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AROUND THE RESORT

A SEASON TO SAVOR

Photographer Michael Kennedy captures the splendor of a High Sierra summer in the valley.

Alterra's Forward Stance Report Notes Positive Impacts

Alterra Mountain Company recently released its third annual *Forward Stance Impact Report*, championing its ongoing commitment to Social Responsibility. Organizing around four key pillars – People, Planet, Community, and Responsibility – the *Forward Stance* platform is designed to support the com-

pany's employees, communities and partners across its portfolio of North American mountain destinations which includes Palisades Tahoe.

"Since Alterra Mountain Company was formed seven years ago, we've embraced innovation and challenged the status quo because we believe in the magic of these

landscapes," said Karen Sanford, Chief Legal and Social Responsibility Officer, Alterra Mountain Company. "We've always believed the mountains are for everyone, and with that comes the responsibility to sustain them for future generations."

Highlights of the report revolving around the pillars are as follows:

PEOPLE

In 2024, Alterra continued its focus on mental well-being and resilience programs, offering more free counseling through a company-wide Employee Assistance Program for all employees, and conducting over 14,000 well-being trainings.

PLANET

Alterra and its mountain destinations continue to make progress towards the company's science-based 2030 goals which are to reduce carbon emissions in its operations by over 50%, transition to 100% renewable energy and attain carbon neutrality.

COMMUNITY

Alterra's company-wide philanthropic giving increased to nearly \$17 million across its global community. The company continued to invest in local infrastructures like employee housing and childcare services, and continued to develop the next generation of mountain adventurers with over 105,000 complimentary or steeply discounted unique skier visits donated to underrepresented communities, school groups, and other local programs.

RESPONSIBILITY

Alterra's new Community Guidelines & Expectations enhanced the Ikon Pass experience for all guests and employees, providing clarity on safety rules and written guidance on accountability, respect, and inclusion, advancing a collective enjoyment of the mountains for all.

For more information on *Forward Stance* visit www.alterramtnco.com/social-responsibility.

Olympic Valley Fire Dept. Prepared to Live Up to its Motto: 'Always Ready'

When it comes to fire season, there is no off-season.

"Despite experiencing three consecutive wet winters, the Olympic Valley Fire Department (OVFD) remains vigilant and is, as the fire service motto goes, "always ready," says Olympic Valley Fire Chief Brad Chisholm.

The OVFD is an all-risk agency that covers 10-square miles, including Olympic Valley and 10 miles along the Highway 89/Truckee River corridor, extending from just north of Alpine Meadows Road to just south of Cabin Creek Road. The staffing at the Olympic Valley fire station consists of 12 firefighters and paramedics, a part-time prevention officer, and the fire chief. OVFD has extensive mutual aid agreements with local and regional fire agencies.

Chisholm marked his second anniversary as chief in mid-June and has been with OVFD since 1997, starting as a volunteer and advancing through the ranks. With the constant influx of visitors and second homeowners during the summer, the chief says it's very important that they are aware of local fire regulations. He offers the following guidelines:

Familiarize Yourself

"Visitors staying in short-term rental (STR) units, likely here on vacation, may be unfamiliar with local factors such as

weather, road traffic, and fire ordinances," he says. "Planning a stay in this area should include familiarizing oneself with these aspects, including understanding STR restrictions on BBQs (none are permitted), properly preparing for outdoor activities, and knowing where to find local information during a regional emergency." The OVFD website is a valuable source of overall information at ovpsd.org/fire/

Burn Restrictions & Red Flag Warnings

Burn restrictions are common every summer in the greater Tahoe area. Implementation is typically twofold; the first requirement is obtaining a permit to burn vegetation debris on personal property, and the second is an outright burn ban. "This year's burn ban took effect June 23. Under a burn ban, burning vegetation debris and using solid fuel outdoor appliances are prohibited," Chisholm says. Only liquid fuel appliances are allowed, and on red flag days, all outdoor flames are prohibited. For burn permit information visit burnpermit.fire.ca.gov/current-burn-status/

Preparing for Wildland Season

With recent local heat advisories and Red Flag warnings issued for Reno, the vegetation in the Sierra is already drying out. Please remain diligent! Cut back that vegetation early and maintain it as sum-

mer progresses. Defensible Space inspections began June 16, and the department is happy to provide on-site consultations.

Fuel Reduction Projects

"We are actively working to implement three additional fuels management projects this summer," he states. "These initiatives will provide direct benefits and will complement the larger fuels projects to the north and south of Olympic Valley, as well as the defensible space efforts undertaken by individual property owners in the area.

"This is a synergistic approach; if one piece is missing, it significantly compromises our ability to reduce the intensity and threat of wildfires, as well as our ability to mitigate them. Please do your part by ensuring your property meets at least the minimum defensible space requirements."

For more information on defensible space and preparedness, go to ovpsd.org/fire/wildfire/defensible-space/

Green Waste Disposal Programs

Green Waste Collection Days are FREE events held every second Sunday of the month from June to October. Drop off green waste only in the empty lot across from the OV Fire Department. The District



OVFD Chief Brad Chisholm

also offers a Green Waste Dumpster Rebate Program that reimburses 100% of the cost of a 6-yard Green Waste Only Dumpster Rental. To order, please call TTSD at (530) 583-7800. More information can be found at ovpsd.org/community-services/green-waste-programs/

Evacuation Information

Chisholm urges everyone to revisit essential evacuation information. While fire officials play a role in determining the "when and where" of evacuations, the process is executed by law enforcement officials. For evacuation information, visit ovpsd.org/fire/community-resources/emergency-notifications/.

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TAHOE RICK

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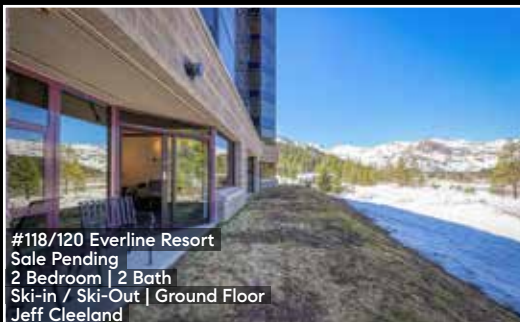
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DRE 01960373



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530.412.7669
suzanne.gale@compass.com
DRE 01254117



Jeff Cleeland
530.355.6262
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DRE 01375249



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530.386.7671
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THE MOUNTAIN MONEY MONITOR

Financial Observations from 6,225 feet

by Robert B. Green Jr., CFA & Trent B. Green

Is Nuclear Energy in the Ski Industry's Future?

Nuclear energy may not be everyone's favorite solution. Still, as we arrive at the end of the first quarter of the 21st Century, it seems like the only viable option. The need for more energy should be a universally accepted truth. For those of you who have been on skis as long as we have, you saw this directly at California ski resorts in the '90s. During those years, we were part of the four-pack season pass invasion at Kirkwood,, and we experienced their growing pains in the form of "brown-outs." Without fault, the resort could not obtain enough electricity to power its resort. First world problem? Yes. But it's the first real-world example of the finite capacity of our electrical grid.

Not being able to ski The Wall should not be confused with empirical proof that the world needs more power. We turn to the U.S. Energy Information Administration (EIA) 's International Energy Outlook 2023 for that. The IEO2023 provides a baseline of energy demand and supply based on current policies. The EIA projects that electric power generating capacity increases by up to 108% from 2022 to 2050. Up to 76% of that growth is via renewables, nuclear and battery storage in global capacity and generation.

The global consulting and technology services company ICF predicts that electricity demand could jump at least 25% in the next five years here in the U.S. Domestic demand could grow as much as 78% by 2050. ICF further estimates that the cost of that energy for consumers could double by 2050. The source of this demand comes from a great range of areas. Growth in housing, mainly in the Southwest, is one generator of need.



Residential housing construction is almost exclusively in the hottest part of the country. All those air conditioners running for six months of the year will put a massive strain on our current grid. And homes are just one source of demand. The AI revolution and cryptocurrency are energy consumers only in their infancy.

The solution to this supply shortage is multifaceted. Renewable energy generation will have an impact on solving the supply problem. Solar and wind energy generation has shown they are viable partners in increasing demand. However, most renewables have regional and geographical shortcomings. Due to their unique challenges, we are focusing on nuclear energy in this article.

According to an article from the Office of Nuclear Energy (March 24, 2021), nuclear energy has provided constant, reliable, carbon-free power to millions of Americans for six decades. It has supplied roughly 20% of the total domestic generation since 1990. Nuclear is the most reliable energy source we have. Nuclear

power plants require less maintenance than other generators. In 2020, nuclear power plants produced maximum power more than 92% of the time during that year. This is twice as much as natural gas and coal and almost three times more than wind and solar plants. The typical nuclear reactor produces 1 gigawatt of electricity. Based on the capacity factors above, you would need almost two coal or three or four renewable plants to generate the same amount of electricity onto the grid.

And our current administration sees the need for nuclear energy. It has encouraged its production via an Executive Order released on May 23, 2025. Again, from the Office of Nuclear Energy (June 10, 2025), the Executive Order lays out plans to modernize nuclear regulation, streamline nuclear reactor testing, deploy nuclear reactors for national security and reinvestigate the nuclear industrial

will reopen to supply Microsoft's data centers. Yes, that much energy is needed to provide one company's cloud computing and artificial intelligence programs.

So why would an investment management firm allocate an entire article on nuclear power? Because nuclear power is a big business, there are many ways to invest in nuclear potential. Terra Power, founded by Bill Gates; X-Energy, backed by Amazon; and Karios Power, based in Alameda and backed by Google, are raising money via private equity but could go public soon. Constellation Energy (CEG) is behind the Three Mile Island project. There are many small capitalization stocks in the space. Still, most are not profitable today and are extremely high-risk investments. Many of these companies will fail. An ETF is available for those seeking the exposure (and risk) of investing in this field. The Van Eck Uranium and Nuclear ETF (NLR) is comprised of 25 stocks of companies in this industry. Again, most are smaller companies, and many are not profitable.



Much like a bluebird day after a storm, nuclear energy is emerging as a bright opportunity after years of skepticism and uncertainty. From powering ski resorts to sustaining the digital economy, the need for reliable, carbon-free energy has never been more urgent. While no investment or energy source is without risk, the nuclear sector of-

Ski resort "brown-outs" were a real-world example of the finite capacity of our electrical grid.

base. It is typical to hear the word nuclear and think of Three Mile Island. But the accident at that facility happened before many of the skiers on the hill were born – in 1979. Nuclear plant technology and reactor safety have come a long way since the movie Apocalypse Now was released in theatres. Last year, Constellation Energy announced that Three Mile Island

offers a compelling mix of innovation and long-term potential. It's a sector worth keeping on your radar for those watching the markets and the mountains.

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Layout & Design

Amy Goldberg (530) 277-6509
info@livemusicart.com
www.livemusicart.com

Cover Illustration

AI/Amy Goldberg

Public Relations

Debbie Kelly-Hogan

Contributors

David. E. Carmazzi, Hank de Vré, Keoki Flagg,
Craig Fox, Jeff Engerbretson, Siobhan Jones,
Michael Kennedy, Court Leve,
Nancy O'Connell, Tom O'Neill, Barry Thys



KNOW BEFORE YOU GO!

Visitors should be aware that there will be a multitude of road construction projects in the Tahoe/Truckee area this summer. For updates visit dot.ca.gov and northtahoecommunityalliance.com. For free public transportation information go to tahoetruckeetransit.com.



At the Historic River Ranch Lodge, the Walls Really Do Talk



Photos by Michael Kennedy

Through the decades, the Ranch has been a fixture of the lively Lake Tahoe lifestyle, and The Legacy Wall celebrates it.

A large part of the River Ranch Lodge's charm can be attributed to its collective harmony of hospitality and history. Stepping through the front entrance of the iconic hotel, bar and restaurant, a landmark perched on a bend of the Truckee River, guests are immediately greeted with stunning visual evidence of its storied past: the "Legacy Wall,"

or walls, to be more precise.

The two front hallways of the Ranch are adorned with a vast display of photographs, posters and memorabilia from days gone by. Previous owners, past employees, colorful local characters, famous guests and memorable occasions are preserved, framed and on display - but not in any specific order.

The River Ranch's Lodge Manager, Danielle Poret, is in the midst of amending that and has taken on the ambitious project of organizing and curating the wealth of history that is now arbitrarily displayed.

"My immediate goal is to preserve the history through digitalizing the display of archives on our website" she says. "But my long-term vision is to completely re-do the feature wall: add more River Ranch specific

history from the scrapbooks, physical files and folders; put the display in a chronological order and relocate the collection of 'famous and infamous friends and family' to the other walls. I would like The Legacy Wall to be cherished as a visual timeline and not just a collage of seemingly random photos."

The Ranch's Storied Past

Originally completed in 1888, the celebrated site grew into a fashionable watering hole with a unique and

picturesque location on the narrow gauge railway between Truckee and Tahoe City. Then developed as Deer Park Lodge during the early 1900s, the roadhouse boasted a stocked fishing pond and a nearby ski hill, and this local treasure officially became the River Ranch by 1960.

During the VIII Winter Olympic Games at nearby Squaw Valley (now Palisades Tahoe), numerous foreign diplomats used the Lodge as their headquarters.

The "Who's Who" of San Francisco elite rubbed elbows with the likes of the River Ranch Rats and friends, solidifying the trademark culture of this iconic venue. In 1967, the Ranch was named one of *Time Magazine's* "Top 10 Restaurants." Through the following decades up to the present, the River Ranch has been a fixture of the coveted Tahoe lifestyle, and The Legacy Wall enthusiastically celebrates it.

To paraphrase an old adage, "These walls do talk." For more on the Ranch's history visit www.riverranchlodge.com



A commemorative plaque from the 1960 Olympic Winter Games.



Lodge manager Danielle Poret is re-organizing the historical display into a visual and digital timeline.

AKOVA Brand Carves a Niche in Outdoor Gear Industry

by Michael Kennedy

Dallas Moore, former pro soccer player and co-founder of high-performance outerwear brand AKOVA - formerly known as Shred Dog, and I met at High Camp in Palisades Tahoe. The crisp, mountain air was a fitting backdrop to a story that's as much about gear as it is about family, innovation, community and the future of skiing.

A father of three (ages 2, 4, and 6), Dallas knows all too well that cold, uncomfortable kids are the fastest way to cut a ski day short. That problem became an opportunity.

"We started Shred Dog to solve one very specific problem - keeping our kids warm, dry, and comfortable," says Dallas.

Alongside co-founder Marc Dietz, Dallas saw a market gap: premium ski gear for children at fair prices. Palisades Tahoe, their home base and testing ground, inspired their original name, a nod to the iconic Red Dog lift.

But a single, well-placed question from a fellow parent would change everything.

"Why is my kid's jacket better than mine?"

That conversation extends to kids as well. AKOVA outfits dozens of ski and snowboard teams across the country, with more teams joining every year. The team kids push the gear hard, demanding top performance at a high frequency. AKOVA collaborates with these young athletes, gathering their feedback to refine the gear for enhanced performance and comfort. This user-focused approach ensures each product evolves to meet the real-world demands of active youth. This includes the Palisades Tahoe program which holds a special place in the hearts of Marc and Dallas, as they consider Palisades Tahoe their home mountain.

"When you deliver more than expected, you don't just create loyalty - you create a community," says Dallas.

Mountain-Tested, Family-Approved

Every piece of AKOVA gear must answer one critical question: "Would I want my spouse or child to wear this?"

That commitment fuels an obsessive design process driven by fine-tuning,

"When you consistently deliver more than people expect, you don't just create a product - you create a connection."

- Dallas Moore, co-founder AKOVA

That question struck a chord. And it sparked the transformation of Shred Dog into AKOVA, a brand for all ages that continues to disrupt the outerwear industry by doing one thing exceptionally well: listening.

"We could solve that problem, too," says Dallas. "And not just for parents - for everyone who loves the mountains."

Rethinking Retail

AKOVA runs on a direct-to-consumer model - no retail markup, no storefronts, no frills. Just meticulously tested, high-performance gear sold exclusively online. The result: affordable prices without compromise on quality.

Most companies guess who their customers are. AKOVA knows, because they're constantly talking with them. That relationship powers everything - from new product designs to small, impactful upgrades.

AKOVA is inspired by the Greek word for "tireless" (akourastos) and the Finnish word for "unlock" (avata), and embodies the brand's commitment to enabling individuals to push boundaries and achieve their own greatness.



AKOVA co-founder Dallas Moore, left, with author Michael Kennedy, middle, and brand ambassador Chris 'Uncle E' Ernst.

Olympic Feedback, Real-World Results

Two-time Olympic gold medalist David Wise, and AKOVA Co-Owner, knows what performance means. So, when he asked why jackets didn't have top-side ventilation - where heat escapes - the AKOVA team didn't hesitate.

They got to work: Prototypes were made, zippers were repositioned and fit and reach optimized.

"If gear doesn't function, it's worthless - no matter how cool it looks," says Dallas.

In addition to David Wise, Olympic gold medalist Julia Mancuso, also a co-owner, has been instrumental in helping shape the new product lines. Both David and Julia have signature products in the collection, and their insights continue to play a key role in product development.

Beyond David and Julia's input, AKOVA leans heavily on their Pro Team, which includes several Palisades Tahoe athletes and Olympians like Travis Gannon, Marie-Michèle Gagnon, and Connery Lundin, for ongoing feedback and real-world testing.

"There are two ways to influence people: manipulate or in-

spire," says Dallas.

"We're here to inspire - through our products, our people, and our passion for the mountains."

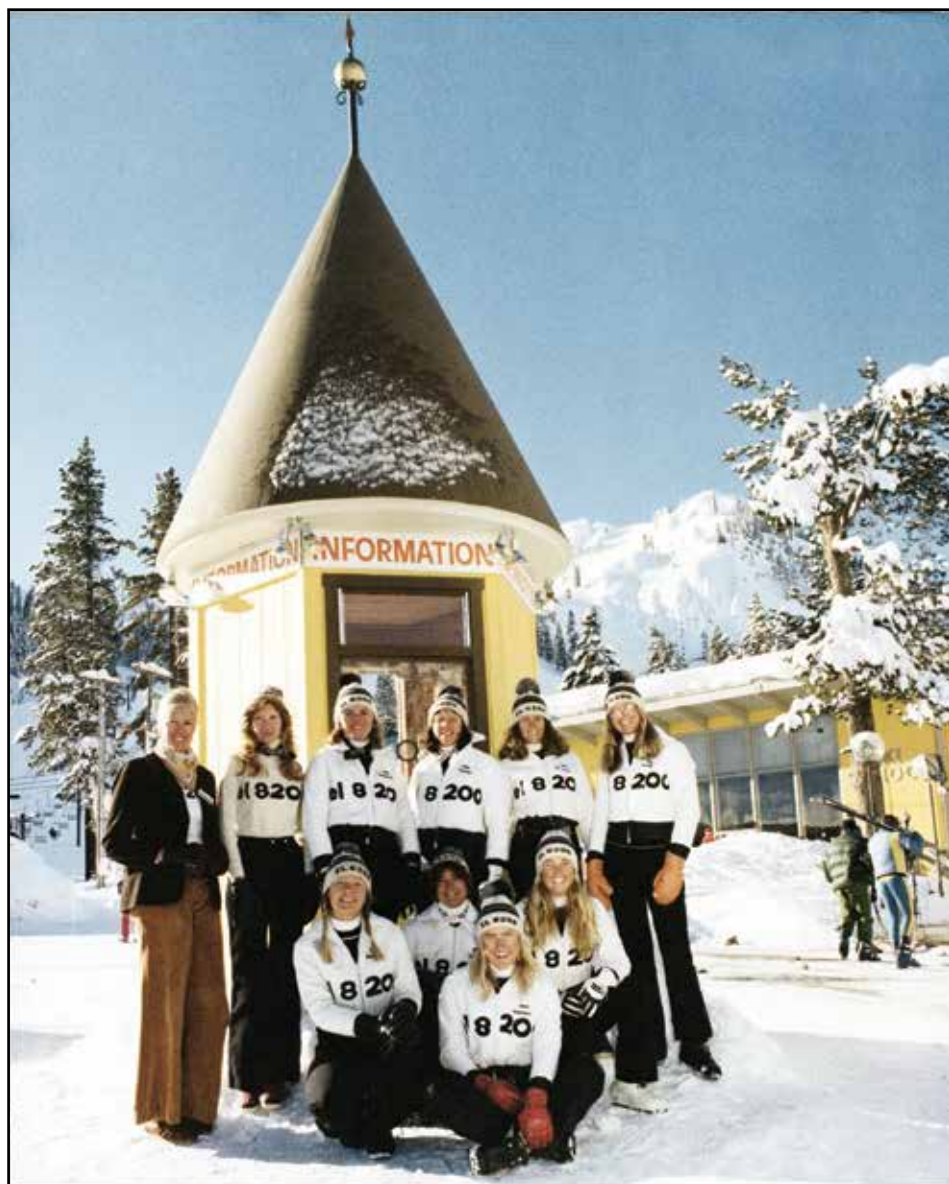
From boot rooms to backcountry huts, AKOVA's rising reputation is built not on marketing, but on meaning. And that's something no algorithm can replicate. ❄️



The Moore family heads out for a day on the slopes, appropriately dressed. Left to right, Dallas' wife Shanel and daughter Remington, Dallas, son Weston and daughter Sienna.

50 years Ago, Valley Icon Betty Walsh Helped Launch the Resort Snow Hostess Program

by Tammie Thompson



The “Rocketship” portal was an information hub, always busy, that provided ski maps, with Snow Hostesses answering the same questions over and over again, always with a smile.

In 1960, Squaw Valley Ski Resort was home to the VIII Olympic Games. The era brought in a new form of Olympic hospitality, seen for the first time ever on TV. Olympic hosts guided people to venues, answered questions, and helped with all types of hospitality. In 1975 an official Snow Hostess program was launched. Alex Cushing, ever the ski resort visionary, wanted a program that would show off the resort and provide an information hub for guests. Call it early PR and Guest Services, presented with ski and après ski flair.

Cushing called on his Sports Desk anchor, Betty Walsh, complete with her signature blazer and scarf, to create a program where attractive and engaging, young women would be available throughout the resort to create the ul-

timate hospitality program for guests, both on and off the slopes.

Christine Sproehle, who grew up in the valley, commented on the all-encompassing purpose of the Snow Hostesses, “They were official greeters, lodge guides, lost car finders, trail map dispensers, ticket wrapper pickers-uppers and white uniform testers.”

A Program is Born

Betty Walsh moved to Olympic Valley in 1958 and lived there for 53 years. She worked at the resort during the 1960 Olympic Games. Palisades Press publisher Bill Jensen met her in the late '70s and said, “she was part of a very glamorous era of Squaw Valley... a joy to be around, with an infectious ‘joie de vivre’ ”.

For the first season, in 1975, Walsh as-

sembled a group of gregarious young women who were friendly, knowledgeable about the ski resort and also skiers. Thus, the Snow Hostess program was born. Clad in black stretch pants, white jacket, and pom pom hats, the Snow Hostesses were recognizable on the hill and throughout the resort. Presumably designed by Alex Cushing himself, jackets had 8200 or 6200 on them, indicating the elevation of the mountain the hostess were stationed. During that time the mountain was divided into 6200', base elevation; and 8200', High Camp elevation. Operated as almost two areas, hostesses at 6200' worked at the “Rocketship” (a standalone building in the parking lot), Sports Desk (at the base of Olympic House), and Tram base. The 8200' hostesses were located at the top of Gold Coast lodge, as well as the top of the Tram at High Camp.

Betty Walsh's daughter, Debbie Dutton, worked the first season as a Snow Hostess. “I was still in high school, so I worked part time, but I had the killer job of being able to ski around and help people on the mountain... where to go, etc. Lots of girls were stationed at the bottom of the mountain or the tram, but I was lucky enough to get to ski around. Perks of the job.” (Thanks mom).

Judy Lee Joins the Team

Judy Lee joined the hostesses in 1976. Lee remembers Betty as being, “Very kind. She was always interested in our lives, who we were dating; always on the lookout for young men for us. She wanted to be sure we were being treated right. Around the valley, Betty was very flamboyant, but with us girls she was very motherly.”

Lee worked as a Snow Hostess for 14 seasons and still works for Palisades Tahoe today. She has fond memories of the Snow Hostess years, and some fun stories.

“We ran the lost & found at the Sports Desk on the ground floor of Olympic House. One day a woman came in cradling a furry animal. She said someone lost their hamster on the mountain. She handed it over, and it was a wild vole. We laughed a lot over that one.”

“During the torchlight parade, the big one from the top, we waited at Siberia for over an hour to take our places. Someone had some apricot brandy, and well, let's say the ski down was interesting.”

“One year two of us were sent to Sun Valley to “study” their hostess program. We took the company car, Mercedes SL convertible. Fun. Really fun!”

“We were also useful with ski patrol

and mountain operations. During the huge storm in April of '82 we were sent up to shovel the life line of Headwall. There was so much snow it couldn't operate (years later snow cats would do the job; until it was replaced.) We also had our own little first aid station at Gold Coast that handled minor injuries. It eased up the Ski Patrol's job a bit, just giving out Band-Aids and such.”



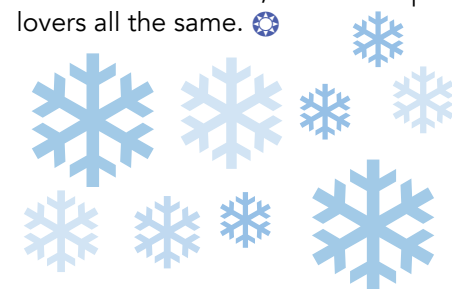
Betty Walsh's outgoing personality made her the perfect fit to lead the Snow Hostess program. On the left, Betty in her signature blazer and Judy Lee, far right back row, at the ‘Rocketship’ portal.

Photos courtesy Debbie Dutton

A Lasting Legacy

In an era before smart phones and Google, information was key for the hoards of new skiers embarking on the sport of skiing at the former Olympic venue.. The “Rocketship” portal was an information hub, always busy, that provided ski maps, with Snow Hostesses answering the same questions over and over again, always with a smile. Snow Hostesses were known throughout the resort as bit of a clique, with a barrier to entry. Lee remembers one of the interview days, “800 people showed up to interview for the job. Everyone wanted to be a hostess.”

The job morphed over the years, inviting men to participate. The jackets changed, white to green, to Gortex, to “We Care”. Betty Walsh moved on but left a legacy of young girls putting a smile on guests, creating a positive experience for skiers. The program went away for a while, then returned with a new version of “Mountain Hosts,” clad in yellow. Not quite the glamour days of the '70s and '80s, but snow sports lovers all the same. ❄️



QUICKTURNS

Local Skiers Celebrate Memorable Moments

The first half of 2025 provided memorable moments for a trio of local skiers. **Jimbo Morgan**, left, was inducted into the U.S. Ski and Snowboard Hall of Fame in Ishpheming, MI , and upon his return the skier/snowboard pioneer celebrated by treating everyone to a beer at his favorite watering hole, Le Chamois. Below, Palisades Press roving reporter and photographer **Dave “Kamikaze” Carmazzi**, far right, took the silver medal at the World Championship Longboard Races held in Johnsville, CA - home to the first downhill skiing competition in the western hemisphere in 1861. And on the right, U.S. Ski Team downhill **Bryce Bennett** caught up with former PTST teammate **Jake Perkins** at the World Cup finals in Sun Valley, ID before he was able to fly home to Truckee on a fan’s private jet to make it to the birth of his beautiful baby, Kate, shown here with Dad and Mom **Kelley**. ❄️



Photos courtesy of Chris Coughlin



Photo by Tammie Thompson



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Photo by Pablo Narvaez

Valley à la Carte

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 Café. If you don't want them to join you, it's always better and safer 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.



The Village is 'fido-friendly.'

The 'Lakeside Dining Trail'

The Tahoe City Lakeside Trail, could also be called the Lakeside Dining Trail. Stretching only 3.4 miles along the north shore of Lake Tahoe, the heart of the paved walking and bike trail is the waterfront promenade which offers overlooks, plazas and picnic areas.

There are several restaurants which are directly accessible along the downtown section of the trail and offer outside dining with lake views: Christy Hill, Za's, Three Sheets Brewery (formerly Moe's) and Jake's at the Lake are well known favorites. Jake's, in the Boatworks Mall, is celebrating its 47th anniversary this summer, and Three Sheets 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.

Up on North Lake Blvd., two new dining options popped up over the winter. Sylva describes itself as a new American bistro, and the Sierra Surf Club, adjacent to the evo Hotel, offers a casual bar, an eclectic menu and lake views. Breakfast, lunch, dinner, and drinks available at Sierra Surf Club.

Providing all-day fuel for your adventures, breakfast, lunch, dinner, and drinks available at Sierra Surf Club.

Downtown Truckee Wine, Walk & Shop

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 diverse shopping. This year's event is set for Oct. 4 from noon-4 p.m.

Attendees receive a commemorative wine glass to sample wine at 25+ venues and a program with a map to all participating locations. Tickets are \$70 in advance



and \$85 the day of the event. Designated Driver tickets are \$30 in advance.

Over the years, the DTWW&S has generated over \$50,000 to local non-profit organizations. For tickets go to truckeewinewalk.com.

Local Farmers' Markets

Tahoe City Farmers' Market are held from 8 a.m.-1 p.m. on Thursdays at Commons Beach through October.

The Truckee Community Farmers' Market runs through the fall every Tuesday at Truckee River Regional Park. Hours are 8 a.m.-1 p.m.

Both open air markets feature organic produce, fruit, food trucks, pastured meats, honey and artisans handmade wares.

WHEN IT'S TIME FOR WINE

Any time is time for wine and if you're staying in the valley, you don't have to go far:

PlumpJack Café

PlumpJack patrons can peruse an extensive wine list which includes over 600 selections from a wine cellar that holds over 3000 bottles.

A friendly, knowledgeable staff is on hand to recommend or assist with a food pairing. plumpjackcafe.com

Uncorked

Uncorked in the east end of The Village stocks their shelves with vintages from around the globe, reflective of the season, and offer a Monday Wine Flight Deal and a Wine Club which features a monthly theme. There are Uncorked locations in Tahoe City and Truckee, too. uncorkedtahoe.com

Tahoe Wine Collective

Located in the Boatworks Mall in Tahoe City, TWC features a wine tasting menu that changes weekly highlighting different boutique producers from the Sierra Foothills. They also offer charcuterie and cheese plates, display local artwork on the wall and sometimes spin vintage vinyl on weekend and host comedy shows. tahoewinecollective.com

Sierra Surf Club Bar & Restaurant Opens

Sierra Surf Club opened March 1 in the new evo Hotel Tahoe City on North Lake Blvd. The bar and restaurant is open for coffee and grab-and-go menu items daily at 7 a.m. along with full bar open daily. When in full operation, the restaurant will feature a global comfort menu serving breakfast, lunch and dinner from 7 a.m. to 9 p.m. daily. evohotel.com/tahoe-city

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Valley Vibe



Summer...it always has a nice sound to it.

And during the summer, the valley is filled with scintillating sounds all season long. Whether it's blues, jazz, funk, rock or reggae, you can catch the beat and beat the heat at the High Sierra resort.

Be sure to tune in.

For more information on all special events go to the Events Calendar at www.paladestahoe.com.

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 the area's most talented musicians. Music runs from 5-7 p.m.

TrailCon 2025

A two-day celebration of trail and ultra running draws attendees from across the globe to North Lake Tahoe and is strategically placed between two iconic races, the Broken Arrow Skyrace and the heralded Western States 100-Mile Endurance Run. TrailCon runs June 24-25 and is the literal "heartbeat of the sport" and showcases 20+ panels, a famous keynote speaker, a new Trail Running Hall of Fame Ceremony, a consumer-facing vendor village/exposition, brand activations and more. TrailCon is free to attend.

Bluesdays on Tuesdays

The immensely popular, free outdoor concert series features top blues musicians every Tuesday through Aug. 27.

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.

June 24 - The Blues Monsters

July 1 - Roy Rogers & The Delta Rhythm Kings

July 8 - Terry Hanck

July 15 - Laurie Morvan

July 22 - Chris Cain

July 29 - Mark Hummel

August 5 - Dennis Jones

August 12 - Studebaker John & The Hawks

August 19 - Rocky Athas

August 26 - JC Smith

Washoe Cultural Talks

Members of the Washoe Tribe will share stories of their history and culture monthly during the summer at High Camp. The first talk is scheduled for June 27.

The Washoe Tribe has deep roots in Olympic Valley, Lake Tahoe and the Sierra Nevada mountains which will be explored in-depth. A Washoe guide will point out surrounding natural landmarks,

local animals and plants and how they used them. Original artifacts will also be on display.

Attendees should meet outside of the Aerial Tram entrance by 9:15 a.m. The event is free, but an Aerial Tram ticket is required and registration is strongly recommended. 2025 Ikon Pass holders have free access to the Aerial Tram. Tour attendees can purchase an Aerial Tram ticket at a special discounted rate. All ticket sales collected from the event will be donated to the Washoe Cultural Fund. Walk-ups will only be permitted to join the group if there is room. Talks run from 10-11 a.m. are scheduled for July 18, Aug. 23, Sept. 26 and Oct. 10.

First Street Yoga Series

A free outdoor yoga series returns for the summer every Wednesday from July 2-Aug. 20 outside the Palisades Yoga Studio. Complimentary classes kick off at 5 p.m. and are taught by a different local teacher each week. All levels are welcome, but please bring your own yoga mat.

High Camp Alhorn Experience

Experience the ethereal sounds of the Sierra Alhorns echoing across the mountains July 11 at High Camp. The unique alpine tradition brings the rich, resonant tones of authentic alhorn music to the stunning backdrop of Palisades Tahoe—an unforgettable celebration of mountain culture and summertime serenity. Runs 11 a.m.-12:30 p.m.

Wild Lotus Yoga Festival

Held July 11-13, the festival offers three days of yoga, meditation, and music, celebrating Tahoe-Truckee wellness community in the Village at Palisades Tahoe.

Immerse yourself in a variety of yoga classes, workshops, and educational talks led by stellar presenters. Connect with



Bingo offers family fun for everyone.

like-minded individuals and embrace the serenity of the sublime High Sierra surroundings.

Palisades Mountain Run on Hold

Organizers have announced they are pausing the annual Palisades Mountain Run for 2025 in order to reassess the long-term vision of the event, explore new opportunities to deepen community partnerships, and consider how this race can best support Far West, community partners, and sustainable recreation in the years ahead. In a statement they said, "We hope to be back in 2026 with new energy, a renewed commitment to place, and a version of the event that continues to reflect the values we care most about. Thank you for your continued support—and we can't wait to see you back out there soon."

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.

23rd Annual Brews, Jazz & Funk Fest

Brews, Jazz, & Funk returns to The Village at Palisades Tahoe Aug. 16 for a full day of great beer and live music. Enjoy craft brews from local and regional breweries, with bands playing across multiple stages throughout the afternoon and evening. The event features an exceptional live music lineup, including The Floozies, Scott Pemberton O Theory, Pressing Strings, The Wreckords, Duo Dinamico and more bands being announced soon.

All proceeds from the event benefit the Humane Society of Truckee Tahoe which is 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 and one of the Humane Society's most important fun-



BJF benefits Tahoe's furry friends.

draisers," says Caroline Ross, executive director for The Village. "Advance ticket sales are highly recommended."

Participating breweries include BrewBilt Brewing, Fall River Brewing, Anderson Valley Brewing Company, Pabst Brewing Company, FiftyFifty Brewing, Firestone Walker Brewing, Alibi Ale Works and Truckee Brewing Company

The BJF is held in partnership with the North Tahoe Community Alliance and TOT-TBID Dollars at Work and runs from 1 - 8 p.m.

Please note this event may sell out and/or there will be limited tickets available at the door. Ticket sales for pre-purchase ends at 11:59 p.m. on Aug. 15. Beer and other alcohol tickets are sold onsite only. Kids 12 & Under are free.



The annual Oktoberfest is a barrel of fun.

Alpine Ever After

The resort celebrates the inaugural season of its new wedding venue, Alpine Landing, on July 27 with Alpine Ever After. Couples are invited to be among the first to exchange vows - whether for the first time or all over again - at the stunning new location.

Alpen Wine Festival

Hosted by The Village and Uncorked the 36th Annual Alpen Wine Fest on Aug. 31 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. 5 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 4-930 p.m.

Oktoberfest

The Squaw Valley Oktoberfest Celebration on Sept. 27 is North Lake Tahoe largest and features traditional Bavarian festivities, folk dancers, a beer garden, brats and kraut and fun and games all afternoon from noon-6 p.m. Enjoy live entertainment by Joe Smiell's 20-piece Bavarian Band, the Almenrausch Schuhplattler Dance Troupe, accompanied by the Alpentanz Kapelle Band throughout the day. All entertainment at the event is free.

OTHER SIDE OF MOUNTAIN

Tahoe City welcomes back 4th of July fireworks and celebrates a pair of noteworthy anniversaries this summer.

The Boom is Back

The 77th Tahoe City Fireworks Show is set for 9:30 p.m. on July 4. The pyrotechnics will be preceded by day-long activities throughout town, including a family-friendly fun zone at Heritage Plaza and live music and entertainment. Free shuttle service starts at 4 p.m.

Concerts at Commons Beach Celebrates 20th Anniversary

The Tahoe City Downtown Association presents the 20th Anniversary of the free summer music series at Commons Beach every Sunday through Sept. 7. This year's lineup spans bluegrass, funk, soul, jam, rock, jazz, and Americana—curated to make every Sunday a celebration of sound and summer. For more details on Tahoe City events go to www.visittahoecity.org.

Tahoe Yacht Club: Cheers to 100 Years

The Tahoe Yacht Club, headquartered in Tahoe City, reaches its 100th milestone this summer and celebrates with a variety of activities, including its sponsorship of the annual Concours d'Elegance on Aug. 8-9. The Concours is considered one of the best antique and classic boat shows in the world. For more information go to www.tahoeyc.com





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THURS JULY 24	THE BROTHERS COMATOSE BEATS ANTIQUE PAPADOSIO	TIER 2 TIX ON-SALE NOW! 4PM
FRI-SAT JULY 25-26	GAMBLERS RUN MUSIC FESTIVAL 2025	TIER 2 TIX ON-SALE NOW! 2PM
Fri Aug 1	TAB BENOIT	\$25 ADV \$30 DOS 8PM
SAT. AUG 2	FLEETWOOD MACRAME	\$17 ADV \$20 DOS 8PM
WED. AUG 13	FEMI KUTI & THE POSITIVE FORCE	\$30 ADV \$35 DOS 8PM

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Adventure Van Expo to Roll into Resort



The Adventure Van Expo returns to Palisades Tahoe on Sept. 20-21. The show is the sixth stop on a national tour and will feature a full weekend of van vendors, including builders, rental companies and accessory providers. Tours of built-out custom adventure vans will be accessible in an open house style. Local builders like Truckhouse, Elevated of Sprinters were sticking up above the cars, and I wanted to get one. Now the vans are everywhere. I'd like to think I have something to do with that."

The two-day expo also features a DIY section, used vans for sale, food, beer, live bands and accessories for sale and runs from 10 a.m. - 5 p.m. on Saturday and 9 a.m. - 3 p.m. on Sunday.

'Close to 100 companies will be on display from around the country.'

van, Alpen Van and upfitters such as Sierra Adventure Vehicles are participating. "The show has grown quite a bit over the years since I started it in 2018 in Homewood," says Adventure Van Expo founder Neil Morse. "We've now expanded into the whole main parking lot in The Village, and camping is available over by Far East. This year we'll have just shy of 100 companies on display from around the country."

Morse says bringing the the tour to Palisades holds a special significance for him. "It's full circle for me as an old SV skier to take over the parking lot by storm," he says. "I love it. I actually got the genesis of the idea from sitting in my old office at Chase RE (now Alpenglow). The tall roofs

Tickets are \$5 in advance and \$10 at the gate. To purchase tickets and for more information go to www.adventurevanexpo.com.

Made in Tahoe Festival Returns - Again!

The popular Made in Tahoe Festival fall version returns to The Village on Oct. 10-11 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. 🍷

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Photo by Michael Kennedy

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A Play by Rick Elice | Music by Wayne Barker
Based on the Novel by Dave Barry and Ridley Pearson
Directed by Jaclyn Miller

July 5-August 24 (Showcase Series: July 7- August 25)
Sand Harbor at Lake Tahoe Nevada State Park

LakeTahoeShakespeare.com | 800.747.4697

Generous Support Provided By:

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.

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 operates daily from 10 a.m.-3 p.m. Every adult Aerial Tram ticket comes with a \$5 off coupon for Rocker or Sun Bowl in The Village at Palisades Tahoe.

2025 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, situated at 8,200 ft. above sea level among Sierra Nevada peaks and is the gateway 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 - Access a variety of hiking trails that lead to waterfalls, alpine lakes, meadows, peaks and scenic views of Lake Tahoe.

- Naturalist Walks - Learn about the resort's natural history on daily guided 1.5-mile hikes; weather-dependent.

Meet in Tram lobby at 11 a.m. and 1:30 p.m. No reservations necessary.

- 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.

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.

Kids Adventure Camp

Outdoor adventures and artistic exploration await kids ages 5-13 at the Adventure Camps. Activities are child-centered and age appropriate and led by experienced counselors. Enrollment includes access to the Aerial Tram, daily activities, snacks and lunch. Single day or multiple days are available.

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 expe-

rienced yoga instructors before or after a day on the mountains.

Olympic Valley Treetop Adventure Park

The Adventure Park consists of three different towers reaching up to 50 feet and is a mix of vertical climbing events along with a variety of bridges and zip lines. 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.

Mini Golf & Bungee Trampoline

In The Village, guests can enjoy the 9-hole mini golf course and the bungee-jump trampoline for \$10 each.

The Links at Everline Resort & Spa

The Links at at Everline is a spectacular 18-hole championship golf course designed by renowned golf course archi-

tect 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.



SHIRLEY CANYON: Wildflowers & Waterfalls

Explore the spectacular 3.6-mile trail which winds past waterfalls and wildflowers to Shirley Lake and ends at High Camp. From there, hikers can download the Aerial Tram for free. Hikers should park in the resort parking lot and walk along Shirley Canyon Rd. to the trailhead. 🌲



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2025 ADVENTURE VAN EXPO




PALISADES TAHOE • SEPTEMBER 20-21

Sat 10-5, Sun 9-3 - \$5 advance, \$10 day of show

- Open house vans all day • Music, food trucks, beer • Amazing custom van builds from around the country
- Truck campers and accessories for sale • DIY section and used vans for sale • Local builders will be on site

Tickets: www.adventurevanexpo.com or www.ticketleap.events/tickets/adventure-van-expo-4/northtahoe



SUMMER IN THE VALLEY

WEEKLY EVENTS

BLUESDAYS

Tuesdays: June 24 - August 26

FIRST STREET YOGA

Wednesdays: July 2 - August 20

THE GREAT BINGO REVIVAL

Thursdays: July 17 - August 21

SUNSETS LIVE MUSIC

Fridays: July 18 - August 22

SUMMER EVENTS

WILD LOTUS YOGA FESTIVAL

July 12 & 13

BREWS, JAZZ & FUNK FEATURING: THE FLOOZIES

August 16

ALPEN WINE FEST

August 31

GUITAR STRINGS VS CHICKEN WINGS

September 5

ADVENTURE VAN EXPO

September 20 & 21

OKTOBERFEST

September 27

MADE IN TAHOE FALL

October 11 & 12