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BUSINESS DIRECTORY

Truckee

Base Camp for a Big Life™

An Authentic Mountain Town

A Thriving Economy

2016 - 2017

Business Directory, Startup + Relocation Guide



TRUCKEE™
Chamber of Commerce

Truckee Chamber of Commerce | Town of Truckee

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Message from the Truckee Chamber of Commerce



We are passionate about Truckee—about helping businesses grow and thrive to create a community where people want to live, work and play—where we raise our families and make a difference. We do that through a shared passion for the outdoors, through connecting people, building relationships, developing ways to share successes and by creating events and programs that make our business community smarter, more innovative and prosperous.

The strength of any organization lies in its members who are the heart and soul of our Chamber. This directory provides information about 600 businesses that recognizes *strength in numbers* is important for the

Chamber, Truckee's largest business organization. We encourage you to support the businesses listed within this directory. And we thank our members for their partnership with the Chamber to help make our community a better place to live and do business.

The Chamber is committed to embracing change and ensuring that the organization stays fresh and relevant. To that end, in 2015–2016, the Chamber steered a Place-Based Marketing Initiative. Funded by the Town of Truckee, Public-Private Partnerships and with significant community input through workshops and surveys, we are proud to unveil the newly created Truckee Brand Identity through this year's directory. As a town, we also collectively identified our core values, pillars, voice, tone and promise.

Additionally, we are launching a new Truckee.com website that provides our members, and the community, an opportunity to utilize one portal for everything they need to live, work and play in and around Truckee. This new site utilizes the latest technology, breathtaking imagery, and provides comprehensive information about Truckee for visitors, residents, and those looking to do business in Truckee. Members can take full advantage of new and innovative digital marketing opportunities.

The Chamber is proud of our partnership with the Town of Truckee. We are in alignment and share the vision of working together to create economic prosperity for Truckee. We are optimistic about Truckee today and tomorrow and invite you to join us.

Kelly Rodriguez
CHAIR OF THE BOARD

2015/16 BOARD OF DIRECTORS

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TRUCKEE
Chamber of Commerce

10065 Donner Pass Rd. Truckee, CA 96161
(530) 587-8808 | (866) 443-2027 | (530) 587-2439 Fax
TruckeeChamber.com | Truckee.com



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(530) 582-7700 | (530) 582-7710 Fax
TownofTruckee.com



Town of Truckee

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and Town of Truckee

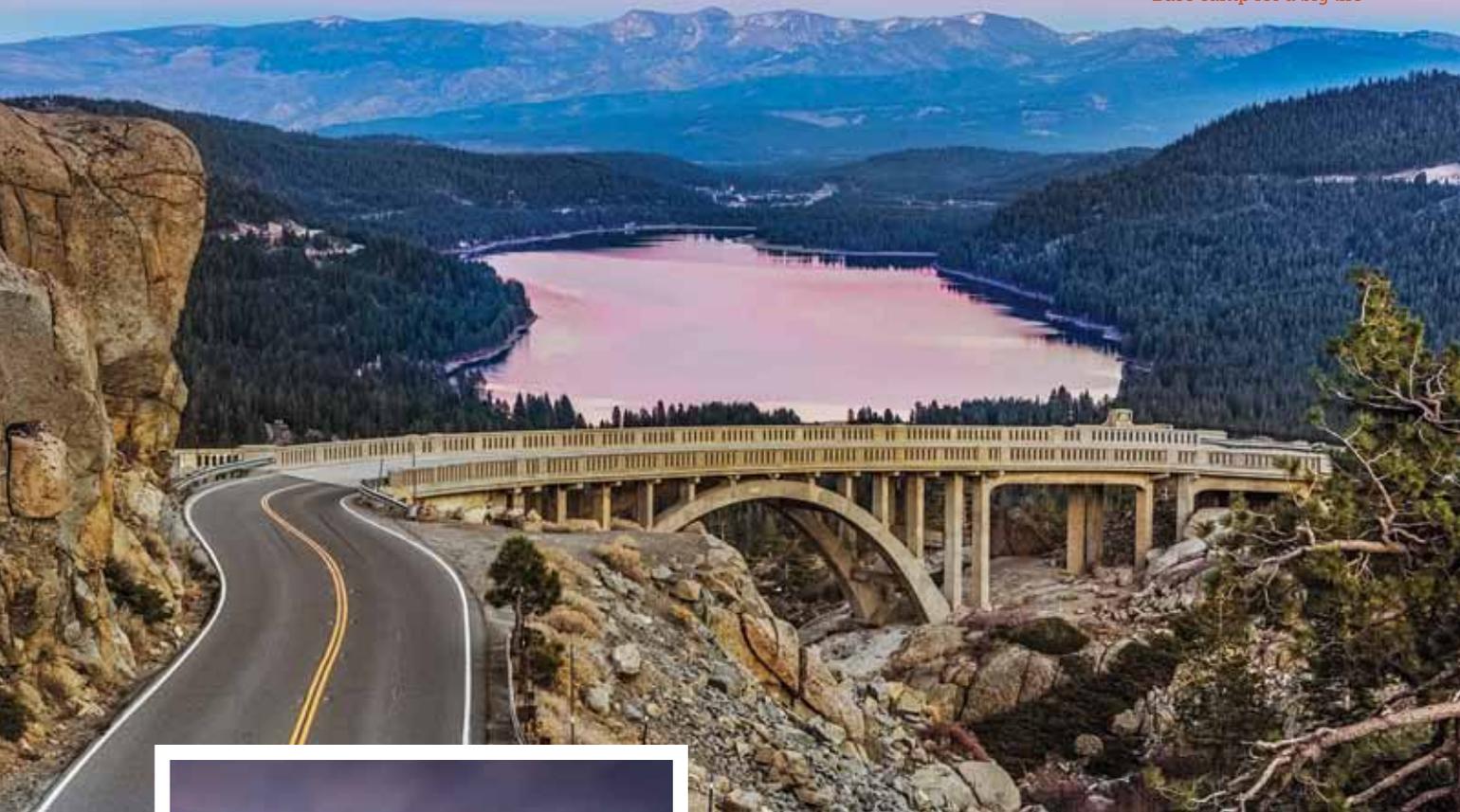
ON THE COVER:

Historic Downtown Truckee | Photo by: Erskine Photography

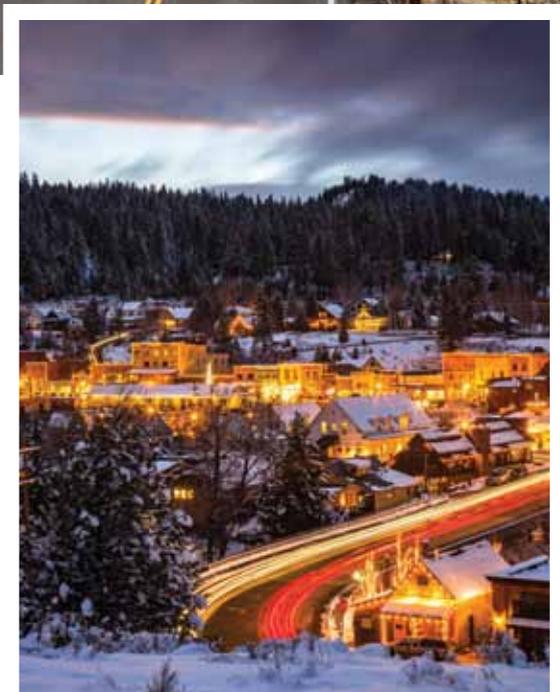
Every effort has been made to ensure the accuracy of the information contained within this directory. The Truckee Chamber of Commerce, Town of Truckee, and Just Imagine Marketing and Design assume no responsibility for misinformation. Please contact the Chamber with any additions or corrections. For the most current information on Chamber Members, go to TruckeeChamber.com.

Truckee

An Authentic Mountain Town



© Bill Stevenson



© Scott Thompson, scottshotsphoto.com

You know the place. It's home to your favorite, best ever top-to-bottom run, ride, or paddle glide. Where the stars and the conditions align and you enter, the zone. Where that certain restaurant chainsaws ice blocks, where that artist forges up-cycled iron, that chef creates farm-to-mountain-top dinners, that entrepreneur brainstorms the next killer App on a chairlift. Where that local kid wins international competitions, training in one of the safest cities in California. Where chilling on a pier at sunset is standard operating procedure. Where that "stranger" who helped get your ball back from their dog, turns out to become your future wife, your husband.

Maybe it's where you live; a week a year, most weekends, or full time. It's a mountain town, and a mountain life, and you belong here.

We take risks, think creatively and support local businesses.

A big life means different things for different people, but we are all drawn to it. We are here for the clean air, the sense of freedom, the incredible access to nature, beauty, and outdoor sports. Maybe you came to Truckee for a career change, maybe your dream is to move to Truckee, to create a business, to raise your family in a smaller, caring community with education that blends outdoor adventure with uncompromising academics.



© Truckee Chamber of Commerce



**BEST
ADVENTURE
TOWN**

Most of us live in Truckee, visit Truckee, to be with family, to spend time with friends, to share dreams and to create experiences together. With an alpine backdrop and easy access to nearly every winter or summer sport imaginable, it's no wonder Truckee is top four Adventure Town, Sunset Magazine. And, while the outdoors unites us, there is a hardworking entrepreneurial spirit and tech scene that is collaborative, connected. We were pioneers who depended upon each other in the 1800s, and we are just as strong today. We fiercely defend, value and wish to protect our way of life, while knowing change is inevitable. We unite in taking on solutions for our challenges, from housing to peak visitation periods.

And while our story is the place, local storytellers make up the community. Our thread is a culture that makes Truckee an authentic mountain town. We value the whole. We show up for fundraisers, we volunteer, engage, debate, celebrate and believe in a higher quality of life. We are proud of our rich heritage and the charm of historic downtown. We value a clean environment and open space; protecting Donner Lake, the Truckee River, the Summit and all of our meadows, streams and forests.

This Business Directory is dedicated to Truckee; to our mountain town and to the people who are leading big lives, whether that is writing poetry or code, raising kids destined for the Ivy league or taking over a family business. The Truckee Chamber of Commerce is proud to be stewards of the success of our business community. In this Business Directory and on Truckee.com, you will find businesses who believe in the collective good; business owners who are making Truckee, base camp for a big life.



© Truckee Police Department



© Truckee Chamber of Commerce

Two-thirds of the U.S. population live where it's too bright at night to see the Milky Way.



Truckee Facts

Truckee was first established in 1863; incorporated in 1993. Truckee, with a population of 16,985, is the largest of three incorporated cities in Nevada County (Grass Valley and Nevada City are the other two). The Town is governed by five council members, elected at-large for four-year terms. Elections are held every other year, and terms are staggered.

LOCATION

Located in the Sierra Nevada mountain range, Truckee is just 200 miles northeast of San Francisco, 100 miles east of Sacramento, California, 40 miles west of Reno, Nevada, 12 miles north of Lake Tahoe, California and 155 miles from Yosemite National Park East Entrance.



ELEVATION

Downtown Truckee	5,980 ft.
Donner Summit	7,239 ft.
Donner Peak	8,019 ft.
Mt. Judah	8,243 ft.

CLIMATE

Average summer temperature	40–79° F
Average winter temperature	17–42° F
Average total snowfall	201 inches
Average total precipitation	30 inches

SOURCE: WESTERN REGIONAL CLIMATE CENTER

Housing & Education

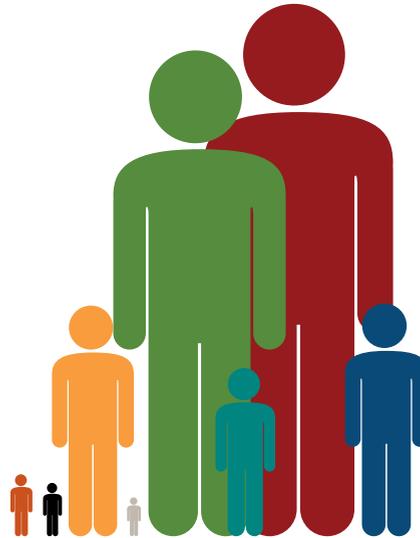


HOUSING UNITS BY OCCUPANCY

Total housing units	13,526
Owner occupied housing units	32.8%
Renter occupied housing units	17.0%
Second home housing units	50.2%

HOUSEHOLDS BY INCOME

Household income base	6,732
Less than \$15,000	6.7%
\$15,000–\$24,999	5.3%
\$25,000–\$34,999	7.1%
\$35,000–\$49,999	11.1%
\$50,000–\$74,999	22.4%
\$75,000–\$99,999	16.1%
\$100,000–\$149,999	18.3%
\$150,000–\$199,999	6.7%
\$200,000+	6.4%
Average household income	\$90,168



POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT

TOTAL	11,849
Less than 9th grade	3.4%
9th–12th grade, no diploma	2.9%
High school graduate	12.8%
GED/alternative credential	2.1%
Some college, no degree	27.0%
Associate degree	9.3%
Bachelor's degree	29.6%
Graduate/professional degree	12.9%

2015 EMPLOYED POPULATION AGE 16+ BY OCCUPATION

TOTAL	9,061
WHITE COLLAR	66.2%
Management/business/financial	20.9%
Professional	20.8%
Sales	11.6%
Administrative support	13.0%
Services	21.0%
BLUE COLLAR	12.7%
Farming/forestry/fishing	0.3%
Construction/extraction	5.6%
Installation/maintenance/repair	3.1%
Production	1.3%
Transportation/material moving	2.5%

2015 EMPLOYED POPULATION AGE 16+ BY INDUSTRY

TOTAL	9,061
Agriculture/mining	1.1%
Construction	10.7%
Manufacturing	2.2%
Wholesale trade	1.3%
Retail trade	9.9%
Transportation/utilities	2.4%
Information	2.0%
Finance/insurance/real estate	11.1%
Services	53.5%
Public administration	5.8%

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 SUMMARY FILE 1. ESRI FORECASTS FOR 2015 AND 2020.

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 SUMMARY FILE 1. ESRI FORECASTS FOR 2015 AND 2020.

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 SUMMARY FILE 1. ESRI FORECASTS FOR 2015 AND 2020.



Real Estate

TRUCKEE SINGLE FAMILY HOMES

Median price	\$550,000
Average days on market	85
Homes sold	622

TRUCKEE CONDOS

Median price	\$362,500
Average days on market	101
Condos sold	141

AVERAGE MONTHLY RENT

(Approximately)	\$1,850
3-bedroom, 2-bath,	
2-car garage dwelling	

SOURCE: COLDWELL BANKER, TRUCKEE. SALES INFORMATION OBTAINED FROM TAHOE SIERRA MULTIPLE LISTING SERVICE DEEMED RELIABLE BUT NOT GUARANTEED. DATA FOR AREAS REPORTED ARE 007, 008, 009 INCLUSIVE.

Population

TOWN OF TRUCKEE

Population	16,985
Households	6,732
Average household size	2.52
Total housing units	13,526
Median age	39.0

POPULATION 15+ BY MARITAL STATUS

TOTAL	13,735
Never married	31.2%
Married	54.8%
Widowed	3.4%
Divorced	10.6%

POPULATION BY SEX

Males	52%
Females	48%

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 SUMMARY FILE 1. ESRI FORECASTS FOR 2015 AND 2020.

Truckee Resources

The Truckee Chamber of Commerce has several useful demographic and economic studies available for the business community.

2016—2017 BUSINESS DIRECTORY & RELOCATION GUIDE

This useful directory contains resources, demographic and economic information, as well as a complete roster of Chamber members. A digital version of the Business Directory can be found on the home page of the Truckee.com website.

VISITOR PROFILE STUDY

The Truckee Chamber of Commerce commissioned Strategic Marketing Group in 2013 to conduct market research about tourism and visitor behavior in Truckee. The report includes information such as visitor characteristics, geographic origin, budget while visiting, visitor patterns, and their destination experience and perceptions, and more. The report can be found on the Truckee.com website.

TRUCKEE DEMOGRAPHIC & ECONOMIC PROFILE

The Truckee Chamber of Commerce commissioned the Center for Strategic Economic Research in 2012 to compile a Truckee Demographic & Economic Profile. The report covers a set of key demographic, workforce, and economic indicators that can be used to assess the local business climate and identify economic development opportunities. The report can be found on the Truckee.com website.

Town Taxes

SALES TAX

State and Local	8.375%
State of California	7.5%
Nevada County Library	.125%
Truckee Measure V—Roads	.5%
Truckee Measure R—Trails	.25%

SALES TAX REVENUE

2014/2015	\$3,645,301
2013/2014	\$3,314,077
2012/2013	\$2,925,569
2011/2012	\$2,843,406
2010/2011	\$2,904,190

TRANSIENT OCCUPANCY TAX

(TOT):	10%
2014/2015	\$2,119,343
2013/2014	\$1,822,905
2012/2013	\$1,718,414
2011/2012	\$1,350,699
2010/2011	\$1,436,129

TRUCKEE TOURISM BUSINESS IMPROVEMENT DISTRICT

(TTBID): 2%

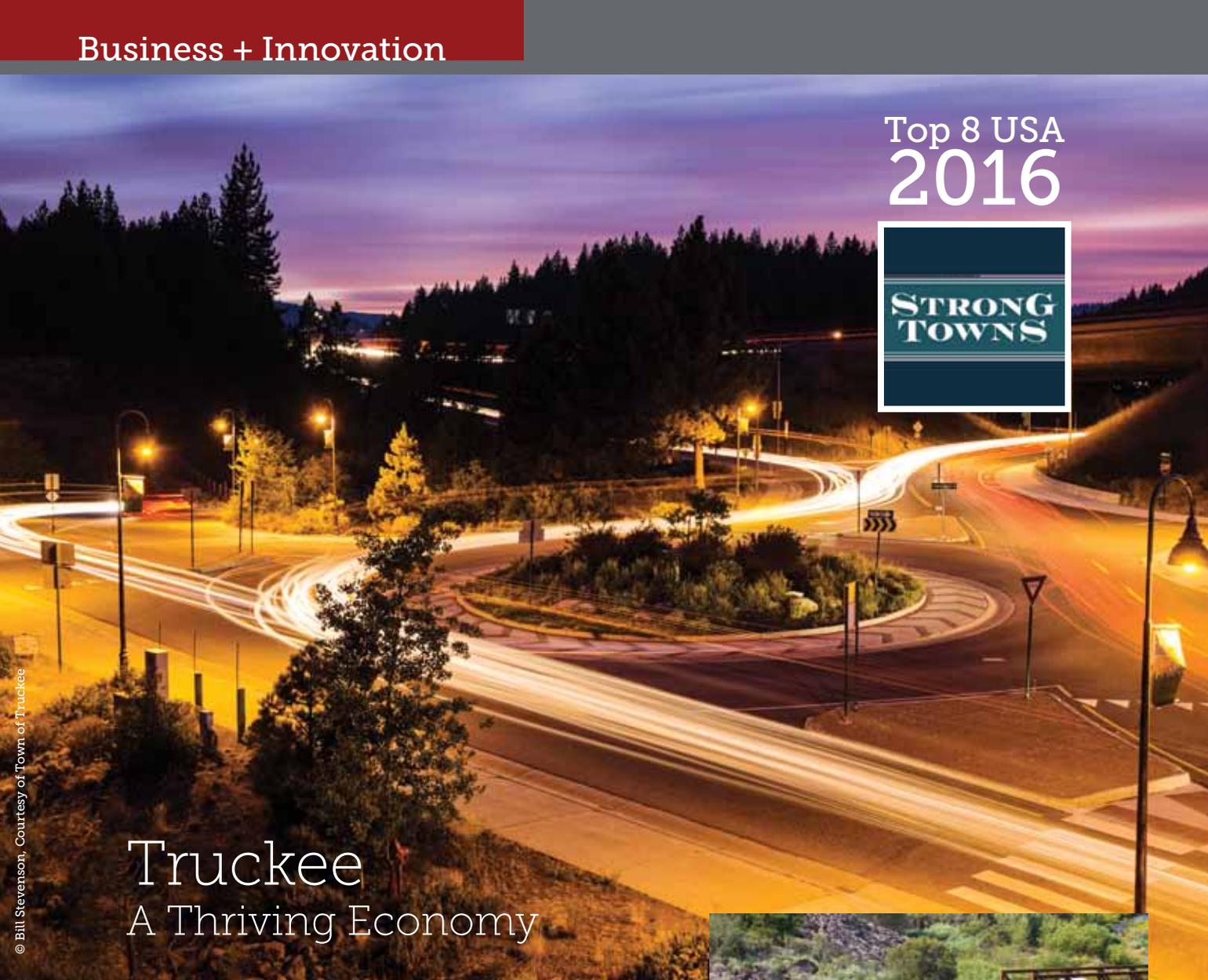
A Truckee Tourism Business Improvement District (TTBID) was passed through a resolution of the Truckee Town Council September 22, 2015. This 2% assessment on hotel, property management, and individual vacation home rentals became effective October 1, 2015. A TTBID is a benefit assessment district to help fund marketing and sales promotion efforts to improve tourism with the goal of specifically benefitting those businesses assessed. There are 95 successful TTBIDs in the state of California.



Top 8 USA
2016



© Bill Stevenson, Courtesy of Town of Truckee



Truckee

A Thriving Economy

A healthy business climate encourages existing businesses to grow, entrepreneurs to start new businesses, and commercial land-use investments in the area. Fostering a vibrant, prosperous town for future generations is a primary economic driver, while Town leaders also focus on sustaining our quality of life as an authentic mountain town. We balance thoughtful, planned growth with a keen sense of focus on protecting our pristine natural environment.

With a population of 16,985 that swells well beyond that in peak season, economic growth does not necessarily mean physical growth. Smart, strategic, collaborative planning is critical.



© Bill Stevenson, Courtesy of Town of Truckee



© Joanna Rutkowski, Courtesy of Bike Truckee



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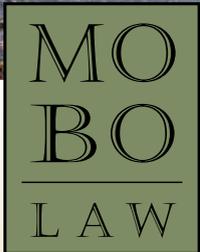
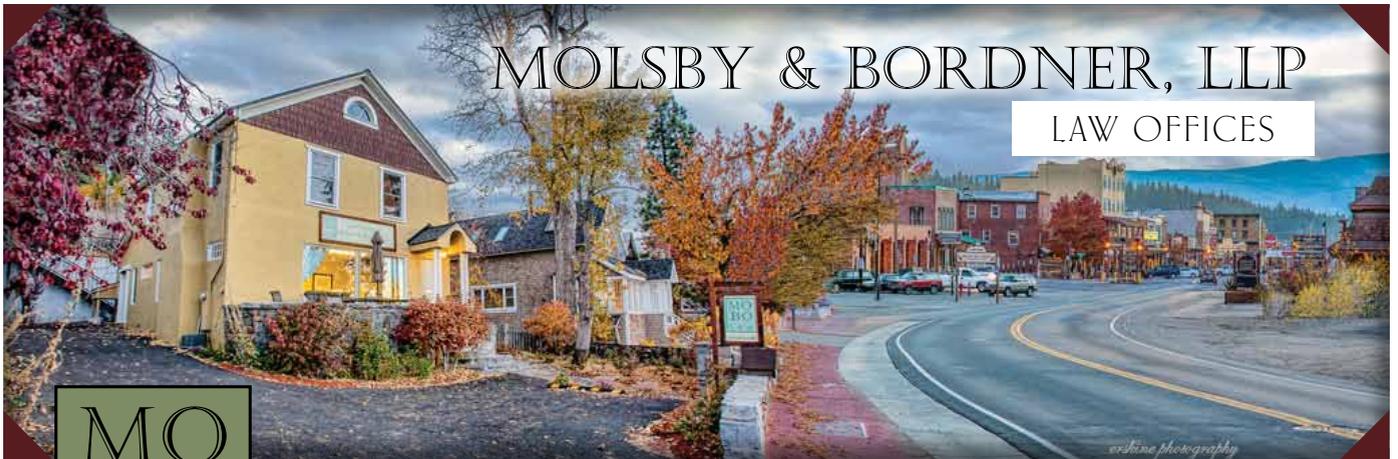


We balance thoughtful, planned growth with a keen sense of focus on protecting our pristine natural environment.



© Bill Stevenson, Courtesy of Town of Truckee

Maintaining and improving the community's infrastructure is a priority for the Town of Truckee. One primary component is ensuring roads are well maintained and that snow removal is quick and efficient – important in an area that receives an average of over 200 inches of snowfall annually. Truckee proudly invites visitors and residents to enjoy a growing network of trails and bikeways, streetscape improvements with gathering places, public art, and recreational facilities including the Truckee Bike Park, and new Aquatics Center debuting in fall 2016.



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- Purchase as little as 15 minutes with a credit card
- **Questions? Call 530.582.2915**

Where does my quarter go?

25¢

25¢

The money from the meters pays for:

- **Parking Lot Leases** – 40% of downtown parking district spaces are on Union Pacific Railroad-owned land, which costs \$125,000 per year.
- **Snow Removal** – Average snowfall in Truckee is over 200" per year, and we've received over 600" in a record-breaking year. Snow is hauled out of downtown daily during snow events.
- **Parking Management** – The Town of Truckee works to provide safe, convenient, well-maintained downtown parking.
- **Enforcement** – Our parking department is committed to providing customer service and assistance.

**Thank you for
Supporting Downtown Truckee**

www.TownofTruckee.com

Investments in the area are significant with neighboring world-class resorts in our backyard investing millions of dollars annually, not to be outdone by the residential real estate development market as the economic engine for contractors, architects, interior designers, landscapers and more.

Truckee restaurants boast renowned California cuisine as well as authentic Hispanic food, with "chefs not cooks", exploring the latest cooking trends in popup and "adventure" dining. With unique boutiques owned by small business owners and local artisans, shoppers discover one-of-a-kind items created by a strong mountain arts and culture community.

"The stars shine brighter in Truckee" is often heard amongst family and friends. Putting in place policies and ordinances to improve air quality is just one example of the environment being a high priority. In fact, air quality in Truckee is 95 on a scale to 100 (higher is better) as reported by the EPA.

Air quality in Truckee is 95 on a scale to 100 (higher is better) as reported by the EPA.



Another nod to Truckee's thoughtful growth and its commitment and resolve to green and sustainable living is the expanding network of plug-in electric vehicle (PEV) charging stations—downtown, in the Pioneer Commerce Center, and at Meadow Park. In addition, several Tesla super-charging bays can be found in Truckee located at The Rock on Old Brockway Road, in the Gateway Shopping Center behind Safeway and at several lodging establishments.

Truckee Tomorrow, an economic development initiative comprised of leading citizens, leverages Truckee's assets to attract innovative, healthy-minded outdoor enthusiasts and entrepreneurial spirits who also value a higher quality of life. Growing and diversifying our economy fosters a healthy, balanced year-round workforce, while maintaining our community's quality of life.



© Greyson Howard, Courtesy of Truckee PUD

Truckee is a key access point on the national electric highway.

© Northstar California™

Truckee's Locally-owned Appliance Store

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REVITALIZATION AWARD (SMALL) WINNERS—
Bar of America and Downtown Truckee 76

EXCELLENCE IN GOVERNMENT AWARD
WINNER—Truckee Tahoe Airport District



© Rob Retting Photography

TRUCKEE CHAMBER OF COMMERCE ANNUAL AWARDS DINNER

Recognizes Outstanding Local Business and Community Members

The Truckee Chamber holds its Annual Awards Dinner every year in the fall, bringing together the business community to recognize local businesses or members who have exemplified outstanding involvement in the community and its issues, those who have contributed significantly to our economy and local labor market, or have shown staying power and growth in our business community.

THE 2015 AWARD WINNERS WERE:

- ||| HOSPITALITY AWARD, Northstar California™
- ||| NEW BUSINESS OF THE YEAR, Truckee Tavern and Grill
- ||| REVITALIZATION AWARD (SMALL), Bar of America and Downtown Truckee 76
- ||| REVITALIZATION AWARD (LARGE), Town of Truckee
- ||| LARGE BUSINESS OF THE YEAR, Mountain Hardware & Sports
- ||| EXCELLENCE IN GOVERNMENT, Truckee Tahoe Airport District
- ||| NON-PROFIT ORGANIZATION OF THE YEAR, Truckee Optimist Club
- ||| SMALL BUSINESS OF THE YEAR (1-10 EMPLOYEES), The Painted Vine
- ||| SMALL BUSINESS OF THE YEAR (11-49 EMPLOYEES) Advanced Asphalt
- ||| VOLUNTEER OF THE YEAR, Mark Tanner
- ||| CHAMBER AMBASSADOR OF THE YEAR, Denise Mix, Sierra Sotheby's Realty

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Truckee-Tahoe Contact
Brian H. Schusterman
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advancing your interests
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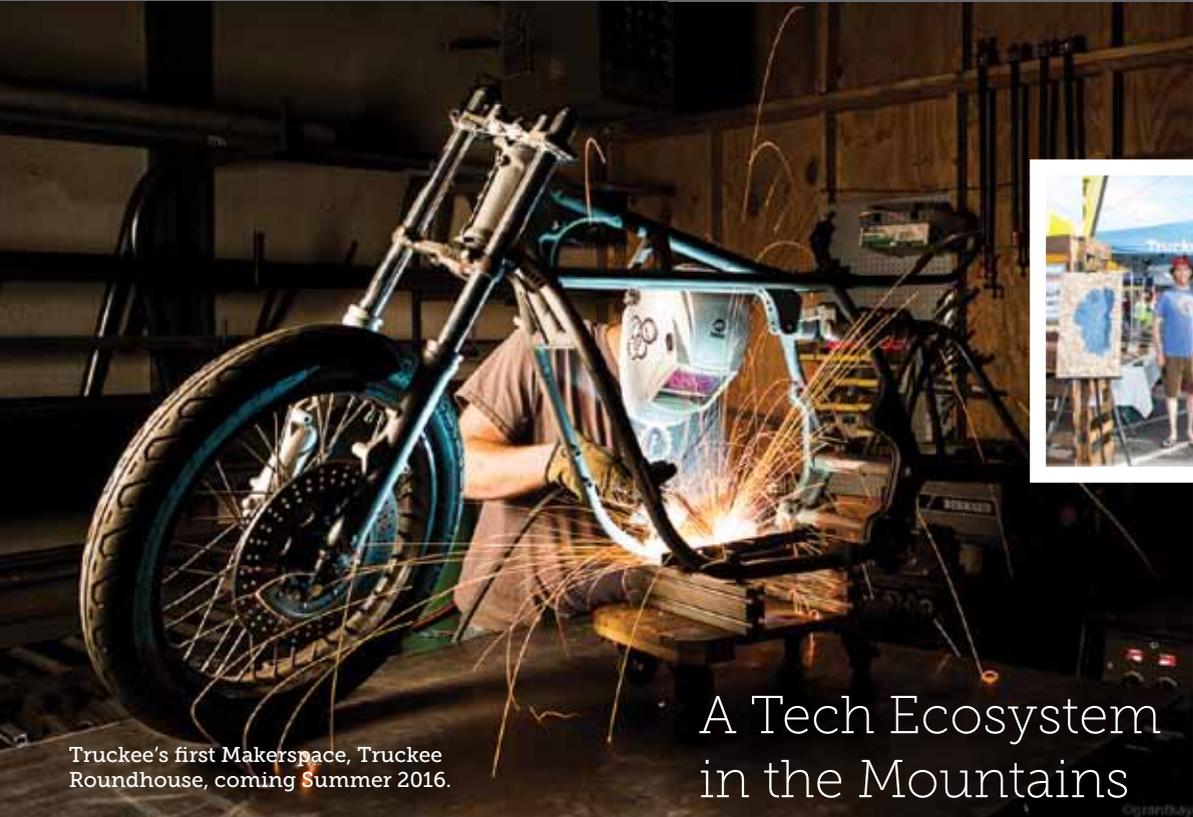


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Truckee's first Makerspace, Truckee Roundhouse, coming Summer 2016.

© Grant Kaye Photography

Truckee Roundhouse, first popped up at Truckee Thursdays.



© Erskine Photography

A Tech Ecosystem in the Mountains

In Truckee, a culture that is passionate about balancing live, work, and play welcomes newcomers who share the same values. This kind of community support creates the perfect atmosphere to think, connect, create and be productive. Business concepts that grow local jobs, and are not seasonally-dependent, are particularly viewed with special interest. Developers will find App beta testers in the local marketplace for just about any idea—from healthcare to trail wayfinding.

In fact, a rapidly growing Tech Ecosystem from Truckee to South Lake Tahoe, Incline Village and Reno includes startup, entrepreneur, and networking groups. At weekly meetings and events, people are serious about business and ROI, yet also collaborative, helpful, and connecting—born from a shared desire to recreate in fresh air and stunning mountain scenery.

“The entire tech community is very interested in working together—networking for the greater good” says Tim Olesnavage, cofounder of Elevate Blue a venture accelerator in Incline Village also launching a coding school.

Unlike the fiercely competitive and stressful city life (and without all of the distraction, noise, friction and time spent commuting) efficient business owners can play (ski, ride, bike, paddle, climb, hike, run...) then get work done at a local business, home, co-working, studio or makerspace until time for a cold brew or dinner with the family.

“A lot of people who come to live in the mountains are determined, tough and creative individuals, who are used to being innovative and resourceful to sustain their lifestyle. These are some of the same qualities that help make them successful as entrepreneurs.”



Rachel Arst McCullough

Tahoe Silicon Mountain, Head of Promotions

”

Find Your Peeps

TRUCKEE.COM — *Arts, Culture, History*

TRUCKEE ROUNDHOUSE MAKERSPACE — *Create*

TAHOE SILICON MOUNTAIN — *Network*

THRIVE TAHOE — *Network*

THE LIFT, TAHOE MOUNTAIN LAB, TAHOE MILL — *Co-Work*

ELEVATE BLUE — *Incubate, Accelerate, Code*

But a startup doesn't need to be digital, or created behind a computer screen. In 2015, Bike Truckee (bike rentals) popped up within pedalling distance of the Legacy Trail, a beautiful paved 4.1 mile path running along the Truckee River. Getting setup and operating quickly is easy to figure out with the help of the Town of Truckee, offering an online tool to help entrepreneurs figure out what it takes to open a business that requires a physical location. Check out OpenCounter on TownofTruckee.com home page.

“

I feel so lucky that we have a community that values local artists. It has been great to grow and receive so much support.

—Krista Tranquilla, local artist



© Daphne Hougard



© Jeff Freeman Photography

”

A Creative Culture

Complimenting a heating up tech scene is a creative side to Truckee that blends art, cuisine and mountain living. Opening in summer of 2016 is a 3,400 sf new community makerspace, Truckee Roundhouse. Celebrating its second year, is Truckee Open Art Studios Tour (TOAST) a 10-day collection of events throughout the Town of Truckee featuring interactive, behind-the-scenes access to artists—from sculpture, to multimedia, painting, woodworking and more.

Some TOAST artists are also represented in historic downtown Truckee with galleries and art supply stores offering creative workshops. And, if you've got a creative at-home idea, the Sierra Small Business Development Center partners with Etsy to offer training that will help you get up and running online. Sierra College, Truckee Campus offers photography, welding, drama classes and more.

Truckee's culinary scene includes farm-to-table popups that range from elegant dining/open kitchen experiences at Stella, to ski area dinner events held in grand lodges, and food trucks at Truckee Thursdays (weekly summer event). A network of regional farms, local gardens and organic foods are promoted by Tahoe Food Hub and Slow Food Lake Tahoe at popup events that are packed with local friends and family. In summer, vibrant farmers markets offers flowers, produce, locally raised meats and more.

Get up and running with your business idea quickly and easily. Get all of the support, resources, information and business contacts you need from the Town of Truckee, the Truckee Chamber of Commerce, and the Sierra Small Business Development Center. This section walks you through the process of starting a business in Truckee, also available on Truckee.com.

STEP 1

Find a Business Location

Truckee's business community is comprised of traditional street side, brick and mortar businesses, a virtual (locally rooted) tech industry that is gaining strength, a robust recreation, health and wellness climate, and many home-based businesses. If you're thinking of a location for your business, you'll want to understand Truckee's commercial space inventory, zoning, permits, special licensing, and environmental rules.

Lookup Commercial Realtors located on pg. 57 & 58 for assistance in leasing or purchasing a property for your business. Visit TownofTruckee.com for information on new commercial developments in the pipeline. Combined with existing commercial space inventory, and several new developments in the plans, opportunities for new leasing space will become available in Truckee. One long-awaited project nearing groundbreaking is the Truckee Railyard to the immediate east of historic downtown slated to include a movie theater, workforce housing, live/work space, office space, retail, a grocery store, and restaurants. Other developments in Truckee include Cold Stream and Joerger Ranch Specific Plan areas.

STEP 2



Login to OpenCounter at <https://truckee.opencounter.us/>

Use the official Truckee online startup tool located on the homepage of TownofTruckee.com to understand your next steps. OpenCounter asks the right questions, in the right order, so new business owners can see the requirements, fees, and processing time that may apply to their business idea, planned use and location.

Once you've learned some things through OpenCounter, check out the Town of Truckee's "Over The Counter Thursdays" program which invites smaller projects approval from Planning, Building and Engineering without having the back-and-forth of correction lists being generated and returned for resubmittal purposes. In addition, the Town's "Express Plan Check" offers three-day turnaround for review of commercial tenant improvements to help get new businesses into vacant commercial space quickly.

STEP 3

Get Connected, Find Resources

Become a member of the Truckee Chamber of Commerce, the largest and most networked business organization in Truckee, and also the media company behind Truckee.com and the publisher of the Truckee.com Business Directory. See pg. 22 for Truckee Chamber Networking Programs, Small Business Workshops, Membership Benefits and Digital Media opportunities.

Next, understand Truckee lending opportunities. Both the Town of Truckee and Sierra Business Council's (SBC) Small Business Development Center (SBDC) have information about small business loan programs available. SBDC can also provide the technical and marketing support needed in developing a business plan to access capital. SBDC can help you with corporate structure, banking, utilities, financial assistance, marketing resources and connecting you with key networking and membership groups.

Get Started — Learn the Basics

Login to OpenCounter

<https://truckee.opencounter.us/>

OpenCounter is an online tool that helps entrepreneurs learn what regulations and fees apply to your business idea in Truckee, California. The tool streamlines the permitting process with quick access to building and land use/zoning information—a virtual Town Hall, open 24/7. Tools include everything from zoning and parking requirements to Special District fees for your new business, and answers to questions you may not even have thought to ask.

Setup for Success—Contact the Sierra Small Business Development Center (SBDC)

10183 TRUCKEE AIRPORT RD., #202 TRUCKEE, CA 96161

(530) 582-5022; WWW.SIERRASBDC.COM

Conveniently located in Truckee, SBDC offers free one-on-one business consulting to help you start, expand or grow a business. They will also help you identify and qualify for business loan opportunities. Free consulting includes business planning, loan readiness, Quickbooks and basic accounting, cash flow management, strategic planning, marketing and social media.

Check Zoning Regulations—

Town of Truckee Planning Division

(530) 582-7820, EXT. 2; WWW.TOWNOFTRUCKEE.COM

Before signing a lease, applying for permits, or filing a Fictitious Business Name Statement, check to ensure that the proposed use is allowed on the property. If constructing a new building, a land use permit may be required. Issuance of certain types of permits may take up to six months and may include a public hearing, although some types of permits can be obtained more quickly.

Decide Your Business Structure—California Secretary of State Business Program Division

1500 11TH ST. SACRAMENTO, CA 95814

(916) 653-6814; WWW.SOS.CA.GOV/BUSINESS

The business structure you choose will have legal and tax implications. SBDC and many Truckee business consultants and accountants (see pg. 51) are available to guide you through the different types of business structures. To establish a corporation, S-corporation, limited liability company, limited partnership, general partnership or limited liability partnership register with the California Secretary of State's office.



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Understand Truckee Business Licenses

TOWN OF TRUCKEE PLANNING DIVISION (530) 582-7820, EXT. 2.

The Town of Truckee does not require business licenses except for taxi services and firearm dealers. The best way to register and promote your new business is to join the Truckee Chamber of Commerce.

File for a Fictitious Business Name Statement Nevada County Recorder

950 MAIDU AVE. NEVADA CITY, CA 95959

(530) 265-1221; WWW.MYNEVADACOUNTY.COM/NC/RECORDER

If you are conducting a business under a name other than your surname, you need to submit a Fictitious Business Name Statement form (available online or at the County Clerk office). Once completed, the form must be filed with the Nevada County Recorder.

Setup Your Bank Account

It is essential to have separate business and personal banking/checking accounts. Contact the lender of your choice directly. Local merchants located in the Business Directory on pg. 51. A Fictitious Business Name Statement and a Business Plan may be required to open a business account. SBDC is a great resource to assist.

Learn About Permits, Ordinances & Parking— Town of Truckee

You can also access the following information online through the OpenCounter program at Truckee.OpenCounter.com or on the Town website homepage at TownofTruckee.com.

Land Use Permits

Each parcel in Truckee is assigned a zoning designation describing which land uses are permitted outright and which land uses require a use permit. Depending on the type of use and the zoning, the Community Development Director or Planning Commission is responsible for approving a land use permit. Contact the Town of Truckee Planning Division to determine which type of permit is required. There may also be parking requirements for the property. If the property is located in the Historic District in Downtown Truckee there is a requirement for an additional review.

Building Permits

A building permit is needed for all construction in Truckee. In most cases, a permit is also required for replacement of existing construction, additions, remodeling and commercial tenant improvements. If you are planning on signing a lease, buying or renovating a building, or new construction, please contact the Building Division. A complimentary walk-through is available for tenant improvement projects and disabled access (ADA) advice. Demolition permits may also be issued at time of building permit submittal.

Tenant Improvements

If locating your business in an existing, vacant commercial space, you may only need minor tenant improvements (i.e. interior remodel, electrical, etc.). To assist in getting your doors open as soon as possible, the Town is committed to checking all tenant improvement building permits within three working days after an application has been submitted.

Sign Permits

Contact the Planning Division prior to ordering or installing a new sign or modifying an existing sign for your business. Most signs require a review by the Town. Ask your landlord prior to signing a lease if the property has a Comprehensive Sign Program that will determine your sign locations, sizes, etc. All temporary signs, such as banners, require a temporary sign permit.

Single Use Plastic Bag Ban

The Town of Truckee's "Single-Use Bag Waste Reduction Ordinance" prohibits all retail establishments in Truckee from providing single-use plastic carryout bags to customers at the point of sale. Visit www.KeepTruckeeGreen.org.



Tony Lashbrook, Truckee Town Manager and Alex Terrazas, Assistant Town Manager at the welcome counter.

Truckee Downtown Parking District

There is a paid parking district in historic downtown Truckee. To access a map of free, paid parking and meter locations go to TownofTruckee.com, keyword search "paid parking".

TOWN OF TRUCKEE

TownofTruckee.com

TOWN OF TRUCKEE PLANNING DIVISION

(530) 582-7820, EXT. 2

TOWN BUILDING DIVISION

(530) 582-7821

NEW BUSINESS STARTUP TOOL

Truckee.OpenCounter.com



- ||| Commercial Building Permit
- ||| Sign Permit/Temporary Signs
- ||| Design Review
- ||| Temporary Commercial Uses
- ||| Encroachment Permit
- ||| Vendors/Festivals/Film Locations
- ||| Recycling Programs
- ||| Special Event Permit



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OUR SERVICES

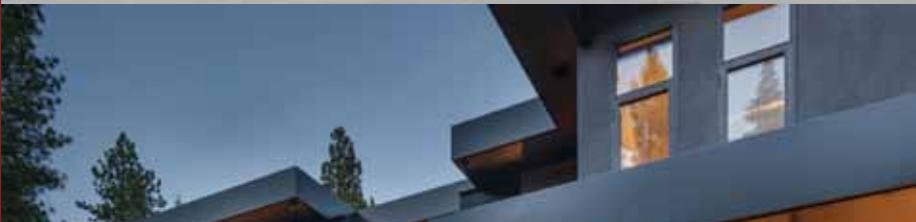
- Concrete Interior Design
- Commercial Concrete
- Residential Concrete
- Driveways
- Concrete Pumping Services
- Foundations
- Sidewalks
- Curb & Gutter
- ADA Ramps
- Slabs
- Patios
- Retaining Walls
- Sports Courts
- Board Finished Concrete
- Raised Stem Walls

530.563.5005

TRUCKEE - TAHOE - NEVADA CITY - SIERRA FOOTHILLS

TRUCKEE - TAHOE OFFICE
PO Box 4150
Truckee, CA 96160
Office: 530.563.5005

GRASS VALLEY OFFICE
1381 E. Main Street
Grass Valley, CA 95945
Office: 530.272.7337



Learn About Regional, County & State Permits

To help you determine what regional, state and federal licenses and permits your business may need, the State of California has a permitting website located at www.calgold.ca.gov. You may also want to contact local Truckee utility agencies to determine if any additional permits or fees are required. Please see page 62 of this Directory for a list of these agencies and their contact information or visit Truckee.com.

ENVIRONMENTAL HEALTH

Nevada County Environmental Health Department (NCEHD)

950 MAIDU AVE. NEVADA CITY, CA 95959
(530) 265-1222; WWW.MYNEVADACOUNTY.COM
A Certificate of Operation from Environmental Health is required for businesses that handle food, have underground storage tanks, store or generate hazardous materials, septic handling, or for public pools. NCEHD reviews plans, conducts construction inspections and issues permits for restaurants, markets, septic systems, well construction, public swimming pools/hot tubs and other businesses where the health of the public or the environment is an issue.

AIR QUALITY

Northern Sierra Air Quality Management District

(530) 550-7872; WWW.MYAIRDISTRICT.COM
For businesses discharging matter into the air, a permit from Northern Sierra Air Quality Management District may be required.

ALCOHOLIC BEVERAGE SALES

Department of Alcoholic Beverage Control

(916) 419-1319; WWW.ABC.CA.GOV
To sell alcoholic beverages from your business, you must obtain an Alcoholic Beverage license.

SELLER'S PERMIT/SALES & USE TAX California State Board of Equalization

3321 POWER INN RD., #210 SACRAMENTO, CA 95826-3889; (800) 400-7115;
WWW.BOE.CA.GOV/SPTAXPROG
Selling or leasing tangible personal property in the State of California requires a Seller's Permit, which allows the Board of Equalization to keep track of your taxable sales in order to collect the sales tax owed by your business.

VEHICLE WEIGHT CERTIFICATION

Teichert Aggregates

13879 JOERGER DR. TRUCKEE, CA 96161
(530) 587-3811; WWW.TEICHERT.COM
Commercial motor vehicles that require a weight certification for California DMV registration can have their vehicles weighed at Teichert Aggregates in Truckee (during non-winter months).

Find Employees, Get Employer ID Numbers, Register with the State, File Taxes

Truckee Chamber of Commerce—Jobs on Truckee.com

Visit Truckee's portal to post jobs and review candidates seeking employment. Pickup your Labor Law posters from the Truckee Chamber and ask highly networked and connected staff for ideas and assistance in finding qualified employees.

Nevada County Business & Career Network

10075 LEVON AVE., STE. 105 TRUCKEE, CA 96161
(530) 550-3015; [HTTP://AFWD.ORG/INDEX.PHP/NEVADA-COUNTY](http://AFWD.ORG/INDEX.PHP/NEVADA-COUNTY)
This center is the connection point for job seekers and employers, providing unlimited employment opportunities to job seekers and hiring managers as well as training and human resource assistance to local businesses.

Employment Development Department (EDD)

(800) 300-5616 WWW.EDD.CA.GOV
(916) 865-2440 CAREER CENTER;
WWW.CALJOBS.CA.GOV; WWW.EDD.CA.GOV/JOBS_AND_TRAINING/
Online services for job seekers, unemployment claims, disability claims, jobs and training, payroll taxes, labor market information and additional resources for employers.

Sierra Human Resources Association (SHRA)

(530) 573-0224; WWW.SIERRAHRA.ORG
Serves HR practitioners, business owners and managers, students and community members by providing professional resources, networking and educational opportunities.

Federal Tax Information & Assistance (IRS)

4330 WATT AVE. SACRAMENTO, CA 95821
(800) 829-1040; WWW.IRS.GOV
Businesses hiring employees must obtain an Employer Identification Number or Federal Taxpayer Identification Number.
EMPLOYER ID NUMBERS:
(888) 745-3886; WWW.EDD.CA.GOV
FEDERAL ID NUMBERS:
(800) 829-4933; WWW.IRS.GOV

To obtain information regarding employee withholding, Employment Identification Number, self-employment tax, sole proprietorship, partnership and corporation taxes, contact a local Accountant (see pg. 51 & 52) or the IRS.

State Employment Development Department (EDD)—Employer's Registration

(888) 745-3886;
WWW.EDD.CA.GOV/PAYROLL_TAXES
If you hire employees, you must register with the State Employment Development Dept. within 15 days after paying wages in excess of \$100 in a quarter. The EDD regulates State Disability Insurance, Unemployment Insurance, Income Tax Withholdings and Employment Training Tax. There is no fee to register as an employer.

State of California Franchise Tax Board

(800) 852-5711; WWW.FTB.CA.GOV
Once each year, every business in the State of California is required to submit a Business Income Tax Statement to the Franchise Tax Board. For information regarding your filing, contact the Franchise Tax Board or your accountant.

Workers' Compensation

(877) 405-4545; WWW.SCIF.COM
Workers' Compensation is required for all California employees. In California, most employers are insured by the State Compensation Insurance Fund (State Fund).

Additional Resources

Better Business Bureau (BBB) of Northeast California

3075 BEACON BLVD. WEST SACRAMENTO, CA 95691-3462
(916) 443-6843; WWW.BBB.ORG

Through the support of their accredited businesses, BBBs work for a trustworthy marketplace by maintaining standards for truthful advertising, investigating and exposing fraud against consumers and businesses and providing information to consumers before they purchase products and services.

Nevada County Economic Resource Council (NCERC)

(530) 274-8455; WWW.NCERC.ORG

NCERC is a non-profit organization that works to enhance the economic vitality of Nevada County by supporting the retention, creation, expansion and attraction of quality, primary jobs. Serves as a central point of contact for employers requiring business assistance or considering expansion or relocation.

SCORE, Counselors to America's Small Business

NEVADA SMALL BUSINESS DEVELOPMENT CENTER

(775) 784-4436; WWW.SCORE-RENO.ORG

Nationwide organization of businessmen and women who volunteer their services to assist small businesses and people who want to go into business for themselves.

Sierra Business Council (SBC)

10183 TRUCKEE AIRPORT RD., STE. 202 TRUCKEE, CA 96161
(530) 582-4800; WWW.SIERRABUSINESS.ORG

Association of businesses working to secure the economic and environmental health of the Sierra Nevada. SBC's work includes research, policy analysis, public education and leadership development.

Sierra Small Business Development Center (SBDC)

10183 TRUCKEE AIRPORT RD., STE. 202 TRUCKEE, CA 96161
(530) 582-5022; WWW.SIERRASBDC.COM

Sierra Small Business Development Center helps individuals build their business, find capital, create jobs and contribute to a prosperous economy in the Sierra region through no cost consulting services.

Sierra Economic Development Corporation (SEDCorp)

560 WALL ST., STE. F AUBURN, CA 95603
(530) 823-4703; WWW.SEDCORPBIZ

Private non-profit organization devoted to supporting the economic development of rural communities north and east of Sacramento. They support local jurisdictions in their economic development efforts; support the region's businesses with a variety of training events; and are a small business lender. SEDCorp provides loan products sourced from the U.S. Small Business Administration and the Department of Agriculture.

Join Truckee Associations and Membership Organizations

Truckee Chamber of Commerce

10065 DONNER PASS RD. TRUCKEE, CA 96161 (TRAIN DEPOT AND CALIFORNIA WELCOME CENTER)

(530) 587-8808; TRUCKEE.COM

The largest business membership organization in Truckee dedicated to promoting and developing local businesses while improving the community's quality of life. See pg. 22 for Chamber Programs and Benefits including premiere positioning on the most valued digital property for local business owners - Truckee.com

Truckee Downtown Merchants Association

WWW.HISTORICTRUCKEE.COM

Truckee Downtown Merchants Association (TDMA) is a member organization comprised of local businesses working for the economic, social, cultural and environmental vitality of Historic Downtown Truckee. Vision is to create, support and sustain a vibrant downtown.

Contractors Association of Truckee Tahoe (CATT)

(530) 550-9999; WWW.CA-TT.COM

Membership organization for building professionals and affiliated businesses.

Sierra Green Building Association

(530) 214-9156; WWW.SIGBA.ORG

Local association that educates and promotes effective environmental building practices in the Sierra Nevada communities.



Ribbon Cutting!

You've gone through all the hard work, your business is ready, your employees are in place and it's time to open your doors.

Opening a business is exciting! The Town of Truckee and the Truckee Chamber of Commerce share in your excitement and want to provide the support you need to be successful. If you intend to host a grand opening celebration, the Chamber can provide large scissors and ribbon for the photo opportunity. The Chamber will work with Town staff to help coordinate the Mayor's participation. Through each organization's websites and social media efforts, the event and your business will be promoted. As part of the Town's New Business Start-Up Program, all new businesses are invited to a Town Council meeting where the Mayor will welcome your business and provide a brief introduction.

The Town of Truckee and the Truckee Chamber of Commerce understand the importance of the business community and the impact that successful growing businesses have on our community. We are committed to the success of your business and are available to offer assistance.

MEET THE PRESS

SIERRA SUN (530) 550-9696; www.sierrasun.com

MOONSHINE INK (530) 587-3607; www.moonshineink.com

THE WEEKLY (530) 546-5995; www.theweeklymagazineonline.com

TRUCKEE TAHOE RADIO 101.5FM (530) 587-9999; www.truckeetahoeradio.com

TAHOE TV (530) 583-4206; www.tahoetopia.com

Truckee Chamber of Commerce

The Truckee Chamber of Commerce is the largest, most connected business organization in Truckee. Founded in 1912 and incorporated in 1953, the Chamber is growing strongly with over 600 members. Studies show that Chamber members are viewed with higher credibility, integrity and staying power.

In Truckee, our membership community includes creative, optimistic and inspiring entrepreneurs who believe in strength through the larger collective; who believe in building a strong economic future together through community contribution, networking, active engagement and constructive dialogue.



© Jeremy Jensen



“

When consumers know that a business is a member of the Chamber, they are 44% more likely to think favorably and 63% more likely to purchase goods or services from the company.

—The Schapiro Group Research Study

”

Truckee Chamber Partnerships

Through facilitating strategic partnerships and initiatives, the Truckee Chamber of Commerce works closely with leaders in our community who value a higher quality of life; who have vision for a town that supports a balanced, live, work, play lifestyle in a natural, beautiful setting for generations to come.

Town of Truckee

As stewards of a long-term Integrated Marketing & Communications Plan, the Truckee Chamber works closely with the Town of Truckee on strategies and decisions that target economic vitality, community well being and tourism.

Truckee Downtown Merchants Association

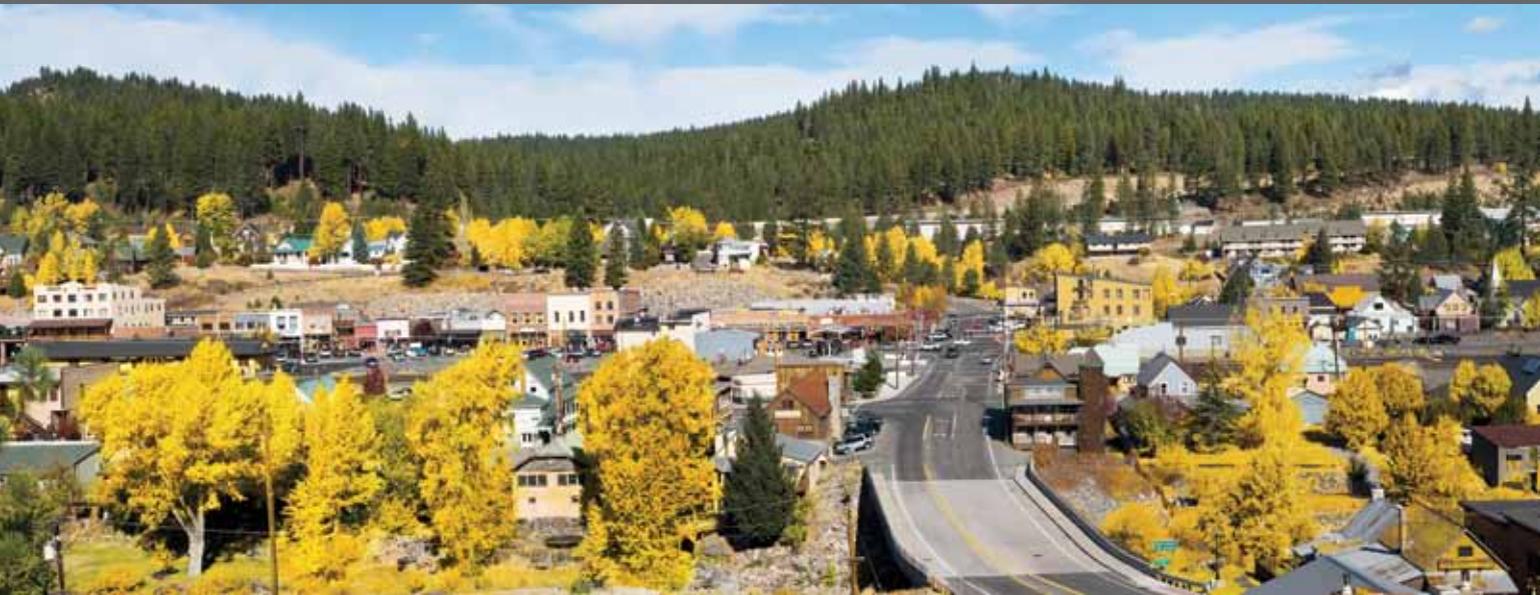
In partnership with TDMA, a membership organization that ensures the prosperity and preservation of historic downtown, the Truckee Chamber supports visitor and community experiences that create Truckee Brand loyalty in their hearts and minds for a lifetime.

Truckee Tomorrow Public/Private Partners

Attracting talent, bolstering and retaining the local workforce is critical to the future of Truckee. The Truckee Chamber brings together businesses and Town leaders who focus on projects and initiatives that target a sustainable economic future.

Truckee Tourism Business Improvement District (TTBID)

The Chamber manages the new TTBID, facilitating the management committee and providing marketing leadership for the lodging and vacation rental industry with the primary objectives of increasing room nights, length of stay and bolstering shoulder seasons.



© Bill Stevenson

Truckee Chamber of Commerce Focus Areas: Economy, Tourism & Community

As business leaders, members believe in the Chamber's forward-thinking, innovative leadership. The Truckee Chamber of Commerce three focus areas are economy, tourism and community.



2015–2016
Truckee Chamber of Commerce
Board of Directors

ECONOMY

Truckee Chamber of Commerce–Board of Directors

As the largest, most connected business membership organization in Truckee, the Truckee Chamber of Commerce attracts top leadership to an active, vested, and influential Board of Directors.

Truckee Tomorrow

Steered by the Truckee Chamber, Truckee Tomorrow is an economic development initiative with a long-term focus on town health and vibrancy as measured against our core values. Created in partnership with the Town of Truckee, the Truckee Downtown Merchants Association and Nevada County, Truckee Tomorrow includes key leaders and stakeholders (Public / Private Partners) who have a vested interest in a strong Truckee future.

Truckee Tomorrow–Place-Based Marketing Initiative

Lead and facilitated by the Truckee Chamber, the Public / Private Partners successfully funded a Place-Based Marketing Initiative that produced a Brand Platform (logo, tagline, color palette, pillars, personality, voice, etc.) and a completely redesigned, reimagined Truckee.com. Launching summer 2016, Truckee.com is a web publishing property that helps current (and considering) locals, visitors and business owners find information they need to make Truckee their Base Camp for a Big Life.

Truckee Socio Economic Indicators

The Truckee Chamber gathers data and publishes key demographic and community metrics that measure trends for Truckee's economic vitality and the community's quality of life.



© Erskine Photography

North Lake Tahoe-Truckee–Leadership Program

Over 285 participants have graduated from the Leadership Program, an incubator for bright minds and future leaders who will inherit our region’s opportunities and challenges. The Chamber is one of the founding partners in this highly regarded regional program, established in 2004.

Local, Regional, State Governance–Business Advocacy

The Chamber represents the interests of Truckee’s business community at all levels of the state. The Chamber weighs in on issues impacting business and provides employment law seminars, and California required HR notices and products.

North Lake Tahoe-Truckee–Shop Local Program

Through marketing and promotion, the Truckee Chamber is one of the partners in a regional “Shop Local” awareness program with an amplified holiday campaign in partnership with TDMA.

TOURISM

Tourism–Destination Marketing

The Chamber drives visitation to Truckee through Town of Truckee and Truckee Tourism Business Improvement District (TTBID) funding. Marketing strategies have resulted in extensive media coverage including LA Times and RedTri.com in addition to accolades such as:

- ||| Sunset Magazine – Final 4, Best Adventure Town
- ||| USA Today’s Readers Poll – #3 Best Ski Town
- ||| SkiCurbed Best Ski Town #1
- ||| One of America’s Best Ski Towns – Travel & Leisure
- ||| The Best Mountain Towns in America – Men’s Journal
- ||| World’s 25 Best Ski Towns – National Geographic.com

Tourism–California Welcome Center

The Chamber is responsible for staffing, managing, and providing information (maps, guides, transportation assistance) for the California Welcome Center, one out of 17 in the state in partnership with Visit California with 160,000 annual visitors.

Tourism–Event Grants

The Chamber sponsors events in Truckee that focus on shoulder seasons and reinforce the Truckee Brand.

Tourism–Special Committee

The Chamber informs, updates, connects and seeks input and engagement from key tourism focused businesses through a committee that meet quarterly.

Tourism–Research

Every two years, the Truckee Chamber conducts a tourism focused survey that measures visitation patterns, behavior and brand loyalty for both winter and summer visitors.

COMMUNITY

Community Engagement

The Chamber views public feedback as invaluable. In 2015, four workshops and two online surveys helped ensure strategic plans were on track with local sentiment. Looking ahead, the Chamber plans on community events and activities that foster communication, dialogue and town pride.

Quality of Life–Community Sentiment

Optimistic and engaged citizens are essential to sustaining Truckee’s character and strong sense of community. Starting in 2016, the Truckee Chamber will conduct and publish an annual survey that measures community sentiment.

Public Service Announcements–Support & Distribution

The Chamber helps distribute public announcements, surveys and warnings—for the health and well being of our community.

Special Interest Groups–Professional Facilitation

The Chamber facilitates communication within and between special interest groups to help develop cohesion and consensus, in addition to ensuring Truckee brand consistency and efficiency in overlapping goals.

LOOKING TO PURCHASE A HOME OR REFINANCE WHILE RATES ARE STILL LOW?

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KRIS COLLINS

Mortgage Advisor | MLO-326477

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kriscollins@alpinemc.com | www.alpinemc.com/KrisCollins

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MAKING **MOUNTAIN HOMES** MORE COMFORTABLE SINCE 1982

We're proud to be a part of the vitality of Truckee. From our 9,000 square-foot main showroom on Brockway Road providing essential mountain home fireplaces and wood stoves, spas, outdoor furniture, BBQs and more. To our historic downtown location catering to locals and tourists with fabulous seasonal selections of decor and gifts. Visit us often at one of our two Truckee locations: **Main Showroom** 11403 Brockway Rd; and, **Downtown in the historic Loading Dock building** 10115 Donner Pass Rd. MountainHomeCenter.com



Marketing Benefits & Digital Media

DIGITAL MEDIA

Truckee.com

The new Truckee.com portal brings to life our entire community as the most comprehensive, data-driven engine for local information online. Serving residents, visitors and business owners, Truckee.com is the imminent guide to making Truckee, Base Camp for a Big Life.



Chamber Members receive an enhanced listing (news, events, photos, videos, jobs) and a unique URL for their business that is valuable for Search Engines.

Google, Bing and Yahoo–Search Engine Marketing & Truckee.com

The Chamber manages a pay-per-click advertising campaign that drives traffic to Truckee.com, a highly valued domain that indicates credibility by association.

Truckee “Base Camp for a Big Life” Blog (NEW)

The Truckee Blog is how we tell stories about our Chamber Members. Search Engines love to find keywords in Blog titles, which are displayed in search results.

Chamber members get enhanced exposure on highly trafficked Truckee digital properties, E-Newsletters, magazine publications, direct mail and the California Welcome Center.

Truckee Weekly “Big Life” E-Newsletter– 3,500 Subscribers

This “business to business” E-newsletter distributes key information for Members to network, get connected, hear about special offers, learn about community events, and register for Chamber Events & Programs.

Truckee “Base Camp” E-Newsletter (NEW)

New this year, Truckee Base Camp is a “business to consumer” E-newsletter. Editorial content includes creative Truckee storytelling, special offers, lodging activities and events.

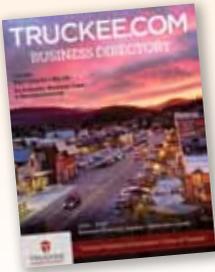
Truckee Facebook, Instagram, Twitter and YouTube

Truckee locals, business owners and out of market visitors make up the customer base for Truckee social media profiles, with Facebook and Instagram offering the highest reach through our Visit Truckee social media assets.

Local Media Discounts (Print, Radio, Television)

A clear campaign, concise message, beautiful creative, high frequency and repetition get customers to your business. That’s why the Chamber has partnered with Moonshine Ink, The Weekly, Sierra Sun, Truckee Tahoe Radio 101.5 FM, Sierra FoodWine Art, Spectrum Reach, Tahoe.com, and Tahoe TV to offer Chamber Members discounts up to 20% off.

Publications, Direct Mail & Member Mailing List



Truckee Business Directory, Startup & Relocation Guide–17,000 Distribution

Chock full of rich images, editorial, resources and information to start a business or relocate to Truckee, this publication reads more like a lifestyle magazine, inviting newcomers and locals alike to make Truckee their Base Camp for a Big Life.

Truckee Visitors Guide– 50,000 Distribution

This popular, eye-catching magazine provides visitors with information, images and maps related to lodging, dining, shopping, recreation, art and culture, and scenic beauty.



Truckee Tracks Quarterly Newsletter–650 Mailer Distribution

Voted “most valued” by Members, the Chamber’s newsletter

“Truckee Tracks” keeps Members and leaders in our region informed about Chamber programs and activities—as well as Member news and success stories.

Truckee Chamber Member List & Bulk Mail Permit–600 Members

The Truckee Chamber Member mailing database, a prime audience of local business prospects, is available for Chamber Members to purchase. The Chamber’s bulk mail permit saves members approx. \$275 per year, when doing their own mailing.

California Welcome Center– 160,000 Annual Visitors

Members display brochures, rack cards, event posters and business cards in Truckee’s official visitor center located in the heart of historic downtown Truckee, one of the highest trafficked California Welcome Centers (out of 17) in the state.



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Karen Norris, CPA, CVA

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Member Referrals, Reputation & Credibility

Media Coverage & Member Referrals

From the LA Times to Sunset Magazine and the Wall Street Journal, the Chamber is frequently asked for lodging, dining and activities that are then published online and in print, offering invaluable media exposure worth tens of thousands of dollars. Chamber Members are our #1 referrals.

Chamber Member Referrals—Locals, Visitors, Business Owners

Chamber Members get referrals from staff, board members, ambassadors and California Welcome Center staff where we receive thousands of inquiries every year from visitors, businesses and locals seeking information about businesses we recommend in Truckee.



Truckee Chamber MEMBER Logo Display

Proudly displaying the Truckee Chamber of Commerce Membership logo lets everyone know Chamber Members are committed to business with integrity and care about the community.

Networking, Programs & Events

Being involved in the community, serving as an industry leader, believing in the greater good are why Chamber Members lead the pack in business success. Essential contacts and referrals are made at these Chamber-produced popular and informative networking events.

Sponsored Chamber Mixers (Monthly Event)

Chamber Members can host after hours mixers at their business, inviting other Chamber Members to a first-hand view of their business and products. Mixers are booked a year in advance.

Network, Get Advice, Build Your Business—Membership 101 (Monthly Event)

Once a month, Chamber and prospective Members are invited to introduce themselves and their business, exchange ideas, and have conversations with Chamber staff and a board member about how the Chamber can best support their business.

“Knowledge Bites”—Marketing & Business Development (Monthly Event)

Knowledge Bites workshops provide essential updates and training on how to market and operate a business most effectively and efficiently, online and offline, and in legal compliance. Topics range from social media, digital marketing, Brand storytelling and Google Tools, to employment law, Quickbooks, accessing capital and succession planning.

Annual Awards Dinner—Truckee Business Awards

Every year in the fall, the Chamber brings together the entire business community for a special night to recognize business leaders for their commitment to Truckee’s economic vitality and quality of life.

Ribbon Cuttings & Grand Opening Events

The Chamber promotes grand openings, ribbon cuttings and groundbreakings, providing giant scissors for photo opps and the Mayor or Councilperson from Town of Truckee in attendance.

Truckee Event Sponsorships

Sponsorship opportunities to align your business with popular Chamber events are available including Good Morning Truckee, Knowledge Bites, Annual Awards Dinner, and the 4th of July parade in various forms of digital media coverage, logo placement, and business mentions.



“Good Morning Truckee”—Networking & Thought Leadership (Monthly Event)

The second Tuesday of every month, the Chamber presents a community forum with presenters that spark dynamic debate and exceptional networking with attendance ranging from 60–120.



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530.587.4918 | chris@tahoetruckee.com

Ally Carroll, REALTOR® BRE# 01970759
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800.470.0045 | www.TahoeTruckee.com

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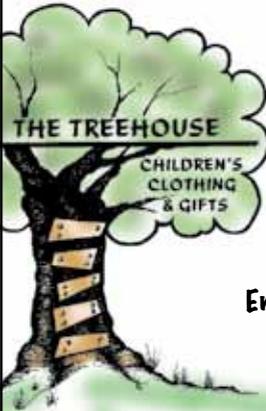
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Tahoe.com is a complete guide reaching millions of visitors (your customers) searching for info on Truckee and Lake Tahoe. Places to Stay, Things to Do, Restaurants, Resorts, Shopping, Wedding Info, and Events... *all captured in one place.*

- Tahoe.com connects you with people looking for what your business offers – whether they be visiting or local.
- Through Tahoe.com's digital distribution, your message is reaching out in ways that will surprise you.
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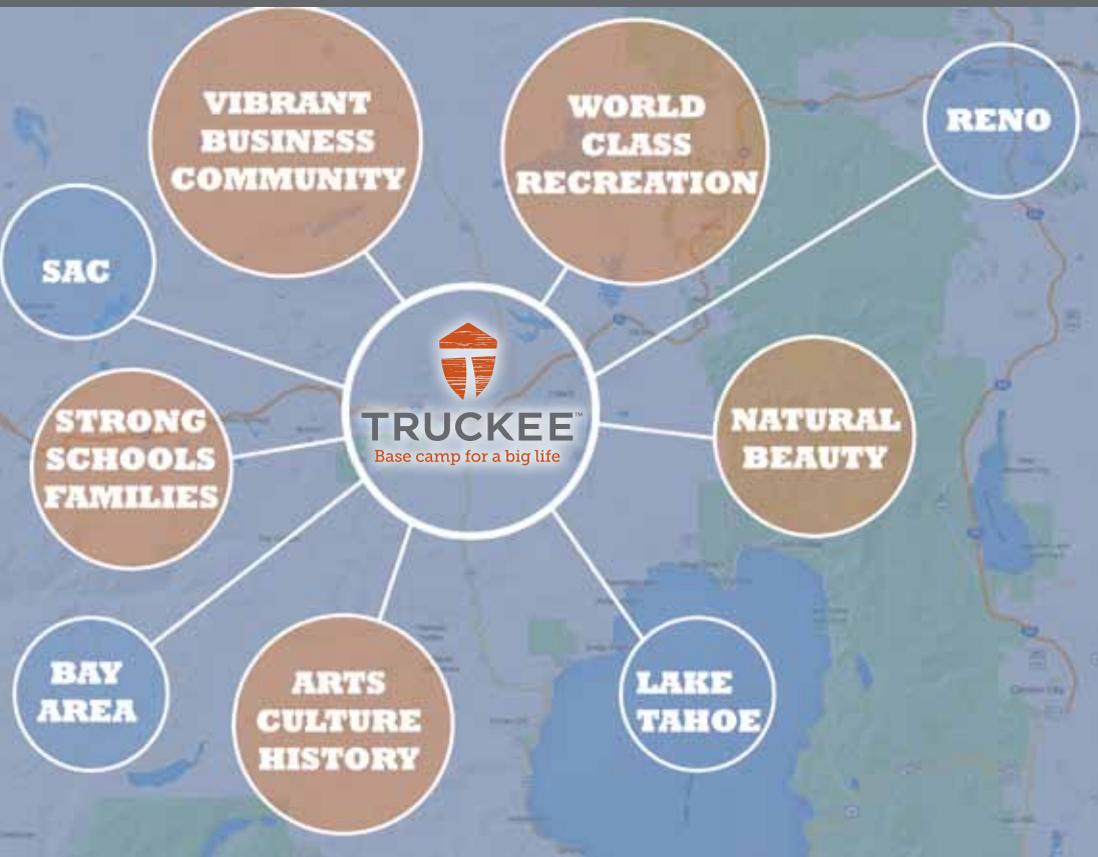
PAVING: New construction
• Overlay with paving fabric option
• Repairs & patching • Pulverizing • Milling & cold planning

SPECIALTY PAVING: Golf course cart paths • Walking paths • Tennis courts • Asphalt curbing • Paved swales & ditches

GRADING: Clear & grub • Sub grade • Base grade • Base rock under new concrete

DRAINAGE: Culverts • Culvert headwalls • Slotted drain • Underground utilities • Roadside drains • Cobble lined ditches • Catch basins & drain inlets • Infiltration basins • Best management practices (BMPs)

CA 530-582-0800
NV 775-851-0661



“ Taking the train to Truckee is stress-free, with stunning views along the way. It can be a longer time commitment, but I like being able to both work and relax. The train station is in the heart of downtown Truckee.

—Jim Teo, San Francisco

”

EASY ACCESS

The pristine beauty surrounding our mountain town has remained largely the same since Truckee first became the gateway to the West via covered wagons in the mid 1800s. Today, ease and speed of access to Truckee has substantially increased with Interstate 80 and the transcontinental railroad. Located in the beautiful Sierra Nevada mountain range, Truckee is just 200 miles northeast of San Francisco, 100 miles east of Sacramento, and 40 miles west of Reno, Nevada. This highly coveted proximity and centralized location for a mountain town may be why Truckee continues to win awards and accolades, not to mention why locals embrace our new Town tagline, “Base Camp for a Big Life”.

In fact, located just off of I-80 and only 12 miles from Lake Tahoe, Truckee is a portal to world class recreation in every direction. Adventure and nature lovers arrive via trains, planes, automobiles, buses, bikes and backpacking trails.

Truckee is the perfect combination of a friendly small community with artisan shops and Zagat rated restaurants, along with stunning natural beauty and fresh mountain air. Its easy accessibility to Sacramento, the Bay Area and the Reno airport

make Truckee the best of both worlds for those who choose to live, work and play here—with a career that requires travel or for families who like to divide their time between the mountains, cities and the coast.

Arriving by air has grown increasingly convenient with more flights into the Reno-Tahoe International Airport and the addition of Uber and Lyft driving services from the airport. Or you can easily rent a car and drive from the Reno-Tahoe International Airport to one of the 25 Tahoe/Truckee ski resorts, cross country areas and trailheads in an hour or less. Starting June 5, 2016, Southwest Airlines will be offering flights between Reno and Oakland, plus the New York to Reno JetBlue flight recently launched in 2015 is thriving. The Truckee Tahoe Airport is also conveniently located off State Route 267 in Truckee, serving private planes and charter jet service. For frequent regional business and leisure travelers, Surf Air flies in and out of the Truckee Tahoe Airport. The nation’s first private air travel membership club offers unlimited monthly flights, providing a revolutionary, hassle-free flying experience. Imagine driving to the airport minutes before departure, then taking off with no lines, no waiting, no tickets, and no hidden fees.

IDEAL LOCATION

Once arriving in the heart of Truckee, there are endless possibilities for outdoor fun, from just a few miles to Donner Memorial State Park, 12 miles to Lake Tahoe or one of many easily accessible Alpine or Nordic ski resorts. Achieving a quiet, solitary hike, mountain bike ride, swim or fishing outing is doable even during high seasons by venturing north on Highway 89 N toward Jackson Meadows, or to one of the many trails, creeks, and lakes off the beaten track in Truckee's backyard.

If you prefer not to drive, Tahoe Truckee Area Regional Transit (TART) has regularly scheduled regional routes from Truckee, Squaw Valley-Alpine Meadows and North Lake Tahoe. From TART, connect with Truckee local routes. Truckee Dial-a-Ride can get you around within Truckee town limits, and several of the resorts have shuttle buses. Taxis and limousine service are also available along with newly added Lyft and Uber driving services. For those who prefer to commute by bike, there is a growing network of Class 1 paved trails, connecting the Glenshire, Tahoe Donner, Sierra Meadows, and Prosser neighborhoods of Truckee with downtown Truckee.



© Scott Thompson,
scottshotsphoto.com



© Erskine Photography



Leave the driving to us.



REGIONAL ROUTES:

Lake Tahoe's North & West Shores, Squaw Valley, Northstar, Truckee, and all of the places in between.

TRUCKEE LOCAL ROUTE:

Service throughout Truckee. Connects with regional routes, as well as Dial-A-Ride services throughout Truckee.

NORTH LAKE TAHOE EXPRESS

Daily airport shuttle, connects with TART.

TahoeTruckeeTransit.com

AIR ACCESS

Reno-Tahoe International Airport

2001 East Plumb Ln. Reno, NV
(40 miles from Truckee)
(775) 328-6400; www.renoairport.com

Truckee Tahoe Airport

10356 Truckee Airport Rd. Truckee (off Hwy. 267)
(530) 587-4119; www.truckeetahoeairport.com
No commercial service; general aviation airport.

Surf Air

(800) 365-6179; www.surfair.com
Private air travel membership club offering unlimited monthly flights on Executive Pilatus PC-12 aircraft, flying to and from Truckee Tahoe Airport.

RAIL ACCESS

Truckee Train Depot

10065 Donner Pass Rd. Truckee
Amtrak (800) 872-7245; www.amtrak.com
The California Zephyr runs daily between Chicago and San Francisco (Emeryville). Amtrak stops in Truckee once a day eastbound and once a day westbound. Reservations required. There is no Amtrak agent in Truckee.

BUS ACCESS

Truckee Train Depot

10065 Donner Pass Rd. Truckee

Greyhound

(800) 231-2222; www.greyhound.com
Greyhound stops in Truckee five times a day. Tickets can be purchased in the Welcome Center or online.

Amtrak

(877) 974-3322
Amtrak buses stop in Truckee three times a day (Eastbound drops off only).

LOCAL PUBLIC TRANSPORTATION

TART (Tahoe Truckee Area Regional Transit)

(530) 550-1212; www.tahoetruckeetransit.com
Enjoy the beauty of Truckee-North Lake Tahoe and let someone else do the driving! Tahoe Truckee Area Regional Transit (TART) offers daily regional connections throughout North Lake Tahoe and local service throughout Truckee.

Fixed Route services vary by season. The Truckee Local Route offers service during the non-winter (mid-March through mid-December) throughout Truckee, Monday through Saturday. With winter service (mid-December through mid-March) operating 7 days a week providing service throughout Truckee and to Donner Summit.

During the non-winter season (April to mid-December) buses serve the Truckee-Tahoe Airport, Recreation Center, Downtown Truckee, Gateway Shopping Center, Crossroads Shopping Center, Donner State Park and the west end of Donner Lake.

During the winter season (mid-December to April), service is also provided to the ski resorts on Donner Summit including Boreal, Sugar Bowl, Donner Ski Ranch and Soda Springs.

Fixed Route One-Way Bus Fare: Adult: \$2.50; Senior/Disabled: \$1.00; Child under 12: \$1.50; Child under 3: Free. Dial-A-Ride is also available with Senior/Disabled as priority passengers.

Truckee Dial-A-Ride

(530) 550-7451; www.townoftruckee.com
Year round to the general public with priority service for seniors and person with disabilities. Trips within the Town limits, during the same hours and days as the Fixed Route service. Call 24 hours in advance. One-way: Adult: \$6.00; Senior/Disabled/Child under 12: \$2.00.

Senior Shuttle – North Tahoe/Truckee Transport

(530) 550-7451 Reservations/schedule information (*Out of area inter-regional ADA accessible senior shuttle*)
Priority for those over 60 residing in eastern Placer and Nevada Counties. Other residents may schedule on a space available basis. Transport to essential needs appointments. *Prices are donation/ fare.*

Grass Valley | Nevada City—\$8

(2nd Tuesday of the month)

Truckee | Reno \$3—\$8

(2nd of the month)

Auburn | Roseville | Sacramento—\$10

(3rd Wednesday of the month)

Quincy—\$8

(3rd Thursday of the month)

N. Lake Tahoe | S. Lake Tahoe—\$3 | \$5

(4th Tuesday of the month)

AIRPORT SHUTTLE

North Lake Tahoe Express

(866) 216-5222; www.northlaketahoeexpress.com
Travelers can book reservations on a 21-passenger shuttle that runs between the Reno-Tahoe International Airport and Truckee-Tahoe.

Offering daily shuttle service between the Reno-Tahoe International Airport and the Truckee-North Lake Tahoe Region. Reservations required 24-hours in advance.

TAXI SERVICE

Anytime Taxi (530) 414-4187

High Mark Taxi (530) 414-1547

High Sierra Taxi (530) 412-1927

North Tahoe Checker Cab (866) 420-8294

(530) 587-0666

Tahoe Independent Group (530) 546-8687

Truckee River Taxi (530) 386-3935

Uber & Lyft now available via your smartphone app.

AUTOMOBILE RENTAL

Enterprise (530) 550-1550

Hertz (530) 550-9191

LIMOUSINE & SHUTTLE SERVICE

Bell Limo/Airport Mini Bus

(775) 786-3700; (800) 235-5466
www.bell-limo.com

Reno-Tahoe Limousine & Shuttle Service

(800) 660-4546; (775) 348-0868
www.renotahoe Limo.com

North Lake Tahoe Express

(866) 216-5222; www.northlaketahoeexpress.com

Sunset Limousine Services

(775) 329-5466; (866) 455-5515
www.sunsetlimonevada.com

Tahoe Elite Private Care Services

(530) 582-5828; www.tahoeelite.com

Tahoe Sierra Transportation LLC

(530) 550-5300; (530) 412-0807
www.tahoesierratransportation.com

Truckee North Tahoe Transportation

Management Association (TNT/TMA)
(530) 582-4964; www.laketahoe transit.com

ROAD CONDITIONS

California (800) GAS-ROAD; (800) 427-7623

Nevada (877) NV-ROADS; (877) 687-6237

ELECTRIC CHARGING STATIONS

Meadow Park/Truckee Historical Society

10115 Donner Trail Rd.—1 Charging Unit

Train Depot/CA Welcome Center

10065 Donner Pass Rd.—2 Charging Units

The Cedar House Sport Hotel

10918 Brockway Rd.—1 Charging Unit

Pioneer Commerce Center

11025 Pioneer Trail—1 Charging Unit

TESLA CHARGING STATIONS

Safeway

11290 Donner Pass Rd.—6 Charging Units

The Cedar House Sport Hotel

11209 Brockway Rd.—1 Charging Unit

Best Western Plus

11331 Brockway Rd.—4 Charging Units

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Shelly has lived in Truckee/Tahoe since 1998 and is proud to call this home. She has more than 14 years of experience in the luxury real estate and vacation rental industries. She and her local team provide owners and guests the best possible service.

TurnKey provides the best local service to owners and guests:

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- **Terrific housekeeping.** 98% of guests rate our housekeeping quality as 4 or 5 out of 5 stars.
- **Effective guest screening.** Less than 0.03% of our bookings result in material claims.

TurnKey generates the best booking returns and charges less:

- **More bookings.** In the Fall of 2015, TurnKey was the #1 converting large property manager on HomeAway®.
- **Marketing reach.** We manage your listing and rates on 20+ sites reaching 95% of guests.
- **Lower costs.** Our service is only 18%, saving you up to 50% or more.

"From day one TurnKey took over the management of my house, made me more money and eliminated all the headaches I had managing it myself. TurnKey is a no-brainer. I make more money through them and no longer have to do the work. **Best decision I've made.**"

— Mollie M.



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shelly.braden@turnkeyvr.com

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Truckee
Preserved,
Open Space



Martis Creek Wildlife Area

© Truckee Chamber of Commerce

One of Truckee’s greatest strengths is its incredibly easy access to nature and the magnificent Sierra Nevada scenery. Whatever your adventure may be, you can have it in, or nearby, Truckee. For some, it might be that thrilling, heart-pounding run on a bluebird day at a world-class ski resort. For others, it might be unplugging from technology and taking in the silence and serenity of a snowshoe in an open meadow or a sunrise paddle on Donner Lake.

With miles and miles of hiking or biking trails, lakes, rivers and streams; being one with nature is easy in Truckee. The mountain air is different at elevation 5980’ and above—thinner, cleaner, crisper, cooler. Let the gentle breeze touch your face, smell the pines, listen to the sound of the wind while you watch the tall trees sway. Truckee is a mecca for those who know an outside life tastes sweeter.

Truckee’s leaders are steadfast in their long-term commitment to nature and the environment. Last year, a comprehensive update to the Truckee Trails & Bikeways Master Plan, a long-range planning document for the design and construction of recreational trails and on-street bikeways, was approved.

© Susan Johnson, Courtesy of Truckee Donner Land Trust

Two of the most recent Trail projects completed include:

- III THE TROUT CREEK TRAIL – now connects Northwoods Blvd. in Tahoe Donner near Coyote Moon Golf Course to Downtown Truckee at Bridge Street. This trail is a 10-foot-wide paved Class 1 trail with portions running along Trout Creek.
- III THE TRUCKEE RIVER LEGACY TRAIL – provides scenic views and access to Truckee River Regional Park and Riverview Sports Park. The newest section of this paved trail extends to Glenshire Drive via a bridge over Martis Creek. Future plans include a westward extension of the trail to provide additional recreational access to Donner Memorial State Park. Visit Truckee.com for paved trail maps and more information.



Legacy Trail Wall

© Truckee Chamber of Commerce



© S Lorence Shimano, Courtesy of Truckee Donner Land Trust

With a deep, shared commitment for the community, Truckee is home to several environmentally-based non-profit and governmental organizations that work together as stewards of our environment.

The Truckee Donner Land Trust has protected over 33,000 acres ensuring continued recreational access and protecting lands for future generations. In addition, their trail work as builders, and stewardship of the acquired lands critical to its continued health, provides public access and recreation. One of the most recent acquisitions include a set of world-class rock climbing areas. The purchase protects the historic 400-foot Black Wall that stands guard on the eastern flanks of Donner Summit.

Clean air, water, recreation, wildlife and beauty are key components to Truckee's quality of life. The Truckee River watershed has a long history of intensive land use dating back to the 1840's with timber harvesting, building of the railroad, gravel mining, ice harvesting and livestock grazing.

All kinds of outdoor adventures beckon the heart, mind and spirit to make Truckee the perfect Base Camp for a Big Life.

Historic land use combined with urban and recreation development have impaired water quality and reduced habitat for fish and wildlife populations. The Truckee River Watershed Council identifies, coordinates, funds and implements restoration, prevention and monitoring projects directly related to the health, beauty and economy of the watershed.

The Truckee Trails Foundation advocates for a system of trails that reduces dependency on cars and improves our overall quality of health.

With breathtaking mountain peaks, lush meadows filled with wildflowers, and historical sites, the Tahoe National Forest surrounding Truckee is one of the most popular recreation forests in the U.S. The Forest Service has outstanding partners, volunteers and supporters helping deliver the goods and services of the National Forest to the public. An emphasis on collaboration encourages the various groups and agencies to work together to maximize their contributions and assist the public and the Forest Service.



Truckee

A Higher Quality of Life

© Squaw Valley | Alpine Meadows



© Northstar California™

An old adage you might hear while hanging out with Truckee locals goes something like “came for the winters, stayed for the summers.”

In Truckee, play doesn't take second fiddle to work. Recreating outdoors is an integral part of the culture. Relationships are built on a chairlift, a climb, a trail run. Teambuilding happens on mountain bike rides, wakeboarding at sunrise, at the driving range, or enjoying a beer after climbing. Powder day conversations erupt in deli lines, before a meeting, at fundraisers and soccer games. Definitely not a watercooler.

For lovers of snow sports, Truckee is world class. With access to 17 ski resorts and cross country areas, plus endless backcountry, it's no wonder Truckee won #1 Best Ski Town for 2015 on Ski.Curbed.com and #3 Best Ski Town for 2016 in USATODAY's 10 Best Readers' Choice Awards.

Averaging 201 inches of snowfall a year, Truckee attracts Olympic hopefuls and X-Game contenders. With snowshoeing, fat biking, nordic skiing and ice-skating - there's something for everyone, including families who simply love the thrill of sledding. First-time skiers and snowboarders get the hang of it with the help of nationally-ranked instructors at ski areas.

As days grow long and warm, the urge to stay outside until dusk becomes irresistible. An after work round of golf, hike, bike, ride, run, paddle, kayak or playing catch with the dog means dinner may be very late, and that's OK.



© Susan Johnson, Truckee Donner Land Trust



© Northstar California™

Just off Old Highway 40 with inspiring views of Donner Lake, Donner Summit's pristine granite draws rock climbers from around the world. New climbers get turned onto the sport with the help of local guides on beginner-friendly School Rock. Seasoned climbers can be seen high on routes with the waning summer sun casting golden hues across warmed rock and strong backs.

For mountain bikers, Truckee's single track is so diverse, long and varied it could take an entire summer to explore it all. From technical climbs in remote wooded areas to fast, banking turns on maintained trails, and mellow, double-wide U.S. Forest Service roads—riders at all levels get the “big life” experience they are looking for.

Cross-country bike routes include the Emigrant Trail and endless single track in Tahoe Donner. Long distance and technical trails range from Hole In The Ground to local favorites only Truckee bike shops will tell you about—along with tips, rentals, maps and trail condition updates. Truckee boasts a BMX bike track and Northern California's largest, lift-accessed downhill mountain bike park at Northstar California™ Resort.

If road biking is your thing, Truckee is a major access hub to 100's of miles of scenic routes along the Truckee River, up Donner Summit, to Lake Tahoe and out towards Sierra Valley. Visitors can plug into a group ride offered by local bike shops, meetups and community groups. It's no surprise to see international riders getting some altitude training.

A lifetime of trails can be explored in Truckee with wildflower loaded meadows, granite peaks, forests and alpine lakes. Hikers or trail runners can go out for a quick jaunt within minutes of historic downtown Truckee on trails near Donner Lake, through Martis Valley and alongside the Truckee River on the Legacy Trail. With a daypack, the more ambitious can head out along the Pacific Crest Trail, connecting Donner Summit to Squaw Valley and Lake Tahoe.

And then, of course, there are Truckee's beautiful lakes inviting paddleboarding, kayaking, fishing, swimming and lounging. Dog friendly Donner Lake, an impressive counterpart to Lake Tahoe, offers beaches, public piers, camping and miles of hiking trails. And no summer would be complete without a float or kayak down the famous Truckee River with headwaters at Lake Tahoe, just 12 miles away.

Not to be outdone by skiing, riding, climbing, water sports and all of Truckee's trails—is a challenging variety of golf. In fact, 17 golf courses are in or within a short drive of Truckee including award winning newer courses perfectly designed to blend in with a beautiful, alpine environment.

When Truckee becomes your “Base Camp for a Big Life”, the skies the limit on outdoor fun and adventure. Combine unbeatable access to world class recreation with an authentic mountain town, a family friendly and a vibrant business community, and you just might stay for a lifetime. For more details on Truckee's world class recreation, visit Truckee.com.

It's very easy to be active and live well in a town that embraces healthy choices and offers a "live life to its fullest" experience. In fact, Truckee is home to physical training and rehabilitation experts who are sought out by Olympic and world-class athletes.

Whether you are a world-class athlete or just committed to investing in your fitness, Truckee's stunning outdoor environment and adventure-seeking opportunities inspires better health and creates a community that is filled with top physicians and health-care providers. From outdoor adventures to indoor fitness facilities and classes Truckee has everything to keep your body life-ready and optimized for performance.

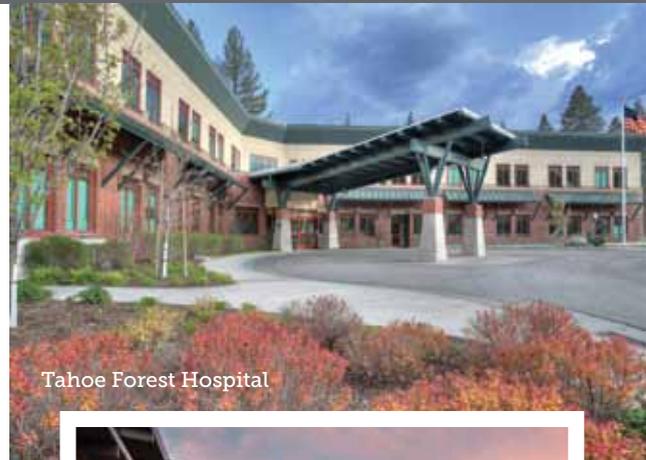
Tahoe Forest Hospital in Truckee has been named "One of the Top 100 Critical Access Hospitals in America" from the National Rural Health Association. It is a leader in rural healthcare, investing in its technology, services and people. UC Davis officially named Tahoe Forest Hospital as its first-ever Rural Center of Excellence. A wide spectrum of healthcare services, including 24-hour emergency departments, obstetrics/gynecology, diagnostics imaging, an award-winning Children's Center, and a state-of-the-art cancer center are just some examples of the expansive medical care that benefits the local community.

The Gene Upshaw Memorial Tahoe Forest Cancer Center is known as one of the best rural cancer treatment centers in the country. Offering high-quality cancer care with the most current equipment and technology, the cancer center provides medical evaluation, diagnosis and treatment, PET/CT scan, CT scan, ultrasound, digital mammography, chemotherapy infusion, radiation center, pharmacy and lab, in addition to a comprehensive physical therapy, family support program and psychosocial services program. Some of the best opportunities for clinical trials exist through the cancer center's affiliation with the UC Davis Cancer Care Network.

When the "living life to the fullest" and adventurous lifestyle occasionally results in injuries, we've got you covered. Truckee is home to some of the best orthopedic physicians in the country. North Tahoe Orthopedics has a team of Board Certified Orthopedic Surgeons specializing in Sports Medicine and Orthopedic Surgery. Offering comprehensive and cutting-edge techniques, the adventurer's much used muscles and bones are in good hands.

So push beyond those limits—hit the slopes, run the trails, bike those single tracks knowing that you have excellent healthcare to keep you well, or make you feel better, close to home.

Tahoe Forest Health System provides a wide spectrum of quality healthcare, clinical and support services.



Tahoe Forest Hospital



Gene Upshaw Memorial
Tahoe Forest Cancer Center

TAHOE FOREST HOSPITAL
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Tahoe Forest Hospital is rated 5 stars for patient satisfaction by the Centers for Medicare and Medicaid Services. It is a UC Davis Rural Center of Excellence and was rated one of the nation's top 100 critical access hospitals (2012-13).





© Namaste Holistic Healing & Yoga Center

Being close to nature is good for the soul. In addition to the benefits of living in a beautiful environment, Truckee has numerous resources for physical, mental and spiritual wellness, from ten yoga studios and class locations to 43 holistic/alternative health providers, 25 personal coaches/counselors to a multitude of ways to get fresh, healthy, organic and locally grown produce.

Building strength, endurance and flexibility can help prevent injuries and improve performance on the slopes and for any outdoor activity you enjoy. Truckee has several gyms with highly trained instructors that can help you tailor your workout to your fitness goals. From CrossFit to barre, kickboxing and yoga, there is a high density of fitness choices within a few square miles for every level through private studios and gyms. Additionally, the public Truckee Community Center boasts a full sized gymnasium and basketball court, an enclosed running track and climbing wall. A 10-lane competition pool plus a 2,500 square-foot, leisure warm water pool is slated to open in Fall 2016.

Repairing, rebuilding and getting back to goals after an injury is highly achievable in our recreation-focused community with cutting edge Sports Performance Medicine. Specialists have been known to go out of their way to fit in a Pacific Crest Trail hiker or two in their busy schedule, while a high concentration of Physical Therapists will remedy a tweaked shoulder or help rehab a knee.



© Studio Tahoe

For those seeking relief outside of a doctor's office, there are many alternative medicine practices in Truckee, including massage therapy, acupuncture, chiropractic adjustment, and even Shamanic healing, water float and thermal imaging. Internationally trained practitioners in homeopathic and Chinese herbal medicine are available in, and nearby Truckee. Natural homeopathic remedies, vitamins, and supplements are available at several locations in town.

When guidance is needed, Truckee is home to several psychologists, marriage and family counselors as well as life coaches and nutritional coaches. For Goodness Sake in downtown Truckee is not only a non-denominational spiritual center, but also a hub for weekly activities including meditation night, yoga classes, and self-help seminars.

There are also a wide range of support groups that meet regularly in Truckee, from Alcoholics Anonymous to survivors of domestic violence, to cancer to grief support groups. Several support groups are specifically for youth, such as Tahoe Truckee Future without Drug Dependence.

More than a dozen churches in Truckee meet the religious needs of residents and visitors. While quiet moments taking in the beauty of our mountains, lakes and rivers provide a spiritual experience for others.

Healthy Living

- 10 Yoga Studios & Class Locations
- 20 Massage Practitioners & Locations
- 7 Gyms & CrossFit Facilities
- 14 Spiritual Centers & Churches
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Be the difference.



High Quality Schools for a Global Economy

From preschool through college education, Truckee offers high-quality schools where students learn to succeed in a global economy while enjoying activities that they love, and life outdoors. There are a large variety of educational choices in the Tahoe Truckee Unified School District (TTUSD) that are strongly supported by our community while sending graduates to prestigious colleges every fall.

Within TTUSD, there are five elementary schools, including a two-way Spanish immersion school, a “green” and STEM focus school, a multi-age class school with a natural science focus, a school with a strong arts focus, and a science focus magnet school. There are two middle schools, two comprehensive high schools, an Expeditionary Learning charter school, a continuation high school, and an alternative education high school, providing flexibility to those seeking independent study options. Outside of TTUSD, four independent charter schools and four private schools in the Truckee area offer small-town, low teacher-to-student ratios and independent study support. All secondary students have the opportunity to supplement their study at the Sierra College campus in Truckee.

“

“After years of driving up to Truckee to ski, we realized that this wasn’t your typical resort town, but a vibrant community that cares deeply about supporting lifelong education. Now every time I drive over the summit, I’m thankful that our family gets to call Truckee our home.”

—Kari Dozer Chalstrom, fitness instructor and mother of three

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Education and Community Support

In Truckee, students receive a big education in a small school setting. Both Truckee High School and North Tahoe High School offer 13 AP classes each, a disproportionately high number of classes for their school size. Both high schools utilize Project Lead the Way curriculum: Truckee High for its Biomedical Science and Engineering Pathways; and North Tahoe High School for both a Culinary and Engineering Pathway.

With a small and strong school district with dedicated staff, there are endless opportunities for customized education and interfacing between schools. For example, Truckee High students interested in the restaurant industry can take the Culinary Pathway at North Tahoe High. Alternatively, North Tahoe High students can take the Biomedical Science Pathway at Truckee High.

Students in Coldstream Alternative, or other custom independent study programs, participate in team sports at either High School, provided minimum required hours are met. Through the Independent Study/Ski Academy program, students are able to maintain a rigorous education while competing nationally in sports, dance, and other interests without giving up the social experiences of attending High School.

Truckee believes in developing strong character and leadership skills as well as supporting student wellness, both physical and mental. There are many team-building and inclusion programs throughout the year at all TTUSD schools. Truckee High School and North Tahoe High School both have Wellness Centers, created with support from the Tahoe Truckee Community Foundation. The Wellness Centers provide a safe place for student support groups to meet and provide periodic no-cost seminars for students to learn everything from healthy food preparation to yoga.

Truckee educators believe that the Lake Tahoe region and our natural surroundings are precious, and therefore take every learning opportunity possible for outdoor hands-on study and to teach environmental stewardship. With help from the Shane McConkey Foundation, Sierra Watershed Education Partnerships, and other local nonprofit organizations, several of our schools have established Green Teams. Green Team members are leaders in the schools and the community, setting examples for recycling, repurposing and conservation awareness. These teams record energy and waste reductions savings and share their successes with other schools and the community.



Awards and Accolades

TTUSD recently received numerous awards for excellence, including both Glenshire Elementary and Tahoe Lake Elementary achieving California Distinguished School recognition. Truckee High School and North Tahoe High School ranked in the top 10% of U.S. High Schools by US News & World Report for 2015 and both were also included in the Washington Post's list of "America's Most Challenging High Schools for 2015." Alder Creek Middle School was recognized by Tom Torlakson, State Superintendent, as one of 13 new California "Schools to Watch" in 2015, as a school that demonstrates academic excellence, social equity, and responsiveness to the needs of young adolescents. TTUSD was named one of

College Attendance: Truckee Grads

More than 80% of TTUSD graduates continue on to higher education. Along with numerous California college acceptances, here are some of the colleges that Truckee grads are attending:

- Boston College
- Brigham Young University
- California Polytechnic Institute, San Luis Obispo
- Georgetown University
- Massachusetts Institute for Technology (MIT)
- Princeton University
- University of California, Berkeley
- University of Colorado, Boulder
- Yale University



the top 100 school districts in California (out of 330) in the annual Niche.com review. Sierra Expeditionary Learning School became one of 23 Expeditionary Learning Education schools out of 152 in the country to achieve credentialed status, a recognition of school-wide character, student mastery of knowledge, and producing high-quality work.

The Tahoe-Truckee community was recognized as an All-America City by the National Civic League for their collaborative early education efforts and district-wide campaign to achieve the goal of all students reading at grade-level reading by third grade. Third grade reading achievement is the leading indicator of whether a student will be successful throughout their school career. Truckee/Tahoe recently showed its support for education by voting to support Measure U, which provides funding for \$114 million in improvements to our school facilities and for Measure A, funding art, music, supplies, and physical education programs. Excellence in Education is one of several nonprofit organizations that, with support from the community, provide generous annual funding for innovative programs such as the 1:1 laptop program and the “Classroom of the Future” study. The “Classroom of the Future” study was an initiative to plan classroom configurations and tools for how students can learn most effectively. A team of faculty and students from different schools brainstormed, researched and tested innovative curriculum, physical space, and technology in the classroom.

Outside of School Experiences

It’s not surprising that an active outdoor community like Truckee has many excellent team sports programs available for students, along with a strong arts program. Student athletes can compete in soccer, track, basketball, football, cross-country, lacrosse, swimming, tennis, downhill skiing, cross-country skiing, snowboarding and more. It is not uncommon for parents with kids raised in Truckee to find themselves cheering at international competitions including the Olympics and X-Games. Students also have excellent opportunities in theater, band, and debate as well as many more clubs and activities that help build skills, confidence and a sense of community.

Truckee students not only have a beautiful playground right in their backyard, their educational goals are highly supported so they can follow their dreams whether that is to explore living elsewhere, or staying and building a business or career in their hometown (and close to mom and dad).



2015/2016 TTUSD School Enrollment
(K–8): 2682
(9–12): 1115

TTUSD Historical School Enrollment
2015/16: 3,797
2014/15: 3,978
2013/14: 3,720
2012/13: 3,764
2011/12: 3,735
2010/11: 3,838
2009/10: 4,216

Tahoe Truckee Unified School District (TTUSD) District Office
11603 Donner Pass Rd. Truckee, CA 96161
(530) 582-2500; www.ttusd.org

ELEMENTARY SCHOOLS

Donner Trail Elementary	(530) 426-3639
Glenshire Elementary	(530) 582-7675
Truckee Elementary	(530) 582-2650
Tahoe Lake Elementary	(530) 583-3010
Kings Beach Elementary	(530) 546-2605

MIDDLE SCHOOLS

Alder Creek Middle School	(530) 582-2750
North Tahoe School	(530) 581-7050

HIGH SCHOOLS

Tahoe Truckee High School	(530) 582-2600
North Tahoe High	(530) 581-7000
Sierra Continuation High School	(530) 582-2640
Cold Stream Alternative	(530) 582-2640

CHARTER SCHOOLS

Creekside Cooperative	(530) 581-1036
Forest Charter School	(530) 550-7205
Sierra Expeditionary Learning School	(530) 582-3701
Squaw Valley Preparatory	(530) 581-1036
Twin Ridges School	(530) 550-8673

PRIVATE SCHOOLS

Squaw Valley Academy	(530) 583-9393
Sugar Bowl Academy	(530) 426-1844
Tahoe Expedition Academy	(530) 546-5253

HIGHER EDUCATION

Sierra College	(530) 550-2225
Sierra Nevada College	(775) 831-1314

Education



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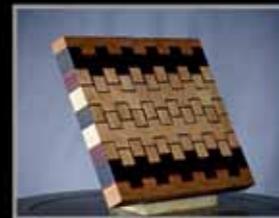


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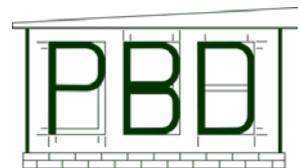
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www.truckeetahoeairport.com

Utilities, Garbage

Liberty Utilities
(530) 546-1744
Travis Johnson
701 National Ave. Tahoe Vista, CA 96148
www.libertyutilities.com/west

Southwest Gas
(800) 832-2555
Byron Elkins
10682 Pioneer Trail Truckee, CA 96161
www.swgas.com

Squaw Valley Public Service District
(530) 583-4692
Mike Geary
305 Squaw Valley Rd. Olympic Valley, CA 96146
www.svpsd.org

Tahoe Truckee Sierra Disposal
(530) 583-0148
Jeff Collins
645 W. Lake Blvd. Tahoe City, CA 96145
www.waste101.com

Truckee Donner PUD
(530) 587-3896
Michael Holley
11570 Donner Pass Rd. Truckee, CA 96161
www.tdpud.org

Truckee Sanitary District
(530) 587-3804
Blake Tresan
12304 Joerger Dr. Truckee, CA 96161
www.truckeesan.org

Weddings, Meetings & Events

Big Blue Adventure, LLC
(530) 546-1019
Todd Jackson
PO Box 2720 Kings Beach, CA 96143
www.bigblueadventure.com

Camelot Party Rentals
(775) 355-9004
Kimberly Beck
152 Coney Island Dr. Sparks, NV 89431
www.camelotpartyrentals.biz

Chef Ron Allen
(530) 902-0128
Ron Allen
Truckee, CA 96161

Crux Events, LLC
(530) 587-8700
James Woodruff
2775 Old Hwy. 40 West Verdi, NV 89493
www.cruxevents.com

Full Belly Deli
(530) 550-9516
Eric Barton
10825 Pioneer Trail, Ste. 103 Truckee, CA 96161
www.fullbellydelitruckee.com

Gold Miners Inn/Holiday Inn Express & Suites Grass Valley
(530) 477-1700
Sean Gilleran
121 Bank St. Grass Valley, CA 95949
www.goldminersinn.com

Hey Chef!
(530) 582-4882
Grog and Holly Verbeck
PO Box 3516
Truckee, CA 96160
www.heychef.com

Nakoma Golf Resort
(877) 462-5662
Jennifer Lacy
348 Bear Run Clio, CA 96106
www.nakomagolfresort.com

Northstar California Resort
(530) 562-1010
Kelly Rodriguez
5001 Northstar Dr. Truckee, CA 96161
www.northstarcalifornia.com

PlumpJack Squaw Valley Inn
(800) 323-7666
Steve Lamb
1920 Squaw Valley Rd. Olympic Valley, CA 96146
www.plumpjacksquawvalleyinn.com

Resort at Squaw Creek
(800) 327-3353
Andre Priemer
400 Squaw Creek Rd. Olympic Valley, CA 96146
www.squawcreek.com

RMC - Resorts, Mountains & Cities
(775) 548-0704
Stacie Krenicki
10 Stateline Rd., Ste. C Crystal Bay, NV 89402
www.rmcdmc.com

Sugar Bowl Resort
(530) 426-9000
Peter Avedschmidt
Old Hwy. 40 Norden, CA 95724
www.sugarbowl.com

Tahoe Donner Association
(530) 587-9400
Brinn Talbot
11509 Northwoods Blvd. Truckee, CA 96161
www.tahoedonner.com

Tahoe Mountain Club
(530) 550-7010
Jason Trim
13051 Fairway Dr. Truckee, CA 96161
www.TahoeMountainClub.com

The Ritz-Carlton, Lake Tahoe
(530) 562-3000
Robin Penning
13031 Ritz-Carlton Highlands Ct.
Truckee, CA 96161
www.RitzCarlton.com/LakeTahoe



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REFERENCE NUMBERS



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PUBLIC SAFETY/ EMERGENCY SERVICES

EMERGENCIES: 911

LAW ENFORCEMENT

POLICE DEPARTMENT – Town of Truckee
Police Dispatch (530) 550-2320
Police Administration (530) 550-2328

SHERIFF DEPARTMENT

Nevada County (530) 582-7838
Placer County (530) 581-6305

HIGHWAY PATROL (non-emergencies)

California Highway Patrol (530) 582-7570; 582-7500
Nevada Highway Patrol (775) 688-2500

COAST GUARD

Lake Tahoe Station (530) 583-4433

FIRE DEPARTMENTS

Donner Summit (530) 426-9239
Incline Village/Crystal Bay (775) 831-0351
Northstar (530) 562-1212
Squaw Valley (530) 583-6111
Truckee (530) 582-7850

GENERAL INFORMATION

ANIMALS

Animal Control–Town of Truckee
(530) 582-7830; www.townoftruckee.com
10961 Stevens Ln., Truckee, CA 96161

Humane Society of Truckee Tahoe
Dog licenses and pets available for adoption
(530) 587-5948; www.hstt.org
10961 Stevens Ln., Truckee, CA 96161

FOREST SERVICE

U.S. Forest Service Ranger Station
(530) 587-3558
10811 Stockrest Springs Rd., Truckee, CA 96161

MOTOR VEHICLES

California Department of Motor Vehicles
(800) 777-0133
11357 Donner Pass Rd., Truckee, CA 96161

LIBRARY SERVICES

Truckee Library (530) 582-7846
10031 Levon Ave., Truckee, CA 96161

PARKING DISTRICT

Town of Truckee
(530) 550-2323; www.townoftruckee.com
10183 Truckee Airport Rd., Truckee, CA 96161

RECREATION & PARKS

Truckee Donner Recreation & Park District
(530) 582-7720; www.tdrpd.com
8924 Donner Pass Rd., Truckee, CA 96161

SNOW REMOVAL

Public Works – (snow line) (530) 582-7707
Town of Truckee
There are private snow removal businesses listed under Snow Removal in this directory.

UTILITY COMPANIES

ELECTRIC SERVICE
Truckee Donner Public Utility District
(530) 587-3896; www.tdpud.org
11570 Donner Pass Rd., Truckee, CA 96161

Liberty Utilities
(530) 546-1744
www.libertyutilities.com/west
701 National Ave., Tahoe Vista, CA 96148

NATURAL GAS

Southwest Gas
(530) 582-7200; www.swgas.com
10682 Pioneer Trail, Truckee, CA 96161

PROPANE GAS

Amerigas (530) 587-3578
11380 Donner Pass Rd., Truckee, CA 96161

Suburban (530) 583-2386
1700 River Rd., Tahoe City, CA 96145

Truckee Tahoe Propane (530) 587-2382
10383 River Park Pl., Truckee, CA 96161

SEWER SERVICES

Tahoe-Truckee Sanitation Agency (treatment)
(530) 587-2525; www.ttsa.net
13720 Joerger Dr., Truckee, CA 96161

Truckee Sanitary District (collection)
(530) 587-3804; www.TruckeeSan.org
12304 Joerger Dr., Truckee, CA 96161

TELEPHONE & INTERNET SERVICES

ACN
(530) 587-8458; www.MarkBrown.ACNREP.com
10250 Donner Pass Rd., #2, Truckee, CA 96161

AT&T
(800) 288-2020; www.att.com

Exwire (530)587-4312
233 S. Auburn St., Ste. 120, Colfax, CA 95713

Lake Tahoe On Line (LTOL) (530) 582-2080
12219 Business Park Dr., Truckee, CA 96161

Suddenlink Communications
(530) 550-3900; www.suddenlink.com
10607 West River St., Truckee, CA 96161

TELEVISION – CABLE
Suddenlink Communications
(530) 550-3900; www.suddenlink.com
10607 West River St., Truckee, CA 96161

TRASH REMOVAL/RECYCLE
Tahoe Truckee Sierra Disposal
(530) 583-7800; www.waste101.com
PO Box 135, Tahoe City, CA 96145

Eastern Regional Landfill – The Dump
(530) 583-7800; www.waste101.com
900 Cabin Creek Rd., 89 S
In addition to their other services, a California certified redemption center is located at the dump and purchases California certified redemption materials, including aluminium cans and plastic bottles. Proof of California residency is required to receive a more favorable value. The hours of operation differ from the dump.

NEXCYCLE Center
(800) 969-2020; www.nexcyclecalifornia.com
Safeway Center
11290 Donner Pass Rd., Truckee, CA 96161

Town of Truckee – Recycling Programs
(530) 582-2909
www.townoftruckee.com/departments/solid-waste-recycling/recycling-programs

WATER SERVICE
Truckee Donner Public Utility District
(530) 587-3896; www.tdpud.org
11570 Donner Pass Rd., Truckee, CA 96161

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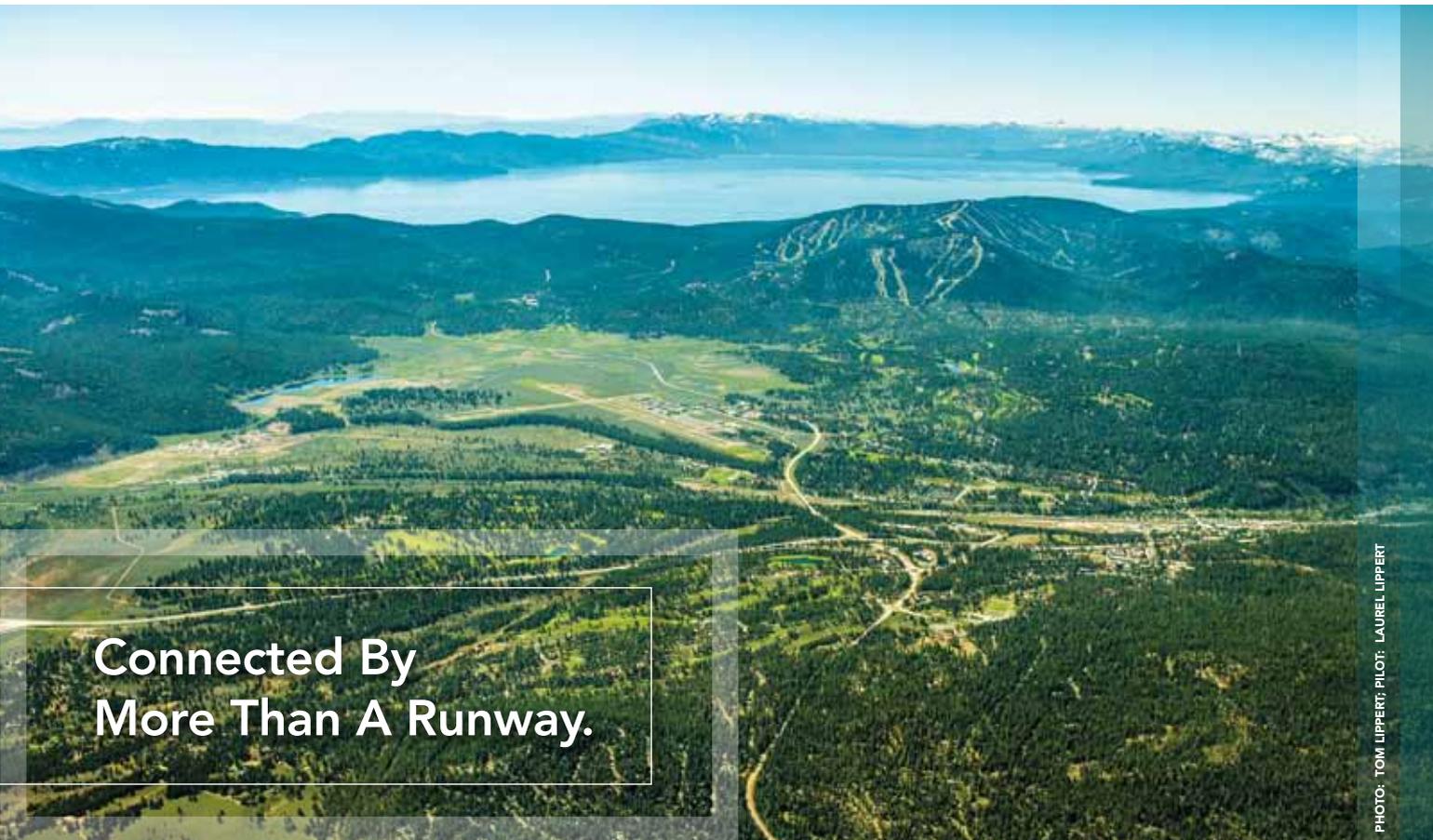
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www.truckeetahoeairport.com

