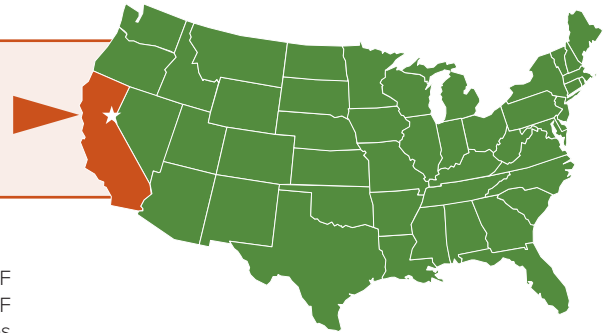




Truckee was first established in 1863; incorporated in 1993. Truckee, with a population of 16,985, is the largest of three incorporated cities in Nevada County (Grass Valley and Nevada City are the other two). The Town is governed by five council members, elected at-large for four-year terms. Elections are held every other year, and terms are staggered.

LOCATION

Located in the Sierra Nevada mountain range, Truckee is just 200 miles northeast of San Francisco, 100 miles east of Sacramento, California, 40 miles west of Reno, Nevada, 12 miles north of Lake Tahoe, California and 155 miles from Yosemite National Park East Entrance.



ELEVATION

Downtown Truckee	5,980 ft.
Donner Summit	7,239 ft.
Donner Peak	8,019 ft.
Mt. Judah	8,243 ft.

CLIMATE

Average summer temperature	40–79° F
Average winter temperature	17–42° F
Average total snowfall	201 inches
Average total precipitation	30 inches

SOURCE: WESTERN REGIONAL CLIMATE CENTER

Housing & Education



HOUSING UNITS BY OCCUPANCY

Total housing units	13,526
Owner occupied housing units	32.8%
Renter occupied housing units	17.0%
Second home housing units	50.2%

HOUSEHOLDS BY INCOME

Household income base	6,732
Less than \$15,000	6.7%
\$15,000–\$24,999	5.3%
\$25,000–\$34,999	7.1%
\$35,000–\$49,999	11.1%
\$50,000–\$74,999	22.4%
\$75,000–\$99,999	16.1%
\$100,000–\$149,999	18.3%
\$150,000–\$199,999	6.7%
\$200,000+	6.4%
Average household income	\$90,168



POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT

TOTAL	11,849
Less than 9th grade	3.4%
9th–12th grade, no diploma	2.9%
High school graduate	12.8%
GED/alternative credential	2.1%
Some college, no degree	27.0%
Associate degree	9.3%
Bachelor's degree	29.6%
Graduate/professional degree	12.9%

2015 EMPLOYED POPULATION AGE 16+ BY OCCUPATION

TOTAL	9,061
WHITE COLLAR	66.2%
Management/business/financial	20.9%
Professional	20.8%
Sales	11.6%
Administrative support	13.0%
Services	21.0%
BLUE COLLAR	12.7%
Farming/forestry/fishing	0.3%
Construction/extraction	5.6%
Installation/maintenance/repair	3.1%
Production	1.3%
Transportation/material moving	2.5%

2015 EMPLOYED POPULATION AGE 16+ BY INDUSTRY

TOTAL	9,061
Agriculture/mining	1.1%
Construction	10.7%
Manufacturing	2.2%
Wholesale trade	1.3%
Retail trade	9.9%
Transportation/utilities	2.4%
Information	2.0%
Finance/insurance/real estate	11.1%
Services	53.5%
Public administration	5.8%

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 SUMMARY FILE 1. ESRI FORECASTS FOR 2015 AND 2020.

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 SUMMARY FILE 1. ESRI FORECASTS FOR 2015 AND 2020.

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 SUMMARY FILE 1. ESRI FORECASTS FOR 2015 AND 2020.



Town Taxes

SALES TAX

State and Local	8.375%
State of California	7.5%
Nevada County Library	.125%
Truckee Measure V—Roads	.5%
Truckee Measure R—Trails	.25%

SALES TAX REVENUE

2014/2015	\$3,645,301
2013/2014	\$3,314,077
2012/2013	\$2,925,569
2011/2012	\$2,843,406
2010/2011	\$2,904,190

TRANSIENT OCCUPANCY TAX

(TOT):	10%
2014/2015	\$2,119,343
2013/2014	\$1,822,905
2012/2013	\$1,718,414
2011/2012	\$1,350,699
2010/2011	\$1,436,129

TRUCKEE TOURISM BUSINESS IMPROVEMENT DISTRICT

(TTBID): 2%

A Truckee Tourism Business Improvement District (TTBID) was passed through a resolution of the Truckee Town Council September 22, 2015. This 2% assessment on hotel, property management, and individual vacation home rentals became effective October 1, 2015. A TBID is a benefit assessment district to help fund marketing and sales promotion efforts to improve tourism with the goal of specifically benefitting those businesses assessed. There are 95 successful TBIDs in the state of California.



Real Estate

TRUCKEE SINGLE FAMILY HOMES

Median price	\$550,000
Average days on market	85
Homes sold	622

TRUCKEE CONDOS

Median price	\$362,500
Average days on market	101
Condos sold	141

AVERAGE MONTHLY RENT

(Approximately)	\$1,850
3-bedroom, 2-bath,	
2-car garage dwelling	

SOURCE: COLDWELL BANKER, TRUCKEE. SALES INFORMATION OBTAINED FROM TAHOE SIERRA MULTIPLE LISTING SERVICE DEEMED RELIABLE BUT NOT GUARANTEED. DATA FOR AREAS REPORTED ARE 007, 008, 009 INCLUSIVE.

Population

TOWN OF TRUCKEE

Population	16,985
Households	6,732
Average household size	2.52
Total housing units	13,526
Median age	39.0

POPULATION 15+ BY MARITAL STATUS

TOTAL	13,735
Never married	31.2%
Married	54.8%
Widowed	3.4%
Divorced	10.6%

POPULATION BY SEX

Males	52%
Females	48%

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 SUMMARY FILE 1. ESRI FORECASTS FOR 2015 AND 2020.

Truckee Resources

The Truckee Chamber of Commerce has several useful demographic and economic studies available for the business community.

2016—2017 BUSINESS DIRECTORY & RELOCATION GUIDE

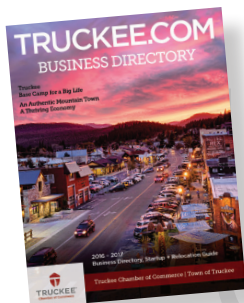
This useful directory contains resources, demographic and economic information, as well as a complete roster of Chamber members. A digital version of the Business Directory can be found on the home page of the Truckee.com website.

VISITOR PROFILE STUDY

The Truckee Chamber of Commerce commissioned Strategic Marketing Group in 2013 to conduct market research about tourism and visitor behavior in Truckee. The report includes information such as visitor characteristics, geographic origin, budget while visiting, visitor patterns, and their destination experience and perceptions, and more. The report can be found on the Truckee.com website.

TRUCKEE DEMOGRAPHIC & ECONOMIC PROFILE

The Truckee Chamber of Commerce commissioned the Center for Strategic Economic Research in 2012 to compile a Truckee Demographic & Economic Profile. The report covers a set of key demographic, workforce, and economic indicators that can be used to assess the local business climate and identify economic development opportunities. The report can be found on the Truckee.com website.



As seen in...

2016—2017 Truckee Business Directory
Startup + Relocation Guide

Contact: 530-587-8808 or info@truckee.com