

Finalists to be Nevada's tourism agency all from outside the state

By Brian Duggan, Reno Gazette-Journal

State officials are considering four advertising companies for a \$3 million, two-year contract to sell the Nevada as a compelling tourism and cultural destination to the rest of the country.

But unlike eight of the 19 companies that submitted a proposal for the job, the four finalists are not based in Silver State.

Valerie Glenn, the CEO of the Reno-based Glenn Group, said it's a shame no Nevada companies made the short list for such a large contract, including her company.

"All things being relatively equal, there should be a process in place to use some common sense that would lean toward supporting businesses in Nevada," Glenn said. "Especially given our economic situation and our governor's stance on promoting economic development and job creation."

The finalists were announced in an email sent by the state's purchasing department on Tuesday.

It occurred after the department concluded its initial scoring process that determines which companies will get to interview for the job that would fall under the Nevada Department of Tourism and Cultural Affairs. Its director is a cabinet-level officer.

The interviews are expected to start next week. The state Board of Examiners could approve the contract later this summer. The finalists are Aristotle Inc. of Little Rock, Ark.; Daniel J. Edelman Inc. of Los Angeles; Fahlgren Mortine of

Columbus, Ohio; and New York City-based Burson-Marsteller – one of the largest public relations firms in the country.

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