

Inside the Boatworks Mall, the Tahoe Wine Collective exclusively features boutique wines and craft beers from the Sierra Nevada region and has a wine club. If you are the creative type, the Belladonna Tattoo Co. & Art Collective hosts sip and paint classes by appointment.

Guided Walking Tours

For a personalized tour of Tahoe City's history, the Tahoe City Visitors Information Center, located at the Wye next to Fanny Bridge, is planning on offering guided walking tours this summer. Led by long-time local and professional tour guide Karen Willcuts, the tours provide an informative and entertaining glimpse into Tahoe City's past.

For more information go to GoTahoeNorth.com or call (530)581-6900. ☼

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Valley à la Carte

Jake's Celebrates 45 Years of Spreading 'Mountain Aloha'



Photo provided

A BANNER DAY: GM Noah Wasserman, Sr. Advisor Jeff Hill, Manager Jan Czyzewski, Bar Manager Elise Whittall, Executive Chef Jayce Clemmons, Executive Sous Chef Juan Razo & Owner/ Founding Partner Chris Thibaut.

In 1978, Jimmy Carter was in the White House, Saturday Night Fever ruled the box office, and the movie's soundtrack by the BeeGees topped the music charts; a gallon of gas was 65 cents and a lift ticket was edging towards \$15. It was also the year that Jake's on the Lake opened for business in Tahoe City, taking North Lake Tahoe to a new level of dining and late-night social options. Opening day was June 6 to be exact.

'We want to treat every guest at Jake's like they are a guest in our own home.'

- Jake's GM Noah Wasserman

Forty-five years later, Jake's is still a North Shore landmark, renowned for its lake-side location in the Tahoe City Marina, it's Hawaiian influenced menu and self-proclaimed "Mountain Aloha" hospitality.

"We're here because we strive to do

things right," says owner Chris Thibaut who helped launch the restaurant with his older brother Rob and Sandy Saxton in '78.

"I think statistics show that eight out of 10 restaurants nationally don't make it past a year and a half," he says. "Our longevity stems from our commitment to be meticulous about the details, don't cut corners and to take good care of the employees, who in turn take good care of the guests. We pride ourselves on being a positive alternative."

General Manager Noah Wasserman makes sure that the Mountain Aloha theme thrives for their clientele, be it local or out-of-town. "We want to treat every guest at Jake's like they are a guest in our own home," he says.

And Jake's guests will discover a seasonal menu based on fresh seafood, quality meats and locally sourced sustainable produce all hand-crafted in the kitchen under the supervision of executive chef Jayce Clemmons and sous chef Juan Razo. Seafood choices are featured on the menu, such as starters like an Ahi poke roll, deep-sea crab cakes

and a Lomi Lomi salmon stack and carries over to the main courses: king salmon, herb-crusted lobster tail as well as a nightly market special. Meat eaters won't be disappointed either, and choices include a Red Duroc tomahawk pork chop, braised Piedmontese beef short ribs, a Durham Ranch bison filet and a Niman Ranch New York strip as well as chicken Marsala and other entrees.

The bustling bar and cafe overlooking the lake and boat slips perpetuates the Aloha vibe, especially during Happy Hour, held 4:30-6:30 p.m., Sun.-Thurs. and when live music is offered..

Of course during the summer, the outdoor deck is prime real estate and bikers and hikers on the adjacent Tahoe City Lakeside Trail have easy access to it. And it is dog-friendly during lunch time.

Community commitment is another staple of the restaurant says Thibaut and through the course of almost five decades Jake's has assisted many non-profits and worthy causes. This past winter they partnered with Achieve Tahoe in Alpine Meadows to support its adaptive skiing programs.

"It's about taking care of the community," says Thibaut. "That's part of spreading Mountain Aloha."

Truckee Wine Walk & Shop Marks 20th Anniversary

Since 2003, the Downtown Truckee Wine, Walk & Shop has established itself as one of the town's preeminent events. The annual favorite brings nearly 1,000 locals and tourists to historic downtown Truckee to sip wine, taste scrumptious food samples and enjoy shopping. This year's event is set for Oct. 7 from noon-4 p.m.

Attendees receive a commemorative wine glass to sample wine at 30+ venues and a program with a map to all participating venues. Tickets are \$65 in advance and \$25 for designated drivers.

Over the years, the DTWW&S has generated nearly \$50,000 to local non-profit organizations. This year's beneficiary is Friends of the Truckee Library and LibraryUP. Led by Friends of the Truckee Library, LibraryUP is an awareness campaign to share the need for a new, modern space, and engage the community. truckeevinewalk.com

Enjoy the Dog Days of Summer

Your best friend is always welcome at Palisades Tahoe. Well-behaved dogs are allowed to explore The Village, ride the Aerial Tram to High Camp and hunker down on the many restaurant patios. You'll even find water bowls strategically placed around the premises. Leashed canines are also welcome on the outdoor patios at the River Ranch Lodge and PlumpJack's. If you don't want them to join you, it's always better to leave them at home or hire a dog sitter. NEVER leave a pet in a locked car with the windows up. The Sierra sun can be lethal, and it is illegal.



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Discover Summer at its Peak



Photos courtesy PT

Elevate your summer experience with a visit to Palisades Tahoe. The alpine resort offers an array of fun-filled, high altitude activities and adventures for all ages.

Please note, due to the record winter season some summer activities may be affected pending snow-melt. For complete information on costs, schedules and other activities go to palisadestahoe.com.

SCENIC AERIAL TRAM RIDES

The Palisades Tahoe Aerial Tram is one of Lake Tahoe's most popular year-round attractions. The 10-minute ride offers sweeping, panoramic views of Lake Tahoe and surrounding mountain vistas and carries passengers up 2,000 vertical feet over rocky ridge lines and the iconic Tram Face before landing at High Camp.

The Tram reopens June 23-25 and then operates daily starting June 30. Daily operations run from 10 a.m.-4 :20p.m. with the last download at 5 p.m. Individuals who hike the Shirley Canyon Trail to High Camp can take the Aerial Tram back down for free. 2023/24 Ikon passholders can ride the Tram for free.

Please note hours of operation are subject to change based upon weather & conditions.

HIGH CAMP ACTIVITIES

High Camp is an architectural mountain top marvel which sits at 8,200 ft. above sea level among Sierra Nevada peaks and is the gate-

way to a variety of activities for all ages. With the purchase of an Aerial Tram ticket, guests receive complimentary access to the following:

- **Hiking Trails & Naturalist Walks** - Access a variety of hiking trails that lead to waterfalls, alpine lakes, meadows, peaks and scenic views of Lake Tahoe. Hike on your own or join an experienced naturalist for a guided 1.5-mile hike offered daily starting June 30. Meet at the High Camp lobby at 10:30 a.m. and 1:30 p.m. No reservations necessary. All hikes are weather and conditions permitting. Information available at the entrance to the Tram.
- **Free Naturalist Talks** - available Saturdays and Sundays at High Camp Deck at 11a.m. & 1 p.m. No reservations necessary.
- **Geocaching** - Discover the six hidden "caches" located on the upper mountain using GPS coordinates.
- **Disc golf** - Enjoy the sport at a new level on the resort's mid-mountain, nine-hole course.
- **High Camp Roller Rink** - Fun for the entire family. Roller skates are provided

based on availability, but you may also bring your own skates and helmet.

- **High Camp Pool and Hot Tub** - Closed for the season.

High Camp Marketplace

The High Camp Marketplace offers delicious grab-and-go sandwiches, salads, and quick healthy snacks featuring locally and regionally sourced ingredients. Open daily during Tram operations.

Olympic Museum

The Olympic Museum showcases the history of the VIII Winter Olympic Games which catapulted the resort (then called Squaw Valley) into the international spotlight. The museum contains a unique collection of memorabilia, news articles, and video presentations detailing the many magical moments of the first televised Winter Games. Admission is free with purchase of Tram ride.

Washoe Display

To learn more about the history and culture of the Washoe Tribe of Nevada and California visit the display located on the mezzanine level of High Camp.

The Washoe (or Wašišiw, which means "people from here") inhabited the land around Lake Tahoe dating back thousands of years. Da ow aga, the Washoe word for "edge of lake," is the source for the name Lake Tahoe.



BASE ACTIVITIES

Trail Biking

Olympic Valley has access to some of the best trail biking in Lake Tahoe via the Truckee River trail.

From The Village ride along the Truckee River all the way down to the sparkling blue waters of Lake Tahoe. Safely separated from Route 89, the bike path provides a scenic way to tour the Tahoe area. Bike Rentals are located at Parallel Mountain Sports next to the Aerial Tram building.

Palisades Yoga Studio

The 1,000-square foot Palisades Yoga Studio in The Village offers weekly classes in a variety of styles from beginner to advanced. Increase strength and flexibility with one of several experienced yoga instructors before or after a day on the mountains.

Ropes Course

The Ropes Course at Olympic Valley consists of three different towers reaching up to 50 feet and two circuit courses including a total of eight bridges and seven short zip lines. The Ropes Course is a mix of vertical climbing events along with a variety of bridges and zip lines.

The vertical climbing events require



the participant to be connected to a climbing rope with the rope held by a qualified belayer. Either a staff member or a trained participant aged 16+ can belay.

The circuit courses are suitable for ages 5+ and are self-guided after a short "ground school".

Open daily and reservations recommended. For more information call 530-581-7563.

Via Ferrata

A *Via Ferrata*, which means "Iron Road" in Italian, is a protected hiking and climbing experience. Located on the iconic Tram Face, the Tahoe *Via Ferrata* towers above The Village and the valley floor. For more information go to tahoevia.com

The Links at Everline Resort & Spa

The Links at at Everline is a spectacular 18-hole championship golf course designed by renowned golf course architect Robert Trent Jones Jr. with the goal of preserving the unique beauty, natural wetlands and wildlife habitat of the valley. The result is a natural golf course that blends with its beautiful mountain surroundings.

For more information or to book a tee time call 530-581-6637. ☎

VALLEY VIBE



This summer is already guaranteed to be remarkable.

For the first time in over a decade the resort is offering skiing and riding over the 4th of July weekend, bringing the curtain down on a record-breaking, "four-season season."

Summer turns will then turn into summer tunes as Palisades presents another full slate of live music and special events.

For every season, turn, turn. Enjoy!

Freedom Fest: Shred, White & Blue!

Indulge in the thrill of summer skiing and riding July 1-4 at Alpine Meadows and also enjoy the electrifying beats of an exciting musical lineup to set the rhythm of this historic celebration. The lifts will operate from 8 a.m.-2 p.m. each day with live music starting at noon on the Alpine deck, highlighted by performances by the Blues Monsters and Wild Child, the Doors' cover band on the 4th. Make sure to grab a limited-edition event T-shirt, a keepsake of this monumental occasion.

SunSets Live Music Series

Free live music is offered every Friday this summer in The Village. After a day of hiking or sightseeing, relax and enjoy some of the area's most talented musicians. Music runs from 5-7 p.m.

Bluesdays on Tuesdays

The immensely popular, free outdoor concert series features top blues musicians every Tuesday through Aug. 29.

Bluesdays features an outdoor blues bar with beer, wine and spirits as well as great grab-and-go food offerings from Village restaurants.

A limited amount of seating is available, please bring your own low back

chair to be placed in the Music Venue Seated Area if you plan to sit. Music runs from 6-8:30 p.m.

- 6/20 - The Blues Monsters**
- 6/27 - Too Slim & the Taildraggers**
- 7/4 - Mighty Mike Schermer Band**
- 7/4 - Roy Rogers & The Delta Rhythm Kings**
- 7/11 - Mark Hummel Band ft. Junior Watson**
- 7/18 - Alastair Greene**
- 7/25 - Rocky Athas**
- 8/1 - Laurie Morvan Band**
- 8/8 - Dennis Jones Band**
- 8/15 - Chris Cain**
- 8/22 - Terry Hanck**
- 8/29 - J.C. Smith Band**

Mountain Run Returns

The Palisades Mountain Run, a benefit for the Tahoe Forest Hospital's Gene Upshaw Cancer Center and Auburn Ski Club Associates scholarship program, returns July 22. For the past 42 years, hundreds of runners and hikers have made the annual pilgrimage to the top of Palisades for this unique running event with stunning views of Lake Tahoe and the High Sierra. Starting at 9 a.m. at the base of Palisades (6200'), the course climbs 3.6 miles up



Chris Cain belts out the blues.

Mountain Run to High Camp (8200') where awards, raffle, music and refreshments are provided.

For registration and more information on these events, please visit www.asctrainingcenter.org. Call or email AS-

CTC Race Director Meg Seifert directly at meg@asctrainingcenter.org or call (530) 426-3313, for more information.

Olympic Valley Chapel Events

The historic chapel is planning to host more musical and cultural events this summer. For latest updates visit OlympicValleyChapel.org

Great Bingo Revival

The Great Bingo Revival is held outdoors from 5-7 p.m. every Thursday in The Village. Every week a new restaurant will host a fun family-friendly bingo experience. It's free to play and prizes are awarded each round.

6/29 - 22 Bistro

7/6 - Rocker

7/13 - Auld Dubliner

7/20 - Fireside

7/27 - Tremigo

21st Annual Brews, Jazz & Funk Fest

The Village at Palisades Tahoe hosts the 21st Annual Brews, Jazz and Funk Fest on Aug. 12, an all-ages event filled with the lively sounds of jazz and funk tunes set against the picturesque mountain



The Mountain Run: An Uphill Battle

backdrop. Festival guests over the age of 21 can enjoy craft beers from over dozens of breweries throughout the day. All proceeds from BJFF benefit the Humane Society of Truckee-Tahoe, a long-time partner of The Village and dedicated to saving and improving the lives of pets through adoption, community spay/neuter and educational programs.

"The Brews, Jazz and Funk is our most fun summer event in The Village and one of the Humane Society's most important fundraisers," says Caroline Ross, executive director for The Village. "Advance tickets sales are highly recommended."

This year's headliners are ALO, the Monophonics and Sal's Greenhouse.

Canine companions are welcomed in the dog-friendly Village but owners are reminded that temperatures are usually high in August so please consider your pet's comfort when deciding to bring them.

The BJFF runs from 2-9 p.m. and is presented by Fifty Fifty Brewing Co. Advance tickets are available on Eventbrite.

Alpen Wine Festival

Hosted by The Village and Uncorked the 33rd Annual Alpen Wine Fest on Sept. 3 includes an all-inclusive wine tasting from over 40 exceptional wineries and live music. All proceeds benefit Can Do MS, a non-profit foundation that delivers health and wellness education programs to help families living with MS thrive. The event is open to all ages, however, you must be 21 years or older and present a valid ID to participate in the wine tasting. Runs from 2-5 p.m.; ticket price TBA.

For more information on Can Do MS visit their website candoms.org

Guitar Strings vs. Chicken Wings

Six bands and six restaurants square off against each other Sept. 8 to raise funds and awareness for the Tahoe Institute for Natural Sciences. It will be wing vs. wing and band vs. band in an epic battle. Runs from 5-9 p.m.

Oktoberfest

The Squaw Valley Oktoberfest Celebration on Sept. 30 is North Lake Tahoe largest and features traditional Bavarian festivities and folk dancers, a beer garden,

brats and kraut and fun and games all after-noon from 11 a.m.-5 p.m. Enjoy live entertainment by Joe Smiell's 20-piece Bavarian Band, the Almenrausch Schuhplattler Dance Troupe and Alpentänzer Schuhplattler Dance Troupe, accompanied by the Alpentanz Kapelle Band throughout the day. All entertainment at the event is free. Fundraiser for the High Sierra Lacrosse Association.

Made in Tahoe Festival Returns - Again!

The popular Made in Tahoe Festival returns to The Village on Oct. 8 with a jam-packed weekend celebrating all things local. The festival features local artisans, businesses, chefs, organizations and entertainers that are based in or inspired by the Lake Tahoe Basin and Truckee areas. Guests can discover and explore Tahoe's rich community of talented creators, while enjoying a variety of local food and beer. The Made in Tahoe Festival is held from 11 a.m.-5 p.m. and admission is free.

Resort to Host Lake Tahoe Reggae Fest

The 6th annual Lake Tahoe Reggae Fest comes to Palisades Tahoe for the first time on July 22-23. The two-day festival, produced by Good Vibez Presents and PR Entertainment, moves to North Lake Tahoe after previous stints at the Hard Rock Casino in Stateline, NV.

"We are thrilled to partner with PR Entertainment to bring people together for mindful, sustainable gatherings rich with music - old and new school reggae - and art in the Tahoe Basin," says Dan Sheehan, co-founder of Good Vibez Presents.

Reggae Fest artists scheduled to perform at PT include Rebelution, Stick Figure, Tribal Seeds, Pepper, Dispatch, Hirie, J Boog, The Expendables, Iya Terra, Bumpin Ugles, The Elovaters, Pipedown, and Claire Wright.

The festival will offer lively entertainment and social engagement both on and off stage.

"Our entire team is excited for this summer and our new home at Palisades Tahoe. Taking the Lake Tahoe Reggae Festival to this beautiful Tahoe location will give music and nature fans memories for a lifetime," says Paul Reder of PR Entertainment,

a long-time Tahoe resident and one of the largest independent concert promoters and theatrical producers in the Tahoe area.

Palisades Tahoe is known for its vibrant ski culture and emerging elevated music scene. California's largest ski area is the Tahoe home for the annual WinterWonderGrass Festival, Bluesday Tuesdays, Brews, Jazz & Funk Fest and special wintertime base area concerts.



In keeping with the Good Vibez canon, the festival will offer lively entertainment and engagement both on and off stage



Pepper and Rebelution are part of the Reggae Fest lineup.

including local food vendors, interactive local art displays, a quirky and quality vendor area, and a commitment to leaving the community better than they found it with composting, recycling, and greening initiatives which work towards zero waste.

"We love working in the High Sierra," says Amy Sheehan, co-founder of Good Vibez. "Being a destination for outdoor lovers and music fans alike, we feel a real synergy when working here. I find that a lot of our patrons come for the music and end up staying a few days for the hiking, dining, and general

exploring that the majestic High Sierra range has to offer."

Good Vibez Presents is a full-circle project for founders and industry veterans, Dan and Amy Sheehan, who have been promoting and producing multidimensional events around the world for decades, most notably the largest reggae-rock festival in the country, California Roots Music & Arts Festival in Monterey and the newly-launched roots, Americana, and outlaw country fest, Rebels & Renegades.

PR Entertainment has produced over 4,000 shows, festivals, and tours around the world. PRE has been responsible for the tours and performances of thousands of national headliners over the years including The Killers, Robin Williams, Jason Mraz, 30 Seconds To Mars, Daniel Tosh, Chelsea Handler, Stevie Nicks, Dixie Chicks, Tim McGraw, Keith Urban, Sting, James Taylor, Diane Ross, and more.


Tickets, including VIP which feature a private bar and bathroom and a VIP-only viewing area, are currently on sale at laketahoereggaefest.com. ✨

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Adventure Van Expo Debuts in Valley

A few years ago Neil Morse was sitting in his real estate office overlooking the Palisades Tahoe resort parking lot when he noticed the large number of Sprinter-type vans towering over other vehicles. And, as they say, a light went on.

This summer, Morse is in his sixth season of conducting The Adventure Van Expo Series which comes to Palisades Tahoe Sept. 16-17. The Expo will be the eighth stop on the national tour and will feature a full weekend of van vendors, including builders, rental companies, overland companies, adventure vehicles, food, music, seminars and more. Host sponsor is Mercedes Benz of Sprinter of Wilsonville, OR. Event goers should expect to find accessories, builds and gear for their adventure all in one location.

"This is the perfect space to check out vendors and accessories for van builds along with discovering new products on



Local promoter Neil Morse is bringing a 'cara-van' to the valley.



the market," says Morse, founder of Adventure Van Expo. "The expo will be full of unique displays and is a space where attendees can

talk with experts on their craft."

The Expo will run Saturday, Sept. 16 from 10 a.m.-5 p.m. and Sunday, Sept. 17 from 10 a.m.-3 p.m. and feature open house vans, accessories, vendors,

custom builds and a variety of rigs beyond vans, including roof top tents, trailer tents and off road trailers. Those looking to spend the weekend at Adventure Van Expo can camp on Friday and Saturday nights and roll in starting Friday evening at 4 p.m. It is the perfect space to hang out with other van owners and connect with the van life community throughout the two-day event.

Both days will include live music and refreshments from local food trucks and microbrews. Van builders looking to display their work are encouraged to join the Adventure Van Expo DIY Contest taking place on Saturday, which will be viewed by hundreds of event goers and rated by van build experts. RSVP in advance by visiting Adventure Van Expo's website. Entry is \$10 and a dog pass is required

to bring a pet. Paid camping is available and attendees can display vehicles for sale for a fee. For more information go to adventurevanexpo.com. ❄



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