



VISIT TRUCKEE-TAHOE

Tourism Business Improvement District

2022-2023 TTBD Annual Report

Submitted to the Town of Truckee pursuant to Streets and Highways Code section 36650, for the period of July 1, 2022-June 30, 2023. Prepared by Visit Truckee-Tahoe. Submitted Nov. 29, 2022.

July 1, 2022 - June 30, 2023

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VISIT TRUCKEE TAHOE

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Colleen Dalton, CEO
Siobhan Kenney, Director of
Sustainable Tourism

Nov. 29, 2022

Mayor Henderson and Council,

While the following report satisfies a matter of process, it illustrates the continued evolution of VTT as a unifying partner, driver of tourism resiliency and creator of solutions in dynamic market conditions.


We are very proud of our work on the stewardship front. “Sustainable Truckee” initiatives have not only provided great benefit for a myriad of stakeholders, but have opened doors for collaboration with new allies, as well as strengthened relationships with existing partners. We expect to maintain foundational investments that are economically beneficial, while balancing community and environmental impact.

The trajectory of Tahoe-Truckee lodging trends is often defined by an elastic formula of economic, seasonal, political, and environmental factors. Since the pandemic took hold, we experienced a lot of pain, followed by unprecedented economic expansion of tourism spending, and more broadly, the desirability of the area. Demand overpowered seasonal factors and transcended patterns otherwise known to be normal. During this time, VTT carefully considered promotional campaigns, doing so in appropriate doses and with a delicate storyline.

As we look forward, there are headwinds in the news. Rising interest rates, inflation and other challenges will compromise demand. Short term rental operators are coping with regulation and Hoteliers are fighting scaled price erosion. With that, VTT must remain focused on maintaining Truckee’s stronghold as a marque destination for consumers in search of an authentic mountain experience. In contrast to recent years, VTT will be more direct in identifying and prioritizing areas of economic opportunity, while of course keeping capacity and experience top of mind.

At VTT, nothing is taken for granted. Every dollar earned and every dollar spent is important. That said, few things trump the importance of the relationships we forge, the least of which is ours. We are grateful for Truckee Town Council’s prior support and look forward to your sanctification of this Annual Report.

Thank you,



Jim Winterberger, Chair
Visit Truckee-Tahoe

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INTRODUCTION

The following report is per the Visit Truckee-Tahoe (VTT) and Town of Truckee agreement for VTT to serve as the owner's association for the Truckee Tourism Business Improvement District (TTBID). Exhibit A highlighted in **YELLOW**

2020-2025 TOWN OF TRUCKEE AGREEMENT FOR TOURISM BUSINESS IMPROVEMENT DISTRICT (TTBID) MANAGEMENT with VISIT TRUCKEE (d.b.a. Visit-Truckee-Tahoe), the DESIGNATED OWNER'S ASSOCIATION

EXHIBIT "A" SCOPE OF SERVICES

1. Provide projects, programs, and activities that benefit assessed businesses within the TTBID in accordance with the TTBID Management District Plan, as it may be amended.
2. Perform the obligations set forth for the TTBID owners' association in the Property and Business Improvement District Law of 1994, including without limitation:
 - Preparation of the annual report required by law, which shall include:
 - i. Any recommended changes to the boundaries of the TTBID;

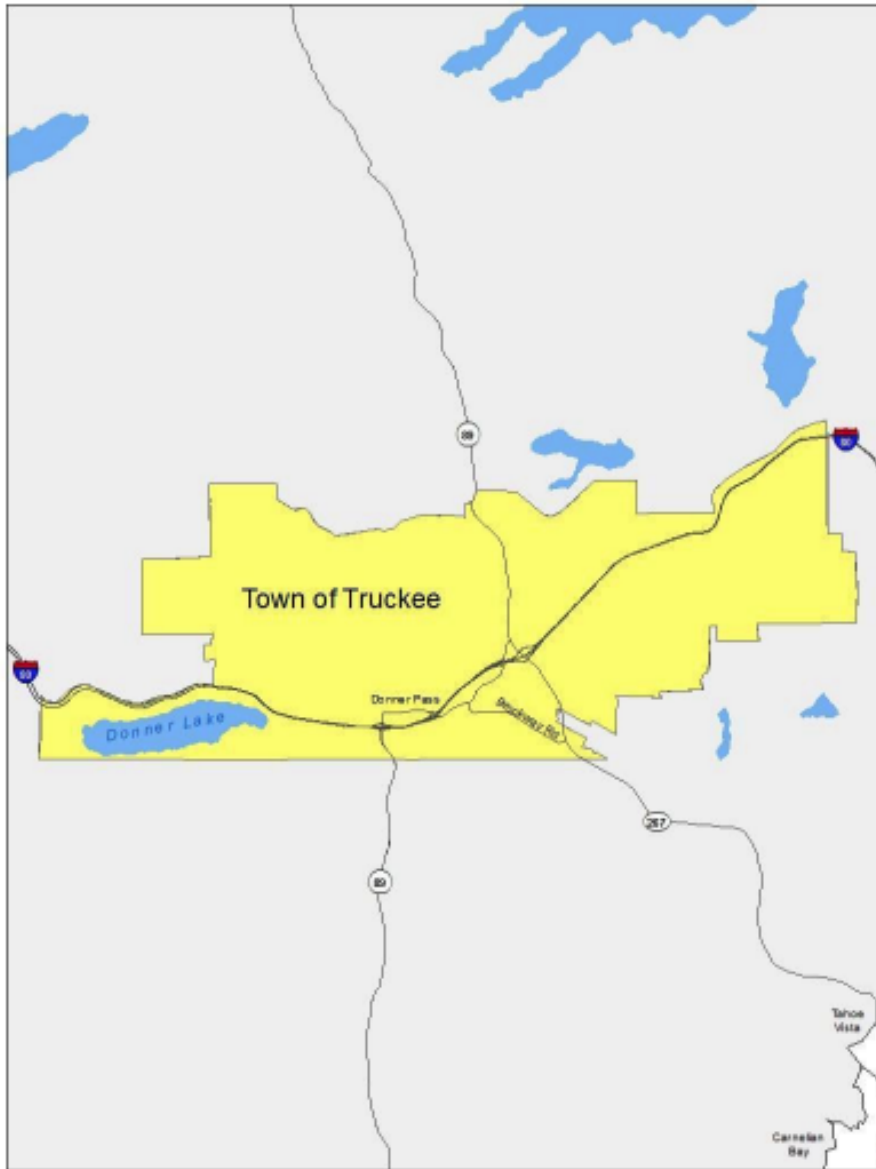
BOUNDARIES

Pursuant to the [2020-2025 Management District Plan \(MDP\)](#) for the Truckee Tourism Business Improvement District (TTBID) **page 6**, there are no changes to the TTBID Boundaries which remain as the municipal boundaries for the town of Truckee, California.

CHANGES IN ASSESSED BUSINESSES

There are no significant changes in assessed lodging businesses (ownership, expansion or contraction of rooms inventory, new entrants in the lodging market, etc.) between Hotels, Property Managers and Independents expected this fiscal year.

ATTACHMENT - ASSESSED BUSINESSES



ii. The improvements and activities to be provided for the following fiscal year;

IMPROVEMENTS and ACTIVITIES (Tourism Enhancement Category)

The TTBD range of improvements and activities allowed are described on **pages 8 and 9** of the [2020-2025 Management District Plan \(MDP\)](#) along with underlying law beginning on **page 15**.

TOURISM ENHANCEMENT FY 22/23

As the first official tourism authority for Truckee (established in 2020) Visit Truckee-Tahoe shares a vision for sustainable tourism with the Town of Truckee and with other VIP Partners including Nevada County, led by Supervisor Hardy Bullock and the CCC Leadership Forum for Sustainability.

To that end, Visit Truckee-Tahoe's mission is to promote, protect and enhance Truckee as an authentic mountain town. We serve our lodging business members, partner with key organizations and balance our actions for the well-being of our community.

Visit Truckee-Tahoe serves as the lodging industry's advocate and liaison to the Town of Truckee. We listen and communicate with Hoteliers, Property Managers and Independents - the backbone of Truckee's thriving, tourism dependent economy.

To accomplish this mission and to fulfill our responsibility for the TTBD Management District Plan, Tourism Enhancement balances two mutually dependent programs: promotion (attraction) and stewardship (protection and management).

The goal of both programs is to build a resilient tourism economy balanced with the community's quality of life and protection for natural beauty and landscape, which makes Truckee desirable to live, work and visit.

PROMOTION (Attraction)

Communications, Advertising, Events, Special Promotions, Brand Positioning

Communications, advertising, events and special promotions position the Truckee brand as a desirable mountain town destination for overnight stays. Focus is on shoulder seasons, midweek travel, increased length-of-stays and higher yield during peak periods.

The attraction (lead generation), retention (loyalty, repeat visitation) and referral (first-timer, friends of friends) of sustainability-minded, respectful visitors is a critical targeting strategy which may include the following activities:

- Paid advertising and earned media exposure in order to raise destination brand awareness, engagement, positive brand affinity and education prior to arrival about respectful behavior.
- Search engine marketing/optimization, public relations outreach and familiarization tours for traditional journalists and social influencers, brand placement (i.e. broadcasted content), social media, native content creation (articles, photography, video), e-newsletters, print ads, streaming services, billboards, flagpole banners, brochures, sports marketing, promotional fulfillment, brochure distribution services, and lead generation.

- Special event sponsorship and seasonal promotions designed to drive overnight visitation and lodging sales to assessed businesses with a focus on shoulder seasons and midweek.
- Maintenance, educational and appealing content development, sharing, and upkeep of the destination website in order to attract lodging booking consideration and to reinforce what to expect when in market.
- Partner and support small businesses who are ambassadors providing positive visitor experiences, from restaurants to retailers, breweries, outdoor recreation guides and wellness services.
- Attendance at trade shows and conferences to promote destination brand awareness and sustainable programs, services and investments.
- Participation in cooperative marketing programs with organizations, such as the Reno Air Service Organization. Cooperative marketing programs may leverage assessment funds to increase demand for overnight visitation to assessed businesses.
- Attendance at professional industry conferences and affiliation events to further the destination brand awareness.
- Membership dues or sponsorships for organizations that provide advocacy, services, support and/or content that drives destination brand awareness including and not limited to Visit California and the High Sierra Visitors Council.
- Education of lodging business management (TTBID payors) on communication strategies that increase demand for overnight visitation during soft periods and midweek.

STEWARDSHIP (Protection & Management)
Destination Management & Development Enhancements

Destination Management and Development Enhancements include funding for programs, services and enhancements (capital, infrastructure) for the purpose of enjoyment, education, safety, sanitation, environmental protection, management and equal access which may include the following activities:

- A Destination Stewardship Plan with recommended programs and services designed to preserve and protect the authenticity, natural beauty and accessibility to all for the Truckee brand experience.
- New or improved tourist attractions, amenities and infrastructure such as and not limited to sports, and event facilities, parks, trails and trailheads, signs and wayfinding, natural habitat restoration, and in-market visitor education that enhance Truckee's competitive position as a sustainable destination, attracting overnight visitors who value an outdoors lifestyle.
- Programs, services and funding for projects that create an all-inclusive and universal experience so all visitors feel welcome and belonging in Truckee, California.
- Membership dues or sponsorships for organizations and events that provide advocacy, stewardship services, educational information, support and/or content that drives a sustainable tourism vision for Truckee including and not limited to the California Travel Association, the Travel Foundation, and Mountain IDEALS Standard.
- Transportation services that connect lodging businesses with local events, transportation hubs, and attractions designed to attract individuals or groups in order to improve the visitor experience.

TOURISM ENHANCEMENT CATEGORY

View [VIEW APPENDIX A](#) for FY 22/23 Destination Promotion & Stewardship Plan (DPSP).

ADMINISTRATION CATEGORY

The administration portion of the budget shall be utilized for administrative staffing costs, office costs, advocacy, and other general administrative costs such as insurance, legal, accounting fees, and an annual audit in accordance with Generally Accepted Accounting Procedures (GAAP).

CITY COLLECTIONS FEE CATEGORY

The Town of Truckee shall be paid a fee equal to two percent (2%) of the amount of assessment collected to cover its costs of collection and administration. The amount of the Town administration fee shall not exceed the actual cost to the Town to administer collections of the assessment.

CONTINGENCY / RESERVE CATEGORY

The budget includes a contingency line item to account for uncollected assessments, if any. Contingency funds may be held in a reserve fund or utilized for another program, administration, or renewal costs at the direction of the VTT Board. Policies relating to contributions to the contingency reserve category, the target amount of the reserve fund, and expenditures of monies from the reserve fund were set by the VTT Board as six months of baseline operating costs (primarily Administration). Contingency/reserve funds may be spent on District programs or administration and TTBID renewal costs in such proportions as determined by the VTT Board.

iii. An estimate of the cost of providing the improvements and activities;

VISIT TRUCKEE-TAHOE FY 22/23 FISCAL PLAN

Approved by the Visit Truckee-Tahoe Board, September 22, 2022

Gross Lodging Revenue Forecast

The FY 22/23 TTBID fiscal plan utilizes a Truckee gross lodging forecast of \$41,666,667, in alignment with the Town of Truckee Finance forecast.

At 1.25% per room night, the total estimated TTBID collections forecast for FY 22/23 is \$520,833. This is significantly lower than FY 21/22 actual TTBID collections of \$835,544 given a gross lodging revenue of \$66,310,600 (TOT Collections of \$7,957,272). With a cooling economy, travel behavior diversifying to other destinations, the unknown of winter weather and wildfire season, lodging revenues record highs are not anticipated to continue in FY 22/23.

However, while the TTBID fiscal plan conservatively matches Town of Truckee's budgeted \$41,666,667 in gross lodging revenue, it would not be unrealistic to see revenue push \$60M FY 22/23, barring unexpected market shocks.

Operating Budget

The total Visit Truckee-Tahoe budget for FY 22/23 is **\$1,566,061**. Total includes a balance forward of \$1,045,228 + TTBD forecasted income of \$520,833. Each MDP category indicates the % of total budget, which is within the 15 percent range of category %, per the 2020-2025 Management District Plan.

FY 22/23 FISCAL PLAN

Estimate of the cost of providing the improvements and activities

MANAGEMENT DISTRICT PLAN (MDP) CATEGORY	MDP 2020-2025 Category %	FY 22/23 Budget	MDP FY 22/23 Category %
Administrative	6%	\$80,960	5.17%
Contingency	5%	\$155,230	9.91%
Collection Fee	2%	\$10,417	0.67%
Tourism Enhancement	87%	\$1,319,455	84.25%
		\$1,566,061	

FY 21/22 FISCAL PLAN

Actuals to Budget

FY 21/22 ACTUAL					
BUDGET	ACTUAL	DIFF			
\$58,500	\$58,726	-\$226	ADMINISTRATIVE		
\$130,375	\$134,469	-\$4,094	CONTINGENCY		
\$188,875	\$193,195	-\$4,320	Subtotal		
BUDGET	ACTUAL	DIFF			
\$1,216,887	\$678,197	\$538,690	TOURISM ENHANCEMENT		
\$8,750	\$15,920	\$7,170	TTBD COLLECTION COSTS		
\$1,414,512	\$887,312	\$527,200	TOTAL		

ASSESSMENT

The assessment rate was two percent (2%) of gross short-term lodging rental revenue for the first three (3) months of the term of the district: Oct-Dec 2020.

On January 1, 2021, the annual assessment rate was reduced to one and one-quarter percent (1.25%) of gross short-term lodging rental revenue. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; and stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty.

The assessment rate may be subject to increases during the four (4) year and nine (9) month term. At the request of the VTT Board, with Truckee Town Council approval, the assessment rate may increase or decrease in fiscal years 2023-24 and 2024-25. In fiscal years 2023-24 and 2024-25, with Truckee Town Council's approval, the VTT Board may increase the assessment up to two percent (2.00%) or decrease the assessment to three-quarters of one percent (0.75%). However, VTT's Board, with approval by Town Council, shall only increase or decrease the assessment to a rate equal to an increment of a quarter percent between three-quarters of one percent (0.75%) and two percent (2.00%) (i.e. 0.75%, 1.00%, 1.25%, 1.50%, 1.75%, 2.00%). Any increase or decrease authorized by the VTT's Board shall be included in the Annual Report, and approved by the Truckee Town Council during the fiscal year annual report review. Thereafter the increase or decrease will be effective starting the following fiscal year.

The term "gross short-term lodging rental revenue" as used herein means: the consideration charged, whether or not received, for the occupancy of space in a lodging business valued in money, whether to be received in money, goods, labor or otherwise, including all receipts, cash, credits and property and services of any kind or nature, without any deduction. Gross room rental revenue includes, but is not limited to, fees, such as parking fees, resort fees, cleaning fees, pet fees, roll-away bed fees, energy fees, or miscellaneous fees and non-refundable deposits (including reservation fees) charged as a condition of occupying a room or rooms. Gross room rental revenue shall not include any federal, state or local taxes collected, including but not limited to transient occupancy taxes.

The assessment is levied upon, and a direct obligation of, the assessed lodging business. However, the assessed lodging business may, at its discretion, pass the assessment on to transients. The amount of assessment, if passed on to each transient, shall be disclosed in advance and separately stated from the amount of rent charged and any other applicable taxes, and each transient shall receive a receipt for payment from the business. If the TTBD assessment is identified separately it shall be disclosed as the "Truckee Tourism Fee". As an alternative, the disclosure may include the amount of the TTBD assessment and the amount of the assessment imposed pursuant to the California Tourism Marketing Act, Government Code §13995 et seq. and shall be disclosed as the "Tourism Assessment." The assessment is imposed solely upon and is the sole obligation of the assessed lodging business even if it is passed on to transients. The assessment shall not be considered revenue for any purpose, including calculation of transient occupancy taxes.

Bonds shall not be issued.

E. Penalties and Interest

1. Any lodging business which fails to remit any assessment imposed by this chapter within the time required shall pay a penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment.
2. For each subsequent thirty (30) day period following the date on which a lodging business' remittance first becomes delinquent the lodging business shall pay a delinquency penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment and the ten percent (10%) penalty first imposed, up to a maximum of fifty percent (50%).
3. If Town determines that the nonpayment of any remittance due is due to fraud, a penalty of twenty-five percent (25%) of the amount of the assessment shall be added thereto in addition to the penalties stated in subsections 1 and 2 of this section.
4. In addition to the penalties imposed, any lodging business which fails to remit any assessment imposed shall pay interest at the rate of one and one half percent (1.5%) per month or fraction thereof on the amount of the assessment, exclusive of penalties, from the date on which the remittance first became delinquent until paid.

F. Time and Manner for Collecting Assessments

The TT BID assessment was implemented beginning October 1, 2020 and will continue for four (4) years and nine (9) months through June 30, 2025. The Town will be responsible for collecting the assessment on a quarterly basis (including any delinquencies, penalties and interest) from each lodging business located in the boundaries of the TT BID. The Town shall forward the assessments collected to Visit Truckee-Tahoe, the Owners' Association.

- iv. The method and basis of levying the assessment, in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his/her business for that fiscal year;

July 1, 2022 -June 30, 2023 the Truckee Tourism Business Improvement (TT BID) fee continues unchanged at 1.25% per room night.

SURPLUS & OTHER FUNDING

- v. The amount of any surplus or deficit revenues to be carried over from a previous fiscal year;

Total surplus includes \$134,469 (Contingency Reserves) + \$212,837 (Tourism Enhancement, Management Reserves) + carryover of \$697,992 for a total of \$1,045,228 as of July 1, 2022.

vi. The amount of any contributions received or to be received from sources other than TTBD assessments.

In FY 22/23, Visit Truckee-Tahoe received \$5,000 from the Truckee Fire Protection District for the Sustainable Truckee Ambassador Trail Hosts & Wildfire Prevention Signage program for summer 2022.

Additional sponsorships from partner organizations may occur in FY 22/23.

Delivery of the annual report on or within sixty (60) days following the receipt of the final remittance of the TTBD's previous fiscal year. Town shall:

- Approve, make recommendations to Visit Truckee-Tahoe for amendments to the annual report, or notify Visit Truckee-Tahoe that Town Council intends to hold a hearing on proposed modifications, within forty-five (45) days of receiving the annual report from Visit Truckee-Tahoe. If Visit Truckee-Tahoe subsequently provides an amended version, Town shall have another 45 days to consider the amended version. If Town opts to hold a hearing on proposed modifications, such hearing shall be held within 30 days of Town notifying Visit Truckee-Tahoe of the hearing.
- If Town fails to act on the annual report within these time periods set forth above, the annual report shall be deemed to be approved and Town shall continue to remit TTBD assessments to Visit Truckee-Tahoe and Visit Truckee-Tahoe shall provide services outlined in Exhibit A for the Town of Truckee & Visit Truckee-Tahoe agreement, in accordance with the Management District Plan.

APPENDIX A
FY 22/23 TTBD “TOURISM ENHANCEMENT CATEGORY”
Destination Promotion & Stewardship Plan (DPSP).

In FY 22/23, Visit Truckee-Tahoe will prioritize a thriving tourism economy, balanced with protection for the environment and care for our community. The Destination Promotion and Stewardship Plan (DPSP) includes promotion, stewardship and community activities.

In winter and spring 2023, the VTT Board will work on a two-year strategic plan for FY 23/24-24/25, with an eye towards TTBD renewal by June, 2025. Decisions to be informed by the Truckee Stewardship Plan.

ECONOMY

Promotion

- 1) Promote Fall & Spring Lodging Offers - \$100 Sustainable Truckee Gift card, modeled after the Spring 2022 pilot program.
- 2) Test a “Friends and Family” locals referral program “You Get \$50, They Get \$100, We Give \$25” to Stewardship” to increase Fall & Spring Lodging Offer redemptions.
- 3) Drive sales and redemptions for Sustainable Truckee Gift Cards (supporting tourism-reliant retailers, restaurants, recreation and wellness providers) thereby increasing visitor familiarity (and merchant experience) with the Cards.
- 4) Sponsor shoulder season events including the Tahoe Summit Lacrosse Tournament (targeting cities with direct flights into RNO). Sponsor the fourth annual Truckee Tahoe Gravel and the USASA North Tahoe Series and Futures Tour. Evaluate funding similar events, such as midweek winter or shoulder season sports tournaments - mirroring the successful model of Summit Lacrosse.
- 5) Help visitors and residents feel welcome and belonging. Promote and position Truckee as a “Trails for EveryBODY™” destination with Scenic Paved Paths, Compass Adaptive MTB Trail, Ridgeline ADA Trail, Truckee Bike Park, trailhead signs in English/Spanish.
- 6) Promote FREE on-demand, shuttle service (TART Connect) raising Truckee’s national image as a family friendly, easy-to-get-around, carfree, gas savings destination located 15 minutes from North Lake Tahoe.
- 7) Test advertising to audiences who practice sustainable lifestyles and who reside in RNO direct flight markets. Renew Reno Airport Services Corporation (RASC) membership.
- 8) Create and distribute content that attracts and educates visitors in VTT E-Newsletters, social media posts, and on the Truckee-Tahoe Daily Travel Alert.
- 9) Collaborate with Palisades Tahoe, Northstar California and Sugar Bowl, to develop a 5-6 minute video positioning Truckee, California as the most authentic, sustainability

committed, mountain town in the Lake Tahoe region.

- 10) Distribute Visit Truckee-Tahoe content on major tourism websites and social channels including Visit California, Go Nevada County, California High Sierra, and Fly Reno Tahoe.
- 11) Grow mutually beneficial relationships with tourism dependent businesses (retailers, restaurants, wellness and recreation providers). Encourage local businesses to create unique content about their products, services, Brand experience(s), sustainable practices, special events and activities. Encourage cross-distribution of unique, creative content that reinforces Truckee as a welcoming and authentic mountain town with world class recreation in summer and winter.
- 12) Grow E-newsletter subscribers from 32.9K to 35K, Social Media fans/followers from 141.4K to 145K and monthly website user peak from a high of 49K (June 2022) to 55K.
- 13) Develop a lodging referral engine, representing all three lodging categories (hotels, property managers and independents) for users to access all offerings in one place.
- 14) Evaluate and potentially fund new or enhanced Truckee experiences (a.k.a amenities or attractions) that increase destination appeal, and desire for overnight lodging.
- 15) Respond to all news media inquiries with the message that Truckee is a unique, sustainably-focused destination, located just 15 minutes from north Lake Tahoe.
- 16) Serve on the Visit California Rural & Snow Committees, Cal Travel Association Sustainability Committee, and the High Sierra Visitors Council.
- 17) Hire Dean Runyan & Associates to update the Truckee Tourism Economic Impact Report, to include calendar 2022. Last update included 2018.
- 18) Conduct the 2nd Truckee Visitor Survey measuring quality of experience (i.e. welcomeness, attraction appeal, cleanliness, Brand position/rank). First Survey in 2018.

ENVIRONMENT

Stewardship

- (1) Continue to promote and build brand equity in “Sustainable Truckee” as an agnostic initiative, owned by everyone, with programs, services, capital investments and VIP Partnerships unified on a vision for balancing economy, community and the environment.
- (2) Convene, and facilitate collaboration between multiple VIP Partners who have the authority to implement peak period solutions (programs, services, infrastructure) for the short and/or long run.
- (3) Advocate for, and assist VIP Partners in securing funds for programs, services, and

infrastructure that protect the environment and provide safe, equal access and sanitary outdoor recreation experiences.

(4) Partner with Nevada County Supervisor Hardy Bullock on the CCC - Leadership Forum for Sustainable Truckee. Focus on peak period mitigation and solutions with participation from multiple agencies, districts, nonprofits, Ski Areas, Placer County and Town of Truckee.

(5) Evaluate and fund infrastructure that enhances the destination appeal, provides equal access, disperses users and addresses negative impacts in high use areas, and/or addresses climate change (i.e. Compass Trail, a universally designed, adaptive MTB trail and Johnson Canyon development for winter and summer users).

(6) Fund pilot programs for summer 2022 and winter 2023 Town of Truckee Micro Transit program, TART Connect, with \$181K (43%) of FY 22/23 Stewardship Budget.

(7) Sponsor snow plow clearing for West End Beach to provide Backcountry Access and a Snow Play area within Town Limits for winter 2023. Partner with Back Country organizations on creating content about conditions, safety messaging, tips and etiquette. Consider Winter Host Ambassadors, Winter Safety Recreation Trailhead Signage, and updates to the digital Truckee Winter Recreation & Safety Map.

(8) Produce and hang winter and summer "Take Care" flagpole banners in downtown Truckee. Evaluate special event flagpole banner messaging, upon request.

(9) Educate about safety and sustainable outdoor practices for all users on public lands with Sustainable Truckee - Trail Ambassadors and 36 Trailhead Signs in summer 2022.

(10) Collaborate with Truckee Retail & Recreation Shops, Outfitters/Guides, Land Managers (USFS) and trail nonprofits on a consistent Truckee message for responsible outdoor recreation (i.e. Leave No Trace).

(11) Support and promote Green best practices and/or certifications for Truckee hotels. Hire Sierra Business Council (SBC) to research and recommend Green standards for the short-term-rental industry in addition to forming a set of Green standards that help retailers, recreation providers and restaurants build towards official California Green Business Network certification.

(12) Serve on the Lake Tahoe Stewardship Plan - Executive Steering Committee alongside Tahoe Fund, Tahoe Prosperity, TRPA, USFS, NLTRA, SLTVA and Travel Nevada (Incline) EDs and CEOs. Ensure the needs for Truckee are advocated for, and included in regional problem solving.

(13) With the three other Tahoe DMMOs (Destination Marketing and Management Organizations) form a long-term governance/structure for the purpose of collaboration and regional decisionmaking, from destination messaging to advocacy.

(14) With support from Town of Truckee, develop a community-driven, Truckee Stewardship Plan that utilizes the Global Sustainable Tourism Council (GSTC) framework (Mtn. IDEAL Standards). Collaborate with Nevada County on the Master Recreation & Resilience Plan, as it overlaps with the Truckee Stewardship Plan.

(15) Prepare Truckee to become the first California mountain town to meet or exceed GSTC standards for sustainability.

(16) Be a Sustainable Truckee Community Partner for Barracuda Championship.

(17) Join our VIP Partners on the Climate Transformation Alliance, seeking ways and means within our purview to participate in town wide carbon reduction goals.

COMMUNITY

Quality of Life

- (1) With Town of Truckee support, convene, facilitate, and engage citizen input for a Truckee Stewardship Plan that identifies the top 4-5 areas most negatively impacting resident quality of life, visitor quality of experience and the environment. Engage the community in goal setting and identifying solutions.
- (2) Identify recurring ways of continued Truckee citizen engagement (i.e. Open House) on how we (from organizations to individuals) can together as a community, balance a thriving, responsible tourism economy with environmental protection and quality of life.
- (3) Support programs popular with residents that encourage a low carbon footprint culture and sustainable best practices (i.e. Bike Valet, Local Voices Making Climate Choices).
- (4) Invite the community to help Visit Truckee-Tahoe encourage shoulder, midweek visitation vs. peak periods, in addition to educating visitors about Leave No Trace behaviors (i.e. Sustainable Truckee - Friends & Family Lodging Referral Program, Volunteer Trail Ambassadors).

Culture

- (1) Promote history, art, culture, boutique shops, “locally grown” and California cuisine - positioning Truckee as an authentic mountain town with more to offer than recreation.
- (2) Cultivate a collaborative relationship with Waš́i-šiw leaders from the Washoe Tribe of Nevada and California, designing opportunities (i.e. itineraries and tours) to authentically bring forward their culture and history on these ancestral lands.