

Opinion: Trust in Nevada's burgeoning re-branding effort

By Richard N. Velotta, Las Vegas Sun

Bumper stickers with a prospective tourism tagline for the state were passed out at last week's meeting of the Nevada Tourism Commission.

They read, "Nevada: California's Man Cave."

Don't worry, it's a joke. No one is seriously considering that line.

The bumper stickers were sent to the state by author Jim Gilmore, who made a presentation at the Tourism Commission's "Rural Roundup" event in April at Lake Tahoe. He noted the state's efforts to brand itself – a difficult task, considering the diverse nature of Nevada.

As all of us who live here know, Nevada is many things to many people.

It is mountain vistas and desert landscapes. Glitzy entertainment extravaganzas and ghost towns. Pampering spa experiences and extreme sports adventures. Cruising casinos and road-tripping to wide-open spaces.

It's a monumental task for someone to develop a catchphrase that incorporates that personality without stepping on someone else's copyrights. But Seattle-based GreenRubino was contracted by the state to try.

Last month, the Tourism Commission's marketing committee met and talked about some of the finalists under consideration. Predictably, the public response was less than glowing.

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