

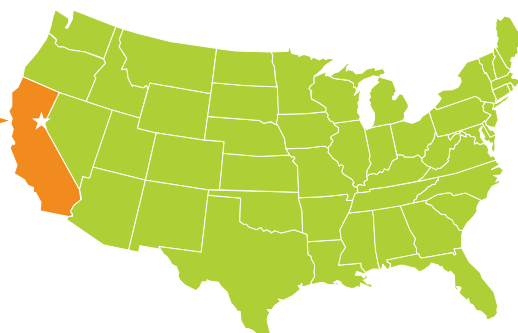
Truckee Facts

Truckee was first established in 1863; incorporated in 1993. Truckee, with a population of 16,942, 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 and 12 miles north of Lake Tahoe, California.



ELEVATION

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

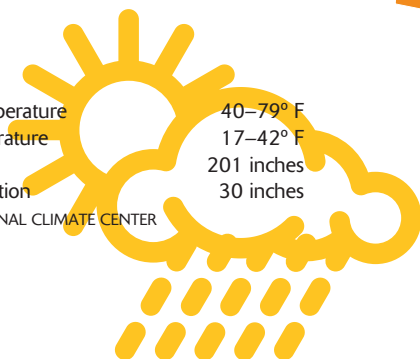
TOWN BOUNDARY

34 square miles of largely developed land in the eastern portion of Nevada County.

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

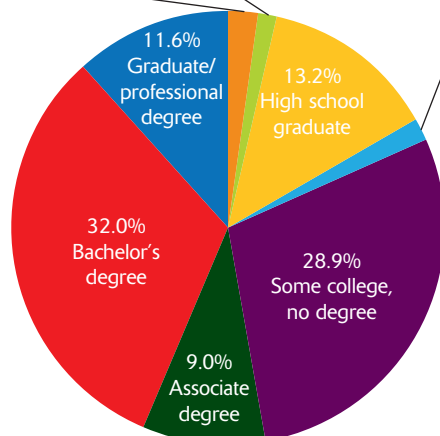
Total housing units	13,439
Owner occupied housing units	32.8%
Renter occupied housing units	17.0%
Vacant housing units	50.2%

HOUSEHOLDS BY INCOME

Household income base	6,697
Less than \$15,000	7.7%
\$15,000–\$24,999	6.6%
\$25,000–\$34,999	9.2%
\$35,000–\$49,999	11.6%
\$50,000–\$74,999	17.8%
\$75,000–\$99,999	14.2%
\$100,000–\$149,999	18.4%
\$150,000–\$199,999	8.2%
\$200,000+	6.3%
Average household income	\$86,764

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 SUMMARY FILE 1. ESRI FORECASTS FOR 2014 AND 2019.

1.3% 9th–12th grade, no diploma
2.4% Less than 9th grade
1.7% GED/alternative credential



POPULATION 25+ BY EDUCATIONAL ATTAINMENT

TOTAL	11,788
Less than 9th grade	2.4%
9th–12th grade, no diploma	1.3%
High school graduate	13.2%
GED/alternative credential	1.7%
Some college, no degree	28.9%
Associate degree	9.0%
Bachelor's degree	32.0%
Graduate/professional degree	11.6%

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 SUMMARY FILE 1. ESRI FORECASTS FOR 2014 AND 2019.

2014 EMPLOYED POPULATION 16+ BY OCCUPATION

TOTAL	9,058
WHITE COLLAR	66.0%
Management/business/financial	21.0%
Professional	20.7%
Sales	11.4%
Administrative support	12.8%
Services	21.6%
BLUE COLLAR	12.3%
Farming/forestry/fishing	0.2%
Construction/extraction	5.3%
Installation/maintenance/repair	2.9%
Production	1.4%
Transportation/material moving	2.5%

2014 EMPLOYED POPULATION 16+ BY INDUSTRY

TOTAL	9,059
Agriculture/mining	1.1%
Construction	9.9%
Manufacturing	2.3%
Wholesale trade	1.3%
Retail trade	9.5%
Transportation/utilities	2.3%
Information	1.8%
Finance/insurance/real estate	11.3%
Services	55.1%
Public administration	5.4%

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 SUMMARY FILE 1. ESRI FORECASTS FOR 2014 AND 2019.

Population

TOWN OF TRUCKEE

Population	16,942
Households	6,697
Average household size	2.52
Total housing units	13,439
Median age	38.7

POPULATION 15+ MARITAL STATUS

TOTAL	13,681
Never married	30.3%
Married	56.4%
Divorced	3.1%
Widowed	10.2%

POPULATION BY SEX

Males	52%
Females	48%

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010
MARITAL STATUS, ESRI FORECASTS FOR 2014-2019.



Real Estate

TRUCKEE SINGLE FAMILY HOMES

Median price	\$585,250
Average days on market	87
Homes sold	584

TRUCKEE CONDOS

Median price	\$385,000
Average days on market	113
Condos sold	177

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.

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

2013/2014	\$3,314,077
2012/2013	\$2,925,569
2011/2012	\$2,843,406
2010/2011	\$2,904,190
2009/2010	\$2,406,784

TRANSIENT OCCUPANCY TAX

(TOT):	10%
2013/2014	\$1,822,905
2012/2013	\$1,718,414
2011/2012	\$1,350,699
2010/2011	\$1,436,129
2009/2010	\$1,431,927

Truckee Resources

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

2015 BUSINESS DIRECTORY & RELOCATION GUIDE

This useful directory contains resources, demographic and economic information, Starting & Doing Business in Truckee, as well as a complete roster of Chamber members. A digital version of the Business Directory can be found on the homepage of the TruckeeChamber.com website for digital viewing or download.

VISITOR PROFILE STUDY

The Truckee Donner 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 TruckeeChamber.com website under Resources/Reference Library.

TRUCKEE DEMOGRAPHIC & ECONOMIC PROFILE

The Truckee Donner 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 TruckeeChamber.com website under Resources/Reference Library.



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