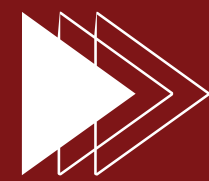


Truckee Chamber of Commerce



New Strategic Direction

Who We Are

The Truckee Chamber of Commerce provides a host of benefits and programs designed to assist and promote members. It's the hub of the business community, keeping members informed, educated, and connected. Businesses that join are supporting a vital organization and professional staff that are actively involved in the community, working on behalf of members, to enhance and improve the community and business climate.





Jessica Penman

New President & CEO

- ➔ Started in October 2022
- ➔ 5+ years with the Yountville Chamber of Commerce
- ➔ Brings a love for Truckee and fresh eyes to a community facing growing pains
- ➔ First task: finalize and implement a new strategic direction for the Truckee Chamber

The Truckee Chamber of Commerce's new Strategic Pillars

This is the Truckee Chamber's first strategic plan in its 110 year history.



Advocate for Business

We are the Voice of Business



We will be the go-to source for data and information related to the business climate of Truckee and Eastern Nevada County.



We will have a seat at the table for all policy and business-related measures at the local and county level.



We will work to create a regional business voice to ensure Nevada County is business friendly.

Bolster Economic Prosperity



We will work to ensure a strong, vibrant economy by cultivating and promoting healthy business growth.



We will support and grow the Truckee workforce, in partnership with crucial community partners.



Cultivate Community Connection

We will:



Engage, connect, and promote the Truckee community to both residents & visitors.



Continue popular programming such as Good Morning Truckee, North Lake Tahoe Truckee Leadership Program, The Core Values Fund, the Truckee Cultural District, etc.



Be a convener of community leaders around important issues facing Truckee



Operate the Truckee Welcome Center & Transit Center as an important touch point to both visitors and residents

Next Steps

We are entering a new era of the Truckee Chamber of Commerce.

We are working with our community partners and members to roll out our new strategic plan and programming.

We look forward to working closely with Nevada County to help make it the best place to live, play and do business.

THANK YOU

Jessica Penman

President & CEO

Truckee Chamber of Commerce

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