


# WHY YOU SHOULD CARE ABOUT RENO'S HISTORY

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# Can Apple, Indie Music And Gourmet Pizza Reinvent Reno?

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## Can Apple, Indie Music And Gourmet Pizza Reinvent Reno?

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By BRIAN DUGGAN RENO GAZETTE-JOURNAL

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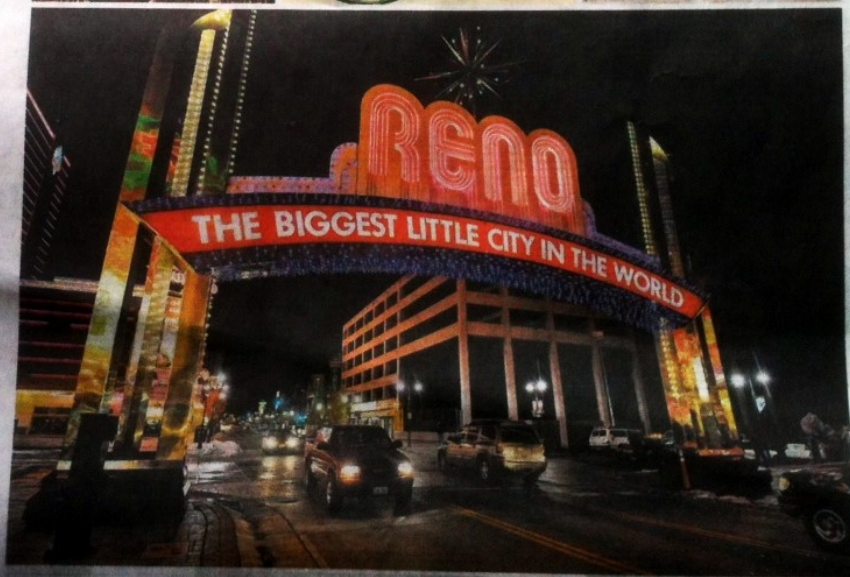
## Reno struggles with identity crisis

## With Gambling in Decline, a Faded Reno Tries to Reinvent Itself

# RENO 911!

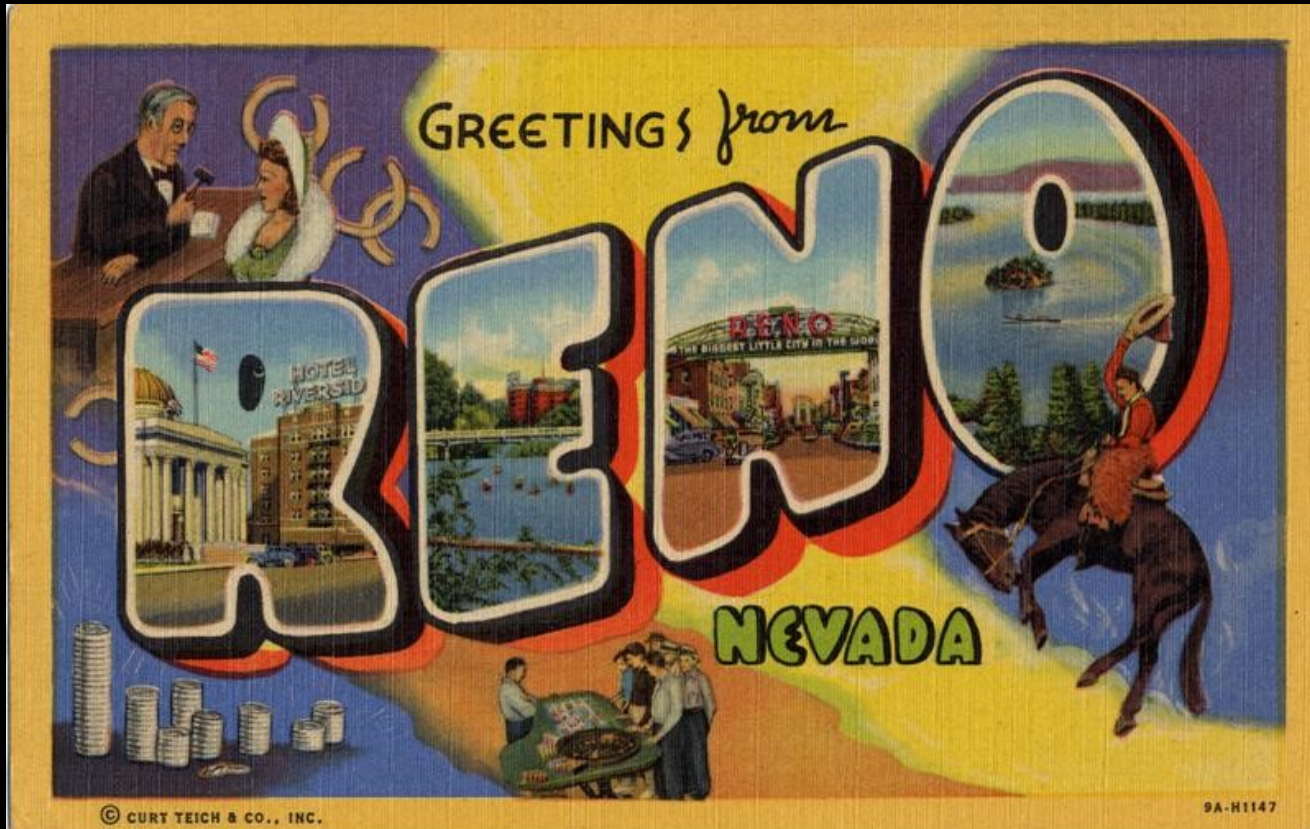
# Tesla's "Gigafactory" - Reno's Game Changer

## BIGGEST LITTLE PROBLEM: CITY IDENTITY CRISIS



The Reno Arch, turned blue on Nov. 22, 2010 in advance of a football game between Nevada and Boise State, bears the city's longtime slogan. At top are earlier versions of the arch, and a 1910 postcard calling Reno "the biggest little city on the map."

A city's history is its MOST UNIQUE ASSET.



History shows us what WORKS....



*Variety*

*Scale*

*Connection*



....and what DOESN'T.





History helps us  
avoid MISSTEPS.





History has GOOD BONES.



1906



# History Provides CHARACTER.





# Cultural Heritage Tourism is BIG BUSINESS.

DEFINITION: traveling to experience the places and activities that authentically represent the stories and people of the past and present.

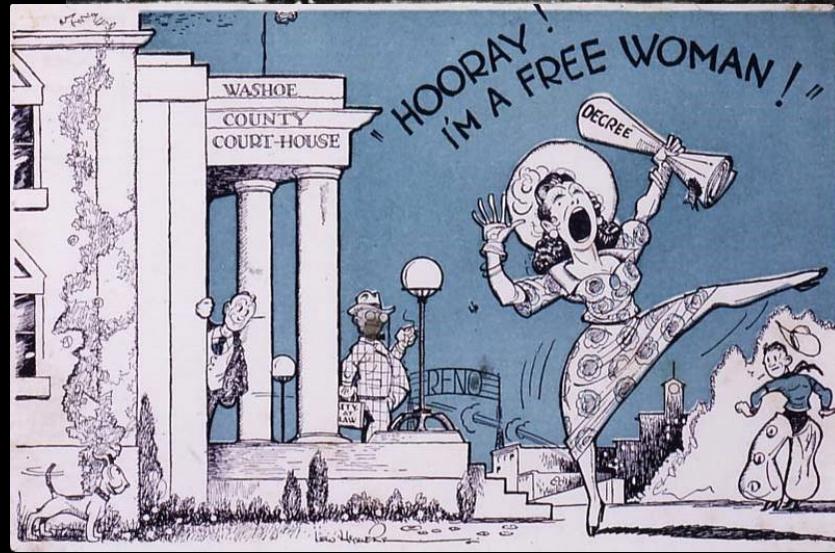
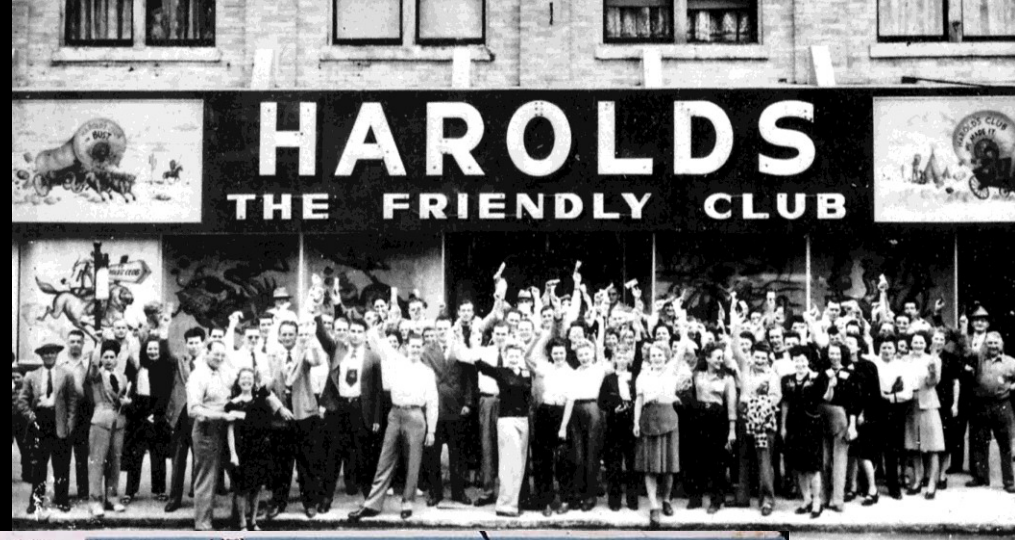
# Reno's history is a story of INNOVATION.

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Patent Riveted  
Clothing,  
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San Francisco.



These goods are specially adapted for the use of FARMERS, MECHANICS, MINERS, and WORKING MEN in general. They are manufactured of the Best Material, and in a Superior Manner. A trial will convince everybody of this fact.

Patented May 12, 1873.  
USE NO OTHER, AND INQUIRE FOR THESE GOODS ONLY.







Reno's history has unparalleled DRAMA.





History makes  
places more  
**MEANINGFUL.**







History  
is about  
PEOPLE.

History provides CONTINUITY.







## Nevada Stories

History helps kids  
**UNDERSTAND**  
their world.



# History makes any place more INTERESTING.





Reno's  
history is  
easier  
than ever  
to LEARN.

WWW.RENOHISTORICAL.ORG

# RENO HISTORICAL



## TAKE A TOUR

- UNIVERSITY OF NEVADA
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## RENO HISTORICAL

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Reno Historical is a free mobile app that puts Reno history at your fingertips, allowing you to explore the people, places, and moments that have shaped the city's history. Learn about the history of Reno through layered, map-based, multimedia presentations, use social media to share your stories, and experience curated historical tours of the city. It is a work in progress, so be sure to check in frequently for new tours and stories.

Read more [About Us](#)

VIEW A RANDOM STORY

## FEATURED STORY



### DELUCCHI BUILDING

Standing in front of the Delucchi Building, built in 1948, it's hard to imagine that Lake Street was once the center of Reno's rich cultural heritage. You are steps away from the city's...

Continue reading [Delucchi Building](#)



# Reno's history is VULNERABLE.



*Hotel El Cortez  
Home of the Tropicana  
Reno . Nevada*

Reno's history should  
be made CENTRAL.







When you value a place's HISTORY  
you value that PLACE.