

From: [Truckee](#)
To: [Carissa Binkley](#)
Subject: FW: We oppose Truckee Tourism Business Improvement District (TTBID)
Date: Tuesday, May 13, 2025 4:49:24 PM

Public Comment

Mary Delgadillo (she/her)
Administrative Technician
Ph: 530-580-7656

-----Original Message-----

From: Naveen Agarwal <naveen.agarwal@gmail.com>
Sent: Tuesday, May 13, 2025 4:42 PM
To: Truckee <Truckee@townoftruckee.gov>
Cc: Jessica Agarwal <jessy.agarwal@gmail.com>
Subject: We oppose Truckee Tourism Business Improvement District (TTBID)

[You don't often get email from naveen.agarwal@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

We have a property on 11024 Zermatt in Truckee.

We strongly oppose this assessment since

- TTBID has never offered or asked for even our email or information to share their programs
- Somehow when the assessment was up for renewal they were able to contact us
- There is really no data or information provided to let us know how they help the rentals. There is no free listing or search service
- Honestly the only programs that exist are for tourists when they are already in Truckee. We have never seen any promotion of any kind in Bay Area or Sacramento area

It's an archaic program that needs to be shelved and replaced with a more modern program that creates real demand and helps the local economy vs being a burden on it.

Also who ever approves a 10 year plan. That's the best way to run a highly complacent program. The fact that's being discussed proves how entitled the program owners feel about it.

With respect but honesty.

Jessica and Naveen Agarwal

TRUCKEE TOURISM BUSINESS IMPROVEMENT DISTRICT

April 23, 2025

To whom it may concern,

I am writing to protest the renewal of the annual TTBD and levy of an assessment. The fees and cost to rent our small place is squeezing out the studio condo owners like myself. I am not allowed to rent my place for more than two weeks at a time, so I will always be responsible for paying this excess assessment.

Deterring short term rentals is bad for city businesses that rely on tourism to survive. That's what you'll be encouraging if you continue to add fees for small rental owners. This assessment plan is not good for anyone and I want to officially protest the TTBD assessment.

Regards,

Lina Campopiano

Lina *campopiano*

From: [Truckee](#)
To: [Carissa Binkley](#)
Subject: FW: Oppose TTBITD
Date: Tuesday, May 13, 2025 4:09:31 PM
Attachments: [image001.png](#)

See Public Comment below.



Mary Delgadillo (she/her)
Administrative Technician
Ph: 530-580-7656

From: Chris Canty <cecanty@gmail.com>
Sent: Tuesday, May 13, 2025 4:07 PM
To: Truckee <Truckee@townoftruckee.gov>
Subject: Oppose TTBITD

You don't often get email from cecanty@gmail.com. [Learn why this is important](#)

Hi, I have a STR at 13945 Davos Drive and we oppose the fee. Submitting this opposition as stated was required in the email I recieved today.

Thanks,
Chris

Chris Canty
+1-650-304-2517

23 April 2025

Office of the Town Clerk

Town of Truckee

10183 Truckee Airport Rd

Truckee, CA 96191

Reference: Proposed TTBlD Assessment

I am writing to protest the not only the TTBlD 10 year tax extension but also to share my views of the excessive costs associated with remaining a STR certificate as a second home owner. There needs to be a subcategory to allow for IRS tax status to exempt 2nd home owners to be able to rent without such excessive costs. What I mean by this is if a property owner has a 2nd home and rents out that home for 14 days or less per year all revenue associated with the rental is tax exempt. That is exactly what I have done with our 2nd home in Tahoe Donner for the past 15 years. This is really important for me now as I am retired and that income is critical for me to be able to help offset HOA and County of Nevada property taxes so that we can continue to enjoy and afford our 2nd home. The current annual ToT STR fees, fire inspection cost, and TTBlD taxes to maintain a STR certificate take away a big chunk of the IRS tax benefit. I use to use VBRO to rent out these 14 days but again their cost got so high that I stopped using them and went with the ToT free listing program but have not received a single request for our house even when I was available for most Weekends and ski holiday weeks in 2025 and over Christmas 2024.

I totally understand the town desire for tax revenue from STR rentals and that you want revenue from TTBlD to have resources help promote this ongoing revenue. However, I just cannot support this tax as a IRS qualified 2nd home owner that only rents 14 days a year or less thus I am protesting this ongoing tax.

Sincerely,

Scott S. Darling

Scott S Darling

11115 SITZMARK Way
Truckee, CA 96161

STR cert # 017148

mailing address

1259 FRANCISCO ST

SAN FRANCISCO, CA

94123

Heather Sakai, on behalf of Eugene Sakai

10036 Summit Drive
Truckee, CA 96161
heathersakai@gmail.com
(408) 838-0293

Date: April 30, 2025

Truckee Town Council

Town of Truckee
10183 Truckee Airport Rd
Truckee, CA 96161

Subject: Formal Protest Against the Renewal of the TTBID Assessment

Dear Mayor and Members of the Truckee Town Council,

I am writing to formally protest the renewal of the Truckee Tourism Business Improvement District (TTBID) tax and its continued imposition on lodging business owners such as myself. While I support thoughtful, sustainable tourism and economic development in Truckee, I have serious concerns about the fairness, transparency, and effectiveness of this assessment.

As the owner of 10036 Summit Drive, I have seen firsthand the disproportionate financial burden this tax places on small lodging operators. The additional levy on our business revenues, particularly in the aftermath of the COVID-19 pandemic and amid rising operational costs, reduces our competitiveness and ability to reinvest in our properties, staff, and guest services.

Moreover, there is insufficient evidence that the funds collected through the TTBID are delivering equitable benefits to all contributing businesses. The promotional efforts funded by the TTBID often favor larger establishments and short-term marketing campaigns, with minimal measurable return for smaller, locally owned lodging providers. This creates an imbalance that undermines the stated goal of collaborative tourism development.

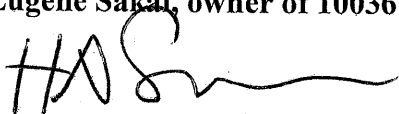
Additionally, I am concerned about the lack of transparency in how TTBID funds are allocated and how strategic decisions are made. Individual owners like myself deserve more meaningful participation in the planning and oversight processes—not just the obligation to pay.

For these reasons, I am respectfully submitting this letter as a formal protest against the renewal of the TTBID assessment.

Thank you for your time and consideration.

Sincerely,

**Heather Sakai, on behalf of
Eugene Sakai, owner of 10036 Summit Drive**



4/30/25

Flavio Scarra & Lynne Wingrove
May 2, 2025

Subject: TTBID

We hereby sign in protest to the idea of continuing the TTBID levy.

Enough burden and cost are already present nowadays.

We vote convincingly for a resounding NO.

Regards,

Flavio Scarra

&

Lynne Wingrove



Property:

13066 Skiview Loop

Truckee, CA 96161

USA

assessment rate shall not drop below three-quarters of one percent (0.75%) nor exceed two percent (2%) of gross short-term lodging rental revenue. Any increase or decrease requested by VTT's Board shall be included in the Annual Report described in Section V and shall take effect if approved by the Council, in its sole discretion, during the fiscal year annual report review.

Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days.

- Renewal:** TTBID renewal requires submittal of petitions from lodging businesses representing more than 50% of the proposed total annual assessment, followed by a Council hearing and an opportunity for written protest. The assessed lodging businesses will receive notice of the public hearing by mail. If there is a written protest by lodging businesses representing more than 50% of the proposed total annual assessment, the TTBID will not be formed.
- Collection:** 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 TTBID. The extent and nature of the Town's collection efforts will be determined by the Town in its sole discretion.
- Duration:** The TTBID will have a ten (10) year life, beginning July 1, 2025 or as soon as possible thereafter, and ending ten (10) years from its start date. Once per year beginning on the anniversary of district formation there is a 30-day period in which owners paying more than fifty percent (50%) of the assessment may protest and initiate a Council hearing on district termination. After ten (10) years, the TTBID may be renewed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq. ('94 Law) if business owners support continuing the TTBID programs.
- Management:** VTT shall continue to serve as the TTBID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this TTBID and must provide annual reports to the Council.
- Protest:** Any owner of a lodging business within the proposed TTBID that will be subject to the assessment may protest the renewal of the TTBID. If written protests are received from the owners of lodging businesses in the proposed TTBID who represent fifty percent (50%) or more of the estimated annual assessments to be levied, the TTBID shall not be renewed and the assessment shall not be imposed.

You may mail a written protest to:

Office of the Town Clerk
Town of Truckee
10183 Truckee Airport Rd
Truckee, CA 96161

You may also appear at the public meeting or hearing and submit a written protest at that time.

- Information:** Should you desire additional information about this proposed TTBID or assessment, contact:

NOTICE OF PUBLIC MEETING AND PUBLIC HEARING CONCERNING THE RENEWAL OF THE TRUCKEE TOURISM BUSINESS IMPROVEMENT DISTRICT (TTBID) AND LEVY OF AN ASSESSMENT ON CERTAIN LODGING BUSINESSES WITHIN THE TTBID

NOTICE IS HEREBY GIVEN that on, March 25, 2025, the Town Council (the "Council") of the Town of Truckee (the "Town") adopted a Resolution of Intention to renew the Truckee Tourism Business Improvement District (the "TTBID") and to levy an assessment on certain lodging businesses within the TTBID as set forth in the Resolution of Intention.

NOTICE IS HEREBY FURTHER GIVEN that at 5:00 p.m. on May 13, 2025, or as soon thereafter as the matter may be heard, at the Town of Truckee Council Chambers, 10183 Truckee Airport Rd, Truckee, CA 96161, a public meeting shall be held pursuant to Government Code section 54954.6 to allow public testimony regarding the renewal of the TTBID and the levy of assessments therein as set forth in the Resolution of Intention and pursuant to Government Code section 54954.6.

The public meeting is accessible to the public via live streaming via TTCTV online at <https://ttm.ompnetwork.org/> or cable TV channel 18. Public comment will be accepted via email at truckee@townoftruckee.gov, or in person at the time of the public meeting until the Mayor closes public comment.

NOTICE IS HEREBY FURTHER GIVEN that at 5:00 p.m. on May 27, 2025, or as soon thereafter as the matter may be heard, at the Town of Truckee Council Chambers, 10183 Truckee Airport Rd, Truckee, CA 96161, a public hearing shall be held at which time the Council will propose to renew the TTBID and to levy the proposed assessment as set forth in the Resolution of Intention.

The public hearing is accessible to the public via live streaming via TTCTV online at <https://ttm.ompnetwork.org/> or cable TV channel 18. Public comment will be accepted via email at truckee@townoftruckee.gov, or in person at the time of the public hearing until the Mayor closes public comment.

Location: The TTBID includes all lodging businesses, existing and in the future, available for public occupancy located within the boundaries of the Town of Truckee (Town).

Services: The TTBID is designed to provide specific benefits directly to payors by increasing the demand of lodging room night sales in Truckee, California. Tourism enhancement programs will increase overnight tourism through marketing activities as well as the management and development of Truckee as a tourist, meetings and events destination, thereby increasing demand for room night sales.

Budget: The total TTBID annual assessment budget for the initial year of its ten (10) year operation is anticipated to be approximately \$540,162. A similar assessment budget is expected to apply to subsequent years, but this assessment budget is expected to fluctuate as room sales do, as businesses open and close, and as the assessment rate is increased or decreased pursuant to this Management District Plan (Plan).

Cost: The initial annual assessment rate is 1.25% of gross short-term lodging rental revenue. At the request of Visit Truckee-Tahoe's (VTT) Board, with the approval of the Council, the assessment rate may be adjusted annually. The assessment rate may be increased or decreased to any increment of one-quarter of a percent (0.25%). However, the total

From: [Truckee](#)
To: [Carissa Binkley](#)
Subject: FW: Attn: Colleen Dalton and Public Comments Re: Protest to stop TTBD renewal
Date: Friday, May 2, 2025 8:25:28 AM

From: Ingrid Yen <ingrid.yen@gmail.com>
Sent: Thursday, May 1, 2025 1:20 PM
To: info@visitruckeetahoe.com; Truckee <truckee@townoftruckee.gov>
Cc: Tom Monaghan <tom.monaghan@gmail.com>; Ingrid Yen <ingrid.yen@gmail.com>
Subject: Attn: Colleen Dalton and Public Comments Re: Protest to stop TTBD renewal

You don't often get email from ingrid.yen@gmail.com. [Learn why this is important](#)

Greetings,

I am the owner and operator of a Truckee home at 13147 Solvang Way, Truckee, CA. 96161. We have owned this home since 2006 and was once a resident in the community.

I have a STR license which allows me to subsidize expenses associated with the home and my income for the year never exceeds \$5000 annually.

With all the expenses and fees, it's becoming a huge burden for someone like me to simply try to subsidize my ability to continue to afford the payments and attend to the upkeep of the property appropriately. I feel that so much of the money is just being cut to feed administrative overhead that adds less value to the community, the homes, than its burden to homeowners and renters.

I am protesting and want to stop the renewal of the TTBD. I hope this comment makes it to the public hearing on May 27, 2025.

Thank you for your attention to this matter.

--

Ingrid 415 420 4888

Pledge here: <https://www.waituntil8th.org/resources/>

Office of the Town Clerk
Town of Truckee
10183 Truckee Airport Rd.
Truckee, CA 96161

Dear Town of Truckee,

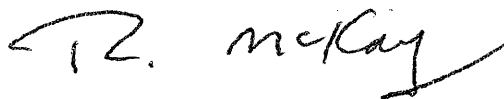
I am writing to formally express my opposition to the proposed extra tax. As an owner in this community, I have grown increasingly concerned about the frequency with which additional taxes and restrictions are being implemented.

While I understand the need for revenue to support public services and infrastructure, I feel that this additional tax places an undue burden on all concerned. It seems that each time we turn around, we are met with another financial obligation or regulation that impacts our ability to live comfortably and sustainably in this community.

I respectfully urge the Town of Truckee to reconsider this measure and explore alternative ways to address the town's financial needs. Transparency, efficiency, and collaboration with residents in identifying solutions could help alleviate some of the concerns many of us share.

Thank you for taking the time to hear my perspective. I hope that you will take into account the voices of those who feel similarly as you move forward.

Sincerely,

A handwritten signature in black ink, appearing to read "R. McKay", with a stylized flourish at the end.

Rich and Shawn McKay

Owners of 11589 Snowpeak Way #214

Truckee, CA 96161

From: davemedara@gmail.com
To: [Truckee](#)
Subject: TTBID
Date: Wednesday, May 14, 2025 12:49:31 PM

You don't often get email from davemedara@gmail.com. [Learn why this is important](#)

TWIMC,

The TTBID is completely unnecessary. Plenty of people come to Truckee already. It is just another tax we don't even need. It adds unnecessary cost to rentals and quite frankly I am tired of being bullied for trying to rent my house out when I am out of town for work. Some of us are not renting out a fleet of short term vacation homes, some of us are just regular folks trying to get by in an incredibly expensive landscape. Now we have the county and city coming after us for taxes, as if we don't pay enough already. This nonsense is why people voted for Trump. Dial back the greed and need to control a bit please.

Sincerely,

David Medara

Truckee resident and taxpayer



Virus-free. www.avg.com

From: [stephanie murray](#)
To: [Truckee](#)
Subject: TTBD Short term rental
Date: Wednesday, May 14, 2025 7:18:26 PM

You don't often get email from stephaniemurray714@gmail.com. [Learn why this is important](#)

I am not ok with this fee. Town of Truckee receives plenty of my money and my guests' money thru other taxes and "fees". Count me out, please

Thank you for your time,

Stephanie Murray
12595 Northwoods Blvd #4

From: [Keith Torluemke](#)
To: [Truckee](#)
Subject: Feedback on TTBID Renewal – Please Vote No
Date: Wednesday, May 14, 2025 7:22:47 PM

You don't often get email from keith.torluemke@gmail.com. [Learn why this is important](#)

Dear Town of Truckee,

I'm writing to express my opposition to the renewal of the Truckee Tourism Business Improvement District (TTBID). While I understand the goal of supporting tourism, I believe renewing this measure would move us in the wrong direction.

Truckee is already well-known and widely visited. With millions living within a half-day's drive and major resorts investing heavily in promotion, the challenge isn't visibility—it's managing demand. That demand is sharply concentrated around holidays and school breaks, which creates issues like overcrowding, traffic, and strain on local infrastructure. Meanwhile, shoulder seasons often lack demand, and additional advertising won't solve that imbalance.

Instead of encouraging more visitation, it would be more valuable to invest in educating those already coming—on how to travel sustainably, respect the environment, and contribute to the long-term health of our community.

Costs are another concern. It's already expensive to stay in the area, and to maintain rental properties here. Adding new fees—regardless of whether they're labeled as taxes—only makes it harder for owners and guests alike. We're already seeing a trend where U.S. travelers choose international destinations over domestic ones because of cost. A ski day in Europe can be a third of the price of one in the U.S., and many are opting to vacation abroad instead of paying top-tier prices in the Sierra.

For these reasons, I urge you to vote no on the TTBID renewal. Let's focus instead on protecting what makes Truckee special—so it remains a great place to visit, and a great place to live.

Thank you for your time and consideration.

Best regards,
Keith Torluemke

From: [Truckee](#)
To: [Carissa Binkley](#)
Subject: FW: a written protest (stop TTBD renewal)
Date: Tuesday, May 13, 2025 4:46:47 PM
Attachments: [image001.png](#)

Public Comment.



Mary Delgadillo (she/her)
Administrative Technician
Ph: 530-580-7656

From: Chong Wang <cwang6@gmail.com>
Sent: Tuesday, May 13, 2025 4:35 PM
To: Truckee <Truckee@townoftruckee.gov>
Subject: a written protest (stop TTBD renewal)

You don't often get email from cwang6@gmail.com. [Learn why this is important](#)

Dear Sir/Madam,

As a short-term rental (STR) owner in Truckee, I am writing to express my concerns regarding the proposed renewal of the Truckee Tourism Business Improvement District (TTBD).

Based on my experience, the TTBD's marketing and promotional activities have had limited, if any, measurable impact on visitor traffic to my property. Truckee's tourism patterns appear to be driven primarily by seasonal factors—particularly snowfall in the winter and school vacation periods in the summer. Outside of these peak times, we typically see a significant drop in visitors, regardless of marketing efforts.

Given this, I respectfully ask: How have the funds collected by the TTBD demonstrably improved business for STR owners like myself? To date, I have seen little evidence that these activities have generated a meaningful return on investment for the local STR community.

I believe it would be reasonable and valuable to pause the TTBD to allow stakeholders to better assess its true impact. Without the influence of ongoing marketing campaigns, we could more clearly evaluate whether the district's activities are essential to sustaining or growing visitor demand.

For these reasons, I urge you to stop the renewal of the TTBD at this time.

Thank you for your attention to this matter. I appreciate the opportunity to share my perspective.

Chong

Owner of
13964 Copenhagen Dr. Truckee

From: [Truckee](#)
To: [Carissa Binkley](#)
Subject: FW: TTBD renewal update - Protest
Date: Tuesday, May 13, 2025 4:07:06 PM
Attachments: [image001.png](#)

Please see the Public Comment below.

Thank you,



Mary Delgadillo (she/her)
Administrative Technician
Ph: 530-580-7656

From: Samantha Westien <samanthawestien@gmail.com>
Sent: Tuesday, May 13, 2025 4:00 PM
To: Truckee <Truckee@TownofTruckee.gov>
Subject: Fwd: TTBD renewal update - Protest

You don't often get email from samanthawestien@gmail.com. [Learn why this is important](#)

I am submitting a formal protest for the 1.25% fee. I don't see how the TTBD is helping to promote overnight stays in Truckee.

Thank you,
Samantha Westien
Truckee STR Permit Holder and AirBNB Proprietor

Begin forwarded message:

From: Town of Truckee - STR Division <tot@townoftruckee.gov>
Subject: TTBD renewal update
Date: May 13, 2025 at 3:53:48 PM PDT
To: <samanthawestien@gmail.com>
Reply-To: Town of Truckee - STR Division <tot@townoftruckee.gov>



The Truckee Tourism Business Improvement District (TTBID) is up for Renewal

The Town of Truckee is hosting a Public Meeting and Hearing to consider the renewal of the **Truckee Tourism Business Improvement District (TTBID)** for another 10 years. This is the next step of the TTBID renewal process.

You are receiving this email to answer some general questions regarding the TTBID and to make you aware of the upcoming Public Meeting and Public Hearing.

Is This a Tax?

No, the TTBID is **not a tax**. It's a **self-assessment**, which means the lodging businesses (like hotels, inns, and short-term rentals) agreed to charge themselves this fee. The process to renew the TTBID started when most of these businesses signed petitions asking for it to continue.

Why Does It Exist?

The purpose of the TTBID is to bring more visitors to Truckee who will stay overnight.

How Does the Fee Work?

- The fee is **1.25% of the money lodging businesses earn** from short-term stays.
- The rate can go up or down each year, but it has to stay between **0.75% and 2%**
- Stays longer than **30 days** are not charged this fee.

How Long Will It Last?

The TTBID would last for **10 years**, starting on **July 1, 2025**. Once a year, lodging businesses can request to end it if they represent more than 50% of the total assessment.

Who Manages It?

An organization called **Visit Truckee-Tahoe (VTT)** is in charge of managing the money and using it for tourism-related activities.

Can Lodging Businesses Oppose It?

Yes. Any lodging business that would be affected by the fee can submit a **written protest** by 5pm May 27th meeting (see below) to Truckee@TownofTruckee.gov or to Office of the Town Clerk Town of Truckee 10183 Truckee Airport Road Truckee, CA 96161. If more than 50% of the total assessments are protested, the TTBD will **not** be renewed.

When Are the Public Meetings?

- **Public Meeting of Truckee Town Council:** May 13, 2025 at 5:00 PM
- **Public Hearing at Truckee Town Council:** May 27, 2025 at 5:00 PM

Both take place at the **Truckee Town Council Chambers**, or official public comments can be submitted by email to truckee@townoftruckee.gov.

What if I have more questions?

- You can reach out to Town of Truckee staff at CBinkley@townoftruckee.gov or call (530) 807-8565.
- You can reach out to Visit Truckee-Tahoe at Info@visittruckeetahoe.com or call (530) 536-0540.

Visit Truckee-Tahoe has also compiled the below webpage around TTBD renewal:

[LEARN MORE ABOUT TTBD RENEWAL](#)

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You are receiving this email because you have an active short term rental registration with the Town of Truckee.

Our mailing address is:
Town of Truckee
10183 Truckee Airport Rd
Truckee, CA 96161-3306
[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).



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Our mailing address is:

Town of Truckee
10183 Truckee Airport Rd
Truckee, CA 96161

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