



# LIFESTYLE

## Magnetism of Greater Reno-Tahoe attracts those seeking the good life

BY BRANDI SCHLOSSBERG

**A bird's-eye view of Greater Reno-Tahoe makes clear the region's undeniable appeal.** New roads, cul-de-sacs and construction sites are evidence of healthy development, while wide-open spaces prove there's plenty of room to continue quality growth.

A concentration of buildings and neighborhoods, embraced by the majestic Sierra Nevada, marks the Reno-Sparks Metropolitan Area — with a growing population of more than 400,000. Not far off, in less-densely populated counties, the large amount of unoccupied land invites not only entrepreneurs, but also those seeking a small-town atmosphere that's still near the city.

Where the mountains gain in height and gather snow upon their peaks — a majestic backdrop to life in the Truckee Meadows — rests the region's crown jewel: the sparkling sapphire Lake Tahoe, North America's largest alpine lake. In winter this landscape glitters white with surrounding ski slopes.

Swooping in closer to Greater Reno-Tahoe, one finds the area's appeal far from superficial. Highly advanced medical centers, an array of housing options, and events and adventures to suit any style make the region much more than “just” a pretty place.

Photo by Alicia Sanistevan



A kayaker enjoys a run down the Truckee River.

## Superb local medicine

Four major medical centers serve Greater Reno-Tahoe, so rarely must residents travel far for expert assistance. Although all four healthcare networks offer full-coverage care, each one also boasts its own individual strengths, from comprehensive cancer support to a state-of-the-art fitness center. Together these hospitals form a complete network of superb local medicine.

“The Reno-Tahoe area is known for world-class recreation and spectacular views,” says Don Butterfield, director of communications for Renown Health. “This great quality of life has attracted some of the most skilled physicians in the country.”

Renown Health employs nearly 1,000 of these physicians within its healthcare network, which encompasses four hospitals and eight medical groups serving Greater Reno-Tahoe, including rural communities.

Recently, Renown Health opened the new Tahoe Tower on its main medical campus near downtown Reno. Comprising the latest in healthcare technology, the tower features 190 private patient rooms, accommodations for family, a healing garden, innovative dining options, boutique shops, abundant parking and more.

Across town, in northwest Reno, is the main campus of Saint Mary’s Regional Medical Center. Composed of 10 facilities throughout the Truckee Meadows, Saint Mary’s employs a staff of about 850 physicians and is home to the highly sophisticated Center for Health & Fitness.

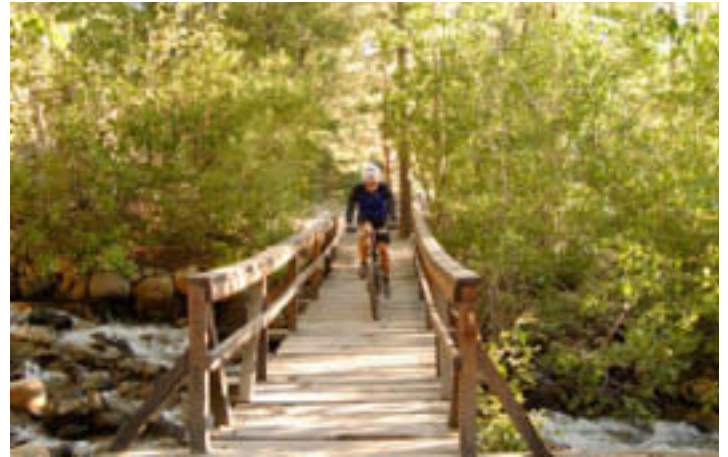


Photo Alicia Sanitsievan

A mountain biker enjoys a ride through Galena Creek Park in Reno.

“Our state-of-the-art center houses the area’s only full-scale, medically based fitness center, as well as a variety of outpatient programs designed to encourage ongoing wellness,” says Mike Uboldi, president of the faith-based health network.

Serving the rapidly expanding Sparks and Spanish Springs population, as well as northeast Reno and the burgeoning communities of Fernley and Fallon, is Northern Nevada Medical Center. The hospital, with a staff of more than 500 physicians, has a 15-minute ER guarantee, offering a free emergency room visit to anyone not seen by a nurse within 15 minutes of entering the ER department.



Photo Scott Sady

The Nevada Museum of Art hosted the Andy Warhol exhibit in 2007.

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“With the 15-minute ER guarantee, the hospital is attractive to everyone who wants to experience efficient, high-quality emergency care,” says Susan Hill, director of marketing for Northern Nevada Medical Center.

Further south, residents are served by Carson Tahoe Regional Healthcare, with an advanced medical center in Carson City, satellite facilities in areas such as Minden and Dayton and a staff of more than 250 physicians.

In 2006, the Carson Tahoe Cancer Center opened on the hospital’s main medical campus in Carson City. The 35,000-square-foot facility, built of mountain stone and glass, is equipped with the latest technology in cancer treatment, enabling physicians to deliver the highest level of care.

With Renown Health, Saint Mary’s Regional Medical Center, Northern Nevada Medical Center and Carson Tahoe Regional Healthcare spanning Greater Reno-Tahoe, those who call Greater Reno-Tahoe home have plenty of places to call when it’s time get care.



Photo Alicia Santistevan

A family enjoys a beautiful day at one of the region’s many parks.



Photo by Paul G. White

Monthly wine walks bring wine lovers and shoppers to downtown Carson City.

## House heaven

The thorough, advanced health care available throughout Greater Reno-Tahoe is one component of the area's unrivaled quality of life. Abundant business opportunities, diverse recreational options, breathtaking natural beauty and an inviting climate are other factors that beckon new residents to the region.

"Where else can you ski, golf, mountain bike, kayak or just lay by the beach before going to see a play, tour a museum or have dinner on the river?" asks George Mageras, director of sales and marketing for SilverStar Communities, a development company constructing four new communities in Greater Reno-Tahoe.

According to the Builders Association of Northern Nevada, new-home prices in Greater Reno-Tahoe vary from less than \$150,000 to more than \$900,000, reflecting a market that offers housing for buyers at nearly every level. From one-bedroom condominiums to 5,000-square-foot homes, a vast array of housing exists in this area.

"Greater Reno-Tahoe has homes of all types," Mageras says, "and pricing is quite affordable compared to surrounding regional markets."

Each county that composes Greater Reno-Tahoe has its own personality, which adds to the area's broad appeal. From the quaint, rural feel of counties such as Storey, Churchill, Douglas and Lyon — the seventh-fastest growing county in the nation — to the more-developed regions of Carson City and Washoe County, there truly is a town for every taste.

"There's great outdoor recreation, reasonable commute times, a mild climate and quality educational institutions," Mageras adds. "Why wouldn't you want to buy a house here?"

## Never boring

Rarely must residents of Greater Reno-Tahoe wonder what to do. Combine the region's awe-inspiring environment with 300-plus days of sunshine each year, and there's little room for boredom. Mix in legendary Lake Tahoe, more than 18 world-class ski resorts — the highest concentration in North America — and 50 gorgeous golf courses — all within 90 minutes of Greater Reno-Tahoe — and one finds a near-foolproof recipe for fun.

In the heart of downtown Reno is the Truckee River Whitewater Park, complete with 11 drop pools for kayakers and a constant flow of cool water for tubing and swimming on hot summer days. In nearby Sparks, boating, swimming, fishing and jogging are among the options at the popular Sparks Marina.

“We're also building a new regional park with about 100 acres,” says Adam Mayberry, spokesman for the City of Sparks. “It will be the largest park with artificial turf on the West Coast; we hope to have at least some portions of it open by 2008.”

As for events, each month plays host to at least a few, such as Reno River Festival in May, Reno Rodeo in June, Artown and the Reno-Tahoe Open in July, Hot August Nights, Sparks' Best in the West Nugget Rib Cook-Off and the Reno Balloon Races in September, and the Carson City Ghost Walk in October. Those happenings are the “tip of the iceberg” of events that take place annually in Greater Reno-Tahoe.



Photo by David B. Parker

Christine Hotchkin of Reno works on her routine during a January 2007 practice session at the Rink on the River.

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With so much to do beneath blue skies, sunshine and fresh, falling powder, it's no wonder Greater Reno-Tahoe is dubbed America's Adventure Place — a land that's anything but boring.

## Hearty magnetism

High-quality health care; comfortable, plentiful housing; and abundant

events and adventures enrich Greater Reno-Tahoe, adding substance to a breathtakingly beautiful place. From high above, the region's hearty magnetism unfolds in wide-open spaces, a mighty mountain range and sparkling lakes, as well as metropolitan clusters and well-planned developments. On the ground, residents of this fast-growing region find that daily life is as multifaceted as the view - and equally pleasing.

## RESOURCES:

Carson City	(775) 887-2100	<a href="http://www.carson-city.nv.us">www.carson-city.nv.us</a>
Churchill County	(775) 423-5136	<a href="http://www.churchillcounty.org">www.churchillcounty.org</a>
City of Fallon	(775) 423-5104	<a href="http://www.cityoffallon.com">www.cityoffallon.com</a>
City of Reno	(775) 334-2099	<a href="http://sss.cityofreno.com">sss.cityofreno.com</a>
City of Sparks	(775) 353-2310	<a href="http://www.ci.sparks.nv.us">www.ci.sparks.nv.us</a>
City of Yerington	(775) 463-3511	<a href="http://www.yerington.net">www.yerington.net</a>
Douglas County	(775) 782-9821	<a href="http://www.co.douglas.nv.us">www.co.douglas.nv.us</a>
Lyon County	(775)463-6510	<a href="http://www.lyon-county.org">www.lyon-county.org</a>
Reno/Sparks Convention & Visitors Authority	(800) 367-7366	<a href="http://www.visitrenotahoe.com">www.visitrenotahoe.com</a>
Storey County	(775) 847-0968	<a href="http://www.storeycounty.org">www.storeycounty.org</a>
Truckee Meadows Tomorrow	(775) 323-1518	<a href="http://www.quality-of-life.org">www.quality-of-life.org</a>
Washoe County	(775) 328-2000	<a href="http://www.co.washoe.nv.us">www.co.washoe.nv.us</a>