



TRUCKEE TAHOE AIRPORT DISTRICT BOARD OF DIRECTOR STAFF REPORT

AGENDA TITLE: Agency Partnership Request / Truckee Chamber of Commerce, Truckee Tomorrow – Phase II

MEETING DATE: Wednesday, September 27, 2017

PREPARED BY: Marc R. Lamb, Aviation & Community Services Manager

RECOMMENDED ACTION: Staff is requesting a Board determination for an Agency Partnership request presented by Lynn Saunders, President/CEO of the Truckee Chamber of Commerce and its “Truckee Tomorrow – Phase II” collaborative economic development initiative. The Agency Partnership would be with the Town of Truckee and the Truckee Tahoe Airport District (TTAD) supporting the Truckee Chamber’s “Truckee Tomorrow” initiative. A financial request is being made in the amount of \$30,000 (\$10,000 per year for a 3 year commitment through June 30, 2020).

DISCUSSION: “Truckee Tomorrow” is a collaborative economic development initiative led by the Truckee Chamber of Commerce in partnership with the Town of Truckee and public/private partners dedicated to the well-being and vibrancy of Truckee for generations to come.

Originating in 2010 on the heels of the recession, Truckee Tomorrow facilitated four community meetings to begin the dialogue of working together as a region to identify economic opportunities, challenges and projects.

In 2013, the group of civic and community leaders were brought back together to discuss economic development strategies to pursue. The group consensus was to pursue the creation of a Truckee brand and implementation of a place-based marketing effort that would create a centralized website providing live, work and play information.

Upon securing funding, the Truckee Brand Identity project began along with the creation of the new Truckee.com website focusing on economic, community and visitation. This Truckee Tomorrow Phase 1 project was launched in 2015 and completed in 2016. TTAD funded \$15,000 in 2015 for Truckee Tomorrow Phase I.

Truckee Tomorrow Phase II is now poised to begin. With the Brand as the platform, this next phase will focus on “The Trilogy of Economic Development Initiatives” including:

- Business Speaks! – The creation of business communication areas to deepen our communication with the entire Truckee business community. Through this grassroots process, we will bring together vested business owners and their representatives for results-driven communication that identifies challenges and collaborative approaches toward solutions to business issues.
- Quality of Life Survey – Decreasing loyalty trends cause flight to competing towns and cities, in addition to painting a negative reputation with prospective residents and business owners. We will measure and track community sentiment about living in Truckee providing invaluable information to assist in understanding trends in our community’s feelings about the quality of life in Truckee.
- Socioeconomic Indicators – There is a lack of central repository of key socioeconomic indicators. Working collaboratively with the Town of Truckee, community and stakeholders we will identify, measure, and track key socioeconomic indicators that have a direct correlation with Truckee brand loyalty and economic strength. This will be valuable to business owners, public sector, investors who are making decisions, and those marketing their business.

The Truckee Chamber of Commerce has been a community pillar for 100 years. The community has depended on the Chamber to be a catalyst for change, convener for business, and champion for a stronger business community. The health of our business community and the health of the larger community in which it lives are inextricable. Providing what business needs to succeed is central to the success of the community as a whole.

WHAT’S NEXT: If approved the funding will help support the Truckee Tomorrow – Phase II economic development initiative through June 30, 2020.

FISCAL IMPACT: \$30,000 (\$10,000 per year for a 3 year commitment through June 30, 2020).

PUBLIC COMMUNICATIONS: If funding is approved, the Truckee Tahoe Airport District will be recognized by the Truckee Chamber of Commerce; whenever and wherever appropriate, verbally, online and in print. TTAD will itself market the partnership support in our media venues when and where appropriate.

SAMPLE MOTION(S): I move to approve the Truckee Chamber of Commerce Agency Partnership request, for funding of the Truckee Tomorrow - Phase II collaborative economic development campaign for a period of 3 years.

ATTACHMENTS:

- TTAD Agency Partnership Request Form application packet
- Truckee Tomorrow – Phase II program information
- Town of Truckee signed resolution 2017 - 41 from August 22, 2017 Town Council meeting



TRUCKEE TAHOE AIRPORT DISTRICT Agency Partnership Request Form

Name of Organization/Group: Truckee Chamber of Commerce Date of Request: 8/29/17

Name of Authorized Representative: Lynn Saunders

E-mail address: lynn@truckee.com

Complete mailing address: 10065 Donner Pass Road
Truckee, CA 96161

Phone - Daytime: 530-587-8808 Evening: 530-412-3719 Fax: 530-587-2439

Agency / Elected Body: Town of Truckee / Resolution

Eligibility Checklist (all boxes must be checked to be considered)

- ☒ Agency Partnership must be endorsed, through a formal motion or resolution with findings approved by the governing board of another local public agency with an elected or appointed board. (Non-profit and community organizations are eligible when in partnership with a local public agency, and are named as such in the formal motion or resolution)
 - ☒ The motion approved by the partnering public agency governing board should:
 - Describe the public benefit of the request and/or partnership opportunity
 - Outline what the partnering agency intends to contribute to the request
 - Express support for the requested event, program, or project
 - If applicable, name the partnering non-profit organization
- ☒ Applicant is not a State or Federal Agency.
- ☒ Applicant does not promote religious purposes. Religious organizations are not excluded from Agency Partnerships; however, the purpose of the program must be as described in the definitions section of TTAD's Policy Instruction 311 and shall not serve to promote a religious message as the primary purpose.
- ☒ Applicant is not a political organization and/or individual campaign.
- ☒ Applicant does not discriminate on the basis of age (40 and above), race, religion, gender, gender identity or gender expression, sexual orientation, genetic information, marital status, disability, ancestry, or national origin.
- ☒ Applicant is not a single individual.
- ☒ Applicant is not a for-profit organization.
 - ☐ If the applicant is a for-profit organization holding fundraiser programs, they must identify a 501(c)(3) or California not-for-profit corporation as a recipient of the program proceeds and provide acknowledgement of receipt of said proceeds from that non-profit organization.
- ☒ Applicant's programs or events must provide a benefit to the Airport Districts' constituents or those living in the Districts' sphere of influence. The Applicant's programs or events must also principally serve District constituents.
- ☒ Applicant's programs or events must be open to the public and charge only nominal and reasonable participant fees where such fees and associated revenue are used to offset program costs or are part of the fundraising effort.

Eligibility Checklist continued...

- ☒ Applicant is willing to present, in a public forum, a presentation describing the request to the Airport District's Board of Directors
- ☒ Applicant is not an individual or organization or public agency that has been named in a lawsuit involving the District or have pending or threatened litigation with the District.
- ☒ Applicant is of upstanding moral and public character. Applicants has a fiduciary responsibility to maintain a public image that corresponds with that of the District's mission and core values.

Requirements if a Partnership is agreed to

The applicant must also agree to do the all of following (failure to do so will result in future ineligibility for a period of two years from written notice):

- ☒ Obtain all required permits, clearances, insurance, and program authorizations within time restraints and in compliance with local, State, and Federal laws and any applicable Truckee Tahoe Airport District policies and procedures.
- ☒ Permanently acknowledge the support of the Truckee Tahoe Airport District where appropriate, and include on all printed information and advertising related to the event for which sponsorship was provided the following statement: **"Major funding provided in part by the Truckee Tahoe Airport District"** or other logo approved by the General Manager.
- ☒ Allow the District to have a sponsor booth at the program/event if the Truckee Tahoe Airport District so desires (at programs/events where a sponsorship booth is appropriate) for the purposes of distributing information regarding the programs and community services the District provides. This booth shall be provided at no cost to the District. If necessary the District will provide its own booth and setup.
- ☒ Partnership recipients must agree to erect a banner (if appropriate) recognizing the District's support of the event or program. This banner shall be erected at the facility for the duration of the program, event, facility, or equipment. The verbiage of the banner shall be determined by the General Manager. The actual banner, if not provided as part of the sponsorship, will be provided by the Truckee Tahoe Airport District in accordance with the size requirements of the event or program.
- ☒ Provide the District with whatever benefits are afforded other sponsors of similar sponsorship or partnership levels (i.e., logo display, sponsor table, advertising benefits, etc.).
- ☒ The public agency receiving such funds shall extend any and all benefits, discounts, or access to the facilities that are extended to the residents of the public agency to all residents of the Truckee Tahoe Airport District on the same terms and conditions.

In cases of a significant financial partnership commitment, if funding is approved, the District shall require, as a condition of providing such funding assistance, all of the following:

- ☒ That the public agency receiving such funds shall extend any and all benefits, discounts, or access to the facilities that are extended to the residents of the public agency to all residents of the Truckee Tahoe Airport District on the same terms and conditions.
- ☒ Permanent acknowledgement of the Airport District's participation to the District's satisfaction.
- ☒ That the recipient of funds execute in favor of the District a Release and Covenant Not to Sue by the Aircraft utilizing that airport or the fund recipient's use of their real property, fund recipient as to:
 - Any claimed damages or adverse impacts of the Truckee Tahoe Airport,
 - Aircraft utilizing that airport or the fund recipient's use of their real property,
 - Any land use restrictions or increased structural requirements imposed by the Truckee Tahoe Land Use Commission's Compatible Land Use Plan, whether currently in effect or as may be later adopted.

Please provide a detailed description of your Sponsorship Request and how it will benefit your organization, and the Truckee Tahoe Airport District. (Use additional sheets as necessary.)

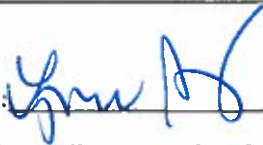
please see
attached

Amount Requested: \$ 30,000

Have you requested funding from TTAD before? X Y / N If "Yes" – when? 2015

How will the District be recognized in your program? (Use additional sheets as necessary.)

Signature (Authorized Rep.):



Date:

8/22/17

Please allow 60-90 days for your request to be reviewed and processed.

.....
For TTAD Use Only

Approved _____ Declined _____ at the public TTAD Board of Directors meeting held on _____.

By the following vote:

Ayes _____

Noes _____

Absent _____

Please provide a detailed description of your Sponsorship Request and how it will benefit your organization, and the Truckee Tahoe Airport.

Truckee Tomorrow is a collaborative economic development initiative led by the Truckee Chamber of Commerce in partnership with the Town of Truckee and public/private partners dedicated to the well-being and vibrancy of Truckee for generations to come.

Originating in 2010 on the heels of the recession, Truckee Tomorrow facilitated four facilitated community meetings to begin the dialogue of working together as a region to identify economic opportunities, challenges, and projects.

In 2013, the group of civic and community leaders were brought back together to discuss economic development strategies to pursue. The group consensus was to pursue the creation of a Truckee brand and implementation of a place-based marketing effort that would create a centralized website providing live, work and play information.

Upon securing funding, the Truckee Brand Identity project began along with the creation of the new Truckee.com website focusing on economic, community, and visitation. This Truckee Tomorrow Phase I project was launched in 2015 and completed in 2016.

Truckee Tomorrow Phase II is now poised to begin. With the Brand as the platform, this next phase will focus on “The Trilogy of Economic Development Initiatives” including:

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- **Quality of Life Survey** – Decreasing loyalty trends cause flight to competing towns and cities, in addition to painting a negative reputation with prospective residents and business owners. We will measure and track community sentiment about living in Truckee providing invaluable information to assist in understanding trends in our community’s feelings about the quality of life in Truckee.
- **Socioeconomic Indicators** – There is a lack of a central repository of key socio economic indicators. Working collaboratively with the Town of Truckee, community and stakeholders we will identify, measure, and track key socioeconomic indicators that have a direct correlation with Truckee brand loyalty and economic strength. This will be valuable to business owners, public sector, investors who are making decisions, and those marketing their business.

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Amount Requested: \$30,000 (for 3-year commitment through June 30, 2020)

Have you requested funding from TTAD before?

Yes, in 2015 the TTAD funded \$15,000 for Truckee Tomorrow.



TRUCKEE[™]
Chamber of Commerce

Truckee Tomorrow – Phase II

THE TRILOGY OF ECONOMIC DEVELOPMENT INITIATIVES

**BUSINESS
Speaks!**

**QUALITY
OF LIFE
Survey**

**SOCIO-
ECONOMIC
Indicators**

**BRAND & PLACE BASED
MARKETING PLATFORM**

STAKEHOLDERS/COMMUNITY







Business Communication Areas

Challenge: Our business community faces a dynamic and interdependent set of region-wide issues that are larger than one or a few businesses can solve alone. Some of these are economic challenges, recruitment and retention of employees, the need for a thriving middle class, living wages, and affordable housing. Are these the real problems facing our business community? If so, which issues should our business community focus on solving first? Additionally, businesses in different areas of Truckee have their own unique and individual challenges. How can we help address those?

Solution: The Truckee Chamber plans to deepen our communication with the entire Truckee business community by creating 9-10 business communication areas known as “Business Speaks” bringing together vested business owners and their representatives. We will facilitate a grassroots process that allows businesses to identify and solve problems. By creating “Business Speaks” communication areas, we can identify not only regional issues, but also the unique needs of businesses in specific areas of Truckee. We become an inclusive and comprehensive business community network.

BUSINESS Speaks!

HOW BUSINESSES BENEFIT

-  **No more spinning wheels:** Talking about problems doesn’t get us anywhere. This results-driven communication model will create on-the-ground issue identification and a collaborative approach toward solutions.
-  **Identify the real issues:** Each business communication area will define and prioritize the problems they are facing.
-  **Structure:** The Chamber will be the catalyst, convener, and champion for our business community, ensuring each business communication area has a structure in place that will facilitate solutions.
-  **Streamline communications within your business community:** Right now, businesses in close proximity to one another don’t all have regular communication. What powerful insights and solutions can be gleaned from regularly engaging with one another? We want to find out.
-  **Benchmarking and metrics:** Are your efforts producing results? By bringing rigor to the process of identifying problems and implementing solutions, our business community will be able to share insights, solutions, and understand exactly what works.
-  **Training:** In addition to setting up the structure that will support the regional business areas, the Chamber is also committed to training the chosen leads in each area on how to identify problems and expedite the implementation of solutions.

Truckee Tomorrow — Phase II

TIMELINE

2017

- Establish business communication areas in collaboration with the Town and Truckee Tomorrow
- Establish deliverables and metrics for 2017–2019
- Define roles and responsibilities of the Chamber, facilitators and area leads
- Plan and facilitate a Truckee Tomorrow Phase II meeting
- Plan 2018 business communication area meetings
- Train area leads

2018

- Implement quarterly area meetings
- Produce metrics from each area meeting
- Define and prioritize the top value based/ cultural needs for each area
- Empower problem solving in each area
- Provide two-way communication valuable to local government on major initiatives such as the General Plan Update
- Explore local talent development such as a “Grow Our Own Workforce” initiative
- Convene two meetings of Truckee Tomorrow to share metrics and get directional input

2019

- Provide two-way communication valuable to local government on major initiatives such as the General Plan Update
- Based on the insights from the business communication areas, begin to work collaboratively to guide solutions for systemic issues—issues facing a majority of the regional areas
- Convene two meetings of Truckee Tomorrow to share metrics and get directional input



Truckee Tomorrow — Phase II

Quality of Life Survey

Challenge: Decreasing loyalty trends cause flight to competing towns and cities, in addition to painting a negative reputation for prospective residents and business owners.

Solution: Measure and track community sentiment about living in Truckee providing invaluable information to assist in understanding trends in our community's feelings about their quality of life in Truckee including residents, second homeowners, and businesses. We will measure the degree of feeling economically secure, optimism about their future, and faith in our core values.



CORE VALUES:

Quality of Life

Healthy
Lifestyle

Family
Friendly

Natural
Beauty

Community
Minded

Arts,
Culture,
History

TIMELINE

2017

- Work collaboratively with the community and stakeholders to fine-tune and promote an annual Quality of Life survey
- Focus on Truckee's Core Values, determine if we are "winning or losing" in areas that matter most to our community

2018

- Launch the 1st annual Quality of Life survey targeting year-round, part-time, and 2nd homeowners
- Track community Net Promoter Score (NPS), "on a scale of 0-10, would you recommend living in Truckee to a colleague or friend?"
- Identify top trends negatively impacting Truckee community's quality of life
- Identify top feedback themes on what to focus on, in order to raise NPS score
- Track community sentiment and any changes to core values established in Truckee Tomorrow Phase I Branding workshops and surveys
- Assess results; make adjustments, publish results, plan the next year's survey

2019

- Launch the 2nd annual Quality of Life survey
- Track community Net Promoter Score (NPS)
- Identify top trends negatively impacting Truckee community's quality of life
- Identify top feedback themes on what to focus on, in order to raise NPS score
- Track community sentiment and any changes to core values
- Assess results; make adjustments necessary for 2020

Socioeconomic Indicators

Challenge: Lack of a central repository of key socioeconomic data.

Solution: Identify, measure, and track key socioeconomic indicators that have a direct correlation with Truckee brand loyalty and economic strength. Valuable to business owners, public sector, and investors who are making decisions, and marketing their business.

TIMELINE

2017

- Working collaboratively with the Town of Truckee, community and stakeholders, develop a list of socioeconomic indicators that would be most relevant and valuable to measure in order to watch trends and create action plans in areas negatively impacting economic retention, acquisition, visitation and community
- Examples of metrics may include commercial space inventory, air quality, fire calls, low crime rates, school rankings, night sky quality
- Assess where current data is available and where new research / data collection will be needed

2018

- Continue to gather data; publish 1st annual community report

2019

- Collect any updated data; publish 2nd annual community report
- Assess any changes, positive or negative, review with stakeholders



© JEREMY JENSEN

Truckee Tomorrow — Phase II

Brand Building + Place Based Marketing

Truckee Tomorrow — Phase I (Completed 2016):

Challenge: No brand identity or centralized website providing live, work, play information.

Solution: The Truckee Brand Identity and new Truckee.com website focus on economic, community and visitation. This Truckee Tomorrow Phase I project was approved in 2013, launched in 2015 and completed in 2016.



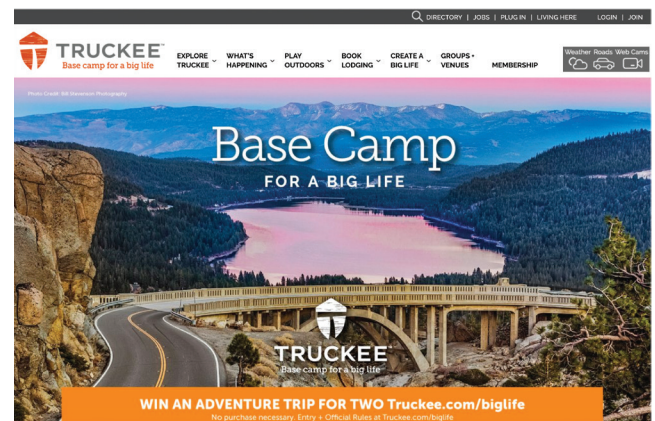
The Brand as a Platform

The Truckee Base Camp for a Big Life brand experience is now integral in all marketing initiatives including Truckee.com, social media messaging, Visit Truckee E-Newsletter, Truckee Business Directory and Visitors Guide, flagpole banners downtown, and theme for Truckee's 4th of July Parade. The Chamber's Annual Awards Dinner was a major public showcase for the brand showing Big Life business videos throughout the evening, Big Life Locals posters throughout the room, Base Camp for a Big Life t-shirts sponsored by Tahoe University given to every attendee, and utilized in all collateral and promotional materials.

The Truckee.com website serves as the central portal for Truckee providing dramatic metrics in just one year.

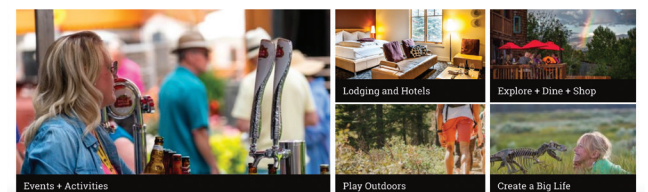
In the past 6 months (January–May 2017) website metrics include (compared to prior year):

- Users (People) doubled from 26,312 to 54,335
- Sessions (times people went to Truckee.com) nearly tripled from 31,850 to 89,641
- Page views have nearly tripled from 65,505 to 177,504



Truckee. Base camp for a big life.

It's a real town with an unreal backyard. A place for those who know an outside life tastes sweeter. There's an authentic vibe that is both welcoming and exciting to be a part of. It's a Truckee thing.



CATALYST

CONVENER

CHAMPION

Truckee Tomorrow — Phase II

Why Truckee Base Camp for a Big Life is a key component to Truckee's narrative:

- For potential business or developers interested in investing in Truckee
- When working with media focusing on the brand and tagline such as the 2-hour Fox 40 News broadcast from Truckee this winter.
- When the Chamber spearheaded an effort to convene the creative community to submit an application to be named a California Cultural District. The presence of the arts in a community contributes to the quality of life and is especially important to individuals looking to relocate.
- When a Truckee contingent of local leaders attended the Telluride Mountain Ventures Summit “reinventing the future of mountain towns” the Truckee Brand was a central part of our story
- Licensing agreements with Bigtruck brand increases brand connection and greater brand affinity, as well as serving as an example of a successful business that is non-seasonally dependent and sustainable year-round

Truckee Tomorrow — Phase II:

Challenge: The continuation of Truckee.com content creation, photography, interactive maps, software upgrades and more require constant effort and funding. In addition, there are untapped opportunities for economic acquisition and retention that require resources.

Solution: The new Truckee.com created a one-stop website that begins to convey the vast attributes of our community and makes it easy to be an enthusiastic ambassador for Truckee. Through Truckee Tomorrow Phase II, critical additional website development buildout will be possible as well as nurturing and developing strategic relationships to explore and expand economic acquisition and retention in Truckee.

TIMELINE

2017

- Continue to tell the Truckee Base Camp for a Big Life narrative
- Continue to create awareness and integration of the Brand
- Continued engagement with Mountain Ventures Summit Truckee-Tahoe ad hoc group and Tahoe Silicon Mountain
- Continue to curate and acquire photography that expresses the Brand
- Develop more economic business development features and overall content and photography around the live/work message

2018

- Continue to tell the Truckee Base Camp for a Big Life narrative
- Continue to create awareness and integration of the Brand
- Continued engagement with Mountain Ventures Summit Truckee-Tahoe ad hoc group and Tahoe Silicon Mountain
- Continue to curate and acquire photography that expresses the Brand
- Develop more economic business development features around the live/work message
- Develop strategic relationships with regional economic development agencies
- Develop content and imagery to attract diversity
- Expand Create A Big Life section to develop a Why Truckee microsite

2019

- Continue to tell the Truckee Base Camp for a Big Life narrative
- Continue to create awareness and
- Continued engagement with Mountain Ventures Summit Truckee-Tahoe ad hoc group and Tahoe Silicon Mountain
- Continue to curate and acquire photography that expresses the Brand
- Develop more economic business development features around the live/work message
- Develop strategic relationships with regional economic development agencies
- Develop more content and imagery to attract diversity
- Explore tactics such as “Talent FAM” to bring potential talent to Truckee to test working here for a week
- Develop interactive Truckee maps (trails, recreation, neighborhoods, health care, etc.)



I live my big life by simplifying it. I left a lot of great things behind in the big city to open up the time and space for the people, activities and lifestyle I love.

Dave Sick
Principal, Brand Breadcrumbs



Living in Truckee allows us to go outside to go inward. It is not about getting away, but knowing you can be in a place without all the clutter and clamor. It is about being home.

Jeff and Patty Baird
Owners/Operators, The Cedar House Sport Hotel



My big life is SO BIG. I'm fortunate to be raising my family in Truckee. The fun loving people, healthy living, and authentic mountain community make it just perfect!

Jim Winterberger
Owner, Tahoe Getaways



You are a leader that wants to create and embrace change that will benefit the community. Change is where the Chamber lives.

Founded in 1912, for over 100 years, the community has depended on the Chamber to be a

Catalyst for change,
Convener for business,
Champion for a stronger business community.

Won't you join us in our commitment to

**Help businesses succeed and
help our community thrive.**

The health of the business community and the health of the larger community in which it lives are inextricable. Providing what business needs to succeed is central to the success of the community as a whole.

**The Truckee Chamber of Commerce.
The Business of a Thriving Community.**



TRUCKEETM
Chamber of Commerce

For more information, contact Lynn Saunders, President/CEO
at 530-587-8808 or email Lynn@Truckee.com
or Pam Hobday, Chair of Chamber Board at 916.761.2045 or email PKHurt@cs.com

**TOWN OF TRUCKEE
California**

RESOLUTION 2017- 41

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF TRUCKEE
SUPPORTING A PARTNERSHIP BETWEEN TRUCKEE DONNER CHAMBER OF
COMMERCE AND TRUCKEE TAHOE AIRPORT DISTRICT
TO PROVIDE FUNDING FOR TRUCKEE TOMORROW
ECONOMIC DEVELOPMENT INITIATIVES**

WHEREAS; Truckee Tomorrow is an economic initiative, led by the Truckee Donner Chamber of Commerce and spearheaded by civic and community leaders who are dedicated to the well-being and vibrancy of Truckee for generations to come; and

WHEREAS; the Truckee Tahoe Airport District (TTAD) and the Town of Truckee have previously participated and committed funding to Truckee Tomorrow Public/Private Partnership which focused on the Truckee Brand Identity and Place-Based Marketing Initiative; and

WHEREAS; the health of the business community and the health of the larger community in which it lives are inextricable. Providing what business needs to succeed is central to the success of the community as a whole; and

WHEREAS; Truckee Tomorrow – Phase II will provide benefit and value to the common constituents of the TTAD, the Town of Truckee, Truckee Donner Chamber of Commerce members and the business community at large; and

WHEREAS; Truckee Tomorrow – Phase II will create business communication areas called Business Speaks! to deepen communication with the entire Truckee business community to define unique needs of businesses in specific areas of Truckee, prioritize and facilitate collaborative solutions; and

WHEREAS; Truckee Tomorrow – Phase II will produce an annual Quality of Life Survey to measure and track community sentiment about living in Truckee providing invaluable information to assist in understanding trends in our community; and

WHEREAS; the Town of Truckee, has committed \$418,358 over four years (July 1, 2016-June 30, 2020), through a Contract with the Truckee Donner Chamber of Commerce, to fund economic development activities aligned with Truckee Tomorrow. These initiatives include promoting the retention and expansion of existing businesses, the establishment of new business through strategic partnerships, and community engagement; and

WHEREAS; the contract with the Town of Truckee requires that the Truckee Donner Chamber of Commerce, as the lead organization of Truckee Tomorrow, secure match funding from its members or non-TBID or Town sources for economic development activities; and

WHEREAS; the Truckee Donner Chamber of Commerce will submit an Agency Partnership Request Form to the Truckee Tahoe Airport District requesting a \$30,000 match funding donation to support Truckee Tomorrow - Phase II economic development initiatives through June 30, 2020.

**NOW, THEREFORE, THE TOWN COUNCIL OF THE TOWN OF TRUCKEE DOES
RESOLVE, DETERMINE, AND ORDER AS FOLLOWS:**

1. That the Town of Truckee is supportive of the Truckee Donner Chamber of Commerce's funding request to the Truckee Tahoe Airport District and appreciates the partnership and contribution of TTAD to support Truckee Tomorrow – Phase II economic development initiatives.

The foregoing Resolution was introduced by Vice Mayor Wallace Dee, seconded by Council Member Flora, at a Regular Meeting of the Truckee Town Council, held on the 22nd day of August, 2017, and adopted by the following vote:

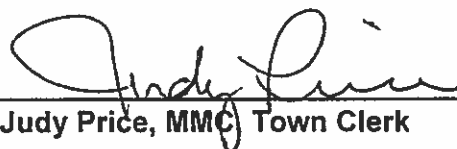
AYES: Vice Mayor Wallace Dee, Council Member Flora, Council Member Tirman, Council Member Abrams, and Mayor Goodwin.

NOES: none.

ABSENT: none.


Morgan Goodwin, Mayor

ATTEST:


Judy Price, MMC Town Clerk