Carson City Culture & Tourism Authority

KPS3

500 Ryland Street

Suite 300

Reno, Nevada 89502

Company Information

kps3.com

p: 775.686.7439

f: 775.334.4313

KPS3

Years in Business

27

Employees

28

Office Location

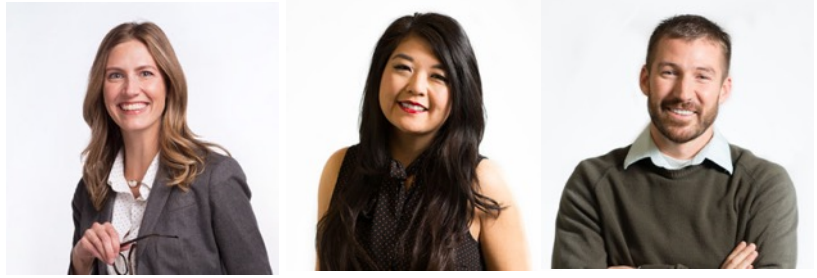
Reno, NV

500 Ryland St., # 300 | Reno, NV 89502

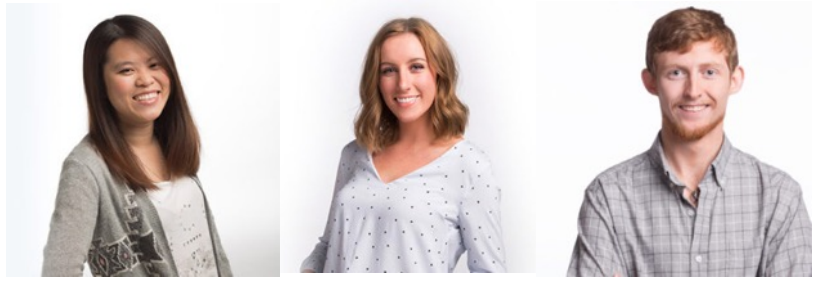
HELLO

Tourism & Government

KPS3



Favorite Carson City memory:
Comma Coffee is one of the best unique locations in Nevada. I love the history and personality of the local shop, and I've spent many hours in between meetings working there and enjoying the coffee, pastries and listening to locals.



Favorite Carson City memory:
Spending countless school breaks at the Children's Museum (and stopping at the Chocolate Nugget on the way there to fuel up).

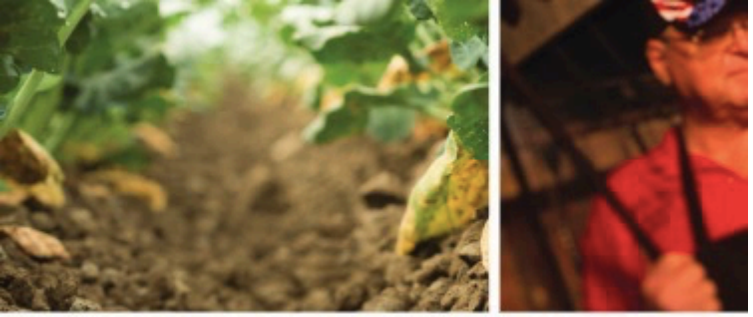
Favorite Carson City memory:
Pushing her daughters on a tire swing on a perfect fall day.

Favorite Carson City memory:
Climbing outside at Dinosaur Rock with Rob. We forgot our headlamps and it got dark half way up the route. Made for an interesting climb, to say the least.

Favorite Carson City memory:
I have cycled from Reno to Carson on my road bike about 30 times, and there is nothing better than cruising down Combs Canyon Road, staring into the city.

THE DESTINATION FOR BARBECUE AND WINE

Santa Maria Valley



SANTA MARIA VALLEY

Our Objectives

» **Increase overall awareness** for Santa Maria Valley, including its assets, events and local flavor in an effort to attract visitors and increase travel spending.

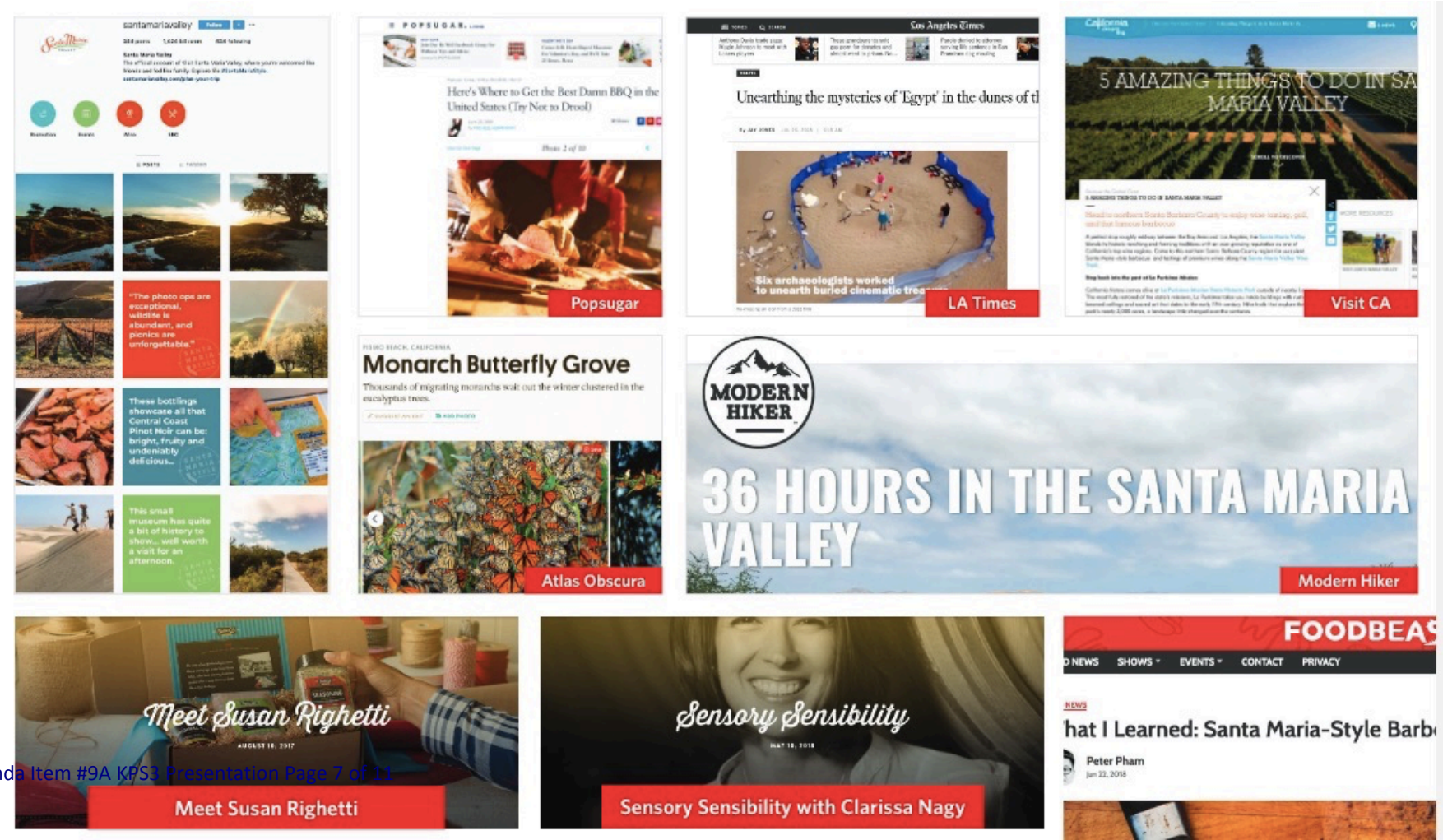
» **Increase the number of targeted, unique website visitors** to the new site so that we may best influence their decision to visit the area, and plan their trip.

» **Develop strategic and cohesive marketing** and communications effort for the area.

Defining Santa Maria Valley

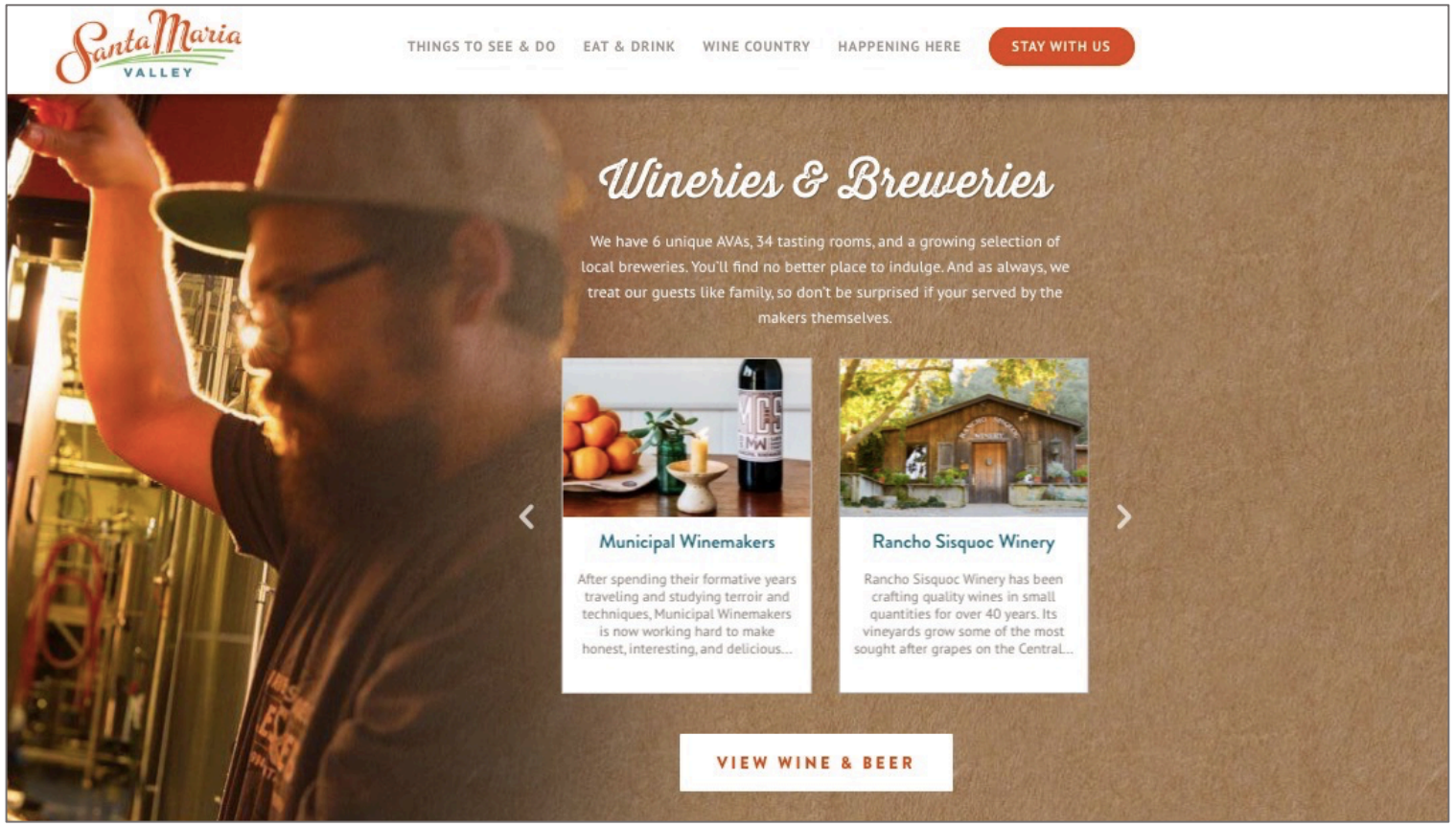
Santa Maria VALLEY

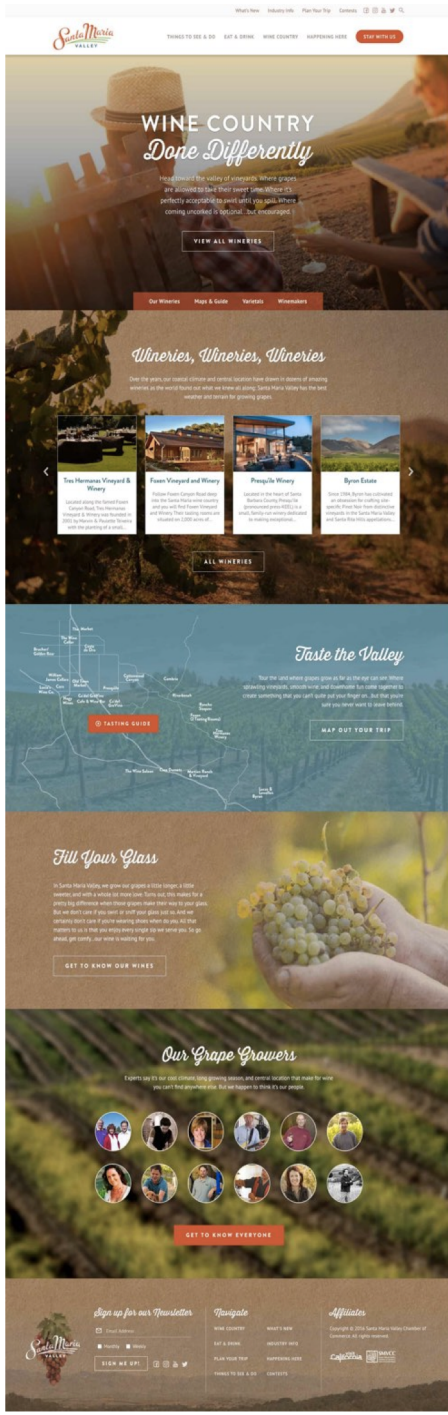
PR Content and Social



SANTA MARIA VALLEY

Website



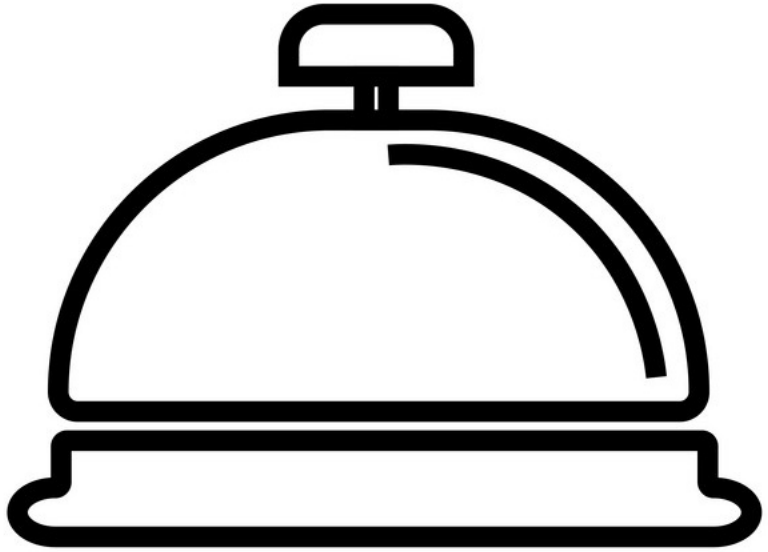


Santa Maria Valley

185K
New Visitors

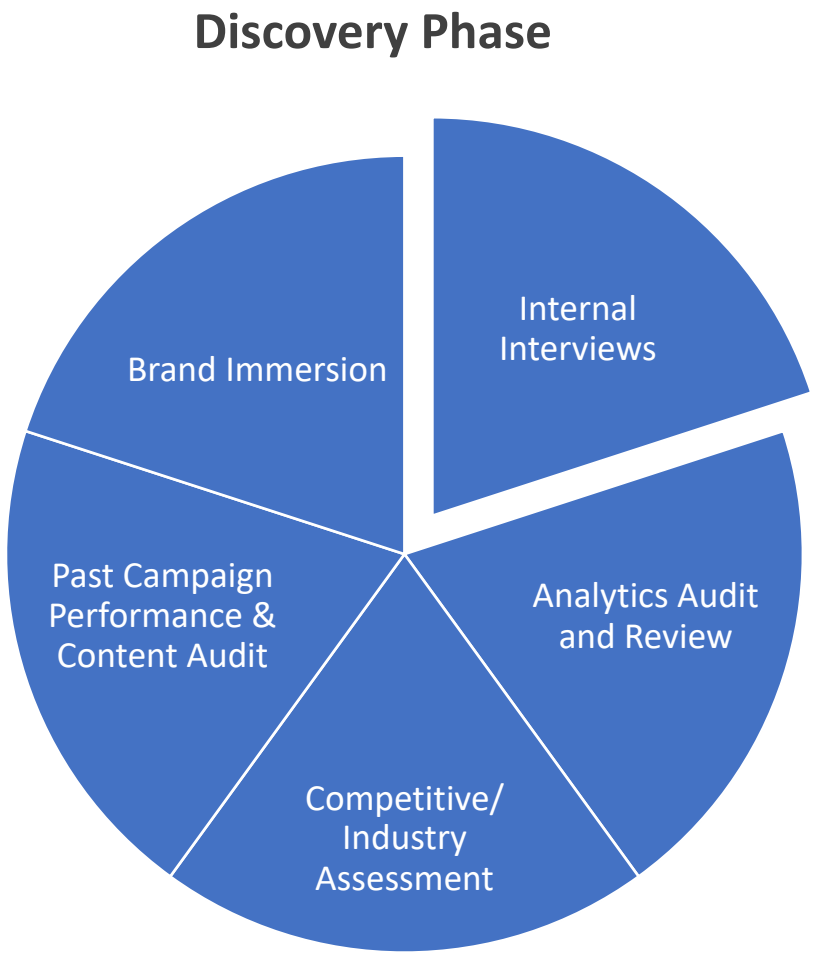
3.26M
Impressions in Google

126%
YOY Growth
Hotel Conversions



READY… SET… GO

Next Steps



Bring insights to life.