

# FORUM

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## Dealing Cincinnati a winning hand



### Queen City comes up aces with attractions

It may seem the deck is stacked against Cincinnati with the legacy of the riots, a continuing boycott, nagging development woes and losing ball teams. But perhaps it's time to quit fretting and play the strong hand we've been dealt.

If the U.S. military can use deck of playing cards to help soldiers identify the "most wanted" Iraqi leaders, why can't Cincinnati turn that concept into a positive?

If we're looking for a marketing "hook" to attract tourists and conventions, how about a deck of Cincinnati playing cards touting 52 of our area's greatest selling points?

As you can see from this page, the Queen City has more than a few aces up her sleeve.

The Greater Cincinnati Convention and Visitors Bureau has launched a \$145,000 ad campaign keyed to our \$2 billion in new attractions, using the tagline "New York. New Orleans. New Cincinnati." (See editorial, Page F2) That's a nice idea, but as we've pointed out, maybe we ought to stop defining ourselves in terms of other cities.

Besides, Cincinnati is much more than some expensive new stadiums and museums.

It has a wealth of history, culture and class, plus vibrant diversity and unique quirks.

This is who we are. This is what we have. Deal us in. We could have picked another 52 attractions and still had plenty to spare – and that's just the point. Cincinnati arguably has more cultural, civic and lifestyle assets than any other American city its size. Period. Other cities may out-market us, out-glitz us and out-hustle us, but they can't trump us.

Disagree with our choices. Pick your own. Whatever suits you.

But the message ought to be as winning as a royal flush:

*Cincinnati. We're playing with a full deck.*

– Ray Cooklis
