

TRUCKEE TOMORROW

Creating economic prosperity



*An collaborative economic development initiative in partnership with
Truckee Donner Chamber of Commerce, Town of Truckee,
Truckee Downtown Merchants Association, and Nevada County*

Place-Based Marketing & Brand Campaign

Background:

- November 2010: 37 community leaders brought together for series of four facilitated meetings
- July 2012: Contracted with Center for Strategic Economic Research (CSER) to develop an Economic Development Action Plan for Truckee Tomorrow
- September 2012: Core group met with CSER to develop short list of four economic development strategies
- February 2013: 40 community stakeholders brought together to discuss four presented strategies
- **Group overwhelmingly chose to fund a new place-based marketing + brand campaign**



Place-Based Marketing & Brand Campaign

Background:

- June 2013: Small group meetings for feedback to Action Plan and commitment to fund initiative
- August 2014: Truckee Town Council unanimously approves to fund \$75,000 toward a \$150,000 three-year pilot program for place-based marketing + brand campaign



Place-Based Marketing & Brand Campaign

Town of Truckee Economic Development Incentive Programs

- Two new programs with over \$2.5 million dollars in funds available
- Grow sustainable jobs – increase tax base – diversity local economy
- Support Program
- Development Fund
- August 2014: Truckee Town Council unanimously approves to fund \$75,000 toward a \$150,000 three-year pilot program for place-based marketing + brand campaign



Place-Based Marketing & Brand Campaign

Truckee Tomorrow Action Plan

“To identify a new set of actionable strategies for the community to focus on as next steps for enhancing economic prosperity”

Place-based Marketing & Brand Campaign:

“By developing a new marketing campaign with this new approach, Truckee can address the call for enhanced marketing in the original Truckee Tomorrow priorities while at the same time providing a tool for business attraction and beginning to deal with weaknesses in talent availability, recruitment, and retention as well as a lack of a Truckee vision, brand, and integrated communication strategy.”



Place-Based Marketing & Brand Campaign

Integrate an economic development focus into our tourism marketing message:

- Brand Truckee
- Inform and Educate
- Diversify the Truckee economy
- Attract talent & business
- Maximize marketing effectiveness



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- Tahoe Start-up Weekend
- Thrive Tahoe
- Tahoe Silicon Mountain Group
- Innovation Hub
- Co-working at The Lift
- Open Counter – new business start-up tool



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- The Legacy Trail
- Railyard Project
- Development projects
 - FiftyFifty Brewing Co., PC-1, Aquatics Center
- Streetscape Improvement Projects
 - Bridge Street
 - Depot
 - Brickelltown



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- Tahoe Forest Health System
- Gene Upshaw Memorial Tahoe Forest Cancer Center
- Abundant health and wellness options
- High Fives Non-Profit Foundation



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- Tahoe Truckee Unified School District – solid leadership and innovative initiatives
- Alternative educational opportunities
- Environmentally based non-profit / youth education
- Sierra College



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- Truckee River Watershed Council
- Truckee Donner Land Trust
- Truckee Trails Foundation
- Arts For the Schools
- Trails & Vistas
- Historic Downtown Truckee
- Historical significance



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- Tahoe Food Hub
- Community Demonstration Garden
- Truckee Growing Dome
- Slow Food Lake Tahoe



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- Authentic community
- Community involvement and participation
- Opportunity to make a difference
- Safe community to raise family



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- Within minutes of 8 world-class ski resorts
- Lake Tahoe in our backyard
- Donner Lake & Donner Summit
- Outstanding year-round recreational opportunities
- Most beautiful golf courses in the region
- Magnificent scenic beauty
- Full year-round event calendar



Place-Based Marketing & Brand Campaign

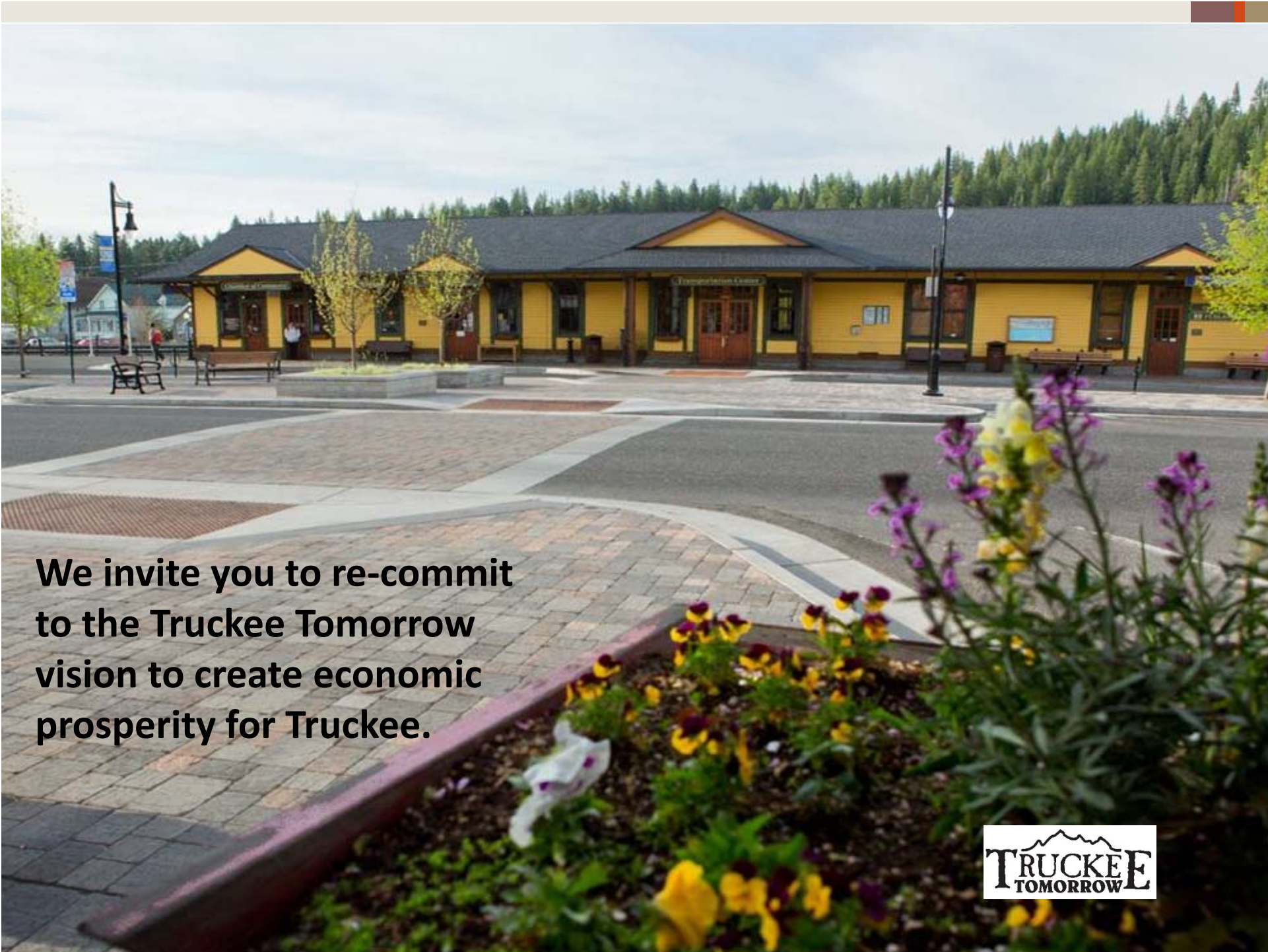
Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- “Top Trail Running Town”
- “One of America’s Best Ski Towns”
- “Best Mountain Towns of America”
- “One of World’s Best Ski Towns”
- “One of America’s Best Lake Towns”
- “America’s Towns with Authentic Mountain Charm”





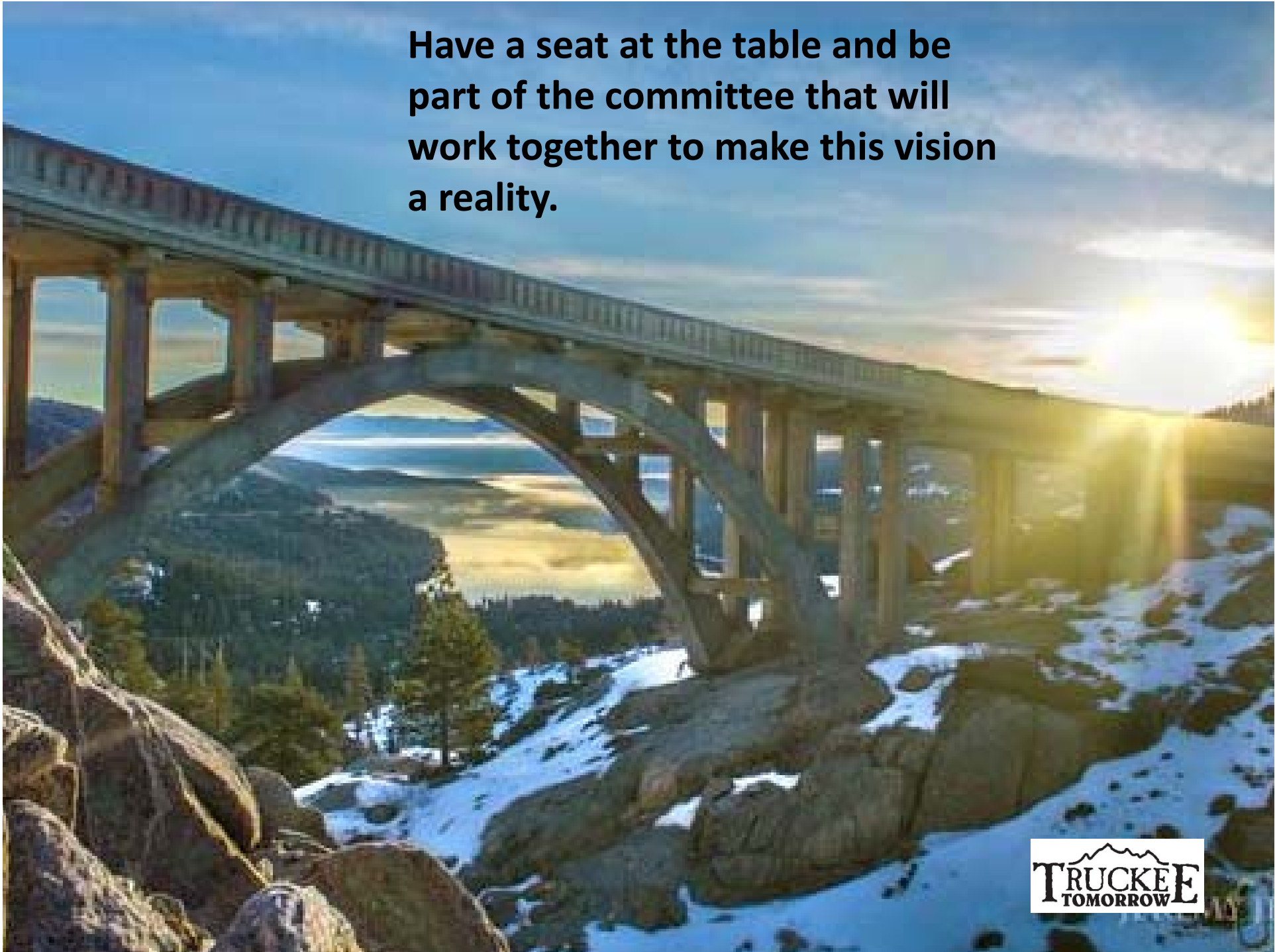
Cooperative campaigns are developed by broadening horizons, and by discovering (and sharing) common ground with other partners.



**We invite you to re-commit
to the Truckee Tomorrow
vision to create economic
prosperity for Truckee.**



Have a seat at the table and be part of the committee that will work together to make this vision a reality.



TRUCKEE
TOMORROW