

Placer County

VISITOR GUIDE



Roseville to Lake Tahoe and everywhere in between

The Placer County Visitor Guide is published by Sierra Heritage Magazine for the Placer County Visitor Council and California Welcome Center Auburn.

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Contents

Welcome to Placer County4

The Foothills6

The Gold Country8

The High Country10

Sports and Activities12

Placer County Map.....16

Museums and Cultural Activities.....18

Shopping, Antiques and Art.....20

Events in Placer County22

Important Telephone Numbers.....24

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 (see directory page 27)

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 www.placerarts.org

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 www.placergrown.org

Placer Recreation ~ (530) 878-7600
 www.placerrecreation.org

Placer Historical Societies ~ (916) 663-1088
 www.placercountyhistoricalsociety.org

Placer Hospitality Association ~ (916) 784-2222
 www.visitplacer.com

Welcome to Placer County

Located on 1,400 square miles of the most beautiful and diverse geography in Northern California, Placer County stretches for a hundred miles from urban South Placer, through Western Placer, to the High Country of North Lake Tahoe and the Nevada state line. Within its borders picturesque farm land and Gold-Rush era towns dot the oak-covered foothills, and craggy peaks, forests, tumbling rivers and clear alpine lakes create the natural beauty of the High Country.

Outdoor enthusiasts thrill at the Country's abundance of year-round recreational activities, while others marvel at the array of galleries, theater, musical and festival events. Shoppers love the large selection of boutiques, specialty shops and farmers markets. Everyone enjoys the variety of restaurant choices from fine cuisine to family style dining, and the range of lodging and accommodations from the luxurious to quaint and romantic.

Whether you come for lunch or a lifetime, we invite you to visit and discover Placer County for yourself.

Chuck Wing

Chuck Wing

Chairman, Placer County Visitors Council



Variety

Placer County is a continent within a county because of its diversity. Diversity of landscape. Diversity of history. Diversity of activities. Divided into three geographically areas: The Foothills – Roseville to Penryn; The Gold Country - Newcastle to Dutch Flat; and The High Country - Alta to Tahoe all offer numerous recreational and cultural heritage opportunities.

Don't expect one day to be like another in distinctive Placer County.

Located in beautiful Northern California, 80 miles northeast of San

Francisco and 20 miles west of Reno, Placer County boasts things to see and do from sea level to ski level. Allow our past to catch up

with you as you visit our many antique shops and unique museums.

Let a drive through our rich agricultural lands refresh and revitalize

you. Feel pride in our heritage as you attend one of our fine festi-

vals. Seek the quiet serenity of nature on one of our many wilder-

ness peaks, or the thrill of a lifetime as you ski down one of Lake

Tahoe's spectacular ski slopes. Each day in Placer County brings a

new adventure.

The Foothills



▲ Placer County's famed peaches are bathed in warm California sunshine (photo by Carolyn Fox).



Enjoy

The foothills have many things to offer. From prime recreation land including Folsom Lake, one of California's largest, to the relaxed atmosphere of our rural lifestyle, the foothills is a special place that will steal your heart!

Communities such as Roseville offer the expansive Galleria mall and many open-air markets, including Denio's Farmers Market and Auction, the largest in Northern California. Take time to visit Rocklin with its many historic sites, old quarries and numerous golf courses.



▲ Placer County provides an abundance of produce to the nation.





The City of Lincoln is home to the national ceramic exhibit, Feats of Clay, presented annually by Lincoln Arts at world-renowned Gladding McBean Pottery. Loomis' famed orchards supply an abundance of produce to the state and nation, as well as to roadside travelers.

Don't miss the small town hospitality of Penryn and Newcastle, with their beautiful Victorian-era homesteads and livestock grazing in lush green pastures.

Discover the offerings of the foothills – it's worth the stop.



The Foothills



Clockwise from top: Fat's Asian Bistro and Dim Sum Bar in Roseville. Denio's Farmers' Market in Roseville. Twelve Bridges Golf Club in Lincoln (photo by Keith Sutter). Westfield Shopping Town in Roseville. Feats of Clay at Gladding McBean in Lincoln (photo by Gene Kennedy).



The Gold Country



A gold mining relic (photo by Wayde Carroll). ▲

Explore

In 1849, word of placer gold spread like wildfire, bringing hopeful young men and women to the Gold Country in search of fortune.

Today, visitors strike it rich in the Gold Country, which is situated virtually in the center of an amazing range of outdoor recreational opportunities. Retrace history as you hike the old wagon trails in the Tahoe National Forest. Get off the beaten path and try your hand at gold panning, nature photography, or the thrill of river rafting. Drive along portions of the old Lincoln Highway, stopping to enjoy antique shopping, historic museums and gold mining towns. No matter the season, your



Catch of the day (photo by Mike Maciaszik). ▲



▲ Canoeing on Lake Clementine, Auburn State Recreation Area (photo by Sherri Meyer).



▲ Rafting on the American River (photo courtesy Rapid Shooters).

The Gold Country



sightseeing trip through the Gold Country will reward you with breathtaking vistas and color. We invite you to experience the richness of the Gold Country.

Many of the streets and structures in the Gold Country towns look similar to when they were built 150 years ago.

Interstate 80 traverses the entire county, while Highway 49 bisects the Gold Country in Auburn, making recreational, agricultural, and historic attractions easily accessible to visitors.

A stroll through the historic town of Auburn, the Placer County seat, reveals life as it was and as it is today in contemporary foothill communities. Main Street of Colfax remains much as it was in the late 1800s.

▲ Old Town Auburn (photo by Bev Lewis).



▶ Mine interior in Foresthill (photo by Bev Lewis).



▲ Tevis Cup Rider climbing Cougar Rock (photo by Hughes Photography).



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The High Country



Hot air balloons (photo by Eric Vomund). ▲

Play

Whatever your favorite activities, chances are you'll be able to enjoy them in the High Country. Lake Tahoe's shimmering waters are perfect for waterskiing, sailing, scuba diving, jetskiing, fishing and even ballooning.

Experience the magic of a dinner cruise aboard a paddlewheeler or a glass-bottom boat. You may choose to enjoy the tantalizing entertainment offered 24 hours a day by the North Tahoe casinos.

The High Country calls to the adventurous and those seeking rest and relaxation alike. Hiking, camping,



▲ High country skier (photo by Larry Prossor).



Tahoe vista (photo by Brett Boyle). ▶



▲ Tahoe beach bikers (photo by Melanie Anderson-Caster).

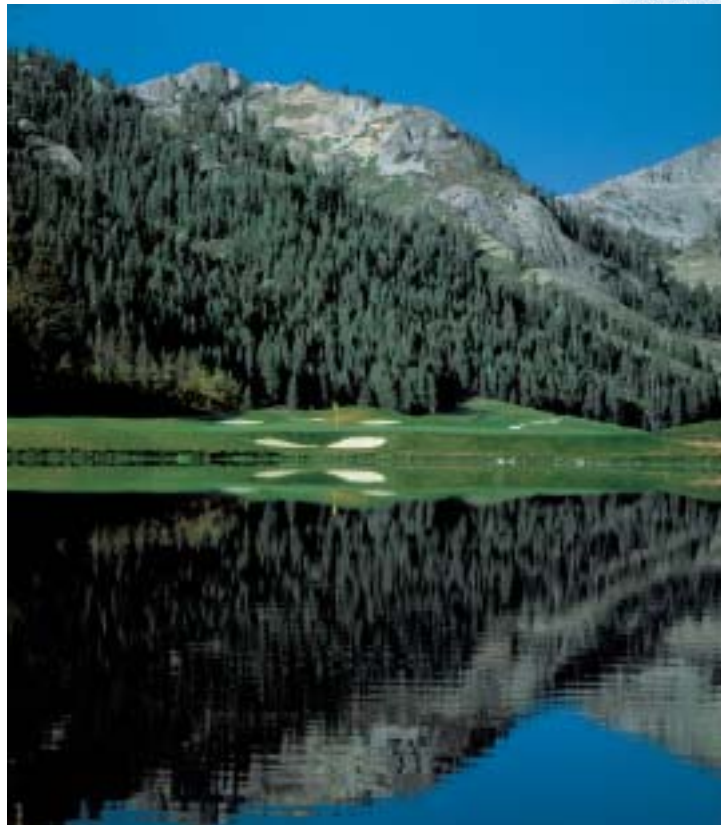
The High Country



Lake Tahoe water fun at Kings Beach (photo by Dick James). ▲

mountain biking, horseback riding, snowmobiling, downhill and cross country skiing...name your passion, the High Country can accommodate you.

Home to some of the nation's most famous ski resorts and the 1960 Olympic home, Squaw Valley USA, the High Country will capture your imagination, too.



Resort at Squaw Creek ▲



◀ Ice Lakes Lodge, Serene Lakes



Kayakers on Lake Tahoe (photo by Larry Prosor). ▲



▲ Rafting the whitewater (photo by Eric Vomund).



Rope swing at Long Lake (photo by Ann Bowler). ▲

Live

GOLD PANNING

According to experts, even after the 1849 Gold Rush, over 80% of the gold is yet to be discovered — which certainly makes the lure of gold panning in Placer County more enticing!

SWIMMING

In the Foothill region, Folsom Lake and Camp Far West offer great opportunities for water sports. Some of the best Gold Country swimming can be found at Sugar Pine Reservoir, Lake Clementine, Rollins Lake and the American River confluence near Auburn. Lake Tahoe, the High Country's jewel, offers grand swimming opportunities along its miles of shoreline.

GOLF

Choose from over 20 courses — whether you want to play a round in the Foothills, Gold Country or North Lake Tahoe — there is a beautiful course waiting for you and your clubs.

FISHING

Fishing rods bend from heavy strikes at picturesque lakes, rivers and reservoirs — from Folsom Lake for largemouth bass, to Rollins Lake for German brown, and French Meadow and Sugar Pine Reservoirs for rainbow trout. The American and Bear Rivers, with their rustic beauty, offer great fly-fishing. Mackinaw and rainbow abound at pristine Lake Tahoe.

OFF-HIGHWAY VEHICLE RECREATION

For information, call 530/885-5821.

WHITewater SPORTS

Placer County's expansive waterways offer rafting, kayaking and canoeing — whitewater thrills for adventurers of all ages. Particularly spectacular, the American River is host to over 30 commercial companies.

SNOW FUN

The winter months bring bountiful snowfall and snow-fun to the higher elevations of Placer County. Winter activities include snowboarding, snowmobiling, snowshoeing, ice skating, sleigh rides, sledding, tobogganing, snow play and of course downhill, telemark and cross-country skiing.

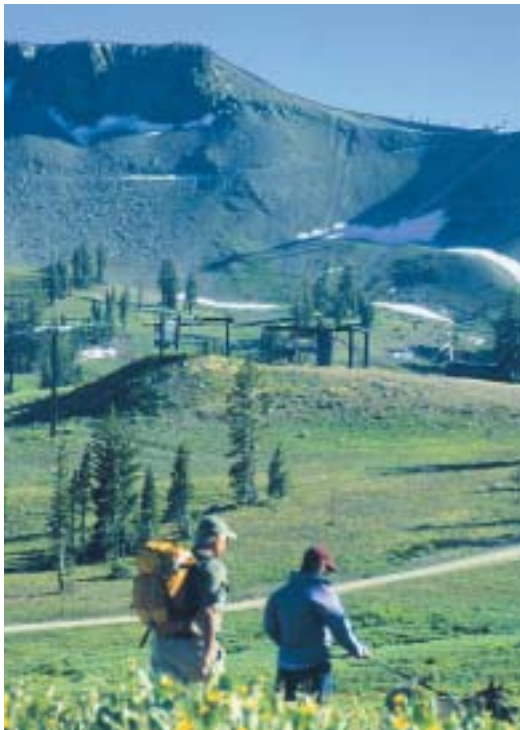
MOUNTAIN BIKING

The Auburn area has many mountain biking trails; call the Auburn Area State Recreation Area for information.

Eagle Mountain at Yuba Gap (Interstate 80) and Northstar-at-Tahoe and Squaw Valley USA near Truckee have great mountain biking trails that are used for ski trails or slopes in the winter. The Tahoe Rim Trail provides a mountain biking challenge for even the most experienced.



▲ Casting in whitewater (photo by Pete Cassam).



◀ Hiking at Squaw Valley (photo by Ann Bowler).



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Sports & Activities



From top:
Sierra archer
(photo by
Ty Pelfry).
Young riders
(photo by
Melanie
Anderson).
Biking (photo
by Vince Villani).



PAVED BIKE TRAILS

The American River Bike Trail, located in the Folsom Lake State Recreation Area, offers 32 paved miles from Folsom Lake to historic Old Sacramento. The Miner's Ravine Bike Trail in Roseville is a pleasant, paved, off-street biking and hiking path. In North Lake Tahoe there are 17 miles of trail for biking and rollerblading from Tahoe City to Sugar Pine Point State Park. A splendid scenic path from Tahoe City along the Truckee River to Alpine Meadows is another great ride.

HIKES

From the foothills to the high country, trails entice all levels of hikers. Miner's Ravine in Granite Bay provides an easy half-hour trek into the woodland habitat. Maidu Park in Roseville has a trail and interpretive area that showcases petroglyphs and other archaeological reminders of our native Indian culture. Families find easily accessible trails at the Placer Nature Center in Auburn (530/873-6053).

The Placer Big Trees Grove on the Foresthill Divide, Long Lake (and close by, Kidd and Cascade Lakes), Loch Leven Lakes, and the Shirley Lake Trail in Squaw Valley, all offer hiking fun.

HORSEBACK TRAIL RIDES

Horseowners worldwide laud the trails throughout Placer County for their beauty and ruggedness — including the famous Western States Trail that hosts the 100 Mile Tevis Cup Ride. There are several private stables in Placer County that have horses available for rent.

BOATING

Boat ramps can be found at Lake Clementine, Folsom Lake, Rollins Lake, French Meadows, Sugar Pine, Hell Hole, Camp Far West, Lake Tahoe and many other lakes throughout Placer County.

Sports & Activities



CAMPING

Over 1,100 sites for tent and RV camping are operated by the California State Department of Parks and Recreation and the U.S. Forest Service. Backpacking and wilderness experiences are available in the high country. There are also several private camping and RV facilities available.

DRIVING TOURS

Highway 193 from Newcastle to Lincoln is particularly pretty in springtime bloom. From Auburn, Highway 49 north or south ventures farther into the Gold Country, with quaint towns and services along the way. The drive along Foresthill Road offers further adventures. Interstate 80, en route to North Lake Tahoe, offers many diversions. Two breathtaking, short jaunts are Highways 89 and 267 from Truckee to Lake Tahoe (Martis Valley is particularly spectacular, where sagebrush meets evergreens).



*From top: Young trailblazer (photo by Mary Scott).
Novice rock climbers (photo by Dan Blackburn).
Sleigh ride.*

Statistics

Placer County is located in diverse Northern California, bordering Sacramento, Nevada and El Dorado counties and the State of Nevada. Over half of beautiful Placer County is National Forest and State Park property offering wild and scenic rivers, breathtaking streams, valley views, and high mountain vistas. Lower elevations include grasslands, Gold Rush-era town-sites and gently rolling hills. Two major highways, Interstate 80 and State Highway 49, intersect at the City of Auburn.

Land area1,404 square miles
 Elevation40 ft to 9,000 ft above sea level
 Population (2000)243,646

Climate **Temperature (°F)**
 Average annual.....60.5
 January44.6
 July.....77.8

Average annual rainfall.....35.91"
 Annual snowfall (Lake Tahoe)400"

The westernmost edge of Placer County is a scant 100 feet above sea level. The eastern portion of the county is home to the majestic Sierra Nevada mountain range, with peaks towering above 9,000 feet. Season temperatures vary widely according to elevation.

ACCESSING PLACER COUNTY

If traveling by air, the Sacramento Metropolitan Airport is a 40 minute drive from Auburn, and Reno Airport is a short drive from Lake Tahoe. There are smaller airports located at Auburn, Lincoln, Truckee-Tahoe, and Blue Canyon.

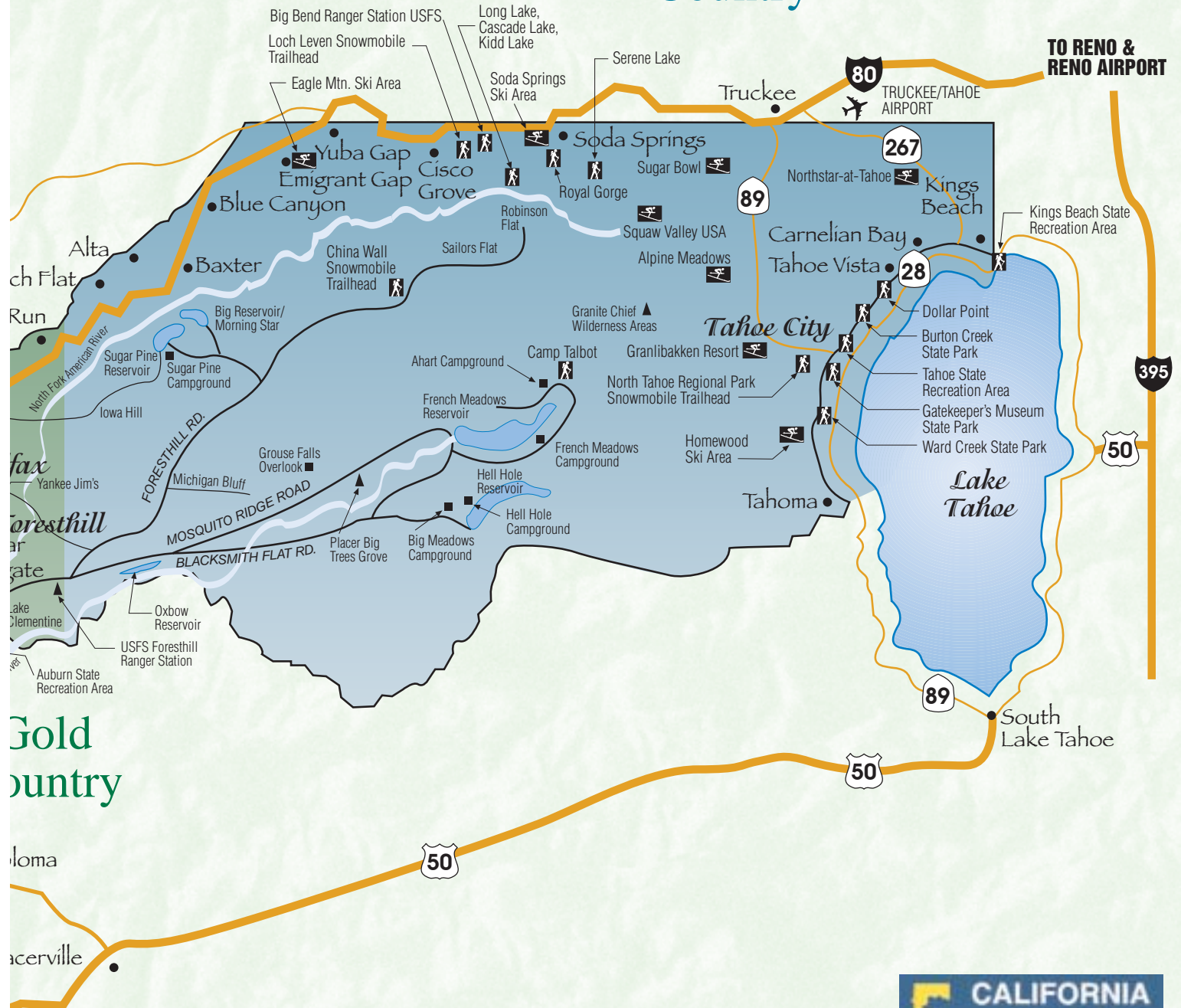
If traveling by car, Interstate 80 runs the length of the county, and is intersected by a network of well-developed rural roads, providing easy access to many areas.

Mileage from Auburn, county seat, to:

Sacramento.....32
 San Francisco.....132
 Reno100
 Los Angeles418



High Country



Gold Country



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Museums & Cultural Activities



Boy Scouts (courtesy City of Roseville). ▲



▲ Griffith Quarry Park and Museum, Penryn (photo by Keith Sutter).

Gold Country Museum in Auburn (photo by Keith Sutter).



Learn

Visitors will be enthralled, entertained and enriched by the variety of cultural amenities Placer County offers. The Auburn Art Walks, held throughout the year, highlight the creations of artists who work in glass, wood, fabric, metals and mixed media. Open studio tours in the spring and autumn afford visitors a personal and experiential view of working artisans. The annual Clayfest presentation and Feats of Clay exhibition in Lincoln have gained noted and deserved international reputation. The AGROart Festival is a unique event that focuses on the beauty of Placer County's orchards, farms and forests. The Magic Circle Theatre in Roseville plays a prominent role in the area's theatrical productions. Events such as Music on the



▲ Bernhard Museum, Auburn (photo by Jerry Rouillard).

Museums

Placer County Courthouse Museum

101 Maple Street, Auburn, CA 95603
(530) 889-6500

The courthouse, completed in 1898, is truly representative of the rich natural resources that have brought prosperity to Placer County. It was constructed of marble from Colfax, granite from Rocklin, slate from Slatington, and lime and bricks from Auburn. The museum, home to the Pate Collection of Native American artifacts, is located on the first floor of the Courthouse along with a gift shop and information center.

Gold Country Museum

1273 High Street, Gold Country Fairgrounds, Auburn, CA 95603
(530) 887-0690

Tours (530) 889-6500
This museum chronicles the rich history of gold mining in the region. Exhibits include gold panning demonstrations with an opportunity for hands-on panning, a walk through a mine shaft, an operational stamp mill model, and displays showing the lifestyle of gold country residents during the Gold Rush.

Bernhard Museum Complex

291 Auburn-Folsom Road
Auburn, CA 95603
(530) 888-6891

Tours (530) 889-6500
This complex was built as an inn in 1851 called Travelers Rest. The house, one of the oldest wooden structures in Placer County, was added c. 1868. Now restored, the house is furnished with late Victorian pieces. Also located here is an 1874 winery, one of the first in the state.

Joss House Museum and Chinese History Center

Corner of Sacramento Street and Brewery Lane, Old Town Auburn
Tours (530) 888-6483

This Joss House is currently undergoing restoration. The original temple altar is preserved in this Chinese house of worship, and on display are artifacts representative of the lives of the Chinese people during the Gold Rush.

Golden Drift Museum

32820 Main Street
Dutch Flat, CA 95714
(530) 389-2126

Tours (530) 889-6500
In a village that makes visitors feel transported to an earlier era, this museum tells the story of the area encompassing Dutch Flat, Gold Run, Alta and Towle. The exhibits explore the history of these communities and of the mining and railroad industries in the region.

Forest Hill Divide Museum Leroy Botts Memorial Park

24601 Harrison Street
Foresthill, CA 95631
(530) 367-3988

Tours (530) 889-6500
Museum displays portray the history of the Foresthill and Iowa Hill Divides and include a model of the Foresthill Logging Company, fire-fighting equipment, and feature depictions of life during the Gold Rush and early modes of transportation.

Griffith Quarry Park and Museum

Corner of Taylor & Rock Springs Roads
Penryn, CA 95663
(916) 663-1837

Tours (530) 889-6500
A major supplier of granite for many of California's buildings, including the State Capitol in Sacramento, Griffith Quarry's history dates back to its founding in 1864. The museum houses exhibits reflecting the history of the granite industry in this region. The park boasts three miles of nature trails that offer views of the old quarry sites.

Roseville Telephone Co. Museum

106 Vernon Street
Roseville, CA 95678
(916) 786-1621

With exhibits detailing the history of telephone communications and of the Roseville Telephone Company, this museum offers a portrayal of an often-overlooked aspect of our past. Displays include old-style switchboards and telephones; models range to present day.



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▲ *Placer County Courthouse Museum, Auburn (photo by Keith Sutter).*

Green, Evening in the Park, Gold 'N' Fiddle, the Lake Tahoe

Summer Music Festival and local community activities attract

patrons of all ages. See page 29 for a partial list of yearly county

events. The Auburn Symphony plays to houses packed with music

enthusiasts. Squaw Valley is noted for its state-of-the-art facilities

for art and musical productions.

Placer County's environment is the perfect stage for creative

professionals such as poets, editors, writers, graphic designers

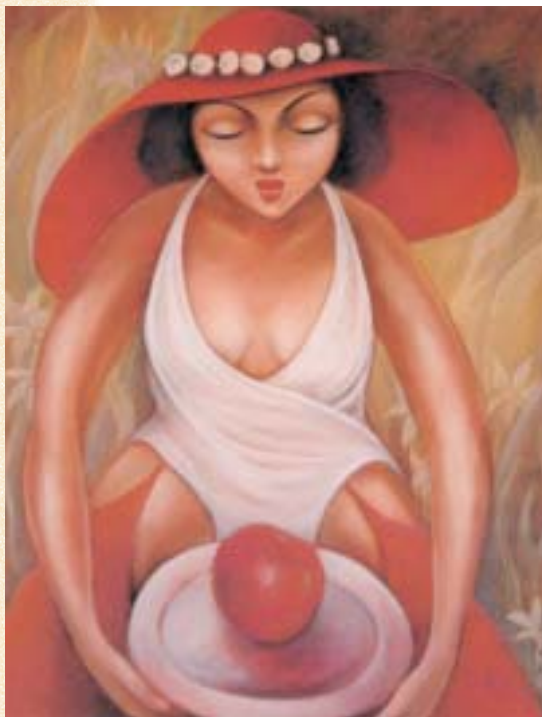
and studio photographers, as well as skilled crafters, sound and

lighting technicians, and musicians.

Discover an eclectic and exciting array of performing, literary,

visual, cultural arts and community events available throughout

the year in the rich environment of Placer County!



From top: Oil painting by Sandra DeLong, "Fruitful Lady" by Mya DeLong, and watercolor still life by Vernalee Huckabye.

Shop

Mall shopping is at its finest at The Westfield Shoppingtown

Galleria in Roseville, with tenants including Nordstrom, Macys,

Pottery Barn, Crate and Barrel, William Sonoma, and

Abercrombie-Fitch, among others. Numerous other name-brand

stores and shops adjacent to The Galleria offer hours of addi-

tional opportunity for the dedicated shopper.

The numerous small towns that dot the Foothills, Gold

Country and High Country offer shopping of a different variety.

Here you find relaxed small town settings that beckon shoppers

to stroll and browse the many quaint small shops and boutiques

that line main street and Gold Rush era old towns.

Shopping, Antiques & Art

Antiquing and vintage collectable shopping is more than a hobby in Placer County. Each community offers an array of antique shops each with their own unique inventory just waiting to be discovered.

The Sierra foothills is home to many world-class artists and even more artists on the rise. The work of these artists is proudly displayed in galleries throughout Placer County. These galleries range from local shops specializing in one artist or art form, to cooperative galleries offering the works of numerous local artisans, to fine galleries displaying the works of respected local artists as well as those with international reputations.



▲ *Nicholson Blown Glass, Auburn.*



Auburn rendering by Michael Murphy. ▲

Events in Placer County

- January** Farmers Market, Auburn, Open all year
Gem & Jewelry Show, Auburn
- February** PlacerGROWN Farm Conference, Lincoln
Lover's Cup Dual Slalom,
Homewood, Tahoe
- March** Celebrity Chefs Dinner, Auburn
National Alpine Championships,
Squaw Valley
- April** Strawberry Festival, Roseville
Wild West Stampede Pro-Rodeo, Auburn
- May** Feats of Clay, Lincoln
Annual Spring Antiques Street Faire,
Old Auburn
- June** American River Confluence Festival,
Auburn
Western States Endurance Run,
Squaw Valley
- July** July 4th Celebrations – Auburn, Colfax,
Foresthill, Lincoln, Rocklin, Roseville
Trans Tahoe Regatta, Tahoe City
Tevis Cup 100 mile Endurance Ride,
Tahoe to Auburn
- August** Foresthill Heritage/Gold Miners Gathering
Concours d'Elegance Vintage Boat Show,
Lake Tahoe
- September** Gold Country Fair, Auburn
Hot Chili & Cool Cars, Rocklin
Eggplant Festival, Loomis
- October** Coloma's 49er Festival
Auburn Community Festival
Fall Antique Street Faire, Old Auburn
Autumn Food & Wine Festival,
Lake Tahoe
- November** Mandarin Festival, Auburn
Christmas Crafts & Music Festival, Auburn
Autumn Arts 70+ Studio Tour,
Lincoln to Colfax
Cowboy Poetry & Music Festival, Loomis
- December** Tiny Tim Christmas Village, Truckee
Old Town Country Christmas, Auburn

For a full schedule of calendar events contact the Placer County Visitors Council and California Welcome Center in Auburn 530-887-2111 or email visitorcenter@quiknet.com.

Important Telephone Numbers

**Placer County Visitor
Information Center
and California Welcome Center**
13411 Lincoln Way
Auburn, CA 95603
Phone: (530) 887-2111
Fax: (530) 887-2134
www.placer.org

The Foothills

**Lincoln Area
Chamber of Commerce**
511 Fifth Avenue
Lincoln, CA 95648
Phone: (916) 645-2035
Fax: (916) 645-9455
www.lincolinchamber.com

**Loomis Basin
Chamber of Commerce**
5911 King Road, Suite C
Loomis, CA 95650
Phone: (916) 652-7252
Fax: (916) 652-7211
www.loomischamber.com

**Rocklin Chamber of
Commerce**
5065 Rocklin Road
Rocklin, CA 95677
Phone: (916) 624-2548
Fax: (916) 624-5743
www.rocklinchamber.com

**Roseville Chamber of
Commerce**
Serving Roseville and Granite Bay
650 Douglas Boulevard
Roseville, CA 95678
Phone: (916) 783-8136
Fax: (916) 783-5261
www.rosevillechamber.com

**State of California
Department of Parks and
Recreation**
7806 Folsom-Auburn Road
Folsom, CA 95630-1797
Phone: (916) 988-0205
Fax: (916) 988-9062
www.parks.ca.gov
info@parks.ca.gov

The Gold Country Auburn Area Chamber of Commerce

601 Lincoln Way
Auburn, CA 95603
Phone: (530) 885-5616
Fax: (530) 885-5854
www.auburnchamber.net

Colfax Area Chamber of Commerce

P. O. Box 86
2 South Railroad Street
Colfax, CA 95713
Phone: (530) 346-8888
www.colfaxarea.com

Foresthill Chamber of Commerce

23801 Foresthill Road
Foresthill, CA 95631
Phone: (530) 367-2474
Fax: (530) 367-2474
www.foresthillchamberonline.com

State of California Department of Parks and Recreation

**Auburn State
Recreation Area**
501 El Dorado Street
Auburn, CA 95603
Phone: (530) 885-4527
Fax: (530) 885-2798
www.cal-parks.ca.gov

United States Forest Service Tahoe National Forest — Foresthill

22830 Foresthill Road
Foresthill, CA 95631
Phone: (530) 367-2224
Fax: (530) 367-2992
www.fs.fed.us/r5/tahoe/

The High Country

North Lake Tahoe Resort Association: Chamber of Commerce

380 North Lake Boulevard
Post Office Box 5459
Tahoe City, CA 96145
Phone: (530) 581-6900
Fax: (530) 581-6904
www.mytahoevacation.com

Visitors and Convention Bureau

950 North Lake Boulevard, #3
Post Office Box 5459
Tahoe City, CA 96145
Phone: (530) 583-3494
Fax: (530) 581-4081
www.Tahoe-4-u.com

United States Forest Service Tahoe National Forest — Truckee Ranger District

10342 Highway 89 North
Truckee, CA 96161
Phone: (530) 587-3558
Fax: (530) 587-6914
www.r5.fs.fed.us/tahoe

Other Important Phone Numbers

Placer County Department of Museums

(530) 889-6500

Arts Council of Placer County

(530) 885-5670

Road Conditions (Cal Trans)

(800) 427-7623 or
(916) 445-7623

Placer County Phone Numbers

General County Information

(530) 889-4000

Placer County Office of Economic Development

(530) 889-4016