

RETAILING  
BEHIND THE SCENES

## Why a Nevada-based sporting goods retailer is expanding to Roseville



By Sonya Sorich  
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Minden, Nevada-based BlueZone Sports is filling this Roseville retail space.

DENNIS MCCOY | SACRAMENTO BUSINESS JOURNAL

Despite closures by large retailers within his industry, the top executive of a sporting goods store that's coming to Roseville continues to eye expansion.

Minden, Nevada-based BlueZone Sports will replace Any Mountain in the Roseville Square shopping center near Interstate 80 and Douglas Boulevard. Any Mountain, a ski outfitter, closed its 13,020-square-foot Roseville site earlier this year.

Richard Norris, the CEO of BlueZone, said he saw an opportunity in Roseville after the ski store's closure. Any Mountain, which operated its Roseville store for seven years,

had a customer base that needed a new retail option for ski equipment. Norris said he was also drawn to Roseville's growth, as well as its proximity to Lake Tahoe.

"We want families to spend time with each other and outside," Norris said of BlueZone's philosophy.

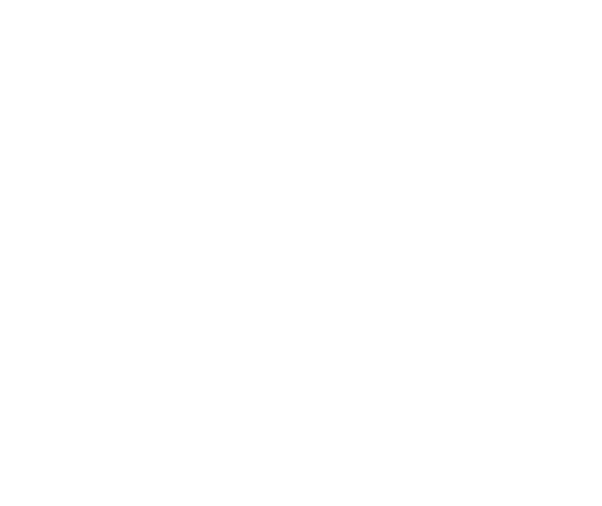
While the name on the business will change, ski supplies will remain a constant at the retail space at 392 Roseville Square. Norris said his store will feature a full-service ski and snowboard shop, with retail sales as well as ski and snowboard rentals. Those rentals will be available on both a daily and seasonal basis.

But BlueZone will also focus on summer sports. The retailer will rent and sell a variety of summer items, including bikes, stand-up paddleboards and kayaks. Its retail inventory will include athletic clothing and footwear as well.

The Roseville store is expected to have a grand opening in November. Norris said hiring will fluctuate by season, but he expects to employ 25 to 30 people in the winter and 15 to 20 people in the summer.

BlueZone has one store each in South Lake Tahoe and Truckee, as well as three Nevada locations, including the Minden office. Norris expects the company will ramp up its e-commerce presence soon.

He's already considering future expansion in the Sacramento area. Norris said he's "actively looking in Folsom" for a possible future store site, and "cautiously looking in Sacramento."



Those possible expansion plans come amid changes in the sporting goods sector of retail. Major retailers such as Sports Authority and Sport Chalet went out of business in recent years. "There was definitely some saturation," Norris said of the national market.

But he thinks there's still a place for brick-and-mortar retail in the industry. "There's a need for customer interaction," he said. On its website, BlueZone says its inventory is "hand-picked to be Tahoe-specific." The company calls the Tahoe area a "blue zone," a place known for health and happiness.

"We will have the absolute best of the best in terms of product selection, but we will also price things at value," Norris said.

BlueZone calls itself a socially responsible company. Norris said 90% of the fixtures in the Roseville store will be repurposed, and a portion of the store's proceeds will support community organizations.

Broker [Jon Gianulias](#) of Core Commercial Real Estate represented the landlord in the Roseville lease. Dickson Commercial Group represented the tenant.

## COMPANIES IN THIS ARTICLE

### BlueZone Sports

Minden, NV  
Sports

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