

# Director's Notes

The idea of creating a state-of-the-art performing arts center is well aligned with the 2015 North Lake Tahoe Tourism Master Plan, which identified that tourism is the region's primary economic driver and a key component of keeping and attracting full-time residents. In fact, one of the plan's objectives includes "investment in North Lake Tahoe's arts, culture and historic amenities, including visual and performing arts venues, heritage facilities, interpretive centers and public art." (Page 68)

We believe the creation of The Stages at Northstar will help North Lake Tahoe achieve its goal of offering greater flexibility to implement special events designed to attract target segments, and provide the local community with opportunities for local community events. Here's what some of our early supporters are saying:



The Stages at Northstar will not only elevate our region among the arts and culture community statewide and beyond, it will benefit our entire community from both a performing arts and economic standpoint. Having a venue of this caliber for our local arts groups and students to use will be a tremendous asset.

**Stacy Caldwell**, CEO, Tahoe Truckee Community Foundation



As we negotiate the Coronavirus pandemic, I am more conscious than ever that the performing arts have the power to enrich lives. For aspiring performers, the experience of honing their craft and presenting their first works on stage opens new inner and outer worlds. For professionals who have dedicated their lives to their art, performance is an essential part of being. For audiences,

performances can act as entertainment that lighten their daily load, or they can be life-altering experiences that change them forever. In either case, performances are shared experiences that are crucial to both individual and community well-being. The Stages at Northstar, offering year-round performances of every genre, size and level on its three stages, will be a cultural lodestar for the community. In an environment rich with natural wonders, the Stages at Northstar will provide another spectacular attraction to enhance the lives of those who enjoy living in and visiting the Tahoe and Truckee region. The Reno Phil looks forward to collaborating with and participating in performances at The Stages at Northstar.

**Tim Young**, President and CEO, Reno Phil



For our artists and directors to have access to a real theatre space with modern technical capabilities would have a huge impact on our range and ability to produce higher level entertainment. As for our School of Performing Arts students, they would have the experience of rehearsing and performing on a real stage. The possibilities are limitless.

**Carrie Haines**, Artistic Director, Truckee Community Theatre



Arts and cultural programs are so very important to our communities and to our souls. If 2020 has taught us anything, it is that human enrichment and social connection is critical to a full life. Planning for a better future for all of us includes important projects such as The Stages, spearheaded by the Tahoe Regional Arts Foundation. With their unwavering leadership and generous donor support, our future will be much brighter by having a first-class performing arts center as a cornerstone in our community.

**Claudia Andersen**, CEO, Parasol Tahoe Community Foundation



Where the arts reflect the majesty of nature.