

Mt. Rose opening \$4 million Lodge



By Susan Wood

Mt. Rose Ski Tahoe slides into another season with a new lodge set to open next month that offers a panoramic view of Washoe Valley, a feature not likely to be lost on its most faithful riders.

Skiers will be accommodated with signature food service and full bar inside the new 7,865-square-foot "Winters Creek" aka Slide Lodge that seats 150. Another 400 may take to the deck located 4,000 feet above Washoe Lake on the southeastern edge of the Slide Bowl near the Blazing Zephyr chairlift. This side of Mount Rose is known for its local following.

A mix of glass and steel materials marks a European architectural style for the \$4 million complex, a major investment in the ski industry today. Skiers and boarders who crave warmth as much as good deals, exciting events and various creature comforts will enjoy the sun's full force against the glass panels that help to heat the lodge through solar energy.

If it's energy one seeks out of a ski experience, Mt. Rose "which rises to 9,700 feet at its summit – plans to deliver again with some new thrills mixed in with the traditional variety. The resort is hosting a "Saturday in the Park" rail jam this Saturday in Ponderosa Park at 1pm.

When the ski area opened Halloween weekend, it was on a limited basis. On Thursday it began operations seven days a week.

On Thursdays through the winter, women on boards and two planks with season passes may take advantage of free ski clinics as part of an overall recognition of recession-busting measures most ski resorts are trying to make.

Daily lift ticket sales fell slightly last year, but resort officials discovered that most who partake in the sport want to seize on the financial benefit of purchasing a season pass for return visits.

“We were down a bit on daily lift ticket sales, but up on season pass sales, so that tells us that our season pass holders were utilizing their passes more and sticking close to home,” Mt. Rose Ski Tahoe spokeswoman Kayla Anderson said. “We’ve had daily specials for our guests for about 15 years, so that’s nothing new. When people visit Reno or Lake Tahoe, we’d like them to check out Mt. Rose for at least one day of their vacation.”

A whole lineup of daily specials minus holidays will mark the season with bonus Mondays – \$29 with a lift ticket purchase on Saturdays and Sundays, “Over the Hill” ticket sales on Wednesdays for those over 50 running \$35 (the student discount as well) and the weekender that gives you three days to ride for \$130. The same price can grant a family a package called “Runs and Roses” that includes two adult tickets and two children’s. Youth programs have also been introduced.

The all-day adult lift ticket normally runs \$65. Half day is \$50. Season passes cost \$333.

The ski area known as Sky Tavern started operating a rope tow in 1941, and a dozen years later opened a resort named Reno Ski Bowl. During the 1960 Olympic Games at Squaw Valley the area’s Slide Mountain hosted the women’s downhill course.

Mt. Rose Ski Tahoe is located off its namesake highway, Highway 431, 11 miles from Lake Tahoe’s North Shore. It can be contacted via www.skirose.com or 800-SKI-ROSE.