



Greater Reno-Tahoe Business Brand Frequently-Asked-Questions

What is the new northern Nevada business brand?

Greater Reno-Tahoe: *Welcome to Can Do*

Is the new brand EDAWN's or NNDA's?

Neither. Greater Reno-Tahoe: *Welcome to Can Do* is truly a regional business brand. Not to be associated solely with the Economic Development Authority of Western Nevada (EDAWN) or the Northern Nevada Development Authority, the brand will be used to market Nevada's eight-county region outside of the state to prospective companies and skilled professionals.

Why does the brand refer to Greater Reno-Tahoe?

Research conducted by economic development consultant AngelouEconomics and out-of-market research conducted by EDAWN showed that people outside of the region don't understand the geographic location of "Northern Nevada" or "Western Nevada." In order to effectively attract and expand companies and recruit skilled professionals, Greater Reno-Tahoe clearly communicates where the region is located.

Why does Greater Reno-Tahoe need a business brand?

At its core, economic development is marketing and marketing is most successful with the foundation of a strong brand. With the region facing increased competition nationwide for relocating and expanding companies and skilled workers, a brand will differentiate the region from its competition and help address outdated perceptions that people have of the region.

How will the business brand differ from RSCVA's tourism brand?

The business brand will complement the region's tourism brand. While "Reno-Tahoe America's Adventure Place" targets visitors interested in recreation and gaming, Greater Reno-Tahoe: *Welcome to Can Do* will target prospective companies and skilled professionals out-of-market.

Why should local citizens and businesses care about a business brand?

The entire community benefits from a vibrant and healthy economy. Economic development can help bridge the gap between the cost of living and average wages so all residents enjoy a better quality of life. The Greater Reno-Tahoe: *Welcome to Can Do* business brand will help market the region to companies offering high-paying jobs and opportunities to citizens.

How can I find out more about the Greater Reno-Tahoe: *Welcome to Can Do* business brand?

Visit www.greaterrenotahoe.com to download a brand tool kit, or call EDAWN at 775.829.3700.