

Carson City Culture & Tourism Authority

KPS3

500 Ryland Street

Suite 300

Reno, Nevada 89502

Company Information

kps3.com

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f: 775.334.4313



HELLO

Tourism & Government



Years in Business

Employees

27

28

Office Location

Reno, NV

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



nevada health link





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.



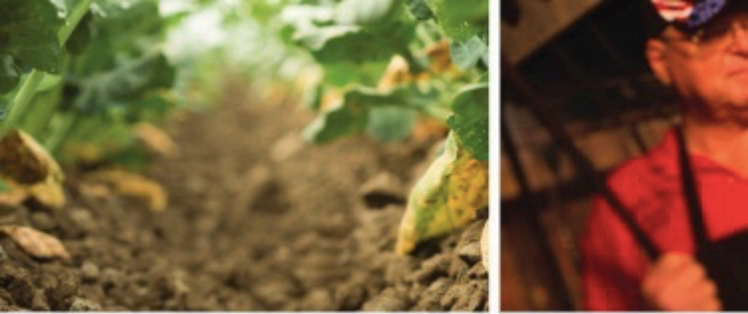
Favorite Carson City memory:

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.

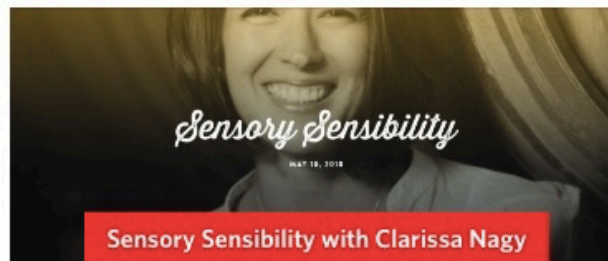
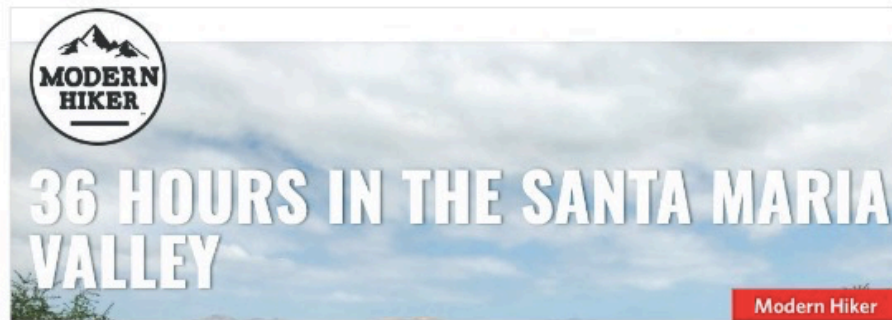
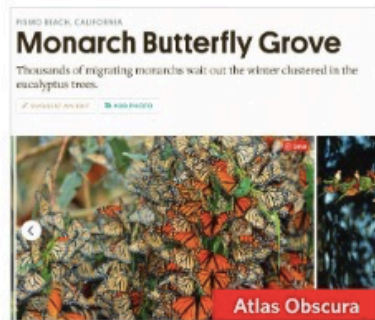
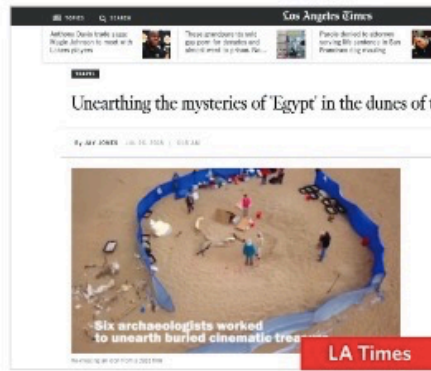
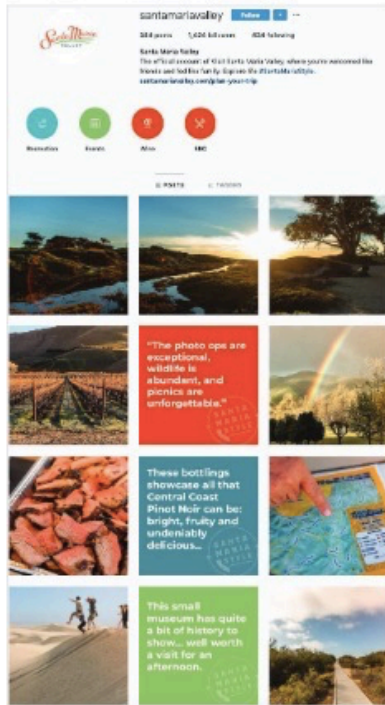
» **Develop strategic and cohesive marketing** and communications effort for the area.



Defining Santa Maria Valley



PR Content and Social



Website

Santa Maria Valley

THINGS TO SEE & DO | EAT & DRINK | WINE COUNTRY | HAPPENING HERE | **STAY WITH US**

Wineries & Breweries

We have 6 unique AVAs, 34 tasting rooms, and a growing selection of local breweries. You'll find no better place to indulge. And as always, we treat our guests like family, so don't be surprised if your served by the makers themselves.

Municipal Winemakers

After spending their formative years traveling and studying terroir and techniques, Municipal Winemakers is now working hard to make honest, interesting, and delicious...

Rancho Sisquoc Winery

Rancho Sisquoc Winery has been crafting quality wines in small quantities for over 40 years. Its vineyards grow some of the most sought after grapes on the Central...

VIEW WINE & BEER

EAT & DRINK
Like Family

What we have in common is our love for good food and drink. The valley has it all. From farm-to-table breakfast to a gourmet dinner, we have it all. [VIEW ALL BARBECUE](#)

Barbecue | **Fresh Produce** | **Beer** | **Restaurants**

Santa-Maria-Style

There's a reason our barbecue is known around the world. We use local ingredients and the same recipe that generations ago passed down. And that's why you'll find the same quality and flavor in our food. [LEARN ABOUT OUR BARBECUE](#)

Strawberry Fields

Our strawberries are locally grown and are the best in the valley. They're sweet, juicy, and perfect for eating or making jam. [LEARN MORE](#)

Green Goodness

Our green beans are locally grown and are the best in the valley. They're fresh, crisp, and perfect for eating or making soup. [LEARN MORE](#)

A Cold One

Tucked away along the central coast are some of California's best breweries and distilleries. We've got you covered. [CHECK OUT THE LOCAL BEER](#)

Historic Santa Maria Inn Old English Tap Room

Historic Santa Maria Inn Old English Tap Room is a local brewery that has been brewing since 1998. [VIEW MORE](#)

Figueras Mountain Brewing Co.

Figueras Mountain Brewing Co. is a local brewery that has been brewing since 2012. [VIEW MORE](#)

Restaurants

From fresh produce to top-notch service, our restaurants are the best in the valley. [SEE OUR RESTAURANTS](#)

Winebar & Grill

The award-winning Winebar & Grill is a local restaurant that has been serving since 1998. [VIEW MORE](#)

Historic Santa Maria Inn Garden Room

The Historic Santa Maria Inn Garden Room is a local restaurant that has been serving since 1998. [VIEW MORE](#)

Sign up for our Newsletter | **Navigate** | **Affiliates**

WINE COUNTRY
Done Differently

The valley of vineyards where grapes are grown to be made into wine. It's a place where the weather is perfect, the soil is rich, and the grapes are the best. [VIEW ALL WINERIES](#)

Our Wineries | **Map & Guide** | **Events** | **Wineries**

Wineries, Wineries, Wineries

Over the years, our varied climate and central location have drawn in dozens of amazing wineries. We've got you covered. [VIEW ALL WINERIES](#)

Five Wineries Vineyard & Winery

Five Wineries Vineyard & Winery is a local winery that has been producing since 2008. [VIEW MORE](#)

Four Winery and Winery

Four Winery and Winery is a local winery that has been producing since 2008. [VIEW MORE](#)

Figueras Winery

Figueras Winery is a local winery that has been producing since 2012. [VIEW MORE](#)

Byron Estate

Byron Estate is a local winery that has been producing since 2008. [VIEW MORE](#)

ALL WINERIES

Taste the Valley

Map out your trip to the valley. [TASTING GUIDE](#) | [MAP OUT YOUR TRIP](#)

Fill Your Glass

Our wine is made from the best grapes in the valley. [GET TO KNOW OUR WINES](#)

Our Grape Growers

Meet the people who grow the grapes. [GET TO KNOW EVERYONE](#)

Sign up for our Newsletter | **Navigate** | **Affiliates**

IMPACTS

Santa Maria Valley

185K

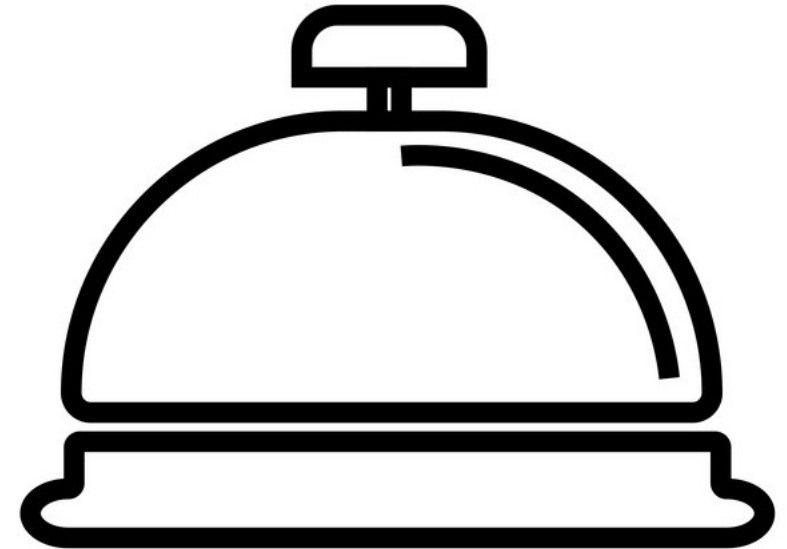
New Visitors

3.26M

Impressions in Google

126%

YOY Growth
Hotel Conversions





READY... SET... GO

Next Steps

Discovery Phase



