



## A TOWN WE LOVE

# TAHOE ART HAUS

STEVEN & MELISSA SIIG, TAHOE, CA

**TAHOE CITY USED TO BE THE PLACE TO PARTY IN THE '90s. AS SQUAW AND NORTHSTAR BUILT OUT THEIR VILLAGES, IT PULLED LIFE OUT OF THE TOWN RESTING IN NORTH LAKE TAHOE. STEVEN AND MELISSA SIIG SAW THAT AS A PROBLEM, SO THEY OPENED THE**

**ART HAUS IN THE OLD, SHUTDOWN COBBLESTONE THEATER AS A WAY TO REINVIGORATE THE TOWN.**

"This place needed entertainment at night," says Steven, who goes by Siig. "We didn't want just ski porn. We wanted big-time movies, independent films, and outdoor films as a way to start bringing culture

back into Tahoe City."

The couple opened the one-screen theater in 2015 with a twist, adding a bar serving beer and wine. A popcorn bar features a variety of spices to add to moviegoers' popcorn.

"We had to make sure we took care of locals, first," says Siig. "You have to balance that with tourists coming up from the Bay Area. We had a hard time wooing big studios to let us show big box office movies. We had to prove we could make it work in a small-town, one-screen theater."

The couple mixes the films with talks, slideshows, and concerts. Big mountain snowboarder Jeremy Jones gave a slideshow presenting his favorite and most memorable moments from his six years filming the *Deeper* film series.

"Locals were hungry for a venue," says Melissa. "People started coming to us with ideas for films to show. They were psyched to have a place to go."

The couple knows their audience. The big film thus far was *Star Wars: The Force Awakens*, which showed on their screen three times a day for six weeks. The Siigs estimate that 85 percent of the showings were sold out.

Rather than drive to theaters in Reno, locals are waiting for The Haus to get films. Every movie shown in the theater is introduced by Siig or one of the bartenders. They discuss what's happening in the community, at the Art Haus, and give a brief intro of where the film audiences are about to see fits into the world of movies.

"There's Netflix, there's streaming...anybody can sit at home and watch a movie alone," adds Melissa. "We're giving people a social setting to see friends and have a beer."