

# New York firm wins contract to promote Nevada tourism

By Cy Ryan, Las Vegas Sun

CARSON CITY – Gov. Brian Sandoval says he knows there will be some concern with the state awarding a \$3 million contract to an out-of-state firm to increase tourism in Nevada.

But he says the 19 companies, 11 of them from outside Nevada, were graded fairly in selecting Burson-Marsteller of New York City to promote the marketing campaign for Nevada's museums, art offerings and Native American experiences.

The selection committee did "a great job" in unanimously choosing the company that has offices in Los Angeles and San Francisco, he said.

State Purchasing Director Greg Smith and Claudia Vecchio of the state Commission on Tourism briefed the state Board of Examiners that approved the proposed contract.

Smith said Burson-Marsteller will have to come into the state "and learn about it." The company will bring some fresh eyes in promoting Nevada, said Smith. And the state will be working with the branch offices of the company in California.

The selection process was almost like the Miss America contest, said Smith.

The tourism commission ended its contracts with private firms in 2009 because of the budget crunch, and the selection of this company will help draw visitors to Nevada, said Smith and Vecchio.

**Read the whole story**