

# Uphill battle to keep Mt. Rose locally owned

By Benjamin Spillman, Reno Gazette-Journal

A series of Facebook posts under the name One Reno make a locavore pitch for the future of Mt. Rose Ski Tahoe, the longtime Reno-area ski resort.

“KEEP MOUNT ROSE LOCALLY OWNED,” one all caps post screams.

In the comments under another post announcing a crowdfunding effort One Reno makes a pledge aimed at local skiers and riders who like the down-home feeling of the resort overlooking Reno which management announced in January was for sale.

“We will keep the Mountain locally owned, and never allow it to become McSki-Resort,” One Reno posted in response to a commenter who asked about development plans.

One Reno is the brainchild of Govind Davis, a Reno resident with a background in technology who co-founded a consulting firm called MCF Technology before moving to Nevada.

Davis, who has no ski industry experience, is nonetheless seeking to put together a deal he says would put locals in control of charting a future for Mt. Rose.

**Read the whole story**