



Member Benefits at a Glance

The benefits of joining the Truckee Downtown Merchants Association extend far beyond the borders of Historic Downtown Truckee. By joining the TDMA you are helping to build a better Truckee for everyone—tourists and locals alike. Downtown is the “heart and soul” of Truckee. Our organization, along with the Truckee Town Council, recognizes that and together we work hard to promote and preserve the Downtown. We believe that a thriving downtown is vital to an overall healthy economy in Truckee.

The TDMA operates under the principles of the Main Street Program. The Main Street Program utilizes a public-private partnership of private investment, local government support, and local non-profit assistance to revitalize historic commercial districts. The locally-driven, main street 4-point approach focuses on beautification of our historic district, marketing and advertising and economic development.

By joining the TDMA, your membership supports these projects and includes these benefits:

- **Advertising** opportunities –your business is advertised through a variety of co-operative marketing pieces including:
 - TDMA Website – www.historictruckee.com
 - Four (4) downtown walking directories
 - Downtown Truckee brochures that are put in the racks throughout Lake Tahoe
- **Beautification** projects such as cleaning and planting flowers each spring as a part of our participation in the annual Truckee Day. Additionally, membership funds help pay for the maintenance contracts covering the cleaning of the trash receptacles, news racks and the sidewalks during the busy summer months as well as the watering of our trees and flowers. During the winter your support helps light up the Downtown with red and white lights during the holidays and winter white lights thru the month of March.
- Downtown **Special Events** such as Halloween event, Annual “Bud Fish” Holiday Tree Lighting, Parade of Excellence, 4th of July Parade, Wine, Walk and Shop, and Pacific Fine Arts shows.
- **Truckee Thursdays** is the Downtown signature event loved by the local community and tourists alike. Truckee Thursdays is an outdoors farmer’s market and festival that brings over 1500 people to the downtown each Thursday during the summer months.
- **Resources** and access to important information - The organization holds monthly meetings that members can attend to stay current on information relevant to running your business. Because of our close relationship with the Town of Truckee and Truckee Chamber of Commerce, the TDMA acts as a conduit to disseminate important information about your business. Monthly board meetings are the 1st Wednesday of each month – attend one meeting a month and stay current on important info!
- **Advocacy** is a vital role of the organization. By working together and pooling resources, downtown businesses have a stronger voice and ability to influence issues relevant to the success of business in downtown Truckee. Examples include our participation in The Downtown Parking Working Group, Economic Development Committee “Truckee Tomorrow,” Truckee Donner Chamber Tourism Committee as well as any proposed development or capital improvement projects located within the downtown historic district.