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IT ALL BEGINS WITH COFFEE!



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Photo courtesy of Augustine Agency

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# DOLCE&GABBANA



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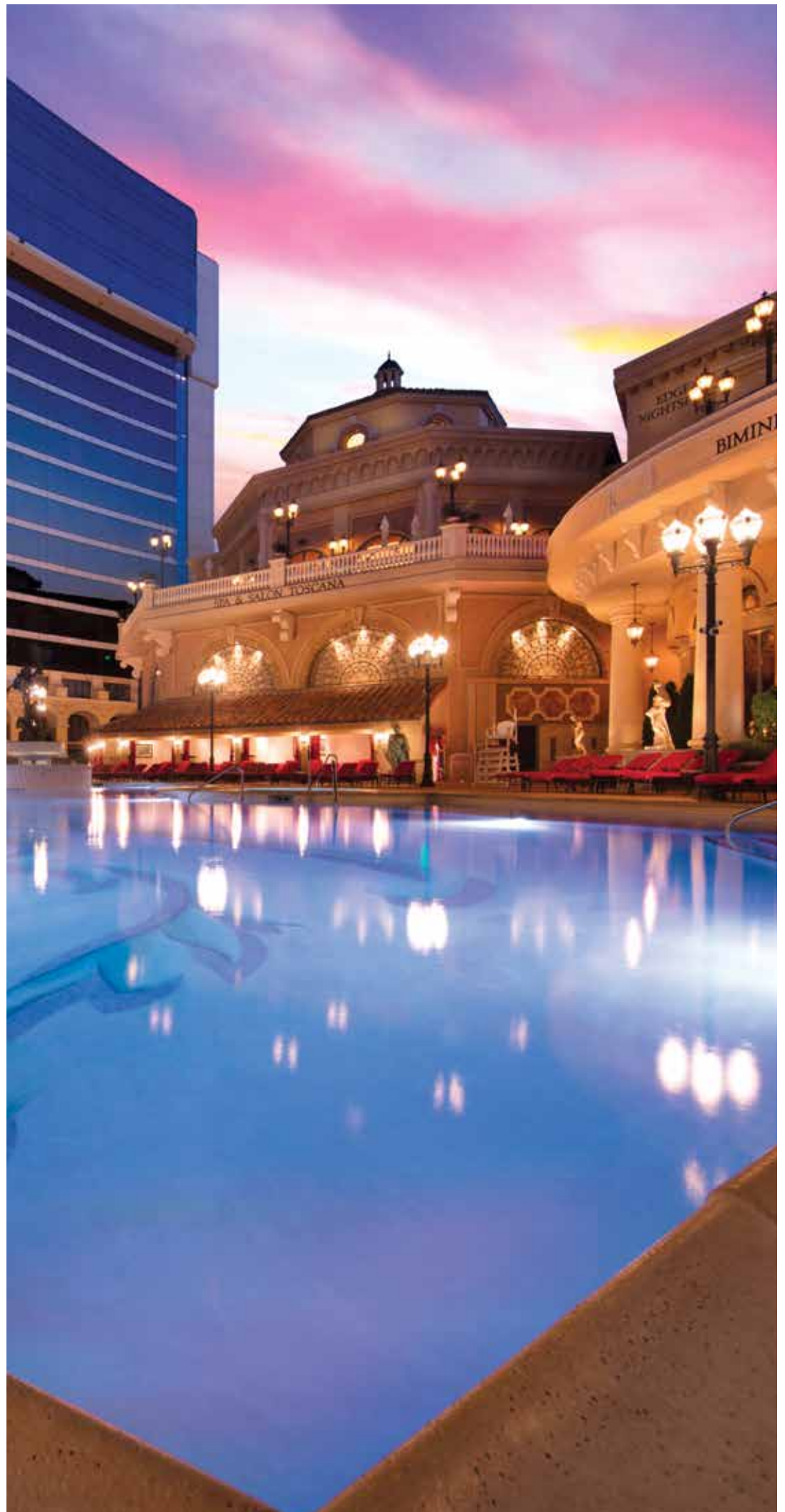
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PEPPERMILL  
RENO





# WINTER

**C**old weather can't slow down the *Biggest Little City in the World*. The Reno-Tahoe area is a world-renowned destination year-round, and the winter events rise to the occasion. Visit from January to March to enjoy entertainment ranging from theatrical performances to monster truck races.

**PBR PENDLETON  
WHISKY VELOCITY  
TOUR**

*Jan. 10-11*

Take part in some Wild West action when the Professional Bull Riders Velocity Tour comes to the Reno Events Center! Featuring some of the best athletes in the sport, not to mention some of the fiercest bulls, this event will be a high-energy spectacle of skill and courage. Bull riding is as thrilling to watch as it is dangerous, and both nights of this event are guaranteed to have you on the edge of your seat. Get tickets for Friday or Saturday at [ticketmaster.com](http://ticketmaster.com).

**CLASSIX SERIES:  
TCHAIKOVSKY'S  
VIOLIN CONCERTO**

*Jan. 18-19*

Violinist Esther Yoo, one of Classic FM's Top Artists under 30, will join the Reno Philharmonic to perform Tchaikovsky's beloved Violin Concerto at the Pioneer Center for Performing Arts. The program is completed with Sarah Kirkland Snider's *Something for the Dark* and Carl Nielsen's Symphony No. 4, "The Inextinguishable." Reserve your seat today for this breathtaking performance, one of Yoo's first U.S. exhibitions. Showtimes and tickets can be found at [renophil.com](http://renophil.com).

**MURDER ON THE  
ORIENT EXPRESS**

*Jan. 24-Feb. 9*

Agatha Christie's exceptional mystery novel is brought to life by the Reno Little Theater for a limited 11-performance showing! There's a train full of suspects and each has an alibi. Can detective Hercule Poirot solve the case? Get ready for a suspenseful ride aboard the Orient Express and enjoy theater perks such as Thirsty Thursday drink discounts and postshow discussions with the cast. For a full list of showtimes and to purchase tickets, visit [renolittletheater.org](http://renolittletheater.org).

**BREW HAHA**

*Jan. 25*

Brew HaHa is a benefit for the Sierra Arts Foundation, featuring a huge selection of micro and macro beer tasting plus live entertainment by the Garage Boys. Sierra Arts Foundation has been supporting the arts in our community since 1971, so head to the Nugget Casino Resort to have a cold one for a cause. Purchase tickets at [nuggetcasinoresort.com](http://nuggetcasinoresort.com).

**BIG GAME BLITZ**

*Feb. 2*

Peppermill's Big Game Blitz is the best football party around! Join 3,000 other fans in the Tuscany Ballroom to watch the big game on enormous video walls and projection screens. Enjoy an all-you-can-eat tailgate buffet, complimentary beer, and a commemorative gift, all while cheering your team to victory. Tickets are available at [peppermillreno.com](http://peppermillreno.com).

**ONESIE CRAWL**

*Feb. 8*

Reno's biggest pajama party takes place throughout the city February 8! Amazing bar crawls are fast becoming a tradition in the Biggest Little City, and the Onesie Crawl is the coziest of them all. Purchase your commemorative cup for \$10 to receive drink specials, discounted hotel rates, free cover at all participating locations, and admission to a huge party in the crawl capital with no last call! Get full event details at [crawlreno.com](http://crawlreno.com).



**RENO PUNK ROCK  
FLEA MARKET***Feb. 8-9*

RPRFM is an all-ages fundraiser for The Generator Community Art Space featuring more than 100 vendors, including artists, activists, nonprofits, makers, and musicians. Come together for a creative celebration of loud music, complete with food trucks, a donation-based bar, clothing swap, and much more! Tickets and event details can be found at [rprfm.org](http://rprfm.org).

**ALPENGLOW  
MOUNTAIN  
FESTIVAL***Feb. 15-23*

The Alpenglow Mountain Festival is a nine-day celebration of human-powered mountain sports with events, clinics, critically acclaimed films, and more! This year features nearly 80 events and is almost entirely free. Appreciate live music, educational workshops, and social gatherings this February in North Lake Tahoe. Register at [alpenglowsports.com](http://alpenglowsports.com).

**COCOA FOR  
A CAUSE***Feb. 13*

Peppermill's Cocoa for a Cause arrives just in time for Valentine's Day! Boxes of artisan truffles will be available for only \$10, with 100 percent of proceeds benefitting Anderson Elementary School and children in our community. The additional funds support the music program, field trips and enrichment activities, and student and staff incentives. For additional information, visit [peppermillreno.com](http://peppermillreno.com).

**SNOWFEST!***Feb. 28-March 8*

Named one of the Top 100 Events in the U.S. by the American Business Association, this 10-day event in North Lake Tahoe has been celebrating the snow since 1982. With events like a hot wing eating contest, polar bear swim, ice carving competition, and pancake breakfast, everyone will find something they love in the approximately 100 SnowFest! events. More than \$55,000 was raised for local nonprofits in 2019 alone, and organizers look forward to beating that number this year. Learn more at [tahoesnowfest.org](http://tahoesnowfest.org).

**TEDXUNIVERSITY OF  
NEVADA***Feb. 29*

Get inspired at this year's local TEDx conference, taking place at the Reno-Sparks Convention Center. Speakers from around the country will engage and entertain you with new and profound ideas worth sharing. The 2020 lineup includes 22 speakers ranging from lawyers to artists. Purchase tickets in advance at [tedxuniversityofnevada.org](http://tedxuniversityofnevada.org).

**29TH ANNUAL ROCKY  
MOUNTAIN OYSTER FRY***March 14*

Virginia City takes pride in its quirkiest events, and the annual Rocky Mountain Oyster Fry is no exception! More than 7,000 revelers visit the old mining town to crown the best "oyster" cook in the West. Dress in your most outlandish green gear and wash down all your samplings with the Ball Breaker Saloon Crawl, where your cup grants you one free beer and a variety of samples from many participating bars! Learn more about the event at [visitvirginiacitynv.com](http://visitvirginiacitynv.com).



# WINTER

## 8TH ANNUAL LEPRECHAUN RACE

*March 15*

Can you beat the leprechaun in this festive 5K? Run or walk in this Midtown district race, but know that there is a speedy, green leprechaun right on your tail! For each participant that the leprechaun passes, proceeds are added to the “pot of gold” benefitting the Terry Lee Wells Nevada Discovery Museum. Registration ranges from \$25 to \$40, and includes a personalized race bib, a complimentary beer, live musical entertainment, and much more. Sign up and find costume inspiration at [race178.com](http://race178.com).

## MONSTER JAM

*March 20-22*

Start your engines! The Reno-Sparks Livestock Events Center comes alive with the thunderous sounds of truck engines at this year’s Monster Jam. Don’t miss custom trucks like El Toro Loco, Grave Digger, Megalodon, and Scooby-Doo as they flip, race, and freestyle around the track. See the full lineup and purchase tickets at [monsterjam.com](http://monsterjam.com).

## 6TH ANNUAL WINTERWONDERGRASS

*March 27-29*

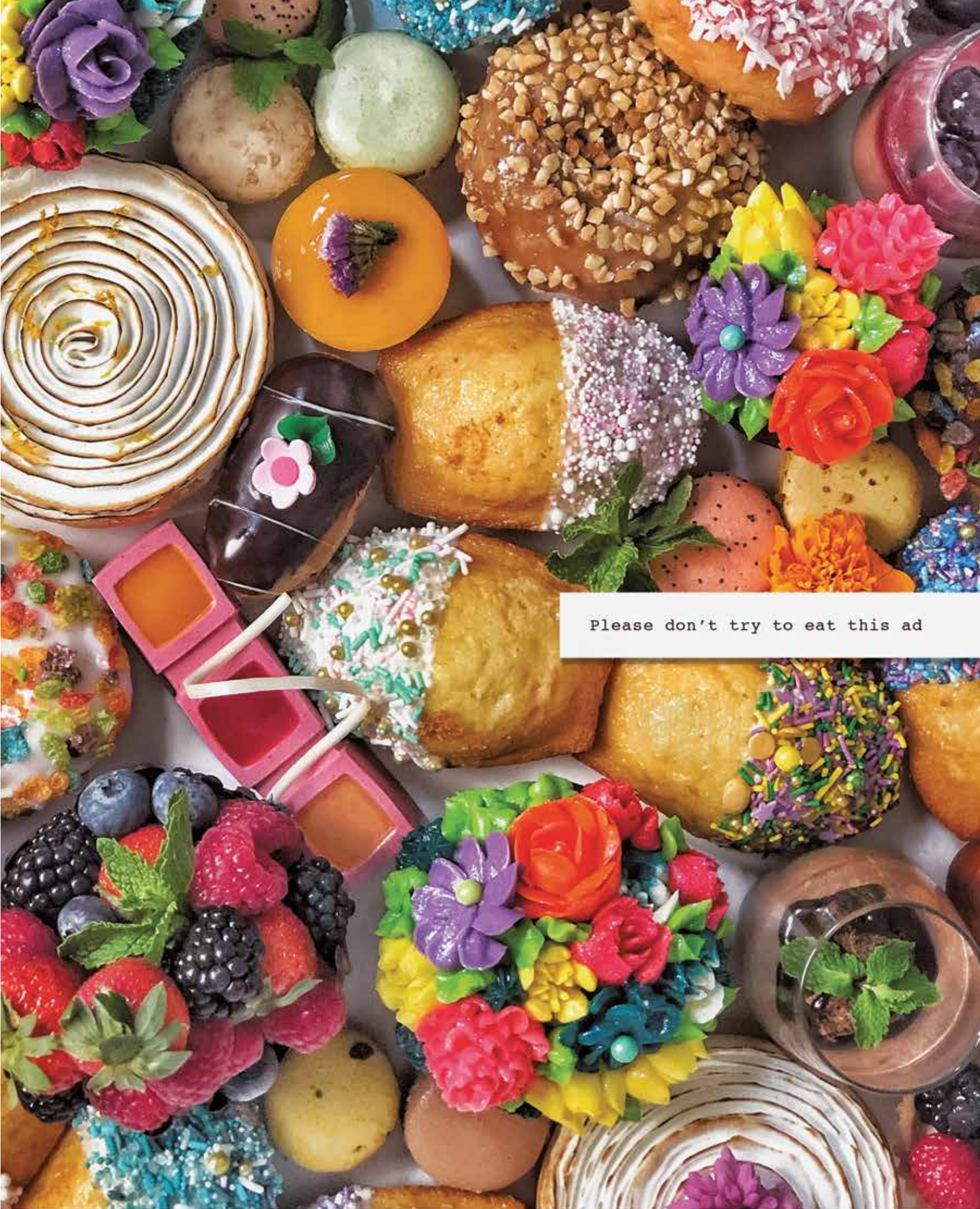
Music, brews, and views await at Squaw Valley’s annual Bluegrass music festival. Enjoy a heightened experience with three days of world-class Bluegrass and Acoustic Roots performers across four stages, all surrounded by snow-covered peaks. California and Nevada craft breweries will be offering tastings throughout four separate beer halls, and there will also be daily tea and cider samplings, heated VIP areas, cocktail bars, and lift ticket discounts for the ski resort. Purchase GA or VIP tickets at [squawalpine.com](http://squawalpine.com). ■

FOR THOSE WHO  
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Please don't try to eat this ad

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# Eat like a local



A HEAPING BOWL OF PASTA AND A NICE GLASS OF PINOT ARE FIT FOR ANY OCCASION. WHETHER IT'S A NIGHT OUT ON THE TOWN WITH YOUR BESTIES OR A ROMANTIC DATE NIGHT WITH YOUR SIGNIFICANT OTHER, ITALIAN CUISINE CAN SATISFY YOUR DEEPEST CRAVINGS. THE BIGGEST LITTLE CITY IS HOME TO MANY OUTSTANDING ITALIAN SPOTS, INCLUDING ROMANZA, JOHNNY'S RISTORANTE ITALIANO, LA FAMIGLIA, AND ZOZO'S RISTORANTE. EACH EATERY CREATES ITS OWN UNFORGETTABLE DINING EXPERIENCE.



# Italian

## Restaurants

by Katie Peters



# Romanza

You don't have to travel far to indulge in tantalizing dishes and an unparalleled atmosphere. Romanza, located in the Peppermill Resort Spa Casino, exudes Roman opulence with its awe-inspiring sculptures and enchanted dome. The Veal Chop Parmigiana, crafted with tomato sauce, pappardelle, buffalo mozzarella, and Parmesan, is a guest favorite. Pair it with a delicious red from Romanza's extensive wine list and your taste buds will thank you. Another specialty is the Chianti-Braised Short Ribs, which are as tender as they are savory. This mouthwatering dish is slow cooked and served with a red wine sauce over mascarpone polenta. For a perfect finale, treat yourself to an Affogato, prepared tableside with steamy espresso, vanilla gelato, toasted hazelnuts, and shaved chocolate.

Romanza boasts many accolades, including the *Wine Spectator* Award of Excellence, Best Italian Food by *Casino Player Magazine*, and a recommendation by *USA Today's* 10Best in both fine dining and romantic dining.







*Romanza is located inside Peppermill at 2707 S. Virginia Street,  
and is open Wednesday through Sunday, 5:30 p.m. to 9:30 p.m., and is closed Monday and Tuesday.*





# Johnny's Ristorante Italiano

Reno has changed quite a bit since the 1960s, but Johnny's exceptional pastas, sauces, and culinary creations have maintained their excellence throughout the decades.

Founders Johnny and Mary Cassinari began Johnny's in 1966 with a mission to serve the freshest, hand-selected ingredients to visitors and Reno locals. Ever since, taste seekers from near and far have enjoyed signature dishes like Filetto di Sogliole Petrale, a Parmesan-crusted petrale sole served with a lemon-cream sauce, angel hair pasta, tomatoes, and basil; and the Pizza Piacenza with prosciutto, grilled asparagus, and white truffle oil. The flavors don't stop with the dishes. Johnny's impressive wine list includes selections from domestic and foreign vineyards, bound to complement your choice of cuisine. End the night on a sweet note with Johnny's famous Florentine Cup, a caramelized almond cup filled with vanilla ice cream, fresh strawberries, balsamic syrup, and zabaglione cream.



*Johnny's is located at 4245 W. Fourth Street,  
and is open Tuesday through Sunday 5 p.m. to 9 p.m.,  
and is closed Monday.*

# La Famiglia

An intimate dining experience awaits at La Famiglia, located in Reno's Riverwalk District. This beloved eatery opened its doors in 2004 and boasts an "Old-World-inspired" menu using the freshest, made-from-scratch ingredients.

Visitors of La Famiglia can taste the authenticity with each bite of the handmade dishes. Some favorites include the decadent Truffle Mushroom Sacchetti and buttery Seared Citrus Scallops. If you're looking for a more traditional meal, the flavor profiles of the Spaghetti Con Le Polpette Di Carne (spaghetti and meatballs) or Lasagna will take you on a comforting journey. For dessert, you can't go wrong with a thick slice of cheesecake made fresh in-house. Enjoy a delicious aperitivo like Prosecco before your meal and a digestivo such as Limoncello after to embrace an Italian tradition that La Famiglia brings to Reno.



*La Famiglia is located at 170 S. Virginia Street,  
and is open Monday through Saturday 5 p.m. to 9 p.m., and is closed Sunday.*



Photo courtesy of La Famiglia





Photo courtesy of Zozo's

*Zozo's is located at 3446 Lakeside Drive, and is open Monday through Thursday 11:30 a.m. to 2 p.m. and 4:30 p.m. to 8:30 p.m., Friday 11:30 a.m. to 2 p.m. and 4:30 p.m. to 9 p.m., Saturday 4:30 p.m. to 9 p.m., and Sunday 4:30 p.m. to 8:30 p.m.*

# Zozo's

## Ristorante Fine Italian | American Dining

Zozo's Ristorante is truly a family project. Owners Judy and Sid Ashton run the charming brick restaurant with their son, Chef Kevin. Judy Ashton explains that the family's passion for fine Italian food is both simple and relatable: "The whole family loves to eat."

Zozo's is open for lunch and dinner and offers a wide variety of spectacular meals. Toss boring lunch plans into the trash and make your way to Zozo's for a hearty bowl of White Bean Minestrone or refreshing Caprese Salad. For a delightful dinner, savor every piece of the Zozo's Pomodoro Special—garlic, tomatoes, capers, green onion, basil, pine nuts, and blackened chicken all tossed with angel hair pasta. If you're too conflicted to decide on a dish, join in on A Taste of Zozo's, a wine tasting and food sampling event where expert chefs pair four wines with four dishes. The event is offered on a bi-weekly basis and reservations fill quickly, so be sure to check the new menu options and reserve your spot beforehand. ■









# rink like *A* local

by Jordan Fisher

THROUGHOUT THE RENO-TAHOE AREA, THERE ARE A VARIETY OF GREAT WATERING HOLES, RANGING FROM CLASSIC AMERICANA LOUNGES TO MODERN SPEAKEASIES. IN A TOWN WITH SOMETHING FOR EVERY TASTE, A FEW NEW BARS HAVE PROVEN CAPABLE OF DISTINGUISHING THEMSELVES FROM THE CROWD. LOCATED IN THE HEART OF THE FLOURISHING MIDTOWN DISTRICT, BOTH RUM SUGAR LIME AND THE EMERSON HAVEN'T BEEN OPEN LONG, YET HAVE GARNERED IMPRESSIVE LOCAL SUPPORT. BLACK RABBIT MEAD COMPANY IS ANOTHER NEWCOMER TO THE RENO BAR SCENE, SERVING THE WORLD'S OLDEST ALCOHOLIC BEVERAGE. EACH OF THESE LOCALLY OWNED COMPANIES OFFERS DISTINCTIVE LIBATIONS THAT ARE SURE TO WARM YOU FROM YOUR HEAD TO YOUR TOES THIS WINTER.





Photos courtesy of Rum Sugar Lime

## Rum Sugar Lime

Named for the three essential ingredients in a perfect tropical drink, Rum Sugar Lime is a modern take on the classic tiki bar, guaranteed to rid you of the winter blues. You can't always head to Hawaii for a mai tai on the beach, but RSL's beautiful interior and delectable cocktails will have you stress-free in no time at all. Opened in 2018 by father-and-son duo Larry and Loren DeVincenzi, local Nevadans, RSL filled a space that seemed to be lacking in the Reno market.

For the DeVincenzi family, rum is a classic that can fit properly into any style of drink, without the necessity of overbearing sweetness. While you may be used to the idea of a daiquiri as a giant, frozen, fluorescent strawberry concoction, RSL begs to differ. The bartenders stick to the basics with their simple daiquiri: Flor de Caña 4 Year Extra Seco rum, Smith & Cross Jamaica rum, cane sugar, and lime juice.

Yes, you read that correctly. The only essential ingredients for a daiquiri are rum, sugar, and lime. If that delicious simplicity isn't enough to trick you into a tropical state of mind, the abundance of atmosphere will do the rest. The spacious, exposed brick venue truly brings the outside in. Warm copper-colored accents, a brightly lit bar wall, and a host of vibrant tropical plants give this clean, modern bar the allure of a Caribbean aire libre café.

Regularly offering live music, RSL is a great destination for your next night out. The staff is dedicated and their knowledge is unparalleled, supported by a delicious menu rounded out with non-rum drinks, just in case the spirit isn't your favorite. Next time you're in the mood for summer, head to RSL to enjoy a craft cocktail complete with creative, fresh ingredients.



*Rum Sugar Lime is located at 1039 S. Virginia Street, and is open Tuesday through Sunday 4 p.m. to midnight and is closed Monday.*





Photos courtesy of The Emerson

## The Emerson

Opened in July 2019, The Emerson is one of Midtown's newest additions. This charming mid-century modern bar features delectable craft cocktails in an approachable yet stunning space. Once inside The Emerson, you'll feel right at home; inspired by late 1960s style, the bar has deep emerald green walls, plush pink barstools, and sleek gold and wood features. The combination feels both like modern luxury and classic elegance, and the menu is designed to match.

The Emerson's menu offers traditional drinks with a twist, including La Dama, a take on the classic piña colada; made with tequila instead of rum, fresh juices, and coconut milk. Or try it with mezcal for a luscious, smoky flavor.

Adding to both its uniqueness and its allure, The Emerson is run by an all-female staff. With only female-made wines and beers on tap, this bar embodies thoughtfully and expertly crafted drinks with a feminine touch. Additionally, the drinks are named for famous women and loved ones of the staff, so be sure to order one (or two) during happy hour, weekdays 4-7 p.m.



If you aren't shy, The Emerson is also the perfect venue to host two incredibly popular drag events every month: Drag Brunch on select Sundays and \$10 Drag Bingo on select Thursdays, benefitting local nonprofits such as the Nevada Humane Society. These whimsical shows are the best way to enjoy a drink and a laugh. Be ready when they release a new date, as these shows sell out months in advance.

*The Emerson is located at 955 S. Virginia Street, and is open Monday through Friday 4 p.m. to midnight, Saturday 2 p.m. to midnight, and is closed Sunday (except for private events).*



## Black Rabbit Mead Company

Located just east of downtown in Reno's burgeoning Brewery District, Black Rabbit Mead Company opened in July 2019 as the first meadery in the state of Nevada. Black Rabbit has found a new spot in Reno's highly praised bar and brewery industry with its housemade cider-style mead. Mead is made from fermented honey and is the world's oldest alcohol, originally created before water was readily safe to drink.

Owners Jake Conway and Will Truce met as high school teachers and soon discovered their shared passion for mead. After years of tinkering, the two decided to go professional and utilized friends and family to design and construct their impressive brewery, complete with large communal tables and innovative, natural accents.

Never tried mead before? Now is the perfect time. Black Rabbit doesn't offer just one style of mead, so we recommend a tasting flight to compare the range of flavors. You won't want to skip the jalapeño- and blackberry-infused varieties or the beer-style meads crafted in partnership with Lead Dog Brewery.



Photos courtesy of Black Rabbit Mead Company



Made with locally sourced Sierra Nevada honey, Black Rabbit meads are carbonated, semi-dry, gluten-free, and are often described as tasting like a cross between a beer and cider, equally delightful and refreshing. One sip of an expertly handcrafted mead and it's not hard to see why this lesser-known drink is quickly gaining a tasty reputation in the Biggest Little City.

Black Rabbit hosts a variety of events, including Big Mountain Movie Nights. Every Wednesday, you and your friends can head to the taproom to watch some of the crew's favorite mountain sports films. Grab a glass of mead and a seat, and enjoy this free event. ■

*Black Rabbit Mead Company is located at 401 E. 4th Street, and is open Wednesday and Thursday 4 p.m. to 10 p.m., Friday 4 p.m. to 11 p.m., Saturday noon to 11 p.m., Sunday noon to 6 p.m., and is closed Monday and Tuesday.*



# THE EMERSON

*classic with a twist*

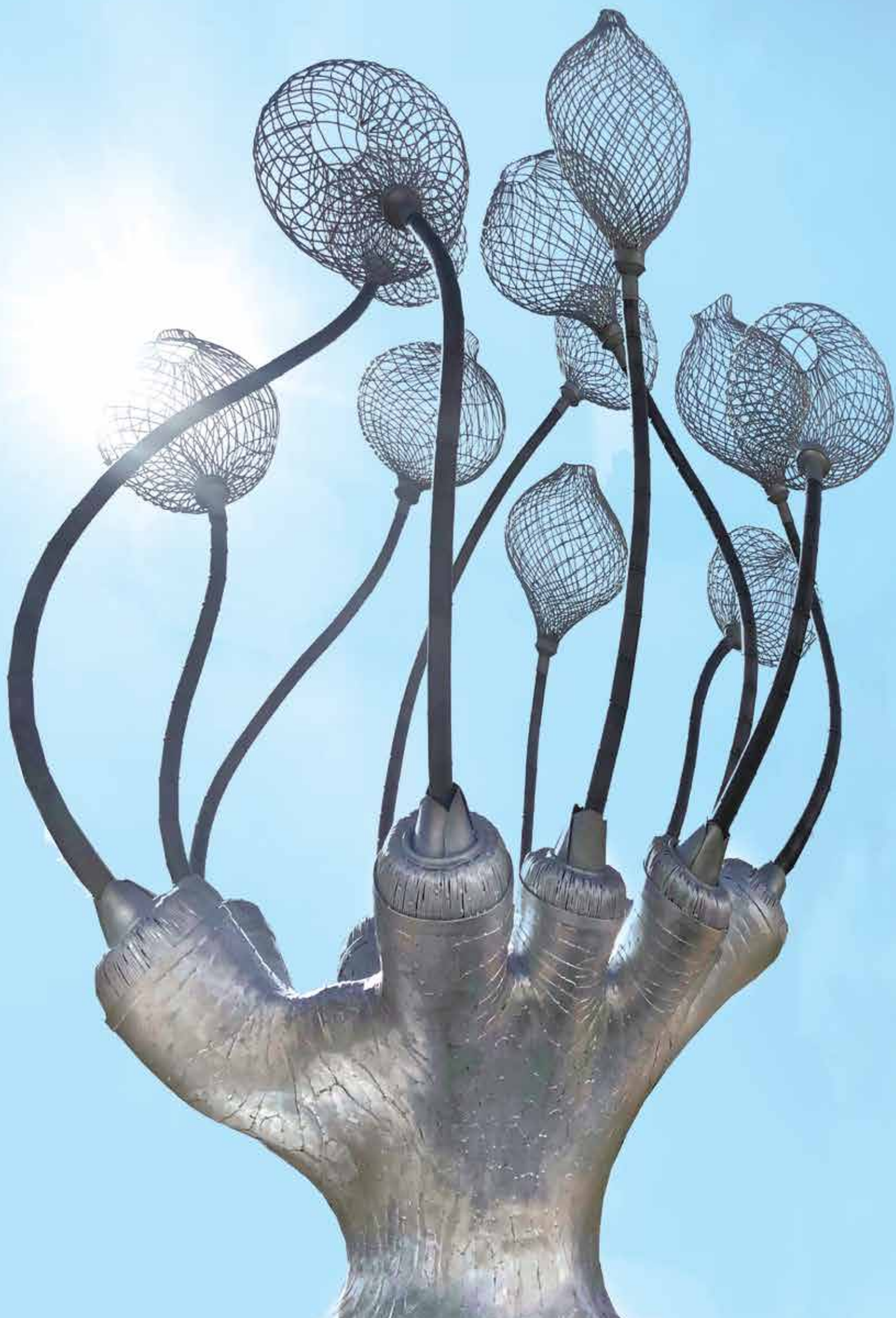
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# Gene Grator

by Jordan Fisher

Once a year, the people and art of Burning Man transform northwestern Nevada's Black Rock Desert into a colorful, extreme, and entirely unique metropolis. Tens of thousands of "burners" congress in the normally desolate landscape every August to form Black Rock City, an enthralling collection of otherworldly art, music, costumes, and principles. Since the first man burned on a small San Francisco beach in 1986, the scale of the event, and its effect on the world, has grown exponentially. Burning Man has gained international renown as an experiment in radical self-expression and self-reliance, with an equally radical focus on community involvement.

The first wooden effigy created by the founders of Burning Man stood just eight feet tall. In 2014, the tallest "Man" created was an awe-inspiring 105 feet tall. The impressive growth of the Man over the last 30 years is reflected in the number of participants and camps, as well as the scale of every art installation across the playa. Every year, the roughly 70,000 Burning Man participants construct hundreds of camps and art cars, and dozens of giant art installations. In 2019, these installations ranged from a life-size metal mammoth, to cloud swing sets, to a staircase made of levitating stones. These art pieces frequently weigh thousands of pounds, reach dozens of feet high, and require extensive teams to produce. Burning Man art is additionally encouraged to be interactive, and is generally both whimsical and thought provoking. Understandably, the size and the character of each installation pose unique problems in terms of assembly and transport. Where exactly do you create a 40-foot, interactive sculpture of wood, metal, and stained glass to be moved to, effectively, the middle of nowhere?







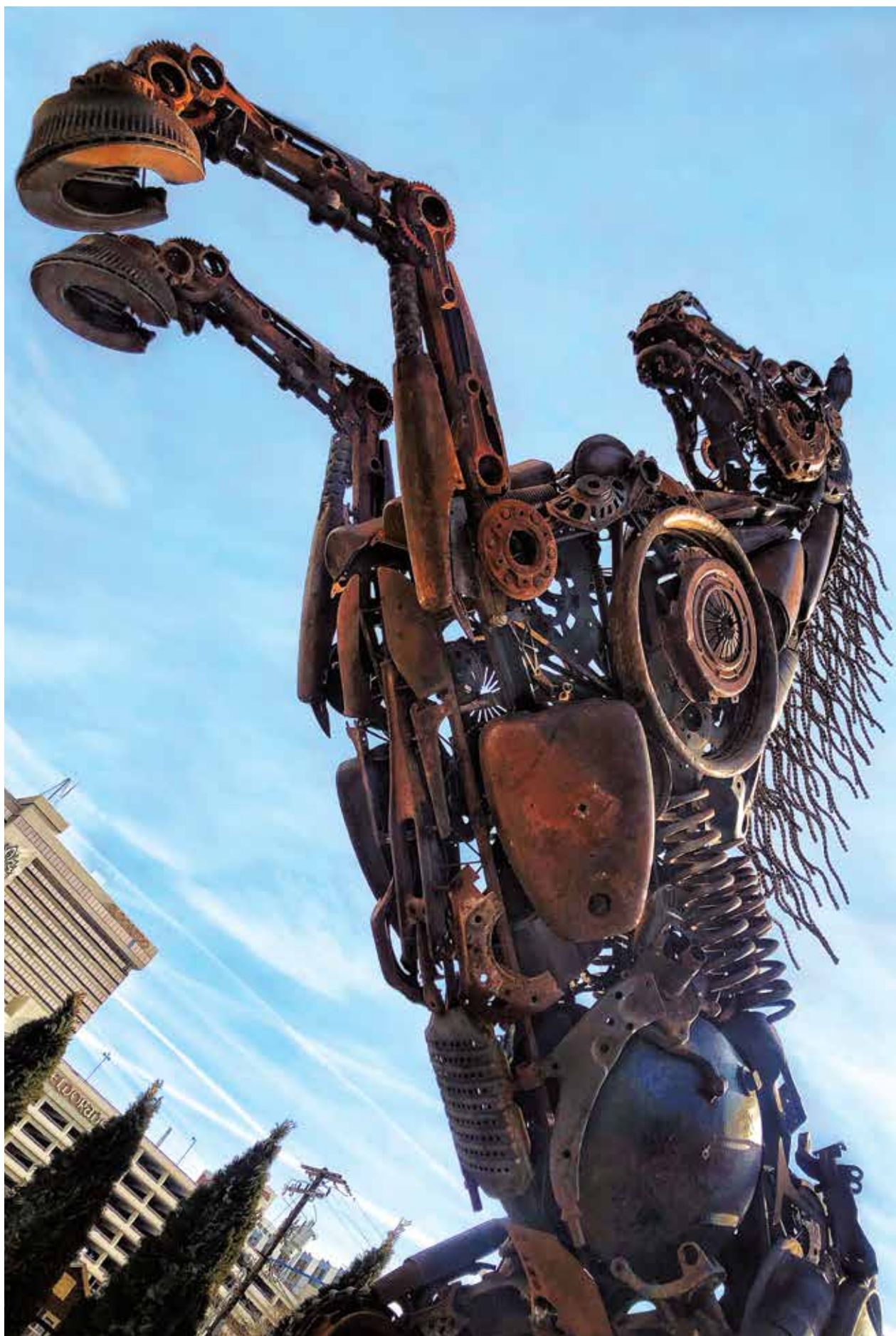
***Our mission is to help good artists become great,  
and to expose everyone to the joy of creativity...***



That's where The Generator comes in. Luckily for burners around the world, this 35,000-square-foot warehouse in Sparks, Nevada, has been converted into an expansive workspace complete with a woodshop, metal shop, tech lab, textile lab, ceramics space, and more. Inspired by the astounding creativity of Burning Man, The Generator aspires to keep that artistic energy flowing throughout the year, not only as a space for large-scale installations, but also for smaller individual projects. The Generator has become a large, open-plan, communal space, with a strong emphasis placed on the idea of members helping other members; engineers assist builders, builders lend a hand to artists, artists inspire engineers, and the cycle continues. The common areas are stocked with tools for creators, who are then encouraged to give back in whatever ways they can. Canvases are replaced, welding tanks are refilled, and time is given to other Generator members. The cooperative atmosphere and the possibilities presented by three-phase power, industrial equipment, and a generous amount of indoor space have made The Generator a hub for artists of all types, burners and civilians alike. Since 2013, The Generator has been the temporary home for more than 100 large-scale projects built by teams from more than 50 countries. In 2019 alone, 11 Burning Man projects were completed at The Generator, with crews beginning construction months before the August event. Some well-known works from this colossal community art space include Stone 27, Head Maze, Embrace, Space Whale, and Inside the Mind of DaVinci.



The art created at The Generator for Burning Man rarely ends its journey on the playa. Many artworks return to the gathering in following years or are displayed in various locations throughout the world, including Reno. One such piece is the Space Whale, a to-scale sculpture of a humpback whale and her calf, made of steel and stained glass, currently on display in City Plaza in downtown Reno. The large installation was brought to fruition locally at The Generator before being displayed at Burning Man in 2016, and is just one of the various art installations across Reno that originally debuted in the desert. Some other pieces include BELIEVE, located adjacent to the Space Whale; Portal of Evolution, the revolving butterfly sculpture in the Riverwalk District; and the Reno Playa Park, just north of the Arch, that houses a rotating display of public art installations. The City of Reno has a specific grant for public arts that it uses to fund the leasing and purchasing of new sculptures, and many locals and visitors appreciate the area's dedication to displaying this grand-scale art. Not only is Burning Man a local event with global touristic appeal, but the quantity and quality of the art is hard to find anywhere else in the world.









Much more than just a physical art space, The Generator has created its own version of the 10 Founding Principles of Burning Man to foster a truly integrated environment, as conducive to creativity as possible. Among these principles are: Communal Effort, the idea that togetherness leads to inventiveness; Leave No Trace, where work spaces and tools are cleaned and left in better condition than they were found; and Civic Responsibility, the expectation that members act with courtesy and safety in mind. The Generator was built to be a cycle of creatives helping other creatives through the sharing of skills and knowledge from different disciplines and backgrounds. As such, every member is both a student and a teacher, which encourages everyone to push the boundaries of their artistic efforts and find new approaches to problems. As The Generator motto states: “Our mission is to help good artists become great, and to expose everyone to the joy of creativity... By encouraging more thoughtful and creative interactions, we believe everyone has the power to change the world.”



***We actively support any person who wants to make in our space***

In this spirit, many workshops, events, and classes that take place in the space are all taught or directed by other Generator members. Instruction and mentorship are highly encouraged as a way for resident artists to give back to other participants. Just a few of the classes taught include laser cutting, welding, woodworking, screen printing, and painting. Additionally, another local organization, the Reno Aerial Co-Op, manages the stage at The Generator and offers weekly aerial silk classes ranging in levels from beginner to advanced. All classes are free for members, which helps to generate membership dues, but no one is turned away at The Generator because of an inability to pay. Instead, dues can be traded for volunteer service.

The Generator is a nonprofit organization, reliant upon angel donors to support its community art space and many educational programs and workshops.

“We are continuously having conversations with supporters to find unique avenues to fundraise as the staff and board are passionate about The Generator continuing to be a ‘Community First, Money Second Organization,’” staff said in a blog post. “We actively support any person who wants to make in our space and provide community to any human, no matter their social or economic status.”

Students also receive discounted memberships, and everyone is afforded the opportunity to create and grow in a safe space. Getting the opportunity to utilize The Generator is as simple as pitching your idea to the team. They will discuss time frames, materials needed, and resource allocation for any project, and once they have the confidence that the idea can come to fruition in a fair timeline, the space is yours.

The Generator is a flourishing community of creators fueled by a plethora of space, freedom, and artistic vision. Membership has grown to 275 individuals, with the goal of reaching 500 by the end of 2020. The Generator hosts an Art on Tap social event every month for anyone who'd like to grab a drink, chat with the artists, and learn more about the work of the organization as a whole. Additionally, The Generator hosts 2,000 visitors for the annual Reno Punk Rock Flea Market, a combination of approximately 100 local artisans, activists, community groups, and nonprofits who converge with live music, food, and drink every February. These events serve not only as family-friendly activities, but also tie in to the values that The Generator stands on.

“The community aspect of our art space is really important to us,” Jessi Sprocket, Communication Director and “boss lady” at The Generator, explained. “This intimate community element is, for most members, what makes The Generator so special. It’s the most amazing aspect of working in a maker space: there’s always someone you can ask for advice who will provide a unique insight that takes your art to places you never even dreamed of.”

Self-described as “a city in the desert, a culture of possibility, and a network of dreamers and doers,” Burning Man is, for one week, the embodiment of the principles The Generator works to progress year-round. The beautiful extremity of the desert playa is described as the “world’s greatest canvas,” and it’s easy to see why. Any of the massive structures created are immediately dwarfed when placed in the vastness of the Black Rock Desert. This summer, The Generator team expects anywhere between 10 and 25 new Burning Man projects, all to be completed on strict deadline. While there are many obstacles to overcome in the creation of desert art, nothing will deter burners from getting their projects from pen and paper to the playa—and The Generator is here to help. ■

Photos courtesy of The Generator, RSCVA, Travel Nevada, and Mike Cowan











## *Local Business Spotlight: Patagonia*

by Kelly Knudtson

PATAGONIA IS A MULTIMILLION-DOLLAR CLOTHING COMPANY KNOWN FOR ITS DURABLE OUTDOOR CLOTHING AND ACCESSORIES, BUT WHAT MANY DON'T KNOW IS THAT PATAGONIA HAS HAD A HOME IN NORTHERN NEVADA SINCE 1996. THIS ECO-FRIENDLY CLOTHING COMPANY MOVED INTO A WAREHOUSE ON THE BANKS OF THE TRUCKEE RIVER MORE THAN TWO DECADES AGO, AND IT'S BEEN EXPANDING IN THE AREA EVER SINCE. NO MATTER THE STRETCHES OF PATAGONIA'S POPULARITY, THE COMPANY STILL STRIVES TO REMAIN TRUE TO ITS ROOTS.

### **History**

Yvon Chouinard, founder of Patagonia, has loved mountain climbing since the young age of 14. Upon starting his journey in alpinism, he quickly took issue with pitons, the climber's spikes hammered into cracks or seams in the rock face: Each had a one-time use and were then left in the rock, meaning hundreds could be left behind in a single day. Chouinard's passion for environmental responsibility was fueled when he set out to ensure every climber could experience his or her own "clean climb."

In 1965, he partnered with fellow climber and aeronautical engineer Tom Frost to increase the functionality of climbing tools. Together, they formed a company called Chouinard Equipment, and by 1970, they were the main supplier of climbing hardware in the U.S. Unfortunately, the new and improved pitons were still causing damage to the rock, so Chouinard chose environment over business; pitons were abandoned and replaced with aluminum chocks, a new product that left the rocks unscarred.





Photos by Jeff Curley Photography

## Clothing

In 1970 while in Scotland, Chouinard purchased a rugby shirt to wear climbing. Little did he know that he was about to create a fashion craze. Back in the states, his climbing buddies wanted to know where he got it and how they could get one. Chouinard Equipment was soon buying rugby shirts from England, New Zealand, and Argentina, and then reselling them to fellow climbers. Not wanting to alter the image of Chouinard Equipment, a new name was needed for an official clothing line, and Patagonia was born.

## Eco-Friendly Clothing

Clothing manufacturing has a serious environmental impact worldwide, but Patagonia has taken actions to combat this issue. Through research, the company found that the cultivation of cotton uses harsh and toxic pesticides that cause land and water pollution, as well as damage to the health of those working in the fields. Since 1996, every cotton garment manufactured by Patagonia is 100 percent organic and traceable to the cotton bale that the threads came from. The company has also eliminated other various dyes and materials that cause undue harm to the planet.







Patagonia enacted a recycling program called Common Threads. With this program, the company's supporters can return used clothing that has the Common Threads label to recycle bins located in each store, and from there, the used items can be refurbished into new garments. Additionally, Patagonia donates 1 percent of total sales or 10 percent of profits, whichever is greatest, to environmental groups and motivates other companies to do the same. It's been reported that since the start of the ever-growing organization, more than \$175 million has been raised to aid grassroots environmental nonprofits.

### Local Connection

In 1996, Patagonia built an energy-efficient, eco-friendly service center on the edges of a then-smaller Reno. The White Fir Street location began serving as the company's main distribution center, shipping to 35 stores in the U.S. and 75 stores worldwide. In 2006, the facility was doubled in size, growing to include an outlet store and onsite childcare program. This location now totaled 342,000 square feet, but even that was not enough space for the continually expanding outdoor company.

Patagonia was founded with a focus on the human element of its operations, whether that means protecting the environment or ensuring the welfare of workers from the field to the service center. In support of this mission, the local Patagonia outlet store was moved in 2016 to its current location in downtown Reno. Demand for the company's childcare program was outgrowing the original distribution location as the employee total neared 350, so Patagonia made the choice to both expand the program and create a separate outlet for sales; property was leased downtown, and the Truckee River Child Development Center was officially opened at the original White Fir location.

The downtown outlet has made a home of the old Hudson Motor Car Company on S. Center Street, adjacent to West Elm in the remodeled Post Office building. Patagonia has taken up shop in a once-dilapidated area, helping bring new life into the beautiful, historic buildings. Local reclaimed wood and metal from the original auto elevator were repurposed in the space, helping minimize the carbon footprint of using new materials. Not only does the outlet sell men's and women's clothing and accessories, but it also engages in the community by hosting regular events and supporting local activism efforts.

Following the success of the outlet, Patagonia leased another storage space in Verdi, Nevada, in 2017. This 221,000-square-foot facility works in unison with the distribution center, and brought Patagonia's current total in Reno to four locations. It houses products not only for the U.S., but the entire world. As demand increases to around 30,000 orders a day during the busiest seasons, approximately 600 employees are needed.

With expansion always underway, Patagonia's popularity and message will continually grow. From its environmentally friendly clothing products to its positive local impact in surrounding communities, it continues to stand true to its origins, being an innovative, eco-friendly company, making sustainability a top priority. Whether you're enjoying the many outdoor activities provided by the Reno-Tahoe area, or just relaxing and relishing in some downtime, you can confidently proclaim that your Patagonia purchase seeks not to harm but to save our beloved Earth. ■

*The Patagonia Outlet is located at 130 S. Center Street, and is open Monday through Saturday 10 a.m. to 7 p.m. and Sunday 11 a.m. to 6 p.m.*





VIOLET & BROOKS  
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# REASONS





# *to* RETURN

by Madison Weingardt

THE RENO-TAHOE AREA IS AS DESIRABLE FOR A SUMMER VACATION AS IT IS FOR A WINTER TRIP. TEMPERATURES AVERAGE IN THE MID-80S, SO BRING YOUR SUNSCREEN AND YOUR DESIRE TO EXPLORE. THERE ARE ACTIVITIES GALORE THROUGHOUT THE REGION, INCLUDING HIKING ALPINE TRAILS, ENJOYING THE WONDROUS WATERS OF LAKE TAHOE, AND WATCHING SOME WILD WEST ANTICS. WITH SO MUCH ACTION, THERE'S A REASON TO RETURN FOR EVERYONE—WHETHER YOU'RE AN ADVENTURE JUNKIE, A PARENT LOOKING FOR A RETREAT, OR A BEACHGOER SEEKING SOME MAJOR REST AND RELAXATION.

# Reno-Tahoe Odyssey

The Reno-Tahoe Odyssey, a 178-mile relay run from Reno to Lake Tahoe and back, is an unforgettable experience for runners and non-runners alike. Each team consists of a maximum of 12 people, some of whom travel across the country to undergo this seemingly daunting feat. Despite the mileage, the RTO is an opportunity for anyone who simply craves adventure.

If you're not a runner, don't feel intimidated. The RTO's unique appeal comes from its group-oriented environment and incredible views. Teams are encouraged to be creative with their running gear, donning outfits such as a superhero costume or purple, puffy tutu, inspiring every bit of team spirit. Loud cheers and cowbells from team vehicles ring through the air as they support each runner along the way. At the end, prizes are given for best decorated vehicles, best team name, and best custom-made shirts.

The RTO also puts on display the true wonder of the Reno-Tahoe region—remarkable, scenic views include towering pine trees around Lake Tahoe, richly historic architecture in Virginia City, and the surrounding mountains of the Biggest Little City itself. Scenery such as this brings a sense of peacefulness and admiration among runners throughout the relay. If you consider yourself a challenge seeker, fun lover, or nature enthusiast, the RTO could surely be your reason to return.



Photos by Shelley McAuliffe



***The Reno Tahoe Odyssey takes place May 29-30, 2020.***  
***For more information and to register, visit [renotahoeodyssey.com](http://renotahoeodyssey.com).***





Photo by Cornelius Photography

# Reno Rodeo

Throw on some boots, rock a cowboy hat, and get ready to say, “Yeehaw!” The Reno Rodeo, celebrating 100 years in 2020, is an event that you don’t want to miss! Full of thrilling entertainment, delicious bites, and carnival attractions, the rodeo offers fun for the whole family.

The schedule features extreme bull riding, barrel racing, mutton bustin’ with kids ages 5-7, and much more over the course of 10 days. More than 140,000 fans attend each year and roar with excitement as contestants—often well-known rodeo stars—battle to become champions. There’s no doubt that each segment will have you on the edge of your seat. Not to mention, a kickoff country concert sponsored by KBUL Radio is in the works for a grand total of 11 days of western action.

You’ll need a snack to munch on, and it’ll be hard to resist the enticing aroma of the food court. Each stall has many mouthwatering options such as juicy burgers, salty stacks of fries, sweet funnel cake, and all the other delicious deep-fried foods of your dreams. Another popular area near the food court is the Jack Daniel’s Tent, the best spot for grabbing a cowboy cocktail like a Jack and Coke or blended margarita. Or maybe you just need a brew to sip on while waiting in line for an exhilarating carnival ride. Whatever it may be, return to the tent following the rodeo where you can square dance the night away!

***The Reno Rodeo will be at the Reno Livestock Events Center  
June 18-27, 2020. More information is available at [renorodeo.com](http://renorodeo.com).***

# Reno Sports

Reno-Tahoe is truly a hub for sports fans of every kind, especially in the summertime. As the sun begins to beam brightly and the snow melts away, locals and visitors flock outdoors to take advantage of the incredible weather.

Summer's the perfect time to take yourself out to the ball game. Check out Reno Aces baseball at Greater Nevada Field for good times, fresh hot dogs accompanied by ice-cold beers, and an all-American experience. Looking for a night out with friends? The Thirsty Thursdays promotion boasts \$2 pints of Coors Light. Want to take your whole family? Fridays include a magical show with fireworks, causing wide smiles across the stadium for fans of all ages.

Reno has something for soccer fans, too. The Reno 1868 FC, Nevada's premier USL soccer team, also plays at Greater Nevada Field. The team's season begins in March and extends into September, with playoff games taking place in October.

If you're looking to enjoy Mother Nature at her finest, Reno-Tahoe has an endless list of options for summer sports, all of which offer a reason to return. For hikers, numerous trails are located throughout the region with breathtaking views of the Truckee Meadows and the crystal-clear water of Lake Tahoe. Other favored outdoor sports are biking, fishing, kayaking, paddle boarding, and golfing. With all these ways to stay active, whether you're watching or partaking, we guarantee a marvelous time. ■

*For more information on the Reno Aces, visit [renoaces.com](http://renoaces.com).  
For the 1868 FC, visit [reno1868fc.com](http://reno1868fc.com).*





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# Off

## Winter Activities

by Jordan Fisher

AS ONE OF THE TOP SKI RESORT DESTINATIONS IN THE U.S., RENO-TAHOE IS KNOWN AROUND THE WORLD FOR ITS SNOW-CAPPED MOUNTAINS. BUT THIS AREA HAS EVEN MORE TO OFFER THAN ITS POPULAR SLOPES FOR SKIING AND SNOWBOARDING. WITH MORE THAN 22,000 ACRES OF SNOWY TERRAIN IN THE REGION, REST ASSURED THAT THERE'S A WINTER ACTIVITY FOR EVERY MEMBER OF THE FAMILY TO ENJOY IN NORTHERN NEVADA. THERE'S SOMETHING TRANQUIL ABOUT AN UNDISTURBED WINTRY LANDSCAPE, AND THERE ARE MANY WAYS FOR YOU TO GET OUT THERE AND ENJOY IT.





# THE SLOPES



Photo by Ryan Salm Photography





Photo by Chris Bartkowski





## **Snowshoeing and Cross-Country Skiing**

For anyone missing the hikes or bike rides of warmer months, snowshoeing or cross-country skiing may be creative cold-weather options. Both encourage outdoor exercise, all while enjoying the breathtaking beauty of the Tahoe wilderness. Depending on the adventure level you're seeking, there are guided tours and individual rentals to choose from in the area, and both are a guaranteed good time—complete with one-of-a-kind views.

Snowshoes are footwear that allow for better weight distribution on top of the snow, making it easier to walk and hike in snowy terrain without sinking. They make snowy hikes through the Sierra Nevada easier and offer the chance to catch a glimpse of Tahoe blanketed in white. For something a little different, Tahoe Adventure Company also offers guided sunset and full moon snowshoe tours, providing hikers with gorgeous views and scenery rarely found elsewhere. There are many local tour companies with treks ranging in distance from 1 to 10 miles, with most including snowshoes and walking poles, as well as hot drinks or trail snacks.

Cross-country skiing is a different style of skiing than downhill, perfect for those looking for a bit more of an endurance challenge. There are plenty of groomed trails in the Tahoe area to choose from, and even guided tours for the whole family. Royal Gorge is the largest cross-country ski resort in the U.S., offering 19 trails over 6,000 acres. Tahoe Donner and Kirkwood Ski Resort also maintain incredible cross-country terrain. So, pack up your friends or family and discover a new way to hit the trails all winter long.

## Sledding and Tubing

Disc sleds and inner tubes cost a bit less than skis and boards, yet the memories for kids, and kids at heart, are priceless. There's nothing quite like watching your loved ones speed down a hill all bundled up like marshmallows—except perhaps speeding down yourself. Chances are you'll come across a snow park specifically designed for sledding and tubing if you're heading to any ski resorts in the area, but there are plenty of other snowy spots between here and there if you're not interested in the more crowded hills.

Popular areas for sledding and tubing within an hour of downtown Reno include Galena Creek Park, Tahoe Meadows Trailhead, and Tahoe Donner Snow Play Area. And, in a valley town surrounded by foothills, there's a great chance of finding the hill of your dreams right around the corner. Check for recommendations on 5-star spots from locals on Yelp and Google if you're not sure where to find the nearest sledding area. You're bound to have fun zooming down a winter slip-and-slide, especially if a thermos of hot cocoa is involved.

## Ice-Skating

Another winter activity designed to be paired with a warm, festive drink is ice-skating. Warm up with a mocha or chai latte from one of Reno's many excellent coffee shops and take to the ice this season, as the region is home to numerous indoor and outdoor ice-skating rinks. Moving from its former location at Greater Nevada Field for 2020, Rink at THE ROW is located at 6th and Sierra in downtown Reno. This open-air rink is open seven days a week and includes the cost of skate rentals in the admission price. Another Reno rink open to the public is The Ice Rink at Grand Sierra Resort, which boasts 8,000 square feet of smooth skating space.

In Tahoe, many of the ski resorts, including the Village at Northstar, Heavenly Village, and Squaw Valley, have ice-skating rinks available to the public. All of these rinks are ideal for a relaxing day of skating, and offer convenient access to shops, restaurants, and other winter pursuits to fill the rest of your day with icy fun.







Photo by Chris Bartkowski



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