

TRUCKEE DOWNTOWN MERCHANTS ASSOCIATION

Member Benefits At A Glance

\$150 Annual Dues

Special Introductory Rate - \$75 First Time Member Annual Dues

(Downstairs Commercial Row \$100 Additional Donation Encouraged)

Goals of the TDMA:

- #1 Create a beautiful and vibrant downtown that sustains business and the community.**
- #2 Enhance the communities' perception of Historic Downtown Truckee.**
- #3 Increase annual revenue by 10%.**

BEAUTIFICATION AND DESIGN

The TDMA is dedicated to the beautification and preservation of Historic Truckee.

- TDMA provides and maintains flowers, trees and plants in Downtown Truckee.
- TDMA coordinates and 4x annual clean up days and provides petunias for businesses to plant.
- TDMA worked with the Town of Truckee in replacing the downtown trash barrels and newspaper racks.

MARKETING AND PROMOTION

The TDMA organizes, implements and promotes activities that encourage consumers, both local and visiting, to live, work, shop and play in Truckee.

- Coordinates, funds and promotes Truckee Thursdays – a 10 week event in June, July and August that transforms business into a street festival. The event includes farmer's market vendors, live music, food and retail. Last year the event garnered as many as 800 people a week. The TDMA marketed the event in local and regional paper, radio and television advertisements.
- Christmas Celebrations and Decoration – Coordinates the children's Christmas tree decorating and lighting ceremony, holiday carolers and decoration of the area for the holiday season.
- Truckee Main Street Program – TDMA recently voted to adopt the Main Street approach which will result in many new events being held in Historic Truckee.
- Truckee Follies – a semi-annual event that raises money for both the organization as well as various scholarship funds. The event is in its 19th year and is successful in raising over \$40,000 in 2008 which went to support the efforts of the TDMA and over \$4,000 to Truckee Seniors receiving scholarships.
- Strength in Numbers Approach – By working together and pooling marketing dollars, businesses are able to leverage their marketing efforts.
- Members are included in three (3) downtown directories.
- Members will be included on a "tear sheet" walking map of Downtown for visitors.
- Members can post information about their business on the TDMA web site.
- Recruited the Tour de Nez Event and Pacific Fine Arts Festival.
- Sponsored and funded the Passport for Savings Promotion.
- Promoted the Halloween Parade and Trick or Treat Event for Downtown.

ORGANIZATION AND ECONOMIC DEVELOPMENT

By pooling the resources of its members, the TDMA works together to implement programs that preserve, strengthen and expand Truckee's economic assets.

- Monthly meetings encourage member involvement, sharing of information and community building.
- TDMA maintains a strong relationship and communication with Town of Truckee thus providing one knowledgeable source for comprehensive information on current and future projects in Truckee.
- Government Relations – By working together, TDMA members have a strong political voice that allows the organization and members to get things done.
- Implement programs that retain and recruit new businesses to further the goal of a sustainable economic community.