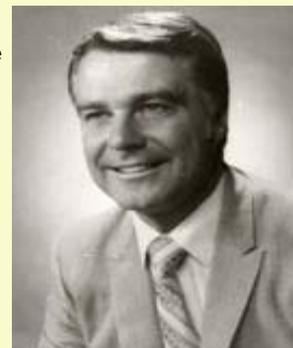


William H. Briare

July 13, 1930—December 8, 2006

1962, 1966

Bill Briare dedicated his life to promoting southern Nevada. He served in the Nevada State Assembly, on the Clark County Commission, and as mayor of the City of Las Vegas. He traveled the world touting Las Vegas and encouraging people to visit.



Briare moved to Las Vegas in 1955 and worked as a manager at the William Peccole Insurance Agency. He was active in local civic and political groups including the Young Democrats, the Elks, and the Knights of Columbus.

In 1960, Briare was elected to the Nevada State Assembly. He completed the 1961 session. In 1962, voters elected Briare to the Clark County Commission. He was reelected in 1966 and his fellow commissioners elected him chair of the board. While on the County Commission, Briare worked to increase cooperation between the county and the city and attempted to form a league of all local elected officials.

In 1971, Briare made his first bid for mayor of Las Vegas, but lost the primary to Oran K. Gragson. Briare defeated Harry Reid in 1975 to become mayor of Las Vegas, a position he held until 1987. As mayor, Briare worked to improve public transit, revitalize West Las Vegas, and develop a downtown sports complex. He also secured federal funding to complete a number of projects to build infrastructure in the City of Las Vegas. He is mostly remembered for the trips he took promoting Las Vegas to foreign countries.

Briare ran for lieutenant governor in 1994, but lost to Lonnie Hammargren. Following his defeat, Briare retired to Las Vegas and worked as an investor and in his family's cookie business. In the 1990s, he headed the Downtown Progress Association in Las Vegas. He died of complications from Alzheimer's in 2006.