



Date: March 24, 2026

Honorable Mayor and Council Members:

Author and title: Carissa Binkley, Economic Vitality Program Analyst II

Title: **Contract approval for the Truckee Chamber of Commerce for Economic Vitality, Workforce Development, Community Connection and Visitor & Transportation Services for FY2026/27 – FY2028-29**

Jen Callaway, Town Manager

Recommended Action: That Council authorize the Town Manager to execute a 3-year contract with the Truckee Chamber of Commerce in an amount not to exceed \$2,040,103 for Economic Vitality, Workforce Development, Community Connection, and Visitor & Transportation Services.

Executive Summary: The Truckee Chamber of Commerce (The Chamber) has served as a key partner to the Town for over 30 years, delivering services that support local businesses, connect residents, develop the workforce and welcome visitors. The current three-year agreement expires June 30, 2026. Reflecting the outcome of a joint Town–Chamber working group—consisting of Jessica Penman, Amber Burke, and Ravn Whittington from the Chamber; Carissa Binkley, Hilary Hobbs, and Jen Callaway from Town staff; and Councilmembers Polivy and Romack—the Chamber has submitted a proposal for a new three-year contract covering FY2026/27 through FY2028/29. The proposal totals \$2,040,103 and includes a 7% increase for Economic Vitality, Workforce Development, and Community Connection services, and a 5% increase for Visitor and Transportation Services, with annual 5% escalators built in over the term.

The proposed contract continues existing programs and introduces three new initiatives: an Economic Data Analytics Platform, an Annual Economic Snapshot Report, and a Workforce Conversion Program. The proposal also acknowledges the Town’s planned Economic Vitality Action Plan and includes a provision for mid-term scope and budget discussions should that planning process identify significant new priorities.

Staff recommends Council authorize the Town Manager to execute the agreement as described in this report.

Discussion:

The Town of Truckee has partnered with the Truckee Chamber of Commerce for decades. The current three-year agreement expires June 30, 2026. The Chamber has submitted a proposal for new three-year contract covering fiscal years 2026/27 through 2028/29, continuing established programs and introducing several new initiatives.

Prior to submission of this proposal, a working group consisting of Truckee Chamber staff and board members, Town staff, and Council Members Polivy and Romack met on several occasions to negotiate priorities, confirm the scope of services, and reach agreement on proposed pricing. The draft contract before Council reflects the outcome of those discussions.

Highlights from the proposed Scope of Work:

- **Economic Vitality:** The Chamber will continue its role as a connector between the business community, community partners, and local government. Continuing programs include the Business Listening Tour, Business Communications, Business Education (monthly Lunch & Learn programs and quarterly Town Talk events), the Business Success Program (including the “How to do Business in Truckee” guide developed in partnership with Town staff), the Truckee Jobs Collective, and Truckee.com as a business resource hub.

Two new programs are proposed under this focus area. First, the Chamber will provide access to a Truckee-specific Economic Data Analytics Platform featuring standardized dashboards tracking key economic indicators, to be published through Truckee.com and updated regularly throughout the contract term. The platform is intended to support Town policy discussions and economic planning. Second, the Chamber will produce an Annual Economic Snapshot Report summarizing key economic indicators and notable trends affecting the local business community.

The proposal acknowledges that the Town will be developing an Economic Vitality Action Plan in 2026. The Chamber will be a key stakeholder in this process. Should that process identify significant new or adjusted priorities, the proposal includes a provision for a mid-term discussion between the Chamber and the Town to revisit the scope of work and budget accordingly.

- **Workforce Development:** The Chamber will continue existing workforce programs, including at least one regional job fair per year, the Truckee North Tahoe Tech Teens program, youth entrepreneurship initiatives, and the Destination Champions hospitality training program.

A new Workforce Conversion Program is proposed to address Truckee’s reliance on seasonal and transient labor. This program will focus on identifying workforce gaps, understanding barriers to long-term employment in Truckee, and researching potential programs to support the conversion of temporary workers into long-term member of the local workforce.

- **Community Connection:** The Chamber will continue administering the Truckee Core Values Fund, producing the Truckee Quarterly Magazine, and hosting at least six community connection events per year. The magazine will include a new dedicated “Town Corner” section where the Town can share updates, program and community information. The Chamber will also continue community marketing and outreach through newsletters, campaigns, and other community-focused efforts.
- **Visitor & Transportation Services:** The Chamber will continue operating the Welcome Center at the historic Truckee Depot. The Welcome Center will be open 363 days per year from 10:00am to 5:00pm, providing visitor information, community resources and transportation resources and transportation assistance. The Chamber will maintain its liaison role with transportation providers including Greyhound, Amtrak, and TART, and will continue coordination with Visit Truckee-Tahoe, the Truckee Downtown Merchant Association, Keep Truckee Green, and other regional partners.

Programs supported by this contract will be promoted as joint Town–Chamber initiatives, reinforcing a shared commitment to a vibrant economy, connected community, and welcoming environment for residents, businesses, and visitors.

Budget

The Economic Vitality, Workforce Development and Community Connection components of the proposed contract represent an overall 7% increase from the current agreement, reflecting expanded and new programming. The Visitor and Transportation Services components represent a 5% increase from the current agreement. The contract structure includes 5% annual increases for all components over the three-year term.

Priority:

<input checked="" type="checkbox"/> Enhanced Communication	<input type="checkbox"/> Climate and Greenhouse Gas Reduction	<input type="checkbox"/> Housing
<input type="checkbox"/> Infrastructure Investment	<input type="checkbox"/> Emergency and Wildfire Preparedness	<input type="checkbox"/> Core Service

Fiscal Impact: The Town cost of the contract for FY26/27 was included in the proposed FY26/27 budget. The budget for the full three-year contract term is \$ 2,040,103.00.

Public Communication: Agenda posting.

Attachments:

1. Chamber proposal, including Scope of Work and cost proposal.