

[TruckeeTracks]

TruckeeChamber.com

A PUBLICATION OF THE **Truckee Donner Chamber of Commerce**

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Supporting the business community of the greater Truckee area

Place-Based Marketing Initiative Delivers Truckee Brand Identity

After several months of research, design, community collaboration and Truckee Tomorrow partnership input, the new Truckee Brand Identity was presented to Town Council in February by Colleen Dalton, Marketing & Communications Director for the Truckee Chamber. This completes the first objective of the Place-Based Marketing Initiative, a project managed by the Truckee Chamber and funded by Truckee Tomorrow partners in collaboration with the Town of Truckee.

The components of Truckee's Brand Identity include brand pillars, best Truckee attributes, personality, voice and tone - in addition to a new logo and tagline which unites all marketing and communications for Truckee. The lead agency in the Truckee Brand Identity design was Keith Design Group, a local firm owned by Scott Keith.

"The new Truckee tagline "Base Camp for a Big Life" can mean something different for both visitors and locals," explains Dalton. "It can mean challenging yourself to achieve new heights in outdoor sports, to creating family memories of vacations in the mountains, starting a business you've always dreamed of, or simply spending more time chilling on the docks at Donner Lake."

The Truckee Donner Chamber of Commerce, as the Truckee Brand Identity owner and overseer, will ensure appropriate legal use and guidelines are followed for a consistent marketing message that unites Truckee in the minds of our community, visitors and business owners. Trademarking is currently underway for the logo and tagline.

By summer, new lamp-post banners will be displayed in downtown Truckee and a comprehensive, new Truckee.com web



TRUCKEE™

Base camp for a big life

site will be launched. The new website will reflect the Brand Identity while serving as a comprehensive resource tool for the community, business owners and visitors. The current Truckee.com website is visitation focused - the new Truckee.com will be community, economic/chamber and visitation focused.

Brand rollout includes updating a multitude of visitor, Chamber and Town of Truckee assets such as social media profiles, community mailers, Truckee Weekly E-Newsletter, Truckee Tracks and much more.

The Truckee Brand Identity recorded presentation and PowerPoint, Truckee Brand Style Guide and Truckee Logo Use Request form are available on TruckeeChamber.com.

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New Members Galore!

Truckee Tourism Business Improvement District (TTBID) Update

**Good Morning Truckee - April 12th
"Marijuana Yesterday, Today & Tomorrow"**

**Save the Date! October 14th for Chamber's
Annual Awards Dinner**

2016 Regional Housing Study - UPDATE

Accommodating the housing needs of a resort community with evolving demographics through times of financial uncertainty has been a substantial challenge for the Truckee North Lake Tahoe region, as it has been in other communities. A variety of efforts have informed the separate housing elements of the Placer County, Nevada County and the Town of Truckee General Plans, but all agree that a regional baseline must be established in order to implement strategies supporting all Truckee and North Lake Tahoe communities.

See 2016 Regional Housing Study, page 7