WHAT IS THE TDMA?

The Truckee Downtown Merchants Association (TDMA) is a membership-driven non-profit organization that strives to create, support, and sustain a vibrant and visible downtown through solid membership and community collaboration.

TDMA focuses on the beautification of a vital, art-filled, welcoming, and authentic Downtown Truckee. By generating community events, TDMA brings together residents and visitors alike.

In fact, today Truckee remains as vibrant as ever. A thriving downtown with a variety of unique shops, restaurants, and entertainment options.

DINING:
- Truckee Tavern and Grill
- Pianeta Ristorante
- Moody's Bistro, Bar & Beats
- Jax on the Tracks
- Diego's
- Cottonwood Restaurant
- Coffeebar
- Bud's Sporting Goods
- Best Pies
- High Camp Home
- Gratitudes Gifts & Home Décor
- Gallery 5830'
- Dressed Boutique
- Cooking Gallery
- Carmel Gallery
- Simply Worded
- Mobo Law

LODGING:
- River Street Inn
- Redlight
- Salon Fandango
- Nicola B. Studio
- Glow Salon
- For Goodness Sake
- Wagon Train
- Uncorked
- Trokay
- Truckee Variety Co.
- Totally Board
- Tahoe University
- Tahoe Truckee T-Shirtery
- Tahoe Sports Hub
- Tahoe Posters
- Split Rock Music Co.
- Spirit Tahoe Interior Design
- Riverside Studios
- Pour House
- Nomad Boutique
- Mo, Jo & Zoe
- Atelier
- High Camp Home
- Gratitudes Gifts
- Gallery 5830'
- High Camp Home
- White Buffalo
- Totally Board
- Bellatoa
- Bluestone Jewelry & Wine
- Bolam Gallery
- Bespoke
- Truckee Variety Co.
- Totally Board
- Tahoe University
- Tahoe Truckee T-Shirtery
- Tahoe Sports Hub
- Tahoe Posters
- Split Rock Music Co.
- Spirit Tahoe Interior Design
- Riverside Studios
- Pour House
- Nomad Boutique
- Mo, Jo & Zoe
- Atelier

SHOPPING:
- Truckee Variety Co.
- Totally Board
- Tahoe University
- Tahoe Truckee T-Shirtery
- Tahoe Sports Hub
- Tahoe Posters
- Split Rock Music Co.
- Spirit Tahoe Interior Design
- Riverside Studios
- Pour House
- Nomad Boutique
- Mo, Jo & Zoe
- Atelier

FROM RENO-TAHOE INTERNATIONAL AIRPORT:
- Take I-80 East toward Sacramento. Take Exit 186
- One roundabout. Continue onto Bridge St. and turn left onto Donner Pass Rd.

FROM SOUTH LAKE TAHOE:
- Take I-80 East toward Sacramento. Take Exit 186
- One roundabout. Continue onto Bridge St. and turn left onto Donner Pass Rd.

FOR MORE HISTORY VISIT TRUCKEEHISTORY.ORG

FOR MORE INFORMATION CALL THE CALIFORNIA WELCOME CENTER 530-587-2757

TRUCKEE.COM
Historic Downtown Truckee

Truckee’s alluring charm is the perfect balance of outdoor adventure and fascinating history. With a colorful and varied heritage that includes the Donner Party, the railroad, logging and ice-harvesting, Truckee proudly retains much of its Old West character. In fact, today Truckee remains as vibrant as ever. A touch of history, spiced with inviting shops, galleries, delicious cuisine and quaint, cozy inns make Truckee as much a part of the Sierra experience as it was over a century ago.

WHAT IS THE TDMA?

The Truckee Downtown Merchants Association (TDMA) is a membership-driven non-profit organization that strives to create, support, and sustain a vibrant and visible downtown through solid membership, community collaboration, and unique events; ensuring a vital, art-filled, welcoming, and authentic Downtown Truckee for residents and visitors alike. TDMA focuses on the beautification of the Historic District, marketing, advertising, and economic development. Funding for these efforts is largely raised through a number of very successful, annual events held in Historic Downtown Truckee, including: Truckee Thursdays, Art & Soul Downtown Truckee ArtWalk, Truckee Follies, and Cocktail Bingo. Other, non-revenue generating community events we bring to Historic Downtown Truckee are: Downtown Halloween Parade, the Downtown Holiday Festival & Bud Fish Tree Lighting, and Festive Fridays.
— Warren Richardson built this Victorian home in 1887. It was the first saloon heading east and the last saloon heading west. It also housed Truckee’s original telephone office.

— Old Joe Museum — Built in 1875 out of native stone, the brick was added around 1949. This was one hopping place in its hay-day when the Winter Carnivals were a big draw. In 1894, it was converted to a hotel with steam heat and was renamed to the Truckee Hotel in 1977 after a major renovation. The building was renamed to the Alpine Riverside for the 1960 Winter Olympics and has several name changes since. A major fire destroyed most of the building in 1909.

— Railroad Museum — Showcasing early Truckee industries, the museum is open on summer weekends.

— Logan’s — Built in 1873, it is the second oldest building on the block. Logan’s was the first store with electricity in 1887, and was renamed to the Silver Mirror.

— First and Last Chance Saloon — It was the first saloon building east and the last saloon heading west. It housed Truckee’s original telephone office.

— Old Joe Museum — Built in 1875 out of native stone, the brick was added around 1949. This was one hopping place in its hay-day when the Winter Carnivals were a big draw. In 1894, it was converted to a hotel with steam heat and was renamed to the Truckee Hotel in 1977 after a major renovation. The building was renamed to the Alpine Riverside for the 1960 Winter Olympics and has several name changes since. A major fire destroyed most of the building in 1909.

— Railroad Museum — Showcasing early Truckee industries, the museum is open on summer weekends.

— Logan’s — Built in 1873, it is the second oldest building on the block. Logan’s was the first store with electricity in 1887, and was renamed to the Silver Mirror.

— First and Last Chance Saloon — It was the first saloon building east and the last saloon heading west. It housed Truckee’s original telephone office.

— Old Joe Museum — Built in 1875 out of native stone, the brick was added around 1949. This was one hopping place in its hay-day when the Winter Carnivals were a big draw. In 1894, it was converted to a hotel with steam heat and was renamed to the Truckee Hotel in 1977 after a major renovation. The building was renamed to the Alpine Riverside for the 1960 Winter Olympics and has several name changes since. A major fire destroyed most of the building in 1909.

— Railroad Museum — Showcasing early Truckee industries, the museum is open on summer weekends.

— Logan’s — Built in 1873, it is the second oldest building on the block. Logan’s was the first store with electricity in 1887, and was renamed to the Silver Mirror.

— First and Last Chance Saloon — It was the first saloon building east and the last saloon heading west. It housed Truckee’s original telephone office.

— Old Joe Museum — Built in 1875 out of native stone, the brick was added around 1949. This was one hopping place in its hay-day when the Winter Carnivals were a big draw. In 1894, it was converted to a hotel with steam heat and was renamed to the Truckee Hotel in 1977 after a major renovation. The building was renamed to the Alpine Riverside for the 1960 Winter Olympics and has several name changes since. A major fire destroyed most of the building in 1909.

— Railroad Museum — Showcasing early Truckee industries, the museum is open on summer weekends.

— Logan’s — Built in 1873, it is the second oldest building on the block. Logan’s was the first store with electricity in 1887, and was renamed to the Silver Mirror.

— First and Last Chance Saloon — It was the first saloon building east and the last saloon heading west. It housed Truckee’s original telephone office.

— Old Joe Museum — Built in 1875 out of native stone, the brick was added around 1949. This was one hopping place in its hay-day when the Winter Carnivals were a big draw. In 1894, it was converted to a hotel with steam heat and was renamed to the Truckee Hotel in 1977 after a major renovation. The building was renamed to the Alpine Riverside for the 1960 Winter Olympics and has several name changes since. A major fire destroyed most of the building in 1909.

— Railroad Museum — Showcasing early Truckee industries, the museum is open on summer weekends.

— Logan’s — Built in 1873, it is the second oldest building on the block. Logan’s was the first store with electricity in 1887, and was renamed to the Silver Mirror.

— First and Last Chance Saloon — It was the first saloon building east and the last saloon heading west. It housed Truckee’s original telephone office.
DOWNTOWN TRUCKEE

Truckee are: Downtown Halloween Parade, the Downtown Holiday Truckee, including: Truckee Thursdays, Art & Soul Downtown Truckee number of very successful, annual events held in Historic Downtown Truckee. These events, including (but not limited to) the annual Truckee Arts Festival, Truckee Wine Festival, and the Truckee Holiday Lighting, add to the vibrant downtown scene. The Truckee Downtown Merchants Association (TDMA) is a vibrant mix of shops, services, and restaurants, bringing life and energy to the area. The TDMA aims to create a vital, art-filled, welcoming, and authentic Downtown Truckee for those who live here and for those who visit.

In addition to the downtown area, Truckee is surrounded by beautiful natural landscapes. The Sierra Nevada Mountains and Lake Tahoe provide opportunities for outdoor activities such as skiing, hiking, and fishing. The Truckee area is a popular destination for outdoor enthusiasts.

Today, Truckee is a thriving community with a unique character. In fact, today Truckee remains as vibrant as ever. A place where you can experience the Sierra Nevada as it was over a century ago. The mountains and lakes are still a part of the daily scenery.

The Truckee area is a place where modernity meets history. The historic downtown area is filled with shops, services, and restaurants that cater to the needs of its residents and visitors alike. The charming streets are lined with buildings that date back to the old West era, making Truckee a place that is both historic and modern.

The Truckee area is a place where visitors can enjoy the Sierra Nevada experience as it was over a century ago. The mountains and lakes are still a part of the daily scenery, and the charming streets are filled with shops, services, and restaurants that cater to the needs of its residents and visitors alike. The historic downtown area is filled with buildings that date back to the old West era, making Truckee a place that is both historic and modern.
Historic Truckee are: Downtown Halloween Parade, the Downtown Holiday Truckee, including: Truckee Thursdays, Art & Soul Downtown Truckee development. Funding for these efforts is largely raised through a membership-driven non-profit organization that strives to create, the Truckee Downtown Merchants Association (TDMA) is a character. In fact, today Truckee remains as vibrant as ever. A and ice-harvesting, Truckee proudly retains much of its Old West charm. Truckee's alluring charm is the perfect balance of outdoor DINING/ • Squeeze In squeezein.com, 530-587-9814 • Pianeta Ristorante • Old Town Tap • Morgan's Lobster Shack morganslobstershack.com, 530-550-8208 • Marty's Café martyscafetruckee.com, 530-587-6274 • Marg's Taco Bistro moodysbistro.com, 530-587-8852 • Kynbo kynbo.com, 530-214-0850 • Jax on the Tracks jaxtruckee.com, 530-550-7450 • El Toro Bravo • Diego's • Dark Horse Coffee Roasters darkhorsecoffeeroasters.com, 530-587-5711 • Bud's Sporting Goods • Best Pies • 1882 Bar & Grill 1882barofamerica.com, 530-587-2626 • The Tourist Club • Aspen Leaf Interiors • River Street Inn • Redlight • Hotel Truckee Tahoe • Zenergy Massage & Wellness • Backstreet Framers • Bike Truckee bikebikerentals.com, 530-386-5700 • California Welcome Center truckee.com, 530-587-2757 • Chase International 530-550-2464 • Engel & Völkers 530-562-9210 • MOBO Law mobolaw.com, 530-214-0385 Simply Wmarked simplyworded.com, 530-214-0484 • Sierra Sotheby's sierra@sietherbyrealtor.com, 530-587-3500 • Tahoe Getaways tahogetaways.com, 530-583-0220 • CA 89 california89.com, 530-214-8989 • Cabona's cabonason.com, 530-587-3161 • Carmel Gallery thecarmelgallery.com, 530-582-0557 • Cooking Gallery 530-587-8303 • Dress the Party dresstheparty.com, 530-536-5111 • Dressed Boutique 530-582-1630 • ele chapman elachapman.com, 530-563-3512 • Gallery 5830' gallery5830.com, 530-902-0322 • Gratitude Gifts & Home Décor gratitudesgifts.com, 530-587-6858 • High Camp Home highcamphome.com, 530-582-6866 • Joanne's Stained Glass joannestainedglass.com 530-587-1280 • California Jean Bar 530-550-9933 • Knack knacktruckee.com, 530-536-5400 • La Galleria lagaleriatrifuckee.com, 530-587-5444 • Lorien Powers Studio Jewelry lorienpowers.com, 530-550-9610 • Marilyn's Catwalk 530-587-7467 • Mo, Jo & Zoe mojozoe.com, 530-587-3495 • Mountain Home Center mountainhomecenter.com, 530-550-8800 • Nomad Boutique shopnomadboutique.com 530-536-5058 • Nox 530-563-8098 • Pour House 530-550-9664 • Riverside Studios riversideartstudios.com, 530-587-3789 • Spirit Tahoe Interior Design spirittahoe.com, 530-587-0948 • Split Rock Music Co. 530-582-9378 • Sweets Handmade Candies sweetshandmadeckandies.com 530-587-6556 • Tahoe Dave's tahoeavoces.com, 530-582-0900 • Tahoe Oil & Spice tahoeoilandspice.com, 530-550-8857 • Tahoe Posters 530-582-4790 • Tahoe Sports Hub tahoessportsclub.com, 530-582-4510 • Tahoe Truckee T-Shirtery 530-587-5744 • Tahoe University tahoeeuniversity.com, 530-536-5085 • The Treehouse 530-587-4883 • Totally Board totallyboardtahoe.com, 530-582-1584 • Trucker Variety Co. 530-587-3117 • White Buffalo whitebuffalotahoe.com 530-587-4446 • Word After Word Books wordafterwordbooks.com 530-536-5099
WHAT IS THE TDMA?
ArtWalk, Truckee Follies, and Cocktail Bingo. Other, non-revenue
of the Historic District, marketing, advertising, and economic
membership, community collaboration, and unique events; ensuring
support, and sustain a vibrant and visible downtown through solid
The Truckee Downtown Merchants Association (TDMA) is a
the Sierra experience as it was over a century ago.

cuisine and quaint, cozy inns make Truckee as much a part of
touch of history, spiced with inviting shops, galleries, delicious
and ice-harvesting, Truckee proudly retains much of its Old West
adventure and fascinating history. With a colorful and varied
Truckee's alluring charm is the perfect balance of outdoor
squeezein.com, 530-587-9814
morganslobstershack.com, 530-550-9290
riverstreetinntruckee.com, 530-536-0005
W 89
Truckee
90
Kings
Beach
Incline
Village
Carson
City
Stateline
South
Lake
Tahoe
Lake
Tahoe
at Central Truckee. Turn right onto Donner Pass Rd. Pass through
downtown.
FROM SAN FRANCISCO: I-80 East toward Sacramento. Take Exit 186
at Central Truckee. Turn right onto Donner Pass Rd. Pass through
roundabout into historical downtown.
FROM SOUTH LAKE TAHOE: Lake Tahoe Blvd./US-50. Continue to
follow US-50 East (crossing into Nevada). Turn left onto NV-28 (crossing into
California). NV-28 becomes CA-28/N. Lake Blvd. Turn right onto N. Shore Blvd./
CA-267. Continue to follow CA-267. Turn left onto Brockway Rd. Pass through
one roundabout. Continue onto Bridge St. and turn left onto Donner Pass Rd.

For more information call the
California Welcome Center
530-587-2757
California Welcome Center | 10065 Donner Pass Rd.
historictruckee.com | truckee.com
For more history visit truckeehistory.org