

Southern Nevada's Clark County is seeking slogan ideas and campaign materials for an outreach campaign dedicated to educating the public about the need to obtain proper building permits and the process involved. We're aware of Oregon's "Permits Protect" program. If your jurisdiction has any information on this topic to offer, please forward it our way, or send us a link to your campaign site. We plan to gear our initial campaign to homeowners and small business owners. We also want to include educational elements for corporations as well, so the overall theme we chose needs to be broad and adaptable to different audiences. A key resource we'll be developing is a Web site section devoted to the campaign with Q&As, Public Service Announcements and other informational materials. We'd like to see any brochures or other items you've developed for similar outreach efforts in your jurisdictions.

Thanks for any suggestions or help you can offer.
Sincerely,

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