



Seth Lightcap/Sierra Sun  
Clear blue skies above downtown Truckee on a September 2008 morning helped put the community on Sunset Magazine's list of dream towns.

# TOP TOWN

## Truckee listed among Sunset Magazine's top 10 dream towns

By Jenny Goldsmith  
Sierra Sun

The secret is out. Truckee is fast becoming a popular travel destination, but after Sunset Magazine dubbed Truckee one of the top 10 dream towns in its August issue, the mountain community may see some popula-

tion growth. "This validates everything we who live here already know — that it is a dream town," said Mayor Barbara Green. Ranked among other U.S. towns like San Luis Obispo, Calif., Crested Butte, Colo., and Prescott, Ariz., Truckee was commended for "its tight-knit, outdoorsy commu-

nity, with good restaurants and year-round recreational fun," according to the Sunset Magazine article.

This isn't the first time Truckee has gained national attention from the media as an ideal place to settle in the Sierra Nevada. In 2006, Outside Magazine named Truckee the "Best Outside Town" thanks to the surrounding vertical terrain and low-key atmosphere.

See TOP 10, page 3

## TOP 10, *from page 1*

“It’s always good when we get listed in these different magazines — it lets people know we exist,” said Vice Mayor Mark Brown. “We depend so much on tourism and this helps with our image and visibility.”

Sunset Magazine also paid tribute to Truckee due to its close proximity to San Francisco, but “worlds away in real estate prices.”

That exposure could influence readers to value Truckee as more than just a place to visit, but a place to live as well, said Stefanie Olivieri, president of the Truckee Downtown Merchants Association.

“In my eyes, Truckee has been a dream town all my life,” Olivieri said. “The recognition is nice ... people who read the magazine and are thinking about moving will certainly take Truckee into consideration.”

Even if they don’t buy into planting roots in Truckee, Green said the exposure could help boost the local economy.

“The downtown economy has been struggling,” Green said. “My hope is that the downtown merchants and other merchants in Truckee will see an improvement from this article.”