

Truckee Chamber of Commerce Proposal for Services

Town of Truckee

FY27 – FY29

Introduction

The Truckee Chamber of Commerce and the Town of Truckee have maintained a strong partnership for more than three decades, working together to support the economic vitality, workforce development, and community connection that make Truckee a thriving mountain town.

Over time, the scope of work between the Chamber and the Town has evolved to meet the community's changing needs. Today, the Chamber plays a key role in convening businesses, gathering economic data, supporting workforce development programs, and connecting residents and visitors with the resources that make Truckee successful.

This proposal outlines the services the Truckee Chamber will provide to the Town of Truckee from **FY27 through FY29**. The work is organized into four primary program areas:

- Economic Vitality
- Workforce Development
- Community Connection
- Visitor and Transportation Services

These programs support the Town's goals of maintaining a strong local economy, strengthening the workforce pipeline, fostering community connection, and providing high-quality visitor services. This contract outlines several new programs, most notably in Economic Development.

FY27–FY29 AREAS OF FOCUS

Economic Vitality

Truckee's economic vitality depends on strong communication between businesses, community partners, and local government. The Truckee Chamber serves as a connector between these groups while also providing tools, data, and programming that support the long-term sustainability of Truckee's business community.

The following programs focus on gathering economic intelligence, supporting business success, and providing resources that help local businesses navigate the Truckee marketplace.

Economic Data Analytics Platform Program - NEW

The Truckee Chamber will provide access to a Truckee-specific economic data analytics platform designed to help track key indicators related to the local economy.

Through this program, the Chamber will develop and maintain standardized dashboards displaying key economic metrics, which will be made available through Truckee.com. These dashboards will allow both the Chamber and the Town of Truckee to monitor economic trends and better understand how regional and national changes affect the local business environment.

The data platform will be updated regularly throughout the contract period and will serve as a tool to support Town initiatives, policy discussions, and economic development planning.

Annual Economic Snapshot Report - NEW

The Chamber will produce an Annual Economic Snapshot Report that summarizes key economic indicators and identifies notable trends affecting Truckee's business community. The report will provide a clear overview of economic conditions and help inform community discussions around economic development priorities.

Business Listening Tour

The Chamber will continue to conduct a yearly Business Listening Tour designed to gather direct feedback from Truckee's business community.

These structured conversations with local businesses help identify emerging trends, operational challenges, and opportunities within Truckee's economic landscape. Findings from these conversations will be compiled into an annual report shared with the Town of Truckee and other community stakeholders.

Business Communications

The Truckee Chamber will continue to serve as a primary partner for disseminating information from the Town of Truckee to the business community.

Through newsletters, meetings, surveys, and other outreach efforts, the Chamber will help ensure businesses remain informed about Town programs, initiatives, and policy discussions. The Chamber will also serve as a liaison between the business community and Town leadership, helping to relay feedback and insights from local businesses.

Business Education

The Chamber will provide ongoing business education opportunities through several programs designed to keep the business community informed and engaged.

These efforts include hosting monthly Lunch & Learn programs, quarterly Town Talk events, and additional outreach meetings as needed. The Chamber will also conduct surveys throughout the year to better understand business needs and gather feedback on important issues affecting the local economy.

Business Success Programs

Working in collaboration with Town staff, the Chamber will develop and maintain a Business Success Program that outlines the steps required to open, expand, or relocate a business in Truckee.

This program will include the creation of a “How to Do Business in Truckee” guide, which will present the permitting process, regulatory requirements, and business resources in clear and accessible language.

The Chamber will also collaborate with Town staff to develop additional resources that help businesses understand zoning requirements and identify available commercial real estate opportunities within the community.

Truckee Jobs Collective

The Chamber will maintain the Truckee Jobs Collective, an online platform that connects local employers with job seekers throughout the region. The platform serves as a centralized resource for workforce opportunities and helps support the hiring needs of Truckee businesses.

Truckee.com as a Business Resource Hub

Truckee.com will continue to serve as a hub of business information and resources. The website will include economic data dashboards, business tools, and resources designed to support local

businesses while highlighting the partnership between the Truckee Chamber and the Town of Truckee.

Alignment with the Town of Truckee Economic Development Action Plan

The programs outlined in this Economic Vitality section reflect the Chamber's current body of work and the priorities identified through ongoing engagement with Truckee's business community and the Town of Truckee. These programs were developed independently of the Economic Development Action Plan that the Town of Truckee intends to undertake during the contract term. As that planning process moves forward, it may identify new priorities, strategies, or areas of focus for economic development within the community. Should the Economic Development Action Plan result in significant new or adjusted priorities, the Truckee Chamber and the Town of Truckee acknowledge the importance of aligning efforts and will plan to revisit the scope of work and budget through a mid-term discussion or renegotiation, ensuring that the programs outlined in this agreement continue to best support the Town's economic development goals and the needs of Truckee's business community.

Workforce Development

A strong workforce is essential to maintaining Truckee's economic vitality. The Chamber works with local schools, businesses, and regional partners to create programs that help connect job seekers with employers while also preparing the next generation of Truckee's workforce.

Regional Job Fairs

The Chamber will produce at least one regional job fair each year to connect local employers with job seekers.

The Chamber will coordinate all aspects of the event, including outreach to employers, marketing materials, and event logistics. Following each event, the Chamber will provide reporting on participation and outcomes.

Youth Workforce Development Programs

The Chamber will continue to operate youth-focused workforce programs designed to provide students with exposure to career pathways and entrepreneurship opportunities.

These efforts include continuing to operate the Truckee North Tahoe Tech Teens program, maintaining youth entrepreneurship initiatives, and exploring opportunities to expand youth workforce development programming in collaboration with local partners.

Adult Workforce Programs

The Chamber will continue supporting workforce development efforts to improve customer service and hospitality skills across the region's workforce. This includes maintaining and promoting the Destination Champions training program, which provides professional development opportunities for employees working throughout the region.

Workforce Conversion Programs - NEW

Recognizing Truckee's reliance on seasonal and transient labor, the Chamber will explore opportunities to develop programs that support the conversion of temporary workers into long-term members of the local workforce.

This work will focus on identifying workforce gaps, understanding barriers to long-term employment in Truckee, and researching programs that could help stabilize the region's workforce.

Cultivating Community Connection

Community connection plays a vital role in Truckee's identity and long-term success. The Chamber helps strengthen these connections by supporting local events, producing community-focused publications, and organizing programs that bring residents and businesses together.

Truckee Core Values Fund

The Chamber will continue to administer the Truckee Core Values Fund, a grant program that supports community events and initiatives aligned with Truckee's core values.

The Chamber will also explore opportunities to expand the program through additional funding sources or partnerships.

Truckee Quarterly Magazine

The Chamber will continue producing Truckee Quarterly Magazine, which highlights the people, businesses, and culture that define the Truckee community.

The magazine will include a **new** dedicated "Town Corner" section where the Town of Truckee can share updates, programs, and community information.

Community Connection Events

The Chamber will produce at least six community connection events each year designed to bring residents and businesses together. These events create opportunities for networking, collaboration, and engagement across the community.

Community Marketing and Outreach

Through newsletters, campaigns, and other outreach efforts, the Chamber will continue to promote local programs and resources that strengthen connections among residents, businesses, and community organizations.

Visitor & Transportation Services

The Truckee Chamber operates the Truckee Welcome Center in the historic Truckee Depot, which serves as a central hub for visitor services and transportation coordination.

The Welcome Center provides visitor information, promotes local businesses, and assists residents and visitors utilizing alternative transportation services.

Visitor Center Operations

The Truckee Welcome Center will operate 363 days per year from 10:00 a.m. to 5:00 p.m., providing visitor information, community resources, and transportation assistance.

Visitor Center Stakeholders

The Chamber will continue to work closely with Visit Truckee-Tahoe, Truckee Downtown Merchant Association, Keep Truckee Green, and other regional partners to ensure visitor messaging is consistent and aligned with regional stewardship goals.

The Chamber will also continue exploring ways to keep the Welcome Center relevant to its primary mission of serving as a hub for visitor services.

Transportation Liaison

The Chamber will continue serving as a liaison with transportation providers, including Greyhound, Amtrak, and TART, helping ensure a positive transportation experience for both visitors and residents.

CONCLUSION

The programs outlined in this proposal represent a continued partnership between the Truckee Chamber of Commerce and the Town of Truckee to support a resilient local economy, strengthen workforce opportunities, foster community connection, and maintain high-quality visitor services for the region. The proposed budget reflects the resources required to implement and maintain these programs over the three-year contract period.

The Economic Vitality, Workforce Development, and Community Connection components of the contract represent an overall 7% increase from the current contract, reflecting the expansion and evolution of programs designed to support Truckee's business community and broader economic landscape. The Welcome Center and Visitor Services portion of the contract reflects a 5% increase from the current agreement to support ongoing operations and service delivery.

To provide stability and predictability for both organizations, the contract structure includes annual 5% increases over the three-year term, allowing the Chamber to continue delivering high-quality programs and services while accounting for rising operational costs.

Programs supported by this contract will be promoted as joint initiatives of the Town of Truckee and the Truckee Chamber of Commerce, including recognition through logos and other branding where appropriate. Together, these programs and investments reinforce the shared commitment of the Truckee Chamber and the Town of Truckee to maintaining a vibrant economy, connected community, and welcoming environment for residents, businesses, and visitors alike.

Town Contract FY 26-29

DRAFT 2.13.26

	Hours Allocated	Total Estimated Cost	Deliverables
ECONOMIC VITALITY			
Economic Data Analytic Platform Program	205	\$30,055	Provide access to a Truckee-specific economic data analytics platform for the duration of the contract. Develop and maintain standardized dashboards displaying key local economic indicators for Chamber and Town use on Truckee.com Update dashboards and datasets on a regular basis throughout the contract term. Data will be available to support Town of Truckee initiatives
Annual Economic Snapshot Report	65	\$12,375	Produce a yearly summary report identifying trends, changes, and notable economic indicators. The Chamber will work with other community partners, such as VTT, to ensure a full economic picture
Business Listening Tour	255	\$7,834	Conduct yearly business landscape study to assess the current trends in our business community Produce annual report to be shared with Town and other community stakeholders
Business Communications	100	\$10,000	Be the primary partner to disseminate information from the Town of Truckee to the business community Be a liaison with the business community on how to best to interact with the town
Business Education	200	\$23,108	Host monthly Lunch & Learns Host quarterly Town Talks Host additional business outreach meetings as needed Conduct monthly, quarterly or yearly surveys as needed
Business Success Programs	219	\$30,000	Business Success Program Development: Along with Town staff, develop and implement a Business Success Program that clearly outlines, in plain language, the steps required to open, expand, or relocate a business in Truckee. "How to Do Business in Truckee" Guide: Create a comprehensive, user-friendly guide that maps required permits, approvals, and timelines in clear, accessible language. Zoning Business Resource: Collaborate with Town Staff to identify and develop additional support resources for businesses, including tools and information related to zoning requirements and available commercial real estate opportunities.
Truckee Jobs Collective	100	8,020	Maintain Truckee Jobs Collection
Maintain Truckee.com as a hub of business information	50	\$7,550	Create clear Town of Truckee partnership section Use Truckee.com as a tool for businesses to be successful in Truckee
	1194	\$128,942	
WORKFORCE DEVELOPMENT			

Town Contract FY 26-29			
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	Hours Allocated	Total Estimated Cost	Deliverables
Regional Job Fairs	50	\$3,050	Produce at least one job fair a year Create all marketing and communication materials around Job Fairs Report on success of job fairs each year
Continue successful youth focused workforce development programs	145	\$17,505	Continue to run TNT Tech Teens Continue to run Youth Entrepreneurship Programs Look into expanded Youth Workforce opportunities
Maintain current adult workforce programs	185	\$15,000	Maintain and promote Destination Champions Program for customer service training
Explore conversion workforce programs	355	\$40,405	Identify workforce gaps in long term workforce Identify barriers to conversion from transient workforce into long term workforce Research programs to convert transient workforce into long term workforce
	735	\$75,960	
CULTIVATING COMMUNITY CONNECTION			
Truckee Core Values Fund	80	\$40,280	Continue to administer the Truckee Core Values Fund Explore additional grant opportunities for businesses
Truckee Quarterly Magazine	842	63,934	Produce Truckee Quarterly Magazine and related marketing "Town Corner" section for Town of Truckee news
Community Connections Events	380	27,280	Produce at least 6 events a year geared towards residents and businesses
Community Connection Community Marketing Efforts	350	60,000	Market Town and community resources to residents and visitors alike Explore ways to build resident and business relations
	1652	\$191,494	
VISITOR SERVICES			
Visitor Center Operations	2541		Open 10:00 - 5:00 363 days/year (closed Thanksgiving & Christmas)
Visitor Center Stakeholders	200		Work with Visit Truckee-Tahoe to provide relevant and consistent visitor messaging
	100		Continue to explore new ways to keep welcome center relevant to its main mission of being a hub of visitor services
Transportation Liaison	104		Work as a liaison on with Greyhound, Amtrak, TART to provide the best possible visitor and resident experience with our alternative transit options
TOTAL VISITOR SERVICES	2945	\$250,742	

Town Contract FY 26-29

DRAFT 2.13.26

	Hours Allocated	Total Estimated Cost	Deliverables	
	3-YEAR TERM OF CONTRACT			
		FY27	FY28	FY29
	Welcome Center	\$250,742	\$263,279	\$276,443
	Economic Vitality	\$128,942	\$135,389	\$142,159
	Workforce Development	\$75,960	\$79,758	\$83,746
	Community Connection	\$191,494	\$201,069	\$211,122
	Total	\$647,138	\$679,495	\$713,470