

# FY2016 PROJECTS RELATING TO TOURISM GRANT PROGRAM RECOMMENDATIONS

Nevada Commission on Tourism Board Review and Approval

<b>TOTAL NUMBER OF REQUESTS:</b>	<b>31</b>
<b>TOTAL NUMBER OF AWARDS:</b>	<b>24</b>
<b>TOTAL AMOUNT REQUESTED:</b>	<b>\$511,997</b>
<b>TOTAL AMOUNT AWARDED:</b>	<b>\$238,000</b>



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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Cowboy Country	PRT-16-01	Pershing County Chamber of Commerce	Loverslock Plaza	\$30,000.00	\$15,000.00	\$60,000.00	Funds will be used to pay for landscaping, a water feature, signage, Loverslock Plaza pots (replacing the broken ones), benches and additional bollards and chains.	Visitors from all over the world purchase an original "Lovelock" in Pershing County or they bring their own locks and "lock their love" at Loverslock Plaza which is situated behind the historic courthouse in Lovelock along the I-80 corridor. The county decided this year to improve the plaza by focusing on safety, maintenance and security. They recently installed LED light poles and high-tech security cameras in an effort to reduce and/or ward off vandalism. The Chamber would like to make some noticeable improvements to the Plaza by adding benches, planters, and a water feature. In addition, they are in need of additional bollards and chains as most of the existing hardware has been used for locks. This award will help with a portion of this project.
Cowboy Country	PRT-16-02	Safe Haven Wildlife Sanctuary	Intern Housing	\$25,000.00	\$0.00	\$150,000.00	Funds will be utilized to begin Phase 1 of what we conceive as a two-phase project with construction in 2016 and 2017.	The Division of Tourism has been very supportive of the Safe Haven Wildlife Sanctuary by providing both marketing and structural improvement project grant funding. This particular project will have less impact on increased tourism than others submitted during this cycle and is considered a lower priority.

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Cowboy Country	PRT-16-03	National Historic California Emigrant Trails Interpretive Center Foundation	Architectural Review of California Trail Intern Center	\$3,250.00	\$3,250.00	\$6,500.00	Funds will be used to conduct an architectural evaluation of the existing building to determine the feasibility of adding a room to be used for research and a reading library.	The project is to establish a library to house the "Western Emigrant Trail Collection" at the California Trail Interpretive Center. The library already contains an estimated 1,000 volumes. The library will be available for research and reading by scholars and the general public.
Cowboy Country	PRT-16-04	National Historic California Emigrant Trails Interpretive Center Foundation	Humboldt River Exhibit	\$2,500.00	\$2,500.00	\$5,000.00	Funds from this grant would be used to repair the Humboldt River water feature located outside the building in the interpretive plaza.	A key exhibit at the California Trail Interpretive Center is the Humboldt River water feature located outside the building in the interpretive plaza. The Humboldt River was a lifeline and integral part of the journey of the emigrants. This water feature is a key part of the story told at the Center. The water feature does not work correctly and needs to be repaired to determine the best means to repair it.

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Cowboy Country	PRT-16-05	City of Wells	Downtown Park Improvements	\$22,965.00	\$18,500.00	\$47,918.00	<p>These funds will be utilized to purchase materials for a 24' diameter all steel two-tier hexagon gazebo. We will also purchase 4 foot high vinyl fencing for a barrier between the parking and the people space.</p>	<p>The City of Wells has acquired a downtown parcel of land to serve as a "City Square" for a downtown park. Decorative street lighting has been installed on the public portion around this lot. The city would like to purchase materials for a gazebo, create a parking area for downtown visitors, erect a fence and install a corner clock. This property is located directly across from the Trail of the 49ers Museum and will also host an area to showcase old farm equipment and show how the equipment has improved through the years, such as a windmill. This will not only serve to improve and redevelop the downtown area but also provide a space for visitors to explore the downtown and its history. It will also embellish downtown events with parking and a space for activities.</p>

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Indian Territory	PRT-16-06	Indian Territory	Stewart Indian School Trail Maintenance	\$4,000.00	\$4,000.00	\$8,000.00	Funding will be used to repair the trail's kiosk entry sign and trail-stop signage.	The Stewart Indian School Trail is a self-guided cell phone walking tour of the former Stewart Indian School campus in Carson City NV. The Trail includes 20 audio recordings of select alumni and former employees of the historic school who tell their stories and share the treasures of this largely unknown and seldom taught history with visitors of today. In order to maintain the Trail's critical work needs to be done on the Trail's kiosk entry sign and Trail stops. All three elements of the Trail were completed in part by funding from this grant program. The Trail signs were completed in 2007 and the entry sign and kiosk were both completed in 2009.
Las Vegas Territory	PRT-16-07	Moapa Valley Revitalization Project	MVRP Main Street Project	\$16,756.00	\$12,200.00	\$33,511.00	Funds will be used to purchase avenue banners; build a visitor information kiosk; and install benches, a shade shelter and trash receptacles in downtown Overton.	Moapa Valley Boulevard is the main street through Overton consisting of 5 blocks of store fronts, restaurants and commercial properties. As a rural desert community that depends upon tourism dollars, the challenge is getting tourists to stop. They have developed a 3-phase Main Street revitalization project to help them accomplish this: (1) avenue banners; (2) visitor information kiosks; and (3) benches, shade shelter and trash receptacles. Recommended award does not include funding the banners.

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Nevada Silver Trails	PRT-16-08	Nevada Silver Trails	Repairs to Nevada Silver Trails Tourist Information Center	\$7,500.00	\$7,500.00	\$9,000.00	The funds will be used to make repairs to the solar-powered information center. It badly needs a new roof and repairs to the outside railing.	Nevada Silver Trails owns a solar-powered information center located on Hwy 95 in Tonopah. Construction costs were partially funded with a grant from the Projects Relating to Tourism program. The territory received a second grant to improve the solar system which was under-designed and also suffered some weather damage. Those repairs and improvements have been completed but while doing this they discovered the roof also needed to be repaired and there were a lot of smaller tasks such as painting, brochure racks, signage, railing repairs, etc., that were also needed in order to have a fully functional visitors center. This project will allow the territory to make the remaining repairs.

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Nevada Silver Trails	PRT-16-09	Mineral County Economic Development Authority	Bleacher Infrastructure for Hawthorne Raceway	\$40,000.00	\$18,083.00	\$155,000.00	Funds will be use for materials for construction of 1,000 seats for the motor speedway and installation of water service to the raceway from the airport bleachers are over 30 years old and condemned. Without bleachers there can be no events that can attract more than the 50 or so cars that can park around the current venue. The race track is owned by the county. The funding will allow them to build the bleacher portion of this project.	
Nevada Silver Trails	PRT-16-10	Town of Tonopah	Main Street Banners	\$1,704.00	\$1,704.00	\$3,409.00	Funds would be used to pay for half of the cost of the banners (26 in total).	The Town of Tonopah would like to produce banners advertising their special events. They have banner brackets attached to 18 light poles along the main street (Hwy 95) and at the intersection of Hwy 95 and Hwy 6 which is the other gateway into Tonopah. They feel the banners would improve the look of Main Street as well as attract travelers through town to stay and participate in events they may not otherwise be aware of.



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Nevada Silver Trails	PRT-16-11	Beatty Chamber of Commerce	Miner & Burro Entry Way Signs	\$20,013.00	\$20,013.00	\$40,026.00	The signs will enhance the town of Beatty while welcoming visitors as well as Thanking them for visiting. The entry way signs with the Miner and Burro will be spots that tourist can take pictures which will promote tourism within the area through social media, news articles and promotions.	This project is to produce 4 Metal Works of Art depicting a Miner and Burro welcoming visitors to Beatty. The entry Way Signs will be 6ft by 10ft with a Welcome to Beatty Nevada placed at all 3 highway gateways into Beatty as well as a Thank You for Visiting as they exit town. A 4th sign will be placed in front of the Beatty Chamber of Commerce and Visitors Bureau.
Nevada Silver Trails	PRT-16-12	Beatty Museum & Historical Society	Beatty Museum Display Cases	\$25,000.00	\$5,000.00	\$25,000.00	The funds requested will be used to purchase museum quality display cases. It is the museum's goal to update major displays and install several new displays within the museum	With the museum's recent expansion it is in need of museum quality cases to showcase new displays as well as revamp some current displays. Per applicant, this project can be done in phases. This award will help them get started with the new display cases.
Nevada Silver Trails	PRT-16-13	Town of Pahrump	Welcome Sign	\$15,000.00	\$15,000.00	\$30,000.00	Funds will be used to manufacture and install (2) 8 ft x 12 ft roadside signs.	Funding will assist the Town of Pahrump purchase and install two roadside signs to welcome and thank visitors for coming to Pahrump. These signs will match the signage installed at the other Pahrump gateways and complete this project.

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Nevada Silver Trails	PRT-16-14	Lincoln Communities Action Team (LCAT)	Hiko Billboard Enhancement Grant	\$11,250.00	\$6,250.00	\$22,500.00	The funds will be used to update and enhance the billboard structure on Highway 93 at the Hiko cutoff.	The billboard on highway 93 coming north from Alamo is completely faded and unreadable. This billboard can be an asset to Lincoln County tourism by showcasing the many recreational opportunities in the county. In its current condition it is only indicating to the public that the county does not care to maintain their assets and does not offer a reason to stay and explore the area. Award covers costs for repairing the north-bound sign and installing solar lighting.
Pony Express Territory	PRT-16-15	Pony Express Territory	Fenley Pony Express Rider Installation	\$30,000.00	\$0.00	\$35,000.00	Tourism and PRT funds will be used to design and engineer the installation of the Pony Express rider silhouette along with signage to identify the monument with relevant historical information.	Not all projects can be funded. This project was considered a lesser priority to the Territory.

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Pony Express Territory	PRT-16-16	Pony Express Territory	Loneliest Road in America Signage	\$10,410.00	\$10,400.00	\$10,410.00	Funds will be used to install 36 Loneliest Road in America signs along Hwy 50 from Carson City to Great Basin National Park. The money will also be used to build three informational sign kiosks. These kiosks will contain a Loneliest Highway sign and an informational sign that explains the program to visitors. The kiosks will be placed in Wendover at the Tourist Information Center at Baker Nevada at the Border Inn and at a location in Carson City.	2016 is the 30th Anniversary of the Loneliest Road in American Campaign. US 50 in Nevada was named The Loneliest Road in America by Life magazine in July 1986. The name was intended as a pejorative but Nevada officials seized on it as a marketing slogan. US 50 has a diverse route through the state traversing the resort communities of Lake Tahoe; the state capital in Carson City; historical sites such as Fort Churchill State Historic Park, petroglyphs, alpine forests, desert valleys, ghost towns and Great Basin National Park. US 50 was constructed over a historic corridor first used for the Pony Express and later for the Lincoln Highway. This grant will allow the territory to have signs made and installed along US 50 from Carson City to Great Basin National Park.
Pony Express Territory	PRT-16-17	Churchill Arts Council	Oats Park Art Center: Completion of Renovation	\$17,165.00	\$0.00	\$34,330.00	Funds will be utilized for the acquisition and installation of two (2) retractable 90% solar shades (24 feet x 8 feet) on the western perimeter of the Lariat Courtyard and ten (10) commercial grade market umbrellas (Tucci or similar) in the Courtyard.	The Division of Tourism has generously supported the Churchill Arts Council's efforts to renovate the historic Frederic J. DeLongchamps Oats Park School in Fallon and feel they have reached a point where they no longer are in desperate need of funding through this grant program.

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Pony Express Territory	PRT-16-18	Eureka County -- Eureka Activities	Digital Lighted Message Center	\$12,500.00	\$10,000.00	\$25,000.00	Nevada Division Tourism funds will help pay for the Digital Light Message Board.	<p>In Eureka it is difficult to get information of events out to the public. They put posters up around town and the doors and poster boards are full of event information. The information of events is soon covered with other information and posters of upcoming events are lost or covered up. With a Digital Light Message Board the information will be displayed at the corner of Main and Bateman Streets in the center of town, allowing the public to easily see the calendar of upcoming events. The Digital Light Message Board will also let tourists that are coming through town discover what is going on in town. The design of the Board, which includes railroad tracks and a locomotive, will complement the existing historic restored Eureka and Palisades Railroad caboose already in place at that location.</p>
Pony Express Territory	PRT-16-19	White Pine Historic Railroad Foundation	Nevada Northern Railway First Class Coach 5	\$28,000.00	\$0.00	\$56,000.00	Funds will be used for the floor covering; repairing the coach windows; and sanding, priming, painting and lettering the exterior of First Class Coach 5.	<p>The Division of Tourism has been very generous in past grant cycles supporting many renovation projects for the Nevada Northern Railway. Unfortunately not all projects can be funded in this cycle and this was deemed a lesser priority.</p>

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Reno-Tahoe Territory	PRT-16-20	Lake Tahoe Visitors Authority	Visitor Center Gateway to Northern Nevada	\$10,000.00	\$10,000.00	\$20,000.00	The funds would be used to create thematic historical and cultural interpretive displays in the Nevada Visitor Center that provide the visitor with context about the region's assets and entices them to plan a day or overnight trip to one of the many iconic towns and attractions found in the Reno-Tahoe Territory. These displays would prominently feature Virginia City Carson City Genoa and the Carson Valley.	The Lake Tahoe Visitors Authority is a bi-state Destination Marketing Organization with Visitor Centers located in Nevada and California on Lake Tahoe's South Shore. The Nevada Visitor Center is located at the juncture of Highways 50 and 207 both Highways leading into the rich culture and history of Nevada's rural region - the Reno-Tahoe Territory (RTT). The project's goal is to provide a gateway information display for travelers exploring the RTT. The vision is to visually engage the visitor in a discovery process that prompts additional exploration of the region.

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Reno-Tahoe Territory	PRT-16-21	Thunderbird Lodge Preservation Society	Thunderbird Accessibility for the Mobility Impaired	\$40,000.00	\$15,000.00	\$80,000.00	Funds will be used for materials visitors for their programs and tours. In year they host nearly 10,000 out-of-state heritage tourism site at Lake Tahoe. Each Thunderbird Lodge is Nevada's only cultural Thunderbird improve access for the mobility impaired. The first step is to retrofit the front entry stairs with a wheelchair lift, safety gate, upgraded electrical, and a revised handrail system. This provides those having impairments access to the majority of activities which occur on the main floor, theater, conference facility, Old Lodge and more.	Thunderbird Lodge is Nevada's only cultural heritage tourism site at Lake Tahoe. Each year they host nearly 10,000 out-of-state visitors for their programs and tours. In recent months regulatory agencies mandate integrating the wheelchair lift in the historic stonework on the building facade, upgrading hand rails, constructing an access gate, purchasing the lift, and certain construction costs.
Reno-Tahoe Territory	PRT-16-22	Lake Tahoe Incline Village Crystal Bay Visitors Bureau	Lake Tahoe Incline Village Visitor Center Exterior Signage	\$10,000.00	\$10,000.00	\$20,500.00	Funds will provide for the design, development, construction and installation of a series of trail maps focused on the promotion of the hiking, biking, padding and public backcountry recreational access.	The objective of the project is to communicate the vast trail network 24 hours a day 7 days a week. Visitor points of interests, such as Nevada State Parks, recreational facilities and activity providers will be included in the displays to enhance the visitor experience.

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Reno-Tahoe Territory	PRT-16-23	UC Davis Tahoe Environmental Research Center	Tahoe Science Center Improvements	\$14,734.00	\$9,600.00	\$30,210.00	Funds will be used to enhance the Tahoe Science Center exhibits for improved visitor experience and to attract more visitors to Incline Village, Nevada from the California side of the Lake Tahoe Basin and around the world.	The Tahoe Science Center and new "Lake Conditions" and "Take Care" exhibits will have great visibility for tourists worldwide. The goal is to provide improved visitor attractions on the north shore of Lake Tahoe on the Nevada side.
Reno-Tahoe Territory	PRT-16-24	Sierra Business Council	Lake Tahoe Water Trail Educational Way finding Interpretative Signage Production	\$20,000.00	\$0.00	\$101,160.00	Funds will pay the total design and production fees for five LTWT Signs for the Nevada side of Lake Tahoe.	This project is requesting funding to cover the installation of five way finding interpretive signs located at five shoreline launch landing sites on the Nevada side of Lake Tahoe. The intent is to educate non-motorized boaters (paddlers) about public access, water safety, aquatic invasive species prevention, and resource conservation. While a worthy endeavor it is felt that this information is available online and most non-motorized boaters would plan their water adventure prior to arriving at a launch site.

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Reno-Tahoe Territory	PRT-16-25	Carson Valley Visitors Authority	Carson Valley Way finding Project	\$30,000.00	\$10,000.00	\$83,195.00	The Carson Valley Visitors Authority is requesting funding to assist with the cost of materials needed to complete this project.	The primary objective of a way finding program is to help visitors find their way through the Carson Valley area and direct them to specific destinations and places of interest. This project will also help fulfill the established Carson Valley branding effort and guidelines (previously funded by CVVA). The project will follow recommendations outlined in the Carson Valley Agritourism Research Report provided by Chuck Nozicka Consulting, a project previously funded through this grant program.
Reno-Tahoe Territory	PRT-16-26	Carson City Symphony Assoc. Inc.	Carson City Symphony 2016 Pops Party Concert	\$1,250.00	\$0.00	\$2,500.00	Funds will be used to market the concert locally and to targeted audiences outside the local area.	This request is for marketing and advertising funding which does not fit the parameters of the Projects Relating to Tourism guidelines. Suggest applicant reapply for funding in the FY2017 1st cycle Marketing Grant program.



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Reno-Tahoe Territory	PRT-16-27	Carson City CVB	Multi Athletic Center Floor Covers	\$12,500.00	\$10,000.00	\$35,000.00	Funds will offset the cost of the purchase of the protective floor covering and storage racks.	The City of Carson City has recently opened the MAC (multi-athletic center) and is providing an opportunity for the Carson City Visitors Bureau to utilize the 36,000 sq. ft facility as an event center. This collaboration will allow the CCVB to attract visitors during the shoulder season and diversify their target market. Based on the City's programmatic use of the facility being community sports, a floor covering to protect the 25,000 sq. ft of wood floor was not included in the furniture fixture and equipment budget. With the CCVB's intent on adding non-sport related events in the facility, the purchase of the floor protection is required.
Reno-Tahoe Territory	PRT-16-28	Mile High Jazz Band Assoc. Inc.	Jazz & Beyond - 2016 Music Festival	\$1,500.00	\$0.00	\$28,500.00	Funds will be used to market the festival by newspaper, magazine, social media and radio advertising in Nevada communities more than 100 miles from Carson City and outside Nevada, including the Sacramento Calif. area.	This request is for marketing and advertising funding which does not fit the parameters of the Projects Relating to Tourism guidelines. Suggest applicant reapply for funding in the FY2017 1st cycle Marketing Grant program.

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Reno-Tahoe Territory	PRT-16-29	Virginia City Tourism Commission	Virginia City Arena and Fairgrounds	\$35,000.00	\$15,000.00	\$50,000.00	Funds will be used to purchase additional seating at the arena and install additional bleacher seating for the new Virginia City Arena and Fairgrounds.	This project is part of a larger 3-5 year project for the Virginia City Arena and Fairgrounds. This project will help with the purchase, installation and labor for additional seating at the arena and fairgrounds. Currently Virginia City Tourism Commission owns about 1,000 large bleacher seats. Their hope is to purchase and install an additional 750-1,000 seats, giving Virginia City a venue that would directly impact visitation and room nights for the entire region.
Reno-Tahoe Territory	PRT-16-30	Piper's Opera House	Piper's Opera House Signage and Streetscape	\$8,000.00	\$8,000.00	\$67,000.00	Funds will be used to paint, repair and restore building doors and windows; to create visitor signage for parking; the purchase of a new marquee; to return historic landscape features; and showcase the property with enhanced lighting.	This project will restore the front of the building with fresh paint, repair doors and windows and provide parking signage for visitors to historic Piper's Opera House. They have recently promoted the use of the building as a wedding venue and have had tremendous success in drawing in that market.
State-Wide	PRT-16-31	SNORE	Caliente 250	\$6,000.00	\$1,000.00	\$24,500.00	The funds will be used to increase advertising to grow participation at the event. Funds will also be used to off set the BLM fees and road rehab costs after the event.	The majority of expenses associated with this application are for advertising the event which is not part of the Projects Relating to Tourism intent. Award will assist with the rehabilitation of the highway once the race is completed.
Grand Total				\$511,997.00	\$238,000.00	\$1,299,169.00		