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Chamber of Commerce

Truckee

Magazine

CONNECTIONS QUARTERLY | SUMMER 2025



Patio Season in Truckee
The Grocery Loop
Tahoe's Burning Man Scene



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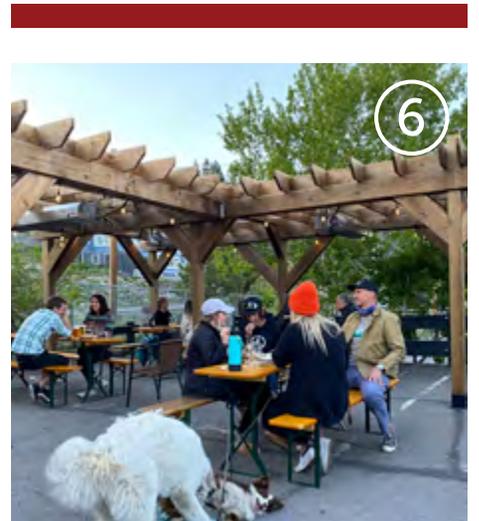
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On The Cover: Annie Rosenfeld, GM of Tahoe Donner Association. Photo ©Scott Thompson/ Scott Shots Photography

TGIS — Thank God It's Summer!

I don't know about you, but I am so excited for lake days, hiking days, and enjoying everything the mountains have to offer. In this issue of Truckee Magazine, we dive into what makes Truckee so special this season and offer you some insider insights on how to live your life to the fullest.

Patio Season in Truckee: Where to Dine Alfresco (With or Without Your Pup)

Looking to soak up the Truckee sunshine and fresh air? Turn to page 6 to learn about the best patios for alfresco dining in Truckee. Whether you're after river views, a casual hangout with your dog, or an upscale mountain dining experience, you'll find a spot on this list. Get ready to discover your new favorite outdoor dining destination in Truckee!

The Grocery Loop

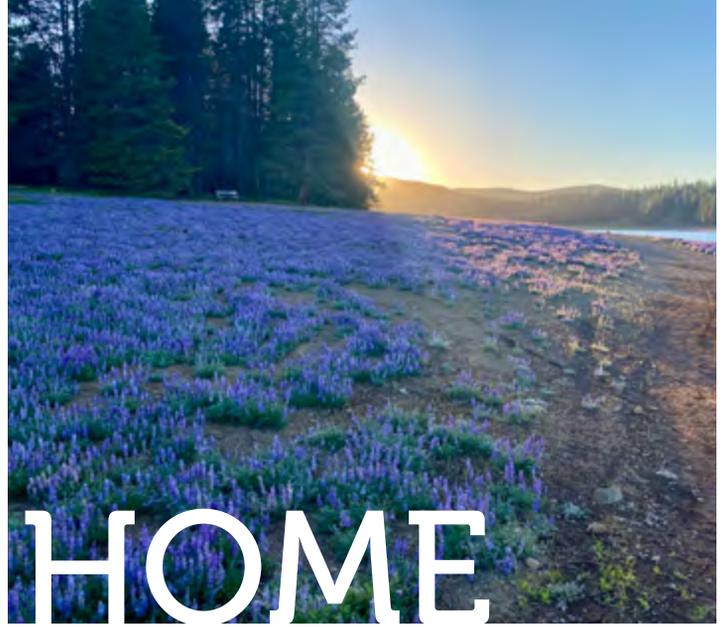
Truckee has many more food shopping options than we did five years ago. Turn to page 12 to find out where to shop for the best options and values. From organic produce and wellness products at Raley's O-N-E Market and New Moon Natural Foods to authentic Mexican flavors at Mi Pueblito Market and the freshest cuts at Mountain Valley Meats, explore the best spots for local, seasonal produce, budget-friendly finds, and everyday essentials.

Inside the Truckee-Tahoe Burners Scene

Did you know that Truckee-Tahoe is a hub for "Burners?" Our proximity to Black Rock City makes it easy for those looking to experience Burning Man, with several Truckee-Tahoe camps returning year after year. Truckee-Tahoe's camps bring a unique mountain-town vibe to the event, marked by collaborative creativity, playfulness, and innovative art. Turn to page 30 to learn about art installations and interactive theme camps like "Camp Touch This," the "Burning Man Bike Course," and "The Donner Party."

LAUNCH SEASON: Boating, Paddling, and Floating Around Truckee

This is your comprehensive guide to enjoying Truckee's waterways this summer. From serene paddles on Prosser Creek Reservoir to exhilarating powerboat rides on Donner Lake, this



article outlines various water activities, vessel choices, and the specific rules for each body of water. Discover where to rent equipment, and learn essential safety tips to make the most of your Truckee water adventures. Turn to page 20 to learn more.

Truckee's Creative Business Collabs

Truckee thrives on its vibrant community of small businesses. Turn to page 40 to discover the unique collaborations where local entrepreneurs team up, sharing spaces and boosting each other. From a kitchen store doubling as a hip clothing boutique to an attic packed with local pride and vintage finds, Truckee's collaborative spirit shines.

Jessica Penman

President and CEO

Truckee Chamber of Commerce
Editor, Truckee Magazine



What's Happening!

SUMMER EVENTS

ONGOING

Truckee Thursdays Summer Street Festival
Thursdays June 26 thru August 14

Bluesdays Summer Music Series
Tuesdays thru August 26

Music in the Park
Wednesdays thru August 27

Truckee Certified Farmers Market
Tuesdays thru October 21

JUNE

26 The Love Tram Fundraiser

28 Truckee Tahoe Gravel Festival

JULY

4 Truckee 4th of July Parade + West End Beach
Festival & Fireworks

12 Truckee Optimist Brew Fest

17 - 20 PGA Barracuda Tournament

26 - 27 Donner Lake Triathlon

AUGUST

8 - 9 Truckee Music Fest

22 - 23 Truckee Pro Rodeo

SEPTEMBER

5 Guitar Strings vs Chicken Wings

13 Mexican Heritage Festival



Scan to see all the events
going on this summer

For details and complete list of events, visit truckee.com/events

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Patio Season in Truckee

WHERE TO DINE
ALFRESCO
WITH OR WITHOUT
YOUR PUP



It's one of those gorgeous days, and you just want to soak it all in. Nothing beats chilling on an open patio while breathing in the fresh air—bonus if there's a cold drink in hand and your dog is curled up under the table. Truckee has no shortage of perfect alfresco dining options, some with epic views, some with fantastic people-watching, and others with an ambiance that is Instagram worthy (if you're into that sort of thing). Here's the scoop on some favorite outdoor dining spots—some are dog-friendly, all are worth a visit.



Old Town Tap

A popular spot in the summer, the Old Town Tap patio is available if you arrive at the right time—in between rush hours. Otherwise, expect a wait. There are only a few tables, but the food here is divine, so it's worth hanging around downtown Truckee until your table is ready. A great spot for people watching!

Why you'll love it: It's stylish without trying too hard. The vibe here is almost European with their well-thought-out details.

Order this: The Bird in a Cage cocktail with tequila, mezcal, grapefruit, honey, and lime. Served up.

Dog friendly? Yes

1882 Bar & Grill ◀

This is the only patio in Truckee where you can watch the rafters float by along the Truckee River. The patio includes a bar with stools that face the river, tables for groups, and a full bar. If you're driving through downtown and catch a whiff of BBQ, it's probably coming from 1882's outdoor smokers.

Why you'll love it: You can heckle the river rafters and tubers as they float by.

Order this: The Sample Plate with your choice of three meats: tri-tip, brisket, pulled pork, chicken, or baby back ribs. Comes with your choice of sides as well.

Dog friendly? No



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Drunken Monkey ◀

In the center of The Rock shopping center, this cozy yet hip little spot is known for its creative sushi, share plates, and sake. The outside patio is low-key and peaceful, great for date night or catching up with friends.

Why you'll love it: A little oasis away from downtown with twinkle lights high up in the trees that make a perfect little evening ambiance.

Order this: High Monkey Maki sushi roll with tempura shrimp, avocado, albacore tuna, serrano peppers, chili oil, and more.

Dog friendly? Yes

Full Belly Deli ▼

Casual, funky, and always buzzing, Full Belly's outside tables are perfect for a quick bite after a mountain bike ride or a breakfast burrito before heading to the lake. Take note: they are only open until 3:00 p.m. and they're closed on Sundays.

Why you'll love it: The vibe is super casual, like having a picnic. It's great for kids and for a big crew.

Order this: The Gnar Burrito with tri-tip, pepper jack cheese, green chile, hash browns, southwest sauce, and fried egg.

Dog friendly? Yes



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Truckee River Winery ▲

Probably the most unique patio experience you can have in Truckee, the garden area at Truckee River Winery makes you feel like you're in wine country. The setup is quaint and lovely, perfect for sipping and lounging. Tours and tastings are offered at the Barn, located in downtown Truckee on South River Street. This is an intimate, micro winery with a homestead onsite. Visits are by reservation only, Thursday through Saturday. Learn more and book your experience at truckeeriverwinery.com.

Why you'll love it: Laid-back atmosphere that's never pretentious. Great spot to hang with friends and pups.

Order this: Winemaker Select Tasting: Enjoy five of their signature varietals, updated regularly to showcase new releases, award winners, and more.

Dog friendly? Yes



Alibi Ale Works ▲

A true local hangout with a beer garden built for community. Alibi's Truckee location has that post-adventure energy—muddy shoes, tired legs, and big smiles. The beer is brewed locally, and the vibe is all about gathering: families, friends, live music lovers, and anyone looking to unwind after a day outside.

Why you'll love it: Tons of outdoor space, long communal tables, and a steady rotation of live music, trivia, and events. It's casual, fun, and always buzzing in the best way.

Order this: A beer flight. Pair it with the Alibi Burger or Bavarian Pretzel.

Dog friendly? Yes

Craft & Logic Taproom

With plenty of space for your crew, family, and your pup, Craft and Logic's patio is laid out to feel like you're in your own backyard. There are Adirondack chairs for lounging, communal tables for chatting, and a bar with stools up top, where the people watching is prime. They have over 30 taps that pour several styles of beer that are always rotating. The focus is on self-distributed, highly allocated, craft-breweries from all over the country. They also have rotating taps of hard-kombucha, cider, wine, and non-alcoholic options, so there's something for everyone.

Why you'll love it: This is the chilliest of all the patios. Grab a beer at the bar and head outside, kick your feet up, and watch the downtown Truckee shoppers stroll by.

Order this: Craft Boards to share, with sausages, cured meats, artisan cheeses, and more.

Dog friendly? Yes

Continued on page 10



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The Sawyer at Schaffer's Mill ▲

In the Schaffer's Mill golf community, The Sawyer's tiered patio offers views of the golf course and Lookout Mountain. It's a bit off the beaten path, but the peaceful setting and upscale comfort make it a worthwhile detour. The patio is spacious, with fire pits and cozy seating, nice for unwinding after a day of golf. Occasionally, you'll catch live music, which adds to the relaxed ambiance.

Why you'll love it: There are several little patio areas to choose from, including cozy spots for couples and larger areas for families.

Order this: Start with the Cheesy Loaf—sourdough bread with mozzarella and herb garlic butter.

Dog friendly? No



Manzanita at The Ritz-Carlton, Lake Tahoe ▲

A little trickier to get to, but well worth it! Treat yourself to a meal on Manzanita's terrace and experience that peaceful forest energy that makes you want to stay all afternoon. It's fancy without being stiff; keep this one in your back pocket for a special date, celebratory brunch, or a "we deserve this" kind of meal.

Why you'll love it: Five-star food and a mountain dining experience.

Order this: Fresh Tuna Tartar, perfect for sharing.

Dog friendly? Yes

See Truckee Chamber's Dining Guide on Truckee.com for all of Truckee's restaurant options, including outside and dog-friendly dining.



Honorable Mentions

The Coffeebar's patio in downtown Truckee has a quaint, almost Parisian feel, and is comfortable for catching up with friends, getting some work done, or just relaxing with a book. Dogs allowed.

The Pub at Donner Lake's patio has peak-a-boo views of the lake. It's super easy-going, with a solid selection of burgers, beers, and sandwiches. Dogs allowed.

Cornerstone Kitchen, on West River Street, recently got a new patio. It's a great spot to stop for breakfast or lunch while shopping in downtown Truckee. Dogs allowed. ▲

Bar of America's patio is great for people watching and filling up on classic American fare. Dogs allowed.

Cottonwood Restaurant & Bar has the best downtown view on their patio, and is great for a date night. Sorry, no dogs.

Grab your shades, your crew, maybe your pup, and go find a patio that calls your name. It's the Truckee way to connect with friends over good food, fresh air, and those spontaneous patio moments in the sunshine.

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OCCUPATION

Truckee Police Sergeant

ORIGINALLY FROM Truckee

HOW LONG IN TRUCKEE

49 years and counting

WHY TRUCKEE

It's the place I love! Growing up in Truckee was the best experience one can ask for. My family has a historical footprint in Truckee. The lumber and railroad industry was the largest employer in Truckee, dating back to the 1960s. They employed my father, uncles, family friends and other Truckee "Locals" all worked for them. Back then, I grew up surrounded by hard-working families such as the Martinez, Diaz, Herrera, and Lamas families. These families took pride in their work, helped each other and other community members out. I decided to remain in Truckee to give back to our community as a Police Officer.

Raising a family here has been the best decision I made. Truckee is a beautiful place. A place that gives us freedom to choose from a plethora of outdoor activities. All in our backyard, for FREE! Keep smiling, it's contagious!

FAVORITE THINGS ABOUT TRUCKEE

Fresh air, Winter, Spring, Summer and Fall!



THE GROCERY LOOP

TRUCKEE'S BEST MARKETS FOR EVERY SHOPPER

What you eat matters—not just for taste, but for your health, too. A good rule of thumb when it comes to feeding yourself or your family is: buy the best food you can afford. Just five years ago, this was easier said than done in Truckee. We only had a few options for groceries, and many would drive to Reno to stock up on groceries as well as gas. With new markets opening up, there's more competition, which has helped bring prices down. And now east Truckee residents don't have to drive across town to get groceries.

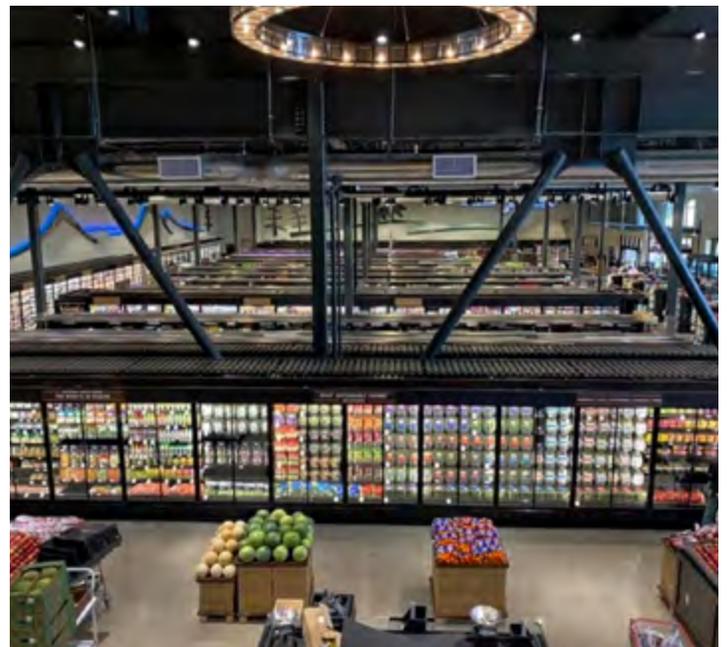
Now Truckee shoppers can take advantage of the variety of offerings from several local markets, completing a grocery loop. Each stop provides something unique that may not be available anywhere else—authentic, homemade salsa, fresh meat from local ranches, ripe produce grown just down the hill, or peanut butter ground in real time. Here are the best markets for checking off your grocery list.

RALEY'S O-N-E MARKET

Best for elevated everyday shopping ►

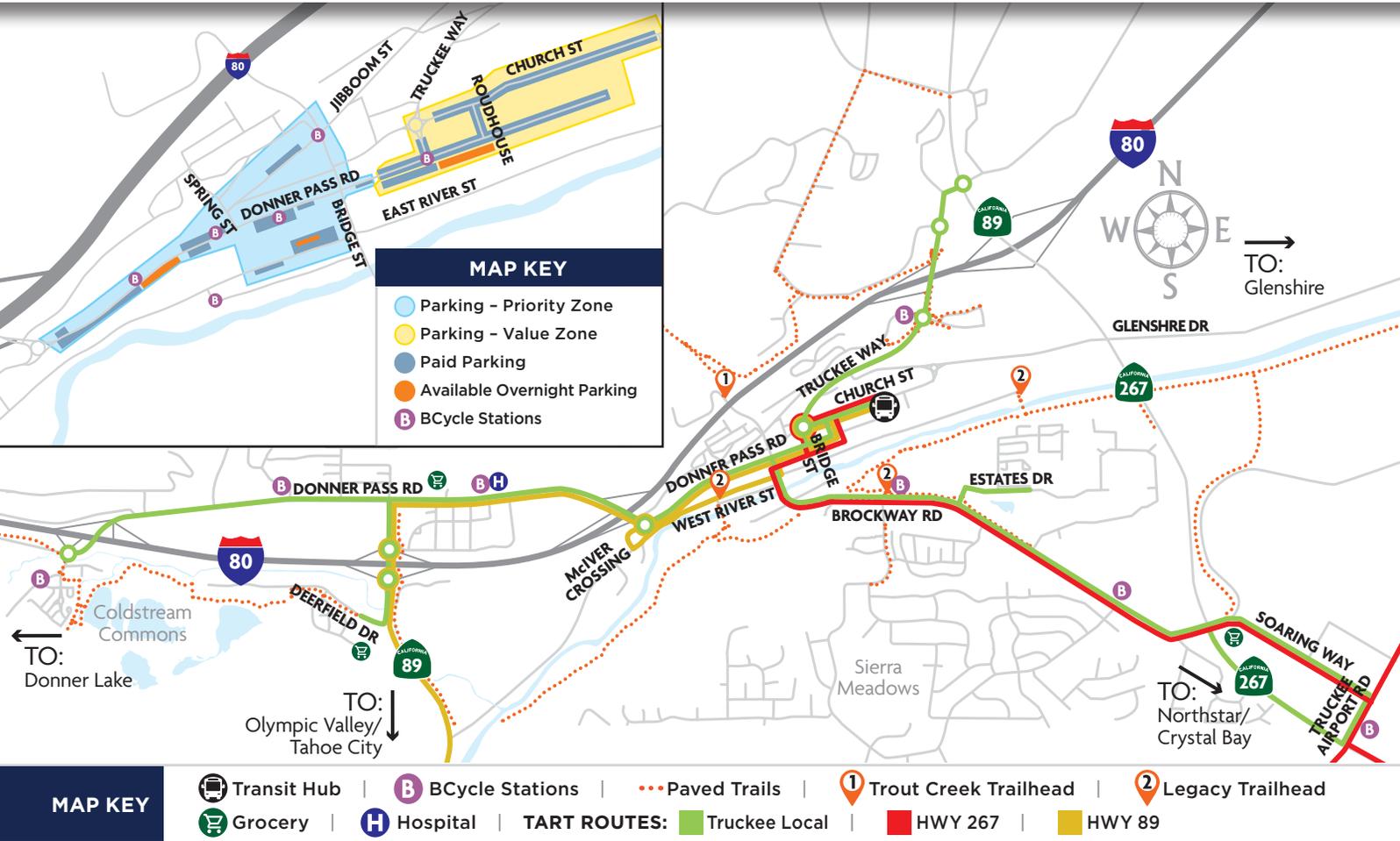
Raley's hits the sweet spot between mainstream and mindful. The O-N-E Market concept (Organics, Nutrition, Education) focuses on everyday essentials that are better for you, including a well-stocked produce section with a good organic selection. Their Raley's Purely Made products feature foods free from over 100 banned ingredients

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TRUCKEE Transit & Trails

Transit & Parking Options | Bikes & E-bikes | Special Events Shuttles



The Town of Truckee is committed to protecting our environment by offering an array of programs that make it fun and easy to leave your car at home. Check out these great options to get to events and around town.

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TahoeTruckeeTransit.com

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For Special Event Shuttle Hours & Routes, visit:

TownOfTruckee.gov/Transportation





and processes. Raley's carries a good deal of locally-made products by small producers, from beer to ice cream and gifts. The deli has all the goods: full meals, made-to-order pizzas in about 10 minutes for only \$14.99, smoothies, fresh juices, and more.

Did you know? Head upstairs for a beer or glass of wine; the beautiful McKinney Loft features a wide-open café space that is great for gatherings or getting a little work done before you shop. You can order or bring up sushi, pizza, or deli items from downstairs. raleys.com



NEW MOON NATURAL FOODS

Best for organic, local produce, wellness products, and thoughtful gifts ▲

New Moon is the go-to for supporting small businesses, vendors, and local farms. You can grab organic pantry staples, superfoods, and supplements you won't find at big box stores. They have a dedicated staff member in the supplement aisle, always ready to help you fight that cold, ease a belly ache, or choose the right vitamin. It's also a great place if you're trying to use less packaging; bring your own containers and shop their bulk bins, with everything from granola to candy to tea to spices. They also have a machine that makes fresh nut butters! Grab a fresh juice or smoothie while you shop, or hit up the deli counter for lunch.

Did you know? New Moon's name celebrates new beginnings, and the company is dedicated to reinventing the food chain and helping everyone who visits find the healthiest and most harmonious ways of living. newmoonnaturalfoods.com



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TAHOE FOOD HUB

Best for local, seasonal produce, meats, and dairy ◀

If you want to eat local, this is the place. Tahoe Food Hub is all about small farms, sustainable food systems, and community. As a nonprofit organization, they are dedicated to supporting regenerative farming practices and good husbandry

Their Farmacy brick-and-mortar is located near the Truckee airport, and is where you'll find fresh fruits, veggies, dairy, meats, and prepared foods—all sourced from farms within 150 miles of Truckee. They have limited hours, so make sure and check their website.

Did you know? Order everything you need for the week online, including a Harvest Box—a curated selection of seasonal produce available once per week. tahoefoodhub.org

MI PUEBLITO MARKET

Best for authentic Mexican flavors and marinated meats ▼

On Deerfield Drive, Mi Pueblito Market is a family-owned market that brings Mexican cuisine to Truckee, offering a taste of authenticity that's hard to find elsewhere. The store provides a huge selection of specialty items like dried hominy, perfect



Continued on page 16

ON MOUNTAIN

ON AIR

ON THE LAKE

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LAKE TAHOE'S SOUNDTRACK TO ADVENTURE

SCAN TO LISTEN >>

TUNE IN, GEAR UP & GO!



for a hearty pozole, authentic spices, and more. Select from a variety of their marinated meats - an easy and affordable option for feeding a crowd or perfect for a cookout. Depending on the day, they offer pre-made Mexican favorites like burritos, tamales, tacos, ceviche-menudo, carnitas, and more.

Did you know? This is THE place to get homemade salsa. They have a variety of flavors, and once you've tried them, they'll end up being a refrigerator staple. [facebook.com/pueblitomarket](https://www.facebook.com/pueblitomarket)



BUOY & TRAP
Best for seafood ▲

Located in the Pioneer Center, Buoy & Trap fills the fresh seafood gap, offering a range of premium, sustainably sourced seafood. The market provides fresh catches such as California halibut, Ora King

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salmon, and sushi-grade ahi, oysters, shrimp, along with house-made crab cakes and clams. For a real treat, you can grab their signature items to go: Maine lobster rolls—served either chilled with citrus mayo and crispy shallots or hot with lemon butter—and a Hawaiian poke bowl featuring ahi tuna, mango, and spicy mayo.

Did you know? Buoy & Trap also provides fresh seafood catering for private events. buoyandtrap.com

MOUNTAIN VALLEY MEATS

Best for grilling season ►

The only dedicated butcher shop in town, Mountain Valley Meats offers all kinds of cuts from beef to lamb to game and more. They source their meat from ranches like Niman Ranch, Creekstone Ranch, Cascade Creek, and Durham Ranch. Mountain Valley Meats carries the best housemade sausages you've ever had in a variety of rotating styles, from classic brats to Brandied Apricot & Rosemary to their popular Potsicker sausages. And they're a great one-stop-shop, offering artisan condiments, side dishes, and local produce. When you're planning your next backyard BBQ, this is the place to stock up.



Did you know? You can preorder your meats for your next cookout. mountainvalleymeats.com

Continued on page 18





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TRUCKEE CERTIFIED FARMERS MARKET

Best for seasonal produce, flowers, artisan goods, and community vibes ◀

Every Tuesday from May through October 21st, from 8:00 a.m. to 1:00 p.m., the Truckee Farmers Market takes

over the Truckee River Regional Park with a colorful selection of farm-fresh produce, meats, locally-made bread, honeys, and so much more. It's where you go to chat with the growers, get the juiciest peaches of the season, or grab a just-baked sourdough boule. You can even find something unique, like homemade curry sauces or a hand-knit scarf. Come hungry, there's usually a local food truck ready to serve up breakfast and lunch.

Did you know? Farmers come from Truckee, Nevada City, Newcastle, Grass Valley, Auburn, Quincy, and more.

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The Truckee Library was built for 2,000 residents. Today, it serves over 15,000 library cardholders with a maximum occupancy of 54 people.

We need more space.

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Learn more at www.truckeevol.org

GROCERY OUTLET

Best for wine, cheeses, and budget-friendly surprises ▲

Grocery Outlet is where you can score real deals. One day it's fancy cheeses and organic snacks at half price, the next it's fresh berries and obscure European cookies. Although a lot of their items vary, the owners have made sure that there are always items you can always count on, like organic spinach and arugula, the best price on fresh organic chicken in town, Truckee Sourdough breads, and a very well-stocked freezer section with a lot of standards. It's a treasure hunt for budget-conscious shoppers and big families. You'll love the aisle that's stocked with kitchen items, pet goods, and toys for the kids. It's a "hey, I didn't even know I needed that" kind of shopping experience, and you won't leave with buyer's remorse, because it's affordable. The front area is always stocked with essential items for the season.

Did you know? They have the best budget wine section in town. Seriously. It's a sleeper hit. groceryoutlet.com

SAFeway

Best for mainstream essentials and late-night runs

Sometimes you just need to stop somewhere on your way home from picking the kids up from school. Safeway's location is smack-dab in the middle of town, with easy parking and several other stores nearby if you're checking errands off your list. It's one of the most convenient spots to get your basics, household items, and big-brand staples and they carry high quality produce and often have specials on their delicious pre-cut fruit bowls and veggie platters. They carry high-end cheeses and lunch meats and have a large variety of delicious options in their bakery also.

Did you know? They're open 24 hours a day, seven days a week! safeway.com



SAVE MART

Best for affordable family staples ▲

Located in the Deerfield Shopping Center, Save Mart is a low-key local favorite. They've got good prices, everything you need, and a strong meat section. They have been getting their produce as locally as possible, often from Central California or farms outside of Reno, before it was

cool to do so. Along with Safeway, this is where you can count on finding brand name products that you might not find at other stores, like your favorite yogurt, beer, or Claussen pickles. The deli is also worth checking out, with a nice selection of meats and cheeses.

Did you know? They offer amazing weekly deals! savemart.com

LITTLE NEIGHBORHOOD MARKETS

The Glenshire General Store in Glenshire Devonshire, Sticks Market on Donner Lake and Z Market in Tahoe Donner

If you find yourself in the middle of cooking, and you're missing an ingredient, hit up the neighborhood markets. They also carry beer, wine, and have their own delis. These spots are nice on the days you don't want to navigate the bigger stores or drive into town.

An advertisement for German Import Garage. The background is a scenic view of a lake and mountains. In the foreground, a white SUV is parked on a road. A couple is standing on a stone wall overlooking the lake. The text is overlaid on the image.

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Launch Season

BOATING, PADDLING,
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In Truckee, boating is to summer as skiing and riding are to winter. It's like a choose-your-own adventure, with your choice of rivers, reservoirs, and lakes to explore. On days when you're looking for some quiet solitude, a paddle on Prosser Creek Reservoir delivers. When you're feeling more like a cocktail cruise, Donner Lake on a power boat is pure magic. Head over to Stampede Reservoir for glassy, early morning wakeboarding. And don't forget the Truckee River! It's flowing all summer long with kayakers and tubers. This is your guide to boating, floating, kayaking, paddling, and soaking in all that summer sunshine on the water in Truckee.

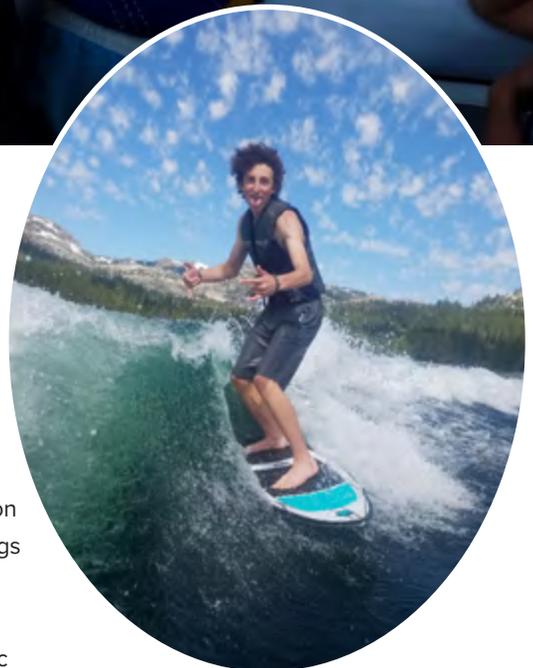
STEP 1: CHOOSE YOUR VESSEL

Motorboats

Cruise, fish, ski, wakeboard, or just feel the wind in your hair. Head to Boca or Stampede Reservoirs, local go-tos for motorboats that offer plenty of space to really open it up. Water skiing is popular on both, especially on warm summer mornings when the lake is still glassy. Donner Lake also allows motorized boats, with a public launch ramp on the west end and a scenic loop that's perfect for slow rolls or a bit of tubing fun.

Sailboats

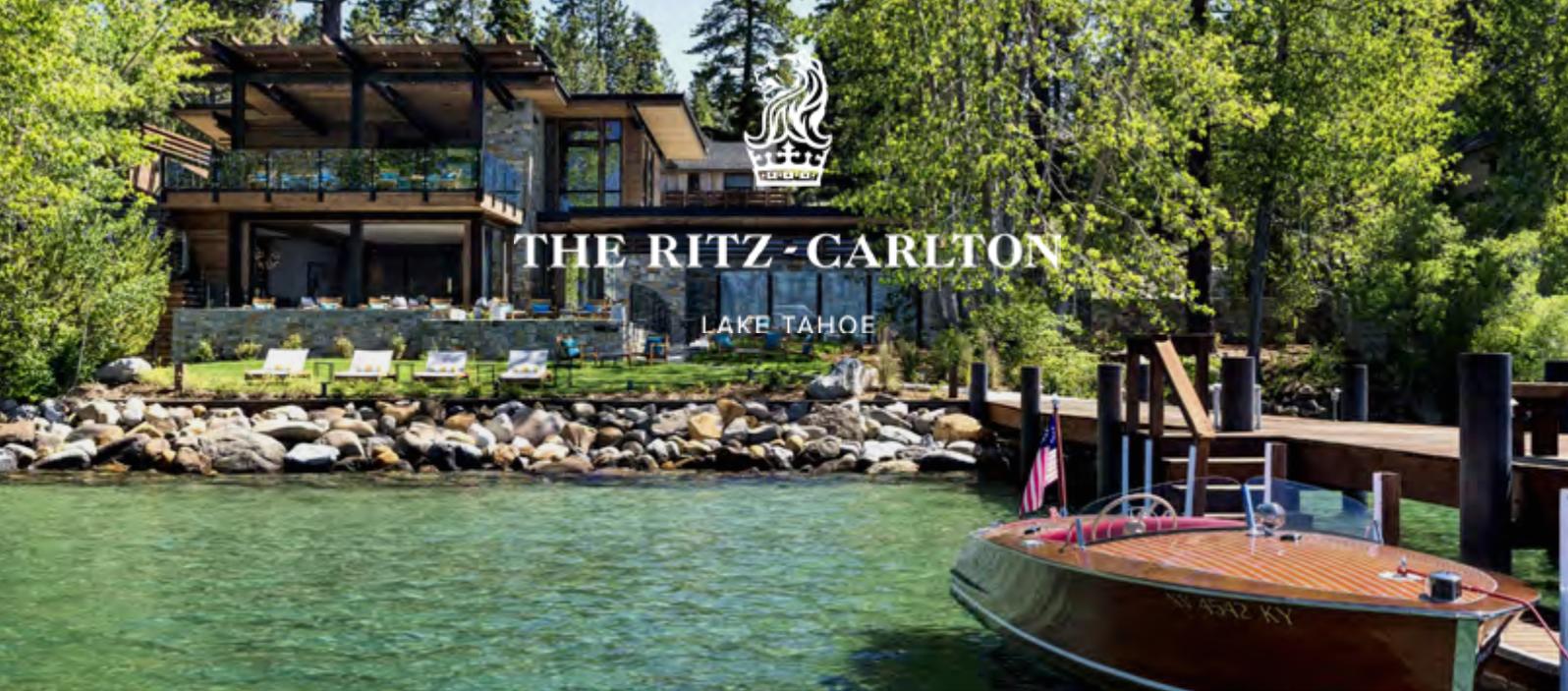
Small sailboats can often be seen dotting Donner Lake and taking advantage of the wind that picks up in the afternoons. If you've got a small sailboat or dinghy, this is a fun place to catch a breeze and enjoy the views.



Stand-Up Paddleboards (SUP)

Prosser and Donner Lake are ideal for stand-up paddle boarding on calm water, easy access, and sunrise paddles that feel like you've stepped into a postcard. If you're feeling like exploring a bit outside of Truckee, head over to Webber Lake or Independence Lake (more on these guys below).

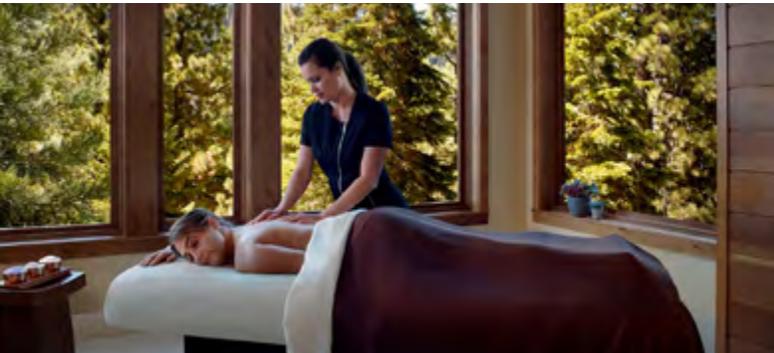
Continued on page 22



Endless Summer Activities Await at The Ritz-Carlton, Lake Tahoe

Experience the unparalleled luxury of The Ritz-Carlton, Lake Tahoe this summer. Recently reimagined through an extensive two-year renovation, this slopeside haven is a destination within itself, offering endless possibilities for travelers of all ages and interests. Indulge in an exclusive lakeside oasis with a day at the Lake Club featuring private Mastercraft boat rentals, discover redefined culinary experiences at Manzanita and Living Room Lodge, unwind in The Ritz-Carlton Spa, Lake Tahoe with a rejuvenating seasonal treatment, or enjoy a lively evening fit for the whole family at our Topgolf Swing Suites.

We appreciate the continued support of our neighbors and are delighted to welcome the return of the Locals Card, featuring exclusive offers for local residents. Contact us at 530-562-3051 to learn more.



Celebrate Wellness

Join The Ritz-Carlton Spa, Lake Tahoe in total mind and body rejuvenation as we host a Global Wellness Day celebration, featuring sound healing, fitness classes, mindful meditation, cooking classes, and more. Global Wellness Day activities will take place June 13 - June 14. Dial 530-562-3030 to learn more and reserve your spot today.



Summer Brunch Sundays

Manzanita welcomes you to a weekend brunch like no other. Join us the first and third Sunday of each month for an elevated take on Sunday brunch. Indulge in innovative seasonal fare while basking in the warmth of the summer sun and the ambience of this reimagined culinary experience. Dial 530-562-3050 to reserve your table today.



Kayaks and Canoes

Human-powered boating is such a rewarding way to experience the Sierra. It's quieter than a motorboat, less finicky than a sailboat, and a great workout. Launch your kayak or canoe off the shores of Prosser, drop in at Boca or Stampede to explore the inlets, or take in the scenery at Donner Lake. A local favorite is to paddle from one of the public piers into the coves along the Donner Lake State Park.

River Rafts and Tubes

Floating the Truckee River is a bit of a rite of passage. For a more mellow flow, start in Tahoe City and flow down to River Ranch. It's slow, scenic, and just splashy enough to keep things fun. Truckee River Rafting offers everything you need, including shuttles. Learn more at truckeeriverraft.com. For the more adventurous, line up a shuttle with friends and float the Truckee River from West River Street to Glenshire. There are no services here; you're on your own, so make sure you have everything lined up before you go. And for even more adventure, book a guided tour on Class 2 and 3 rapids with Tributary Whitewater Tours, whitewatertours.com.

STEP 2: CHOOSE YOUR BODY OF WATER (AND KNOW THE RULES)

Donner Lake

This iconic alpine lake is right in town and checks all the boxes: easy access, public docks, motorized and non-motorized boating, and some of the best views around. There's a public boat launch at the



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West End, and you can rent paddle boats and motorboats from Donner Lake Marina. Learn more at donnerlakemarina.com. It gets busy in summer, so early mornings are your best bet for calm water and parking.

The rules: All motorized and/or trailered watercraft must undergo a mandatory self-inspection before launching. This is part of the Town of Truckee's Watercraft Inspection Program aimed at preventing the spread of aquatic invasive species. Self-inspection forms can be submitted at the Truckee Police Department lobby, and there is no cost for the inspection sticker. For more detailed information, including inspection forms and guidelines, visit truckeepolice.gov/support-services/watercraft-inspection-program.

Boats may not be anchored on Donner Lake for more than 72 hours. After this period, they must be removed from the lake for at least 24 hours before re-anchoring.

Boca Reservoir

Just a quick drive off I-80, Boca is a favorite for motorboats, jet skis, fishing boats, and paddlers. There's a boat launch on the western shore (drive over the dam to get there) and plenty of shoreline to set up for the day. It's one of the more active spots, especially on weekends, so expect a bit more energy and noise.

The rules: Boaters must complete a Sierra or Nevada County Self Inspection Permit prior to launching. Forms are also available at the launch ramps. Learn more at business.truckee.com/list/member/truckee-boat-inspections-5657.

Stampede Reservoir

Stampede is more off the beaten path, which makes it great for boaters who want space to spread out. It's a top spot for water



skiing, wakeboarding, and fishing. The water stays cool and clean all summer, and the Forest Service maintains a boat ramp for easy access.

Continued on page 24



AviClear Acne Treatment The first and only FDA-cleared laser treatment for mild to severe acne

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The rules: Boaters must complete a Sierra or Nevada County Self Inspection Permit prior to launching. Forms are also available at the launch ramps. Learn more at business.truckee.com/list/member/truckee-boat-inspections-5657.

Prosser Creek Reservoir

Quiet, calm, and perfect for paddlers, Prosser is ideal for kayaking, canoeing, and SUP, thanks to its glassy mornings and no-wake rules. Find a boat ramp at Prosser Ranch Group Campground at the end of Prosser and Lakeside Campground Road on the west side of Prosser Reservoir. Or carry in your gear from several shoreline pullouts.

The rules: Power boating is allowed, but a 10-mph speed limit is enforced. Boaters must fill out a self-service Aquatic Invasive Species form before boat launching. Forms are available at the boat launch by the campgrounds and at the Truckee Ranger Station.

Truckee River

Mix your boating with some floating on the Truckee River. Motorized boats aren't allowed here—this one's all about going with the flow.

The rules: No motors. Pack it out and leave no trace!

Lake Tahoe (North Shore)

Lake Tahoe's north shore offers big water for big adventure—sailing, cruising, kayaking, paddling, whatever you're feeling! Launches are located in Tahoe City and Kings Beach but keep in mind that Tahoe comes with extra regulations.

The rules: Tahoe includes mandatory boat inspections for motorized and non-motorized vessels. There is a strict 600-foot no-wake zone, which is equal to about two football fields. To measure, cruise at idle speed from the shore for about 90 seconds. Learn more about boat inspections for Tahoe and other regulations at trpa.gov/programs/environmental-improvement-program/watercraft.

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Webber Lake

This lake is an absolute dream for the paddler, kayaker, and canoe lovers. It's quiet, there's plenty of birding to enjoy, and you're socked into the beauty of nature. Bring a picnic and get ready to recharge.

The rules: Watercraft of all kinds are welcome, but there is a 5-mph speed limit. A boat ramp and trailer parking are available. Sierra Country requires an Aquatic Invasive Species form to be completed before launching. You can find that at truckeedonnerlandtrust.org/webber-lake-lacey-meadows.

Independence Lake

This 2.4-mile lake sits at 6,949 feet and is loved for its pristine surroundings. It's also home to one of only two self-sustaining lacustrine populations of Lahontan cutthroat trout. Learn more about Independence Lake at truckeedonnerlandtrust.org/independence-lake-preserve.

The rules: Effective May 1, 2022, The Nature Conservancy and Truckee Donner Land Trust require users of land trust motorboats at Independence Lake to show a California Boater Card. For information, visit californiaboatercard.com.

STEP 3: FIND RENTALS AND LOCAL RESOURCES

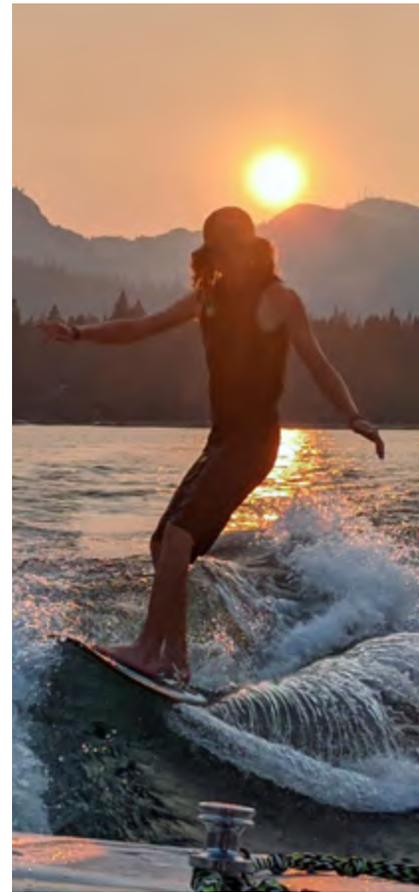
Donner Lake Watersports for boat rentals of all kinds.
donnerlakemarina.com

Truckee River Raft Company for rafts and shuttles.
truckeeriverraft.com

Tahoe Sports Hub for paddle boards, kayaks, and gear.
tahoesportshub.com

Tahoe Adventure Company for kayaks, paddle boards, and guided tours.
tahoeadventurecompany.com

Continued on page 26



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STEP 4: BOAT RESPONSIBLY

1. Life Jackets Are Essential

It's mandatory in California to have a U.S. Coast Guard-approved life jacket on your vessel for each boater. Children under 13 are required by law to wear one at all times. Ensure it fits properly and is in good condition.

2. Be Weather-Wise

Mountain weather can change rapidly. Check forecasts before heading out, and be prepared for sudden changes in wind or temperature. This is particularly important if you are not relying on a motor. If you are struggling in wind, consider paddling to shore to sit it out or hitch a ride.

3. Cold Water Caution

Even in summer, Truckee's lakes and rivers remain cold. Cold water shock is a real risk. Wearing a life jacket can provide insulation and buoyancy if you fall in.



4. Respect No-Wake Zones

Adhere to posted speed limits and no-wake zones to protect shorelines and other water users.

5. Clean, Drain, Dry

To prevent the spread of aquatic invasive species, always clean, drain, and dry your boat after use.

6. Mind Your Wake

Your boat's wake affects others. Be considerate, especially near shorelines, swimmers, and smaller vessels.

8. Stay Sober

Operating a boat under the influence is illegal and dangerous. Assign a sober operator to ensure everyone's safety.

9. Pack the Essentials

Bring necessary safety gear, including a whistle, flashlight, first-aid kit, and communication devices. These items can be lifesavers in unexpected situations.

10. Be Courteous at Launch Ramps

Prepare your boat before reaching the ramp to minimize wait times for others. Patience and courtesy go a long way during busy times.

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PROTECTING TRUCKEE'S WATERS FROM AQUATIC INVASIVE SPECIES

Aquatic invasive species (AIS) pose a significant threat to the health and beauty of our local waterways. These non-native organisms can disrupt ecosystems, outcompete native species, and impair recreational activities.

Why It Matters

Once introduced, AIS can spread rapidly, leading to long-term ecological and economic impacts. They can clog waterways, damage infrastructure, and diminish the natural appeal of our lakes and rivers.

Prevention Starts With You

Boaters and paddlers play a crucial role in preventing the spread of AIS. By following simple practices, you can help protect our waters:

Clean: Remove visible plants, animals, and mud from your watercraft and gear.

Drain: Eliminate all water from your boat, including live wells and bilges.

Dry: Allow your equipment to dry completely before entering another water body.

Stay Informed & Compliant

Before launching, ensure your watercraft has been inspected and cleared for use. For more information on AIS prevention and inspection locations, visit tahoeboatinspections.com.

Prepare for Inspection



✓ CLEAN

Clean all surfaces that touch water. Dispose of vegetation, mud, and sand. Remove any contaminants.

✓ DRAIN

Drain water from the bilge, empty ballast tanks, live wells, and sea strainers. Lower the outdrive to drain ALL water from intakes.

✓ DRY

Dry all compartments. Dry life jackets, ropes, and toys. Any water present during the inspection will increase your decontamination fee.

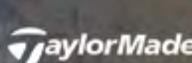
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Katie & Matt Chappell

OCCUPATION

Husband-and-wife partners at OLAB, a marketing and design studio located in historic Gray's Cabin in downtown Truckee. Founded in 2010, OLAB blends strategic thinking, bold creativity and contextual relevance to help their client partners deepen meaning and connection in unexpected ways.

ORIGINALLY FROM

Katie (Linnett) Chappell was born at Tahoe Forest Hospital and was raised in Truckee.

Matt Chappell grew up in West Sonoma County.

WHY TRUCKEE?

Katie grew up ski racing and working at her family's restaurants—OB's Board and Le Chamois. After studying at Saint Mary's College, she felt a pull back to the mountains and returned home. Soon after, she met Matt, and their shared life began. At OLAB, Katie is the seam stitch—keeping projects moving, teams aligned, and outcomes consistently exceeding expectations.

Matt moved to Truckee in 1997 to work and ride at Sugar Bowl. He later earned a degree in Communication Design from Chico, and built a dynamic career as a creative director/entrepreneur. Matt leads work for local, national, and international clients—balancing case-specific strategies and creativity with contextual relevance.

Together, Matt and Katie are deeply rooted in the local creative community. Their studio space—housed in their heirloom cabin originally built in 1858—has evolved into a collaborative hub that hosts some of the region's top talent, including Julie Brown, Jen Mitchell, Georgia Clark, GP Martin, Tim Manning, Katie Hawkins, and Gwen Petersen.

FAVORITE THINGS ABOUT TRUCKEE

Katie finds joy in giving back—whether helping in their daughters' classrooms at Wild River Waldorf School, trail running the local ridgelines or filling in where needed with Truckee Dirt Union, the nonprofit Matt co-founded in 2019 with Skye Allsop.

Matt finds his creative spark on his splitboard and his mountain bike—searching out clean lines and fresh perspectives is a constant for Matt. A passionate advocate for public lands, Matt has helped shape local 501c3 Truckee Dirt Union into a leading trail stewardship nonprofit in California.



INSIDE TRUCKEE TAHOE'S BURNING MAN SCENE

© BEN LAZAR



You don't have to be an artist, influencer, or hippie to attend Burning Man. Despite being a temporary city, like other cities, Black Rock City is made up of many different types of people. The diverse population of around 65,000 people includes doctors, mechanics, baristas, engineers, musicians – people of all ages and from all walks of life. You can ride your bike deep into the playa and come across a cart with ladies in their 70s handing out popsicles in tutus. Held the week before Labor Day in Nevada's Black Rock Desert, the event is just a few hours drive from Truckee-Tahoe, whereas many fly in from around the country and the world and spend thousands getting themselves and their gear there. So it's no surprise that several long-standing camps from Truckee-Tahoe return year after year.

Tahoe-Truckee camps bring the region's adventurous spirit, musical talent, and creative energy to the desert. You'll find everything from massive art installations and interactive camps to DJ sets with a mountain-town vibe.

There's no official tally of Truckee-based camps, but a study by sudden.net lists about 60 camps from the broader Reno/Carson/Tahoe area, with many based in Truckee.

Even if you're not going to Burning Man, you can connect with local Burners at the annual Tahoe Burning Man Picnic. Usually held the first weekend in August at the Truckee River Regional Park, it features music, dancing, and plenty of stories from the playa. You can also experience dance party fundraisers to support art installations or art vehicles throughout the summer. Check out Tahoe Burners on Facebook for more information.

Here's a look at some of the local theme camps and artists keeping the Truckee-Tahoe presence strong at Burning Man.

**EXPERIENCE
THE ART OF
BURNING MAN
AT REGIONAL
TAHOE-TRUCKEE
EVENTS AND
FUNDRAISERS**

Continued on page 32



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Disco Snail

Disco Snail is a creative project and a theme camp by Alyssa Olivera, who started the Alpine Artists Collective based out of the Truckee Roundhouse in 2022. Disco Snail, recently seen at the Western Lights Festival in Reno, will be their third art installation in a row at Burning Man. The snail will be an elevated and climbable art installation, placed on top of a large mushroom structure. Last year the Alpine Artists Collective brought out "Prismatic Perspectives," or as they started to call it, "Doors Galore." The very photogenic structure was made entirely out of doors - 32 of them. The sculpture represented opening new doors or chapters in life and invited people to step into new perspectives.

You may know: Alyssa Olivera, Mike Crabb, Pauly Miltner, Alissa Aiton, Jessica Robinson, Eryn Grill, Alex Robb, Jillian Culver





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The Donner Party

The Donner Party is an established Truckee/Donner Summit based theme camp known for its playful engagement. They refer to campmates as “hungry humans,” aligning with the camp’s darkly comedic theme. The Donner Party, who is always pleased to “MEAT” you, host afternoon BBQs with both plant and animal-based proteins from their covered wagon. They also have bumping dance parties from their art car, Waffles. You can spot them cruising around the playa on their palm tree adorned “Judgment Island,” created by campmates Michelle Mastroianni and Chris Houston.

You may know: Erich Lindeman, Chris Houston, Michelle Mastroianni, Reese Abel



in all its forms, inviting participants to embark on a journey filled with art, interaction, and unexpected experiences. Whether or not you go to Burning Man, join a fun dance party at the Community Arts Center downtown on Thursday, June 26th to help bring The Love Tram to the playa. thelovetram.com

You may know: Matt Connelly, Shannon Connelly, Justin Nistler, Stephanie Nistler, Meg Urie Rab, Nick Rab

Continued on page 34



Emergenc(y)

Originally the United Camp of Black Rock (UCBR), Emergenc(y) is named for their nonprofit, The Emergence Project, that supports bringing art to the playa. The crew started going out to the playa in 2008 and eventually built the Dusty Cobra art car, offering double decker rides, music, and impromptu dance parties all around the playa. Other events include pop-up pizza parties and other food pop-ups out in the dust. In 2022, they created Emergence (a large-scale Burning Man honorarium art piece); see p. 39. This year they’re bringing “The Love Tram,” which will be designed as a whimsical gondola suspended in the Black Rock Desert, offering a sanctuary for connection and creative expression. It celebrates love



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Camp Touch This

Camp Touch This is a welcoming theme camp based in Truckee with organizers in New York City and several campmates from Bend, Oregon and across the U.S. It's known for its great DJs and dance parties and a four-story "Cuddle Puddle" structure that's great for catching sunsets or chilling

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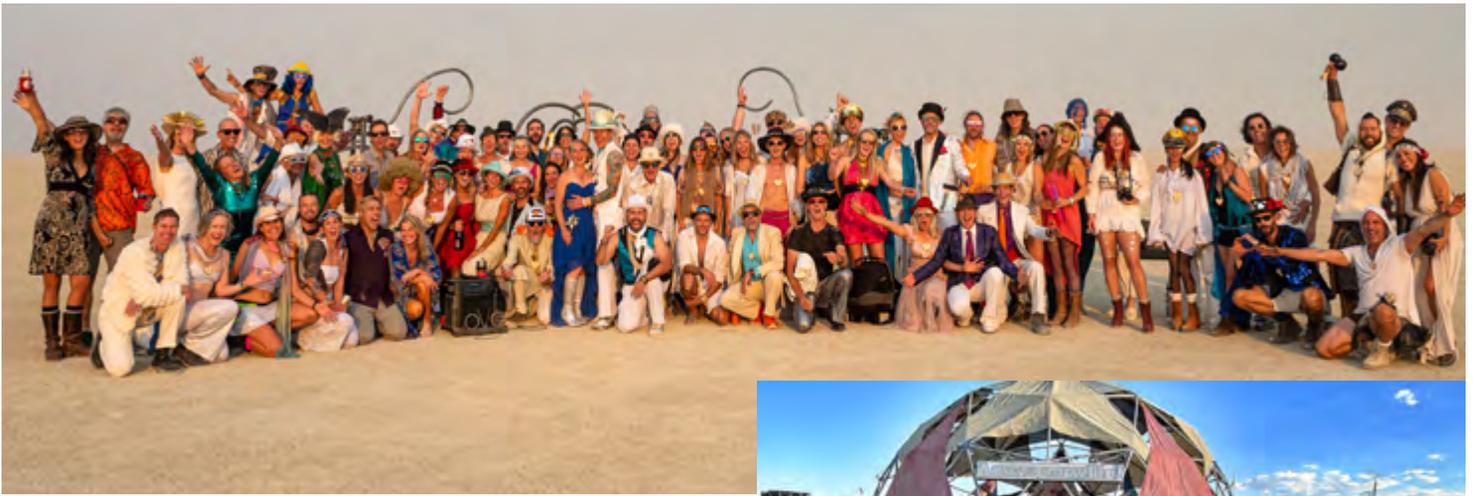
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out above the playa. You can find Camp Touch This at 9:30 and B by the tower and by the large, beautiful kinetic bike sculptures parked out front, including Dreamcycle by Randy Gates and Tron and others by Fred Besch. Their signature playa event, "Wet Woody Wednesday," features a steady flow of icy replicas of Garwood's signature cocktail and an hours-long dance party under their shade structure.

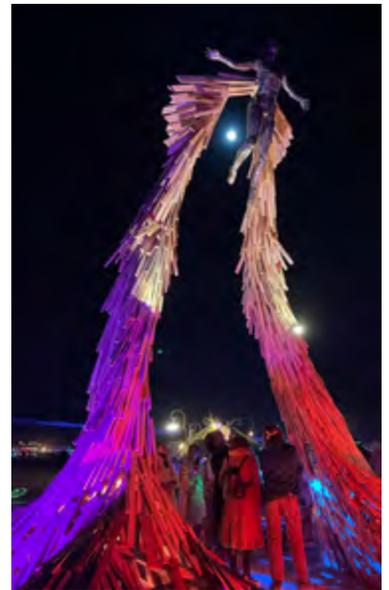
You May Know: Jodi Hubbell, Randy Gates, Fred Besch, Kath Irwin, Deanna Neu, Jaime Burge, Bryan Burns, Wendy Wright, Jodi & Steve Litster, Ben Lazar, Brad Keoka Taylor



Awesome!(ville)

Awesome!(ville) is a collective of Tahoe and Reno based friends who bring high-energy creativity and inclusive fun to the playa.

Known for their daily Crafts & Cocktails classes, live punk music performances, and aerial silks and interactive art, there's always a steady stream of shenanigans and space for participants to learn new skills, discover hidden talents, and enjoy a drink. With a mission to celebrate just how awesome you can be, Awesome!(ville) embodies the spirit of organized chaos and community engagement that defines the Burning Man experience. Founded in 2007, they are home to the



mutant vehicle Sinderella's Midnight Ride, a neon childhood dream. Their large-scale sculptural faction, Friends of a Feather, have built multiple works including 2023's Ascension, created in memory of a beloved original camper and founder of Tahoe Flow Arts studio.

You may know: Meredith Solin, Lindsay Dimitri, Susi McQueen, Martin Cavada, Nate Fryirs, Nick Palmer, Dana Olson, Bruce Lee, Mark and Lily Kuehne, Sam and Trina Padden, Brandon McGrath, Chris Fox, and in remembrance Kelly Smiley.

Continued on page 36



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www.mountainhightahoe.com



2025 off, but plan to return in 2026. The course creates features for Burners looking for a challenge, and they always have gifts for the riders, including stickers "I crashed on the Burning Man Bike Course," for those who qualify. The Bike Course founded MuMu Mondays - embodying the free spirit of spending the day in a shapeless dress - which has since become a playa-wide tradition. They also host the Nitro Bike Circus and Competition - a fun-filled spectacle for participants of all ages and abilities!

You may know: Jesse Desens, Tracy Desens, Scott Ackley, Shana Berger, Nate Melen

Continued on page 38



22nd ANNUAL
WINE, WALK & SHOP
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saturday, october 4 | 12-4 pm

Sip, stroll and shop your way through historic downtown Truckee. Enjoy wine tastings at 25+ venues, delicious bites and a vibrant atmosphere. Don't miss this iconic fall event!

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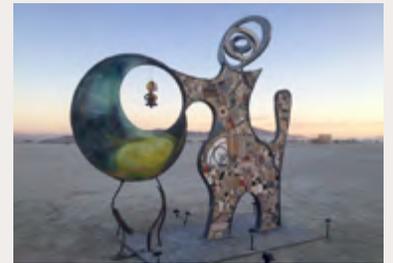
Truckee Tahoe Artists & Builders



Anton Standteiner & Mountain Forge
Individuality n. 1 or "Space Dog," 2016 with Arteclletica; Wings, 2018. As Truckee-Tahoe's premier blacksmith

and handcraft metal workers, Mountain Forge has contributed to numerous art installations for Burning Man over the years. For several years, Anton also set up the Blacksmith Shop on the playa, enlisting friends who are also blacksmith experts from Canada, Tasmania, and across the U.S. The eclectic shop received prime placement near Center Camp and also

right at the base of the Man in 2016 as part of "DaVinci's Workshop. The shop, with 8 anvils and 4 forges would open at sundown, with blanks for people to forge made according



to theme year. Burners would line up for hours to try their hands at this old world, yet still contemporary craft.



Mark Bjornson, Brown Chicken Log Works

Helga Viking Art Car, 2012; Suck Mutant Vehicle, 2013; Magnus Art Car, 2016 (all have been in the Truckee 4th of July Parade). Coming for 2025 - Swords in Stone, a 22' medieval sculpture made of wood that will be burned on the playa.





BRC Snow Club

Black Rock City Snow Club (BRCSC) started in 2021 as a social club to gather people who loved skiing/riding for après and to share the stoke. The club grew quickly to 700 members and they decided to bring BRCSC to Burning Man 2022 as an official theme camp. On the

playa, they hosted daily après ski parties and hosted snowball fights surrounded by snow-themed decor and interactivity.

They wanted to expand on the snow-themed goodness and had a vision to bring a ski slope to Black Rock City. Their first fundraiser was held at Alibi Ale Works in Truckee and featured DJs Major Trouble and RUMPUS who drew a big crowd. Success: the ski slope was created and built on the playa in 2023. Over the course of the week, they sent hundreds of participants down the hill on skis, snowboards, sleds, and even a snow skate. There were no major injuries (helmets are required). In 2024 they made the ski slope even bigger and they drew even more visitors. You can join BRCSC. Check them out on brcsnowclub.com.

You may know: Alexei Griesbach, AC Corona, Stavi Gamboa, Kyle Song

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Truckee Tahoe Artists & Builders



Matt Parkhurst,
Truckee Fire (Retired)
M Theory Mechanics, 2018;
several other pieces with fire.
As a career firefighter, Matt
knows quite a bit about fire
and is also an accomplished
welder, two things that go well
together for creating Burning
Man art. He has also made
several custom metal signs
that he has gifted to camps.

James Cole

Edna the Art Car,
2018. Edna the
Elephant has been a
party fixture around
Truckee-Tahoe with
a 12-speaker sound
system with custom
built 21" subs. A main
feature of Tahoe



camp “Meow What?!” Edna was a winner and crowd favorite
in the 2022 Truckee 4th of July Parade. James brings Edna
and her fantastic sound system and lasers to support many
Tahoe-Truckee events. ednatheelephant.com



Martin Cavada,

Artist & Alibi Ale Works

Martin has been a key
creative builder on several
large-scale Burning Man
sculptures spanning a
decade, Embrace, The Space
Whale, Phoenix Rising, The
Head Maze, Power to the
People, LOVE and Haha (by

Jeff Schomberg,
Artist), Ascension
(by Nick
Palmer, p. 35),
Emergence (by
Jesse Lightcap,
right), as well as
several art cars.



Truckee's Creative

BUSINESS COLLABS



Local Businesses that Team Up, Share Space, and Build Community

One of the things that makes Truckee so special is its small businesses. Run by families, individuals, friends, and partners, they put their heart and soul into what they offer to our community. Many of our local businesses come together in collaboration, helping to boost each other, keep costs down, or just provide another space to sell products. This summer, stop by one or all and support our local entrepreneurs!



BEST DRESSED COOKS

Pop into the Cooking Gallery in Downtown Truckee where you can outfit your kitchen and your closet. Shop for unique spices, kitchen tools, pottery, dishes, and really great gifts downstairs. Then, head on upstairs to browse through Dressed's rotating selection of always hip and trending styles for any age. Find them both at 10084 Donner Pass Road.



LOVE IN THE ATTIC

Also in downtown Truckee, if you look closely between Best Pies and the Sock Parlour, you'll find a tucked-away staircase. Climb up and enter Adele's Attic and Truckee Love's shared retail space. It's packed full of fashion items, from branded Truckee Love clothing and hats that shout your love for this little town to curated vintage and designer consignment items from Adele's Attic. You'll leave with new outfits that are one-of-a-kind and uniquely you. It's a win-win: shoppers get a mix of new and vintage, and both businesses benefit from shared foot traffic and energy. Find them at 10064 Donner Pass Road, Suite 2.

COFFEE AND CROISSANTS

Relatively new to Truckee, Mountain Brew is located on the west side of town, off the I80 roundabout, Donner Lake ramp in the remodeled 76 Station. The coffee shop is open and bright, with a warehouse and open loft feel. The deco garage door can

Continued on page 42



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make it a largely open air space in warm weather. Their coffee is amazing “naked,” and they have delicious housemade treats, but as owners Jaime Legare and Stacey Larson explained, “We make our food from scratch, but our goal is to provide our customers the best of Truckee, so we source our croissants from Cornerstone Bakery and sourdough and European-

style pastries from Wild Cherries. No need to duplicate what’s already excellent.” If you’re fueling an afternoon or early evening adventure, their robust menu after noon to 8:00 p.m. includes the freshest and biggest build-your-own salad options in town, and a tri-tip and cheddar sandwich and smoked pulled pork brioche, both made with meat procured from Man Welding Fire. If you’re short on time, but still hungry, order ahead online, pull into their drive-through and be on your way. Find them at 12373 Donner Pass Road.

PLANTS, POTS, AND PARTNERSHIPS

If you don’t have a Good Anya plant, then do you even live in Truckee? Just kidding, but really, if you haven’t been in the gorgeous green space at Good Anya, put it on your to-do list. Anya sells plants for your home and office and offers workshops, design consultations, and other programs to create beautiful living decor and to help keep your plants alive. And she partners with local artisans, selling their goods in the



ARE YOU PREPARED FOR *wildfire* SEASON?

Mitigating Risk

TDPUD takes action to reduce the risk of fire ignition from our equipment. We clear vegetation from power lines, and ensure defensible space on our properties, just like all Truckee residents should. And if you’ve ever wondered why we have more and longer power outages in summer and fall, it’s due to a safety setting in our system that reduces fire risk.

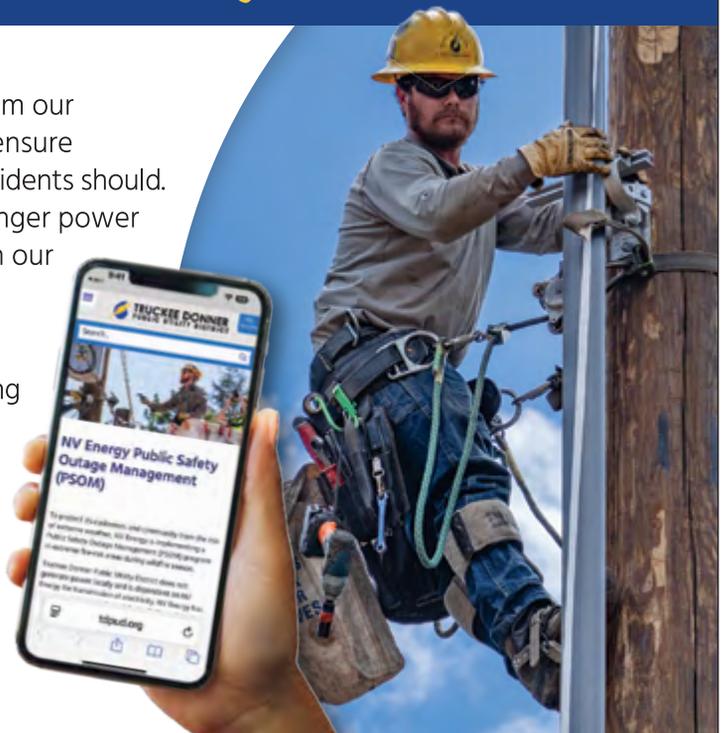
PSOM Outages

NV Energy may shut power transmission to our area during times of severe wildfire risk. Visit tdpud.org/psom to learn how to prepare for these outages.

Stay Connected to TDPUD

The best way to stay informed during an outage or an emergency is to enroll in TDPUD’s text alerts.

Visit tdpud.org/outage for a step-by-step guide for how to sign up.



TRUCKEE DONNER
PUBLIC UTILITY DISTRICT

(530) 587-3896 | tdpud.org/wildfire



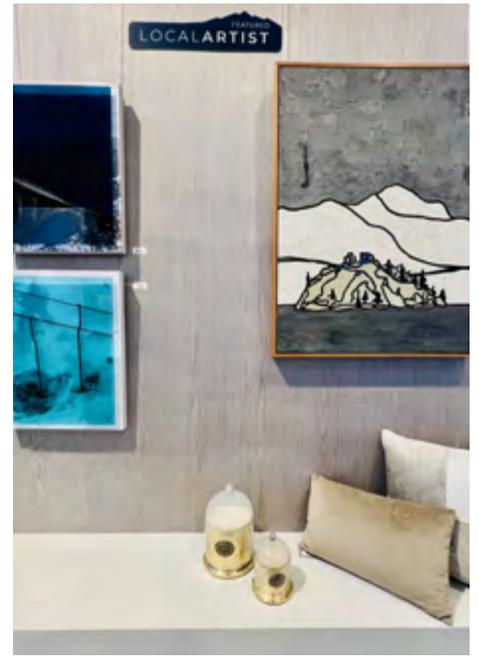


shop, providing even more variety if you're shopping for gifts. You'll find macrame, wood mosaics, and plant holders from Timms Made; locally-made soaps, lotions, and more from Quench Alp (formerly Quench Botanica); a new refill station from The Refresh to top off your bath, body, and home cleaning products; and a lot more. Find the shop in the Westgate Center at 11429 Donner Pass Road.



DECOR AND MORE

Tahoe Modern's 3,000 sq. foot Truckee showroom located in the Pioneer Center is heaven for anyone shopping for a new look for their home or office. Stroll through the meticulously designed, bright, and open space for home interior ideas and local art. They partner with local creators like Heartwood, Rebel Venetian, Nick Polinko, and more; all curated especially for modern mountain spaces. Find the showroom at 10700 Pioneer Trail, Unit 3.



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AIRPLANES, ART, AND AVOCADOS

Maybe you're flying out of Truckee airport, or perhaps enjoying the famous breakfast burrito at Red Truck (where you can add avocado to pretty much any of their dishes). Either way, enjoy the rotating art installation that hangs on the airport's walls. In partnership with the Truckee Cultural Arts District, the goal is to showcase over 100 local and regional artists annually, presenting four exhibitions a year for three years (2024–26). And yes, the art is for sale! Find it all at 10356 Truckee Airport Road.

BAKED-IN COLLABORATION

Truckee's only shared commercial kitchen space is helping chefs and cooks create and share their culinary offerings. At Kitchen Collab, food entrepreneurs—caterers, bakers, private chefs—share equipment, space, and ideas. Truckee Hot Sauce is one of them, perfecting their On The Go Rojo, Everyday Verde, and Happy Habanero hot sauces. Truckee Cookies is also baking their made-from-scratch flavors on site, like the Classic Chocolate Chip Cookie, Truckee Trailmix Cookie, Salted Dark Chocolate Walnut Cookie, and so many more. Place your order for pick up or delivery of delicious cookies while they are still warm from the oven!

These collaborations believe in lifting each other up, which is one thing that makes Truckee such a great place to do business. It's not so much about competition as it is about community and celebrating local creativity.

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Ryan Salm

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TART

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Tahoe Truckee Area Regional Transit

Annie Rosenfeld

OCCUPATION

General Manager, Tahoe Donner Association

ORIGINALLY FROM

Northern California Native: Arcata, Lassen/Redding foothills, and Truckee as a child.

HOW LONG IN TRUCKEE

I moved back to Truckee full-time in 1998.

WHY TRUCKEE

My mom moved our family to Truckee in 1991. I went to school in Finland, then was back and forth during early college years and finished my degrees at the University of Nevada-Reno. I was lucky to work at the Truckee-Donner Park and Recreation District during most of that time while holding other seasonal jobs at the ski resorts and coaching full-time for the Truckee Tahoe Swim Team. Didn't think I'd settle here, but the mountains kept calling, so I've been here since my early 20s, and there is no other place I want to call home. I eventually met my husband, Joe, and we are busy shuttling our son for all his activities these days.

FAVORITE THINGS ABOUT TRUCKEE

While I have seen Truckee change over the decades, one thing remains constant: this place offers a wealth of opportunities for everyone, from a recreational and natural resource perspective. I had the privilege of teaching a generation of Truckee children how to swim and recreate responsibly, and they are out in the world sharing their joy and stoke. So many incredible people make up our community, including part-timers. Through Truckee's "get stuff done" attitude, we get to work alongside amazing people to engage in conserving and restoring the natural environment for our future generations. I am constantly struck by how this community comes together to support those less fortunate and how to show up in significant ways. I am keenly interested in contributing to strengthening that sense of community and belonging.



The Hows and Whys of Truckee

How to Become (or Join) a Firewise Community

While life in the mountains comes with many rewards, it also means living with the threat of wildfire. That's why more and more of Truckee's neighborhoods are coming together to protect their homes, property, and peace of mind through the national Firewise USA® program. But what exactly is a Firewise Community—and how can you join (or start) one?



What Is a Firewise Community?

The Firewise USA® recognition program, managed by the National Fire Protection Association (NFPA), encourages neighbors to work together to reduce wildfire risks. Becoming a Firewise Community means taking measurable steps to improve defensible space, harden homes, and stay prepared with an emergency plan.

Communities that participate build a culture of wildfire readiness, where neighbors support each other, and everyone benefits from a safer environment.

Why It Matters

Insurance Relief: Many Truckee residents have faced rising premiums (or worse, policy

cancellations) due to wildfire risk. Being part of a recognized Firewise Community may help you qualify for insurance discounts or retain coverage with certain providers. (Check with your carrier for specifics.)

Real Safety Impact: Firewise Communities help slow or stop the spread of fire through coordinated fuel reduction, regular community work days, and home hardening efforts.

Peace of Mind: Knowing your community is prepared when wildfire strikes can make all the difference. From evacuation planning to resource sharing, Firewise neighborhoods are connected and ready.

How to Join (or Start) a Firewise Community

1. Check the List: Truckee already has several active Firewise Communities. If you live in one of these neighborhoods, you can reach out to your neighborhood lead to get involved.
2. There are about 30 communities within the Truckee Fire Protection District that are designated as Firewise, in addition to many communities in district outskirts. Here is a snapshot:
 - ◆ Tahoe Donner
 - ◆ Glenshire/Devonshire
 - ◆ Sierra Meadows
 - ◆ Ponderosa Palisades
 - ◆ Prosser Lakeview Estates
 - ◆ Martis Camp
 - ◆ Lahontan
 - ◆ Floriston
 - ◆ Sugar Bowl
 - ◆ Gray's Crossing
 - ◆ West End Donner Lake

3. Contact a Firewise Liaison: If your neighborhood isn't listed, you can connect with Truckee Fire Protection District's Wildfire Prevention team to learn how to organize a Firewise application in your area. Learn more at truckeefire.org/firewise.

4. Start Small: Firewise recognition doesn't happen overnight. It starts with a risk assessment of your neighborhood, followed by an action plan, a community work day, and ongoing education.

Ready to Get Involved?

Attend a Truckee Fire Firewise Virtual Office Webinar. They take place on the third Wednesday of each month from 3:00 - 4:30p.m. Learn more at truckeefire.org/ events. Tentative upcoming topics:

July 16: Risk Assessments

August 20: Action Plans

Visit truckeefire.org/firewise for resources, contact information, and support. Becoming Firewise means becoming part of a stronger, safer community.

Additional Resources

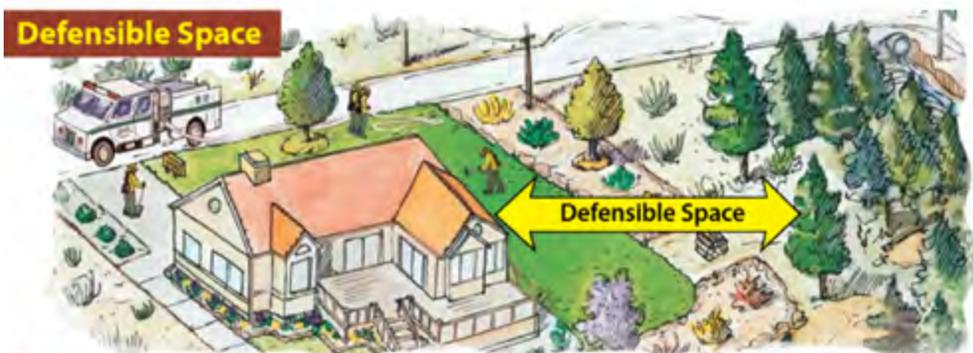
The Fire Safe Council for Nevada County, supporting communities in western county: areyoufiresafe.com

Placer County Fire Safe Alliance: placer.ca.gov/5721/Fire-Safe-Alliance

Tahoe Network of Fire Adapted Communities, supporting communities on Lake Tahoe: tahoelivingwithfire.com/get-involved

Fire Safe Nevada County Coalition: fire-safencoalition.org

National Fire Protection Association (NFPA): nfpa.org



"Defensible space" is an area between a house and an oncoming wildfire where the vegetation has been managed to reduce the wildfire threat and allow firefighters to safely defend the house.



Know Your Dealership

MERCEDES-BENZ OF RENO IS GIVING BACK TO NORTHERN NEVADA

Located on South Virginia Street, Mercedes-Benz of Reno sells premium new and used vehicles, as well as certified pre-owned Mercedes-Benz vehicles to residents of Northern Nevada and Lake Tahoe/Truckee, California. Did you know that they do a lot more than just sell and service vehicles? Mercedes-Benz of Reno is giving back to Northern Nevada in many different ways.

Opened in December 2003 and originally owned by Von Housen Automotive Group, the luxury car dealership was purchased by Winkel Motors in 2010. In 2015, Mercedes-Benz of Reno was purchased by AutoNation, America's largest automotive retailer. With the most J.D. Power Dealer of Excellence honorees in the country and the only automotive retailer with over 500,000 five-star reviews, AutoNation associates deliver a customer experience that you can't get anywhere else.

AutoNation was founded in 1996 by Wayne Huizenga, an American businessman, entrepreneur, and philanthropist. Sadly, Huizenga and his wife, Martha, both passed away from cancer a few years ago. To honor their legacy, AutoNation continues to give back to charity, particularly to cancer-related organizations. Through the company's DRVPNK mission, and with the support of its customers, associates, and communities, AutoNation has raised and

donated over \$40 million to drive out cancer, and will continue on in its cancer-fighting mission. If you want to help raise awareness about DRVPNK, drop by Mercedes-Benz of Reno for your free, branded, pink license plate frame.

Beyond AutoNation's sizable contributions toward cancer awareness, Mercedes-Benz of Reno also does a lot helping local businesses and causes. Tom Zumbo took over as the General Manager there just over a year ago and has been making many positive changes. The dealership donated ten thousand dollars to the new Conrad Breast Center at Renown Health. The center will be on the third floor of the new specialty care building at Renown South Meadows Medical Center, promising to be a multidisciplinary comprehensive breast center. Renown's leaders said that they hired architects to create thoughtfully designed spaces that will be more inviting and relaxing for patients. The Conrad Breast Center will be opening in late May of this year, a feat which has been made possible with the help of donors, such as Mercedes-Benz of Reno.

They also did a toy drive for Northern Nevada Children's Cancer Foundation and handed them a four-figure check and delivered 40 tote bags to the William N. Pennington Cancer Institute. Mercedes-Benz of Reno donated two

thousand dollars to the Tahoe Incline Golf Club and gave the University of Nevada, Reno's Ski Team a deal on a Sprinter Van for the team and agreed to do all of their vehicle servicing free of charge. That's not all for Mercedes-Benz of Reno, however. The dealership supports the Galena High School cheerleading team and the girls wrestling team, and additionally has given their support to the Reno Volleyball Club and the North Tahoe Avalanche Soccer club. Furthering their backing for sports programs, the dealership is a sponsor for Tahoe Endurance, a nationally recognized program that helps train children to become Olympic-level athletes.

Mercedes-Benz of Reno has also participated in supporting the American Foundation for Suicide Prevention with the American Suicide Prevention Walkathon, sponsoring both the start and finish lines. They've donated items to the Lion's club and Rocky Mountain Elk Foundation for silent auctions. Further help within the community has been given to the Reno Philharmonic, the Nevada Humane Society, the Mount Rose Snowsports Education Foundation, and, of course, the Sierra Nevada Section of the Mercedes-Benz Club of America.

While selling cars and servicing vehicles is what Mercedes-Benz of Reno will always be the most known for, it is important to not forget the other ways in which they help the community. They've recently put in a Dog Park at the dealership to welcome our furry friends. Milk bones and toys available! It's nice to see businesses that are focused on more than simply making money, and Northern Nevada is greatly improved through the efforts of the dealership.



Mercedes-Benz of Reno has donated \$10,000 to the new Conrad Breast Center at Renown Health in Reno.

MERCEDES-BENZ OF RENO SUPPORTS TRUCKEE MAGAZINE THROUGH PAID ADVERTISING.



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