

Truckee Core Values Fund Guidelines

The Truckee Core Values Fund awards marketing grants to local nonprofits who are producers or beneficiaries of events occurring within the Town Limits of Truckee and that highly align with at least one of Truckee's five core values:

- Healthy Lifestyle
- Family-Friendly
- Natural Beauty
- Community-Minded
- Arts, Culture, and History

The Grant Guidelines are as follows:

1. Grants are for events that are located in Truckee Town limits that have received any/all necessary permits in place from the Town of Truckee or other agencies as legally required before the event happens.
2. Events must clearly align with at least one primary Truckee Core Value.
3. Events must have a proven track record of engaging a diverse spectrum of the Truckee community (including second homeowners) or if it's a new event, be a strong/compelling new program that will accomplish high local citizen attendance and/or participation.
4. Events may occur any day of the week, year-round between January 1st, 2025 through December 31st, 2025.
5. Applicants must be a nonprofit organization, and if not, provide proof of partnership with a nonprofit organization as a beneficiary with an explanation of how any grant funds or event proceeds will be distributed to that entity.
6. Applicant organizations and/or the nonprofit benefiting organization can be located outside of Truckee town limits, however the event itself must take place within Truckee.
7. Grant funds must be used for marketing of an applicant's event. Applicants will be asked to explain what they intend to do with the grant funds in regards to the costs of event marketing.
8. Funding for the event should not fully depend upon TCVF grant funds to succeed.
9. Grant recipients will receive an award letter that includes marketing, branding, and reporting instructions, including the following:
 - Primary event marketing materials (printed, such as posters, rack cards, banners etc.) before and during the event must include logos of Town of

Truckee, Truckee Chamber of Commerce, and Tahoe Truckee Community Foundation listed as event sponsors OR supporters.

- Online event marketing (website event listing and Facebook event listing) must display logos OR include as text, “Supported by Town of Truckee, Truckee Chamber of Commerce, and Tahoe Truckee Community Foundation.”
 - Recipients must upload their event to [Truckee.com](https://www.truckee.com) by February 1, 2025.
 - Recipients must provide proof of liability insurance and name the Town of Truckee, Truckee Chamber of Commerce, and Tahoe Truckee Community Foundation as additional insureds.
 - Within 30 days after an awarded event, recipients must complete a brief online follow up report.
10. Events are not guaranteed to be funded every year. Demonstration of meeting funding guidelines the previous year will be key in seeking funding again.
 11. The application cycle begins October 14, 2024 and ends November 15, 2024.
 - Apply through the [Tahoe Truckee Community Foundation's online grant application portal \(https://bit.ly/TCVF-2024\)](https://bit.ly/TCVF-2024)
 12. Applicants will be notified of the committee’s funding decision by mid-December 2024.
 13. The Truckee Core Values Fund anticipates grant awards between \$500 – \$2000.