



Our mission is to promote and develop local business and tourism, while improving the community's quality of life.

Board of Directors 2020/2021

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July 20, 2020

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RE: CARES ACT Macro-Economic Grant Program

The Truckee Chamber of Commerce looks forward to a highly collaborative process to identify ways Coronavirus Relief Funds (CRF) -- specifically a Macro-Economic Grant Program -- can help in the recovery and sustainability of eastern Nevada County.

Anchor institutions bolster their economies and create multiplier effects by attracting visitors to the area that stimulates TOT, sales tax, and keeps people employed directly and indirectly. Truckee's anchor institution -- our historic downtown known as the "heart and soul" of Truckee -- bolsters our economy. Ensuring the historic downtown is vibrant and attracting visitors not only enhances the downtown, but simultaneously advances the economic and social conditions in the entire community.

Truckee is known for our collaborative spirit and strong relationships. The Truckee Chamber of Commerce is anxious to start planning with the Town of Truckee, Truckee Downtown Merchants Association, Tahoe Truckee Community Foundation, Visit Truckee and other strong, engaged leaders how we can reimagine our historic downtown in this COVID-19 era, to carry us through the fall and winter which are so critical to the economic stability of so many of our small businesses, and in turn the entire eastern County.

Sincerely,

Ted Owens
Chair, Truckee Chamber of Commerce Board of Directors

Lynn Saunders
President/CEO, Truckee Chamber of Commerce

cc: Town of Truckee