



Place-based Marketing and Brand Campaign
Enhancing Truckee's quality of life as a desirable place to live, work, and play

Background:

- November 2010: 37 community leaders brought together for a series of four facilitated meetings to identify economic opportunities and challenges
- July 2012: Contracted with Center for Strategic Economic Research (CSER) to develop an Economic Development Action Plan for Truckee Tomorrow initiative
- September 2012: Core Steering Committee worked with CSER to develop short list of four economic development strategies to present to large group of stakeholders
- February 2013: 40 community stakeholders brought together to discuss four presented strategies
- Group overwhelmingly chose to fund a new place-based marketing and branding campaign — spanning talent, tourism and business
- June 2013: Core Steering Committee holds small group meetings for feedback and commitment for funding initiative
- August 2014: Truckee Town Council approves to fund \$75,000 toward a \$150,000 three-year pilot program for the integrated tourism & economic development / place-based marketing and branding campaign grant application submitted by the Truckee Donner Chamber of Commerce — contingent upon acquiring \$75,000 matching funds for the project

Goal: Integrating an economic development focus into tourism marketing message:

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



TRUCKEE TOMORROW

Creating economic prosperity

This Truckee Tomorrow effort will allow a private/public partnership to work together to leverage resources and enhance the community's quality of life while positioning Truckee as a desirable place to live, work, and play. By capturing all the innovative, forward-thinking programs and developments underway, it will present a much stronger, compelling and cohesive message about the excitement and vibrancy happening in Truckee.

Who needs this:

- Businesses and organizations looking to attract talent / recruit employees
- Businesses looking to attract investors
- Businesses looking to achieve sustainable year-round success
- A community reliant on tourism that desires a diversification of our economy

THE PLAN

- Secure base-level funding
- Hire a consultant to build the strategy for integration of tourism and business marketing efforts and develop brand
- Strategy to include web-based information and marketing campaign
- Hire a consultant to implement the technology changes for marketing strategy

THE PARTNERS

- Town of Truckee
- Truckee Donner Chamber of Commerce
- Truckee Downtown Merchants Association
- Holliday Development
- ***Your name here!***

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.