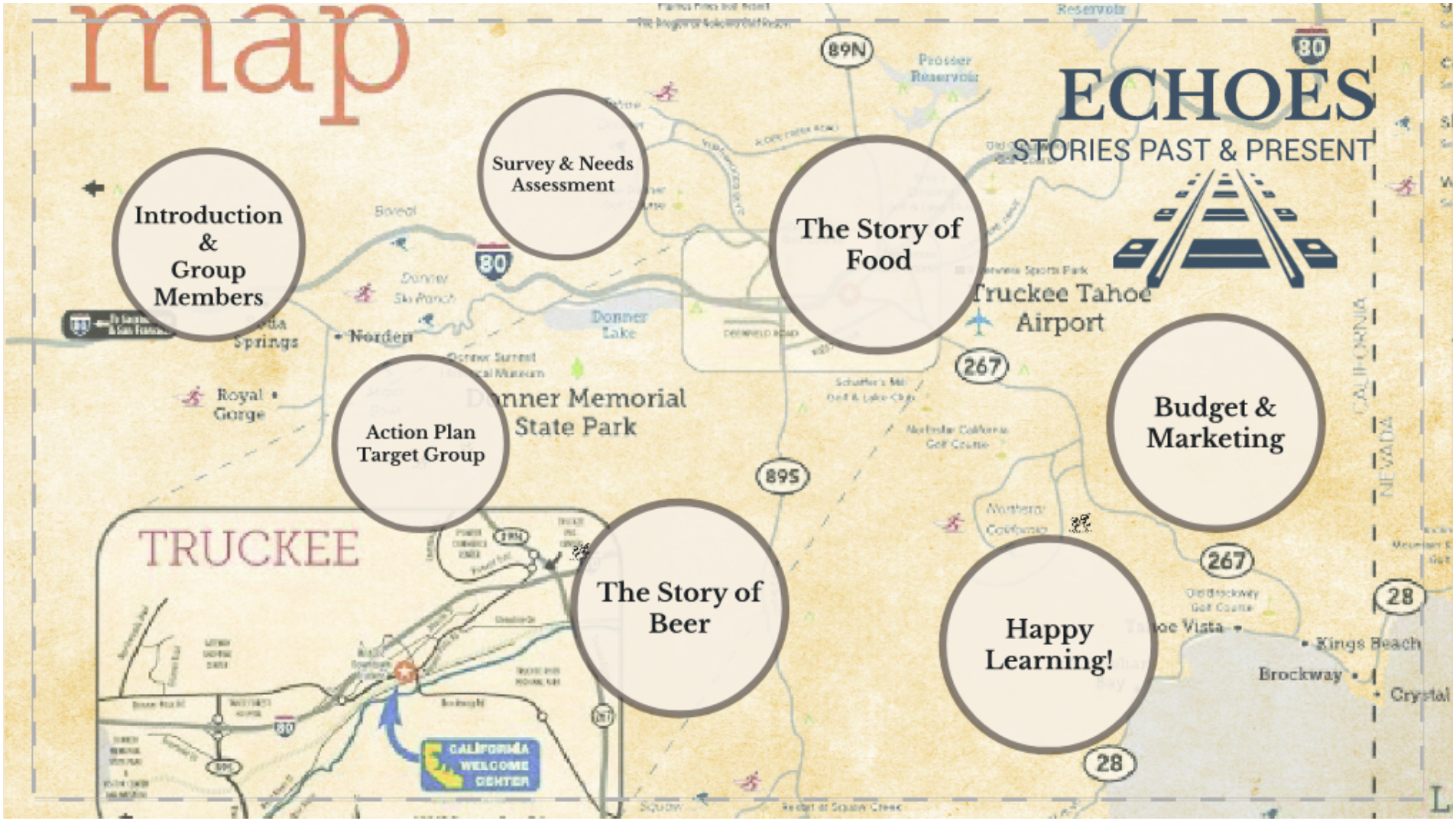
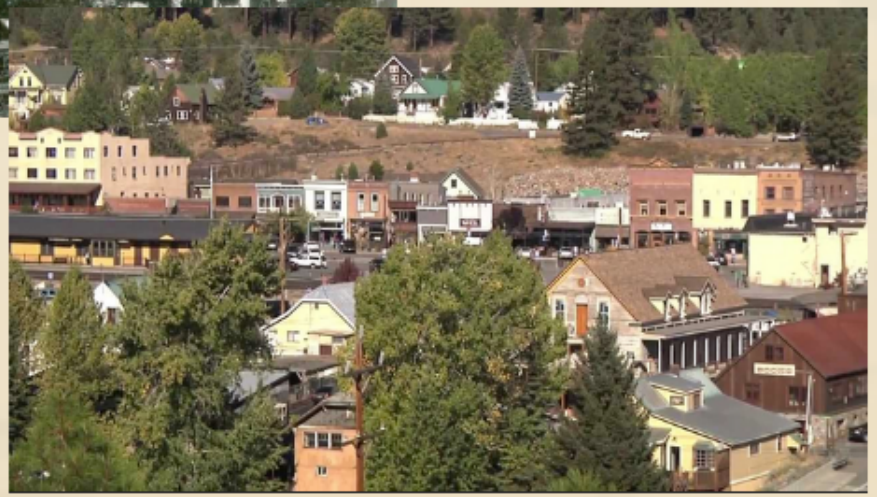
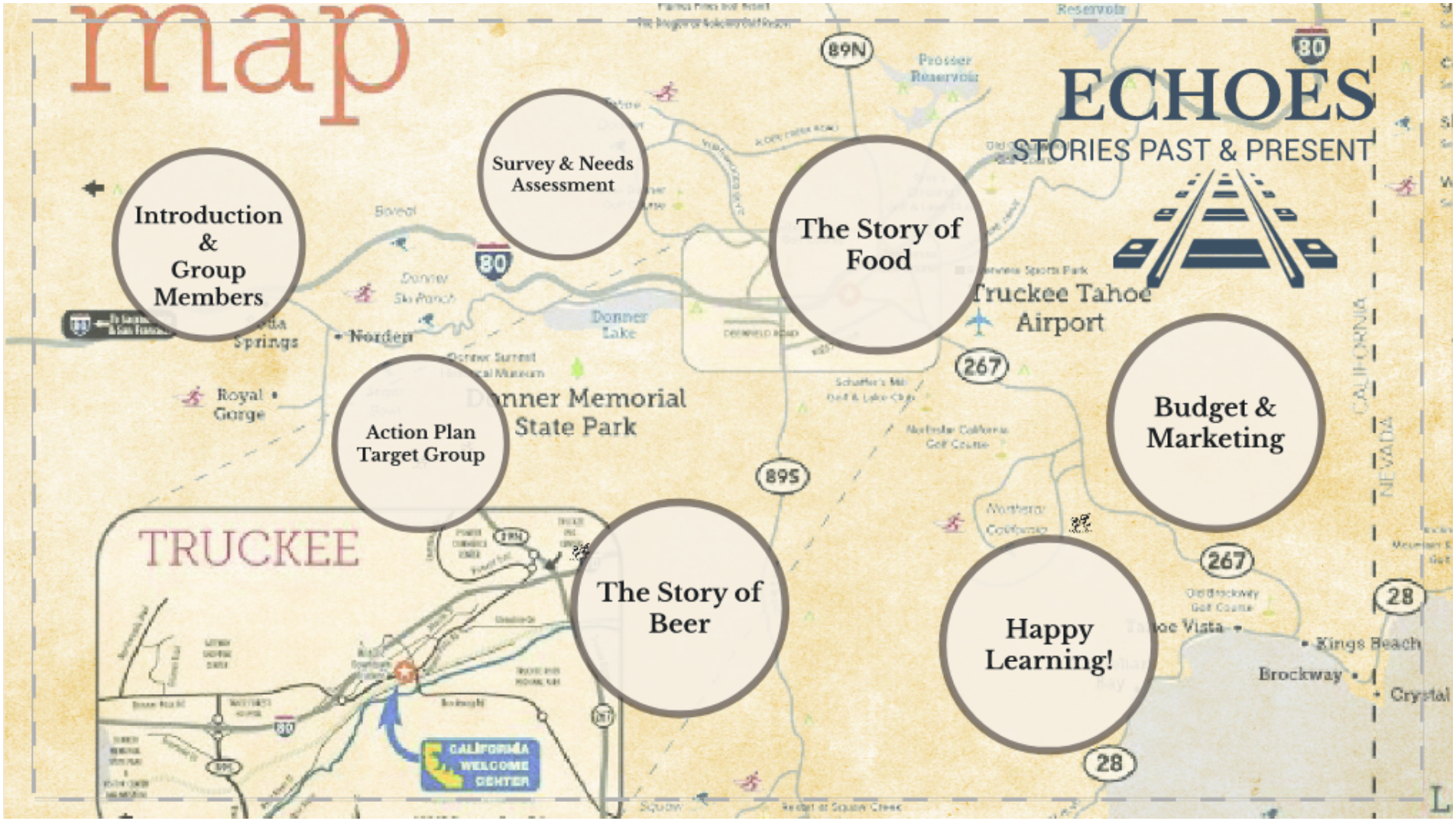

map
ECHOES
STORIES PAST & PRESENT
Introduction & Group Members
Survey & Needs Assessment
The Story of Food
Budget & Marketing
Action Plan Target Group
The Story of Beer
Happy Learning!
TRUCKEE
Truckee Tahoe Airport
Donner Memorial State Park
Donner Lake
Norden
Royal Gorge
Kings Beach
Brockway
Crystal
CALIFORNIA WELCOME CENTER
NEVADA
80
89N
267
895
28

Chelsea Walterscheid
Megan Hines
Jessica Grunst
Sue Drake
Jill McClendon
Action Plan
History Lessons with a Modern Twist
80

Action Plan
• Produce content that highlights **historic events**
• Pair the historic event with a **modern story**
• Design the content to **educate the viewer** on the area's history while highlighting local people, businesses, or organizations

Truckee Past and Present

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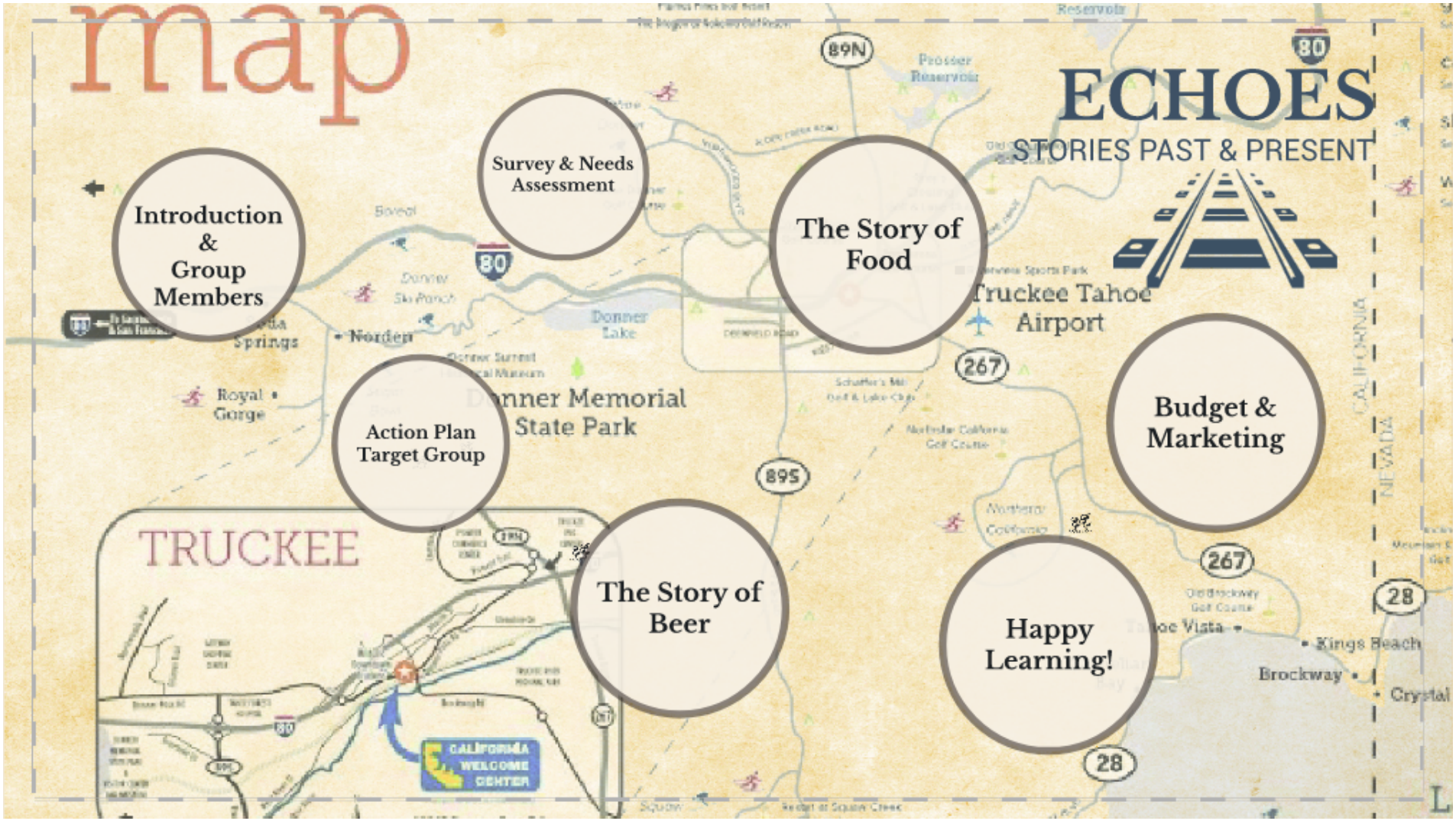
CALIFORNIA WELCOME CENTER

Action Plan Target Group

Our target group includes a wide range of people:

Anyone interested in history of the area
+
Anyone interested in current goings-ons in the community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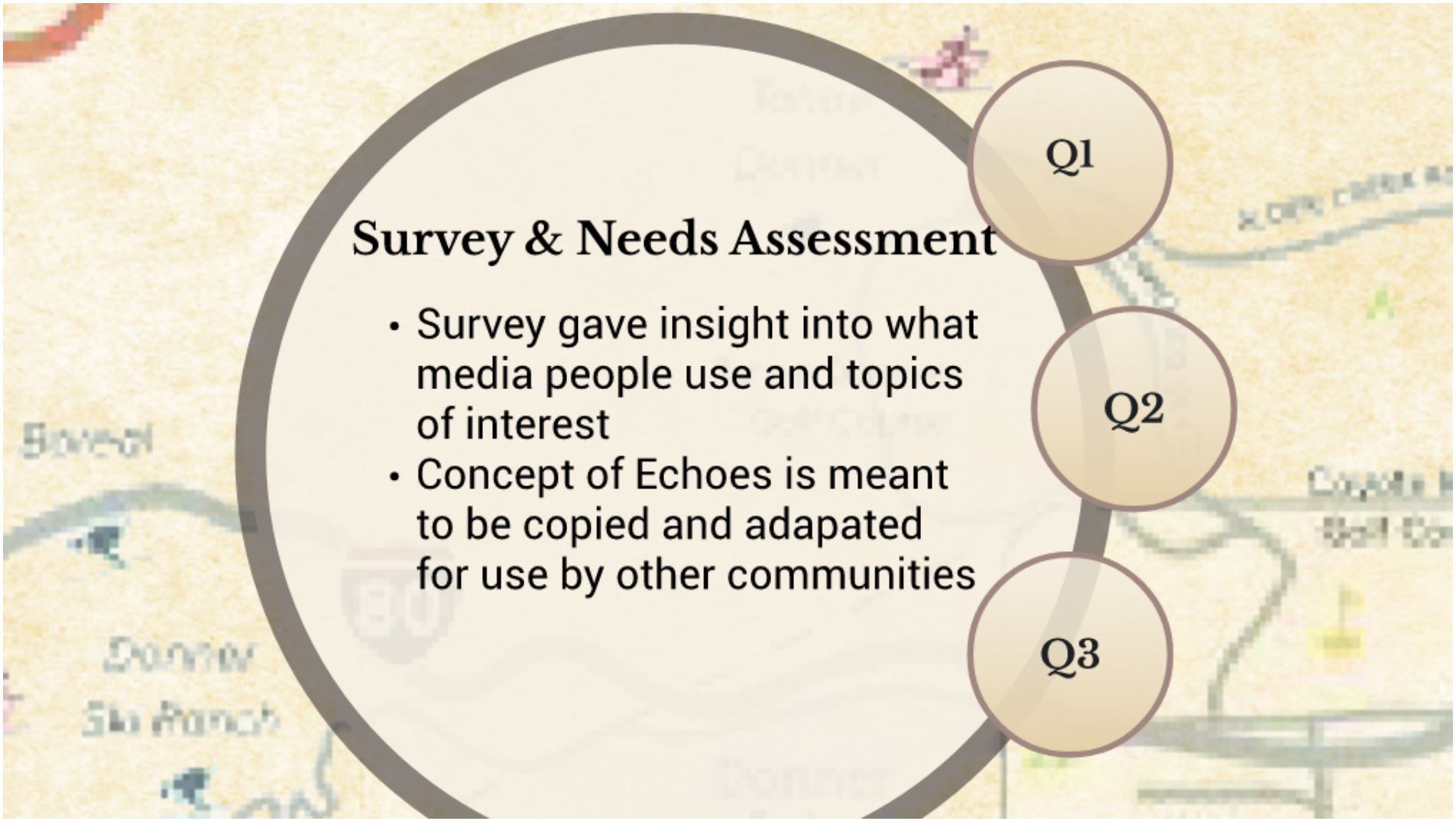
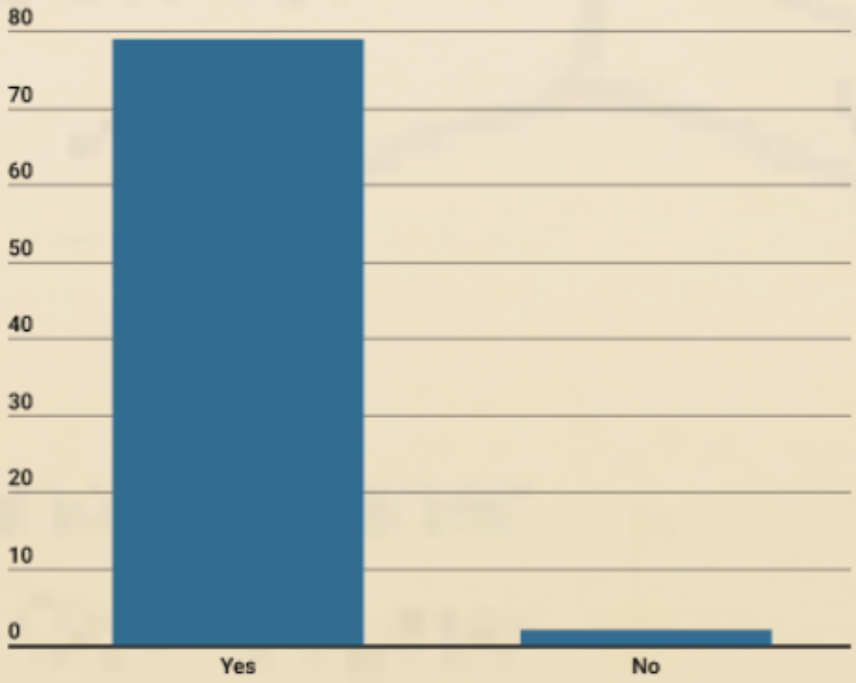
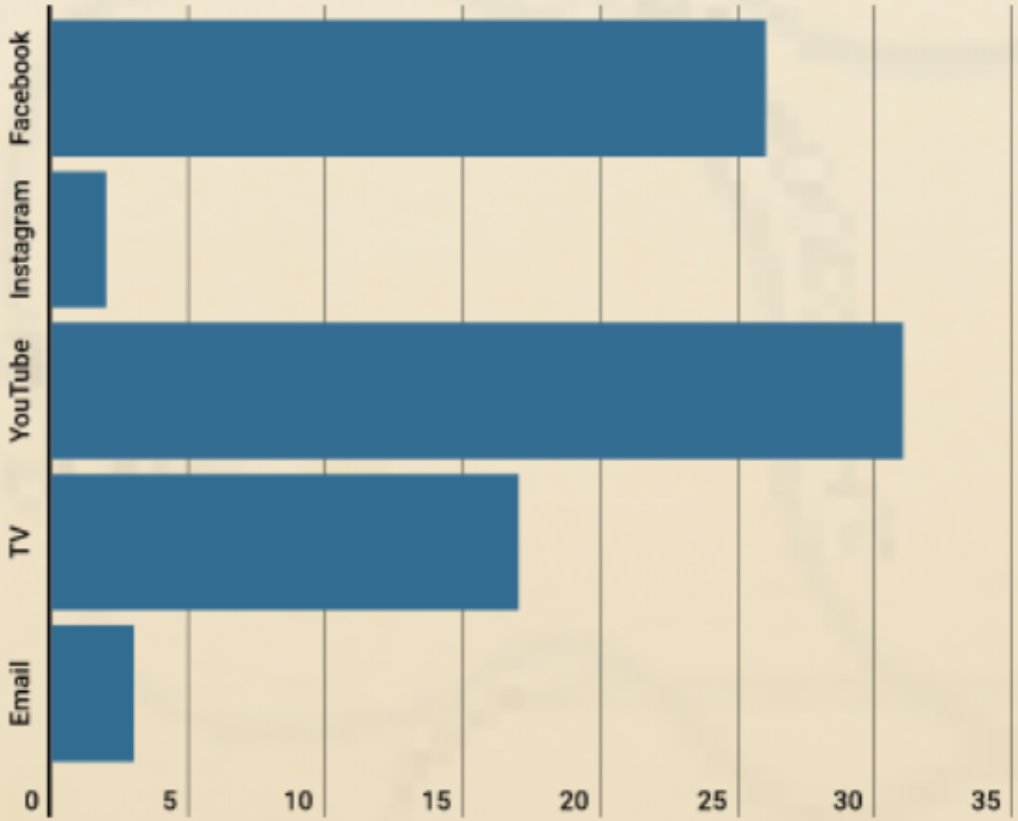

Survey & Needs Assessment
• Survey gave insight into what media people use and topics of interest
• Concept of Echoes is meant to be copied and adapated for use by other communities
Q1
Q2
Q3

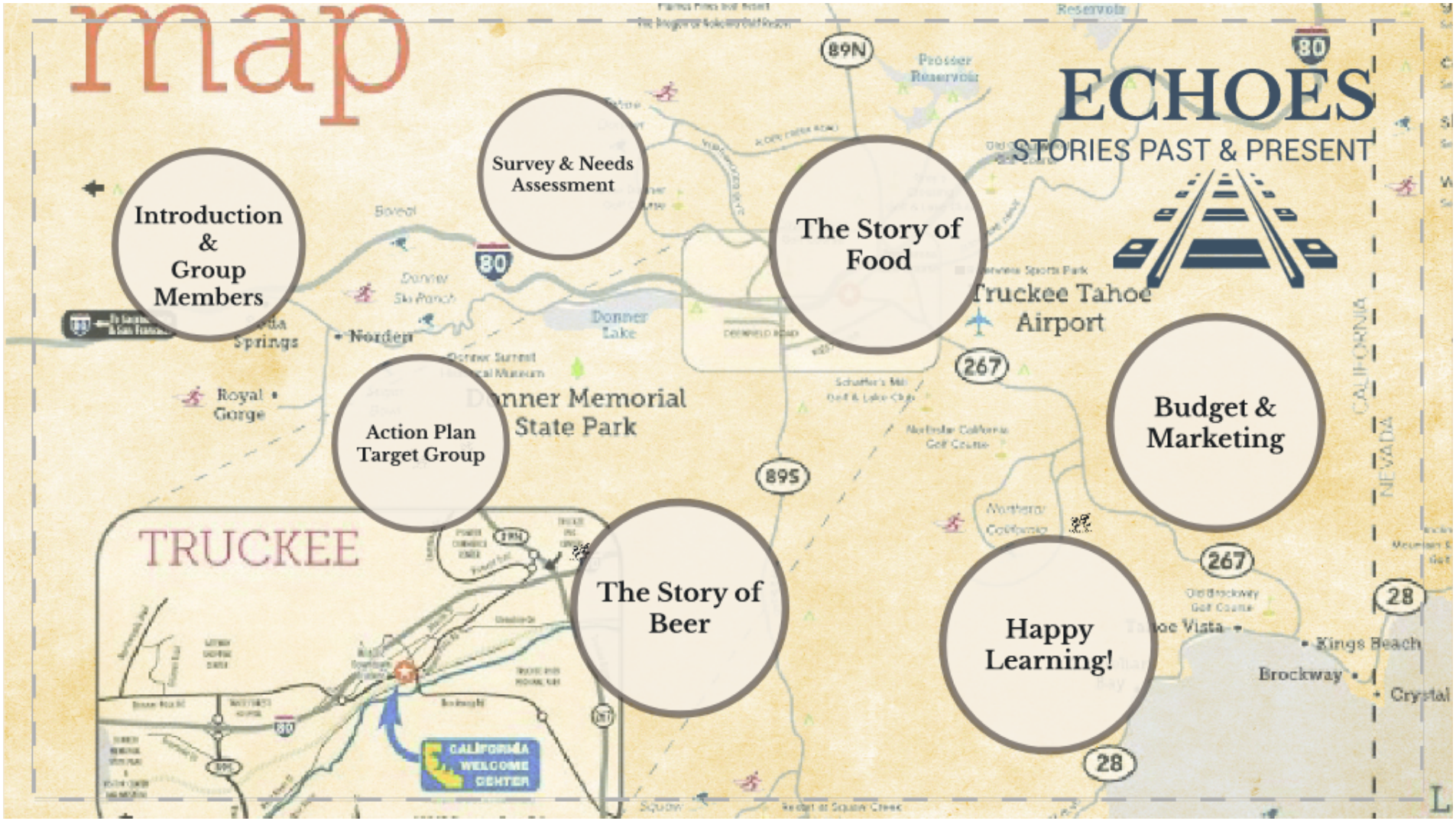
Q: Are you interested in Truckee-Tahoe History?



Q: What type of media do you use the most to watch videos?



Q. What historical topics interest you most? Top answers
Donner Party
Prohibition
Gold Rush
Lake Tahoe
Snow Sports
Railroads
Local Insudtries
Native Americans
0
5
10
15
20
25
30
35
40
45
50
55
60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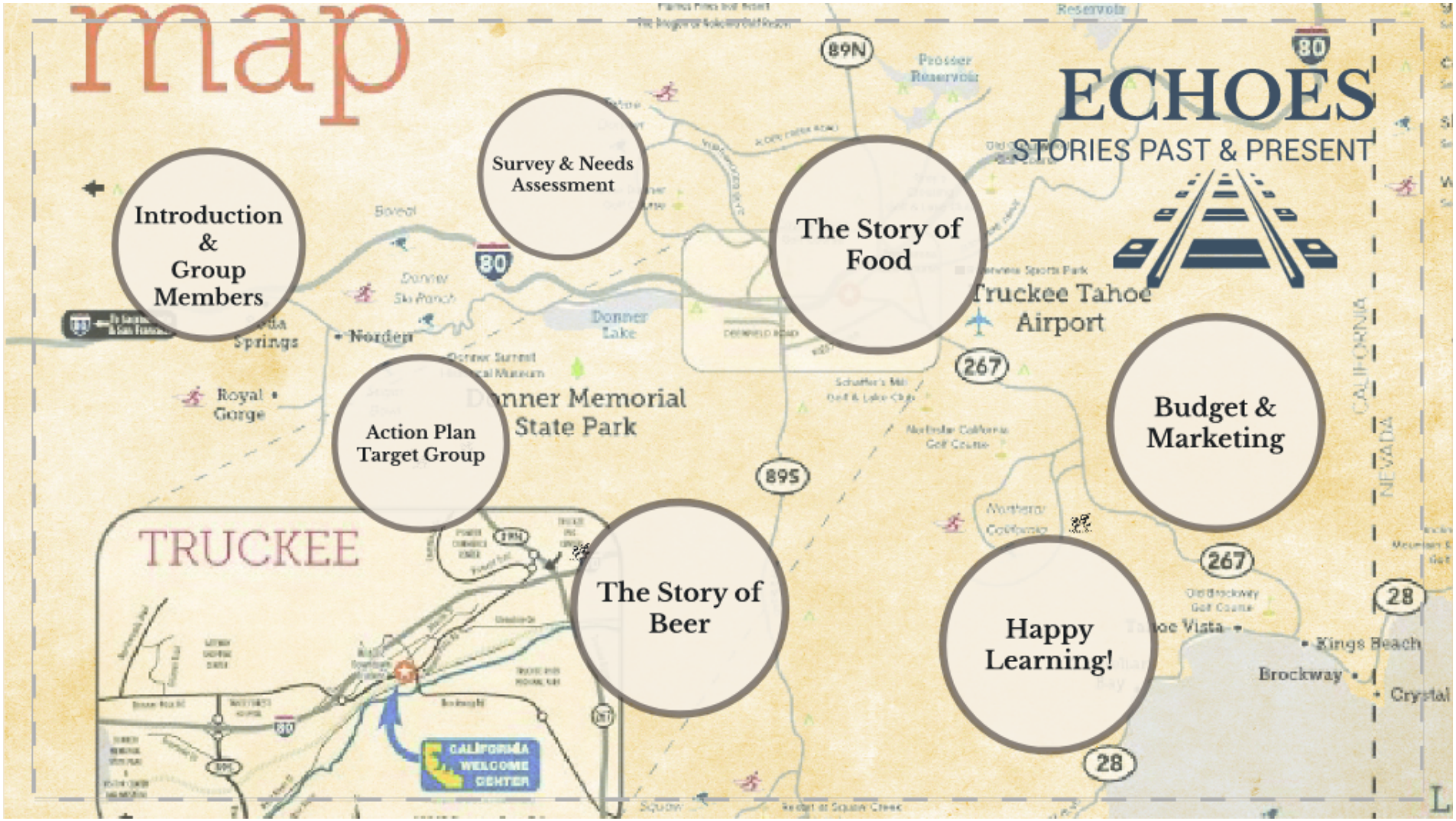
State Park
Golf Course
295
Beer is in our Water
Brewing award-winning beer is a local tradition, past and present.
Past
Present

Photos: Truckee Donner Historical Society

Alibi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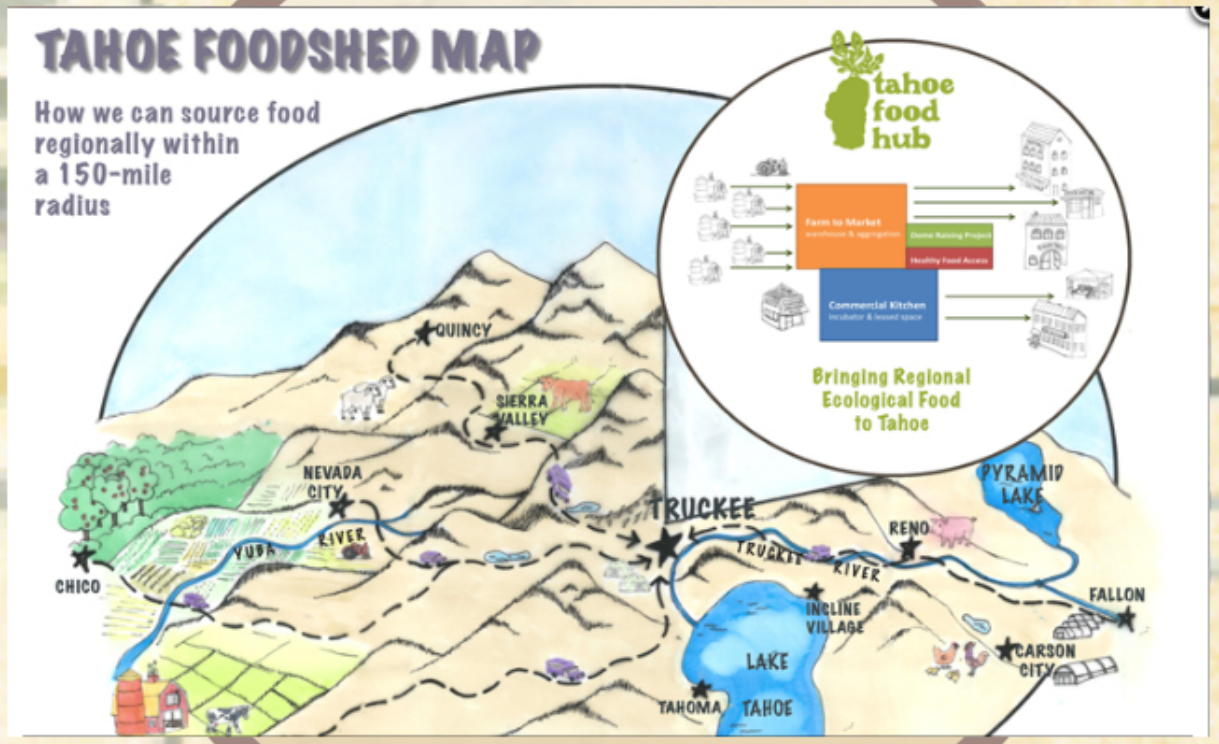
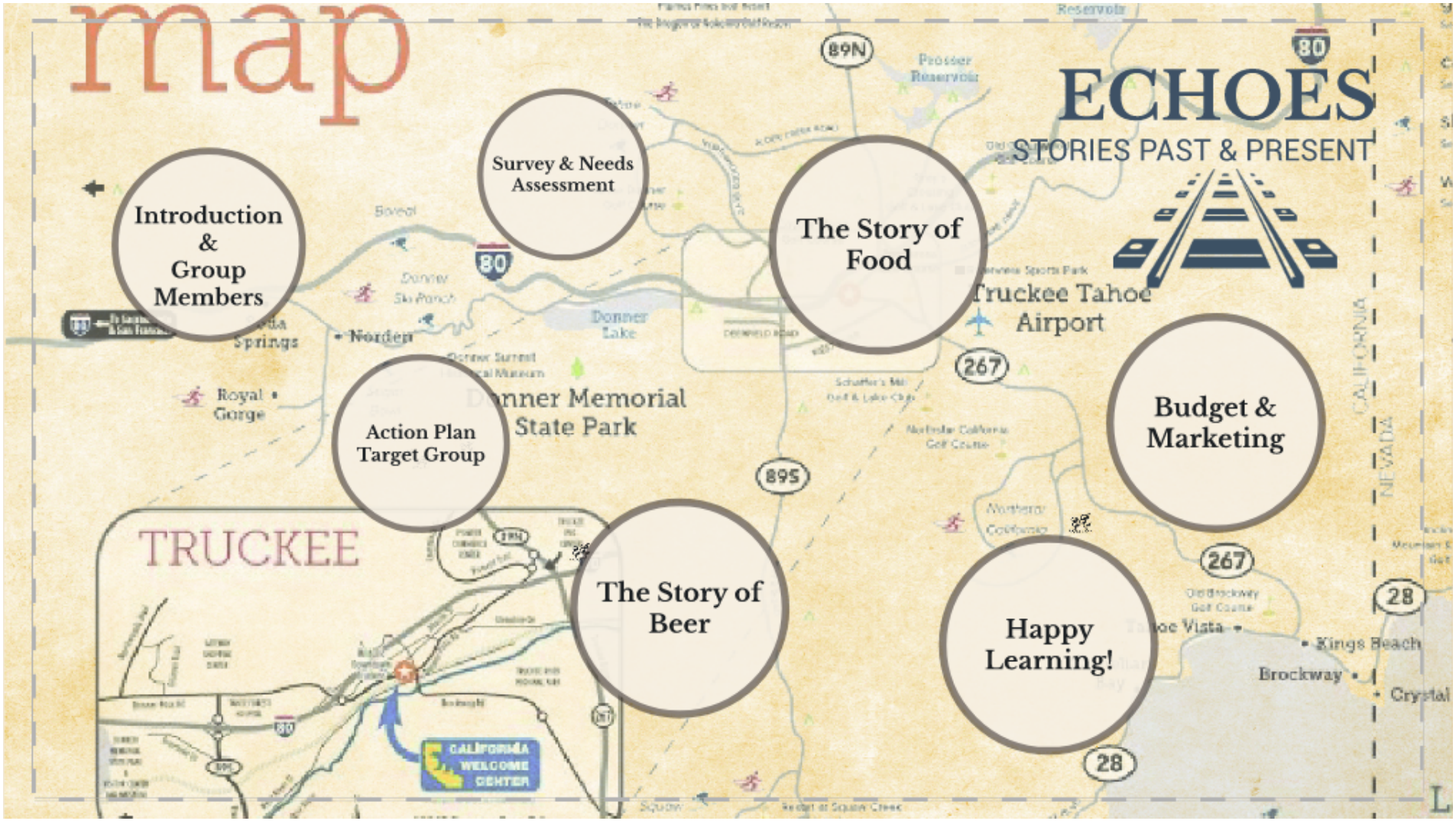
CALIFORNIA
CALIFORNIA WELCOME CENTER

Moving Food from Farm to Home
Bringing fresh produce to areas where it is not grown is a regional success story, past and present.
Past
Present
267

Ice harvesting at Boca 1908.

Photos: Tom Macauley


TAHOE FOODSHED MAP
How we can source food regionally within a 150-mile radius
tahoe food hub
Farm to Market
warehouse & aggregation
Demo Raising Project
Healthy Food Access
Commercial Kitchen
incubator & leased space
Bringing Regional Ecological Food to Tahoe
QUINCY
SIERRA VALLEY
NEVADA CITY
YUBA RIVER
CHICO
TRUCKEE
TRUCKEE RIVER
RENO
PYRAMID LAKE
INCLINE VILLAGE
FALLON
CARSON CITY
LAKE TAHOE
TAHOMA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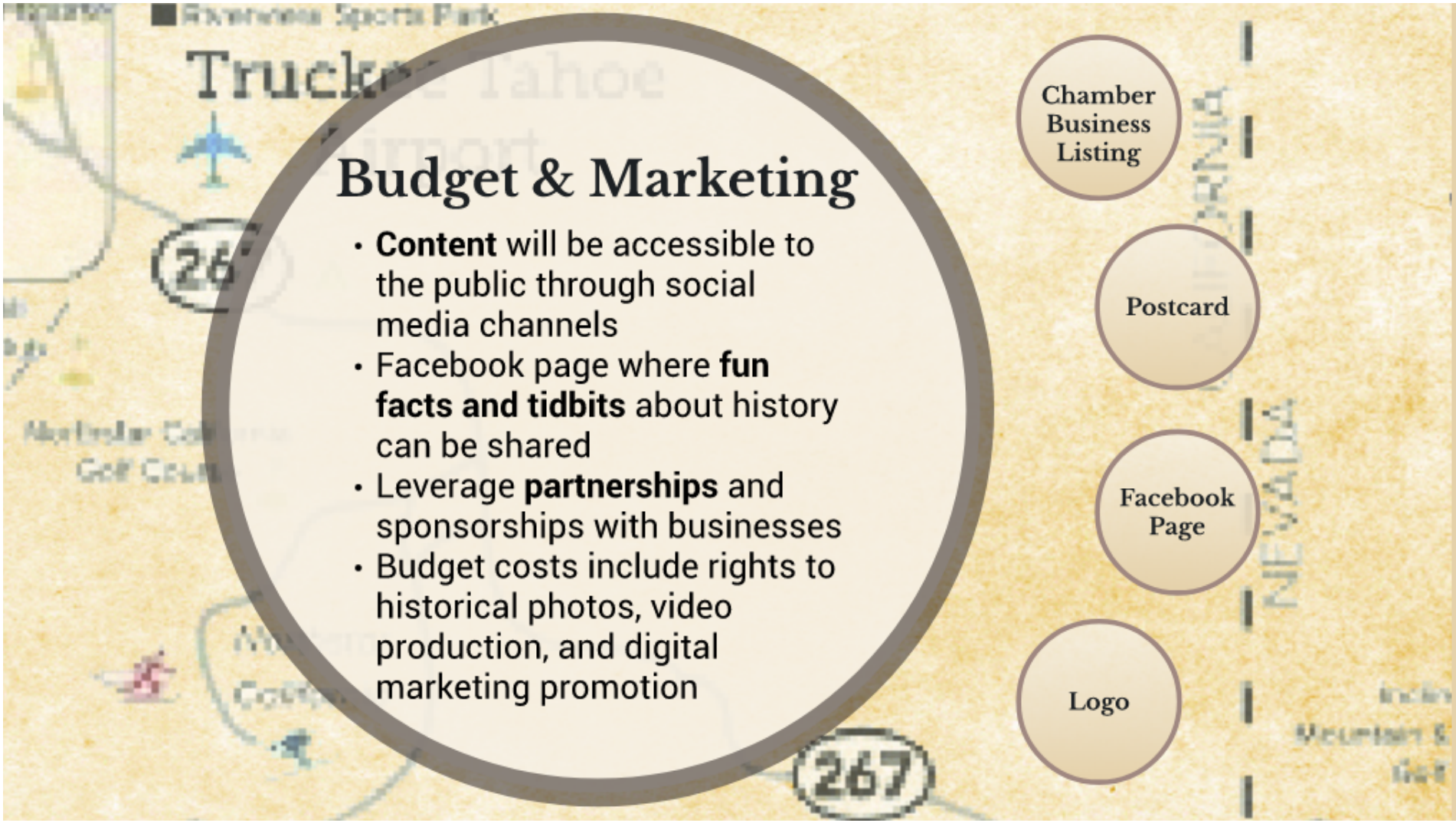
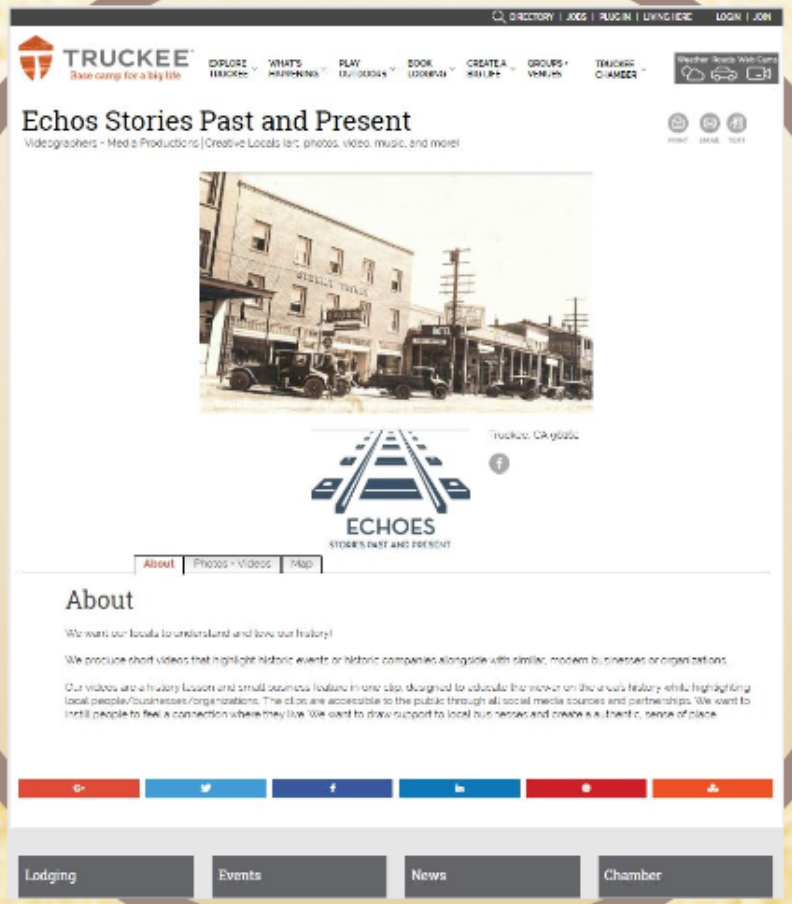
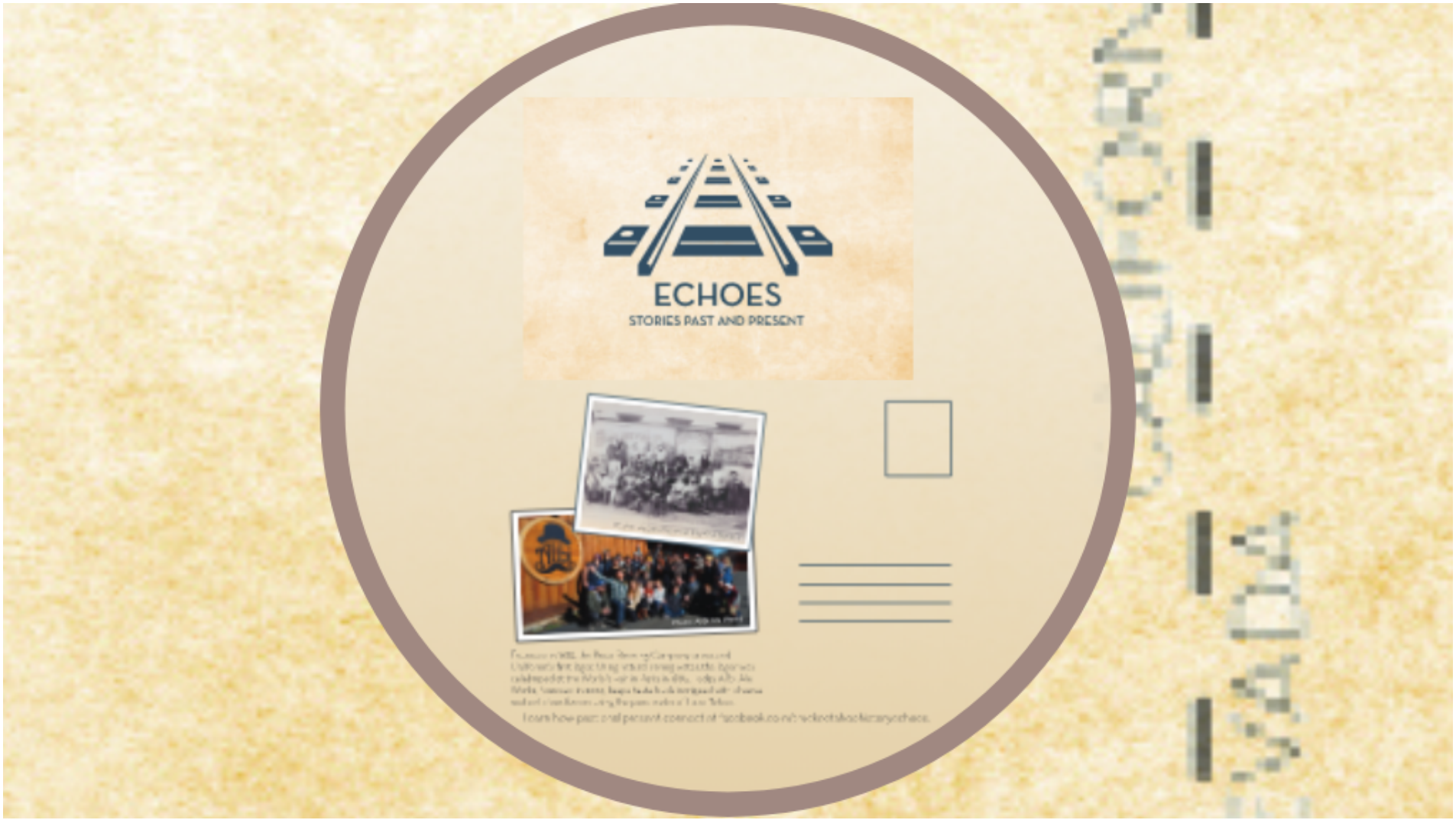
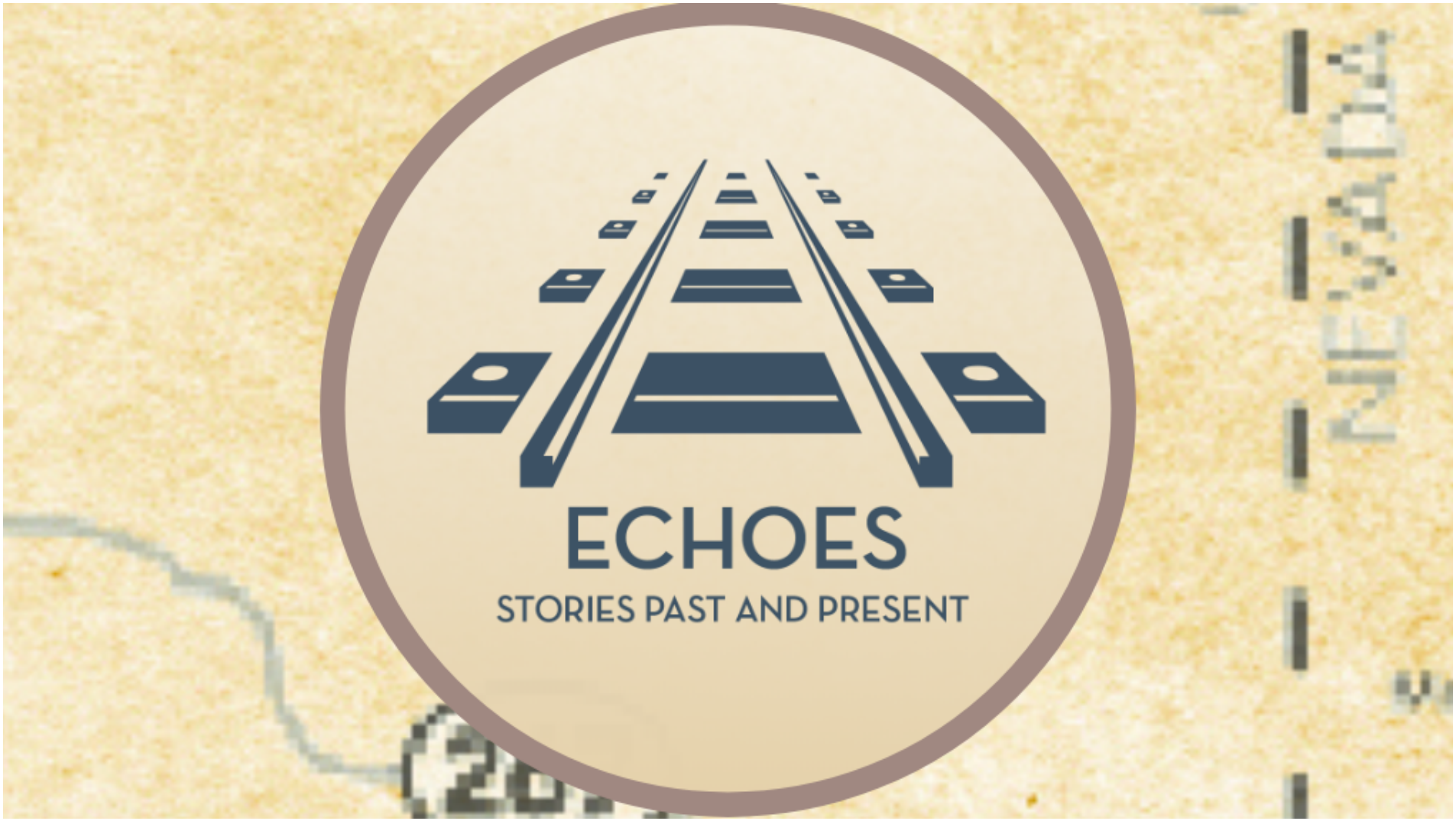

Budget & Marketing
• **Content** will be accessible to the public through social media channels
• Facebook page where **fun facts and tidbits** about history can be shared
• Leverage **partnerships** and sponsorships with businesses
• Budget costs include rights to historical photos, video production, and digital marketing promotion
Chamber Business Listing
Postcard
Facebook Page
Logo
NEVADA
267


TRUCKEE
Base camp for a big life
Echos Stories Past and Present
ECHOES
About
Photos + Videos
Map
About
Lodging
Events
News
Chamber


ECHOES
STORIES PAST AND PRESENT

Echoes Stories Past and Present
Stories Past and Present
Echoes Stories Past and Present
Home
About
Photos
Manage Promotions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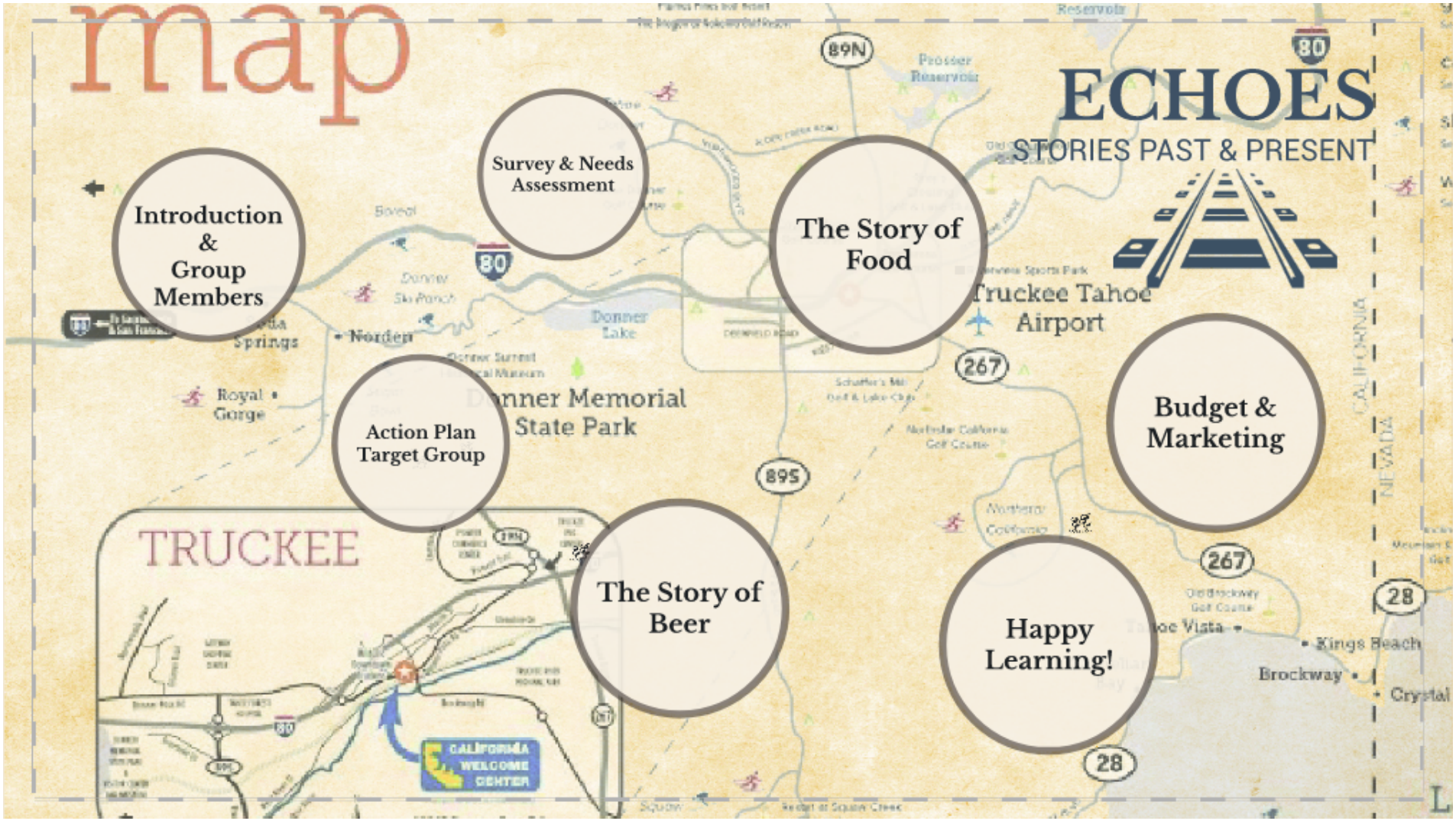
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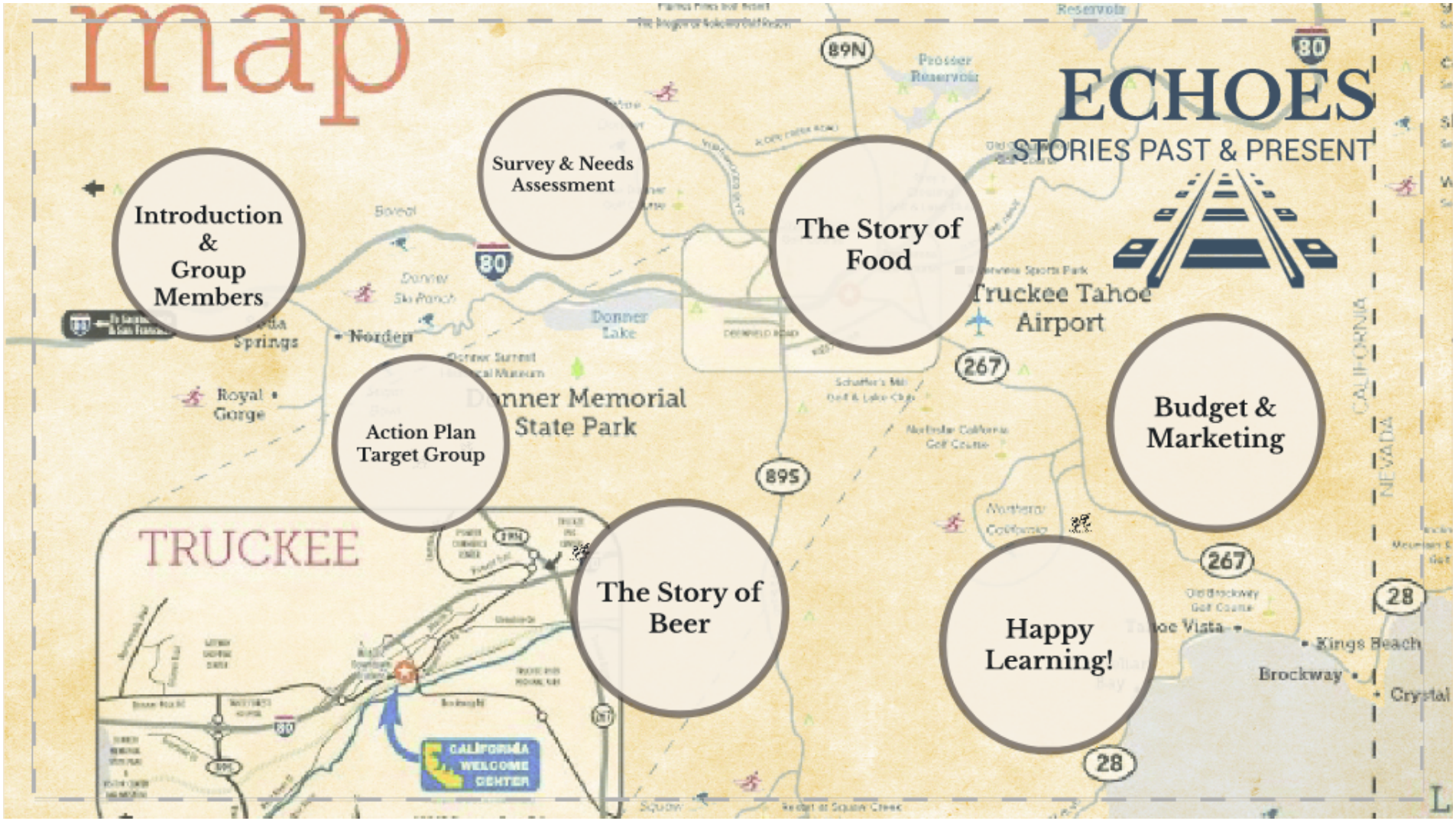
We want people to feel a connection to where they live. We want to draw support to local businesses and create an authentic sense of place.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