

Inn by the Lake dazzles judges with light display

The South Shore was a little brighter this holiday season, thanks to Leadership Lake Tahoe and the enthusiasm of the local business community. More than 40 local businesses participated in the first Light Up Lake Tahoe.

Judging of the lighting displays was conducted Jan. 4-15. The title of Best Lights on the Lake goes to Inn by the Lake (3300 Lake Tahoe Blvd). Judges weighed in on creativity, coverage, and overall impact.



Inn by the
Lake wins
lights
contest.

Photo/Provided

"The brightly lighted trees really make a statement and stand out on what would otherwise have been a dark corner along Lake Tahoe Boulevard," judges said in a press release.

The lights program was conceived with two primary goals in mind: to give lights to businesses that would not have purchased them on their own, and to encourage businesses that can to put up more creative lighting displays.

The project received initial funding from Lake Tahoe Visitors Authority, the South Lake Tahoe Lodging Association, the Tahoe

Douglas Visitors Authority, Barton Health, Heavenly Ski & Snowboard Foundation, and Harrah's-Harveys. In addition, several businesses that received lights made donations.

Sponsorship covered the cost of the lights, and all proceeds benefit Tahoe Turning Point. Tahoe Turning Point is a private, nonprofit agency that provides group care and residential treatment for young men ages 12 to 18.