

It's time to "tell our story" of the real Reno-Sparks and to promote this region as a vibrant location for business and entrepreneurs, as well as a great place to live and play. Our region consists of companies from nearly every industry sector and we have incredible community assets that are in many ways invisible to our 400,000 monthly visitors and millions of travelers that fly or drive through our region. These visitors are often decision makers or influencers that may be here for an event like Burning Man or some other quality of life activity such as a convention, skiing or gaming.

We all need to tell our story so we developed a campaign to do just that. Our diversified business marketing campaign has a goal to simply *augment or reinforce* the existing advertising seen in our public places with additional business and community advertising. This effort is a complement to other marketing efforts like the RSCVA's and the Big-Little initiative, but with a specific focus on highlighting the business side of our region. We want to educate our visitors and promote the region as a great place to, not only enjoy our many visitor industry events and activities, but also to consider doing business here.

There are several things that we can all do to reinforce why this is a great place for business:

1. **Advertise your business in places that visitors frequent:** While there are plenty of places to advertise, some get more visibility from our visitors than others. Clearly the airport, taxis, convention center, billboards etc. are seen more than other advertising resources by our visitors.
2. **Support the "Expand your business and Enjoy your life" community messaging effort:** EDAWN has a 501c3 component with a mission to educate the community on economic development. Under this Foundation we will raise tax deductible funds to purchase advertising space and develop and produce advertising materials that can be used to promote the "Expand your business and enjoy your life" message throughout the community.
3. **Advertise on your product or your marketing materials that you live here, or make your product here:** Made in the USA is good, but made in Reno, NV or Sparks, NV sends the same message and shows that you are proud of where your business is located.
4. **Help to promote the region as a business destination in your business interactions and travel:** As you do business throughout the country, or even the world, take a minute to consider how you can bring more business activity or more business credibility to our region.

This campaign is asking all of us to do just a little more in the promotion of our region as a great place for business and for living. If you would like to help as an individual, consider funding one of the EDAWN advertising options that we will detail in the weeks ahead. The goal is simply to help others learn what we already know, and in the process improve our economic activity and attract and grow quality jobs.