

Reno-Sparks taking new approach to promoting area

By Bill O'Driscoll, Reno Gazette-Journal

Four weeks into his new job, Chris Baum has been a busy CEO at the Reno-Sparks Convention & Visitors Authority.

A new marketing campaign targeting Northern California will be up and running by March 1. The tourism agency's slogan, "Far from expected," is gone. And the word is out to staff: As a destination, Reno-Tahoe will not escape prospective tourists' attention.

"We want people to have Reno-Tahoe tops in their minds, whether they want it or not ... something they can't escape," Baum told the RSCVA board Thursday in his first monthly report. "We are keeping the logo. It's good, solid and competitive. 'Far from expected' is dead. We're not using that anymore.

"I think we can do a lot better, and we will," he said. "We're getting somewhere in my first 27 days. There's a lot more to come. No reason to waste time."

Baum's no-nonsense demeanor in the face of recession impressed board members – just as it did in December when they unanimously approved him after a two-hour interview. "Way to hit the ground running," said Beth Cooney, executive director of marketing at John Ascuaga's Nugget.

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