

Carson City Culture and Tourism Authority Guiding Principles

KPS3

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Carson City.

The heart and history of Nevada. The state capital. And the centerpoint of a true Nevada experience.

Wholesome and wide open, both in its ideals and space to wander. Maybe it's the pioneering spirit you can feel in the wind or the impressive landscape surrounding us, but there's something here that allows you to breathe deep and take it all in. Recharging you as you prep for your next adventure.

There's a sense of pride here. It's shared in friendly nods and in the stories of our history. And extends an open invitation to **find your Nevada experience in Carson City.**

Our Charge

Our charge is to increase top of mind awareness for Carson City and position it as the Nevada destination to launch from to promote overnight stays.



Our Obstacles

Carson City is currently being passed by. With a highway built around it, no commercial airport, and surrounding destinations competing for the same travelers, it's struggling to find its place on the map.

With no single, defined reason to visit outside of being the capital and an aging primary audience, it's more important than ever to bring the vibrancy, hospitality and diversity of offerings to the forefront of a traveler's mind.

Our Goals

- » Increase number of overnight stays in Carson City
- » Develop the personality of Carson City that connects with travelers
- » Create and execute a cross-channel strategic communications plan that will guide our focus and actions to most effectively tell the Carson City story
- » Build a digital presence around the Carson City personality, amenities, attractions, arts, culture and history
- » Develop an easy web portal for local stakeholders to manage their presence on the website
- » Create a nurture strategy based on consumer interests to continue to keep Carson City top of mind and inspire a visit
- » Build awareness of destination for drive and flight markets

A photograph of two people kayaking on a river, overlaid with a semi-transparent blue filter. The kayaker in the foreground is wearing a white shirt and a cap, while the one in the background is wearing a plaid shirt and a hat. Both are holding paddles and appear to be in motion. The text 'Brand Pillars' is centered over the image in a white, bold font.

Brand Pillars

BRAND PILLARS

Rich History

Carson City cares deeply about all sides of its history and putting those stories at the forefront for visitors to discover.

- » We are the state capital
- » Carson City Mint
- » Stewart Indian School
- » V&T Railway
- » Nevada State Railroad Museum
- » Mark Twain
- » Historic West Side Neighborhood / Kit Carson Trail (aka Blue Line)
- » Mining
- » Nevada State Museum



BRAND PILLARS

Heritage and Cultural Influence

From modern to historic, Carson City puts on wonderful displays of the arts and continues to foster that within the community.

- » Brewery Arts Center
- » Powwows
- » Symphony
- » Museums
- » Theater productions
- » Basque culture
- » Murals
- » Public art
- » Festivals
- » Burning Man art



BRAND PILLARS

An Inclusive Community

Carson City celebrates progress within its community; it prides itself on its quality of life, and it is open to bringing in all types of events and visitors with open arms. If you're a visitor, you're a friend.

- » Forward-thinking
- » Values arts, culture and history
- » Encourages progress within community
- » Friendly and open to visitors
- » Charm and hospitality
- » Quality of life



BRAND PILLARS

Family Friendly

Our community is safe and clean. With a variety of events throughout the year and a pedestrian-friendly downtown, Carson City lends itself to a perfect family getaway.

- » Walkable / Bike-friendly
- » Clean and safe
- » Kid-friendly events
- » Sports tournaments
- » Variety of dining options
- » Accessible



BRAND PILLARS

Room to Discover and Wander

Carson City still captures the spirit of the west. Sagebrush covered hillsides, desert sunsets, alpine lakes and towering mountains inspire adventure and exploration.

- » Outdoor experience
- » Wild West nature
- » Carson River
- » Biking, hiking and mountain sports
- » Lake Tahoe beaches (Skunk Harbor, Chimney Beach)
- » Nearby destinations (Lake Tahoe, Virginia City, Reno, Carson Valley)



Brand Positioning

Carson City is a relaxed, family-friendly destination that provides travelers with a place to call home as they explore the history and natural wonder of northern Nevada.

Our Promise

Carson City is the heart of Nevada.



Through our warm greetings, our rich history, and our diverse, majestic landscapes. Carson City is a place you want to stay. It holds the heartbeat of Nevada and is where our western history was forged. We are the centerpoint of the Nevada experience.

Our Voice

Our voice is the way we speak to visitors. It is our guide through all of our communications and captures the personality of Carson City.

- » We are **friendly and laid back** and have no room for pretense. We value **genuine** conversation and genuine people. We are never part of a fad or extreme.
- » We are **knowledgeable about Nevada history** and are happy to share all sides of it.
- » We are **open** to trying new things and encourage our guests to follow our lead. But we like to take things at a slower pace and are happy to give our adrenaline junkies a map to nearby places they can get their thrills.
- » We are **old school but not out of touch**. And that just means we have character and good stories.
- » We are **pure Nevada**. We're a little **untamed** and **independent**, but incredibly friendly and **welcoming**.

A person in traditional Native American regalia, including a large feathered headdress and fringed garments, is captured in a dynamic dance pose. The image is overlaid with a semi-transparent blue filter. The word "Audience" is centered in white text over the image.

Audience



AUDIENCE

Older Weekday Travelers

Retirees are on the road and they're avid travelers. They like to take their time, avoid the crowds and value relaxation and rejuvenation. They're also interested in multi-generational travel, so it's important to them to go somewhere the whole family will enjoy.

AUDIENCE

Millennial Families

Millennials travel more than other generations. Quality time, relaxation, safety and convenience are what's important for a millennial family. They're less interested in a metropolitan area and are attracted to destinations that are easy to get to. This lends more time to create memories and less time fussing over logistics.





AUDIENCE

Niche Audiences

Business Travelers

There is opportunity to reach this audience for extended stays or to recommend Carson City to family and friends.

Capital Chasers

The accessibility and beauty of Carson City's Capitol Building and grounds is an uncommon and appealing quality for travelers.

Railway Buffs

The V&T Railway and Nevada State Railroad Museum are huge draws for those seeking to experience railroad history.

Highway 50 Trekkers

The first or last stop on U.S. 50 is Carson City, where you can get your NV HWY 50 Survival Guide Passport stamped and experience the loneliest highway.

Mountain Bikers

With several major mountain biking events and trail systems geared toward all levels, Carson City is becoming a sought out destination for biking trips.

The background of the slide features a photograph of a large, classical-style building with a prominent dome, partially obscured by trees. The entire image is covered with a semi-transparent blue overlay. The word "Website" is centered in white text.

Website

WEBSITE

Homepage Priorities

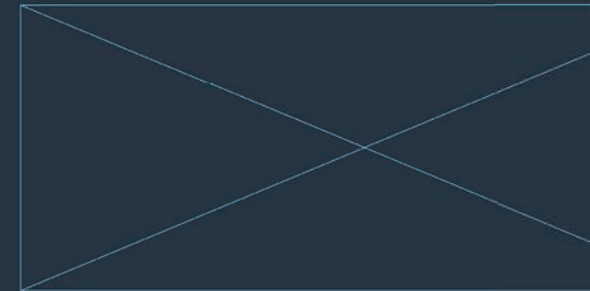
- » Large visuals focused on outdoor and history
- » Show distances to popular destination attractions with Carson City being the hub to jump off from that would create day trips
- » Itineraries
- » Top things to do in Carson City, including outdoor attractions, museums, the Capitol, etc.
- » Explore Carson City like a local
- » Featured events
- » Featured content (blogs)

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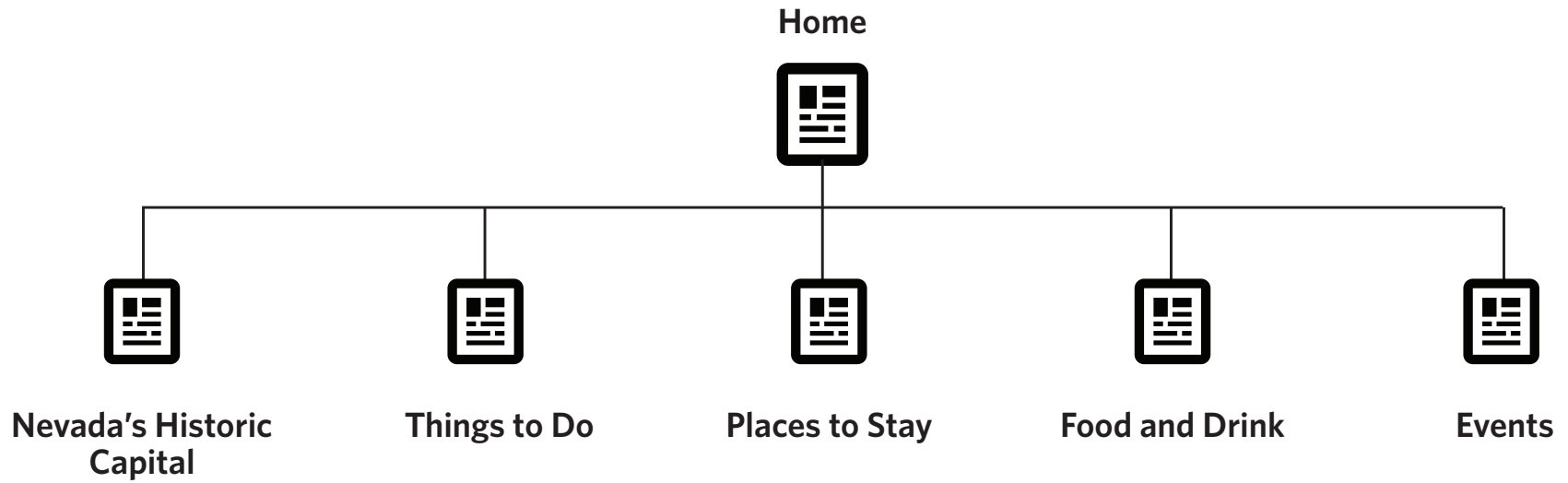
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WEBSITE

Architecture

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VISIT CARSON CITY

