

EST *Rediscover*
CAVE LAKE 1973



Event Packet

Rediscover Cave Lake
06/07/2025



Cave Lake State Park

A Brief History

Cave Lake State Park, established in 1973, is a picturesque Nevada State Park located in the Schell Creek Range of White Pine County, Nevada, approximately 14 miles southeast of Ely. The park encompasses over 4,000 acres and is situated at an elevation of around 7,300 feet, offering visitors a serene mountain landscape.

Central to the park is the 32-acre Cave Lake, originally created in 1939 by the Isbell Construction Company to serve as a water storage reservoir for the CCC Ranch in Steptoe Valley. Over the years, the lake and surrounding lands changed ownership several times before being acquired by the Nevada Department of Wildlife in 1971 for a nominal fee. Two years later, the area was designated as a state park, expanding its recreational offerings to the public.



A Recreational Oasis

The park offers a variety of recreational activities year-round. Anglers can enjoy fishing for German brown trout and hatchery-stocked rainbow trout in the lake and its feeder streams. The park's diverse wildlife includes elk, mule deer, bobcats, mountain lions, and coyotes, providing ample opportunities for wildlife observation.

Hiking enthusiasts can explore several developed trails that wind through the park's varied terrain, offering scenic views and chances to encounter local flora and fauna. During the winter months, the park becomes a hub for ice fishing, ice skating, cross-country skiing, and snowmobiling, attracting visitors seeking cold-weather adventures.

Rediscover Adventure

In recent years, Cave Lake underwent significant rehabilitation due to necessary dam repairs. The lake was drained in 2019 to facilitate construction, temporarily halting water-based recreational activities. Despite the lake's closure, the park's campgrounds and trails remained accessible to visitors. As of December 2024, construction on the dam has been completed, and the lake is in the process of refilling, with plans to reopen for public use once all equipment is removed and final maintenance is concluded.

A Day for Celebration

The long-awaited return of Cave Lake is happening faster than expected, and to celebrate, Nevada State Parks, in coordination with the Nevada Department of Wildlife and White Pine County, is hosting a grand celebration marking the first summer of recreation at Cave Lake in five years! This large-scale event will bring the community together for a full day of outdoor fun, activities, and entertainment in honor of the lake's revitalization. With its crystal-clear waters refilling ahead of schedule and fish stockings planned throughout the spring to rebuild and enhance the fishery, visitors can once again enjoy fishing, kayaking, and swimming in one of Nevada's most scenic mountain parks.

The celebration will feature a ribbon-cutting ceremony, live music, food vendors, and a variety of family-friendly activities, including a Float Tube Fly Fishing Clinic, mountain bike rides, and guided hikes showcasing the park's incredible wildlife and landscapes. Local businesses and organizations are invited to participate with booths, demonstrations, and sponsorship opportunities to help make this event a true community-wide welcome back to Cave Lake. Join us as we commemorate this milestone and create new memories in a park that has been beloved by generations of outdoor enthusiasts!



How You Can Participate



Vendor Opportunities

Local businesses, artisans, nonprofits, and food vendors are invited to be part of this exciting celebration at Cave Lake—completely free of charge! This is a fantastic opportunity to showcase your products, services, or mission to a large audience of outdoor enthusiasts and community members.

- **Food Vendors:** Local restaurants, food trucks, and caterers are encouraged to sell refreshments for attendees.
- **Outdoor Recreation Vendors:** Outfitters and equipment rental companies can showcase kayaks, paddle boards, fishing gear, mountain bikes, etc.
- **Craft & Merchandise Vendors:** Local artisans and businesses selling outdoor or nature-related goods.
- **Non-Profit & Educational Booths:** Agencies and organizations can set up informational booths about conservation, outdoor recreation, and wildlife.

Sponsorship & Participation

Support the return of Cave Lake by becoming an official event sponsor! This celebration is expected to draw a large crowd of outdoor enthusiasts, families, and visitors, making it a prime opportunity for businesses and organizations to gain visibility while supporting a beloved Nevada destination.

- **Event Sponsors:** Help support the event through monetary or in-kind donations. Banners
- **Activity Sponsors:** Businesses can sponsor specific activities such as the Float Tube Fly Fishing Clinic, supply portable bathrooms, or family games.
- **Giveaways & Raffles:** Donate items or gift certificates for raffles and prizes. Donations can be made to Nevada State Parks by contacting Cave Lake State Park or to the Nevada Department of Wildlife by reaching out to Nicole Hamblin at nicole.hamblin@ndow.org.

Volunteer & Community Involvement

Be a part of this historic celebration by volunteering with us! We're looking for enthusiastic individuals and groups to help make this event a success. Volunteer roles include assisting with event setup and breakdown, guiding visitors, helping with activities like the Float Tube Fly Fishing Clinic and mountain bike tours, and supporting vendors and park staff throughout the day.

As a token of appreciation, volunteers may receive special recognition, camping opportunities the weekend of the event, and a Free Single Day Use Pass to enjoy Nevada State Parks. This is a great opportunity to give back to the community, enjoy a day at the park, and be part of welcoming visitors back to Cave Lake. If you're interested in volunteering, fill out our volunteer application and join us in making this celebration unforgettable!



Cave Lake was once home to the Fire & Ice Festival, where artists carved massive ice sculptures and even created intricate snow castles on the frozen lake! The festival celebrated Ely's chilly winters with ice fishing, fireworks, and even chainsaw carving competitions.

Logistics

Tentative Schedule

Friday, June 6, 2025:

8:00 A.M. - 5:00 P.M - Event Setup. Vendors and Booths Set up. Campers arrive.

Saturday, June 7, 2025:

6:00 A.M. - 8:00 A.M. - Vendor and Booth arrival. Set up must be complete before 8:00 A.M.

8:00 A.M. - 5:00 P.M. - Official Event Times. Visitors can explore booths, activities, vendors, or use the lake and surrounding trails.

Ribbon Cutting Ceremony

1:00 P.M. - 1:30 P.M. - Ribbon Cutting at the Dam. Speakers from NDOW and NDSP.

1:30 P.M. - 2:00 P.M. - Ceremonious Filling of the Lake and Rubber Ducky Race. Visitors can purchase branded water bottles and duckies from the Nevada State Parks Gift Shop.

Nevada Department of Wildlife (NDOW) Activities

9:00 A.M. - Stocking the Lake

8:00 A.M. - 11:00 A.M. - Float Tube Fly Fishing Clinic

Nevada Division of State Parks (NDSP) Activities

9:00 A.M. - 5:00 P.M. - Live Music

10:00 A.M. - 10:00 A.M. - Interpretive Hike #1

11:00 A.M. - 12:00 P.M. - Interpretive Hike #2

2:30 P.M - Rubber Ducky Race winner announcement

3:00 P.M. - 2:30 P.M. - Carson Kit Fox Meet and Greet

White Pine County Activities

9:00 A.M. - 11:00 A.M. - Bike Ride

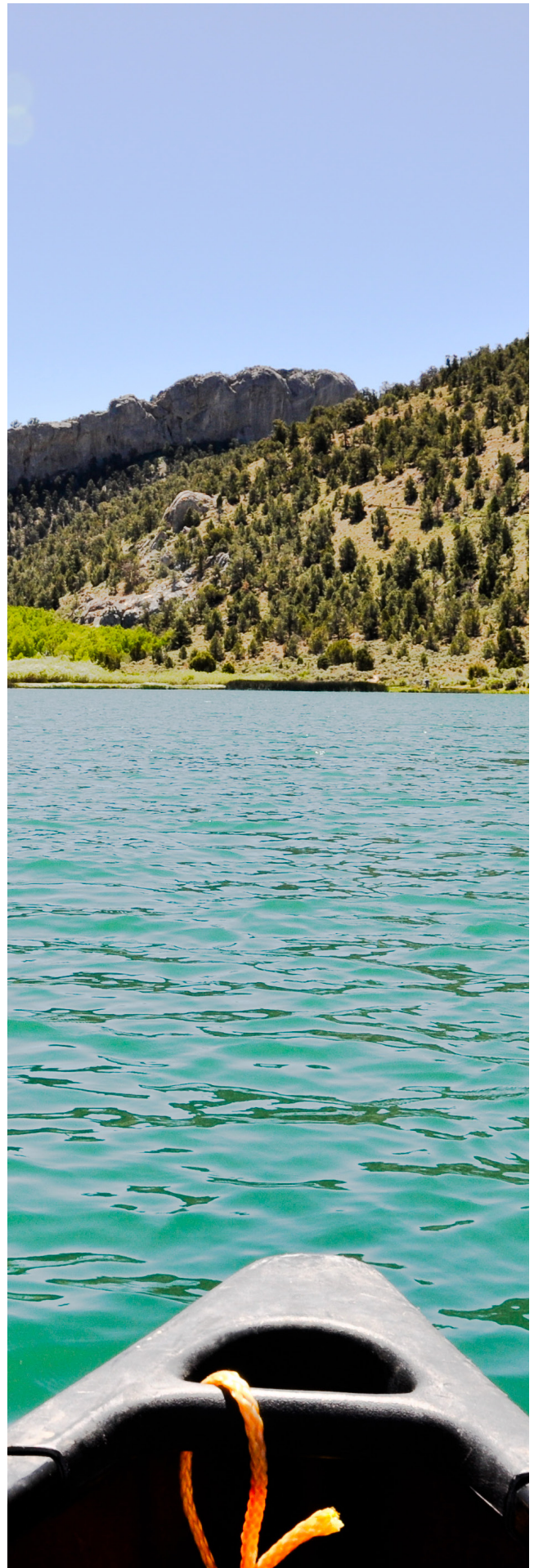
2:00 P.M. - 3:00 P.M. - Canvas Outdoor Art Event

3:00 P.M. - 4:00 P.M. - Lake-wide Kayak and Paddle boarding.

Vendor Highlights

Starting at 3:00 P.M. - "Dam Good Beer" from Las Vegas Brewing Company

8:00 A.M. - 3:00 P.M. - Nevada State Parks Gift Shop Operating Hours



* This is schedule is tentative and serves as an example of what to expect.

Attendance

Based on historical data, regional trends, and the unique elements of Cave Lake State Park, we anticipate attendance to range between 1,500 and 3,500 participants. This projection is grounded in several key factors:

Parking Capacity Estimate:

- If each vehicle carries an average of 2 to 4 people, and 300-400 vehicles are expected, that results in: 600 to 1,600 attendees from parked vehicles.

Campground Attendance:

Assuming an average of 3 to 6 people per campsite across 34 sites, that adds 102 to 204 attendees from the campground.

Comparison to Similar Events:

- Fire & Ice Festival: 1,500 attendees
- Fishing Derby: 800 attendees

Given the significance of this event (a grand reopening), attendance is likely to be on the higher end of the spectrum, potentially exceeding 1,000.

Advertising & Media Impact:

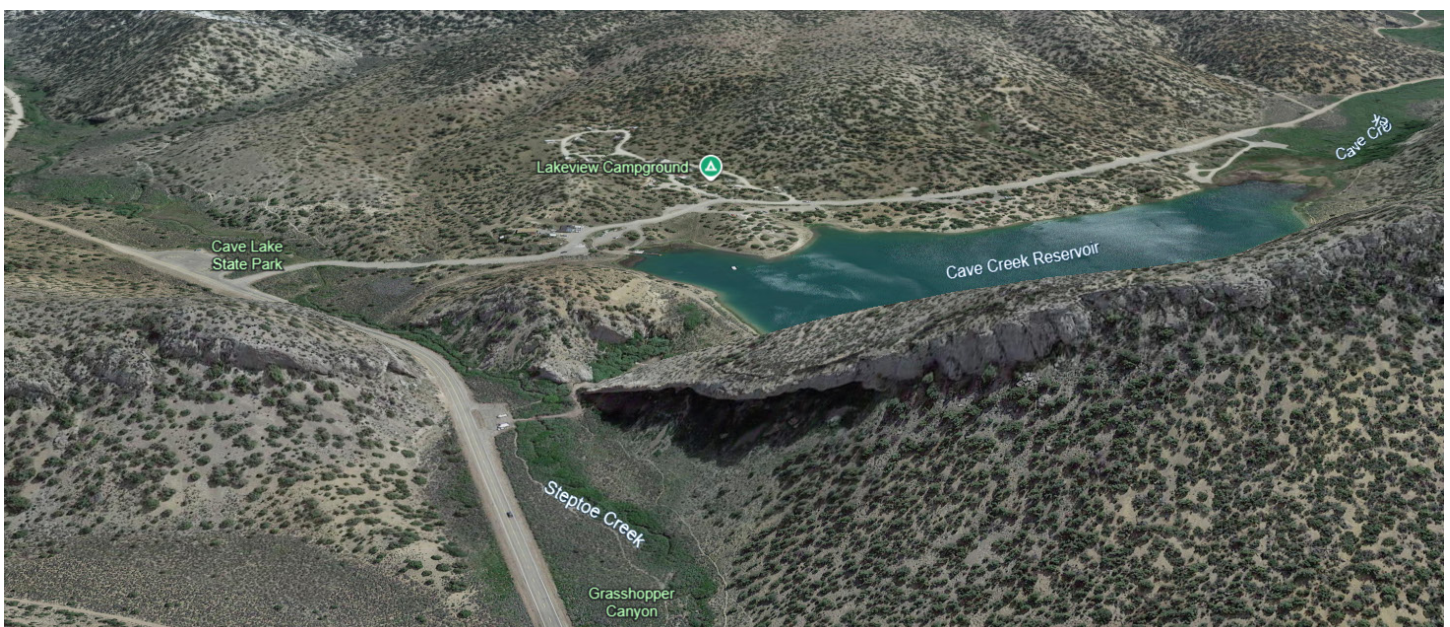
With major media exposure in Reno and Las Vegas, the event could attract 1,000 to 3,000 attendees based on travel feasibility, weather conditions, and public interest.

Estimated Total Attendance Range:

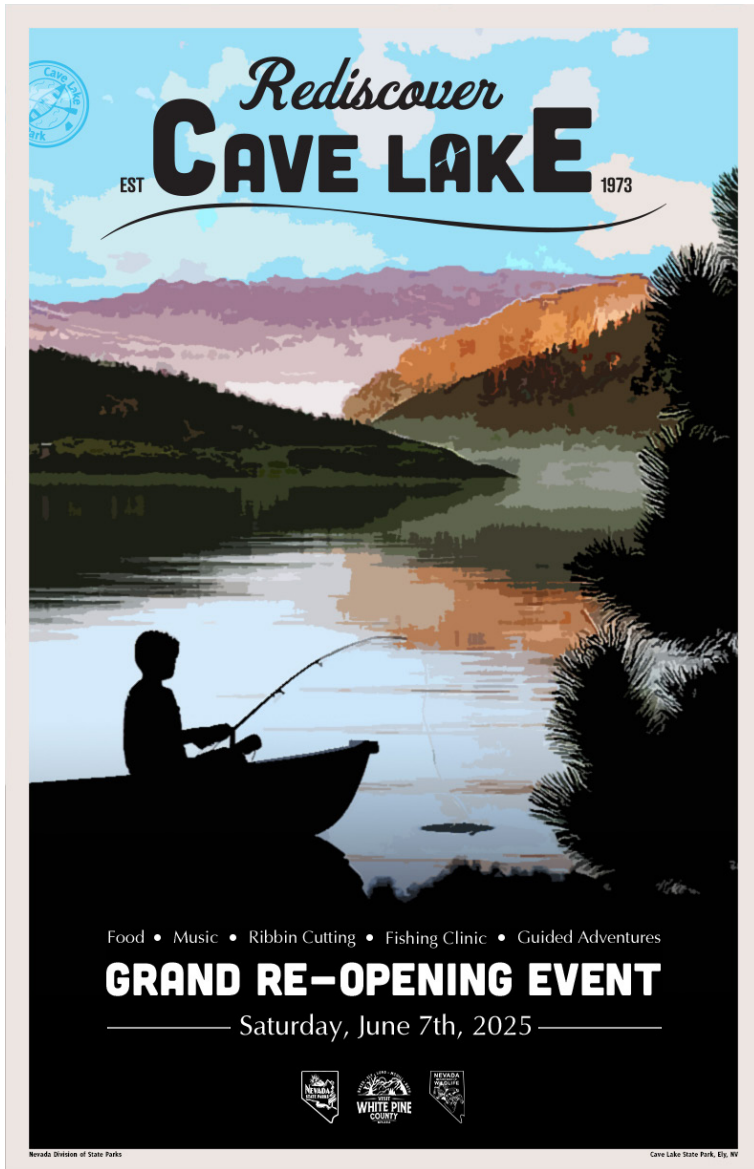
Taking all factors into account, a reasonable estimate for attendance at Rediscover Cave Lake would be **1,500 to 3,500** attendees.

Notes:

This projection reflects regional attendance trends and the unique draw of the Park. With its expanded programming, vendor participation, and robust advertising, the event's turnout may exceed expectations, particularly if weather conditions are favorable.



Marketing



11x17 Event Poster

Participating in the Rediscover Cave Lake event provides vendors with a unique marketing opportunity to engage with a diverse audience of outdoor enthusiasts, anglers, and families. Vendors and organizations will benefit from prime visibility, with their logos prominently featured with event promotions, shared across Nevada State Parks' and the Department of Wildlife's social media channels, and displayed on the event page at parks.nv.gov, reaching thousands of potential visitors. This exposure offers a valuable platform for brand recognition and engagement while aligning vendors with the agency's mission to celebrate and preserve Nevada's unique natural and recreational resources.



Event sticker

Media Coverage

The Rediscover Cave Lake event will be promoted through a comprehensive press release distributed to local and regional media outlets, generating excitement and anticipation for this special celebration. Vendors and partners will benefit from potential media coverage both leading up to and during the event, enhancing visibility and expanding their reach to a broader audience. Coverage may include news features, interviews, and event highlights, further amplifying the event's impact. This media exposure provides an excellent opportunity to showcase participating vendors and organizations while celebrating Nevada's dedication to preserving and promoting the state's exceptional outdoor recreation opportunities.

How You Can Participate!

Vendors interested in participating in the Cave Lake Grand Reopening Celebration must complete and submit the vendor application by May 7, 2025. Applications will be reviewed on a rolling basis, with approvals granted based on space availability and relevance to the event. To secure a spot, vendors are encouraged to apply as soon as possible, as space is limited and expected to fill quickly. Once approved, vendors will receive confirmation along with setup details and event logistics. Don't miss this opportunity to showcase your business or organization at one of the biggest outdoor celebrations of the year!



Questions?

Those interested in attending this special day, participating in the event, becoming a sponsor, volunteering, or have general questions can contact Cave Lake State Park.

Cave Lake State Park

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