

# South Tahoe giving people a reason to visit New Year's Eve

By Kathryn Reed

This New Year's Eve there will be more to do on the South Shore than standing around in the cold getting drunk at Stateline.

Lake Tahoe Community College board of trustees on Tuesday unanimously agreed to partner with South Lake Tahoe to bring Snowball Music Fest to the campus as well as the neighboring joint use ball field.

Nancy Kerry from the city gave an overview to the board Aug. 9 about a similar event put on by Chad Donnelly at Avon, near Vail. She was in Colorado to witness three stages filled with bands, a sea of people in their 20s not minding the cold or the fact it was snowing, and a town appreciative of the revenue it brought it. (Avon is at the base of Beaver Creek ski resort.)



South Lake Tahoe is importing a Colorado concert concept for

New Year's  
Eve. Photo/LTN  
file

Trustees Molly Blann and Kerry David voiced the most concern about having such an event Dec. 31 when the area is already bustling and hotel rooms are scarce.

Kerry said that capturing a fraction of the crowd that assembles at Stateline with nothing to do would help ensure a successful event. When events are not good the first year, they seldom see a return engagement.

"It has to come out of the shoot great," she told the board.

While all the negotiations are not complete, another thing the city and LTCC like about the event is the promoter provides security and volunteers. Locals may be hired, but he takes care of that aspect.

A previous concern of the college's was the sale of alcohol because that is not allowed on campus except under certain circumstances, which this does not apply. However, boozes can be sold and consumed at the ball field.

What LTCC President Kindred Murillo is concerned about is people wandering on campus.

It will be fenced off in some manner, Kerry said.

It is likely the phys ed building will be used as a green room for the bands. In Avon, the recreation center was used in that manner.

In Avon in its first year – which was 2011 – 8,600 tickets were sold. It's estimated more than \$2.6 million in sales were generated, with the average person spending about \$300.

Kerry said alcohol sales weren't that much, with just one beer booth. How much hot cocoa was consumed was not revealed the

other night.

She conveyed that businesses made out by staying open later to accommodate the hungry crowd.

The city is working on ski deals with Heavenly Mountain Resort, using the California lodge for parking, and working with the casinos. The city has also committed to providing shuttles for Snowball-goers.

Social media was the driving force for advertising and ticket sales in Avon, with the same expected for the South Lake Tahoe event.