

**CULTURAL COMMISSION
STAFF REPORT**

MEETING DATE: March 18, 2014

AGENDA ITEM NUMBER: 3B

APPLICANT: Joel Dunn, CCVB Executive Director
Tara Burke, CCVB
Vern L. Krahn, Park Planner

REQUEST: For Possible Action: To approve the Carson City Visitors Bureau's banner designs for Fairview Drive based on their "The Experience Starts Here" marketing message that would include various images of the City's arts/cultural events, activities, and experiences.

GENERAL DISCUSSION:

At this meeting, Joel Dunn, Carson City Visitors Bureau Executive Director and Tara Burke will be giving the Cultural Commission a PowerPoint presentation on the Bureau's overhead banner designs for Fairview Drive. The banner designs are to promote the Bureau's marketing message "The Experience Starts Here" and will highlight many of the City's arts/cultural events, activities, and experiences along with other aspects of the Community. In addition, this marketing message is intended to present an exciting and consistent tourism marketing message for Carson City.

In the past, the Cultural Commission has discussed the possibility of re-designing the overhead banners previously located on the Fairview Drive's existing light poles to better graphically communicate the various aspects and event opportunities within Carson City's arts and culture community. This partnership between the Bureau and the Cultural

Commission can accomplish this goal by highlighting for both visitors and residents alike the great event venues and the quality of life opportunities that exist in Carson City.

These overhead marketing banners will be located approximately 20 feet above the road on the existing light poles along Fairview Drive (Exhibit A). City staff believes that using the light poles on Fairview Drive is a very appropriate location for "The Experience Starts Here" marketing event banners.

RECOMMENDED ACTION:

I move to approve the Carson City Visitors Bureau's banner designs for Fairview Drive based on their "The Experience Starts Here" marketing message that would include various images of the City's arts/cultural events, activities, and experiences.

Exhibit A



