

SnowGlobe still in search of permanent location

By Kathryn Reed

Where will the stages for SnowGlobe 2015 be located?

That is a question many people would like answered.

Promoter Chad Donnelly has a three-year contract with South Lake Tahoe to bring the three-day music festival to the city. While this is the fourth year for SnowGlobe, it is the first year of the latest contract.

A big condition of the contract is that the ball fields adjacent to Lake Tahoe Community College can only be used in subsequent years if it's deemed the artificial turf can sustain such activity. That answer won't be known until the spring.



SnowGlobe is returning to the ball fields next to Lake Tahoe Community College Dec 29-31. Photo/LTN file

“Last year the team thought the field could only take one more year. And because the college is using it for soccer, it is getting used for that as well,” City Manager Nancy Kerry told *Lake Tahoe News*.

The city and college own the field. However, when it was built with what was Measure R money, the taxpayers agreed to the measure with the belief it was a community ball field.

Now the college is adding to the wear and tear by having resurrected the men and women's soccer programs. A question is whether LTCC should be contributing to the maintenance costs of the field. Plus, there is money in the just approved Measure F that deals with fields.

"When it comes to the field where SnowGlobe is happening, the city is in the driver's seat, as the community field is under the control of the city, not LTCC. We just have first right to scheduling for our programs," Kindred Murillo, LTCC president, told *Lake Tahoe News*.

If the field were replaced during the life of the SnowGlobe contract, a new venue automatically has to be found. When the field is replaced, funds will come from what is now Measure R.

"We really need an event location in town," Kerry said. "And with Hard Rock coming on line, we'd really like to keep it on the South Shore. We will explore any option if we can't have it on the field. To lose it to another location would be disappointing for economic reasons as well as we have it running smoothly."

Donnelly would also like to keep it within the city limits – especially since that is whom he has the contract with. He said it is premature to be discussing the possibility of moving the festival across the state line.

"In a perfect world I don't necessarily know that it is the best fit (at LTCC). I love the location and our partners there and there are things that make it very special, but there are a few different places that could potentially add to the experience," Donnelly told *Lake Tahoe News*.

He would not reveal what other locations he might prefer.

One thing that needs to be taken into consideration is the festival keeps growing. In the first year about 9,000 people attended each night. This year Donnelly is predicting close to 15,000 per night.

Donnelly said the growth is a “testament that people like the city of South Lake Tahoe, the festival, and the opportunity to ski and snowboard.”

Discussions about changing locations will take place between Donnelly and the city when he is here later this month for SnowGlobe. Also on the table is the possibility of bringing a summer festival, with a different music genre, to town.

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Notes:

- SnowGlobe is Dec. 29 from 3-11pm, Dec. 30 2:30-11pm, and Dec. 31 2:30pm-Jan. 1 at 1:30am.
- The city's hot line is already up and running – 530.542.6001.
- There will be fireworks all three nights.
- Tickets are still available.