

Sky Tavern has been actively pursuing significant changes and laying the groundwork for future growth. In March, Pat Cashell was appointed as CEO, and Chris Brown as COO, bringing new leadership to the organization. Under their guidance, Sky Tavern has been redefining its mission, values, and purpose to better align with its vision for the future.

## The Mission

Provide outdoor recreation for all

## Our Values

1. Family First- Family is the backbone of our organization and guides everything we do.
2. Fun- Explore and create new and exciting experience opportunities.
3. Climb Your Mountain- Support all striving to overcome their "mountains" through outdoor recreation.
4. Integrity- Committed to doing the right thing even when no one is watching.
5. Explore- Foster and create environments that allow all to explore the outdoors.

## The Purpose

Open avenues to all by providing outdoor recreation regardless of one's physical, mental, or financial means

## Winter:

The second season of snowmaking for Sky Tavern started on November 26th, 2023, with the mobile fan gun producing snow for 5 hours. This marked a historic moment for Sky Tavern as it fulfilled one of the conditions of the long-term lease agreement with the City of Reno. Snowmaking was limited to the base area and only one gun was operational for the second season. The possibility of snowmaking was made feasible by Technoalpin providing a mobile pump to supply water to the fan gun. The second season of snowmaking represented significant progress over the first year, as it enabled the opening of the Webster carpet on man-made snow, allowing the race team and high school teams to commence practice in December. The single fan gun converted half a million gallons of water into 5 acres of snow, creating a solid base layer for the season's operations.

- Snow in inches: 277.5 in
- Operational days: 73 days
- Total skier visits: 19,600
- Snowmaking days: approximately 15
- Snowmaking pumped 570,000 gallons of water for snow
- Snowmaking system installation is 85% complete
  - 90% for this season
- 33,800 Gallon Water Tank was Purchased
  - Millions of gallons of water storage is still needed



## Jr. Ski Program:

- 3034 Members
- 1564 Children ages 4-18
- 315 Scholarships awarded (equivalent to \$120,643.10)
  - 130 Members of the Reno Housing Authority
  - 17 Members of the Boys and Girls Club partner with Slopes for Sanity
- 1200 sets of equipment rented
  - 228 sets of scholarship equipment
- Volunteer Hours: Approximately 23,520 Hours



## High School Racing:

The 2023-2024 Season was Sky Tavern's first year hosting High School Racing, also known as NIAA.

- 138 Students Registered
- 29 Coaches
- 22 Practice Days
- 8 Races

## Summer:

Since launching our Riders in the Sky Skills Clinic program in 2023, hundreds of youth and adults have progressed their skills and confidence under the guidance of our professional, certified mountain bike instructors. Affordably priced for accessibility to the community, our clinic program teaches on-bike fundamentals and progressive skills from beginner to intermediate levels.

The program is poised to grow another 50% in 2025 with the addition of a new progression skills zone, more coaches, and a growing need for professional instruction among the community.

- New Progression Skills Zone built with donation funds
- Trail users per week: 250+
- 2024 Bike Park opening date: May 19, 2024
- Opening day for Clinics: June 5th, 2024
- Youth served from beginner to intermediate skill level, ages 8-13: 35
- Women served from beginner to intermediate skill level, ages 18-65: 55
- Adaptive bike events promoted by the City of Reno and High Fives: 3
- Bike Demo Events: 4
- Community Events: 5



Our focus for the upcoming year is to continue opening avenues to all by providing outdoor recreation regardless of one's physical, mental, or financial means. We will continue to grow programs, experiences, and people through good stewardship and forward-thinking planning and execution.

**Sky Tavern Inc.**  
**Statement of Activity**  
September 2023 - August 2024

	TOTAL
Revenue	
4001.00 Registration Fees	
4001.01 Registration Fees	830,958.85
4001.02 Registration Refunds	-24,042.25
4001.03 Transportation Fees	11,901.32
<b>Total 4001.00 Registration Fees</b>	<b>818,817.92</b>
4002.00 Race Team	
4002.01 Race team Entry Fees-Revenue	9,619.05
<b>Total 4002.00 Race Team</b>	<b>9,619.05</b>
4003.00 Sales	160,993.53
4004.00 Special Event Revenue	242,689.22
4005.00 Summer Programs	
4005.01 Sales	71.00
4005.03 Vendors	450.00
<b>Total 4005.00 Summer Programs</b>	<b>521.00</b>
4008.00 General Donations- Non- Restricted	260.00
4008.01 Individuals	118,399.33
4008.02 Corporate/ Business	9,800.00
4008.03 Foundations/ Trust	62,000.00
4008.04 Other	540.36
<b>Total 4008.00 General Donations- Non- Restricted</b>	<b>190,999.69</b>
4050.01 Venue Rental	279.00
4100.00 Grant Revenue	
4100.01 Unrestricted Grants	30,000.00
4100.02 Restricted Grants	596,299.44
<b>Total 4100.00 Grant Revenue</b>	<b>626,299.44</b>
4200.00 Restricted Donations	
4200.01 Individuals	166,695.95
4200.02 Corporate/Business	157,564.00
4200.03 Foundations/Trust	512,738.00
<b>Total 4200.00 Restricted Donations</b>	<b>836,997.95</b>
4300.00 Lease Revenue	5,000.00
4350.00 In-Kind Donations	2,804.00
4350.02 Donated Professional Fees	-3,321.50
<b>Total 4350.00 In-Kind Donations</b>	<b>-517.50</b>
Uncategorized Income	1,827.98
<b>Total Revenue</b>	<b>\$2,893,527.28</b>
GROSS PROFIT	
Expenditures	
5000.00 Cost Of Goods Sold	
5000.01 Logo Wear	22,379.56

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	TOTAL
5000.02 Food	41,952.32
5000.03 Vendors	97,674.23
<b>Total 5000.00 Cost Of Goods Sold</b>	<b>162,006.11</b>
6000.00 Accounting	4,572.37
6005.00 Advertising and Marketing	6,846.75
6005.01 Website	10,741.53
6005.02 Social Media	3,559.93
6005.03 Print	1,245.00
<b>Total 6005.00 Advertising and Marketing</b>	<b>22,393.21</b>
6015.00 Bank Charges	390.00
6025.00 Dues & subscriptions	5,821.41
6030.00 Fuel	
6030.01 Diesel	26,992.44
6030.02 Gasoline	9,113.98
<b>Total 6030.00 Fuel</b>	<b>36,106.42</b>
6035.00 Fundraising Expenses	22,688.06
6040.00 Insurance Expense	49,738.78
6040.01 Liability	31,174.64
6040.02 Workers Compensation	66,117.09
6040.04 BOD	1,790.00
6040.05 Buses	8,655.00
6040.06 Autos and Other	25,183.20
<b>Total 6040.00 Insurance Expense</b>	<b>182,658.71</b>
6045.00 Licenses and Permits	2,142.75
6050.00 Merchant Service Fees	30,043.66
6055.00 Office Expenses	481.27
6055.01 Other General Office Supplies	3,495.52
6055.02 Small Office Machines	1,360.34
6055.03 Software	10,398.76
6055.04 Postage	1,369.34
<b>Total 6055.00 Office Expenses</b>	<b>17,105.23</b>
6060.00 Payroll	483,352.88
6060.01 Year Round	281,138.18
6060.02 Seasonal	128,091.40
6060.03 Executive Director	176,517.26
6060.04 Reimbursable Expenses	1,163.63
6060.05 Taxes	21,330.77
6060.06 Health Insurance	2,423.16
6060.50 Payroll Taxes	9,029.23
<b>Total 6060.00 Payroll</b>	<b>1,103,046.51</b>

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	TOTAL
6065.00 Professional Fees	-2,767.50
6065.03 Accounting	73,123.77
6065.04 Fundraising and Development	320.02
6065.05 Payroll Fees	6,248.30
<b>Total 6065.00 Professional Fees</b>	<b>76,924.59</b>
6070.00 Program Cost	540.95
6070.01 Race Entry Fees-Expenditures	87,678.40
6070.02 Equipment	124,643.55
6070.03 Supplies & Materials	10,474.33
6070.04 Buses	7,350.00
6070.05 Other	23,807.85
6070.06 Summer Camp Mgmt Fees	2,015.00
<b>Total 6070.00 Program Cost</b>	<b>256,510.08</b>
6075.00 Repair & Maintenance	1,776.28
6075.01 Equipment	140,872.30
6075.02 Vehicles	6,193.28
6075.03 Lodge	6,400.97
6075.04 Lubricants	876.65
6075.05 Lifts	69,858.41
6075.06 Bike Trail Construction	48,842.70
<b>Total 6075.00 Repair &amp; Maintenance</b>	<b>274,820.59</b>
6085.00 Utilities	
6085.01 Propane	13,238.37
6085.02 Electric	23,460.98
6085.03 Telephone	4,637.09
<b>Total 6085.00 Utilities</b>	<b>41,336.44</b>
6090.00 Volunteer Appreciation	3,833.09
6095.00 Training	8,215.63
7000.00 Travel	1,649.36
Bank Charges & Fees	115.00
Payroll Expenses	0.00
Taxes	20,451.56
<b>Total Payroll Expenses</b>	<b>20,451.56</b>
Reimbursements	5,698.71
Unapplied Cash Bill Payment Expenditure	0.00
<b>Total Expenditures</b>	<b>\$2,278,529.49</b>
<b>Total Expenditures</b>	<b>\$614,997.79</b>
NET OPERATING REVENUE	
Other Revenue	
4250.01 Interest Income	20,041.76
<b>Total Other Revenue</b>	<b>\$20,041.76</b>

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	TOTAL
Other Expenditures	
Other Miscellaneous Expenditure	661.25
<b>Total Other Expenditures</b>	<b>\$661.25</b>
NET OTHER REVENUE	<b>\$19,380.51</b>
NET REVENUE	<b>\$634,378.30</b>