



September 18, 2020

Nevada County Board of Supervisors

Supervisor Heidi Hall, Chair
Supervisor Dan Miller, Vice Chair
Supervisor Richard Anderson
Supervisor Ed Scofield

Re: SR-20-3435 Resolution Approving the Award of \$1,500,00 in “Economic & Community Resiliency Grants”

On behalf of the Truckee Downtown Merchants Association (TDMA), please accept this letter of support for the Town of Truckee to receive the CRF Economic & Community Resiliency Grant recommendation of \$400,000.

The Historic Downtown Truckee grant request evolved from an intentional community collaboration with the Town of Truckee in a leadership role, Truckee Chamber of Commerce, Sierra Business Council, Tahoe Truckee Community Foundation, TDMA and downtown Truckee businesses. Historic Downtown Truckee is an economic driver for our greater community, representing 130 independently-owned businesses and over 1,500 employees.

The Town of Truckee and Truckee businesses have addressed the State mandates with proactive strategies such as flexible use of outdoor space for both restaurants and retail businesses creating “Streeteries” and outdoor retail displays. We are prepared to enhance the current strategy this Fall/Winter, 2020 in Truckee fashion: Pivot, change, and move as needed to support our community.

The CRF Economic & Community Resiliency Grant will ensure our ability to sustain a vibrant and successful downtown which ultimately enhances the success of all of Truckee and eastern Nevada County. As stated by the Truckee Chamber of Commerce, “The Town brought together the brightest and most creative minds in our community to work collaboratively to develop the ‘Winter Wonderland’ concept.” The goal is to create an atmosphere that sustains restaurant and retail businesses that ultimately support economic vitality and our community.

The Truckee Downtown Merchants Association asks the Board of Supervisors to accept the Evaluation Panel’s recommendations.

Thank you for providing the structure to distribute these funds to entities that have critical economic and social impact and play vital and enduring roles in our communities.

Sincerely,

Cassie Hebel

Cassie Hebel
Executive Director
Truckee Downtown Merchants Association