

# Sierra opening store in South Lake Tahoe

By Kathryn Reed

Sierra-at-Tahoe is expanding its footprint.

The ski resort close to Echo Summit is about to have a storefront in South Lake Tahoe. It will be two doors down from Big 5 in what is now called The Crossings shopping center at the Y.

“Hours of operation have not been determined yet. With that being said, the store its likely to operate into the evening to accommodate guests arriving to Tahoe,” Thea Hardy, spokeswoman for the resort, told *Lake Tahoe News*. “Information, reservations, ticket fulfillment and retail options will be available to them.”

The plan is open before the holidays.

Buying tickets online is the norm now because it’s usually the least expensive option. Going to the store in town means not having to wait in a line to redeem them at the resort.

Today when people call the resort after hours there is no one to take that call. That all changes when the storefront opens.

There will also be a retail component to the space. Mostly it will be outerwear and accessories – not equipment. Hardy, though, stressed the merchandise will not compete with Big 5 in terms of type of apparel available. Plus, there will be a slew of Sierra logo items for sale.

During the non-ski periods resort staff will be talking up Sierra as a wedding venue, and still selling clothing and other stuff.

The Crossings is in the midst of a seven-figure renovation that includes redesigned retail areas, at least one restaurant and a connection to area bike paths.