

DJ at 1up are more than a few that explicitly mock the rightwing notion of Nevada being “Californianized,” or similar claims that immigration is the cause of Reno’s major issues.

In fact, during last year’s election cycle, Welcome to Beautiful Reno NV made Reno mayoral candidate Eddie Lorton one of its primary targets. In order to combat what he perceived to be dishonest statements from the campaign and from shady political group Reno Elections throughout the cycle, the administrator claimed to have conducted his own primary research in a series of memes aimed as discrediting Lorton’s platform.

“There were a lot of, let’s say, scare tactics used in order to get people to vote for a new mayor,” the administrator said. “Saying that there’s a crime problem in the city and ... the city’s on fire because of financial reasons or whatever, when that really wasn’t the case. And so, because of other people providing a lot of factual data and information, I was able to stop sort of a misinformation campaign through memes actually.”

The page even went so far as to share the photo and information—a practice known



“I think even when they’re making fun of something or if they’re making fun of even a person or a place, I feel like there’s ... a bit of love for that place and they’re poking fun at it.”

RYAN GOLDHAMMER  
OWNER, NOBLE PIE & PIGNIC

Going forward, Welcome to Beautiful Reno NV’s administrator plans to do more for the lack of affordable housing in Reno than just make jokes.

“The certain [memes] that have a little bit more graphic design element to them ... a lot of those get turned into a shirts that are for sale that I have been using to try to help raise money for a lot of causes—mostly the homeless issue,”



online as “doxing”—of a local tattoo shop employee rumored to have been involved with the neo-Nazi party. This post was met with public debate in the comment section about the role of public pages to pass judgment on members of the community. For his part, though, the administrator makes no apologies for his political bent, and considers using his platform to spread awareness part of the responsibility of having a popular page.

“You love it because you live here, you love it here and you’re poking a little bit of fun at the things that you notice around you, kind of observational humor,” said the administrator. “But part of that is when you have—like, when I noticed that there is kind of a larger audience building, there’s a responsibility as well because you love the city that you want to keep people informed. You want to keep them abreast of some important issues, such as the housing crisis.”

said the administrator.

Welcome to Beautiful Reno NV’s online webstore features designs like “Reno” spelled in white powder with a straw located next to it, or one bearing the phrase “keyboard commando,” and yes, the Ryan Goldhammer “Zing!” image as well.

The administrator has also set up a second page called Reno Renter Resource to act as a forum for Reno resident’s struggling with housing concerns.

“I started a group for people to join as a resource for people who maybe are experiencing issues where they are having trouble finding a place to rent or experiencing issues where they are renting from, kind of, a predatory landlord or rental agency or they’re having problems with pests or just, you know, just disrepair in general and having to pay a lot of money,” he said. “It’s kind of a resource where people can help each other so to speak.” □

**Peppermill Reno • 2707 S. Virginia Street • \$20 • Doors 10pm Thurs-Sat • 21+ • Stylish Nightclub Attire**  
**With Resident DJs Mark Twyman and Enlo • VIP Reservations: Alex Konweitz 775.870.3000**  
**EDGENIGHTCLUBRENO.COM FACEBOOK.COM/EDGERENO TWITTER.COM/EDGERENO INSTAGRAM @EDGENIGHTCLUB2.0**

**PeppermillNightlife**

**FREE CONCERT SERIES AT TERRACE LOUNGE**

**MARGO CILKER**  
Margo Cilker and her band craft songs that philosophize hard work, heartbreak and wanderlust with the reverence of a country music obsessive.

**BIG MO & THE FULL MOON BAND**  
March 7 • 7pm-11pm  
March 8-9 • 8pm-Midnight  
Fun mix of blues, Southern rock, funk, soul

**MAX MINARDI**  
March 3-6 • 6pm-10pm  
Acoustic folk singer-songwriter

**KYLE WILLIAMS**  
March 10-13 • 6pm-10pm  
Singer-songwriter performs soulful acoustic pop

**PEPPERMILL RENO**  
PeppermillReno.com  
2707 S. Virginia Street

FACEBOOK.COM/PEPPERMILLRENO  
TWITTER.COM/RENOPEPPERMILL  
INSTAGRAM @PEPPERMILLRENO