

**Nevada Commission on Tourism
Minutes| June 15, 2021**

Call to order

Lieutenant Governor Kate Marshall called the meeting to order at 1 PM.

Commissioners Present

Lieutenant Governor Kate Marshall
Charles Harris
Cynthia Mun
Edward Estipona
Herb Santos, Jr.
Jane Moon
Jerry Schefcik
Jill Lagan
Julie Pazina
Kristin Windbigler

Commissioners Absent/Excused

Brian Wadsworth
Rick Murdock
Steve Hill

Staff and Guests Present

Brenda Scolari
BVK staff
Christian Passink
Fahlgren Mortine staff
Harry Ward
Jessica Grundy
Kyle Shulz
M.E. Kawchack
Nobles Studios staff
Shari Davis
Yennifer Diaz

Meeting

MARSHALL: Let's get started. The Governor's moving things to in-person, but I know we have people from all over the state and so I think in-person works well, but I wanted to see how you feel about it or, you know what I mean? Because I know some people have to drive in from lots of places. Think about that and maybe when we get to the end of this agenda, we can discuss for the next meeting what you guys want to do. Okay. Let's call the meeting to order. This is Nevada Commission on Tourism public meeting, June 15th, 1:00 PM. Can you please tell me if the meeting was properly noticed and posted?

GRUNDY: Yes, it was.

MARSHALL: Thank you. And then, can you please take roll?

GRUNDY: Yes. Lieutenant Governor Kate Marshall?

MARSHALL: Here.

GRUNDY: Charles Harris?

HARRIS: Here.

GRUNDY: Cynthia Mun?

MUN: Here.

GRUNDY: Edward Estipona?

ESTIPONA: Here.

GRUNDY: Herb Santos, Jr.?

SANTOS: Here.

GRUNDY: Jane Moon?

MOON: Present.

GRUNDY: Jill Lagan?

LAGAN: Here.

GRUNDY: Julie Pazina?

PAZINA: Here.

GRUNDY: Kristin Windbigler?

WINDBIGLER: Present.

GRUNDY: Rick Murdock? Rick? Steve Hill is absent/excused, but Kevin is here filling in for him. Brian Wadsworth? Brian?
Bob Stoldal?

STOLDAL: Present.

GRUNDY: And Jerry Schefcik?

SCHEFCIK: Here.

GRUNDY: Harry Ward?

WARD: Present.

GRUNDY: All right. That is it.

MARSHALL: And we have a quorum then?

GRUNDY: Yes, we do.

MARSHALL: Moving to agenda item B, this is public comment. There will be public comment at the end. Actually, I am looking at you. I just have too many screens on my desk, so it looks like I'm not paying attention, but I am. This is the first time for public

comment, and there'll be a public comment at the end. Please don't worry if you feel like something passed you by. You'll have another opportunity. But do we have any public comment?

GRUNDY: I have not received any via chat or phone or email.

MARSHALL: We will have the opportunity at the end. Moving to agenda item number C. We have minutes from our last time. Were there any edits, additions, misspellings? Herb, did we spell your name right?

SANTOS: I have no additions, modifications, or thoughts on the minutes.

MARSHALL: I just had to make sure. Anybody?

MUN: Yes.

MARSHALL: Yes, Cynthia? Yeah.

MUN: Yes. On page 7, 12 and 13, I believe because there are two commissioners with the pronunciation of last name Moon that it might be a little confusing that it is credited to me, Cynthia Mun, when Jane Moon is speaking.

MARSHALL: Okay. And what pages were that?

MUN: Seven, 12 and 13, I believe.

MARSHALL: Okay.

MUN: And Jane does say this is Jane Moon for the record, but when you see the tag it says M-U-N.

MARSHALL: Okay. Jessica, can we make sure that that's noted so we can correct those?

GRUNDY: Absolutely.

MARSHALL: Okay. And I apologize you guys for messing up with the names. We'll do our best. Okay. Any other corrections or additions?

PASSINK: Madam chair?

MARSHALL: Yeah?

PASSINK: I do see one small change on page 3. Halfway down under Passink, it says thank you directors Scolari in the plural. It should just be Director Scolari.

MARSHALL: Well, I don't know, given the amount of work she does...

PASSINK: There's more than one.

MARSHALL: I don't know how many Scholaris are there, in fact working on this? Director instead of directors. All right.

GRUNDY: Okay.

MARSHALL: Anything else? Okay. With all those corrections and edits, do I have a motion to approve?

MOON: So moved.

MARSHALL: Jane Moon motioned. Do I have a second?

PAZINA: Second.

MARSHALL: Julie second. Any discussion? All right. Hearing none, all those in favor of approving the minutes, signify by saying aye.

COMMISSIONERS: Aye.

MARSHALL: Any opposed? Motion carries. All right. Moving to agenda item D, report and budget updates. Brenda?

SCOLARI: Good afternoon, Commissioners, Lieutenant Governor. For the record, Brenda Scolari, Director of Tourism and Cultural Affairs. Before I move on to some more recent items, I just wanted to mention a few highlights from my interim report. In March, the Recovery Committee held an online tourism forum in which our industry partners heard from leaders throughout the state regarding our recovery outlook in the coming months, and we had wonderful attendance for that and an outpouring of appreciation for that effort. I wanted to give another thank you to all of those who participated. Our sales staff has been attending virtual appointment shows with the travel trade, including the Go West Summit, Brand USA Marketplace, the Mountain Travel Symposium, and most recently RTO West, which was an in-person appointment show in Las Vegas last month. It's great to hear that we're back to in-person. If you haven't already, please explore the new road trips content on TravelNevada.com. The promotion of road trip itineraries is essential to everything we do, and this new site further engages the user with tools like our Glovebox Essentials feature, and thus far has been very successful at fulfilling partner referrals, which is one of our key performance indicators. Even in this strange year of disruption, we've had over 63,000 referrals to outbound partner links. Please check that out if you haven't had the opportunity. The virtual Rural Roundup Conference was well attended, both online and within our outpost gatherings throughout the state. We've also had an extremely positive response to the release of the 2021 Visitor's Guide, which was distributed in March and has an outdoor recreation theme. As I've mentioned before, if any commissioners or partners are looking for their own box of visitor's guides and would like to distribute on their own, please reach out to us. As a department, we have many wins within the legislative session. Our tourism dashboard, which was very received by lawmakers and was created by our PR team, that was a huge success. The funding of the school bus program for our state museums, deferred tuition for tribal higher education, the Dark Skies designation championed by our Lieutenant Governor, and happily the addition of general fund dollars to the budgets of our cultural agencies to offset the decrease of lodging tax revenue in the coming years. That might be a good segue to review the budget. Jessica, if you want to pull up that item.

GRUNDY: Can everybody see?

MARSHALL: Yes.

SCOLARI: I'd like to just kind of step through the columns for you. The FY21 actual column depicts our spending to date, and we still expect billing for paid media expenditures and grant reimbursements to close out our final quarter which should leave us with a projected ending cash reserve of just over \$4.2 million. I do want to point out what I consider an anomaly in our legislatively approved budget which is that, given the financial hardship of the last fiscal year, the Governor's Finance Office increased our cash reserve authority to \$11.3 and \$11.8 million, respectively in the coming biennium. I know we greatly appreciate that opportunity to have that reserve authority roll over into our coming fiscal years. We're unlikely to meet that cash reserve ceiling. I'd like to remind everyone that our approved budget for the biennium is based on revenue authority, not actual lodging collections. Our overall lodging tax projections for FY22 still have us in recovery next fiscal year, as you can see with revenue of \$17.1 million overall. It's our hope that pent up demand will exceed those projections. And we're also pursuing federal funding through the American Rescue Plan, which has a considerable set aside for tourism through the EDA and the Department of Commerce. We also hope to be a recipient of some portion of the allocation to the state just as we were with the Cares Act funding. We'll be giving you timely reports on any developments in those areas.

MARSHALL: Brenda, can I stop you for a minute? You said \$17.1 million and the document I have in front of me, if I'm on the correct line, is \$17.2 million. I just wanted to know are we reading from the same document?

SCOLARI: Oh, I'm sorry, Lieutenant Governor. I misspoke. It is \$17.2 million.

MARSHALL: Sorry, go ahead.

SCOLARI: Another concern within this budget that I want to point out is the reduction in the grant board line items, which are categories 40 and 50 in this budget report. I fully anticipate we'll have increased revenue collections, and we'll be able to appeal to the interim finance committee to expand the spending authority in those categories, hopefully to normal levels, which are represented in the FY21 authority. We intend to do that just as soon as we can establish a collections trend that we can report to them.

MARSHALL: Has the notice of funding opportunity come out for the EDA grants that you believe you may be eligible for?

SCOLARI: It hasn't, and we expect that any day. I'm in communication with our district representative for the EDA, and she is going to let me know as soon as it is.

MARSHALL: Okay. And Herb, you had a question?

SANTOS: Brenda, when you go before the Interim Finance Committee, is that typical when you're in front of the committee, like during the legislative session, and if so, I would like to offer my services to testify on behalf of the importance of those grants. If that's something which happens, and if that's something you think might be useful, I'd be more than willing to come down to Carson and testify on that issue.

SCOLARI: Thank you, Commissioner Santos. I would appreciate that. And yes, your representation would be welcome. The Interim Finance Committee meets very regularly and as soon as I know we're going to be on the agenda, I'll get in touch with you. We'd appreciate your testimony. I did try to appeal during session to the importance of the grant program and prioritize the restoration of that funding, but it didn't happen, unfortunately. Are there any other questions in regard to the budget or any of the items mentioned so far?

MARSHALL: On the description of revenues, you have a transfer from Nevada Magazine of approximately \$14,500 and then you are also expending money for the Nevada Magazine online of \$68,000. I was wondering since it says transfer, I'm not sure what's going on there.

SCOLARI: The Nevada Magazine budget account, in statute, is considered an enterprise fund. They have to account for all of their operating expenses including those contributed to by the department. We were asked by the Legislative Council Bureau to quantify our IT time, the fiscal team's contribution to the magazine and the management of their budgets. That's what that transfer is, it's kind of just a pass through. They have to pay us back for that contribution to their account, in other words.

MARSHALL: Okay, thank you. Are there questions by any of the other board members? If you could, I can't see you all because the budget's on the screen, if you could put in the chat or something that you have a question.

SCOLARI: No other questions? Okay.

MARSHALL: This is only for discussion only, Brenda?

SCOLARI: Yes, just an update of where we're at. I don't know that the commission has seen a breakdown of the approved budget. I just wanted to make sure everybody understood where we're at. If there are no questions, I'll move on to the strategic plan. We can't really talk about the strategic plan without maybe mentioning where we're at within the industry as a whole. I just wanted to mention a few highlights from Tourism Economics that were reported just last week, because it kind of represents the spectrum of recovery and the snapshot in time that we're drafting this strategic plan within. According to Tourism Economics, nearly nine in 10 of American travelers have plans to travel in the next six months, which is a pandemic high for that travel survey. Also, three quarters of employees are willing to travel for business in the current environment, which is up 65% in recent months. It's a drastic change in that travel sentiment for meetings and conventions. But then on the other side of the spectrum, we are still

24% below the April 2019 levels for travel spending overall, and overseas travel to the U S remained 87% below pre-pandemic levels in April. We're still battling some travel restrictions. The vaccination rollout globally is affecting everything. And it was within that mindset of recovery that we drafted a strategic plan that we believe can affect the most positive change within the state's tourism industry. Now more than ever, we want to work within the industry as a thought leader and a resource for our partners. Jessica, if you could take us to, I believe it's page four is the agency initiatives. These are the overarching objectives that the programs described here will all ladder up to. I don't want to read this entire document. It's here for you to review at your leisure, but I will just quickly summarize each of the programs. Brand Evolution: The Nevada brand must evolve to stay competitive with Western states, and the data we collect as we engage with consumers will inform the creative direction of our messaging. The look and feel of our brand needs to be relatable for our visitor base but also appeal to the visitor segments we targeted for growth. Destination Development: We are newly committed to supporting community destination managers as they assess the tourism opportunities ahead of them. We no longer simply promote existing tourism assets. We will foster new assets through planning and infrastructure. Visitor Experience: This program undertakes industry outreach to elevate the conversation and standards in regard to hospitality, will appeal to business owners with training materials and resources that reflect national trends and travel sentiment, and educate staff about local itineraries. Return visitation often depends on frontline interaction more than any other factor. Industry Relations: We will strengthen our state partnerships within the cultural community and with other state agencies, such as the Office of Outdoor Recreation, State Parks, the Department of Wildlife, the Office of Economic Development. We will commit to aligning our programs with those of other state and federal agencies to increase their overall effectiveness. Discover Your Nevada: The pandemic supercharged our engagement with Nevada residents, and we plan to continue that momentum and speak to them as an audience of ambassadors ready to enjoy and promote travel in their home state. We'll continue expanding the promotion of packages and deals for locals. Domestic Market Development: Through consumer marketing, travel trade, earned media, we will reinforce our traditional domestic markets and use engagement interest to target emerging markets aligning as closely as possible with our air service development efforts and our industry work with the LVCVA and the RSCVA. International Market Development: As long haul and inbound travel resumes, we will invest in our top markets immediately. Those being Canada, Mexico, and the UK. And monitor others for opportunities as circumstances surrounding travel and flight limitations improve, especially Australia and Germany, which are historically strong markets for us. I want to point out that we've included tactics in this document, which you don't always see in strategic plans, because we expect the tactics to improve and change as we execute. And we really want to regard this as a living document. In our planned commission workshop this summer, I'd like to gather all of your input and ideas about these programs. We plan to do the same with our territory committees, but for now in this presentation today, I'm asking you to give your blessing to the document as a programmatic guide for the next two years, and we will refine it as we move through and execute the programs.

MARSHALL: Are there questions from board members? Again, because I can't see you, if you could put it in the chat. If you –

STOLDAL: Lieutenant Governor?

MARSHALL: Bob Stoldal?

STOLDAL: Yes. Brenda, back on page 12, when in the third paragraph you talk about continued support of sister agencies specifically, I'm speaking of the Nevada Division of Museum and History, you're talking about continued support beyond the transfer of funds, are you not?

SCOLARI: That's correct, Commissioner Stoldal. You know, in some of my conversations with the museum board, we're committed as a department to contribute, not only the public relations assistance that we've been doing, but potentially dedicate a position to content development for state museums and the other cultural agencies. We're also pursuing recruitment for an in-house web developer and that person would be tasked with work for the museums and the cultural agencies. We've long been committed to align our tourism efforts with those of the state museums, but we're going to redouble that effort with manpower.

STOLDAL: Great. Thank you very much.

MARSHALL: Other questions? Herb Santos? You're on mute.

SANTOS: Sorry. Thank you, Madam Chair. Brenda, is there any effort that you think would be important to include in our strategic plan to work towards lobbying at all the issue of, for international travelers coming into Nevada and coming into the United States, the COVID restrictions that they have right now? Because I want to think that those restrictions are really preventative for people even wanting to take the chance to schedule or come to the United States for tourism. Is there anything that we can do to try to at least provide information on our website on ways for our international travelers to address that issue or even to try to get that requirement lifted, say if a person's been vaccinated?

SCOLARI: Commissioner Santos, I think we do that through our public affairs support of Brand USA, of the US Travel Association's efforts federally to lift the inbound travel restrictions as quickly as possible. We can make a greater effort to make sure all of that information is available on our industry site, and we'll review that and make sure it is.

SANTOS: Thank you.

MARSHALL: Charles Harris?

HARRIS: Herb, one of the best things that we have going for us this summer is the IPW national conference that's going to take place in Las Vegas, and I think that it gives us an ideal opportunity to tackle some of that messaging when we will have people coming in from all over the world. And so certainly, the RSCVA and I would expect the LVCVA is going to work with Nevada Tourism to help formulate those messages for a lot of those international folks that are booking tourism.

SCOLARI: Thank you, Commissioner Harris. That is true. In September we will be a host state and working very closely with the LVCVA to host a reception and the IPW media lunch, on that Sunday. And it's our biggest domestic international show and really the first show that is kind of the resumption of international business. We're really excited to be hosting that.

HARRIS: And Brenda, if I can just add in there, there's 500 international media that attend that event. So that's a great opportunity for everybody in Nevada for some great messaging for the state.

SCOLARI: That's correct.

MARSHALL: Julie Pazina?

PAZINA: Thank you so much. I've really enjoyed reading through this strategic plan, and thank you so much for putting all the work into it. I can only imagine how many hours and blood, sweat, and tears it took. One of the tactics I noticed and had discussed previously was developing sensitivity training workshops for local communities, and I can imagine that might be a bit of a heavy lift. And I was curious whether it's working with different regions, I guess what the plan is to do that? Because I think you're right. It's an important tactic. It's really important as we bring in so many travelers from across the state, the country, and the world. But I was curious what might be a first step toward that?

SCOLARI: Thank you for the question, Commissioner Pazina. We will be relying very heavily on our territory committees for to initiate that outreach. And I think the subject of diversity, equity and inclusion may be a sensitive one, but we plan to appeal to the bottom line. We plan to make it a B to B effort and point out the benefits of that level of training and making sure that the hospitality frontline is as aware and informed and prepared as possible.

MARSHALL: If I can follow up on that question, when you say you're going to ask the territorial entities to facilitate that, do they have the sensitivity training to then teach others?

SCOLARI: Not yet. That's what I'm implying is we'll start with them.

MARSHALL: Okay. Thank you.

SCOLARI: That's correct.

MARSHALL: Other questions? One of the things I wanted to ask, Brenda, was whether or not you will be attaching dates for these deliverables in your tactics so that we can see when we should expect some of these things to be ready for primetime? For example, enrich Road Trip content, you have that there, and I wonder, if you're going to be adding certain road trips or such things. If you could provide us with some dates by which you expect to meet some of these objectives that you have set forth for yourself?

SCOLARI: We can certainly come to the Commission with action plans associated with each of the programs. We'll also be doing a needs assessment to establish budget allocations for each of these new programs. Some of them are very man-power heavy. Some of them are more of a public relations effort than they are a budget outlay, but we can certainly come back to the Commission with that level of detail, yes.

MARSHALL: I think it would be helpful. This is a very thorough strategic plan. I think that would be helpful just even to be able to measure your own progress through it, right? And whether or not, like you say, you have the resources or if more resources come in, which I think that will come up later. Another thing I wanted to ask you about was, you did the pilot program in Lincoln County, and I was hoping to hear why you thought it was a success and what you feel you can build on with that for other communities, or is that coming up later because you have the destination development application? Am I getting ahead of you?

SCOLARI: I think it is. I don't want to preempt any of the good stuff that Christian Passink is going to talk about because he is going to speak to the developed application process and some of the work we did in Lincoln County. I'll let him do that in that agenda item.

MARSHALL: Okay. I don't know how the other board members feel. I think this is a worthy document. I would just like to see what you're going to call an action plan associated with it that provides some deliverable dates and what resources you're going to have to put towards things to see what you're able to do and what you might have to see if you're going to be able to do going forward. I would like to know how the other board members feel, but I would be willing to approve it with that caveat, but I wonder what the other board members are thinking.

SCOLARI: We are working internally to establish metrics that we're attaching to each program so that when we report to you, we'll be able to reference those numbers and those will be our internal benchmarks and measures of success, but we are happy to report those. We aren't going to publish the metrics as part of the plan. That won't be available online, but you, as a body, will certainly be hearing about it.

MARSHALL: What do other board members think? Jill?

LAGAN: I absolutely want to commend you on this excellent work. I hope you don't mind that I might be borrowing some of this information to make sure that we're doing the right thing down here in Boulder City. But I also thought in response to Lieutenant Governor's comment, I like the idea that if there were some kind of -- in-action plan, some kind of a date plan, that's a way for us to be able to support your efforts as well so that we have some idea of what your timeline looks like so that we can make sure -- if there's any opportunity for us to be able to help or to facilitate what it is you're trying to accomplish, I'm more than happy to step up and do that if I just kind of knew what the date range was or if I knew what your action plan looks like. I do agree with Lieutenant Governor, sometimes dates help, and it also holds us accountable for helping you make it all happen.

STOLDAL: Lieutenant Governor?

MARSHALL: Bob?

STOLDAL: I think the points we've heard so far are right on target, and I think Brenda, indicated that you included some of the tactics and to me that's important, because it really shows that to me is an action plan, but you also indicated that they may change. And one of the things that would be helpful for me is some sort of a regular update to the board that we have checked this one off, and I think along with Lieutenant Governor's idea of having some deliverable dates and so forth. Everything's in flux, and everything can be squished and moved around. At end of the year, we can really see real progress has been made on the following areas. An update on a quarterly basis and some deliverable dates would be great. Thank you.

SCOLARI: I agree. I think it would be easy to set up a reporting structure for each of the programs, especially the new ones that will have an established rollout. We'd be happy to report it that way so that you can track it with us.

MARSHALL: Cynthia?

MUN: Yes. I thought it was a great plan overall and as much as this is something that Travel Nevada is responsible as for a whole and Brenda. But I think there are some other stakeholders, and I was just curious in terms of who else is responsible? Like there are dates, but then who's responsible for certain aspects of it? If I were to go to someone and say, "Hey, strategically, we should be doing this," and you said tactics, but who's that person or is that a group of people or is that a consultant? I think that would be good to know. When you have a strategic plan, Brenda is responsible for the whole thing as a director, but there are stakeholders within it, and I think it would be a good idea to identify who those people are and that you have those resources.

SCOLARI: We will, and we will be tasking our consultants with some of this work, especially our PR teams. But as I said, are going to rely heavily on our territory structure to execute this or our stakeholder network throughout the state. We're happy to identify those people. It starts with our territory chairs. We have reliable champions out in the state who are going to help us do this. We never work alone.

MUN: That's great. I know you have a great team and partners.

MARSHALL: Jane, did you have something?

MOON: I did. Thank you, Madam Chairwoman. I would tend to echo Commissioner Stoldal's comments on this and that, yes, I heard Brenda report that this would be a fluid document and it's an excellent document. Thank you so much for all the work, by the way. And that's very difficult to put dates on, especially for fluid with changing things around. But dates are good. I like dates too because I like deadlines. If we could find a way to kind of meld the two? I do like the updates quarterly, because that keeps us on track as well and informs us as commissioners as to how we're doing as a state. And as far as leaning on our territories and those chairs, everyone is so willing; however, sometimes the training isn't there. I would like to make sure -- recommend that good training is provided to the chairs and the territories as we have limited resources with our territory. I love the plan. I just want to make sure that the steps are there to make sure that we can get to the end result. Thank you, Brenda, for the document and the team.

SCOLARI: You're welcome. Certainly, the overarching goal is to execute everything detailed in the plan within two years, but we can certainly break it down into quarterly reporting to the commission in terms of what's been done, what's next, what worked, what didn't, an action plan, but in a reportable, digestible form for all of you.

MARSHALL: Edward?

ESTIPONA: Thank you, Madam Chair. Brenda, this is a great document. I do echo that I did hear that it was fluid and because of that, I think I understand why there aren't dates, but I think having some loose target dates does make sense. And again, within your quarterly report that you have, you can always say this wasn't done because of this or this or situations of change or whatever. I think that's good, but we're just in some very uncertain times still. I think things are opening up, and we're all giddy and excited, but at the same time cautious, and we don't know what's going to happen. And maybe by the end of the summer, we'll be able to have a better idea of what's going to happen. Because of that, I think having a fluid plan makes a whole lot of sense, because who knows, if everything works out great and it breaks out loose, demand could even be a lot higher and then the plan needs to change. I'm optimistic in thinking that's what's going to happen. I'm hopeful that it's going to happen, but that's my point of view from this is that I think we do need make sure this plan is fluid and we can adapt it and pivot when we need to pivot.

SCOLARI: I agree. And it was our hope in writing it that this strategic plan would be a real working document. Former strategic plans were used for reporting, but they were never referred to in our daily workflow. And I wanted this to be both. So for it to now inform the reporting to the commission makes absolute sense, and we can set up a framework for that.

MARSHALL: Julie?

PAZINA: Thank you so much, Madam Chairwoman. I want to echo what a number on the committee has said. I think especially Jill Lagan. I really, really love this framework. I like that there's tactics. I commend Travel Nevada for working so hard on this and providing such a usable document. I'm excited to see dates. And I would just echo what Commissioner Lagan said as well, we're here to be a resource so please reach out to us if we can help with any of the tactics along the way, because along with the territories, I think we'd really like to just be a help in making this happen. Thank you so much for all of your hard work.

MARSHALL: Okay. With that, I'll take a motion. If someone wants to make a motion that will provide us with reporting updates on type of actionable framework using this as the base. If someone wants to make a motion that kind of amends the approval of this with that, then I would accept that if that's what the board is thinking. It sounds like it.

PAZINA: I would like to make a motion to move forward with the strategic plan for fiscal year 2022 to 2023 with the discussed amendments that we provide dates and more of a timeline that's specific and measurable for the tactics and goals in the plan.

MARSHALL: All right. Thank you. Do I hear a second?

SANTOS: I will second the motion.

MARSHALL: Okay. Any discussion? I want to add that we understand that it is a fluid document. I think everyone recognizes that. Any further discussion? All right. Hearing none, all those in favor signify by saying aye.

COMMISSIONERS: Aye.

MARSHALL: Opposed? Motion carries. This is pretty incredible, Brenda, you and your team. Thank you. It is. It's a lot of work. I have done strategic plans for organizations before and thought it was an honor until I got into it and then realized that I was being made to suffer. Thank you for this.

SCOLARI: Thank you, Lieutenant Governor.

MARSHALL: Moving onto agenda item F.

PASSINK: For the record, my name is Christian Passink, and I'm the Director of Sales and Industry Partners for Travel Nevada. Good afternoon, Madam Chairwoman and members of the Commission. It is my pleasure to provide you with an update on destination development and the status of this new initiative as it pertains to our strategic plan. After successfully completing the pilot program in Lincoln County, Travel Nevada is committed to applying the best practices, strategies, and expertise learned from the project in Caliente to help develop an annual Destination Development program to augment our other rural Nevada initiatives. In order to make this opportunity available to our industry partners, Travel Nevada has established a dedicated online application that will be available on Travelnevada.biz. A copy of the proposed guidelines and application questions have been provided to you in your commissioner packets. The purpose of this application is to assist us in identifying the next two rural Nevada communities that can demonstrate that they fully understand the commitment necessary for this type of initiative and to be able to show their readiness to undertake and complete the program. Communities to develop a phased, long-range destination development plan, we'll examine what the intrinsic qualities of their communities are and how to develop tourism-related assets and points of interest and then build a marketing strategy around those strengths. This will improve the visitor experience and help promote outdoor recreation in a more deliberate and a more responsible manner. As Travel Nevada continues to evolve the Destination Development program, we will have the opportunity to develop cohesive, long-term partnerships with organizations such as the Governor's Office of Outdoor Recreation, the Nevada Department of Wildlife, the Governor's Office of Economic Development, Nevada State Parks, Tribal Lands, Nevada Bureau of Land Management, town managers, county commissioners, as well as local business owners and the residents, which will have lasting positive benefits, not only for our stakeholders, but for the state of Nevada as a whole. The pilot program in Lincoln County was a very positive learning experience for Travel Nevada and for the Lincoln County working group. We recognized that all rural Nevada towns are unique and so they will require customized plans in order to best assist them in visualizing the potential of their destination. We are excited to launch this program, and we are looking forward to reviewing the applications and getting to work on the next two destinations. I'm happy to take any questions or hear any comments at this time.

If you would like, I could speak to the Lieutenant Governor's question to Director Scolari. I think the question was, how did we keep calling it a success, and how do we define success? And I think from my standpoint was we accomplished something that hadn't been done before and that was to assemble a working group of local residents to do a resident survey to hire a qualified professional consultant to lead us through this all the way to completion. The working group stayed together the whole time. They have accomplished quite a few of their tasks. And they're motivated, not only to continue on with their plan, but also to be consultants and work with the next two destinations. We feel that we will develop synergy between these working groups for like causes. And if I could give just a hypothetical, real world example, and I will invoke Commissioner Jane Moon, because we were previously discussing birding at Stillwater Wildlife Refuge. That's an intrinsic asset that Churchill County has that is a protected resource that needs to be managed in the appropriate way. For instance, hypothetically, if Fallon identified Stillwater Wildlife Refuge as an intrinsic asset that could be developed with boardwalks, interpretive signage, a gazebo area where people could meet, and we start to develop the lists and the seasonality of this. Well, if you look, we also have a national wildlife refuge called the Pahranaagat Wildlife Refuge located in Lincoln County, where we also already have a working group established. You can see if we did, and developed, one part of the state with a working group, you can see that the groups that are established and the like causes will make this much easier for us to develop a like asset in another part of the state. I hope that somewhat answers your question. I will open it up to see if you have any other questions or comments. Thank you for your time.

MARSHALL: Questions from board members?

MOON: Christian, this is Jane Moon.

MARSHALL: Jane, yes?

MOON: I'm looking through the application.

PASSINK: Yes.

MOON: When is it open, Christian, and when does it close? It says it's open and will go on through that year.

PASSINK: Correct. The first thing we wanted to do is make sure we had the appropriate approvals to proceed with the program. We are now, as an organization, updating our .biz site. And after this meeting, we will go and update all of the information that we put out and have revised dates.

MOON: And is that a full annum or a fiscal year as far as when application -- ?

PASSINK: This application process is for this next fiscal year where we identified what the next two communities will be.

MOON: Thank you very much.

MARSHALL: If I understand it correctly, you will have two applicants for this coming fiscal year 2022, and you will award a total of \$400,000 across both applicants?

PASSINK: That's correct. That amount of money will be split between the two destinations, and it will be up to that amount. Just to try to use the same hypothetical example, if we had decided that the wooden boardwalks, the interpretive signage, all the assets that would be required to do that, we would have up to that amount, but we are not awarding that amount outright. If that makes sense. We don't know what the two destinations will be yet. We have an idea that one could have more assets already in place than another one. We want those funds to be somewhat fluid, because we're not sure what we're going to put that money towards until we read the applications.

MARSHALL: Okay. Herb?

SANTOS: Thank you, Madam Chair. First, Charles, I apologize. I sent you to ask a question as a private message so you're probably wondering what I was doing. But anyways, I figured that out. Christian, the \$400,000, looking back at the budget, where is that coming out of?

SCOLARI: Commissioner Santos, we have identified the \$400,000 is now earmarked in category 31, which is the overall marketing category. I would like to move it into category 50, so that is coming out of a designated grant line item so that we can keep all the funding cleanly recognized. We'll bring the applicants or the awards before the commission just as we do the marketing grant program.

SANTOS: Gotcha. That was my question because I was trying to figure out where that came from. I was hoping that it was not going to come out of the normal grants that we do. This is something that's in addition to those grants.

SCOLARI: Correct.

SANTOS: That's great. Christian, I think this is a great program that we should all just be a hundred percent behind because I think those folks really need our help. You've got some really great accountability factors in that application. I was only wondering if maybe where it's limited to 500 words when they're justifying their position, if that should be just increased maybe a little bit to make sure we get a really good understanding. I know brevity is important, but I think getting that much money is -- we want to really, as stewards of that money, make sure that those folks are really explaining and justifying why it's important for them -- why they're justified in receiving those funds. I think it's a great program. You did a great job, and I completely support it. Thank you.

PASSINK: Thank you for your support. We will have a mechanism where they can put attachments to it so that they won't be restricted on the information that they give us. Thank you for the comment.

MARSHALL: Jill?

LAGAN: I had one question. Staff will be reviewing these applications. And then from that, in that process, do you have the opportunity to really understand what's going on in that community? And the reason I ask that is, we really need collaboration from all stakeholders in each of the communities for this destination program to be 100% what it is intended to do. I wonder if you're getting a feel for that whole entire community, not just the great organization that wants to advance their amazing programs with all the great assets, but what about the city or town board? What about other stakeholders? How will that be reviewed and how are you going to be able to -- or do you have staff time to actually do that kind of research?

PASSINK: Yes. We have dedicated a full-time position for Destination Development, which is Juraj Sojka. He will be monitoring this program all the way through. As you can see by the application questions, we really want to make sure that the people submitting the application has done their due diligence and have the authority to request this type of funding. We are encouraging everybody to contact us and call us because we would like to work this out and talk it through before we make a decision because all of those things are very important. Just like Caliente was important to show success, we really want to make sure that these next two destinations really have something to show for by the time we leave. And one of the reasons why we're attaching this dollar amount to it is one of the biggest lessons we learned from Caliente and what makes this different than a normal plan is in the past, we did destination assessments, but there was no funding mechanisms to put the plan in action. The plans end up on a shelf, and they're not acted on. One of the things that we identified, if we had a certain amount of funds that we could go in and once we identified what the thing was, for instance, in Lincoln County, it was world-class mountain biking trails. But now, they're up against the situation where they need some infrastructure, they need signage, and they need some more support. And the way we were doing it previously, wouldn't have supplied that type of help. Now we can see that if we can put some funding behind it so they can develop the asset that we have all agreed would be beneficial to that community, then when we leave there, they have something that they can actually start marketing and advertising as opposed to it just being a plan. That's what we hope to accomplish with this. As I mentioned, once we start establishing these working groups throughout different parts of the state, then they will be able to work with each other. If you noticed, the land managers will be a lot of the same people in certain areas, in certain cases. They're familiar with what we're trying to do. They're on board, understanding that we're trying to do it in a responsible manner. As we add these on, we're going to have so much more synergy and information and resources to work with to get some of these things accomplished. It's very important to us that they understand the investment. It's going to be a full year of

in-depth community building and consensus building and trying to come up with what the locals feel is something that they will be able to do and continue on, on their own, after we leave. A big part of a Destination Development Specialist is to try to find alternate sources of funding. And if you guys remember, we have also added a voluntourism aspect to our rural programs, too. And that came out of the projects that were denied, that we felt were still important that could be done. If you look at it and again, to use the Fallon example, and if they were to be able to develop world-class birding in an area like this, we can point to that as something that they can instantly start to promote and do it. They are already known as the Oasis of Nevada. It's a good fit for them. We can see that we can use the lessons learned here to try to do similar things in other parts of the state. We're trying to get a wide range. We don't want to compete with Caliente right off the bat and do another mountain bike destination right next to it. We would like to get different outdoor recreation assets, different target markets, and a more well-rounded thing so that these working groups can then start assisting other parts of the state for like causes. Does anybody have any questions or comments?

MARSHALL: Jane?

MOON: Thank you, Christian. So just for clarification, in terms of Destination Development, it's not necessarily the community overall you're looking at? You're actually looking for targeted assets that would, let's say, like with Caliente, with the trails, or agritourism or outdoor rec, something like that? But not necessarily, here's Lovelock and you can do these things in Lovelock. The idea actually of getting different destinations throughout the state and offering these up is pretty amazing to me because then you can start connecting these things, let's say on a road trip. You can do drop-in itineraries. You could stop in Reno for whatever we develop the Reno territories for, or a community within the Reno territory, stop in Fallon for birding or agriculture or whatever, agritourism, and then go to Austin for your trails or something like that. Am I following that train of thought?

PASSINK: Yes. The impetus of this program is to try to develop outdoor recreation. The funds would not be used to build a restaurant or a water park. It would be to be more responsible in the way that we attract visitors, what we're sending them out there to do, and to try to be better partners with the land managers so that we're attracting visitors in a more responsible manner. If you look at the headlines coming out of Utah right now, they are getting overrun with their national parks and it's starting to create bad will. And what we don't want to do is become a nuisance or a problem in some of these areas that are near and dear to the locals and to the BLM, the State Parks. We feel, if we're going to spend money behind a marketing campaign to advertise outdoor recreation, we need to do it in a more organized and a sustainable manner so that they understand what our motivation is, what we're trying to do. And we can also be better at controlling the messaging for sensitive areas, such as sage-grouse, hot springs, private property, sensitive areas like Stillwater Refuge. If we're just marketing to this and without putting a lot of thought into it, we risk creating bad will. I think that this is a more inward-looking document. We were always in a stage of expansion where more is more, but now I think that we need to do it with a little bit better purpose. And I think that over time, we will be better off for it. And I think that it'll be beneficial, not only to the visitors, but to the land managers and to the cities. It looks like a win-win situation if we do this in a measured, planned way as opposed to advertising it and just having people coming in and not -- I think for the most part, people want to do the right thing, but when they don't know where they're supposed to go or what they're supposed to do is when they end up kind of getting in trouble. This would be a way to mitigate some of the negative aspects of outdoor recreation.

MARSHALL: Cynthia?

MUN: Thank you. I am very excited about this program, and I think it's one of the things that the Commission was made for in terms of helping the rural regions. And this whole past year we've done Discover Your Nevada and now we're actually putting some resources to further detail that out in terms of making sure when they go there that they'll find something and that it's being done responsibly. It's incredibly exciting because when I heard the words, world-class Nevada come out, like, world-class birdwatching, world-class mountain biking. It makes me incredibly proud about Nevada and what we have to offer. I would love to see this program succeed in every way possible. And just a kind of a fun thing, I guess a couple of sessions ago, we talked about bathrooms. Does this include those aspects of it as well?

PASSINK: It's funny because I have a little short list here of examples and I was trying not to go to that one because that is, like, this pure infrastructure that's not outdoor recreation, but if you've attended Rural Roundup, you heard the tour operator identify the most important thing for a tour operator are public restrooms.

MUN: Yes.

PASSINK: I've had meetings with our friends in Moapa, and they were trying to attract motor coach tours. And they said, why don't they stop here? And they thought it was just their proximity to Las Vegas, but the truth was they don't stop there because they didn't have any restroom facilities for them to stop. That's why we go through such an effort of establishing these committees to try to identify what it is that they're trying to do. We always stop in Austin now because they have public restrooms there. You know? And previously, if the stores were closed or if you were behind schedule, you would go right through, but we always stopped there for that reason. That could be something that a destination identifies as why they're not getting motorcoach business. And if they can stop there –

MUN: Especially in the rural areas.

PASSINK: Yes.

MUN: Especially there. Having been on the road for the past four weeks now and living in hotels for the past four weeks and having been in 13 cities on the east coast now, and I have 18 more cities. I completely understand the need for clean bathrooms. I've heard it from other visitors as well. It's just, like, it's a common thing. I'm still excited for this program, but that was just a side. But I just wanted to say that I hope it's super successful and I'm looking forward to it being developed.

PASSINK: Thank you very much.

MARSHALL: Well, I think everyone's pretty excited about this program. With that, I will accept motion if anyone has a motion to approve. Cynthia?

MUN: Yes. I make a motion to approve the Destination Development program as it is presented in the documents.

MARSHALL: Thank you. Do I have a second?

MOON: I can second that.

MARSHALL: All right. I have a motion and a second. Any discussion? I think it's very, very exciting guys. This is very, very exciting and a real, like, a progressive initiative that you guys are taking back. I think that you've talked about for a long time and so congratulations. All right. Hearing none, all those in favor signify by saying aye.

MULTIPLE: Aye.

MARSHALL: Any opposed? All right. Motion carries. I think where are we now? Brenda, did you want to talk about upcoming RFPs, agenda item G?

SCOLARI: I do and thank you. I just wanted to provide a little explanation of the materials provided in your commission packet related to the RFPs. What you're looking at are called development forms, and that is what we give the state purchasing department to initiate the RFP process. What we're looking for from the commission today is approval of the contract amount, the contract term, and the overall intent of the RFP. Each of these represent existing contracts that have lapsed or will lapse at the end of June. All of them are also contracts that aren't something we use on a daily or a weekly, necessarily. Our representation in Latin America, it's important for us to get a new contract in place prior to IPW. We'd love to have that, whoever wins the contract, that representation with us to take appointments at that show. And the others are studies that fall within the research budget that we use in a very discretionary way. We just did a web usability study. We won't need one immediately but need the contract in place. The big one is our digital agency of record. That is something that we use on an almost constant basis, not only for management of Travelnevada.com, but all of our digital advertising and that type of work is, of course, at the very center of everything we do. With that explanation, however muddled, I will allow each of the contract managers to explain the intent of the RFPs they represent.

DIAZ: I am the International Market Manager for Travel Nevada. Good afternoon, Madam Chair and members of the commission. I'm here today to present the proposal request for a presentation in Latin America. Travel Nevada has had in-country representation in Mexico since 2013 and expended the account to include Latin America in 2017. Mexico is forecasted to be one of

the first international markets to return to Nevada since COVID. Currently Reno Tahoe International Airport offers their service with Volaris four days of the week from Guadalajara. The Las Vegas McCarran International Airport offers air service with three different carriers from Guadalajara, Mexico City, and Monterrey. All of those air services are currently coming to Nevada and are in the eighties of occupancy. And to the point of Commissioner Santos, Mexico currently is the country that has the easiest restrictions of COVID. You have to test negative three days prior to coming to the United States, and when you return back to Mexico, you don't need to quarantine. You can just go home. Unlike Canada, which is where they're still battling some of their restrictions. Mexico right now is the international market that has eased up the restrictions. As of 2019, tourism economic numbers show Mexico remains the number two international market for Nevada with 1.2 million visitors. The Division of Tourism will collect RFPs from qualified representative firms with expertise in advertising and marketing, sales promotions, public relations, and the select agency will be able to start activations in Mexico and later expanding to Latin America based on post-COVID market trends. If there are any questions, I'm free. Or you can let me know. We'll be free. We'll be happy to answer.

MARSHALL: Any questions? Herb?

SANTOS: Thank you, Madam Chair. I guess this would be a question for all the contracts. When it says \$300,000 annually, is that a full-service contract where if they're dedicating 100% percent of their time, 40 hours a week, or is it somehow limited billable time? I'm just trying to understand a little bit of how that works in terms of what that \$300,000 covers. I see the project overview, but do they put any type of limitations about how much time they dedicate to this contract or is just full service?

DIAZ: No. We would get an assigned market manager, in-country market rep that I usually work with on a daily basis.

SANTOS: Okay. There'd be no limitation. Okay, great.

DIAZ: Yeah.

SANTOS: I know this may be impossible to try to figure out, but in looking at the return of the investment on that \$300,000 annually, I know that in past, we always sort of had some statistics on different international travelers and how much they spend, how long they would stay here. Is the potential ROI of travelers coming to Nevada, how does that play with the \$300,000 expense?

DIAZ: Mexico, we get 1.2 million visitors into Nevada. They have the highest propensity to explore our road trips outside of Las Vegas and the Reno-Tahoe area. We do get a good traction outside of just Las Vegas in the numbers that we get from Tourism Economics. And I believe the number was \$253 million total spending that we get into the state from Mexico specifically. For the rest of Latin America, like Argentina, we get close to \$80-\$81 million. Brazil is close to \$188 million of spending that comes into the state. We do track those numbers to make sure that we are getting good ROI.

SANTOS: I'm sure this is done, but to me, when we go before the legislature, those numbers, and we look at what we spend on advertising in those countries and these annual contracts and the return on the investment is significant numbers like that, this would seem that if I was a legislator, I'd want to really focus on making sure that the commission on, or the Division of Tourism has enough money to be able to do these things. Those are numbers which are incredible and really show such a wonderful return on the investment that -- and I'm sure you guys do that but it's just an observation I want to make. I can't see how you could turn down our budgets when you see that there's that type of money that can come into Nevada with the international travel and the minimal amount that it takes to track those folks.

SCOLARI: Commissioner Santos, you are absolutely correct. Factored into our ROI is always the fact that international travelers stay longer and spend more. And when we take the ultimate contract before the board of examiners, who has to ultimately approve that, we do bring all of those numbers, and we track visitation statewide, outside of Clark and Washoe County. We have very specific numbers as to the return on that investment.

MARSHALL: Jane?

MOON: Thank you, Madam Chairwoman. Brenda, I think this is for you because it's just for the general RFPs. Being one of the newer sitting commissioners, I hadn't seen these in front of me. My general questions are, are there any major differences in

the amount of the contracts in these categories and any changes in scope of services contract content? Because I hadn't seen them before, so it's just for my background, please.

SCOLARI: Thank you, commissioner, for your question. There are no significant changes to the scope of these RFPs, because they existed before. We only made minor revisions to them.

MOON: Perfect. Thank you so much.

WARD: You guys have been doing really good about identifying yourself up until probably the past five minutes. Just remember to please do it. Thanks.

MARSHALL: Thank you, DAG Ward. Brenda, I guess I'm assuming that once you put out the RFPs and you set up a group to review them and identified your top three, you will bring that back to the board for approval, is that correct?

SCOLARI: The awarded applicant will be identified by the evaluation committee within the purchasing department's process. We can certainly bring that back prior to our anticipated board of examiners date.

MARSHALL: No, that's not what I was saying. I think that given the legal opinion that we had on the board's authority that the board needs to see what you're recommending in terms of how much money you were going to award a particular entity and what entity you're recommending gets that, and the board needs to put its stamp of approval on that prior to you going to the board of examiners.

SCOLARI: I think we may have to call special commission meetings for that then, Lieutenant Governor.

MARSHALL: That's totally understandable.

SCOLARI: Just because the schedule and the timeline that the purchasing department gives us sometimes is already kind of hard to do. We may have to call special meetings for that.

MARSHALL: Agreed. The only alternative I see to that is if the board wanted to delegate authority for that, and they may want to for the \$50,000 or the \$75,000 contract, but I don't know if the board would want to for a contract that's not to exceed \$2.5 million or \$300,000. It's up to the board if they want to delegate that kind of thing, but I would be uncomfortable delegating the larger contracts for sure. The other question I have is when you put together your review committee, are you considering having a board member on that review committee? Or are you just having a marketing committee who is going to be tallying and evaluating these RFPs?

SCOLARI: We are asked to suggest who will sit on those evaluation committees would be well. We would welcome the Commission. We do look for interested parties to have a background in the subject matter, but certainly any commissioners who do and have interest in making that commitment. You do have to read a lot of proposals and spend the time and be able to accommodate the schedule. We can provide that as soon as the purchasing department gives it to us. Yes, please let us know if any of you are interested in participating.

MARSHALL: Board members, I think it's a valid question to ask of whether or not you want to delegate authority for smaller contracts to Brenda and her staff to proceed, or whether you want in the beginning for all the contracts to come back before the board? I've made my views known and I want to know what the views of the other board members are.

SANTOS: Madam Chair, I think that if that was going to happen, I would almost think there would have to be a regulation that basically sets forth the process if the board was going to allow the director to basically make those decisions up to a certain amount. I would think that would be something that would be under our regulations, which we don't have. We have not created any regulations yet. I think that by having the board review the recommendations and make a decision, I think that is a proper, not only process for the commission, but it also is a protection to the director from making a decision that on her own may be subject to

question at some later point in time. If it's been vetted by the commission and approved by the commission, I think that it provides a stronger position on the approval and how properly it's been vetted. That's my two cents.

MARSHALL: Other board members? Edward?

ESTIPONA: I guess my first question on this historically in the past, has the staff made these decisions on their own? Because my biggest concern is time. I think we're here to govern and certainly, we have to make sure we keep an eye on everything and make sure everything's good, but at the same time, I also don't want us getting into way of work getting done. I think there's going to be some great opportunities, especially as things open up, and I don't want to lose opportunities because of speed and time. Even if it makes sense that if there are commissioners that are going to be part of these committees, so to speak, to make some of these decisions or to evaluate, maybe perhaps that may be good enough to say, okay, at least there's some oversight by another commissioner on that committee or something.

MARSHALL: Edward, right now, we don't have legally, the way the statute is written is it has to come back before the board. If the board wants me to work with Brenda, I'm totally willing to work with Brenda on a recommendation with respect to -- and we can work with DAG with respect to delegation authority or ways to streamline depending on how often we have to meet because of contracts. These contracts may be for multiple years, and it may not be something where all of a sudden, the meetings are becoming strenuous. These contracts right now, for whatever reason, are coming upon us quickly. That would not normally happen. Normally a contract manager would see that, and it'd be months before we would be informed, and this whole process would be slower. Right now, it has to come before the board by statute. What I'm suggesting to board members is if you want me to work with Brenda on a delegation authority, I'm willing to do that and to bring back recommendations, which you can approve or not approve. If you don't want to do that, and you what things to come in front of you regardless of the amount, we can do that too. I'm just trying to give you options. I think most of you know how these things work with contracts and RFPs, et cetera, et cetera. I'm just trying to give you some options that -- obviously we wouldn't do anything without DAG approval, but that's where we are now. We don't have to decide that now. It's not on the agenda, but I wanted to make sure that if board members want to be part of the reviewing committee that they can ask to be part of that. That might be helpful. And that this will come back to us for approval or disapproval until the board decides whether or not they want to delegate or something like that.

SCOLARI: Lieutenant Governor, I suggest that this is one of the items we discuss in the workshop.

MARSHALL: Absolutely.

SCOLARI: I think that would be a good place to do it. My only appeal to the commission would be that whatever process we in state, it doesn't prolong the already arduous purchasing process because it's already very long. If we initiate, for example, the Latin America RFP today, we're looking at a September BOE, so it's months long. But, to your point, I think if we call special commission meetings for approvals related to contracts, which no, would not happen often. I think that might be a solution.

MARSHALL: And like I said, Brenda, I've done these on a lot of different boards how it works the same way. And this is a unique situation in terms of the collapsing of the timeframe, but I wouldn't expect that going forward. If we have to call a special, that's fine.

STOLDAL: Chairwoman?

MARSHALL: Bob?

STOLDAL: A little bit of a disagreement. I tend to agree with Edward and not getting in the way of some of these things. It is already a long process. And I would go back to something that Chair said. We can certainly, or this commission, not me, but this commission can certainly give the director the approval to go forward on some of these items. I would agree with the Chair though, on the large item of \$2.5 million. That should come back. But I think we need to move as expeditiously as possible. And some of the smaller ones, even the \$300,000 one, the \$50,000, I'm not sure we need to delay that several months. I suggest on a couple of these, we would be able to give Brenda the authority to move forward on these with the exception of maybe the \$2.5 million. Thank you.

MARSHALL: Bob, I understand where you're going with that. The fact of the matter is that is not agendized at this time. It would have to come back to us in the agenda, and I don't know the answer to Herb's question whether or not there needs to be a proper regulation or whether the board can simply delegate authority. So those kinds of issues have to be kind of parsed out. I wanted to make the board aware, and I wanted to make sure that the stuff came back to the board until such time as we make those decisions. Right now, I think is simply on agendized is the approval of the initiation process. That's the only thing agendized right now. Which it sounds like everyone is eager to do, although we've only been through the Latin American contract, but anyway. I think the board is in a learning process based on the legal opinion, things that other boards in the state do routinely. We're just trying to work through this process, but I understand what you're saying, Bob.

MUN: I have a question.

MARSHALL: Cynthia?

MUN: It sounds like we can ask you to go back and come up with a plan for delegating authority. So that could be one. And then when that comes back, then we will again look at it and come up with another plan to approve? Okay. Got it.

MARSHALL: Absolutely. If you guys want me to do that, I'll work with Brenda and whether or not -- and with DAG Ward to determine what parameters we can do and things like that. Absolutely.

MUN: Okay. Would I make a motion for that?

MARSHALL: It's not agendized, but I'll just do it. You know, I'll go and work with Brenda and the DAG on that.

MUN: All right, thank you.

MARSHALL: I understand the concerns about slowing up the process, and I also understand the legal authority and where our jurisdiction lies. Okay. Do we want to move to these other contracts for descriptions of them or what do you guys want to do? I think the next one is the ad evaluation study.

SHULZ: Yeah. Thank you, Lieutenant Governor. I have two, so I'll move through these a bit quickly in the interest of time. The ad evaluation study for this RFP, we're seeking services for a vendor to perform this advertising evaluation study as of October 12th, 2021. This is a contract of \$75,000 per year for a period of two years. And although this is a two-year contract, we do reserve the right to not perform the study in a given year if it is deemed unnecessary. This could be due to budget restrictions or just not needing to do the study in a given fiscal year. The scope of the contracts will include a qualitative component consisting of focus group interviews, which in these interviews, the focus group will review strengths and weaknesses of advertising creative. It will also consist of a quantitative component where respondents in a survey are also asked about effectiveness of advertising creative. For this contract, we're seeking a two-year contract with a two-year renewal upon staff review. It's a two and two. With that brief overview, I can turn it over to the Commission for any questions.

MARSHALL: Are there any board questions?

SANTOS: Is this contract different than what the folks that we hire to do our advertising do already? And if it is, is this something that our advertising company would not be able to bid on this because there'd be a conflict, but this this a check and balance on the company that's doing our advertising?

SHULZ: That's exactly right, Commissioner Santos. This would be a third party doing the research. It would obviously not be the company that does do our advertising currently. Our advertising company currently, they do their own research, but as you mentioned this is a check on that by a third party.

SANTOS: Is this a common thing that is done if you feel like you're getting good service from your ad agency? Or is this something -- because I don't remember if we -- have we done this before?

SHULZ: We've had contracts like this in place since I've been here. I can only speak since I've been here personally. We don't perform these every single year. We only really perform these when we have new advertising creative. The last time we performed a study like this was December of 2019. As Director Scolari mentioned, it's not an everyday thing. It's not an ongoing thing. It's on an as-needed basis. As far as if this is normal in the industry, I know other DMOs who have certain contracts like this in place. I don't know if they necessarily use it as a check by a third party, but they do have third-party research to do advertising evaluation. Hopefully that answered your question.

SANTOS: It certainly did. And then my follow-up would be is the reason now why we're doing this because of how we're addressing the COVID issues?

SHULZ: The reason that we're going to contract with this now is because the contract we currently have expires June 30th. We didn't do any real advertising creative testing during COVID just because of budgetary restrictions. We also didn't really have any new creative that came out during that time, just tweaks to what we already have tested. That's the real reason for this contract coming about right now.

SANTOS: Thank you very much.

MARSHALL: Other questions? Did you want to move to the next one, Kyle?

SHULZ: Yes. Thank you, Madam Chair. For the web usability study RFP, we are also seeking services for a vendor for this web usability study that will commence as of October 12th, 2021. This contract is for \$50,000 per year for two fiscal years or for a period of two years, excuse me. Although this is a two-year contract, again, we reserve the rights to not perform this study in a given year if it is deemed unnecessary to do so. The scope of this contract will include a qualitative component consisting of 50 in-depth interviews, and we are seeking a two-year contract with a two-year renewal upon staff review. With that, I'll turn it over to any questions.

MARSHALL: Questions, board members?

MUN: My question is are these being stacked? You have a usability test coming up. You have a qualitative ad kind of -- I'm losing words, sorry. Are -- in your mind, when you are planning on using this with a new creative coming, is there some ideas to when this might happen?

SHULZ: The web usability study is really kind of on an as-needed basis again, at least historically it's been on an as-needed basis. The last time we performed this was actually just recently, it was in April of 2021. And that was really to evaluate the new website. That was really what brought about that testing was to evaluate how users kind of navigated the site, how they felt about the sites, the content, the imagery, that sort of thing. There's really no set timeframe that we want to have this done. It's really if it needs to be done, if that makes sense? Really just on an as-needed basis. Again, that goes back to the points in the RFP where if we don't want to do the study, we don't have to, and we can kind of save that \$50,000. Hopefully that answered your question, Commissioner Mun.

MUN: Got it. I'm understanding that basically all these RFPs, you have these contracts available to you so that when it's time you can use it, but you don't have to use it, but just in the event, you don't have to go through the process of looking for a vendor and getting ready, et cetera. It's just like having them in place so when you need it, you will use it, but that money doesn't get used unless you use it. Is this clear? That's how the contract works?

SHULZ: Yes. That's correct for the two research RFPs, so the ad copy and the website usability. I can't really speak to the other RFPs as that would be a question for those contract managers, but yeah, for at least these two RFPs that's exactly correct.

MUN: Great. You guys can hold onto it and say, "Hey, we've got these new ads. We've got some new assets. We're going to go test those out. Now we can go in and do it all together." And you don't have to bid out and you're ready to go and it saves you time.

SHULZ: That's correct.

MUN: Okay, great. Thank you so much.

MARSHALL: Other board members? Okay. Do you want to talk about the digital development agency of record?

KAWCHACK: Good afternoon, Madam Chair and members of the Commission. We are seeking services for our digital development agency of record as of January 1st, 2022. This \$2.5 million two-year contract is part of a larger integrated marketing effort that includes contractual services for media buying, creative development, and public relations. Our current agency is Noble Studios. This is the only segment of the integrated marketing contracts to be open at this time, as the rest expire June 30th, 2022. The scope of this contract will include website services, performance marketing, customer relations management, digital strategy and development, and digital account management. We are seeking a two-year contract for the ability to renew for another two years upon staff review. At this point, I will answer questions. I'm sure there are questions on this one, especially based on the amount.

MARSHALL: Okay. Questions from board members?

SANTOS: Can you confirm that this digital development agency, that those types of responsibilities would not be undertaken by our advertising agency that's doing the advertising? I just want to have that clear in my mind that these two things are separate, and there's not any crossover. We may be paying some money to our ad agency to do things that these folks would be doing.

KAWCHACK: These agencies are intended to work together in a very integrated basis. We have meetings all the time, and we discuss. When one leaves off, the other one picks up. Because there is crossover, you're right, but we're never performing the same services duplicatively. If Noble Studios, for example, sees a creative -- something that BVK has created, then they can recommend how this would be implemented digitally on the website and work together to make that happen, but there's never any crossover on services.

SANTOS: Gotcha. That's awesome. Stepping outside of my cave, I'm realizing just how important the digital marketing is as opposed to the more traditional. This is huge and something that we have to support.

KAWCHACK: Thank you.

MARSHALL: Other questions? All right. Did you want, Brenda, for us just to do one motion to go forward with all four of these? Or did you want to do separate motions?

SCOLARI: If you could do them all at once just to initiate this set of RFPs, that would work for me.

MARSHALL: Board members, if you're comfortable with that, I'll accept a motion.

SANTOS: I would move to approve the RFP initiation of contracts related to representation in Latin America, ad evaluation study, website usability study, and digital agency of record study.

HARRIS: Second.

MARSHALL: All right. I have a motion and a second. Any discussion? Okay. Hearing none, all those in favor, signify by saying aye.

COMMISSIOERS: Aye.

MARSHALL: Any opposed? Motion passes. Then moving to our last is the marketing and PR expenditures. M.E.?

KAWCHACK: Good afternoon again, everybody. Jessica, if you wouldn't mind pulling up the PowerPoint, please. Thank you very much. We're here today to request a motion of approval to proceed with the FY22 media plan. You can go to the next slide, please. Over the last year, Travel Nevada has been focused on recovery, but we've also kept very close tabs on how we would emerge from the fluctuations of 2020 and how we would continue to evolve our strategy to respond to the known market disruption and also the growth that we've seen in the last year. Data has told us that travelers want full spontaneous experiences this year. They're also looking for road trips, outdoor recreation, and for things that they may not have considered pre-pandemic. The marketing committee met in a workshop environment back in March, and we have continued to work with our integrated marketing agencies: Fahlgren Mortine, BVK, and Noble Studios, on ways that Travel Nevada can best reach our target audiences in the new travel environment through our creative, digital, and paid and earned media efforts. As part of the planning process, BVK performed a competitive audit and identified ways that Nevada can fill the gaps in the marketplace to best remain relevant and resonant, even with smaller budgets. Today, Bobby Ritzi is here from Fahlgren Mortine to give you a consolidated look at the results of these discussions and to also review the media plan proposal for FY22. Just to clarify, this is a three-tiered plan in which we start out with the approved legislative budget at the \$3 million level. We do want to have those plans in place at the mid and the reach level so that we can nimbly respond to higher room tax collections and potential federal funding. Like we discussed before, we will be going to IFC for that funding. But we want to be ready for it when it happens. This integrated creative marketing and PR plan was presented to the NCOT marketing committee in more depth last week and it passed unanimously. The more in-depth presentation and meeting was included in your commission packets, and I'm open to any questions from that if you have them. But again, today we're seeking a motion for the Commission to approve moving forward with this three-tiered plan. At this point, I will pass it over to Bobby to review with the next slide. Thank you.

RITZI: Thank you. Thank you, Lieutenant Governor, Commissioners for your time today. As M.E. said, what you see today builds on the great work of our past campaigns and represents a strategic pivot in order to capitalize on disruptions in the market and some shifts in consumer behavior. As she said, working over the past three months, our team has identified these three key points: Messaging, mindset, and markets as opportunities to evolve our marketing strategy this fiscal year. M.E. talked about the competitive audit that BVK completed, and the insights are shown on the next slide. This exercise looked at competitive DMOs and identified gaps and opportunities that Nevada can take advantage of. And the team has and will continue to utilize these four strategic pillars as we execute creative messaging and produce content that connects with our target audience in a way that is distinctly Nevada. And while our core target audience has not changed, you see on the next slide, what the pandemic did was bring new people into our adventure state of mind. And as these travelers search for new or bold or unusual experiences, our media plan will serve up that differentiated creative messaging and content and connect with these target audiences to help inspire their next adventure in state. And where we do this will also evolve. On the next slide, you'll see that for this fiscal, we have aligned our paid media target markets into a strategic mix of established, emerging, and new. The idea is to maintain our strong position and high brand affinity within our established markets by engaging specifically with travel intenders in lower funnel tactics. That allows us to allocate necessary budget towards our emerging and new markets where we need different types of tactics to reach target audiences and showcase inspirational content that takes them further down the traveler journey. As M.E. said, we're presenting three budget tiers, and our plan is to add one new market per tier. The reason you also see two options at tier three is because the timing of that would be uncertain, and seasonality is a factor in the decision. This data-driven market approach was crafted with the help of the marketing committee and information on direct flight access, for example, was particularly helpful. And that would be another key point to revisit when comparing Minneapolis and Denver. On the next slide, you'll see a visual representation of the traveler journey, which is the decision-making process every would-be Nevada adventurer goes through on their path to purchase. And we use this as our north star because we know at each stage of the journey, our target audience is more receptive to different ideas. They're looking for different types of information, and we can expect them to take different actions on our website. As I mentioned, our strategic approach works from a budget standpoint because we have aligned those market groups within each of these traveler journey phases that match to the marketing objective for that market. For example, defending our core established markets, increasing the length of stay with those travelers that know us already, that largely takes place down funnel versus in those emerging and especially new markets where we need to make that initial connection. We need to inspire that audience within more upper funnel placements, get them to our website to engage with some of that fantastic content that was mentioned earlier today. On the next slide, please. In summary, you'll see our multimedia plan will reach potential travelers throughout their decision-making process, and it will deliver that distinctly Nevada messaging in the moments our audience is most likely to engage. And that approach again, is built on past success with new strategic pivots that capitalize on that disruption and shifts in travel and consumer behavior. Next slide, please. Across all markets, we will segment our consumers using first-party data to maximize our paid media dollars and drive engaged website traffic across the online travel agencies, endemic travel partners, as well as consumers' social

media feeds. We'll partner with lifestyle and travel publishers to create custom executions that bring our experiences to potential travelers across those emerging markets. And then, we're going to double down in those dreaming phases in our new markets with high impact placements that are designed to inspire that further consumer action. On the next two slides, I have some examples of those tactics on the left. You know, not only does digital video and streaming video showcase our great 30-second commercial, but we can actually measure onsite action that is driven after that commercial exposure, and we'll go further to actually measure travel lift to key rural points of interest driven by our streaming video. And we know as our target audience is looking for those recommendations and comparing prices, it's critical to serve up our points of interest, our unique Nevada experiences directly on the OTAs, as well as the endemic travel sites. On this next slide, for custom content, we partner with the websites that our audience is reading when they're in that adventure state of mind. And we work with the partners to create these immersive executions. You see these examples that showcase our unique experiences that our target is looking for. To illustrate an example from the plan, a partner last year, Thrillist, they experienced a massive increase in demand for their stargazing content. Now, not only does Nevada have world-class dark sky access, we also have ready-made stargazing road trip content, those guides and itineraries built out on our website. Let's partner with Thrillist on a first market takeover of their backyard observatory section, where we'll have 100% percent advertising share of voice, and Thrillist will partner with us to collaborate on multiple articles, custom videos, and social points under that star tripping umbrella. This next slide details our three-tiered budget approach. Everything we presented today is included at that base level budget. Then we add a new market at each tier, and we also invest those incremental funds in additional high impact and custom content executions. Now, as a point of reference for these three tiers, our 2019 paid media budget was \$6 million. The next slide illustrates those levels showing how the overall percentage of budget allocation shifts between tactics as we add incremental funds and heavy up in those higher funnel placements. Now separate from the domestic market plan is our in-station initiative, Discover Your Nevada. And on the next side, you'll see that this multimedia mix is focused mostly on in-state partners, and we rely to connect with them where we inspire Nevadans in both metros to venture out and find that Nevada they didn't know. And our Discover Your Nevada plan also has a tiered approach that we showcase on the next slide, but the variance in this plan is much smaller as we've started our base level budget at half a million, which is similar to past fiscal investments in state. You can continue to the next slide. Thank you again for your time and M.E. and I will both take questions on these items.

MARSHALL: Okay. Thank you for the presentation. You answered the question that I was going to ask, so I don't have any to ask. Thank you. That was very good. Questions from other board members? Edward? Oh, sorry. It's just that my -- my pointer was on your picture. I thought you had your hand raised, sorry. Any board members? I thought that was really good. Bob?

STOLDAL: Just looking on page 15, the top one, connection strategy, broadcast and cable. I noticed two things. One, there's no Cox Cable which serves some of Nevada. Are you looking at any streaming services?

RITZI: For those in-state Discover Your Nevada placements, you're right, we work directly, and we do include Cox Media Group for Southern Nevada. We work directly with the stations to make sure those dollars stay in state, and we do negotiate streaming placements on top of the linear and cable broadcast buys.

STOLDAL: Great. Thank you. Thank you, Chair.

MARSHALL: Cynthia?

MUN: Thank you. I just wanted to make a comment that I did attend the Marketing Committee meeting last week, and in that meeting, M.E. and the team presented an incredibly thorough presentation of this information, that took over an hour, I believe. And I thought it was very well-documented. The team did a great job in explaining all the details and all the underlying information. I just wanted to commend the team again. Every meeting I've been going to, these marketing committee meetings, I've been delighted with all this incredible work. I just wanted to thank the team again for great research and work.

KAWCHACK: Thank you so much.

MARSHALL: Other questions, comments? Julie?

PAZINA: More of a comment. Thank you so much, Madam Chairwoman. I just wanted to, again, thank M.E., Cynthia, Travel Nevada, and the Marketing Committee, because this is incredibly thorough. And I did call M.E. with some questions before the

meeting, and she was incredibly gracious with her time. I think it's incredibly important that we get out there as soon as we can with the base level and hopefully, we can work up to the mid and the reach level and catch people as we're coming out of the pandemic and they're very eager to travel and make sure that Nevada is top of mind. Thank you for your work.

MARSHALL: It sounds like you guys did a great job, and I see you have the unanimous approval of the Marketing Committee. I did at one point wonder if we were going to be able to get Northern Lights here in Nevada? I am hopeful for that, but there's a lovely picture in here of the Northern Lights. I was like, "Oh my God." Anyway, we will try. If there's no more questions, then I will accept a motion to approve.

MOON: I motion to proceed with the fiscal year 2022 media plan.

MARSHALL: Okay. And do I have a second?

MUN: I second.

MARSHALL: Okay. I have a motion and a second. Any discussion? All right. Hearing none, all those in favor, signify by saying yay.

COMMISSIONERS: Aye.

MARSHALL: Any opposed? Motion carries. Thank you, Mr. Ritzi and M.E. Phenomenal job. And Marketing Committee also. So now, I think we get to commissioner comments. Any commissioner comments? I don't know why we have commissioner comments before upcoming meetings. I did want to ask you guys what you thought about, because people are from all over and staff, I do want to know what people want to do in terms of coming back to in-person. Like I said, the Governor's really moving to having in-person meetings. How do you want to do this? Do you want to come back in person? Do you want to schedule them in-person, on Zoom in person, flip, or what do you guys think? Or Brenda, if you have something? Or Edward?

ESTIPONA: I think from now, and this has happened to me in almost every situation I'm in that we have some sort of hybrid. I think there are people that want to come in. I myself want to come in because I feel like I don't get to know the other fellow commissioners as well, and this is probably the part that I miss the most, being in this type of setting, because there isn't an opportunity to talk at all amongst ourselves. I think I miss that part the most out of everything, but I also recognize that some people do not feel safe still, and I respect that. And I think they should be able to attend in Zoom. I think it will be hybrid for a while until people feel really comfortable.

MARSHALL: Brenda, is that a possibility if we meet in the chambers, but then do some kind of hybrid?

SCOLARI: Lieutenant Governor, I did want to suggest our former format for the commission meetings was to have them live in the chambers, but then also accommodate our commissioners in the south, which we could do quite possibly from the Las Vegas State Museum. Have those commissioners attend there. We can have our AV system set up to do that, and then also have the availability of commissioners calling in if they're from, you know, some third location. I think we could set up a hybrid but try to get as many of our Southern commissioners in a room together as possible as well.

MARSHALL: How do you guys feel about that?

STOLDAL: I look around and there's a lot of familiar faces on other committees and commissions and chairs and boards. To me the hybrid is going to be something that we're going to be living with. And it's not just safety. There's just a lot of convenience where people in their office can call in rather than having to fly someplace. We do miss the one-on-one meetings in person. What I'm hearing is people are wanting to develop committees where at least one meeting a year is in person. Other meetings are hybrid. The conference call thing is kind of being moved aside. It just doesn't -- now that we're all used to WebEx or Zoom or Google or what. I think it's here to stay, and I think we're going to have to adopt that technology. People are going to be in their offices. They're going to be in their homes. They're going to be wherever. Is that something you would look into digital development, but I

think it's more than a hybrid and not to do with safety, just more of the idea that we can get up, take care of business, and then move on. My babble is... I'll let others speak.

MARSHALL: Julie?

PAZINA: Thank you so much, Madam Chairwoman. I would just say I come from the trade show convention live events industry, and we're finally coming back. I just spent the last couple of days on show site for surfaces at Mandalay Bay, and I feel like as the Commission on Tourism, it sets a good example, at least to meet in person to an extent. And I understand that some people don't feel safe and of course it's a convenience thing as well to be able to do Zoom from time to time. I just feel like it's good to set-- essentially, I feel like it's a good precedent for the Commission on Tourism, if nothing else, to meet in person when we're pushing live events around the state, whether it's a convention or any other kind of, you know, meeting. Whether it's cowboy poetry or a convention, I think it's good to meet in person. And that's just a personal opinion. And I also have not had a chance to meet probably 90% of the people on this call, in person. On a personal note, I am really eager to see you all. That's it. Thank you.

MARSHALL: Cynthia?

MUN: Yes. Thank you, commissioner. Thank you, Lieutenant Governor. I am so excited to be able to meet everyone in person again. And I think it's true. There are some who will want to have the convenience of not being in person, but we've had that before. Like Brenda, the director said, we've had a format where there was a Zoom-like camera in the other offices down in Las Vegas, but that we have the choice to fly and meet in person would be wonderful. And for instance, I'm flying back to Las Vegas next week because of the National Lacrosse League coming to Las Vegas. We get another franchise so it's really wonderful. And that just proves more people will be doing things in Vegas and Reno and throughout Nevada in person. I really advocate it going back. Thank you.

MARSHALL: Okay. I'll talk with Brenda about it. We will definitely, I think the next meeting, have an in-person option. I'll try to make sure that there's other options available for people. Okay? I want to try to make sure that we're accommodating as much as possible, but I just wanted to make sure to see where you guys were and all of that. Are there any other commissioner comments? Jane?

MOON: Thank you, Madam Chairwoman. I just want to commend the rural territories. They have been trying to get back to in-person as we are discussing here, with continued COVID safety measures. A few of them, specifically the Silver Trails, Las Vegas Territory, Reno-Tahoe Territory, Pony Express Territory, and Cowboy Country have opened up and had in-person meetings within this last month. I was able to attend the Pony Express territory via Zoom because they were providing a hybrid model, and I was able to attend the Reno Territory meeting at the Stewart Indian School so that was multifaceted in so many ways. If you haven't been there, it's an amazing, complex piece of history for the state of Nevada and our country as well. I do appreciate that, and I appreciate that they're continuing to reach out and partner with each other and intra-territory as well. And I also want to commend Shari Davis, formerly Shari Bombard, for helping facilitate that. I do thank you, Shari, and the territories for inviting me and for making it possible for me to attend where I can. Thank you.

MARSHALL: Edward?

ESTIPONA: I just want to commend the staff. This last year and a little over a year has been kind of crazy. Never experienced this in my whole life. And the fact that we went from nothing to now all these great strategies and planned, and the whole staff was able to stay together. Nobody died from it. Thank God. I just think they have done a phenomenal job and, you know, they definitely deserve to be commended for it because it's not been easy, and they've done it with a very shortened staff, because I know there's still staff positions that were open. I just want to publicly commend them for all their great work.

MARSHALL: Herb?

SANTOS: Thank you, Madam Chair. I also want to commend the staff and the folks that put together the Rural Roundup. I was so happy to have that meeting in person. It's important to meet in person. I think the process that they set up, which allowed us to distance ourselves from the pandemic and reconnect with our friends and colleagues, it really was a major boost in my mind,

inspiring hope and strength and knowing that there is light at the end of the COVID pandemic tunnel. The folks up at Lake Tahoe provided an excellent venue and the tourism staff that put on the program was incredible. It was filled with so much valuable information. I wish I could have attended all of the venues. I think if I was able to do that, I would have been equally impressed with their venues and what they provided to the folks that attended there. Great job. I think we can all conclude and rest easy knowing that the rurals are well-represented by incredible teams of professionals and that we're on a path for returning normal. I also want to congratulate the LVCVA on their recent ribbon cutting. I wish I was able to make that event. I was down in Las Vegas recently, and I drove by the convention facility and was so impressed with the magnitude of the expansion. It simply looks from the outside as an incredible, beautiful venue and is truly a gem on the strip. And I can't wait until those halls are filled with folks from all over the world enjoying all that Las Vegas and Nevada has to offer. And then, to expand on what Commissioner Estipona said, our staff is incredible. Director Scolari, you're doing a great job, and everyone down there. It's been so weird this last year and a half and how you guys have been able to come out of it with Nevada is not dying. We're alive, and I almost think with the -- watching the hockey game the other night on TV, that was business as normal, and it was awesome. And I think that's probably a great vision as to what - that Nevada is open and we're ready for everyone to come enjoy everything that Nevada has to offer. And you guys have been there and you weathered the storm, and I'm so excited to see what's going to happen within the next year. I think we're in such great, capable hands. Great job to you and the whole staff.

MARSHALL: That's really great. The stuff you guys showed us today was really impressive. Thank you.

KAWCHACK: Thank you so much.

MARSHALL: Did you want to discuss then the upcoming meetings, Brenda?

SCOLARI: We have several meetings planned, which we will poll for dates to schedule. I believe the July Recovery Committee, has been set for July 15th. Is that correct?

MARSHALL: Correct.

SCOLARI: And we will establish the best date for the Commission Workshop. I'm really excited about that and hope that we can find the time to get together for at least a few hours and have, you know, everyone can meet each other, meet the staff. We can talk about the programs in detail. I think it's important and it's long overdue. We've talked about this for six months now. Looking forward to that. And then, we would like to schedule a Commission meeting in August so that we can have you award the latest grant cycle.

MARSHALL: Okay.

SCOLARI: Please look for those to be scheduled.

MARSHALL: All right. Public comment? I know we're running a little over, but there was a lot of really important and great information in this meeting. Do we have any public comment, Jessica?

GRUNDY: I have not received any via email, chat, or phone.

MARSHALL: Okay. Then we can adjourn. Again, I really want to say, I think you guys have heard it, but I think -- they say that you need to hear things, positive things, three times, and you only need to hear a negative thing once, and then you think about it 10 times. I just want to make sure that you guys heard today just how impressed the commissioners were with the work and the depth of what you did and what you are planning. So hopefully three's the charm and you guys come away with recognizing that, I think, people are very, very impressed and very happy with what you're doing. I hope you've heard that. Maybe it's five times, but anyway, take it as five times. Okay. I will accept a motion to adjourn if a board member wants to do that. Or if you want to hang out here, you're free. But if you want to adjourn, I'll accept a motion.

PAZINA: I motion to adjourn.

MARSHALL: Okay. I have a motion. Do I have a second?

ESTIPONA: I second.

MARSHALL: All right. I have a motion and a second. I don't think there should be much discussion, but any discussion? All right. Hearing none, all those in favor, signify by saying aye.

COMMISSIONERS: Aye.

MARSHALL: Yay. Okay. Any opposed? Like I said, you're free to stay on. Thank you again, guys. I look forward to seeing you soon. And I look forward for those who feel comfortable showing up in person, I look forward to seeing you in person. Bye.

Adjournment

The meeting adjourned at 3:13 PM.

DRAFT



FOR IMMEDIATE RELEASE

Thursday, Sept. 2, 2021

Contact: Chris Moran, cmoran@travelnevada.com
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Antonette Eckert joins Travel Nevada as chief industry development officer

CARSON CITY, Nevada — The Nevada Division of Tourism (Travel Nevada) has selected global tourism marketer Antonette Eckert as its chief industry development officer, leading the agency's strategic initiatives, including its Visitor Experience and Destination Development programs. Eckert has extensive experience in global tourism marketing international brand building, destination development and integrated marketing strategies. She comes to Nevada from the San Francisco Travel Association, where she was the senior director of global tourism development.

"Anton brings considerable experience and passion in destination development to Travel Nevada," Brenda Scolari, Nevada Department of Tourism and Cultural Affairs director, said. "We are excited to have her on our team as we work towards our goal of supporting Nevada communities and their tourism economies."

Eckert's experience includes cross-functional oversight of local and international teams, developing stakeholder programs to support the local tourism industry, leveraging non-endemic partnerships and collaborating with industry partners to cultivate strategic relationships with travel wholesalers, receptive operators, travel agents, airlines and influencers. Among her achievements: reaching organizational goals of 19,000 leisure room nights and airport traffic volume of 8 million passengers.

Before her tenure with the San Francisco Travel Association, Eckert was at the California Travel & Tourism Commission (Visit California), first as its advertising and co-op marketing manager, and later as its director of Asia marketing. She also served as executive director of Visit Vacaville (Calif.)

Eckert holds a Master of Science degree in travel and tourism management from New York University, and a Bachelor of Arts in radio and television from San Francisco State University.

EDITORS: For an image, click [here](#).

The Nevada Division of Tourism is a division of the Nevada Department of Tourism and Cultural Affairs. More commonly known as Travel Nevada, the Nevada Division of Tourism is responsible for promoting and marketing Nevada as a travel destination to domestic and international travelers. Operating within a performance-based budget structure, Travel Nevada is funded solely by a percentage of lodging tax paid by overnight guests throughout the state. For more, visit TravelNevada.biz.



FOR IMMEDIATE RELEASE

Monday, Aug. 9, 2021

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Reno marketing strategist Mikalee Byerman joins Travel Nevada team

CARSON CITY, Nevada — The Nevada Division of Tourism (Travel Nevada) has chosen longtime Reno marketing strategist and writer Mikalee Byerman as its chief marketing officer. In this position, she will oversee Travel Nevada's advertising program, brand management and research functions, among other responsibilities.

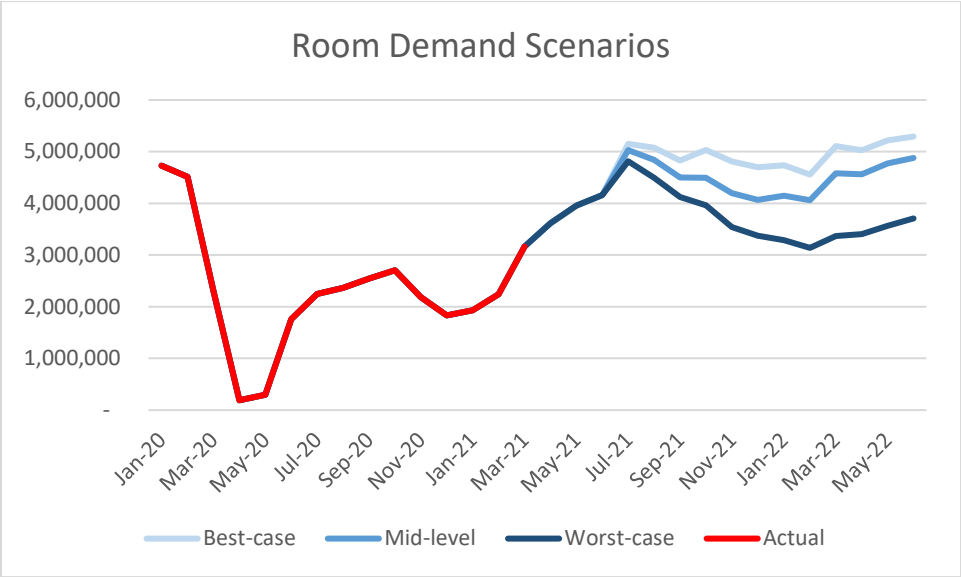
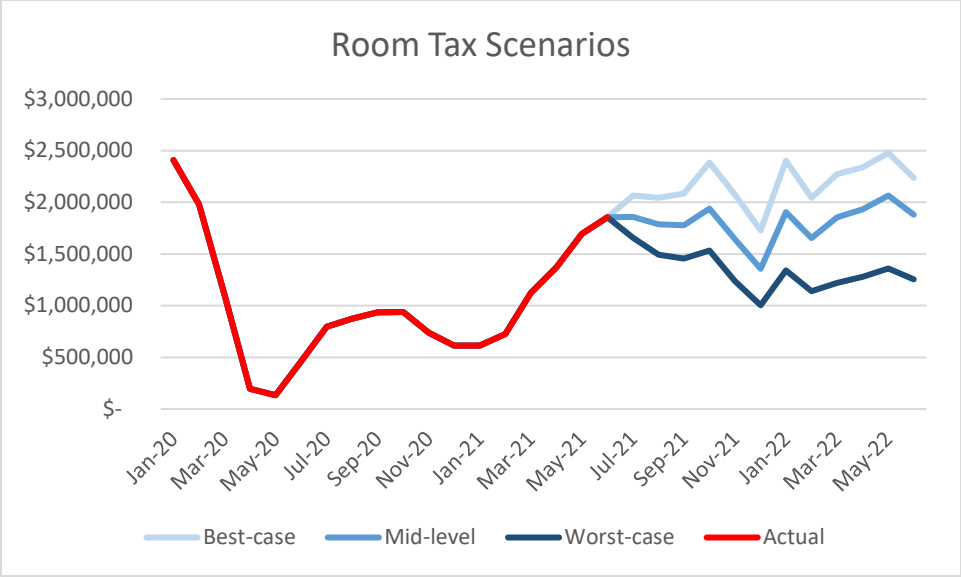
"We are thrilled that Mikalee has joined the Travel Nevada team," Brenda Scolari, Nevada Department of Tourism and Cultural Affairs director, said. "Her creative talents as well as her abilities as a strategic thinker will so benefit our team as we execute the programs that support Nevada's recovering tourism economy."

Byerman comes to Travel Nevada from the Estipona Group, where she was vice president of strategy. She also is a former managing editor of a Gannett-owned Custom Publishing Group and three award-winning magazines.

Additionally, Byerman is a humor essayist, travel writer and keynote speaker. Her debut book is "100 Things to Do in Reno Before You Die," and her writing has been featured in Ladies' Home Journal, Southwest Spirit Magazine and Alaska Airlines Magazine, as well as on the Huffington Post and TIME Magazine websites. She holds a master's degree in journalism.

EDITORS: For an image, click [here](#).

The Nevada Division of Tourism is a division of the Nevada Department of Tourism and Cultural Affairs. More commonly known as Travel Nevada, the Nevada Division of Tourism is responsible for promoting and marketing Nevada as a travel destination to domestic and international travelers. Operating within a performance-based budget structure, Travel Nevada is funded solely by a percentage of lodging tax paid by overnight guests throughout the state. For more, visit TravelNevada.biz.



Assumptions

	Best-case	Mid-level	Worst-case
Health Situation	Recent rise in cases start to lessen as FDA of approval of vaccine leads to higher vaccinations across the country and improvement of COVID health metrics.	As people begin to congregate indoors during winter, COVID cases continue to rise as a result. COVID cases start to improve in the spring months.	New variants of COVID emerge as vaccinations stall. This leads to rising case levels and worsening health metrics through the winter and into 2022. Health metrics fluctuate between periods of improvement and deterioration, but high levels of COVID transmission persist.
Travel Situation	As the health situation improves, travel demand and travel confidence follows suit. Room demand and other travel metrics out-pace those in the mid-level assumptions.	As COVID cases rise in winter, travel concern and confidence starts to wane. This negatively affects travel demand through the end of the calendar year, but travel begins to ramp up again starting in 2022 through the end of the fiscal year.	As health metrics fluctuate, travel confidence wanes and demand for travel falls in the winter months. As health metrics fluctuate, travel demand ebbs and flows through the end of FY22, but remains at relatively low levels throughout.
By End of Fiscal Year	In fiscal year 2022, pent-up travel demand leads to record levels of room demand and room tax collections in the state. ADR in the metro areas surpass pre-pandemic levels throughout fiscal year 2022 as increases in room demand lead to increases in room rates.	By the end of fiscal year 2022, room demand in the state approaches but has not reached pre-pandemic levels. Figures for the fiscal year as a whole for room demand and room tax collections still lag slightly behind pre-pandemic levels.	By the end of fiscal year 2022, room demand and average daily rate fall from current levels. As the public learns to live with high levels of COVID-19 transmission throughout the fiscal year, travel does not significantly recover from drop in the winter months.

Best-case

Month	Room Tax Collections	Room Demand
Jul-20	\$ 795,843	2,249,354
Aug-20	\$ 874,384	2,364,669
Sep-20	\$ 934,605	2,544,338
Oct-20	\$ 939,378	2,708,044
Nov-20	\$ 738,704	2,185,888
Dec-20	\$ 612,257	1,833,878
Jan-21	\$ 613,714	1,932,975
Feb-21	\$ 724,683	2,240,973
Mar-21	\$ 1,124,613	3,164,284
Apr-21	\$ 1,371,825	3,613,143
May-21	\$ 1,694,024	3,957,480
Jun-21	\$ 1,854,194	4,160,219
Jul-21	\$ 2,064,333	5,147,954
Aug-21	\$ 2,044,537	5,079,242
Sep-21	\$ 2,084,284	4,827,818
Oct-21	\$ 2,385,083	5,032,916
Nov-21	\$ 2,071,854	4,811,872
Dec-21	\$ 1,727,537	4,700,292
Jan-22	\$ 2,401,785	4,737,160
Feb-22	\$ 2,044,857	4,557,519
Mar-22	\$ 2,272,059	5,105,763
Apr-22	\$ 2,337,070	5,026,148
May-22	\$ 2,477,344	5,218,806
Jun-22	\$ 2,235,370	5,292,415

Fiscal Year Totals

Fiscal Year	Room Tax Collections	Room Demand
FY19	\$25,079,061	58,205,727
FY20	\$19,088,134	43,251,778
FY21	\$12,278,224	32,955,245
FY22	\$26,146,113	59,537,905

Projected amounts

Mid-level

Month	Room Tax Collections	Room Demand
Jul-20	\$ 795,843	2,249,354
Aug-20	\$ 874,384	2,364,669
Sep-20	\$ 934,605	2,544,338
Oct-20	\$ 939,378	2,708,044
Nov-20	\$ 738,704	2,185,888
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Jan-21	\$ 613,714	1,932,975
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Mar-21	\$ 1,124,613	3,164,284
Apr-21	\$ 1,371,825	3,613,143
May-21	\$ 1,694,024	3,957,480
Jun-21	\$ 1,854,194	4,160,219
Jul-21	\$ 1,859,205	5,029,764
Aug-21	\$ 1,786,417	4,843,917
Sep-21	\$ 1,776,419	4,503,490
Oct-21	\$ 1,938,116	4,494,127
Nov-21	\$ 1,640,456	4,198,710
Dec-21	\$ 1,356,498	4,067,601
Jan-22	\$ 1,905,191	4,148,596
Feb-22	\$ 1,654,035	4,058,587
Mar-22	\$ 1,855,947	4,581,769
Apr-22	\$ 1,932,893	4,564,824
May-22	\$ 2,063,878	4,772,029
Jun-22	\$ 1,880,419	4,878,602

Fiscal Year Totals

Fiscal Year	Room Tax Collections	Room Demand
FY19	\$25,079,061	58,205,727
FY20	\$19,088,134	43,251,778
FY21	\$12,278,224	32,955,245
FY22	\$21,649,474	54,142,016

Worst-case

Month	Room Tax Collections	Room Demand
Jul-20	\$ 795,843	2,249,354
Aug-20	\$ 874,384	2,364,669
Sep-20	\$ 934,605	2,544,338
Oct-20	\$ 939,378	2,708,044
Nov-20	\$ 738,704	2,185,888
Dec-20	\$ 612,257	1,833,878
Jan-21	\$ 613,714	1,932,975
Feb-21	\$ 724,683	2,240,973
Mar-21	\$ 1,124,613	3,164,284
Apr-21	\$ 1,371,825	3,613,143
May-21	\$ 1,694,024	3,957,480
Jun-21	\$ 1,854,194	4,160,219
Jul-21	\$ 1,657,914	4,814,120
Aug-21	\$ 1,492,434	4,495,752
Sep-21	\$ 1,454,141	4,121,591
Oct-21	\$ 1,532,873	3,964,700
Nov-21	\$ 1,235,780	3,540,946
Dec-21	\$ 1,002,224	3,376,186
Jan-22	\$ 1,341,813	3,287,846
Feb-22	\$ 1,140,294	3,141,451
Mar-22	\$ 1,221,001	3,365,994
Apr-22	\$ 1,279,194	3,405,829
May-22	\$ 1,359,334	3,567,807
Jun-22	\$ 1,253,623	3,708,139

Fiscal Year Totals

Fiscal Year	Room Tax Collections	Room Demand
FY19	\$25,079,061	58,205,727
FY20	\$19,088,134	43,251,778
FY21	\$12,278,224	32,955,245
FY22	\$15,970,625	44,790,360

FY21 vs FY20 vs FY19 vs Tourism Category 31 Expenditure

Category	Description	FY21	FY20	FY19
CAT 31	Promotion & Advertising			
	Legislative Authority Amount:	\$6,000,000.00	\$15,353,917.00	\$15,114,876.00
	YTD FY21 Spending as of 8/24/21	\$4,929,335.77	\$10,683,999.25	\$15,088,499.48
	Administrative:	\$86,937.32	\$402,020.93	\$336,102.14
	Marketing:	\$3,958,148.60	\$7,281,770.18	\$10,962,544.34
	Media/PR:	\$180,753.91	\$1,208,349.66	\$1,336,003.66
	Sales & Industry Partners:	\$365,231.94	\$1,354,286.48	\$1,899,890.85
	Research:	\$338,264.00	\$437,572.00	\$553,958.49
	Remaining Available Funds:	\$1,070,664.23		
	% Spent YTD:	82%	70%	100%

TOURISM DEVELOPMENT FUND (B/A 1522)
BUDGET SUMMARY
FISCAL YEARS 21 & 22 (FY21 ACTUALS AS OF 8/24/21)

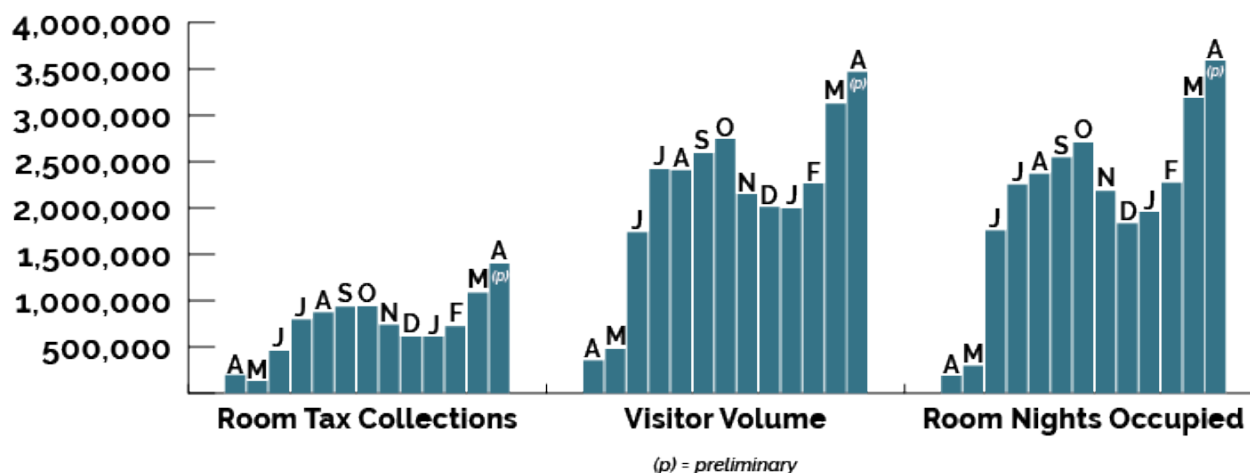
G.L.	DESCRIPTION	FY2021 YTD ACTUAL	FY2021 AUTHORITY	FY2022 AUTHORITY
RECEIPTS & FUNDING				
2511	Balance Forward From Previous Year (Beginning Cash Balance)	4,736,892	4,736,892	6,385,834
2512	Balance Forward to New Year	0	0	0
3301	Lodging Tax	12,251,488	9,923,520	16,349,389
3700	Registration Fees	0	34,610	25,481
4203	Prior Year Refunds	20,306	1,157	0
4669	Transfer from CARES ACT	4,675,799	4,985,142	0
4698	Trasnfer from Nevada Magazine	0	0	14,603
4670	Tourism Transfer CARES (Reversions)	83,997	0	0
	Total Revenue	21,768,482	19,681,321	22,775,307
EXPENDITURES				
01	Personnel Services	1,729,164	1,745,707	2,673,108
02	Out-of-State Travel	0	0	24,154
03	In-State Travel	7,148	18,089	32,848
04	Operating	296,150	373,914	252,180
14	Outside Postage	82,814	137,009	92,667
15	CARES ACT	3,951,703	4,178,850	0
16	Coronavirus Relief Fund Reimbursement	20,034	29,310	0
21	Trans to Motion Pictures	343,169	343,196	583,275
26	Information Services	124,649	127,456	83,786
30	Training	299	5,977	3,095
31	Marketing/Advertising	4,929,336	6,000,000	7,558,158
35	Transfer to State Parks	0	0	0
40	Rural Grant Program	500,000	500,000	730,547
42	Governor's Washington Office	103,459	106,511	103,414
50	Tourism Development Grants	100,000	100,000	50,000
60	Lost City Museum	224,343	224,343	223,593
61	Nevada Historical Society	135,511	204,646	309,552
62	NV State Museum - Carson City	627,755	627,755	782,903
63	NV State Museum - Las Vegas	518,118	518,118	809,785
64	State Railroad Museums	537,775	570,577	614,810
65	Arts Council	590,861	590,861	1,161,248
66	Indian Commission	71,634	71,634	73,040
67	Division of Museums	154,131	192,871	285,813
68	Nevada Magazine	66,666	66,666	132,781
69	Stewart Living Legacy	90,735	90,735	170,347
82	DHRM Cost Allocation	12,605	12,605	10,098
87	Purchasing Assessment	111,282	111,282	76,249
88	State Cost Allocation	47,653	47,653	33,360
89	AG Cost Allocation Plan	5,656	5,656	1,430
	Total Expenditures	15,382,648	17,001,421	16,872,241
86	Reserve (Ending Cash Balance)	6,385,834	2,679,900	5,903,066
	Total Expenditures + Reserve	21,768,482	19,681,321	22,775,307
	Tourism Operating Budget	12,009,227	13,393,508	11,621,680
	Total Transfers	3,373,421	3,607,913	5,250,561

Statewide, how are visitor statistics and health metrics performing?

Why this is important: Visitation to the state is an ecosystem in which Travel Nevada seeks to positively impact tourism based on branding efforts, and room tax directly impacts our budget and the programs we can perform. The safety and health of residents and visitors is directly tied to the economic outlook of the tourism industry.

MONTHLY REPORT DATA

April 2020 thru April 2021



Room tax collections (directly impacts our budget)

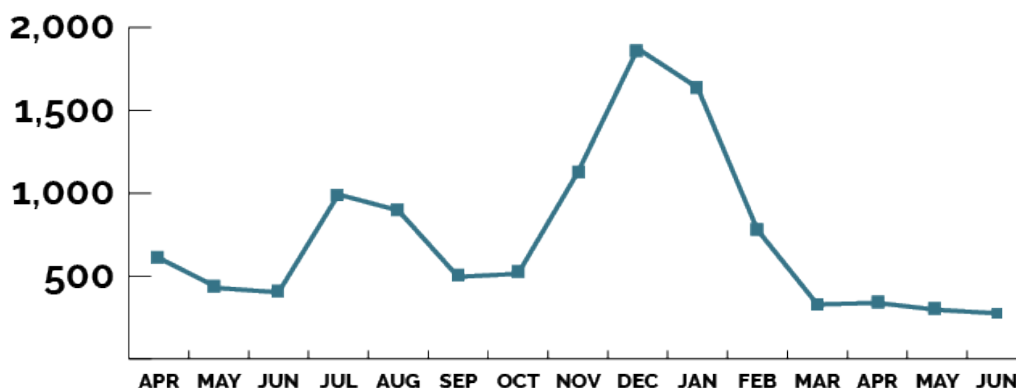
Visitor volume (economic impact)

Room nights occupied (percentage of total inventory)

NEVADA COVID HOSPITALIZATIONS

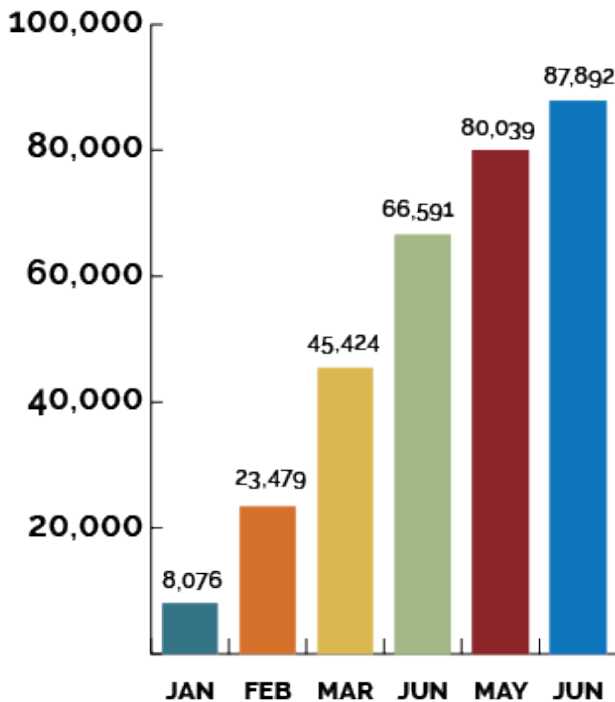
Daily Average April 2020 thru June 2021

Source: Nevada HHS



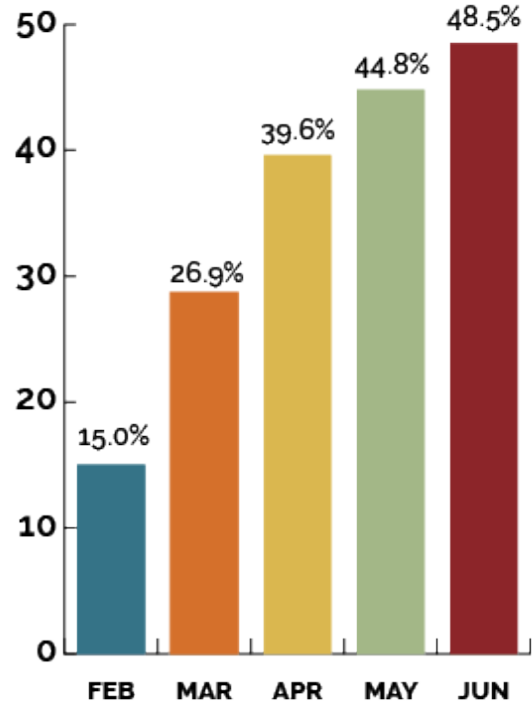
VACCINATIONS PER 100K

Source: CDC*



PERCENT OF NV POPULATION WITH AT LEAST 1 DOSE

Source: CDC*



*Data pulled from the last Friday of the month.

Takeaways

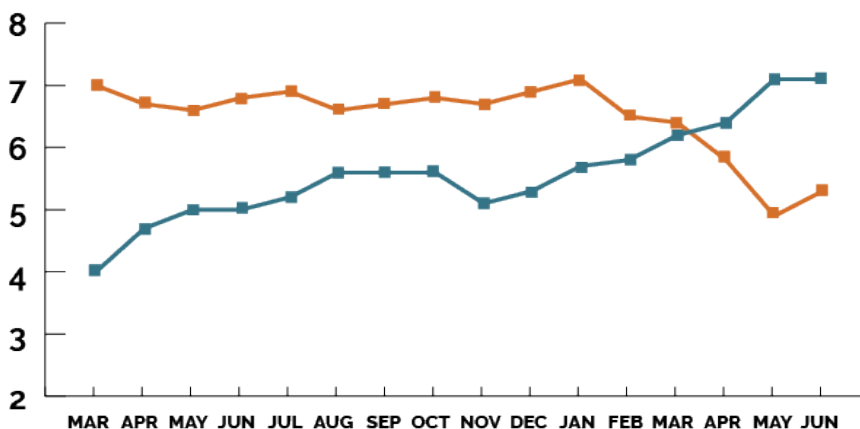
- As the COVID health situation has improved, visitation numbers have as well. Room tax collections, visitor volume and room nights occupied have risen each month to start the year, with April numbers preliminarily following suit.
- Although we have seen positive development in the health situation to start the year, COVID numbers in July have worsened. Further, the rate of vaccinations in the state has also slowed as the year has progressed.
- Visitation numbers will continue to be monitored to see whether there is a drop in travel to the state correlating to a worsening of COVID health metrics.

Nationwide, what is the current intent to consider or plan travel?

Why this is important: Knowing how consumers feel about travel preparedness, what types of trips they are willing to take, and when sentiment begins to shift, allow us to identify how we may be most effective in the marketplace.

TRAVEL SENTIMENT

Source: Destination Analysts



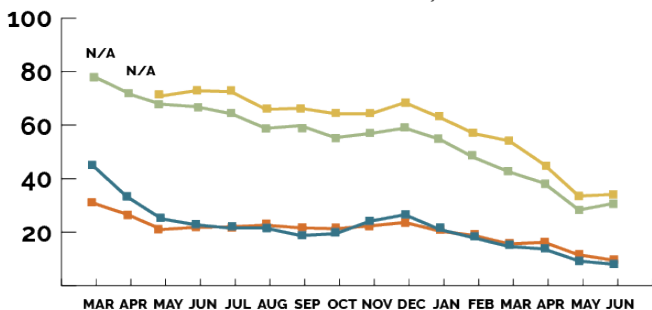
—■— Excitement to take a weekend getaway in next month
(0 = Not at all excited; 10 = Extremely excited)

—■— Personal concern about contracting virus
(0 = Not at all concerned; 10 = Extremely concerned)

TRAVEL ACTIVITIES

At this moment, how safe would you feel doing each type of travel activity (% somewhat unsafe or very unsafe)

Source: Destination Analysts



—■— Flying on an airplane

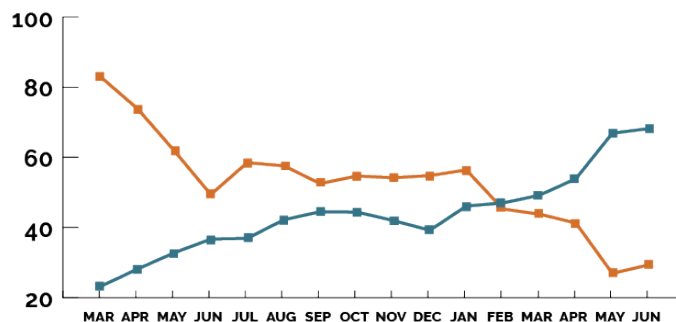
—■— Going to a casino

—■— Non-team outdoor activity (biking, hiking, etc.)

—■— Taking a road trip

TRAVEL CONFIDENCE

Source: Destination Analysts



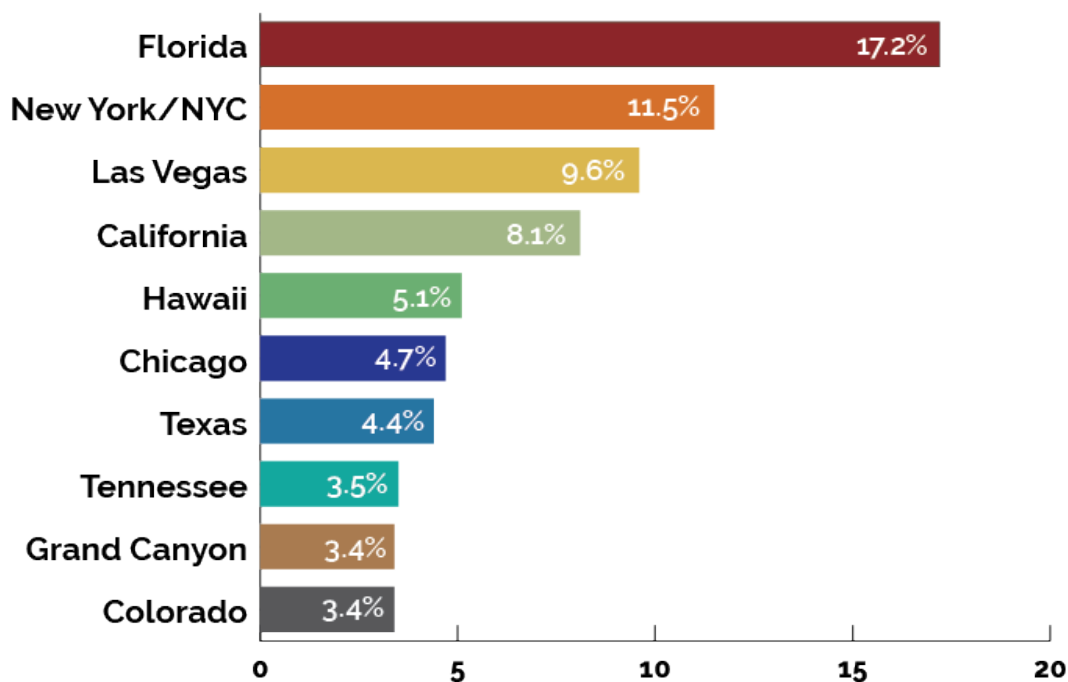
—■— I feel comfortable going out in my community to restaurants, local attractions, and undertaking local activities
(% agree or strongly agree)

—■— I'm planning to avoid all travel until the coronavirus situation blows over
(% agree or strongly agree)

DESIRED DESTINATIONS

Which domestic destinations do you want to visit this upcoming year?

Source: Destination Analysts



Takeaways

- Concern about contracting the virus had remained fairly steady through January 2021. However, as vaccines began to roll out and COVID case numbers began to fall, concern about contracting the virus has fallen as well.
- Excitement about travel is proportionally tethered to consumers' concerns and has also improved as concern about contracting the virus has lowered.
- Confidence in going out into the community has risen each month since December and stood at more than 68% in June.
- While indoor activities like casinos are perceived as riskier, as vaccinations have continued to come online, the perception has similarly improved. Activities that are easy to access in Nevada like outdoor recreation and taking a road trip continue to be perceived as the safest..
- As consumers consider future travel, Las Vegas is top of mind.

How are consumers engaging with Travel Nevada?

Why this is important: These metrics have been identified as consistent measures of ways we can be impactful, even with smaller budgets.

January 2020-June 2021



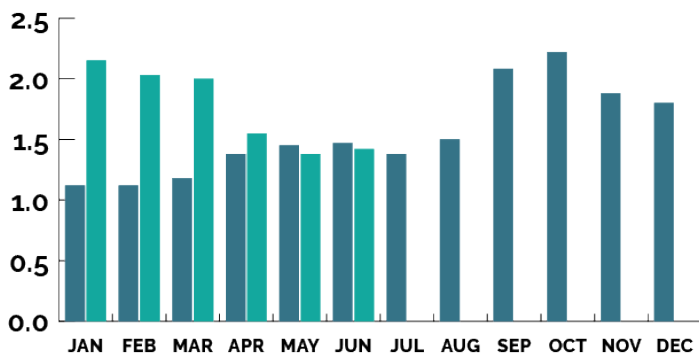
Full paid media paused starting in March 2020

In-State (DYN) paid media resumed in November 2020

Full paid media resumed in March 2021

WEBSITE ENGAGEMENT

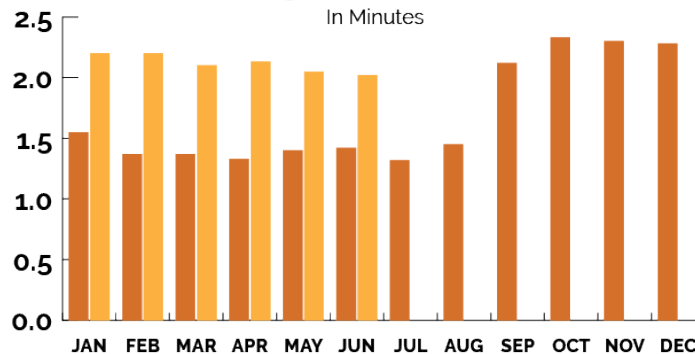
Sitewide Total Average Session Duration
In Minutes



Sitewide 2021
Sitewide 2020

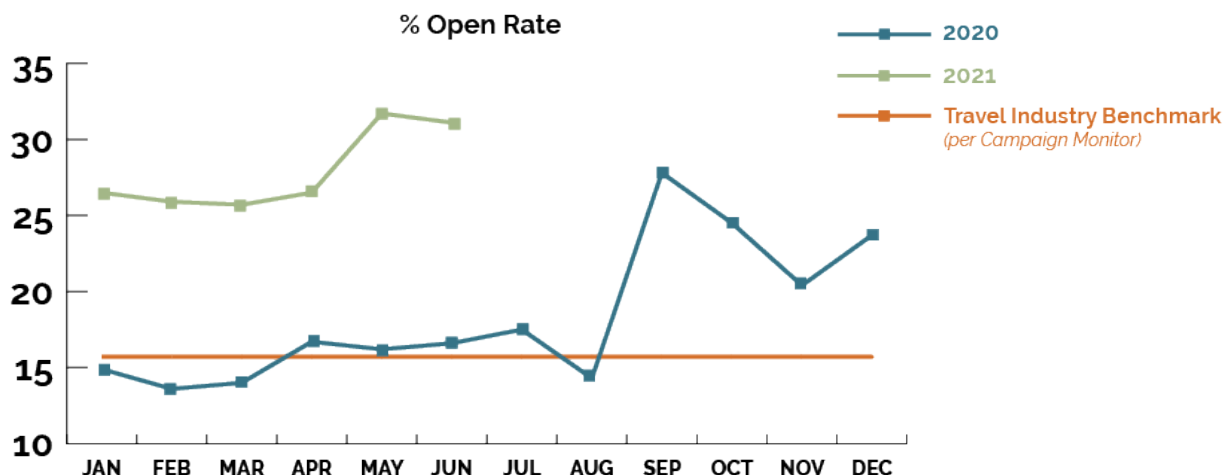
WEBSITE ENGAGEMENT

Organic Traffic (Direct & Organic Search)
Average Session Duration
In Minutes

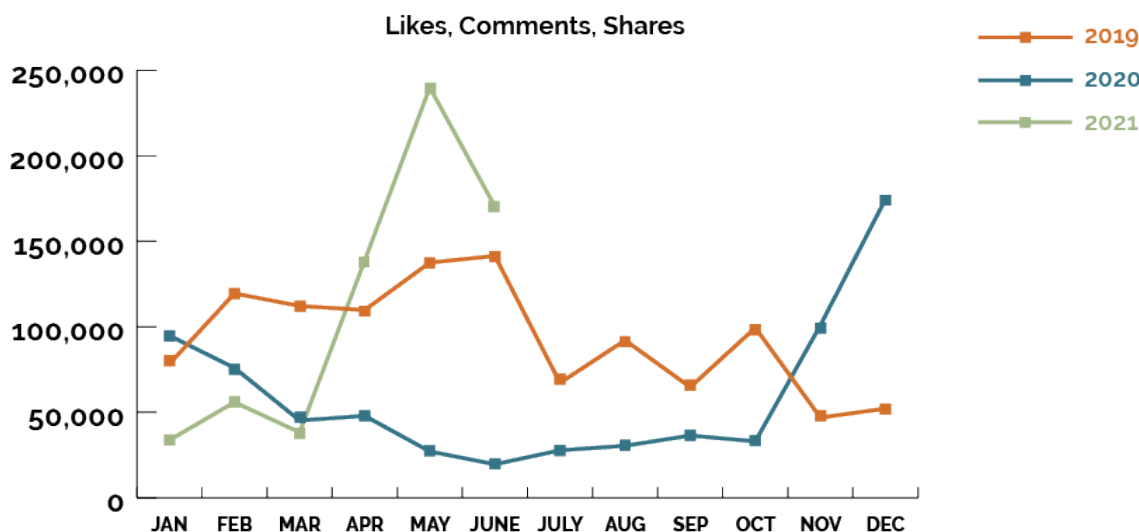


Organic 2021
Organic 2020

EMAIL ENGAGEMENT



SOCIAL ENGAGEMENT



Takeaways

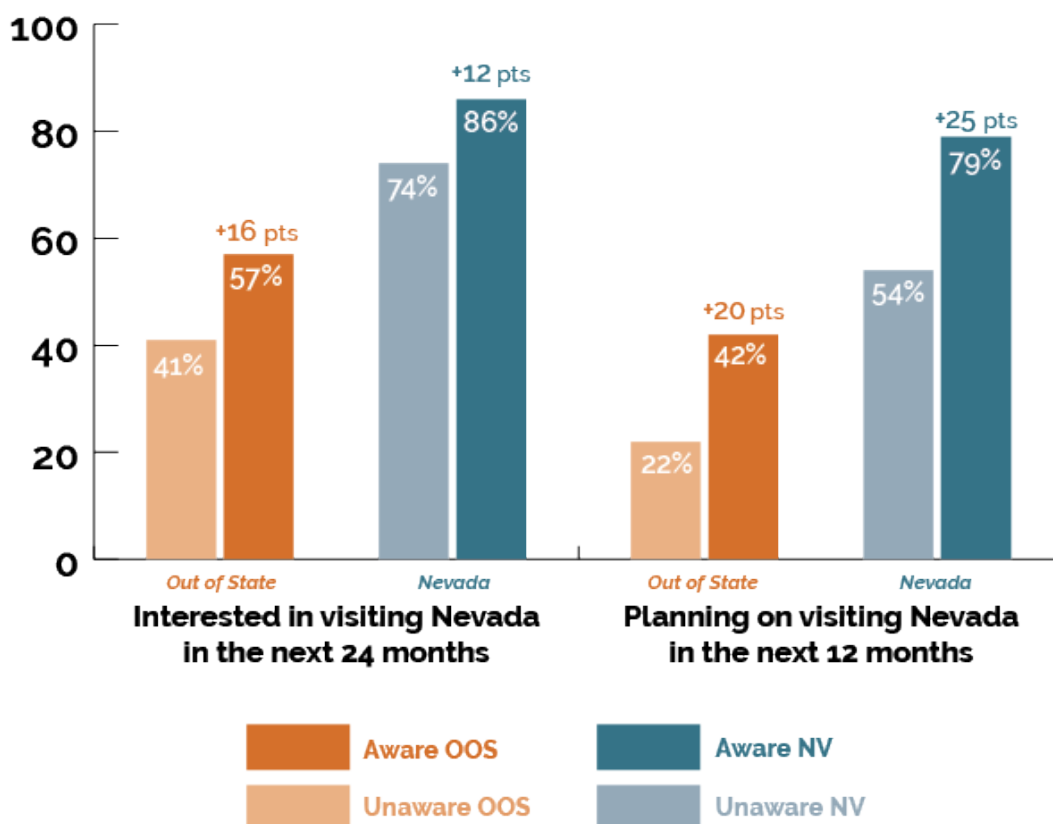
- When paid efforts increase, although site traffic increases, time on site tends to decline. However, average session duration has remained elevated after the launch of the new Travel Nevada site, even once paid efforts resumed in November.
- Further, average time on site has remained fairly constant and above levels from before the new site was launched, which is an indicator that the new website is more engaging.
- Our email audience has continued to engage well with our content, performing well above benchmark levels.
- The social media space was challenging to navigate in 2020, as we were not only impacted by a global pandemic, but the volatile socio-political environment. When paid efforts did resume (in the Fall of 2020 and Spring of 2021), more people could be reached, resulting in better engagement.

Awareness measures the percent of respondents who recall Travel Nevada's efforts. Reporting includes whether those who were aware of the Travel Nevada brand were more likely to have interest or intent to visit the state.

Why this is important: Awareness is tied to perception, which we can affect based on our creative, content, and strategy. With spending/budget levels being variable, it is important to track impacts our efforts may have on travel planning and travel interest.

INTEREST IN FUTURE TRAVEL Q1-Q3 FY21

Source: OmniTrak Group



Takeaways

- Through Q3 of FY21, those who were aware of any efforts (including owned and earned), were more likely to consider Nevada as a travel destination.
- Nevadans who were aware of any efforts had a 12 point gain in interest to visit the state in the next 24 months and a 25 point gain in planning to visit the state compared with those who were unaware. The gains for the out of state audience were 16 and 19 points respectively.
- Future iterations of this report will include information on brand perception, incremental spending increases, and other impressions we can affect based on our efforts.

State of the State

Monthly Report Data Rolling 12 Months

METRIC	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR (p)
Room Tax Collections	\$0.19 M	\$0.13 M	\$0.46 M	\$0.80 M	\$0.87 M	\$0.93 M	\$0.94 M	\$0.74 M	\$0.61 M	\$0.61 M	\$0.72 M	\$1.08 M	\$1.4 M
Visitor Volume	0.35 M	0.48 M	1.74 M	2.42 M	2.41 M	2.59 M	2.75 M	2.15 M	2.01 M	2.0 M	2.26 M	3.13 M	3.47 M
Room Nights Occupied	0.19 M	0.29 M	1.76 M	2.25 M	2.36 M	2.54 M	2.71 M	2.19 M	1.83 M	1.96 M	2.27 M	3.19 M	3.59 M

NV COVID

Hospitalizations

(Daily Average)

Source: Nevada DHHS

JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
402	992	896	495	514	1,127	1,872	1,636	778	329	338	296	275

Vaccinations

Source: CDC

(as of the last Friday of the month)

METRIC	JAN	FEB	MAR	APR	MAY	JUN
Total Vaccines in NV Administered per 100k	8,076	23,479	42,303	66,591	80,039	87,892
% of Population with at least 1 Doses	N/A	15.0%	26.9%	39.6%	44.8%	48.5%

State of the Industry

Source: Destination Analysis

Travel Sentiment

Personal concern about contracting virus

(0 = Not at all concerned; 10 = Extremely concerned)

MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
7.0	6.7	6.6	6.8	6.9	6.6	6.7	6.8	6.7	6.9	7.1	6.5	6.4	5.8	4.9	5.3

Excitement to take a weekend getaway in next month

(0 = Not at all excited; 10 = Extremely excited)

4.0	4.7	5.0	5.0	5.2	5.6	5.6	5.6	5.1	5.3	5.7	5.8	6.2	6.4	7.1	7.1
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Travel Confidence

I'm planning to avoid all travel until the coronavirus situation blows over (% agree or strongly agree)

82.8	73.8	61.9	49.4	58.5	57.6	52.5	54.7	54.2	54.8	56.4	45.3	43.8	41.3	26.9	29.4
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I feel comfortable going out in my community (% agree or strongly agree)

22.3	28.2	32.8	36.7	36.9	42.2	44.5	44.4	42.0	39.2	46.1	47.0	49.2	53.9	66.9	68.2
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Travel Activities

At this moment, how safe would you feel doing each type of travel activity (% somewhat unsafe or very unsafe)

Going to a casino	N/A	N/A	70.9	72.9	72.5	65.9	66.3	64.3	64.2	68.4	62.9	56.8	54.1	45.3	33.5	34.1
Non-team outdoor activity (biking, hiking, etc.)	31.0	26.7	21.0	21.8	22.0	22.6	21.6	21.3	22.3	23.6	20.4	18.7	15.6	16.2	11.5	9.5
Taking a road trip	45.2	33.3	25.0	22.7	21.5	21.5	18.7	19.4	24.1	26.5	21.0	17.8	14.6	13.7	9.2	8.0
Traveling on a commercial airline	78.1	71.9	67.8	66.9	64.3	58.8	59.8	55.3	56.9	58.9	54.7	47.8	42.5	38.3	28.3	30.7

State of the Travel Nevada

JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
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Website Traffic

118,770	135,069	135,178	118,051	109,537	126,191	189,441	130,556	166,136	232,476	310,080	427,750	407,742
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Newsletter Subscribers

91,731	91,779	51,000	51,379	51,876	53,900	57,977	58,315	58,879	58,979	60,596	46,150	48,420
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Social Followers

274,408	275,175	275,650	276,195	276,829	278,142	281,246	281,928	282,671	283,730	285,649	288,902	290,866
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JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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Avg Session Duration Direct/Organic (in minutes)

2020

1.53	1.37	1.37	1.33	1.40	1.42	1.32	1.45	2.12	2.33	2.30	2.28
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2021

2.20	2.20	2.10	2.13	2.05	2.02						
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Avg Session Duration Overall (in minutes)

2020

1.12	1.12	1.18	1.38	1.45	1.47	1.38	1.50	2.08	2.22	1.88	1.80
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2021

2.15	2.03	2.00	1.55	1.38	1.42						
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Email Open Rate

2020

14.9%	13.6%	14.0%	16.7%	16.2%	16.6%	17.5%	14.4%	27.8%	24.6%	20.5%	23.8%
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2021

26.5%	25.9%	25.7%	26.5%	31.7%	31.1%						
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Social Engagement

2019

78,414	119,596	112,236	109,861	137,637	141,502	67,286	92,198	64,738	99,516	46,932	52,226
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2020

94,877	76,043	45,241	47,975	27,106	19,632	27,812	30,446	36,448	33,045	101,011	174,791
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2021

33,757	55,942	38,306	138,885	240,071	170,369						
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State of Awareness

Source: OmniTrak Group

Interest in future travel Q1-Q3 FY21

Out-of-state Residents

METRIC	UNAWARE	AWARE
Interested in visiting Nevada in next 24 months	41%	57%
Planning on visiting Nevada in next 12 months	22%	42%

Nevada Residents

METRIC	UNAWARE	AWARE
Interested in visiting Nevada in next 24 months	74%	86%
Planning on visiting Nevada in next 12 months	54%	79%



TRAVEL NEVADA
Q4 Report
April – June 2021



SALES AND INDUSTRY PARTNERS HIGHLIGHTS

Rural Marketing Grants

- Travel Nevada opened FY 2022 1st Cycle Rural Marketing grants, Travel Nevada intends to award just over \$700,000 for this cycle to our tourism industry partners to assist them in their advertising and marketing efforts, this is a matching grant program.

Domestic Efforts

- Travel Nevada participated in the first in-person travel trade show hosted by Las Vegas on May 24th – 26th.
- The show had great attendance from all parts of the country, this being the first in-person show in over a year for many attendees.
- Travel Nevada had a total of 69 appointments with tour operators, receptive tour operators and online-tour operators.

International Efforts

- In April, Travel Nevada resumed its trade and media activations in Mexico by hosting virtual Familiarization Tours (FAMs) that highlighted our Neon to Nature and Lake Tahoe Loop road trip itineraries. Neon to Nature had 19 trade and six media participants, and Lake Tahoe Loop had 19 trade and 6 media participants.
- Partners from across Nevada participated by showcasing a live experience, allowing Mexican media and trade to see Nevada destinations in real time.
- Travel Nevada is further extending the road trip marketing strategy by running a campaign with Autorenta and IMACOP. These efforts are a great start at reintroducing Travel Nevada to an international audience.
- Travel Nevada staff, in partnership with international representation, will continue destination training for travel agents, tour operators, media outlets, and influencers in order to capture market share in the future.
- On June 30th, 2021 Travel Nevada provided 30-day written notice to terminate the remaining term of the contracts with our international offices located in France, India, Korea and Japan. Our representation in China ended in December.

SALES AND INDUSTRY PARTNERS HIGHLIGHTS

Destination Development

- After completing the workshop phase of the Destination Development process, execution of the plan took place right away, wayfinding improvements of mountain bike and OHV trails in the Town of Caliente currently taking place.
- Another initiative that was spearheaded from the Destination Development efforts is a rebranding project for Lincoln County that will better reflect the tourism development efforts and appeal to a broader audience.
- Travel Nevada finetuned the new Destination Development guidelines, where the primary goal of this program is to engage key community stakeholders and create a long-range, community tourism-based plan which will enable the selected community to be more intentional about growing their tourism economies. This program will launch in July and will be administered similar to the Projects Relating to Tourism infrastructure grant program. The application process will be available for four weeks and recommendations about the final community selection will be announced at a Nevada Commission on Tourism Commission meeting.

Industry Relations

- Travel Nevada planned, executed and attended a virtual/hybrid Rural Roundup conference which was an on-line tourism conference with an option to attend and view from a socially distanced "outpost" which were located in Stateline, Boulder City, and Elko. The final registration count for this conference was 253.
- Travel Nevada has returned to in-person territory meetings and have since held territory meetings in Ely, Las Vegas, Tonopah, Battle Mountain, Stewart and Carson City. (Pony Express Territory, Las Vegas Territory, Nevada Silver Trails, Cowboy Country Territory, Indian Territory and The Reno Tahoe Territory respectively) All six volunteer territory organizations have resumed in-person territory meetings.
- Travel Nevada hosts a weekly "Thursday afternoon" tourism industry chat via Zoom, allowing our industry partners to check-in and network with each other on a regular basis.
- Travel Nevada hosted monthly Destination Management Organization Directors (DMOs) meetings through regular Zoom calls in an effort to improve communication throughout the state.
- Travel Nevada regularly attended Nevada "Main Street" programs bi-weekly meetings with the Governor's Office of Economic Development and key stakeholders.
- Travel Nevada attended the grand opening of the historic Belvada Hotel in Tonopah. (40 hotel rooms)

KPI	July '20 - June '21 Should be at 100%		July '20 – June '21 KPI Goals and Targets
Primary KPIs Partner Referrals	103,509	Achieved 161%	64,226 Referrals Accommodations, Things to Do, Outbound Partner Links, and Places
Supporting KPIs			
Newsletter Signups	6,252	Achieved 128%	4,890 Signups
Visitor Guide Form & e-Guide Downloads/Views	97,985	84%	116k Form Submits + e-Guide Downloads/Views
Social Shares	2,879	Achieved 207% Achieved 97% of stretch goal	1,392 Social Shares - Original Goal 3,000 Social Shares - Stretch Goal
Supporting Metrics			
Organic Sessions	1,222,529	Achieved 152%	800k Sessions
Rural Pageviews	1,341,536	Achieved 115%	1,161,300 Pageviews
Paid Search Conversions	29,685	Achieved 202% Achieved 148% of stretch goal	9,000 - Original Goal 20,000 - Stretch Goal (Stretch Goal @ \$160k spend)
Paid Search Partner Referrals	12,157	Achieved 270%	4,500 Partner Referrals
Baselining			
Nevada Traffic	1,063,061	Achieved 177%	Est 600k pageviews from within Nevada borders

SOCIAL MEDIA HIGHLIGHTS

		Month over Month %		Month over Month %		Month over Month %
Social Media Performance	April-21	change	May-21	change	June-21	change
Total Impressions	6,143,942	592.2%	14,594,050	137.53%	10,651,783	-27%
Organic	179,289	15.48%	217,793	21.48%	262,281	20.42%
Paid	3,490,551	1480.1%	8,869,624	154.1%	6,880,593	-22.42%
Engagements	138,885	262.57%	240,071	72.85%	170,369	-29%
Link Clicks	76,951	1728.25	143,376	88.92%	98,587	-32.18%
Followers	281,928	+682	288,902	+3,252	290,866	+1,964
Sessions to Website	67,920	947.34	138,582	104%	90,751	-34.5%

Travel Nevada ramped up paid social efforts, leading to large gains in April and May.

June saw losses in most social categories. This can be attributed to ad fatigue, or perhaps people being less engaged on screens and more in other activities.

In comparison, organic efforts were strong, despite less posts in June over May. Additionally, follower gains were substantial even while other engagement dropped.

SOCIAL MEDIA HIGHLIGHTS



Travel Nevada
Sponsored (demo) · 🌐

...

Calling all Silver State poets! Apply now for your chance to be the next Nevada State Poet Laureate.

👉🎤🌟



NVARTSCOUNCIL.ORG

Become Nevada's Next Poet Laureate

Learn More




76

11 Comments 35 Shares

Pursuing Poets

To support the Nevada Arts Council and the application period for the Silver State's next poet laureate, Travel Nevada ran a Facebook ad targeting Nevadans interested in poetry, creative writing, and the performing arts. The ad reached 12,796 people with 24,653 total impressions, resulting in 269 link clicks to Nevada Arts Council's website.




Travel Nevada
Posted by Sprout Social
Apr 25 · 🌐

...

Mountain bikers wheely love it in [Lincoln County Nevada](#). 🏍️🚴🌟

From technical descents to dirt jumps and fast flow, Caliente's got something ultra enjoyable for every level of rider: <http://calientemtb.org/>

🎥: [Lincoln County Nevada](#)



Playing Our Partners

Travel Nevada found multiple opportunities to share videos from partners in April, which became organic social media jackpots. Lincoln County's video about mountain biking in Caliente was shared on Facebook, Twitter, and Instagram, which resulted in 15,213 impressions and 804 engagements. A video about the flamingo wildlife habitat at the Flamingo Las Vegas Hotel & Casino was also posted on Facebook and Twitter, which saw 20,355 impressions and 2,847 engagements. Hopes are high that the flamingos will equally be a hit when they appear on Travel Nevada's Instagram channel!




Travel Nevada ✓ @Travel... · 4/26/21 · ...

🦩 Did you know [@FlamingoVegas](#) is home to actual flamingos? Free to visit and open daily, the Flamingo Wildlife Habitat features a flock of Chilean flamingos, plus brown pelicans, swans, koi fish, and turtles: caesars.com/flamingo-las-v...

🎥: [@FlamingoVegas](#) #TravelNevada #Nevada




SOCIAL MEDIA HIGHLIGHTS




Travel Nevada
Sponsored (demo) · 🌐

...

Turn a long weekend into one memory-making adventure with our grab-and-go itineraries. 📱🚗🏠



Park Packed Weekend on the...
Discover your Nevada



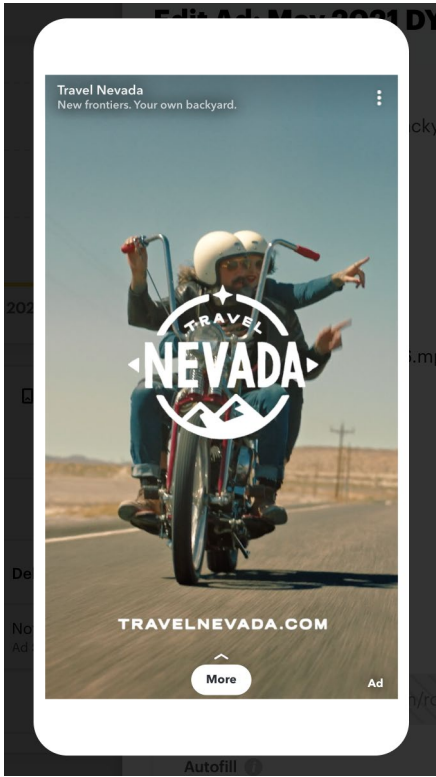
Mesquite: Overnight in Desert Paradise
Discover your Nevada

👍❤️ 443

21 Comments 99 Shares

Ads by Nevadans, for Nevadans

Travel Nevada ran multiple Discover Your Nevada-focused ads to in-state audiences in May. They focused on promoting itineraries across the entirety of the Silver State, and eight ads ran in total on Facebook, Twitter, and Instagram. These resulted in a combined 426,768 impressions and 8,025 link clicks, benefitting local tourism and our partners in dozens of communities.



Oh, Snap(chat)!


In the lead-up to and through Memorial Day weekend, Travel Nevada ran its inaugural Snapchat ad—a six-second video pushing to the Road Trips landing page—to test what kind of website traffic the platform would drive. With a \$2,000 spend targeting Nevadans, the ad received 673,144 total impressions and 5,076 swipe-ups, the Snapchat equivalent of link clicks. However, 88% of the impressions came from users aged 13-17, who are primarily too young to drive (the ad was set to reach Nevadans aged 16-45). This was, and will continue to be, a learning experience to see if Snapchat is a worthwhile platform for Travel Nevada to use for driving web traffic.

SOCIAL MEDIA HIGHLIGHTS



Love for Lodging

In June, Travel Nevada shared a UGC (user-generated content) photo of Tonopah's Mizpah Hotel on Facebook, Twitter, and Instagram – and audiences went wild for it! On an entirely organic level, across all three social channels, the dusky hotel shot reached 55,815 total people and resulted in 3,500 total engagements. On Instagram specifically, 28% of the people reached weren't following @TravelNevada, which means Travel Nevada, Tonopah, and the Mizpah were getting in front of brand-new eyeballs!




Travel Nevada

Published by Sprout Social

June 15 at 1:08 PM

There's garnets in them thar hills... and turquoise... and black fire opal... ⚡🔍💎



TRAVELNEVADA.COM



Nevada Rockhounds | Nevada Mining | Best Places to Rockhound in Nevada

17,545
People Reached

1,544
Engagements

↑ +3.4x Higher
Distribution Score

Boost Post



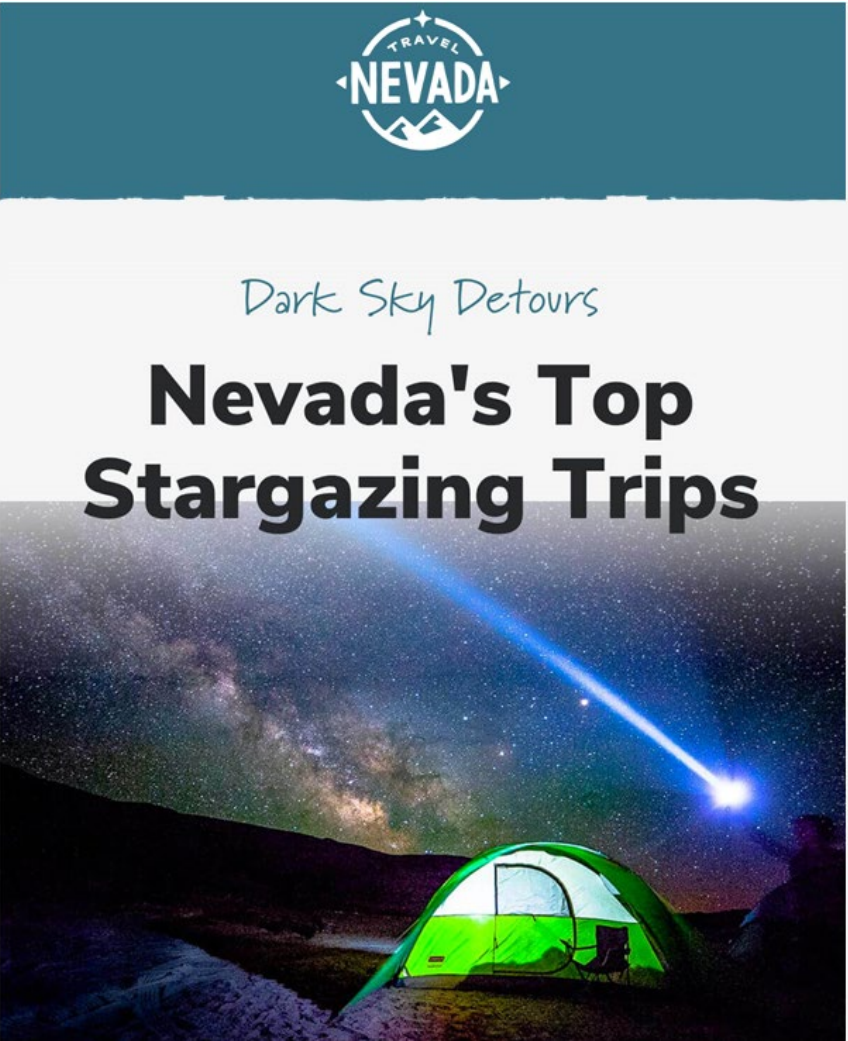
266

32 Comments 101 Shares

Geology Rocks!

Consider it an unexplained phenomenon – Travel Nevada's audiences always respond incredibly well to rockhounding content. The organic Facebook post that directed folks to Travel Nevada's [Mining & Rockhounding](#) page was the best performing post of the month, reaching 17,545 people and resulting in 1,544 engagements. The Twitter version was the best performing tweet in June as well, organically reaching 9,099 people and receiving 316 engagements. We don't quite know why this particular topic resonates so well with our fans, but we're delighted it does!

E-MAIL HIGHLIGHTS



At a Glance

ALL AUDIENCES / ALL EMAIL

Comparison To Previous Quarter

Sent: 45 emails

Total sent: 343,469

Opens: 91,686

Open Rate: 26.76% -2.12% (27.34%)

Clicks: 13,558

Click Rate: 3.96% -7.04% (4.26%)

Click-Thru Rate: 14.79% -5.13% (15.59%)

Unsub Rate: 0.36% +24.14% (0.29%)

HOW WE STACK UP THIS QUARTER -- [per Campaign Monitor industry averages]

Open Rate: Benchmark: 17.70% TN: 26.76%

Click Rate: Benchmark: 2.00% TN: 3.96%

Click-Thru: Benchmark: 11.50% TN: 14.79%

New Contacts

New Contacts: -10,475

New Out-of-State Contacts: -7,935

New NV Contacts: -2,540

New Engaged Subscribers: 7,633

Noteworthy

- Metrics continue to be amply above industry benchmarks
- Losses are good kind, in that we purged nearly 10,500 subscribers during our re-engagement campaign, which led to gains in engagement (
- Fewer clicks and total opens, due to fewer subscribers than in Q3
- Overall unsub rate is higher, since we sent multiple emails encouraging users to do exactly that. But the result directly correlates with decreased unsub rates with our e-newsletter audiences.

PRESS COVERAGE

Earned coverage continued from past pitches, in addition to purely earned mentions. Our Road Trips release, which directed visitors to download customized playlists, earned several placements. Additionally, DTCA events and exhibits were picked up locally and nationally.

Plan to hit the road this summer? Here's some songs that capture the spirit of Nevada

View View items

Submitted by Jeff Munson on Mon, 06/07/2021 - 11:50am

Like 24



TravelNevada.com

- [Live the Old West Life in Virginia City](#)
Syndicated; ran in multiple national publications
- [The Dark Rangers of the Loneliest Road in America](#)
The Daily Beast, MSN; Yahoo
- [New Beaded Art Exhibit Features Native American Artists from Great Basin](#)
RGJ, MSN
- [Indigenous Bead Work of the Great Basin Debuts](#)
Carson Now
- [Tourism and Nevada](#)
KTVN
- [Nevada Tourism Recovering](#)
KTVN
- [13 Southwest Escapes](#)
Phoenix Magazine
- [Immerse Yourself in Indigenous Culture](#)
New York Times
- Spotify Playlist
KOH, [Yahoo](#), [Carson Now](#), and 27 other publications
- [150TH Anniversary of the Capitol](#)
KOLO, Nevada Appeal, [RGJ](#), KSNV, [KVVU](#), KTNV
- [10 Must Visit National parks Near Las Vegas](#)
Getting Stamped Blog
- [7 Destinations You Can Fly to in 3 Hours \(or Less!\)](#)
Red Tricycle (UVM 388K)
- [The Ultimate Las Vegas Bachelorette Party Guide](#)
Brides Magazine


EARNED HIGHLIGHT

As part of Discover Your Nevada efforts, we partnered with a Las Vegas-based influencer/blogger family, Chad & Meagan Erickson of @where.to.explore.

- With 4,915 Instagram followers, they are considered micro-influencers, boasting a high level of engagement (10%)
- The family took hit the road from Las Vegas to Great Basin National Park via the Great Basin Highway
- A direct link to our official @TravelNevada account is now prominent in their bio for continued exposure

In addition to their social media posting, they created three blog posts:

- [Cathedral Gorge — 702 Xventures](#)
- [Ely](#)
- [Cave Lake State Park](#)



where.to.explore

Follow

...



413 posts

4,915 followers



3,997 following



702 Xventures

Local & Travel Website

Chad • Meagan • Alec • Miles  Fowler 

Family Adventures

 Our Jeep Adventures  @live.to.jeep

 Explore Nevada  @travelnevada

[linktr.ee/702xventures](#)

Followed by tracieb_pr, travelnevada, xrae +1 more



where.to.explore

Nevada

...

where.to.explore

One of our favorite things to do when we explore outdoors is to learn the history of the area. Did you know? Ely, NV was a hub for all the hustle and bustle of copper mining back in the day! 🏠👤

And now - it's known for its incredibly diverse outdoor recreation! When you #travelnevada and explore Ely's rich history, be sure to bring your hiking boots, fishing poles, mountain bikes, and off-road vehicle. No matter what sport you're into, they've got the terrain for it and they're just a short drive from very scenic Cake Lake State Park, Ward Charcoal Ovens State Historic Park, and Great Basin National Park. Be sure to check out the Nevada

♥️ 💬 📌

Liked by travelnevada and 482 others

JULY 30



where.to.explore

Nevada

...

where.to.explore

We like to refer to these as castles in the sand. Aren't they grand?! 🏰

But really, they're part of the maze of slot canyons at Cathedral Gorge State Park, just 15 minutes from Caliente, NV and only 2 hours from Las Vegas, NV! 🤩

We could explore Cathedral Gorge for days and days, it's THAT impressive. Our recommendation: put it near the top of your bucket list (or better yet, your calendar!) for when you #travelnevada and explore the great outdoors. It's in our top 5 must-see places in Nevada! 🏠

♥️ 💬 📌

Liked by xrae and 713 others

JUNE 15

😊 Add a comment...

Post

OTHER MARKETING HIGHLIGHTS

- **Re-launched new [Events & Shows](#) page on TravelNevada.com**
 - New layout for better User Experience
 - Optimized state's signature events
- **Partnered with Destinations Analysts and Noble Studios on Web Usability study**
 - Performed 30 hour-long qualitative interviews to gauge User Experience on new website
 - Preliminary results were overwhelmingly positive, with an overall score of 4.5 out of 5
 - Quick fixes are being addressed, and longer-term opportunities are being planned and tested
- **Produced several video segments with partners including:**
 - Travelocity/Roaming Gnome – Highway 50/Loneliest Road
 - Matador – Neon to Nature and ET Highway
 - Cox Media – Free-Range Art Highway
- **Continued sponsored content for Discover Your Nevada efforts**
 - Las Vegas Review Journal ([Ghost Towns](#), [Watering Holes](#), and [Stargazing](#))
 - Las Vegas Sun/Weekly (E-news special for Earth Day and Recreate Responsibly; [Road Trips](#) custom web experience, [Watering Holes](#) digital and print spread, and [Stargazing](#) digital and print spread)
 - Reno Gazette-Journal (E-news for Road Trips and VG, Ghost Towns, Stargazing)
 - This is Reno (Stargazing)
- **Developed Recreate Responsibly assets**
 - Created logo for Nevada efforts that may be used by partners in relevant campaigns
 - New content was launched, following regular ongoing meetings with partners in the Outdoor Recreation sector

1st Cycle FY2021 Rural Marketing Grant Award Recommendations

Total number of requests – 134

Total amount requested - \$1,369,396.35

Total amount awarded - \$730,547.00

Changes from previous recommendations submitted for cancelled 8/31/21 meeting:

Total grants previously recommended to be awarded: 92

Total grants recommended to be awarded now: 89

Spreadsheet Key

Pink – Grant reduced or denied

Green – Award increased

Changes

Reduced CC-22-01-006 by \$1,000. One of the two events requested is the ATV/UTV Rodeo scheduled for Sept. 11, 2021 and thus ineligible.

Added \$150 to CC-22-01-016 – Marzen House Museum, to make it the full award.

Added \$1000 to CC-22-01-018 – California Trails Center Social Media.

Reduced LV-22-01-012 by \$500. There will not be time to advertise in ViewOn for the fall.

Added \$2000 to LV-22-01-014 – Mesquite Chamber of Commerce Destination Guide.

Added \$1000 to NS-22-01-002 – Nevada Silver Trails Print and Digital Marketing.

Added \$3500 to LCAT application NS-22-01-012, Advertising and Marketing, from denied LCAT application NS-22-01-014.

Denied NS-22-01-014 for LCAT. It was previously awarded \$3500. The Lincoln County Photo Festival takes place September 17-18, 2021, which is now too close to the award date.

Added \$1000 to PE-22-01-004 – Pony Express Territory, Highway 50 Itinerary Development.

Added \$1000 to PE-22-01-006 – Pony Express Territory, Nevada Magazine to pay for ad production costs.

Denied PE-22-01-011 for the Dayton Preservation Committee. It was previously awarded \$2000. Dayton Valley Days takes place September 17-18, 2021, which is now too close to the award date.

Denied PE-22-01-025 for the White Pine County Tourism and Recreation Board. It was previously awarded \$3000. The events requested take place prior to the grant award date.

Added \$350 to RT-22-01-025 – Piper's Opera House Digital Marketing for Monthly Events.

FISCAL YEAR 2022 1ST CYCLE RURAL MARKETING GRANT RECOMMENDATIONS

August 31, 2021

TOTAL NUMBER OF REQUESTS:	134
TOTAL NUMBER OF AWARDS:	92
TOTAL AMOUNT REQUESTED:	\$1,369,396.35
TOTAL AMOUNT AWARDED:	\$730,547.00

FY2022 1st Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Cowboy Country	CC-22-01-001	Cowboy Country Territory	Administration	\$3,000.00	\$3,000.00	\$3,000.00	The funds received from NDOT will be used for everyday operations of the Territory. Postage, office supplies, travel, training, education, etc.	Grant funds will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, postage, training and education, etc.
Cowboy Country	CC-22-01-002	Cowboy Country Territory	Digital Billboard Campaign: Reno	\$20,000.00	\$20,000.00	\$20,000.00	This project is a continuation of the successful digital billboard campaign in the Reno-Sparks Metro Market that was funded through the Rural Recovery Grants and NDOT. The 8 billboards are located in some of the highest traffic locations in this market. Included in this new campaign is 1 design that will rotate to a new location every 2 weeks for 10 weeks. There will be a location between Carson City and Minden for 4 weeks and the Spaghetti Bowl for 5 weeks. Each community in Cowboy Country has their own message in rotation and copy can be changed at any time giving flexibility for special events and specific messages. Reno-Sparks is a short drive to communities located in Cowboy Country. The objective of this grant is to send a message that CCT has many recreational opportunities and local attractions for those who might be planning their next road trip along I-80 creating overnight stays in our communities. They will get to know "Our" Nevada! Upon completion of this campaign, over 3 million people will have viewed these messages.	Grant funds will be used to continue the successful digital billboard campaign initially funded through the CRF Rural Recovery Grant Program.
Cowboy Country	CC-22-01-003	Cowboy Country Territory	Marketing and Advertising	\$24,000.00	\$24,000.00	\$24,000.00	NDOT funds will be used to cover the costs of Cowboy Country Territory's ongoing marketing efforts. Plan to advertise in 2 issues of Nevada Magazine (\$7,000), local newspapers and publications, newsletters (\$2,000). Utilize the internet through social media, display ads and TV streaming (\$10,000-Facebook; \$4,000-Expedia) and design and production of advertising (\$1,000).	Grant funds will be used for various print and digital advertising. No grant funds may be used for local advertising.

FY2022 1st Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Cowboy Country	CC-22-01-004	Cowboy Country Territory	Tourism Website Maintenance	\$2,500.00	\$2,500.00	\$2,500.00	Cowboy Country contracts with a Webmaster to maintain and update our website as needed. A portion of the funds are used to pay the yearly fees for keeping our domain names and web hosting.	Grant funds will be used to maintain the Cowboy Country website.
Cowboy Country	CC-22-01-005	Cowboy Country Territory	Travel Nevada Opportunities	\$18,000.00	\$0.00	\$18,000.00	CCT plans on participating with Travel Nevada on international sales missions, travel or trade shows and developing business relations in different countries. Also, Cowboy Country would like to be included in any domestic travel or trade shows. The funds will cover costs for registration fees, travel associated with these events and perhaps to host FAM tours through Cowboy Country. At this time, Travel Nevada does not have it's schedule set for the next year. CCT wants to continue its excellent partnership that it has with Travel Nevada and promote Nevada and Northern Nevada.	Due to the increase in COVID cases, travel, missions, shows, FAMS, and conferences are not currently being funded through FY22 1st cycle Rural Marketing Grants.
Cowboy Country	CC-22-01-006	City of Carlin	Carlin Events	\$2,035.00	\$1,035.00	\$10,721.00	The Nevada Division of Tourism Funds will be used for social media advertising and radio advertising along the I-80 corridor and in adjacent states including: Utah, Idaho, Northern California, Oregon, and Wyoming. We are asking for \$1,500 in radio advertising and \$1,000 in social media advertising. We have had success with both of these medias in the past and are excited to include more funding for social media.	Grant funds will be used to market Carlin's events outside a 100 mile radius.
Cowboy Country	CC-22-01-007	City Of West Wendover	Expedia Group Fall 2021 Co-Op	\$5,000.00	\$5,000.00	\$10,000.00	The project is part of the continued efforts of the community to provide more effective ways to provide and distribute information to the visitor and public at large in regards to activities and events within our community. Joining the State Co-Op with the Expedia group will help increase our local economic, through hotel room stays, restaurant sales and other business activities. The funds will be used to invest in the Expedia group Co-Op campaigns combines display advertising with custom landing page to enable West Wendover to multiple and extend our marketing buying power.	Grant funds will be used to participate in the Travel Nevada Expedia co-op program.

FY2022 1st Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Cowboy Country	CC-22-01-008	City Of West Wendover	Park to Park Road Trip Marketing Grant	\$3,950.00	\$3,950.00	\$7,900.00	<p>West Wendover sits halfway between Yellowstone and Yosemite National Parks. Utilizing this type of media outlet gives us a great opportunity to inform national travelers considering a national park vacation. Giving a better understanding of what they might see on their way from one park to the next. Our location is a great stopping point for overnight travelers, highlighting the area with this brand of media coverage can lead to extended stays. The package would include assessment and itinerary integration. Creating a story, social media posts, that will be covered most national targets, 250,000 road trip travelers.</p> <p>USA parks research to identify with the highest potential visitor markets. This develops a strategy to reach and inspire potential visitors, ultimately generate overnight stays. Amplify this content via posts and retargeting ads on Visit USA Parks and Facebook/Instagram/Pinterest/Google. They Measure tourism impact metrics and ROI for our community.</p>	Grant funds will be used to continue the successful Park to Park Road Trip program.

FY2022 1st Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Cowboy Country	CC-22-01-009	City Of West Wendover	Television and Radio, Destination West Wendover	\$15,000.00	\$10,000.00	\$30,000.00	Nevada Division of Tourism funds will be utilized, by placing 30-second commercial spots in prime broadcast and radio networks within the Salt Lake City, metropolitan area. TV stations (KUTV, KTVX, NSTU, and KSTU). Radio stations (KAAZ, KODJ, KZHT, KJMY, KNRS, KBEE, KUBL, KKAT, KENZ, KBER) This will potentially reach the prospective market located in Utah, Nevada, Southern Idaho and the Western Wyoming, all within a day's drive of West Wendover. By utilizing mainstream radio and broadcast networks, it has increases our presence in these states. West Wendover has continuing to capture the market, and will safeguard our continued growth, beyond our current market. The exact number of spots we will be able to place will come down to fund, and placement times. TV combines the power of radio and newspaper by being able to promote our location, both with sight and sound. Television is the most effective advertising medium. According to a study by Market Share. Radio Advertising works with frequency and reaching your audience repeatedly. Radio is the perfect medium for this, being able to expose your ad to the audience repeatedly to build awareness. Also due to the loyalty of people listening to the same station, you are able to impact the same people more often.	Grant funds will be used to advertise on both television and iHeart radio.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Cowboy Country	CC-22-01-010	City Of West Wendover	West Wendover, National/International Print Marketing Grant	\$15,000.00	\$10,000.00	\$30,000.00	Nevada Division of Tourism dollars will be utilized to pay for advertisements in the Salt Lake Visitor Guide, American Road, City Weekly, Nevada Magazine, and if funds are available, other publications that help promote northern Nevada and West Wendover. The funds will be used to develop and place magazine advertisements. American Road Magazine represents a strong readership in the United States heritage tourism market, along with their international markets in Canada, Germany, New Zealand, France, Turkey and Australia. American Road is in 500 overseas US Military Bases that has resulted in direct information requests from overseas military personnel. The Salt Lake Visitors Guide places our advertisements into Salt Lake City's tourism market giving us a national and international placement with a larger return on the investment. City Weekly reminds our primary market to get away for a weekend, increasing our presence in the minds of our targeted market the Salt Lake City area. In the past few year's we have seen a large surge in off road activity in the area directly related to area ad placements.	Grant funds will be used for print advertising outside a 100-mile radius.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Cowboy Country	CC-22-01-011	Elko Convention & Visitors Authority	Certified Folder Display	\$7,500.00	\$7,500.00	\$15,623.99	The rack cards will be placed in Certified Folder locations Reno/Carson City/South Lake Tahoe/Evanston/Rock Springs/Salt Lake City/Boise/Twin Falls/Sun Valley/Northern Nevada along I-80. \$425.00 will be used for the design of the new rack card that will include Elko attractions, murals, public art, contact information, annual events etc. \$3175.00 will be used to print 100,000 rack cards and pay for shipping to the various warehouses for distribution. \$12,023.99 will pay for the campaign starting 9-1-21-8-31-22. We feel that people are still attracted to road trips in this environment, so this is a great way to capture their attention and create additional room nights in Elko. From a similar campaign in 2019 we went through 57,500 brochures that went to consumers looking for things to do while traveling.	Grant funds will be used for rack card distribution outside a 100 mile radius.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Cowboy Country	CC-22-01-012	Elko Convention & Visitors Authority	Digital Display Ad Campaign	\$4,500.00	\$4,500.00	\$9,500.00	Travel Nevada funds will be utilized to continue our Digital Display Ad campaign efforts starting Spring/Summer 2022. For the month of June 2021, Google prospecting brought in a total of 525,819 impressions with an above average CTR of 0.37% and over 1900 clicks to the ExploreElko.com website. This marketing opportunity will allow us to run digital display ads to find a new audience, based on particular behavioral & demographics targeting consumers that most suit our destination type of visitor, that will be planning road trips Spring/Summer 2022. The campaign will help increase site traffic to the ExploreElko.com website, to create a sense of awareness that Elko is open for business and an outdoor recreation destination. It will feature over 3.5 million impressions that will be strategically placed in the Northern California, Reno and Salt Lake City markets. We will receive monthly reporting from the awarded agency along with using existing data from the STR reports to analyze how effective our marketing efforts were.	Grant funds will be used for a Google prospecting digital display ad campaign.
Cowboy Country	CC-22-01-013	Elko Convention & Visitors Authority	State of Nevada: Expedia Group Co-Op	\$5,000.00	\$5,000.00	\$10,000.00	The grant funds will be utilized to participate with Travel Nevada and Expedia Group Media Solutions in their Fall Digital Media Campaign that will offer Nevada DMO's a discounted marketing opportunity that will maximize marketing spend, reach and impact. Our 2021 Summer Travel Nevada Co-op campaign with Expedia Group has generated over \$97,178 in gross bookings for a total of 859 room nights in Elko. From a similar campaign in 2020 we had over 3 million impressions with over 3100 click throughs to our website, This generated over 729 room nights with a total of \$62,407.17 in gross bookings.	Grant funds will be used to participate in the Travel Nevada Expedia co-op program.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Cowboy Country	CC-22-01-014	Elko Convention & Visitors Authority	TV Streaming Marketing Campaign	\$10,000.00	\$10,000.00	\$20,250.00	Travel Nevada funds will be utilized to continue our streaming marketing efforts. This streaming campaign will be focused on Spring and Summer travel for 2022, that will help increase site traffic to the ExploreElko.com website and create a sense of awareness that Elko is open for business and an outdoor recreation destination. This marketing campaign will feature up to 166,000 impressions that will be strategically placed in the Northern California, Reno and Salt Lake City markets. This marketing strategy will utilizing IP matching technology, to serve previously viewed video ads on mobile and desktop devices connected to the home location where the ads were delivered. This campaign will help put Elko in front of consumers, who will be planning their 2022 road trips along Interstate 80, increasing visitation and overnight stays in Elko.	Grant funds will be used to complete a Spring/Summer campaign similar to the successful COVID Rural Recovery Grant funded Winter 2020/21 campaign.
Cowboy Country	CC-22-01-015	Friends of Black Rock High Rock	Website and Digital Management	\$5,335.00	\$4,135.00	\$8,235.00	Funds from this grant will be used to expand and extend our website and social media user base. Specifically we will use funds to improve our website, continue to generate content and optimize our website as well as boost posts to events and programs, pay for our Constant Contact, Flickr and Later accounts so that we can continue our outreach to members, volunteers and visitors to Black Rock Country towns (Gerlach, Nixon, Empire and Wadsworth) and the Black Rock National Conservation Area.	Grant funds will be used for social media, newsletter, and website. Grant funds may only be used for one year of website maintenance.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Cowboy Country	CC-22-01-016	Marzen House Museum	Getting the Word Out There	\$6,150.00	\$6,150.00	\$6,150.00	Our current brochures are out dated and we have need of a smaller brochure that we can mail letting people know that Museum is being revitalized and we will be open for business once again. We will be able to extend our open hours and give visitors room to wander and peruse all of our amenities that haven't been available before. New displays and collections will be spread out and encompass our whole grounds telling the story of how Pershing County and Lovelock use to be.	Grant funds will be used for creation and printing of brochures. Per applicant, a digital version of the brochure will be available on their website and Facebook page, and the brochures will be distributed in cooperation with other museums and communities.
Cowboy Country	CC-22-01-017	Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation	Billboards Spring 2022	\$9,810.00	\$6,000.00	\$19,620.00	Travel Nevada funds are leveraged with local matching funds to renew contracts on six compelling billboard ads along the I-80 corridor that attract travelers to visit the California Trail Interpretive Center and other related historical sites. The primary target market are those out-of-state residents traveling to and from Central California and the Wasatch Front.	Grant funds will be used for billboards outside a 100 mile radius.
Cowboy Country	CC-22-01-018	Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation	Social Media Spring 2022	\$3,000.00	\$2,500.00	\$6,000.00	Travel Nevada grant funds will be leveraged with local matching dollars to contract web ads and search optimization with Google and Facebook. Facebook web ads at \$500 per month, for six months is \$3,000. Google web ads and search optimization at \$500 per month, for six months is \$3,000. Total project cost is \$6,000. Post COVID, we need to re-emerge and re-invigorate Nevada tourism.	Grant funds will be used to promote the California Trail Interpretive Center through Google and Social Media.
Cowboy Country	CC-22-01-019	Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation	Travel Nevada Magazine 2022	\$3,000.00	\$3,000.00	\$6,000.00	Travel Nevada grant funds will be equally leveraged with local room tax dollars to promote regional, national and international visitation of the California Trail Interpretive Center through Travel Nevada Magazine print marketing.	Grant funds will be used to advertise in the Travel Nevada Magazine.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Cowboy Country	CC-22-01-020	Rides & Rods, Inc.	Rides & Rods Elko Classic Car Show	\$5,000.00	\$0.00	\$30,000.00	Our show gets bigger and bigger every year. This year we would like to make some banners so we can take them to other towns to leave up with our show dates for advertisement. We really want to go to other car shows within a 500 mile radius to hand out flyers and get the word out.	This project is ineligible. The event takes place the weekend of September 9, 2021. The grant award date is after the event date.
Cowboy Country	CC-22-01-021	Society for the Preservation of Western Heritage	Society for the Preservation of Western Heritage Tourism and Marketing	\$10,000.00	\$0.00	\$20,000.00	Printing of brochures, radio advertising and local flyer advertising.	Denied due to an incomplete application. Several emails were sent requesting back up documentation with no response.
			Total	\$177,780.00	\$128,270.00	\$307,499.99		

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Indian Territory	IT-22-01-001	Indian Territory	FY22 Indian Territory Administrative Grant	\$5,000.00	\$5,000.00	\$5,000.00	Because the Indian Territory does not have a local room tax entity to house its operations and spans statewide with tribes in very rural and remote parts of the state, the Indian Territory is requesting the same level of funding to cover travel to these areas and/or to provide travel to those tribes who would like to attend Territory-sponsored meetings and trainings. This effort will allow the Territory to be more inclusive of Nevada's tribes and tribal members and will also assist in increasing membership numbers. Funds will also be utilized for items related to Territory meetings and operations.	Grant funds will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, postage, training and education, etc.
Indian Territory	IT-22-01-002	Indian Territory	American Indian Tourism Conference	\$5,025.00	\$0.00	\$5,025.00	Funds will be utilized for registration, exhibit space and travel expenses to send Territory members to the 21st Annual American Indian Tourism Conference in Fort McDowell, Arizona, October 25-28, 2021. Territory members have attended the last ten years and were able to bring back important knowledge and contacts for the annual Nevada Tribal Tourism Conference. Continued participation is essential to the Territory as it will allow members to educate themselves on current trends in American Indian tourism on a National level.	Due to the increase in COVID cases, travel, missions, shows, FAMS, and conferences are not currently being funded through FY22 1st cycle Rural Marketing Grants.
			Total	\$10,025.00	\$5,000.00	\$10,025.00		

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Las Vegas Territory	LV-22-01-001	Las Vegas Territory	Las Vegas Territory Administrative Grant 2021/2022	\$3,000.00	\$3,000.00	\$3,000.00	Funds will be used to cover administrative expenses associated with daily operations of Las Vegas Territory.	Grant funds will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, postage, training and education, etc.
Las Vegas Territory	LV-22-01-002	Las Vegas Territory	Bay Area Joint Sales Mission	\$10,250.00	\$0.00	\$10,250.00	<p>This will be the third joint sales mission for Las Vegas Territory to include sponsorship as partners with Spirit Airlines and possibly LVCVA, depending on their funding availability. The normal evening profile commences with mini trade show for up to 20 Territory members to showcase their products and develop business relationships. Following the trade show, invited guests (75 maximum) are invited to a dinner serving, following by partner presentations, then prize giveaways with games. The mission normally requires three board members to develop and manage activities at the event. The invite list is derived from the LVCVA bank of travel professionals. Territory exhibitors are charged a fee for exhibiting to help offset costs. Spirit Airlines provides complimentary round trip transportation and possible additional funding. Cost estimate is based on a. Catering 100 x \$75 each = \$7500; wellness beverages 2 x \$6 per person x 100 = \$1200, collateral shipment \$500, one night lodging 3 board members \$150 x 3 = \$450 and per diem 3 board members 3 x \$165 = \$495. Members attendance will hopefully offset some of these costs as well as any additional expenses. This event will precede the Bay Area Travel and Adventure Show to be held October 23-24, 2021.</p>	Due to the increase in COVID cases, travel, missions, shows, FAMS, and conferences are not currently being funded through FY22 1st cycle Rural Marketing Grants.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Las Vegas Territory	LV-22-01-003	Las Vegas Territory	Las Vegas Territory Digital Marketing Initiatives 2021/2022	\$18,000.00	\$18,000.00	\$18,000.00	This project will help fund the many digital marketing efforts that were successfully unveiled during the late 2020 Recovery Grant Program. The scope of work includes supporting the monthly newsletter, content creation, social media scheduling, monitoring and engagement, blog writing, brand strategy and brand cohesiveness. The campaign includes a schedule of six months development, editing and distribution.	Grant funds will be used continue the successful marketing elements originally funded through the Rural COVID Recovery grant program.
Las Vegas Territory	LV-22-01-004	Las Vegas Territory	Las Vegas Territory Self-Drive and Border Market Fam Trip	\$8,500.00	\$0.00	\$8,500.00	The purpose of fam trip is to expose the destinations rural communities to travel professionals and media from a large self drive and airline market, such as the Bay area. In the past, Las Vegas Territory and the resort community have been generous is assisting by providing resources, attractions and significant discounts in all areas, to include lodging, transportation and meal support. We expect this to continue. The Territory provides transportation vouchers to be use for attendees' flight or driving expenses, normally \$100 per person. Room discounts are actively support and complimentary meals and attractions are import to help defray overall costs. Estimated expenses as follows for 15 invited guests: Air transportation \$100 each x 15 + \$1500; lodging \$50 per night x 3 nights = \$150 x 15 guests = \$2250; Meals \$50 per day x 15 guests = \$750 x 3 days = \$2250; ground transportation \$1225; miscellaneous expenses \$1250. Total estimated costs = \$8,500.00	Due to the increase in COVID cases, travel, missions, shows, FAMS, and conferences are not currently being funded through FY22 1st cycle Rural Marketing Grants.
Las Vegas Territory	LV-22-01-005	Las Vegas Territory	Marketing Grant 2021	\$6,425.00	\$6,425.00	\$6,425.00	Funds will be use to create, format, edit and distribute new collateral items with the Las Vegas Territory brand.	Grant funds will be used to purchase depleted collateral items.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Las Vegas Territory	LV-22-01-006	Las Vegas Territory	Travel and Adventure Shows 2021	\$21,500.00	\$0.00	\$21,500.00	Estimated total cost includes total air fares, lodging, airport transfers, per diem, show registrations (Atlanta and Bay area only, Dallas already registered due to prior 2020 show cancellation), and collateral shipping/storage on site. \$21,150 includes total costs for three attendees, an increase of 1, which is required to participate in the sales function, and to allow representation from the LVCVA, Senior Manager of Extended Destinations (rural southern NV). All costs are estimated, and breakdowns are available if necessary.	Due to the increase in COVID cases, travel, missions, shows, FAMS, and conferences are not currently being funded through FY22 1st cycle Rural Marketing Grants.
Las Vegas Territory	LV-22-01-007	Las Vegas Territory	Travel Nevada Sales Mission Support 2021	\$3,500.00	\$0.00	\$3,500.00	Las Vegas Territory's intention is to support Travel Nevada at one of their international sales missions as partners to provide expertise and supplemental information on Las Vegas and rural southern Nevada. Cost estimate as follows: Air service to/from Mexico City from Las Vegas with three stops between in key Mexican markets: \$1000.00; Lodging 5 nights x \$200 per night = \$1000; Per diem \$100 per day x 5 days - \$500; Collateral shipment: \$800 and airport transfer fees \$200. Total estimated costs \$3500	Due to the increase in COVID cases, travel, missions, shows, FAMS, and conferences are not currently being funded through FY22 1st cycle Rural Marketing Grants.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Las Vegas Territory	LV-22-01-008	Boulder City Chamber of Commerce	BC Interactive Website	\$2,000.00	\$2,000.00	\$4,000.00	Web development has proven to be the most significant improvement for all businesses. It is one of the cutting-edge marketing tools that drive each of us into the future of connection with whomever our potential client is. Proof that NCOT feels this is also a priority is revealed with the frequency of presenters addressing this topic at Rural Round-Up conventions. The BC Chamber listens and we've been pursuing the top trends in staying recognized by the large search engines, staying "cool" with the up-and-coming, and providing internet exposure benefits to our members. By using this interactive system, our members have a free landing page and free domain name to help increase their marketing and advertising. This one benefit alone has increased our membership numbers and strengthened the Chamber name in Boulder City. The LVCVA's 2008 Las Vegas Visitors Profile shows that 44% of those surveyed had used the Internet to plan their trip to the Las Vegas area. This is up from 39% in 2004 and 43% in 2006. It is obvious that the internet is the key to attracting guests to our area and educating, influencing, and enticing them prior to their arrival in our area. The Boulder City Chamber capitalizes on the Las Vegas tourist and we are grateful for our close proximity to this major tourist hub. The funds will be used for the promotion and maintenance of the website, via print and web links, to local and out-of-state markets. It will also apply to improve software and upgrades to the main system on a regular basis. It is imperative that we remain relevant to our communities and provide interesting and educational information to those searching to learn more about Boulder City and all it has to offer. The Travel Nevada logo and a direct link from our home page have and will continue to be present. In 2019, we built a new Itinerary Builder as well as new walking and driving tours that can also be accessed on their smartphone via the website and member database. We saw from the stats that these were an excellent addition and we plan to expand on those itineraries and maps for 2021-2022. We will also be adjusting the site to more broadly represent the State of Nevada as the host of the Nevada State Welcome Center in Boulder City.	Grant funds will be used to add an itinerary builder module and walking tour functionality, as well as web maintenance.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Las Vegas Territory	LV-22-01-009	Boulder City Chamber of Commerce	Certified Folder Display: Colorado River Cities	\$2,300.00	\$2,300.00	\$4,608.34	The Boulder City Chamber of Commerce has had years of evaluating the effectiveness of multiple marketing efforts for Boulder City. We have found that we continually return to the one solid way we know will draw room nights to Boulder City, our rack card program with Certified Folder Display. Utilizing testimonials from local hotels/motels as well as stats from guests coming into the Visitor Center after reading the suggestion to stop by on our rack cards, we would like to continue to keep these accounts active as we go into the beginning of more vehicular travel into our community. We are grateful for the long-standing relationship we have with Certified Folder Display and the Rural Marketing Grant program.	Grant funds will be used to distribute existing brochures outside a 100-mile radius.
Las Vegas Territory	LV-22-01-010	Boulder City Chamber of Commerce	Nevada Magazine Advertising Program	\$1,275.00	\$1,275.00	\$2,550.00	The funds will pay for half of the expense of the Nevada Magazine contract. This will be a 1/6 page ad at \$850 each for Winter, Spring, and Summer of 2022. The Chamber has evaluated its relationship with Nevada Magazine over the many years they have partnered. In the evaluation process, we looked at other publications that we could afford and researched the effectiveness of those potential partners. We determined based on our data collected from the 800 number tracking program, that Nevada Magazine provides our Chamber and Southern Nevada a wonderful outlet for our information. We are also very impressed with its great reputation among other visitor centers throughout the state and in surrounding areas.	Grant funds will be used to advertise in Travel Nevada Magazine.
Las Vegas Territory	LV-22-01-011	Destination Services Association	Destination Services Association Trade Shows	\$9,000.00	\$0.00	\$18,000.00	Funds pay for airfare, hotel, food, booths, rooms, and car rental, and shipping materials. We already have all of our personal rack cards, table covers, and prize giveaways which always includes two grand prizes to Las Vegas with shows and museum tours included with room.	Due to the increase in COVID cases, travel, missions, shows, FAMS, and conferences are not currently being funded through FY22 1st cycle Rural Marketing Grants.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Las Vegas Territory	LV-22-01-012	Friends of Gold Butte	2021-22 Friends of Gold Butte Marketing and Promotion project	\$3,617.00	\$2,740.00	\$16,097.00	<p>The 2021 Gold Butte National Monument marketing project will include advertising, publications, and promotional activities in the region (southeastern Nevada, southwestern Utah, northwestern Arizona). Each will promote GBNM, Mesquite as the gateway to Gold Butte, Friends of Gold Butte organization and activities, and the safe and sustainable use of the monument by permanent residents, part-time seasonal residents, area visitors and tourists. Nevada Division of Tourism funds will be used to market Gold Butte National Monument and the gateway city of Mesquite, Nevada as a travel destination. We are requesting funds for three items:</p> <p>1) To support advertising GBNM in the ViewOn magazine publication that reaches potential visitors from Nevada and surrounding states. ViewOn Magazine is published 6 times per year. We try to advertise in all 6 issues, with a business card-sized ad in the summer and usually 1/3 page ad in the busier months. For this grant we are requesting funds for 1/3 page ads for the Sept-Oct, Nov-Dec and Jan-Feb issues.</p> <p>2) Support for subscription fees "Mail Chimp" which is an email service for GBNM newsletters and announcements of activities and events. This is a monthly subscription service. For this grant we are requesting funds to support July-December service subscriptions.</p> <p>3) Development of a promotional video for both Gold Butte National Monument and Friends of Gold Butte to highlight the value and tourism resources in the monument and the activities and resources provided by Friends of Gold Butte that are available to visitors. This will be a 3-5 minute video for posting and distribution on the FoGB YouTube channel, posted on the FoGB website, for loop display in the MWC and FoGB VC, and other future media and promotional uses.</p>	Grant funds will be used for video creation and print advertising. No invoices or contracts dated prior to the award date will be reimbursed.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Las Vegas Territory	LV-22-01-013	Laughlin Tourism Commission	Drive Market Digital Billboards 2	\$23,000.00	\$16,000.00	\$28,000.00	The purpose of the digital billboard ads is to inspire new visitation during a traditionally slow period and to generate awareness that Laughlin provides visitors the opportunity to experience the destination through adventure, recreation, sports, entertainment, accommodations, dining, and life changing events, at a value. In December 2019, the average hotel occupancy was 43.7% with 133,800 room nights for the month. With nearly 8,774 open hotel rooms in the destination, using last year's average occupancy rate, the forecast is 118,861 room nights for December 2020 or 3,834 per day. Keeping in mind, the tremendous influence the current state of the COVID-19 virus has on traveler sentiment and the holiday season, the goal for this campaign is to not lose more visitor volume or room nights, but to have occupancy remain flat or possibly increase.	Grant funds will be used to continue the successful digital billboard program initially funded through the Rural COVID Recovery grant program.
Las Vegas Territory	LV-22-01-014	Mesquite Chamber of Commerce	Mesquite Chamber 2022 Business and Destination Guide	\$10,000.00	\$9,000.00	\$44,500.00	The funds will be used to assist in paying for the publication of the Business and Destination Guide. Mesquite Chamber does not receive any outside funding from other any entities to assist us in this project. The Chamber will be funding the rest of the project. This has been the best piece of marketing material that Mesquite has for tourists.	Grant funds will be used to update and print a new destination guide.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Las Vegas Territory	LV-22-01-015	Moapa Valley Revitalization Project	Rebranding Moapa Valley	\$33,688.00	\$10,000.00	\$67,376.00	Tourism funds will be expended on marketing materials, advertisements, film ads, internet and social media promotions and distribution of Visitor Destination Guides along a heavily traveled interstate corridor. We will target visitors rediscovering the experience of outdoor recreation . This collateral will educate vacationers about attractions, events and venues to entice them to choose Moapa Valley as their destination. We are the ultimate tourist destination in safe distancing, where people feel safe to enjoy freedom from confinement and will choose to make multiple night stays while spending money in our community for lodging, tours, meals, souvenirs, gas and more.	Grant funds will be used for various marketing projects. Any advertising must be done outside a 100 mile radius.
			Total	\$156,055.00	\$70,740.00	\$256,306.34		

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-001	Nevada Silver Trails	NST Administration FY 22	\$4,000.00	\$4,000.00	\$4,000.00	Nevada Silver Trails Territory is the largest Territory, apart from Indian Territory, covering about one third of the State. We serve many diverse and unique communities such as Pahrump, Beatty, Goldfield, Tonopah, Hawthorne, Yerington, Berlin, Belmont, Rachel, Pioche, Caliente, and Alamo. Our Territory board is comprised of many volunteers who donate their time to help with accounting, grant applications, vendor communication, payments, meeting planning, meeting minutes, marketing content for print and digital ads, etc. Nevada Division of Tourism funds will be utilized to pay for the Territory's operating cost to include accounting software, checks, envelopes, postage, office supplies, domain and other subscription fees, as well as travel costs for territory board members to attend meetings, conferences, etc. The Territory has started hosting in-person meetings again in June and meets every other month.	Grant funds will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, postage, training and education, etc.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-002	Nevada Silver Trails	NST Print & Digital Marketing FY 22	\$79,650.00	\$46,000.00	\$79,650.00	Nevada Division of Tourism funds will be utilized for four (4) full-page ads in the new Travel Nevada Magazine (print and digital version), as well as design of said ads. Additionally, it would include print and digital ads in the Desert Companion Magazine and American Road Magazine. Furthermore, we would like to continue targeted and retargeted google display ads and Facebook ads, as well as google search engine marketing and YouTube marketing. We would like to add a tourist-focused quarterly e-newsletter that informs visitors about events, special offers, travel ideas, historical facts, etc. Lastly, we would like to update our existing brochures so that the content is current. These projects were specifically selected in cooperation with our marketing partners as the most efficient ones for our Territory. They reach people in the drive market for our Territory and with an interest in what Nevada Silver Trails communities have to offer. We will continue our focus on ghost towns and outdoor activities, complementing the Travel Nevada "Discover Your Nevada" campaign. Many of our Territory communities have very limited marketing funds and have to rely on the Territory's promotion of their assets and activities. Our Territory is the largest territory in the State, apart from Indian Territory. We serve communities such as Pahrump, Beatty, Goldfield, Tonopah, Hawthorne, Yerington, Berlin, Belmont, Rachel, Pioche, Caliente, and Alamo. These communities are very unique and offer a wide array of attractions and activities. Due to the Territory's location close to Las Vegas, some of our marketing focus is on Las Vegas residents but also in publications that highlight many of the Territory's outdoor assets and unique attractions. We hope to entice a lot of people to take road trips to our Territory by marketing and visualizing the great assets of our Territory. We hope to show that the amazing outdoor areas of our Territory, as well as our small communities are a great way to get away from the crowds in the cities. Many of our communities are very easily accessible for daytrips or weekend getaways.	Grant funds will be used for print and digital marketing.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-003	Nevada Silver Trails	NST Website & Social Media FY 22	\$39,500.00	\$35,500.00	\$39,500.00	Nevada Division of Tourism funds will be utilized for ten (10) months of social media maintenance for Facebook, Instagram, and Twitter to include content development, pictures, and attendance of at least five (5) events in different communities. It would also include ten (10) months of website maintenance to include updating content, changing pictures, adding information, linking brochures and partner websites, etc. Additionally, we would like to create specific pages on our website for partners to submit events and special discounts in their communities. We anticipate improving our content not only on social media and our website with these two new features but also have more updated content for our print and digital marketing. We hope to engage our partners more actively in the Territory's content creation and marketing, getting a bigger return-on-investment for everyone. By more actively engaging our partners in the content creation and getting more up-to-date information from the many communities we serve, we hope to be able to increase visitation substantially. Many of our Territory communities have very limited marketing funds and have to rely on the Territory's promotion of their assets and activities. Our Territory is the largest territory in the State, apart from Indian Territory. We serve communities such as Pahrump, Beatty, Goldfield, Tonopah, Hawthorne, Yerington, Berlin, Belmont, Rachel, Pioche, Caliente, and Alamo. These communities are very unique and offer a wide array of attractions and activities. Due to the Territory's location close to Las Vegas, some of our marketing focus will be on Las Vegas residents. We hope to entice a lot of people to take road trips to our Territory by marketing and visualizing the great assets of our Territory such as the amazing outdoor areas of our Territory, ghost towns, outdoor art, as well as our small communities, unique attractions, events, etc. Many of our communities are very easily accessible for daytrips or weekend getaways.	Grant funds will be used for social media and website maintenance.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-004	Beatty Chamber of Commerce	American Road Magazine	\$4,005.00	\$4,005.00	\$8,010.00	<p>\$7260.00 will be used for print and digital advertising in the nationally circulated American Road Magazine. \$750.00 will be used for print and digital ad copy produced by ER Creative. This advertising package will include 3, 1/2 page ads in the Winter 2021, Spring and Summer 2022 editions of the American Road Magazine, a 2 page getaway Guide Listing and downloadable pdf in each issue, with monthly social networking posts (twitter, Facebook, Instagram, etc.), a Sweepstakes Sponsorship which includes print and online recognition and a virtual tour of our area on their website. Each post includes a hyperlink with click tracking, with reader response pages and tear out cards for the magazine to request additional information. American Road Magazine captures an important market in the heritage tourism category. This magazine specializes in introducing their audience to hiways, byways, backroads and trails for vacations. American Road inspires road trip travelers to experience authentic, intriguing, inspiring, surprising and off- the-beaten-path destinations; and Beatty certainly qualifies. Beatty offers hundreds of miles of trails for off-road vehicles, dirt bikes, mountain bikes, hikers and backpackers. With Ghost Towns to explore, an Outdoor Modern Art Museum in the desert and Western Mining and Railroad history, we are located just 7 miles from the entrance to Death Valley National Park. The readership of this magazine fits perfectly with the objectives of Beatty as a destination. Beatty and the surrounding area caters to the outdoor adventurer and history enthusiast. American Road's quarterly publications are rich in engaging content that takes readers to "I didn't know that" places and brings new perspective to iconic locations. They have a KRED score of 995/1000. This means readers trust the American Road Magazine when it comes to travel recommendations. We will be getting our message to an audience more likely to visit our area. According to a survey done by Quancast; the American Road audience has a 22.4 times higher affinity for travel than the average consumer. 100% of their readers take 2 or more road trips annually, 92% take 3 or more and 52% enjoy 7 or more trips per year. The object of advertising across the platforms of print, digital and social media is to attract as many travelers as possible across as many platforms and demographics as possible and invite them to find the beauty, excitement, adventure and history of Beatty and Rural Nevada.</p>	Grant funds will be used to advertise in American Road Magazine.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-005	Beatty Chamber of Commerce	Certified Folder Display	\$2,713.00	\$2,713.00	\$5,426.00	<p>The funds from this grant will be used to assist with the costs of distributing our English Version Rack Brochures. Certified Folder Display Service will warehouse and distribute 43,000 of our English Rack Brochures to 300 sites in and around the Las Vegas Valley, the Las Vegas/McCarren International Airport and to the tourist centers along US Hiway 395 in Central California up to the Visitors Center in Mammoth Lakes, California. After the Covid-19 shutdowns, areas are opening up again and people are traveling. These distribution areas are very high tourist areas in California and Nevada and this is a great opportunity to introduce our area to visitors who are ready for outdoor adventures and excitement. Millions of people each year visit Death Valley National Park, the Las Vegas area and the Bishop to Mammoth Lakes corridor along US Hiway 395, and they don't realize we are in such close proximity. (2 hours drive from Las Vegas, 7 miles from the west gate of Death Valley, 3 hours from Mammoth Lakes, CA.) And it's much less expensive to stay here. This is an excellent way to get the word out about Beatty and rural Nevada.</p>	Grant funds will be used to distribute rack cards.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-006	Beatty Chamber of Commerce	English Rack Cards	\$3,103.00	\$3,103.00	\$6,206.00	<p>The funds for this project will be used to reprint 50,000 copies, with updates and revisions, of our Signature Brochure; "360 degrees of Adventure". This brochure is also produced in 5 other languages besides English and a Visitor's Guide, it is distributed throughout the Las Vegas Valley, the Las Vegas International Airport and at visitors centers, lodgings and businesses along U.S. Hiway 395 in Southern California to Mammoth Lakes, Ca. The last printing of this brochure was in 2019. We started this campaign 8 years ago with a distribution of 15,000 brochures increasing our numbers with each year. With the exception of 2020, our tourist numbers have increased each year as well. This is our most highly distributed brochure and our most successful marketing tool. In the last couple of years we have had some changes in Beatty, (businesses added, closed, name changes, location changes), and currently, besides being out of these brochures, we are in need of updating a lot if the information. We also distribute this brochure locally to restaurants, lodgings and businesses in Beatty, and to the surrounding areas of Amargosa, Pahrump and Goldfield as well as to everyone who comes into our visitors center. This brochure highlights the things to see and do in and around the Beatty area including but not limited to: Death Valley National Park, Rhyolite Ghost Town, Amargosa Opera House and The Big Dunes, OHV Trails, Birding, Mountain Biking, the Beatty Museum, Goldwell Open Air Museum and more. It includes a listing of our businesses, accommodations, restaurants, service organizations, museums and annual events. Also, Desert Travel Tips and logistical facts for Beatty. This is a very colorful and informative 4 fold brochure on glossy paper, it is the type of brochure that is taken home as a souvenir and shown around. We feel it is all-inclusive of information a traveler might need to pique their interest in Beatty and the surrounding area.</p>	Grant funds will be used to update and reprint Beatty's rack cards.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-007	Beatty Chamber of Commerce	Nevada Magazine/Travel Guide	\$4,875.00	\$4,875.00	\$9,750.00	<p>Travel Nevada Magazine is a new quarterly publication blending the best of the Travel Nevada Visitors Guide and Nevada Magazine, serving the State of Nevada by introducing travelers to the amenities, history and vacation adventures of Rural Nevada. By showcasing the intriguing, surprising, quirky, nostalgic, picturesque and off-the-beaten-path destinations within our state this publication is sure to be a hit. The ads will be 1/2 page in size and cost \$3000.00 each with art production costs roughly \$250.00 each based on past copy. By placing an ad in each edition of the new Travel Nevada Magazine we will be promoting travel to Beatty and rural Nevada. Additionally, we will receive a free digital ad on nevadamagazine.com for 3 months and we get an equal sized ad in the 6 editions of the Las Vegas Events & Show Guide from September 2021 through June 2022. This guide is found in over 150,000 Las Vegas Hotel and Motel rooms. Las Vegas is 120 miles southeast of Beatty and makes a great day trip or overnight getaway. After the long, sequestered year of 2020 we will be advertising a clean, healthy, safe place for people to visit. By combining these 2 publications, the direct distribution to subscribers, the distribution to Visitors Bureaus, Chambers of Commerce, Travel Agencies, AAA offices in Nevada and surrounding states and a 2.4 turnover per reader; the projected readership is over 1,300,000 people, that's less than 1 penny per reader. All our ads will feature Beatty as the base camp for 360 degrees of outdoor and healthy, family oriented adventure. North to Scotty's Castle (scheduled to open in 2022), Goldfield and the Oasis Valley Trails one of the largest Mountain Biking areas in Nevada; South to Amargosa Opera House, Ash Meadows Natural Wildlife Preserve and the endangered Death Valley Pupfish; East to Rachel and Alien Area 51; West to Rhyolite Ghost Town, Goldwell Open Air Museum, Death Valley National Park and all the splendor of the desert. All around Beatty and the Bullfrog mining district there are hundreds of miles Off Road and ATV Trails, Bird Watching, Geocaching, Ghost Towns, and Old Mining Districts full of history. Our ads will be inviting people from all walks of life, across Nevada and the country, to discover and enjoy the adventures available in Beatty and Rural Nevada.</p>	Grant funds will be used to advertise in Travel Nevada Magazine.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-008	Beatty Chamber of Commerce	Newspaper	\$2,808.00	\$0.00	\$5,616.00	\$1000.00 will be spent for the ad copy artwork it will not be necessary to change the artwork for each ad, we will reuse some of the copy. \$3600.00.00 will go to the Las Vegas Review Journal for 4 - 1/4 page ads in the Sunday Living editions. \$1016.00 will go to the Pahrump Valley Times for special event advertising. The city of Las Vegas has world wide appeal with over 40 million visitors annually. The Las Vegas Review Journal is the largest daily circulation newspaper in Nevada with a readership of over 225,000. With the typical turnover of a newspaper to 3-4 people, we will be reaching upwards to 1 million people per issue. When advertising in this paper we will feature our small, western town and local events with the intent of attracting visitors who want to experience rural Nevada and enjoy a slower more personal pace with lots of outdoor adventures, mining/ghost towns, western history and natural desert beauty. Our ads will include the adventures to be experiences with off-road riding, mountain biking and hiking as well as highlighting and inviting participation in some of our yearly special events such as Beatty Days, 4th of July Picnic in the Park with a Parade and fireworks, the VFW's Historic Bullfrog Mining District Poker Run and the mountain biker's Tinker Classic. Many of these events are 2 days, requiring an overnight stay which will increase our room taxes revenues, restaurants, fuel stations and local businesses economies.	Not all projects can be funded, this project was considered a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-009	Beatty Chamber of Commerce	Radio	\$10,500.00	\$7,000.00	\$21,000.00	<p>This project includes advertising on 3 radio stations we feel gives the best broadcast range for our dollar. \$21,000.00 will be used to attract radio listeners from 6 states who are from a couple of hours to a days drive of Beatty. KIBS-FM/KOBV-AM Bishop, CA., Lotus Broadcasting 97.1 The Point AM/FM Las Vegas, NV. and KSL-AM News Radio, Salt Lake City, UT. These are major AM/FM simulcast stations that reach over 3 million listeners and millions more through internet streaming. We have researched and chosen these stations for several reasons: The proximity of the broadcast area to Beatty is from 2 hours to a comfortable days drive. The listening audience are outdoor enthusiasts and Beatty has much to offer in that venue. Much of the broadcast area is already a heavy tourist area and we will be reaching people who are looking for a new place or adventure. The advertising packages were very reasonably priced for the listenership we will reach. Where one station leaves off another one comes into range, we will be with the listener for hundreds of miles throughout 6 states, California, Nevada, Utah, Idaho, Colorado and Arizona. After the past year of Covid-19 shutdowns and isolation people are traveling again and they are looking for wide open spaces, fresh air and freedom of movement. Beatty has all that and more, hundreds of miles of OHV and hiking trails, our mountain biking trails are one of the best in the state. We offer geocaching, birdwatching, ghost town exploring and an outdoor museum with exhibits of world wide fame. Radio is a medium capable of stirring emotion. Beatty has Adventure to sell and radio can instill Excitement for the Adventure. Beatty is full of Outdoor History, and radio can Awaken Curiosity. Beatty has Western Hospitality to offer and radio can get that message out with Sincerity. With radio our message is front and center in the listener's attention span when it's on the air. Radio is the only true mobile medium, in the car, at work, at play, radio is there, a companion and an advertising force wherever you go. With word pictures and emotion-provoking sounds, radio's theater-of-the-mind stimulates the most emotion-filled pictures the mind can comprehend. Curiosity will get them here, our hospitality, history, adventure and the excitement of our great outdoors will keep them coming back.</p>	Grant funds will be used to advertise on radio stations in Bishop, CA, Salt Lake City, UT, and Las Vegas.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-010	Boys & Girls Clubs of Mason Valley	Night in the Country 2022	\$16,000.00	\$0.00	\$2,500,000.00	The funds from this grant would support several efforts. If funded in full, \$16,000.00 would be used towards our Night in the Country marketing costs, including our app, social media marketing, and creative content that is used to show off the festival and geographical area year-round. We have seen huge successes with our current NCOT partnership in getting the word out of the county and even internationally, and we believe that continued support through this grant will only bring more positive awareness and attention to rural Nevada.	Not all projects can be funded, this project was considered a lesser priority as Night in the Country is a well-established event with a large budget that regularly sells out.
Nevada Silver Trails	NS-22-01-011	Goldwell Open Air Museum	Bullfrog Biennial 2021	\$4,700.00	\$4,700.00	\$9,400.00	NCOT funds will be used to purchase 30 15-second radio spots for the events of October 29-31, 2021 on Nevada Public Radio (KNPR) in the two weeks before the event. We purchase the spots at the nonprofit rate and receive a 1-1 match for spots purchased from KNPR for a total of 60 spots played during morning and evening drive time and during popular weekend programming. NCOT funds will also help support the cost of producing posters and postcards for promotion of the event and ads on Facebook and boosting. The Museum will match this amount with Google ad purchases as well as applicant cash.	Grant funds will be used to advertise the Bullfrog Biennial event held concurrently with Beatty Days.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-012	Lincoln Communities Action Team (LCAT)	Advertising & Marketing	\$26,900.00	\$18,300.00	\$44,900.00	Advertising Lincoln County as the outdoor adventure center of Eastern Nevada has worked to increase visitation. We are now expanding our target area to draw new visitors from bordering states and entice past visitors to return more often. To achieve this we use the grant monies to: 1. Design and produce ads for placement online and in print. 2. Place banner ads on outdoor recreational websites ensuring our advertising is reaching our target audience. 3. Place print ads in surrounding area newspapers and outdoor guides. 4. Targeted blast advertising of upcoming events using social media. 5. Distribution of brochures and other advertising media to NV and UT visitor centers and appropriate outlets.	Grant funds will be used for various advertising and marketing projects, including print, digital, distribution of brochures, photography, and social media advertising of events.
Nevada Silver Trails	NS-22-01-013	Lincoln Communities Action Team (LCAT)	Lincoln County Authority on Tourism Rebranding	\$15,000.00	\$5,473.00	\$15,000.00	LCAT will take a multi-pronged approach to begin the rebranding process. The plan is to contract with an agency that can start the process by executing brand sensitivity survey, and based on the results suggest multiple new branding options that will reflect and implement destination development efforts with focus on, but not limited to outdoor recreation LCAT members will then vote on the logo options and select the one that will represent the best. Depending on available budget we hope to be able to re-print promotional and marketing materials with the new logo as well as change the logo on existing digital platforms and videos.	Grant funds will be used to create a new logo and branding for LCAT.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-014	Lincoln Communities Action Team (LCAT)	Lincoln County Photo Festival	\$10,925.00	\$0.00	\$25,075.00	Travel Nevada funds will allow us to hire professional photographers to participate and take pictures/videos of Lincoln County attractions (travel photography, location portraits, landscape, night sky, sports/action, etc.) during the event. By having them here, we are first and foremost gaining beautiful, high-resolution quality images for our marketing efforts and website; and secondly they will be a name draw to attract attendees to the event. Great images will be used on our digital billboard, in advertising in Utah, Las Vegas, northern Nevada and California through print ads, web banner ads, and social media advertising.	The event takes place September 17-18, 2021, too close to the grant award date to make marketing effective.
Nevada Silver Trails	NS-22-01-015	Lincoln Communities Action Team (LCAT)	Web & Social Media 2021-2022	\$8,639.00	\$8,000.00	\$17,289.00	In addition to continued maintenance, social media outreach, and enhancing content on the website, the funding will be used to make the site more appealing by rotating out images and events from main pages and showcasing the many wonderful places to visit in the area. Additional information will highlight the towns, state parks, off-roading, biking, historical landmarks, wildlife and other local attractions. The goal is for website visitors to gain a better understanding of the experiences they will have on a trip to Lincoln County and they will also be more likely to share the content with their friends.	Grant funds will be used for social media and website maintenance.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-016	Mineral County Convention & Tourism	3rd Airing of Walker Lake / MC Social Distance TV PSA ADs	\$8,500.00	\$8,500.00	\$17,000.00	<p>The project of the showing of these "Have fun at Walker Lake / Walker River Recreation Area and nearby towns while being easily able to social distance if you like" is what these PSA's are all about. The project will continue to show case that we have lots to do in big wide open spaces. And that we have the unique opportunity for Tourists to hang out right next to Hwy 95 while observing the habits of BigHorn Sheep often for hours at a time. All this without having to drive perhaps 30 miles down a dirt road without the slightest clue if they will actually see a herd of Bighorn sheep or not, as might be true in most other areas with BigHorn sheep viewing opportunities. Or if the Tourist wishes; that we have plenty of Businesses, 2 Museums, Casinos, Motels, RV Parks and attractions in the town of Hawthorne to rest at after watching the BigHorns for perhaps hours at a time.</p> <p>And while your here, you can go on over a 1,000 miles of open dirt roads and trails leading relatively nearby from and to the Lake and Walker River. As further justification of the project please note since the PSA's first aired we have seen great increases even over the fantastic room stay increases in the years before COVID. Also we have heard clearly from many people how they were moved positively by these recently shown over the Air TV PSA ads where it makes them want to come to Mineral County especially to see the BigHorns, Lake, River and 1,000 miles of open Dirt Roads. Please note we have removed the words "And Please wear a Mask" from the PSA's to update them to current conditions. Thus we greatly expect the re showing of these PSA's on yet another different network TV station will reach a different crowd and greatly encourage them to come to Mineral County to see the BigHorns and relax and vacation in our wide open county.</p>	Grant funds will be used to air commercials previously developed and aired utilizing Rural COVID Recovery Grants.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-017	Pahrump Valley Chamber of Commerce	The Best of Pahrump Video Series	\$25,000.00	\$0.00	\$25,000.00	<p>To create, develop, edit, and produce three 5-minute and three 60-second videos. These videos will be shared through various social media and tourism related platforms as well as the Pahrump Valley Chamber of Commerce website. The goal of the project is to showcase the following items in several videos including:</p> <ul style="list-style-type: none">- Highlight the outdoor activities/adventures which includes auto racing, hiking, off-roading, camping, RV's, dark skies/stargazing (gateway to Death Valley), wildlife with focus on wild horses, and centralized location with easy access to worldwide tourism attractions.-Capture the Pahrump Balloon Festival which features hot air balloons, tethered and hot air balloon rides, carnival rides and games, outdoor concert, wine tasting, and vendors.-Highlight the leisurely and relaxing beauty and elegance to be enjoyed in the Pahrump Valley featuring wineries, wine tasting, restaurants and golfing and lakeside dining and cocktails.- Attractions and venues to include: The Spring Mountain Racetrack & Driving School, Pahrump Valley Winery & Symphony's Restaurant, Artesian Cellars, Mountain Falls Golf Club and the Grill Room Restaurant & Bar, several outdoor adventure venues and organizations. Death Valley and Vegas route from Pahrump. Local parks.	Denied due to an incomplete application. There is also no 50% required match. Additionally, the Town of Pahrump has received grant funding for video for many of the same assets, so it would also be denied due to duplication of efforts.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-018	Pioche Chamber of Commerce	Website Management for PiocheNevada.com	\$4,800.00	\$4,800.00	\$9,600.00	<p>Funding will be used to manage PiocheNevada.com and make needed design changes and additions. In 2020 as compared to the prior year, site visitations increased by 18.7%, pageviews increased by 19.66%, Sessions increased by 16.29% and the site was visited by viewers from 85 countries and all 50 states.</p> <p>This project includes tracking and reviewing statistics and making any needed changes in order to maintain successful website SEO (search engine optimization). Management includes updates, calendar entries, photography additions, copy revisions, and monitoring the site. The webmaster will ensure that the system is up to speed and as secure as possible, troubleshoot any database errors, keep the site updated with the newest versions of WordPress and the latest plugins, review traffic on a monthly basis, deter hacking, make physical backups of all files, and host the site.</p> <p>This website follows the Pioche Chamber's branding direction and its campaign, "A small, friendly Old West town with a huge backyard". It also continues the town's re-opening theme, We're open with plenty of room to roam".</p>	Grant funds will be used for website management and updating.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-019	Town of Beatty	Beatty Town Social Media Campaign	\$3,748.00	\$3,568.00	\$7,497.00	<p>The funds will be used to continue Beatty's digital marketing campaign which introduces new people to Beatty resulting in more visitors to our town, increasing our tax revenue and providing new customers for our local businesses. The ability to target individuals with interest in outdoor recreation, we believe, makes this type of marketing a very effective use of town and grant funds.</p> <p>Historically the summer months bring foreign tourists to our town providing the much needed tourism dollars to our businesses. Current travel conditions have reduced the number of foreign visitors to almost zero to date and we do not anticipate a significant increase for the rest of this year.</p>	Grant funds will be used for social media marketing.
Nevada Silver Trails	NS-22-01-020	Town of Pahrump	Agency Creative Retainer	\$7,500.00	\$2,500.00	\$15,000.00	<p>The project includes professional graphic design services for the Pahrump Tourism Office. The objectives of the project include a brand promise, consistent creative, and brand awareness with multiple campaigns. The funds will be specifically used as an agency retainer for 10 months for professional creative digital and print ads. Some of the ad creation includes: RV Snowbird Magazine, Golden Knights Program, Pahrump Life, Las Vegas Weekly and various digital ads including Las Vegas Sun and social media.</p>	Grant funds will be used to retain a creative agency to create digital and print ads.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-021	Town of Pahrump	Digital Media Advertising	\$7,500.00	\$7,500.00	\$15,000.00	Digital media will be leveraged to gain exposure for the Pahrump adventure campaign. These digital campaigns will be designed to create awareness to ultimately drive room nights into our destination and the surrounding area. Objectives are creating campaign messaging and creative assets positioned to inspire travelers to make overnight visits. We will be creating intent-based, interest-based, and behavioral based audiences for each campaign. The deliverables include: Google Display Ad Campaign to drive audiences to VisitPahrump.com with 2,900,000 impressions and 3,750 clicks; Google Search Campaign to purchase keywords and generate clicks to website, 25,000 impressions and 4,250 clicks; and Facebook and Instagram Campaign to drive ongoing brand awareness, ROI and loyalty as well as increased website traffic with customized messaging to southwest audiences with daily reach of 1,800-5,200, daily clicks of 55-160 and overall impressions of 9,200,000.	Grant funds will be used for digital advertising, focusing on Google display ads, Google search, Facebook, and Instagram.
Nevada Silver Trails	NS-22-01-022	Town of Pahrump	Education/Trade Shows	\$1,250.00	\$0.00	\$2,500.00	The project includes education summits for marketing skillset enhancement, training and display marketing of the destination. The objectives. are to increase marketing skills, display Pahrump as a destination at the summits and achieve a certification as a professional destination marketer for Alex. Specifically, the funds will be used for transportation, lodging and registration for the DMA West Education Summit, the DMA West Tech Summit and the Destination International PDM program certification and other promotional travel opportunities as they arise.	Due to the increase in COVID cases, travel, missions, shows, FAMS, and conferences are not currently being funded through FY22 1st cycle Rural Marketing Grants.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-023	Town of Pahrump	Greenspun Media Group	\$5,000.00	\$0.00	\$10,000.00	This project includes a partnership with Greenspun Media Group to impact the southern Nevada community by brand awareness of the Town of Pahrump and a multi-tiered marketing strategy to educate the readers about all that's happening in Pahrump from wineries to off highway vehicles to events. The following items are included: 2 each half page print ads in the Las Vegas weekly;(1x) Social Media Giveaway - Las Vegas Weekly, Dedicated E-blast to 41,000+ locals, Boosted on Las Vegas Weekly Facebook - 80,000-120,000 impressions, Posted on IG & Twitter, Hosted on LasVegasWeekly.com for one week, Pre-check opt in to collect emails, Bounce-back offer; (3x) Weekly Fix Email Marquee Banner; Display / Video Advertising & CTV Programmatic Package, 187,500 Display Banner Impressions & 37,500 Video Impressions; ADDED VALUE (8x) LasVegasWeekly.com homepage sliding billboard with bounce-back offer email and pre-check opt-ins with giveaway.	Not all projects can be funded, this project was considered a lesser priority.
Nevada Silver Trails	NS-22-01-024	Town of Pahrump	Nevada Magazine	\$6,000.00	\$6,000.00	\$12,000.00	The funds will be used for ad placement of four (4) one half (1/2) page, full color ads in the fall 21; winter 22; spring 22; summer 22 editions of Nevada Magazine. The project will feature brand awareness and outdoor adventure including off highway vehicle trips, wineries and events. The objective of the ads will be to entice our reader for an overnight visit to explore Pahrump and it's surrounding areas.	Grant funds will be used to advertise in the Travel Nevada Magazine.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-025	Town of Pahrump	Production	\$10,000.00	\$10,000.00	\$20,000.00	The project is a photo and video shoot including multiple photographers at different times during the year to capture the lifestyle of Pahrump, the scenic beauty and the events scene. We will capture shots during different seasons with multiple activities and emphasis on adventure. One shoot includes three 15 second videos, three 30 second videos and 30 still photography images. All production will be geared specifically to support ad campaigns about Nevada's Wine Country, Your Base Camp to Adventure and You'll Be Amazed What you Can Do in Pahrump. The second shoot will emphasize what there is to do in Pahrump with multiple 10 second video clips along with photos to build a stock library for advertising. All video includes raw (B roll) footage. In addition the shoot includes drone footage of the agricultural landscape, scenic and welcome sign, 3 30 second videos with music and graphics and one 60 second introductory video with music and graphics. All fees include, waivers, hard drives, models and formatting.	Grant funds will be used for a photo and video shoot to create assets for current and future advertising campaigns.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-026	Town of Tonopah	Tonopah Print & Digital Marketing FY 22	\$19,150.00	\$19,150.00	\$38,300.00	<p>Nevada Division of Tourism funds will be utilized to place full-page print ads in four (4) issues of the Nevada Magazine, as well as digital "leaderboard" ads on NevadaMagazine.com for one year and within the Nevada Magazine monthly newsletter for one year. The digital ads will allow for tracking of generated clicks. Funds will also be utilized to have these ads designed by Nevada Magazine. Furthermore, we will place digital ads on five (5) Facebook accounts we manage for Tonopah, local attractions, local events, and local nonprofits, as well as two (2) Instagram accounts. Our recent grant-funded projects had 839,654 impressions on Facebook in only three (3) months. We have found that our local attractions such as the Clown Motel, haunted Old Cemetery, or Goldfield Car Forest and unique activities such as the Guided Polaris Tours at the Tonopah Historic Mining Park and stargazing are very appealing for many visitors, especially from Las Vegas and California. We want to continue informing Nevadans about how to "Discover Your Nevada" and keep our marketing in line with Travel Nevada's messaging.</p> <p>Tonopah has increased its room tax collections by 39% in only four (4) fiscal years since the Town has begun its advertising which was only possible through Travel Nevada grant funds. Our collections plummeted substantially in 2020 and have just begun to recover in April 2021. We know that in order to bring back visitors and increase collections, not only for the Town of Tonopah, but also for Nye County and the State of Nevada, as well as revenue for our local businesses, we have to actively promote our unique attractions and activities as mentioned above. Now is the time to draw Nevadans, as well as Californians, out of the large cities and get them to visit small towns like Tonopah. By working in cooperation with local non-profits that tie into the tourism sector, we can further the reach of our campaign. If the Town were to not receive grant funds, it would be detrimental not only to the Town but to the majority of its businesses that are in the hospitality sector.</p>	Grant funds will be used for print and digital marketing based on previous successful campaigns.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Nevada Silver Trails	NS-22-01-027	Town of Tonopah	Tonopah Radio Advertising FY 22	\$3,250.00	\$0.00	\$6,500.00	<p>Nevada Division of Tourism funds will be utilized for ten (10) months of two (2) radio programs on KIBS/KBOV Radio that promote local events as well as attractions. We have found these projects to be very efficient as they are placed during the most popular programs on KIBS/KBOV Radio and will give Tonopah a widespread reach in Nevada and California. We can specifically target the Highway 395 corridor to include Mammoth and Bishop, both in California, as well as the Highway 6/95 corridor. One of the programs advertises unique local events such as our blacksmithing classes and star parties while the other program advertises Tonopah's year-round attractions and assets such as our museums, walkable downtown with many small shops, the haunted Mizpah Hotel, as well as the Clown Motel located right next to the old cemetery. We believe that promoting our year-round assets is vital to reach the travelers that otherwise might just drive through Tonopah and do not make it a longer stop. KIBS Radio is the only radio channel to properly transmit in Central Nevada as well as the Highway 395 and 95 corridors. Due to the lack of good cell service in Central Nevada and on its highways, we have found radio advertising to be very efficient for our remote location. In addition to the radio commercials, Tonopah receives its own "Staycation" listing on kibskbov.com. We have recorded a substantial increase in visitors and event attendees from Bishop, California, in the past year.</p> <p>Tonopah has increased its room tax collections by 39% in the past four (4) fiscal years since the Town has begun its various advertising efforts which was only possible through Travel Nevada grant funds. Our collections plummeted substantially in 2020 and have just begun to recover in April 2021. We know that in order to bring back visitors and increase collections, not only for the Town of Tonopah, but also for Nye County and the State of Nevada, as well as revenue for our local businesses, we have to actively promote our unique attractions, activities, and events. Now is the time to draw Nevadans, as well as Californians, out of the large cities and get them to visit small towns like Tonopah. If the Town were to not receive grant funds, it would be detrimental not only to the Town but to the majority of its businesses that are in the hospitality sector.</p>	Not all projects can be funded, this project was considered a lesser priority.
			Total	\$335,016.00	\$205,687.00	\$2,969,219.00		

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Pony Express Territory	PE-22-01-001	Pony Express Territory	Admin grant	\$4,000.00	\$4,000.00	\$4,000.00	The funds will be used to pay all the expenses needed to maintain the Territory with respect to banking, PET meeting, office supplies, and other expenses from time to time.	Grant funds will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, postage, training and education, etc.
Pony Express Territory	PE-22-01-002	Pony Express Territory	Digital Billboard in Reno NV	\$20,000.00	\$20,000.00	\$20,000.00	Digital Billboard Campaign in the Reno Metro Market on 8 premium locations, including 1 design that rotates to a new location every 2 weeks in the Reno Metro Market for 10 weeks. Also, a location between Carson City & Minden for 4 weeks and the area's biggest traffic location on the Spaghetti Bowl for 5 weeks. This Campaign starts 4.18.22 and runs through 6.26.22.	Grant funds will be used to continue Pony Express Territory's successful digital billboard marketing.
Pony Express Territory	PE-22-01-003	Pony Express Territory	Direct Mailer Campaign	\$20,000.00	\$10,000.00	\$20,000.00	Grant money will be used first by contracting with a designer to take all of the information gathered and create a highly marketable mailer piece. We will then work with Las Vegas Color and Graphics to print and mail the piece out to our target market. Every Door Direct Mail is the most cost effective way to get into people's mail boxes.	Grant funds will be used to create a direct mail campaign. A similar campaign was executed by White Pine Tourism and Recreation, with successful results.
Pony Express Territory	PE-22-01-004	Pony Express Territory	Highway 50 Itinerary Development	\$10,000.00	\$3,500.00	\$10,000.00	The Pony Express Territory will work with the DMOs to develop the day trip and weekend trip itineraries. We will use grant money to compile that information and design info graphics that can be used on social posts, eblasts, and website. Money will go to costs associated with updating the website and cost associated with the design and distribution of the eblast. Info graphics will be printed into cards that can be distributed in rack cards along the route. We will also use money to boost social media posts on Facebook and Instagram to get the word out to our target market.	Grant funds will be used to create and promote Highway 50 itineraries to be distributed through eblast, rack cards, and Facebook.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Pony Express Territory	PE-22-01-005	Pony Express Territory	Lincoln Highway Social Media Campaign	\$7,500.00	\$7,500.00	\$7,500.00	The PET is spicing up its marketing campaigns by focusing on creating and/or compiling new content to be used on social media, email blasts, and the website. The Pony Express Territory has been a corridor for communication and travel from beginning days before Nevada was even a state. One of those historic travel routes is the Lincoln Highway. America's first transcontinental highway came right through the heart of the state on Nevada's Highway 50. The stories of the Lincoln Highway will be told in a social media campaign over 2 months to make potential travelers more aware of the historic significance and sites along the way. We are asking for money to boost the 15 post we will make on the chosen stories/attractions/locations to our target market. The posts will be boosted for a total of \$500 each between Facebook and Instagram. The market we are looking at boosting heavily in is the western slope of Utah all the way to western foothills of the Sierra. The goal is to increase activity on our social media to make us more relevant in influencing travel decisions.	Grant funds will be used to boost Facebook and Instagram posts in order to increase activity on their social media channels and promote awareness of their locations to their target markets.
Pony Express Territory	PE-22-01-006	Pony Express Territory	Nevada Magazine	\$21,200.00	\$11,000.00	\$21,200.00	Pony Express Territory will use the funds to produce and run full page ads in Nevada Magazine and to utilize the other funds for digital advertising monthly in the online version of Nevada Magazine.	Grant funds will be used to advertise in the Travel Nevada Magazine.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Pony Express Territory	PE-22-01-007	Pony Express Territory	PET Publication Advertising	\$30,101.00	\$10,000.00	\$30,101.00	Funds will be used to place Highway 50 ads in a variety of publications including Reno Gazette Journal, Las Vegas Review Journal, Gold Country Media (Northern California), and Utah Media. These ads increase visitations to the Territory's website (resulted in a 250% increase in direct traffic in 2019) and all of the print ad buys feature a digital component as well (banner ads). Grant funding would assure a sustained campaign throughout 2021-22. This project also includes updated creative direction, leveraging efforts with PET's Itineraries campaign we are also applying for. These efforts will help to promote unique and special things to see and do all along Hwy 50. Combined circulation exceeds 500,000, plus digital ads (900,000 digital impressions). NOTE: This project was previously funded in both first and second cycles, for a total ranging from \$40,000.00 to \$55,000.00.	Grant funds will be used for print advertising campaigns.
Pony Express Territory	PE-22-01-008	Pony Express Territory	PET Television Ads	\$20,000.00	\$20,000.00	\$20,000.00	We will be doing a series of tv commercials with NBC and CBS promoting Hwy 50 and our communities along the way. The CBS will air a total of 191 commercials over a 10 week period of time achieving a total of 1,715,000 selling impressions with men and women who will see the commercials on an average of 7.8 times. The nbc affiliate will air a total of 303 commercials over a 10 week period of time achieving a total of 1,189,189 selling impressions with men and women 25+ who will see the commercials on an average of 8.6 times. The cost to reach 1,000 viewers with this campaign is \$7.24. * Includes 30,000 spots on various Streaming services.	Grant funds will be used to continue Pony Express Territory's successful television ad campaign.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Pony Express Territory	PE-22-01-009	Pony Express Territory	Website Updates	\$7,500.00	\$7,500.00	\$7,500.00	<p>Funding will be used to manage the Territory's website, LoneliestRoad.us, make needed design changes, and market the site. In 2020, site visitations increased by 278.83%, pageviews increased by 282.57%, Sessions increased by 357.42% and the site was visited by 148 countries and all 50 states.</p> <p>This project includes enhanced tracking and features for website SEO (search engine optimization). Management includes making any needed updates, calendar entries, photography additions, copy revisions, and monitoring the site. The webmaster will ensure that the system is up to speed and as secure as possible, troubleshoot any database errors, keep the site updated with the newest versions of WordPress and the latest plugins, review traffic on a monthly basis, deter hacking, make physical backups of all files, and host the site.</p> <p>This website follows the Territory's branding guidelines, and the "America's Loneliest Road, Nevada's Highway 50" campaign. This creative direction aligns with Travel Nevada's Road Trip/Highways" promotional campaign.</p>	Grant funds will be used to maintain and update the territory's website.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Pony Express Territory	PE-22-01-010	Dayton Area Chamber of Commerce & Visitors Center	Certified Folder Distribution: Two Brochures	\$13,884.35	\$0.00	\$14,884.35	The Dayton Area Chamber of Commerce & Visitors Center has produced and printed two high visibility brochures to highlight the historical Dayton area. Our request is to expand and continue the already successful distribution of the two pieces to over 524 locations throughout North Lake Tahoe (Super Cities), South Lake Tahoe (Super Cities), Reno/Carson City, Gold Country in California, Welcome Center Truckee, CA, Welcome Center Mammoth Lakes, CA and Welcome Center in El Dorado Hills, CA. There is a 15% discount per brochure contract if two brochures are on the racks.	Only one location listed for distribution is outside the required 100 mile radius.
Pony Express Territory	PE-22-01-011	Dayton Preservation Committee	Dayton Valley Days	\$4,201.00	\$0.00	\$20,000.00	The Nevada Division of Tourism funds will be used print (advertising, brochures, flyers, etc.) that include the official Nevada Division of Tourism logo. The Nevada Division of Tourism funds will be used for website and online advertising which will include a link to travelnevada.com. The Nevada Division of Tourism funds will be used for advertising space or time via newspapers, radio, social media and television broadcast to encourage attendance from out of town.	The event takes place September 17-18, 2021, too close to the grant award date to make marketing effective.
Pony Express Territory	PE-22-01-012	Fallon Convention & Tourism Authority	Annual Events Marketing	\$6,000.00	\$0.00	\$12,000.00	Funds for this project will be used for marketing and promotion of each event, and events as a whole in the City of Fallon. This will look like paid media ads, PR efforts, and other content-driven marketing strategies to get the message out.	Not all projects can be funded, this project was considered a lesser priority.
Pony Express Territory	PE-22-01-013	Fallon Convention & Tourism Authority	Annual Influencer and Familiarization Trip	\$10,000.00	\$0.00	\$20,000.00	Funds will be used to cover expenses surrounding travel, activities within the city and greater Fallon, and more to provide a full tour of the City of Fallon and ensure that staff can tour the visitors around each key location while content collection occurs.	Due to the increase in COVID cases, travel, missions, shows, FAMS, and conferences are not currently being funded through FY22 1st cycle Rural Marketing Grants.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Pony Express Territory	PE-22-01-014	Fallon Convention & Tourism Authority	Fallon Print Campaign	\$8,000.00	\$8,000.00	\$16,000.00	Nevada Department of Tourism funds will be used to support the design, production, placement, and measurement of the effectiveness of Fallon print advertising. Visit Fallon will plan to go after placements in state, regional, and national publications. Print ads that are planned for outreach to place are currently Nevada Magazine, Travel Nevada Visitors Guide, Reno-Tahoe and Carson City Visitors Guides, and more.	Grant funds will be used to promote Fallon through print. All advertising must be outside a 100 mile radius.
Pony Express Territory	PE-22-01-015	Fallon Convention & Tourism Authority	Ongoing Digital Media Campaign	\$5,000.00	\$0.00	\$10,000.00	These funds will be used to maximize the reach of our advertising and marketing. This means that we will have the opportunity to reach larger audiences at a higher frequency to increase tourism and visitation to the City of Fallon.	Not all projects can be funded, this project was considered a lesser priority.
Pony Express Territory	PE-22-01-016	Fallon Convention & Tourism Authority	Ongoing Public Relations and Social Media	\$12,000.00	\$12,000.00	\$24,000.00	These funds will be used to generate content and visual assets to use across social channels, within PR pitches and press releases and throughout the marketing strategy. Social Media and PR both play a major role in encouraging visitors to travel to certain destinations, and over the years Fallon has grown to be a key factor in rural Nevada for social presence and media awareness.	Grant funds will be used to continue Fallon's successful public relations and social media campaigns.
Pony Express Territory	PE-22-01-017	Fallon Convention & Tourism Authority	Website Maintenance and Content Development	\$12,000.00	\$12,000.00	\$24,000.00	Funds will be used to make this site even more responsive and mobile-friendly, to support content generation and "green page" updates, webmaster updates, improvements, installation of data collection tools, and examination of data collected. This project will enable the SEO (search engine optimization) to continue as data and keywords, inbound and outbound links, landing page statistics, and social media inputs are examined and the site modified to capture and encourage more visits.	Grant funds will be used to update and maintain Fallon's website.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Pony Express Territory	PE-22-01-018	Great Basin National Park Foundation	Celebrating the 100th Anniversary of Lehman Cave at Great Basin National Park	\$26,700.00	\$12,000.00	\$67,036.00	Great Basin National Park is a hidden jewel in Nevada and drives the majority of the tourism in White Pine County. Yet even many Nevadans have never heard of their own iconic National Park, with the darkest skies, oldest trees, tallest peaks, and deepest caves. August 6, 2022, marks the 100th anniversary of Lehman Caves becoming a National Monument. We are planning events from January 2022 through August 2022 that will connect new audiences to the history, heritage, and natural and cultural wonder of the cave system and Park. Marketing and promotion will be key in reaching these audiences, encouraging attendance at events, and increasing awareness and motivating visitation to White Pine Co. Since Great Basin is remote, travelers must make multi-day accommodations in and around the Park. A Travel Nevada Rural Marketing grant is key to our marketing success. We will use funds to contract professional vendors for photography and videography; social media strategy, management, and outreach; and traditional and digital advertising buys. We will reach tens of thousands of individuals who were previously unaware of this extraordinary Nevadan National Park. We anticipate driving visitation and tourism revenue long after the Lehman promotion has ended.	Grant funds will be used to promote the 100th Anniversary of Lehman Cave outside a 100 mile radius.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Pony Express Territory	PE-22-01-019	Nevada Northern Railway Foundation	Media Relations	\$22,000.00	\$0.00	\$44,000.00	Nevada Division of Tourism funds will be used to hire East River Public Relations. This investment will continue a winning media relations program that has proven results. Due to their efforts, Nevada's Dark Skies have been featured twice on CBS This Morning. The most recent segment was called "American Wonders", exploring places that make America wonderful, from majestic natural landscapes to spectacular creations. Here's the link to the story. https://www.cbsnews.com/news/nevadas-great-basin-star-train-american-wonders/ . This generated almost five minutes of national exposure for Nevada, our Dark Skies and the Nevada Northern Railway National Historic Landmark. This highly successful endeavor brings tourists to Nevada. Our proof? Our Star Trains sell out a year in advance. Their media outreach was a dazzlingly, effective too. Previously East River Public Relations efforts have generated stories in 44 different publications including the New York Times, CBS Sunday Morning (twice), VIA Magazine, the Los Angeles Times, Trains Magazine, Travel Pulse, Trailer Life and Google Adwords to mention a few. The Nevada Northern Railway was also featured on an episode of The Big Bang Theory. This grant allows us proactive media communications. East River is constantly pitching stories for us. When a media outlets wants more information East River is there to provide it immediately. This is essential for building credibility with the media. It also builds our trustworthiness with travelers too. When they see stories on the railroad in the LA Times or on CBS News, it projects an image that we are the "real deal" and worth the trip. Awarding this grant will allow us to continue our well-executed, strategic media relations program that is helping us achieve awareness with millions of possible visitors. It is vital for us to generate awareness about this Nevada treasure and encourage people to visit, especially now since there is a pent up demand for travel in 2021. We are experiencing a very significant upturn in business so far this year. June 2021 broke all records. It was not only the largest June we have had in 34 years but it was also the largest summer month we have ever had and it looks like July will be bigger yet. This grant will help us get the word out.	Organization is not in compliance with a contract, policy, or agreement with a State of Nevada department or division.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Pony Express Territory	PE-22-01-020	Nevada Northern Railway Foundation	Nevada Northern Railway Website Overhaul	\$18,500.00	\$0.00	\$33,000.00	<p>This grant will provide funds for the overhaul and renovation our existing website. Our website is in sore need of updating. The last time it was done was eleven years ago, in the digital world this is a lifetime. Our website is core to our online sales system, which handles almost 80% of all sales that we receive. Having a streamlined, easy to use website is critical to promote and improve visitation to Nevada and the railroad. This combination will drive additional bookings for 2021, resulting in additional visitation to Nevada and the railroad. The scope of work will replicate our current website structure, while updating the design and integrating a new more reliable platform upon which the site will operate. A major improvement is, that within certain parameters the site would be editable by our staff. We would be able to add or edit content. In other words, Foundation staff could edit the content (copy and photos) allowing us to maintain and update the site 24/7. To protect the website, we would not be allowed to edit anything that would render the site inoperative. This is a key reason why the website needs an overall. While our current vendor is quick, they are not quick enough. We need to be able to post changes to our website as events happen. Being able to edit and update the website in real time, we can provide visitor information immediately. We are experiencing a very significant upturn in business so far this year. June 2021 broke all records. It was not only the largest June we have had in 34 years but it was also the largest summer month we have ever had and it looks like July will be bigger yet. We have sold out trains. When that happens, we try to add unscheduled trains. We need to respond faster than we are currently doing. By not responding quickly, we are losing possible visitors to Nevada and the railroad. We use our website for more than just showcasing the railroad. Our website is linked to our point of sale provider DoubleKnot. This is key to the overhaul. DoubleKnot maintains our inventory of train tickets, memberships and our online gift store. One part of the project would be to basically create an Editable front to the website and link to the structural backend provided by DoubleKnot for all purchasing and credit card functions. This will be updated too.</p>	Organization is not in compliance with a contract, policy, or agreement with a State of Nevada department or division.
Pony Express Territory	PE-22-01-021	Nevada Northern Railway Foundation	Social Media Management Agency	\$11,250.00	\$0.00	\$22,500.00	<p>Nevada Division of Tourism funds will be used to hire a social media management agency to assist and train us in how to maximize our investment in social media.</p>	Organization is not in compliance with a contract, policy, or agreement with a State of Nevada department or division.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Pony Express Territory	PE-22-01-022	Nevada Northern Railway Foundation	Virtual Historic Train Ride	\$10,000.00	\$0.00	\$20,000.00	<p>Nevada Division of Tourism funds will be utilized to create a virtual world of the Nevada Northern Railway. A visitor will be able to experience the railroad in either virtual reality or a standard non-vr home experience.</p> <p>HFX Studios will create a user experience that begins on the train platform as the steam locomotive idles. The user may inspect the train from the platform and is surrounded by the East Ely rail depot. From there the user boards the train just aft of the tender, entering the baggage car. Once aboard, the train begins moving. The user works their way aft finding various digital artifacts, including letters and personal affects, most of which are sourced from real life artifacts in the railroad's collection. These artifacts can be picked up and inspected, often with an accompanying voice actor either reading the contents or telling a brief story.</p> <p>HFX Studios will create a digital train where every car tells a different story relating to Nevada, East Ely and the railroad. We will aim to have approximately 5 artifacts in each rail car. The train will consist of: the baggage car with Railroad workers; coach cars telling the story of immigrants crossing the ocean, then crossing the country, and making a new life in Ely; the first class car telling the story of the people who run Ely, Nevada, etc.; the executive "Cobre" car telling the story of the people who run the railroad, and the story of the railroad itself.</p> <p>HFX Studios has done a similar program as Titanic: Honor and Glory. Here's a video that shows what they are capable of https://www.youtube.com/watch?v=8siMOieE6mE In short, HFX Studios will build an exact digital representation of a Nevada Northern Railway train that will allow people take a digital trip in virtual reality.</p>	Organization is not in compliance with a contract, policy, or agreement with a State of Nevada department or division.
Pony Express Territory	PE-22-01-023	White Pine County Tourism Recreation Board	Ely Arts Promo Video	\$3,000.00	\$3,000.00	\$6,000.00	<p>Because we have to import talent to create videos to our standards, the cost of creating video is slightly higher because of travel and board. For the last 4 videos we have used 3 different videographers and the price is always quoted around \$6000. We will use money awarded to pay those costs and if the bill happens to come in cheaper then we will use the difference to increase the marketing campaign that will follow the release of the video.</p>	Grant funds will be used to create an Ely Arts Promo Video promoting the entire county as an arts friendly destination.
Pony Express Territory	PE-22-01-024	White Pine County Tourism Recreation Board	Promotional Material Reprint	\$5,000.00	\$5,000.00	\$10,000.00	<p>We will spend \$1000 on updating the information on the 3 marketing pieces. Then we will divide the rest evenly between the 3 pieces to reprint the updated versions.</p>	Grant funds will be used to update and reprint three marketing pieces.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Pony Express Territory	PE-22-01-025	White Pine County Tourism Recreation Board	Signature Event Photography	\$3,000.00	\$0.00	\$6,000.00	We will use Travel Nevada money to hire a professional photographer to come to Ely and shoot the Horse Race Weekend as well as Race the Rails. As part of the project the photographer throws in social media promotion of the shots on their own platforms and website. We will own all the rights to the images once edited and submitted.	This project is ineligible. The events take place prior to the grant award date.
Pony Express Territory	PE-22-01-026	White Pine County Tourism Recreation Board	White Pine Storytelling Campaign	\$3,000.00	\$3,000.00	\$6,000.00	Money awarded by Travel Nevada will be used to commission a writer to interview, conduct research, and create a minimum of 6 stories and photos for our storytelling campaign. We will put those stories on our website and pay to boost them across all of our social media platforms.	Grant funds will be used to recreate the successful Storytelling campaign from three years ago, focusing on new stories of tourism assets and the people behind them.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Pony Express Territory	PE-22-01-027	White Pine Main Street Association	Park to Park in the Dark: Website, Brochure and Integrated Marketing Plan	\$10,000.00	\$10,000.00	\$20,000.00	Nevada Division of Tourism funds will be utilized to build a website, brochure and integrated marketing plan for the Park to Park in the Dark astro-tourism route. The project will build upon the March 2021 Branding and Itinerary Development grant by creating materials that promote the route's destinations and give travelers information on where to stay, eat and explore along the way. The focal point of the material will be to provide pertinent information about both parks, the five towns, itinerary planning, guidelines for responsible recreation and information on Nevada's commitment to the preservation and conservation of dark skies. We will work with a photographer, content writer, website designer, layout designer and printing company to produce the website and brochure. Once the website is live, the Park to Park team will launch a robust social media campaign, press release, and eBlast that will target a wide audience in and outside of Nevada to promote all aspects of this astro-tourism route. With the overwhelming success of Travel Nevada's Road Trip Destinations, the goal of Park to Park in the Dark is to create Nevada's first astro-tourism route. We have been doing this by collaborating with a network of agencies and organizations in Esmeralda, Nye and White Pine Counties, from Death Valley National Park to Great Basin National Park, from Beatty to Baker, along routes US-95 and US-6. The Park to Park team is working together to promote and protect the dark night sky so it can be shared with visitors from around the globe. Travelers will experience Nevada's breathtaking natural and cultural landscape and the astronomical wonders above the horizon line on the "Starry-est Road in America". The best part about astro-tourism is that it virtually assures an overnight stay by visitors to these dark sky communities. The newly signed SB52 legislation (May 21, 2021) sponsored by the Lieutenant Governor, Kate Marshall, is designed to educate and inform the public about the values, benefits, and preservation of Nevada's dark night skies. These are important natural and cultural resources that, if stewarded carefully, represent an important opportunity and competitive advantage for the growing recreation economy in Nevada.	Grant funds will be used to build an official parktoparkinthedark.org website and for content creation.
			Total	\$323,836.35	\$158,500.00	\$515,721.35		

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-001	Reno-Tahoe Territory	Administration	\$3,000.00	\$3,000.00	\$3,000.00	To cover administrative expenses associated with running the Territory, plus travel expenses for the Chair, or a representative, to attend required meetings.	Grant funds will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, postage, training and education, etc.
Reno-Tahoe Territory	RT-22-01-002	Reno-Tahoe Territory	Explore Reno-Tahoe Territory Earned Media & Media Hosting	\$30,000.00	\$20,000.00	\$30,000.00	<p>This is a continuation of the successful public relations efforts started in 2019 and executed through June 2021 utilizing a combination of generating earned media coverage and hosting journalists. This targeted program will benefit the region by telling the story and integrating first-person accounts into what is available and how to travel responsibly to the Reno-Tahoe Territory. The following would be incorporated in the public relations contract as part of the scope of work:</p> <ul style="list-style-type: none"> -Public relations: Develop and distribute one press release and one media pitches per month focused on the Reno-Tahoe Territory and its members. These typically are roundups and have proven to generate media interest and coverage. -Media outreach and coordination: Develop a series of written communications that are specific, targeted and customized to key journalists inviting them to visit the region for feature stories. <p>Includes coordination and planning for hosted media, travel arrangements as well as working with DMOs and RTT partners, developing supporting materials and providing the media with an online custom itinerary and results follow up.</p> <p>To continue our regional PR momentum, we would continue to push communications and messaging while hosting journalists in market. These important communication efforts are not part of any planned outreach and the goal for the in-market media visits would be to secure earned media coverage through consumer outlets, social media and blogs, and all for the benefit of our territory partners while driving attention to the territory website, https://renotahoe.com/, as a resource to learn more about our DMOs and industry partners. Additionally, an emphasis would be placed on safe travel and regional recovery using the information on our RenoTahoe.com page, https://renotahoe.com/know-before-you-go/.</p>	Grant funds will be used for a communications plan to include brand positioning, messaging and storytelling opportunities, outreach, pitching, press releases, media requests, etc. Grant funds may not be used to physically host media in Nevada, due to the increase in COVID cases.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-003	Reno-Tahoe Territory	Go West Summit, Reno	\$6,000.00	\$0.00	\$6,000.00	To allow Reno-Tahoe Territory to secure a sponsorship for the Go West Summit which will take place in Reno in February 2022. This sponsorship would allow RTT to showcase area attractions through tours on Adventure Day, February 17, 2022. Participants would include qualified buyers and media. In addition, RTT would negotiate registration (value \$2,795) for one RTT representative to have pre-scheduled appointments with up to 24 tour operators interested in the destination. Although RTT could just buy a registration and send a delegate, going the sponsorship route allows us far greater exposure for the destination and our members.	Due to the increase in COVID cases, travel, missions, shows, FAMS, and conferences are not currently being funded through FY22 1st cycle Rural Marketing Grants.
Reno-Tahoe Territory	RT-22-01-004	Reno-Tahoe Territory	Group Travel/Motorcoach Shows	\$9,500.00	\$1,450.00	\$9,500.00	Funds would be used to pay membership dues for the National Tour Association (NTA) and the American Bus Association (ABA), as well as annual convention registration and associated expenses for one representative from Reno-Tahoe Territory to attend and take appointments. We particularly want to support NTA in November 2021 since that convention will take place in Reno in November 2022.	Grant funds will be used to pay membership dues to the National Tour Association (NTA) and the American Bus Association (ABA). Due to the increase in COVID cases, travel, missions, shows, FAMS, and conferences are not currently being funded through FY22 1st cycle Rural Marketing Grants.
Reno-Tahoe Territory	RT-22-01-005	Reno-Tahoe Territory	RenoTahoe.com Content Creation & Marketing Plan	\$10,500.00	\$10,500.00	\$10,500.00	For website content creation to include blogs, eblasts, and itineraries. We also hope to invest in a modest Google Adwords campaign.	Grant funds will be used for content creation and a Google AdWords campaign.
Reno-Tahoe Territory	RT-22-01-006	Reno-Tahoe Territory	RenoTahoe.com Updates & Maintenance	\$7,400.00	\$7,400.00	\$7,400.00	Funds would allow RTT to hire a firm to handle website updates and SEO. A separate company would be used for technical updates to the website, such as adding pages, updating navigation, monitoring Instagram feeds, monitoring and updating webcams, sizing and uploading images and videos, monitoring and troubleshooting WordPress, updating plugins, etc.	Grant funds will be used to update and maintain the Territory's website.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-007	Reno-Tahoe Territory	RTT Sales Missions & Trade Shows	\$18,000.00	\$0.00	\$18,000.00	Funds would be used to send a Reno-Tahoe Territory representative to support Travel Nevada on international Sales Missions and domestic Trade Shows for the remainder of the fiscal year. Expenses would include all travel, participation fees, and creation and shipping of collateral.	Due to the increase in COVID cases, travel, missions, shows, FAMS, and conferences are not currently being funded through FY22 1st cycle Rural Marketing Grants.
Reno-Tahoe Territory	RT-22-01-008	Athletes United / Epic Tahoe Adventures	Rock Tahoe Half Marathon	\$3,000.00	\$0.00	\$100,000.00	The funds will be used to promote the event to destination runners; most specifically to the NorCal/Bay Area markets. We have found this to have the greatest return on investment for marketing. This marketing outreach will include: social media ads, social media engagement, photography, video, print materials for expos, attending running expos to promote the event, and our overall online presence.	Not all projects can be funded, this project was considered a lesser priority.
Reno-Tahoe Territory	RT-22-01-009	Carson City Culture & Tourism Authority	Creative Brand Campaign Ad/Copy Testing	\$15,000.00	\$15,000.00	\$45,000.00	The Nevada Division of Tourism funds will be used to conduct creative brand campaign ad/copy testing for Visit Carson City. The information gathered in this testing and study will provide a set of actionable guidelines and recommendations for improving the effectiveness of our advertising creative as a tourism promotion tool, to most cost effectively and efficiently drive overnight visitation to Carson City, Nevada.	Grant funds will be used for campaign ad/copy testing. The data received will be used to inform decisions on Visit Carson City's entire marketing strategy.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-010	Carson City Culture & Tourism Authority	Digital and Social Media Strategy Development	\$5,062.00	\$0.00	\$10,125.00	<p>The Nevada Division of Tourism funds will be used to partner with Avante Interactive for the development of VCC's digital and paid social media strategies. With limited dollars, and a one-person marketing team that manages digital efforts, ensuring VCC utilizes marketing budget allocations most efficiently is a top priority. Avante is unique, as their strategy also includes training of purchasing the ad buys and how to do the ad creation, which is incredibly helpful for a small team in hopes to be independently doing purchasing in the future. The brand new visitcarsoncity.com site was launched in January of 2020, the entire first year of data and VCC's strategy was skewed from COVID-19. Now that we are entering a more "normal" year, Avante is important to partner with more than ever to continue to lay a strong foundation to drive visitors to VCC's website and Carson City. With this grant, VCC will be able to partner with Avante Interactive to continue to develop and execute campaigns that leverage the very latest tactics available in today's technological landscape. These campaigns will feature Google Ads (display, search, YouTube). The paid social media strategy will allow VCC to develop a comprehensive set of social ads across multiple platforms highlighting specific destination content and ensuring marketing dollars are utilized to target audiences who are the most likely to convert into actual Carson City visitors. These funds will provide VCC with a unique opportunity to experience digital capital growth and expand destination awareness to a broadened audience profile. The right strategic positioning and awareness campaigns will allow VCC to strongly compete with non-Nevada destinations for visitation. There is currently a compelling opportunity to continue to bolster VCC's online presence which will direct higher levels of visitation, economic impact and destination success.</p>	Not all projects can be funded, this project was considered a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-011	Carson City Culture & Tourism Authority	Experiential Tourism Program (Bandwango)	\$6,041.00	\$0.00	\$12,083.33	The Nevada Division of Tourism funds will be used to pay for half of a ten month agreement for Bandwango services that will allow Visit Carson City to create digital experience packages and more. Bandwango's platform will allow VCC to create experiences, like savings passes, city passports, or attraction passes that draw visitors to the capital city that will guide them to local attractions and businesses, ultimately enhancing the visitor experience. Most importantly the Bandwango platform's key progress indicators, economic impact and visitor behavior data are all trackable. Experiential tourism is on the rise and is here to stay. In a city that thrives through its art, culture, history, events and outdoor adventures, Bandwango is the solution to finding an affordable way to create more amazing experiences for visitors and locals, and to stay relevant. Visit Carson City is confident that these experiences will draw more overnight visitors to Carson City and extend their stay for years to come.	Not all projects can be funded, this project was considered a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-012	Carson City Culture & Tourism Authority	Kit Carson Trail Virtual Tour	\$7,500.00	\$7,500.00	\$15,000.00	The Nevada Division of Tourism funds will be used to cover half the cost of the creation of the virtual Kit Carson Trail (KCT) experience. The KCT is one of Carson City's most popular attractions. It is a self-guided walking/driving tour through Carson City's historic west side neighborhood that tells the story of the capital city's history. In the last year, Visit Carson City has rebranded, rerouted, installed numbered sandstone markers and given a much needed refresh to the Kit Carson Trail to enhance the experience for visitors. The last remaining element is to create a virtual, mobile-first experience for visitors beyond the paper map. VCC's objective is that this project draws more young visitors and families with this virtual experience, which will include audio stories, photo and/or video that will guide them along the trail. The interactive map will tell the history and folklore of the stops on the trail and guides visitors on their journey through Carson City's history far beyond what the map is able to do. This project also allows versatility for the parts of the trail that are not ADA-friendly to still be experienced by all.	Grant funds will be used to create the final piece of the updated Kit Carson Trail project, creating a self-guided walking and driving tour through Carson City. This will be done within the Visit Carson City website instead of through a third-party app in order to keep the website traffic on their site.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-013	Carson City Culture & Tourism Authority	Nevada Expedia Group Recovery Co-Op	\$5,000.00	\$5,000.00	\$10,000.00	The Nevada Division of Tourism funds will be used toward Visit Carson City's buy-in to purchase the Featured Tier option to the Expedia Recovery Co-Op. The previous Co-Ops VCC participated in with Expedia were incredibly successful for Carson City and truly made an impact for Carson City's lodging properties in difficult times. VCC hopes to continue the momentum created with Expedia. Without these funds, VCC would not be able to participate in the Featured Tier option, which VCC feels is necessary truly make an impact in the Carson City community and for VCC lodging partners and stakeholders.	Grant funds will be used to participate in the Travel Nevada Expedia co-op program.
Reno-Tahoe Territory	RT-22-01-014	Carson City Culture & Tourism Authority	Streaming TV Advertising	\$5,000.00	\$5,000.00	\$10,000.00	The Nevada Division of Tourism funds will be used to make a \$5,000 ad buy with Spectrum TV streaming services that will target potential travelers in the Sacramento DMA over a three-month span, using a commercial made in-house by the VCC team. The VCC matching funds will be used to advertise to potential travelers in the Las Vegas DMA through KOLO TV out of Reno. A larger ad buy of this kind will be incredibly impactful for Carson City helping to drive overnight visitation in a shoulder season.	Grant funds will be used for streaming television advertising.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-015	Carson City Symphony Association, Inc.	Pops at the Capitol	\$1,350.00	\$0.00	\$6,100.00	Nevada Commission on Tourism funds will be used to market the concert locally and to targeted audiences outside the local area. These include greater Sacramento to the west, northern Nevada from Lovelock to the Idaho border east of Elko, and California to the south in the Bishop area. We will purchase radio announcements on Capitol Public Radio stations in Sacramento (heard by 470,000 listeners weekly with stations from Quincy in the north to Modesto in the south and Sutter in the west), and KUNR in Reno (heard by 50,000 listeners weekly from Bishop to Susanville to Elko). Funds will also be used to produce a video of the concert that can be used for future marketing, to print concert programs which will be distributed widely, for a Galaxy Theater ad for a month preceding the concert. We may use funds to place ads in the May or June issue of Sacramento Magazine, which has 41,000 readers, VIA (AAA magazine), and Inside Northern Nevada, which distributes 10,000 copies to subscribers of The Humboldt Sun, The Battle Mountain Bugle, and The Lovelock Review Miner, and at lodging properties along the I80 corridor. In-kind services include media releases; designing, printing, distributing, and evaluating audience surveys to determine effectiveness of the advertising efforts; e-blasts or postcard mailings; an over-the-street banner; and website updates; and social media.	Not all projects can be funded, this project was considered a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-016	Carson Valley Arts Council	Carson Valley Art Studio Tour	\$3,406.00	\$1,000.00	\$6,813.00	<p>The Nevada Division of Tourism funds will be used to advertise the Arts Studio Tour in the Sacramento, Reno, Carson City, Truckee, Lake Tahoe communities, Fallon, Bishop, Mammoth Lakes, CA, Winnemucca, Elko, and Fernley areas.</p> <p>Advertising will also take place in travel publications such as Nevada Magazine; newspapers such as Record Courier, and Nevada Appeal. Advertising will also be done on social media including Facebook ads, and regional radio advertisements which will be critical to hit projected numbers of participants.</p>	Grant funds will be used to market the studio tour. No grant funds may be used for advertising within a 100 mile radius (no local advertising), and grant funds may not be used for postage, an artist reception, or performers.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-017	Carson Valley Visitors Authority	Carson Valley Stories & Legends Elevated	\$13,500.00	\$12,500.00	\$27,000.00	<p>This grant funding will directly facilitate the retention of a PR firm, with extensive experience working with Nevada DMO's, and allows us to bring vetted media and influencers to the area for an immersive Carson Valley experience. Our custom familiarization itineraries never disappoint. This PR program is an ongoing effort allowing us to continue the momentum and successes of the past years while elevating the awareness of Carson Valley's numerous visitor offerings. A comprehensive public relations strategy, schedule, and measurement will all be executed. The funds will be used to implement a focused regional and national public relations plan, identifying and securing travel writers and content creators to visit and write about Carson Valley, as well as supporting a cooperative partnership with regional DMOs and TravelNevada's own efforts. Equally eager to maximize measurement and effectiveness in our outreach, the maintenance of a media database and news monitoring service through the firm (Cision) will be part of the project's scope.</p> <p>In summary this project will include: 1. Brand positioning and consulting. 2. Management of key messages and storytelling opportunities to generate earned media coverage. 3. Targeted journalist outreach focusing on top feeder and nonstop air destinations and local and regional outreach for special events. 4. Utilize key community activities and opportunities to drive media interest and visitation 5. Writing and distribution of press releases 6. Custom media pitching to targeted media. 7. Review and maintain press kit materials 8. Maintain and develop a photo library to respond in a timely fashion to media requests. 9. Media visit planning and coordination on an individual or group FAM basis including itinerary building and proactive media follow up. 10. Respond to media requests for information, interviews, contacts, photos, etc. 11. Management of the online press center. 12. Manage and draft "The Band" quarterly newsletter targeting internal and external tourism partners. 13. Collaborate with key tourism partners to maximize outreach efforts. 14. Cultivate media contact lists for consistent outreach. 15. Monthly reporting of activities and monitoring of coverage.</p>	Grant funds will be used to continue and strengthen the successful public relations program. Grant funds may not be used to physically host media in Nevada, due to the increase in COVID cases.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-018	Carson Valley Visitors Authority	Herrman Global: More CV Discoveries	\$5,875.00	\$0.00	\$11,750.00	<p>Herrmann Global's travel platforms, Untraveled and USA Parks, reach over 10 million road trippers, as well as a built-in and engaged social media audience. When combined with our 25,000+ social media followers, the content will be shown to people who are already looking for travel inspiration and are ready to act. The distribution of the custom content occurs in a phased approach to identify and retarget the audience that demonstrates interest in, and is, most likely to visit our destination. We expect our efforts will further integrate with other communities in Nevada, tying directly into Travel Nevada's "Discover Your Nevada" campaign. This project is done in three ways; 1) Visual Social Media Posts - Engagement of these posts develops a custom profile that will be utilized in building an expanded audience for the retargeting ads that are focused on those who are most likely to visit our community. 2) Retargeting Ads - The first stage of retargeting will drive traffic to the Nevada Loop Itinerary on VisitUSAParks.com where we can capture the audience that is interested in this route, via the Facebook pixel. 3) Call-to-Action Ads - This final round of ads will drive traffic to the ambassador story further hosted on Herrman Global's destination website where travelers can also find additional information about visiting our area. Visit Carson Valley will ensure further coverage of this effort through our marketing channels. The goal of this marketing collaboration is to highlight some of the newest experiences in our valley as well as to amplify our offerings of outdoor recreation, western heritage, and niche dining. Together we plan to advance our common cause of fostering a vibrant and thriving Carson Valley.</p> <p>In summary, the key deliverables will be as follows: Research to identify and connect with visitor markets with the highest potential of visiting our destination. Collaborate with Herrman Global to maximize a strategy to reach and inspire potential visitors to see Carson Valley as a bucket-list destination, and ultimately generate overnight stays. The campaign will create and publish engaging content highlighting the unique aspects of our destination, with emphasis on road travel to our wide-open area. The campaign will further maximize this content via posts and retargeting ads on Visit USA Parks and Facebook/Instagram/Pinterest/Google. The photo and video assets developed during the ambassador visit will further be repurposed by our office for other marketing materials/assets. And, finally tourism impact metrics will be measured to more fully identify and clarify project ROI.</p>	Not all projects can be funded, this project was considered a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-019	Carson Valley Visitors Authority	Multi Media Integrated Legends Campaign	\$32,300.00	\$20,000.00	\$161,500.00	TravelNevada grant support will be directly expended on our major media buying campaign (as applied to visitor lead generation during a multi-season campaign carefully planned and executed between Sept, 2021 through June 2022). If the full request is honored, the ratio is a 5 to 1 leveraged match in a major destination campaign. The TravelNevada funds will help boost the overall impact of the campaign by 20% or more. Carson Valley will initiate a paid multi-media campaign in California and Nevada to increase overnight visitation to Carson Valley and largely directed toward drive market travelers. Our plan is to use and expand on our "Legends" brand campaign and target very specific audiences known to travel and which have a propensity to travel to Carson Valley. Our more recent "Wide-Open" message will further resonate with travelers as they now return to the road. The media campaign will include traditional and online media - digital ad placements, outdoor advertising, television advertising, content marketing and added value media promotions. We have added YouTube and audio formats to extend the reach. We have also integrated a retargeting campaign to connect with past high interest leads. The campaign will remain consistent with online media and we will periodically turn on and off the traditional ads (lacking more funds to retain a year round presence in that realm). We will negotiate the best possible rates and placements through the various media outlets with the help of a contracted media buying firm. With TravelNevada's support, we believe we have a solid strategy worth reintroducing and in order to maintain a larger-scale ad campaign with a welcoming, experience-based message. Visit Carson Valley will continue to push into the Northern California market (especially in the CA central valley where many other Reno Tahoe marketers have reduced spending). We will deliver on the promise - Northern Nevada is a destination well worth seeking. In summary - these funds will be used for media buying, negotiated agency commissions and related results reporting.	Grant funds will be used for Google ads, digital ads, television, digital billboards, and podcast/Spotify ads. All advertising must be outside a 100 mile radius.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-020	Comstock Civil War Reenactors	Comstock Heritage Days	\$2,000.00	\$0.00	\$10,000.00	<p>As one of several historical reenactor clubs in Nevada, CCWR has partnered with history activists from throughout the United States and Virginia City to produce successful Labor Day Events in the past. This year we are introducing A NEW historical reenactment that includes the stories of all Nevadans, people faced with the moral and political reality of catastrophe and conflict, but who nevertheless went forward building a neighborhood, a Town, a State and ultimately joining a Nation. Meeting challenges is what Nevadans does and what we can teach. But just as Nevada grew in the context of 19th Century struggles, we have, in this 21st century suffered greatly. The streets and businesses of VC look much like they did in 1864. They were and are the visions and life's work of individuals and families. In spite of being a National Historic Landmark, VC enjoys little to no corporate or Federal support. Heritage Days will happen this year. But unless supported with marketing dollars we will be talking to ourselves, attracting little out of state or transregional visitors. PURPOSE: The Comstock Lode gave birth to a Battle Born State, one that helped save a Nation at a turning point in its history. America is once again struggling with its identity and in need of learning the lessons found in Nevada's extraordinary annals. The men and women of Nevada's past, whether of European, African, Asian or Native birthright have much to teach our nation today. Comstock Heritage Days will bring to life the events surrounding Nevada's founding and the everyday people who made it possible. OBJECTIVES: (1) Exhibit the importance of mineral wealth of Comstock Lode and the burgeoning of 19th C technology on growth and development of Nevada. (2) Portray impact of Western migration of peoples of European descent upon Native Nevadans. (3) Display manner of life and hardships faced by women within the culture of early Virginia City. (4) Promote discussion of moral and societal impact of national conflicts. (5) Display religious and spiritual beliefs and practices of 19th C. Northern Nevada. METHODS: 1. Men and women of CCWR will live in period attire in a 19th Century Encampment alongside the Mormon Brigade, and Mountain men. Native Americans will similarly encamp and reenact. These historical figures will interact with tourists throughout the town. 2. Mining techniques and prowess along with Gun fighting will be on display for visitors. 3. History activists will participate in Labor Day Parade. CCWR will perform "The Battle that Might Have Been" immediately following. 4. Scheduled Battle Trains will be heavily marketed prior to and throughout the event. SUMMARY: In previous Labor Day reenactments at Virginia City extensive use of television advertisements has increased our reach throughout the West Coast. Surveys of "home towns" of Battle Train attendees and interactions with tourists throughout the event have shown it to be genuinely inter-regional and international in impact. We will expand our marketing further this year with an internet and social media presence.</p>	The project is ineligible. The event takes place September 3-6, 2021, prior to the grant award date.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-021	Comstock Foundation for History & Culture	Comstock Foundation Brochure Design, Printing, and Distribution	\$14,500.00	\$0.00	\$14,500.00	Brochures will be printed and distributed through Northern Nevada and California enticing visitors to want to travel to the area. Distribution includes California Gold Country, Reno/Carson City, California Welcome Center El Dorado Hills, California Welcome Center Auburn. Visitors requesting more information are also sent these brochures by the organization. In addition, all of these brochures will be available on the organization's website, ComstockFoundation.org. The online versions will feature page-turning technology and circulation on Issuu digital publishing platform, and the capability of .pdf downloads.	Not all projects can be funded, this brochure print project was considered a lesser priority. Additionally, the distribution requested is ineligible - no locations are outside a 100 mile radius.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-022	Comstock Foundation for History & Culture	Comstock Foundation Video Production	\$16,250.00	\$0.00	\$32,500.00	Funds will be used for producing promotional videos for the Comstock Foundation for History and Culture, along with radio ads. The ads will run on Spectrum / Direct TV local channels, PBS Reno, and radio ads will run on KUNR Radio (NPR). This tourism-driven project relies on television and radio advertising that targets a vast area of northern Nevada and northeastern California: as far north as Denio, and as far south as Hawthorne in Nevada, and Bishop/Mammoth Lakes in California, and east-west from Incline Village, Nevada, and Truckee, California to Elko. The ads will cover an immense service area, made possible by fifteen translators in rural areas and KNCC in Elko. The ads will also run in the Reno, Sparks, and Carson City markets. The radio ads can be heard via streaming at Lake Tahoe and beyond. The videos will also be featured on ComstockFoundation.org, and the organization's YouTube channel. All of these media channels will run in tandem in order to leverage the effort, and the frequency of the advertisements will be monitored and adjusted seasonally. The online efforts will enable the videos to reach regional, national, and international audiences (in 2020, the website was visited by 69 countries and all 50 states).	Not all projects can be funded, this project was considered a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-023	Comstock Foundation for History & Culture	Website Maintenance for the Comstock Foundation 2021-22	\$4,800.00	\$4,800.00	\$9,600.00	Funding will be used to contract a webmaster to manage and secure ComstockFoundation.org for one year. This year the website will be highlighting its new project, the Comstock Foundation Mining and Milling Museum. Many new pages will need to be built, so these funds will also be used for website development. Maintenance services include making any needed updates, calendar entries, photo/copy revisions, and monitor the site for any needed updates. The webmaster will also ensure that the system is up to speed and as secure as possible, troubleshoot any database errors, make sure that the site is updated with the newest versions of WordPress and the latest plugins, review traffic on a monthly basis, prevent hacking attempts, physical backup of all files to the webmaster's computer and an offsite programmer's computer (Reno), and hosting the site. The website augments the foundation's brochure campaign, and new social media program.	Grant funds will be used to update and maintain the Comstock Foundation's website.
Reno-Tahoe Territory	RT-22-01-024	Incline Village Crystal Bay Visitors Bureau	Incline Village Crystal Bay Visitors Bureau Website	\$5,000.00	\$5,000.00	\$10,000.00	Nevada Division of Tourism grant funds will be used (in conjunction with matching IVCBVB funds) to build a new organization website for the Incline Village Crystal Bay Visitors Bureau and the DG Menchetti Visitors Center. Funds will used to develop this site on the WordPress platform for ease of updates and revisions. This site will be approximately 6-8 pages and will include detailed information on our organization (board agenda, meeting minutes, etc.), Gift shop items, Museum, About us, Partners information and links, Concierge (things to do), Media center, Programs, and Sustainable Travel and Traveler Responsibility messaging.	Grant funds will be used to create a new website for the Incline Village Crystal Bay Visitors Bureau.

FY2022 1st Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-025	Piper's Opera House	Digital Marketing for Piper's Monthly Events	\$3,000.00	\$2,150.00	\$6,800.00	<p>Funds from TravelNevada will be used to pay for additional social media advertising on Facebook, Instagram and CarsonNow digital ads to further promote our monthly events which include country dancing, bingo, mixology classes, lectures and tours. Through the social ads, three types of ads would be placed. Direct ads, which target demographics by type including those that would interested in the activities being offered. Lookalike ads, which find current subscribers and those that have expressed an interest in Piper's by visiting the website and target those individuals as well as others that act like or resemble that audience. And remarketing ads, which remarket to individuals how have engaged with Piper's social channels or who have visited the website.</p> <p>Having these funds to further this project allows Piper's to continue to meet the expectations we've now set for both locals and visitors with a consistency that we plan to uphold. This consistency, due to proper funding, gives a spotlight to Piper's and the events that we produce. Ultimately through these events, we are exposing people not only to the opera house but to Virginia City and the surrounding region. Being that most of our monthly events are held in the evening, we expect an increase in room nights and visitor stays through the weekend.</p>	Grant funds will be used to market monthly events outside a 100 mile radius.

FY2022 1st Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-026	Piper's Opera House	Piper's Opera House Christmas Play Marketing	\$1,000.00	\$0.00	\$2,000.00	<p>Funds from TravelNevada will be used to pay for additional social media advertising through streaming audio and digital online news sources. Streaming audio sources include both Pandora and Spotify in which we will have a 30 second spot and display ad. Pandora will average over 33k impressions for the four months it will be running. On Spotify, we will average over 23k impressions for the same amount of run time. Digital online news sources include a combination of paid social ads on CarsonNow.org as well with a possibly allocation for sponsored posts and an article on ThisIsReno.com. The social ads would include direct, lookalike and remarketing. Carson Now would include a combination of billboard and in-story ads.</p> <p>Ultimately through this production, we are exposing people not only to the opera house and what it was built for, but to Virginia City and the surrounding region. At the same time of this production, Virginia City Tourism is hosting "Christmas on the Comstock" which will additionally bring visitors to the area. By piggybacking off of this event, we are confident in exposure, ticket sales, and room stays.</p>	Not all projects can be funded, this project was considered a lesser priority.

FY2022 1st Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-027	Piper's Opera House	Piper's Opera House Live Entertainment Marketing	\$1,500.00	\$1,000.00	\$3,000.00	<p>This is a new project that we're excited for and we strongly believe that it will be one that we can repeat year after year. Having the funds to do this project will give us the perfect start into marketing through multiple social media channels. As mentioned, tourism slows down a little in the winter, but our hopes are to bring people into town and into the surrounding area given this opportunity. We plan on working with local theater groups, actors, and musicians to perform their various acts on a one-of-a-kind stage. Piper's Opera House was made for live shows, it's the reason that John Piper built this amazing structure twice over, and we want to capitalize on that.</p> <p>Our marketing would use similar tactics in primarily using three different types of ads; direct, lookalike, and remarketing. By doing this, our reach will be even greater and more specified to certain audiences. We have successfully continued to build a database of our followers and those who have attended live shows in the past. With this we will lean on both our past attendees and newer, similar, attendees for whom we will market to.</p>	Grant funds will be used to market live events outside a 100 mile radius.

FY2022 1st Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-028	Piper's Opera House	Piper's Opera House Spring Performance Marketing	\$1,500.00	\$0.00	\$3,000.00	Funds from TravelNevada will be used to pay for additional social media advertising through streaming audio, digital social media, and digital online news sources. Streaming audio sources include both Pandora and Spotify in which we will have a 30 second spot and display ad. Pandora will average over 33k impressions for the four months it will be running. On Spotify, we will average over 23k impressions for the same amount of run time. Digital social media includes direct, remarketing, and targeted marketing through Facebook and Instagram. Digital online news sources include a combination of paid social ads on CarsonNow.org as well with a possibly allocation for sponsored posts and an article on ThisIsReno.com. The social ads would include direct, lookalike and remarketing. Carson Now would include a combination of billboard and in-story ads. Ultimately through this production, like other performances, we are exposing people not only to the opera house and what it was built for, but to Virginia City and the surrounding region. We are confident in increased exposure, ticket sales, and room stays.	Not all projects can be funded, this project was considered a lesser priority.
Reno-Tahoe Territory	RT-22-01-029	Piper's Opera House	Piper's Opera House Website Maintenance	\$800.00	\$750.00	\$1,500.00	Because we live in a world heavily surrounded by technology, we rely on certain resources to give out information that not only benefit Piper's Opera House but Virginia City and the surrounding area. Our website is frequently visited and having a company who keeps an eye on its compliance maintenance gives us one less thing to worry about. We have worked with Antos Agency before and they are both prompt and competent when it comes to handling our website. Having this reassurance, and the funds to do so, would be a huge relief.	Grant funds will be used to maintain Piper's Opera House's website.

FY2022 1st Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-030	Piper's Opera House	PR and Social Support for Piper's Opera House	\$2,500.00	\$2,000.00	\$5,000.00	Having one voice through a professional marketing team will continue to secure the consistency that Piper's has established through social media, move Piper's forward in the performing arts world, and keep the culture alive for this historic building. The funds from Travel Nevada will help us allocate the resources to our branding outreach efforts while allowing us to spend our time operationally on the facility where our talents lie.	Grant funds will be used for public relations and social media.

FY2022 1st Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-031	UC Davis Tahoe Environmental Research Center	Tahoe Science Center Marketing	\$16,000.00	\$5,000.00	\$32,000.00	<p>Nevada Commission on Tourism funds will be utilized for the implementation of the Tahoe Science Center marketing plan. Our current proposed marketing plan includes those media outlets that have previously shown positive results. We are also seeking professional assistance for the first time from a local media company to review our integrated marketing plan, find the most captivating and cost-efficient opportunities, track campaign success, and develop and manage paid search and paid social media campaigns. TERC marketing efforts are designed to maximize the benefits of these platforms under a very limited budget. The marketing plan consists of a variety of marketing methods, such as print, radio, and online. We plan to update our brochure to make it more attractive to our target audiences.</p> <p>Paid media will include:</p> <p>-Internet Paid Search: Lake Tahoe and Nevada activity, attraction and things-to-do search terms geo-targeted to California residents. Campaign to run December to March and June to September (8 months).</p> <p>-Magazine: Print ads (discounted 1/2-page color ads) will be placed in the "Official Annual North Lake Tahoe Visitors Guide" and "Lake Tahoe Visitor Guide" both summer and winter featured in the Certified Folder Display cases that are provided free of charge at Visitor Centers throughout northern California.</p> <p>-Radio: TERC will underwrite NPR's Capital Public Radio, based in Sacramento, and benefit from live reads each week airing in Sacramento, Truckee, and North Lake Tahoe, as well as through CPR online. This has proven a very successful method for bringing California visitors over to the Tahoe Science Center in Incline Village.</p> <p>-Social Media: For the first time, we plan to increase our social media advertising and create a social media outreach plan to reach a broader audience through regular Facebook and Instagram paid ad buys.</p> <p>While many of these marketing channels target tourists who are already in the Lake Tahoe Basin, interest in the Tahoe Science Center will bring visitors to Incline Village and the east shore of Lake Tahoe. These visitors otherwise might have spent their entire Tahoe vacation on the California side of the lake. Special events such as our annual Science Expo draw visitors from all around the lake and attract tourists with interest in museums, environmental science, and informal science education. The diversity of marketing media will allow TERC to reach a large number of potential visitors and increase traffic across the border to Incline Village, Nevada.</p>	Grant funds will be used to market the Tahoe Science Center outside a 100 mile radius.
Reno-Tahoe Territory	RT-22-01-032	Virginia City Tourism Commission	508 Compliance Website Update	\$1,500.00	\$0.00	\$3,000.00	<p>The funds from TravelNevada will be used to translate more than 30 pages of the current website, purchase accessibility software for ongoing maintenance, and customize the code to ensure the tags are placed properly for rules. All the work will be completed by a web design company.</p>	Not all projects can be funded, this project was considered a lesser priority.

FY2022 1st Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-033	Virginia City Tourism Commission	An Ode to John Mackay: Documentary Music Video Featuring Local Musicians	\$15,000.00	\$12,500.00	\$25,000.00	<p>We've been using online and streaming music platforms, such as Pandora and Spotify, to advertise over the past few years with great success. When we first started advertising on streaming services, we produced a custom track created specifically for the platform that speaks to the fun and quirky nature of the town in a way that is all Virginia City. It's time for a refresh.</p> <p>This video documentary on the development of a new song provides a spotlight to showcase the authenticity of our local musicians, all of which are very different and again positions Virginia City in a personal way to our visitors. Each of the musicians involved live and perform here. People that watch the video will see and hear them while they are in town. It plays to who we are in a true to our roots fashion.</p> <p>The final documentary video produced will be 4 to 5 minutes long and will be used in social media, paid advertising, online, on the website and in other marketing. The final music track will become the new song for future advertising, including streaming media, in social media, digital ads, on the website, in social media and in other marketing platforms. The music video will be another component of the project that will be maximized in all marketing channels, including earned media. This project will meld together our quirky side, our history and most importantly our local musical talent to create our very own Virginia City music video, documentary and song. The marketing campaign will put our arts and culture scene front and center. The funds from this project will support the production and editing of the video, songwriting, pay stipends to the local musicians for their performances and produce final cuts of the song for longer play and for streaming and other marketing platforms.</p>	Grant funds will be used to create a promotional documentary music video. This project will focus on the "characters" of Virginia City, and will be integrated into their other marketing campaigns, much like the successful Below the Surface and Women of the Comstock videos/promotions.
Reno-Tahoe Territory	RT-22-01-034	Virginia City Tourism Commission	Believe Again: Find Your Christmas Cheer	\$2,500.00	\$0.00	\$5,000.00	<p>After years of trying to manage our own event over the holiday season, it clicked that we have numerous local events that need to get the word out. So, instead of fighting over the audience the community has come together to market and promote each other. This campaign will run November through December and take all the Christmas pieces in town as one big Holiday experience. We will utilize radio, steaming audio, digital search ads, programmatic display, retargeting, online news digital and OTT (over the top) streaming ads.</p>	Not all projects can be funded, this project was considered a lesser priority.

FY2022 1st Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-035	Virginia City Tourism Commission	Marketing a Legend in the Digital World	\$30,000.00	\$10,000.00	\$75,000.00	These funds will be used to implement Virginia City's digital plan that is handled by our marketing team. The digital advertising includes events, historic information, general tourism and planning. Digital Outdoor Boards Steaming Audio Digital Search ads Programmatic Display Retargeting OTT (Over the Top, Connected TV) Social Media - Facebook and Instagram	Grant funds will be used for digital advertising.
Reno-Tahoe Territory	RT-22-01-036	Virginia City Tourism Commission	Marketing Where They Are At: Hispanic Campaign	\$4,500.00	\$0.00	\$9,600.00	Currently, our efforts have been minimal in terms of funding and we can see the benefits. By adding to the campaign, we have in place with additional marketing, we'll be able to build on what's been established. In addition to paid socials in Spanish, as well as targeted stories and reels in social media and local Hispanic radio advertising, the plan would include streaming radio through Pandora and Google display, search and retargeting. We will also be adding a Spanish resource page to the website. Each of these will work together to provide a more cohesive approach and truly create a micro-marketing program focused on our Spanish-speaking visitors.	Not all projects can be funded, this project was considered a lesser priority.

FY2022 1st Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-037	Virginia City Tourism Commission	Print Partnerships	\$10,000.00	\$0.00	\$20,000.00	The funds from Travel Nevada will be used to create pieces for numerous publications reaching visitors in travel guides and as they search for things to do in the Reno-Tahoe region. Reno Tahoe Getaway Planner ad Reno Lake Tahoe Guestbook ad North Lake Tahoe Guidebook Virginia City Brochure - redesign, print and distribution through Certified Folder Airport Brochure - redesign, print and contract with Reno Tahoe International Airport	Not all projects can be funded, this project was considered a lesser priority.

FY2022 1st Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
Reno-Tahoe Territory	RT-22-01-038	Virginia City Tourism Commission	Public Relations, Socials and Marketing Support	\$15,000.00	\$10,000.00	\$30,000.00	<p>The funds from Travel Nevada will be used to support our marketing message to traditional media, influencers, bloggers, etc. and continue the retention of a professional marketing agency to support our branding initiatives with the activities designed to keep Virginia City top of mind with visitor - current and potential. We strive to combine our unique events, history and local flair into a message that appeals to many and stays true to our brand. To keep on this track, we feel this the best route. We will continue with the Below the Surface story-telling videos and highlighting our unique local characters for additional messaging.</p> <p>Specific activities include:</p> <p>Management of key messages and storytelling opportunities to generate earned media coverage</p> <p>Targeted journalist outreach focusing on top feeder and nonstop air destinations and local and regional outreach for special events</p> <p>Writing and distribution of press releases and custom media pitching</p> <p>Review and maintain press kit materials</p> <p>Media visit planning and coordination on an individual or group FAM basis including itinerary building and proactive media follow up</p> <p>Respond to media requests for information, interviews, contacts, photos, etc.</p> <p>Manage and draft all visitor content including monthly e-newsletters, blog and other internal and external requests</p> <p>Collaborate with tourism partners to maximize outreach efforts</p> <p>Manage social media channels primarily focusing on Facebook, Instagram, Twitter and TikTok</p> <p>Development of annual social schedule and planning</p> <p>Integration and ability to adapt to changes with the social platforms maximizing it for continued growth of social media presence</p> <p>Consistent review and development</p> <p>Following the successful activities over the last several years, the way we were able to quickly pivot during the pandemic, we are in the position to continue to garner market share and interest in our historic town.</p>	Grant funds will be used for a communications plan to include brand position, messaging and storytelling opportunities, outreach, pitching, press releases, media requests, etc. Grant funds may not be used to physically host media in Nevada, due to the increase in COVID cases.
			Total	\$334,784.00	\$161,550.00	\$797,271.33		

FY2022 1st Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)	Comments
State-wide	SW-22-01-001	Pony Express Territory	Canadian Snowbird Shows 2022	\$20,000.00	\$0.00	\$20,000.00	We will use the Nevada on Tourism funds to reserve booth space along with booth furniture and electricity at the three Canadian Snowbird Shows in Florida, Texas, and Arizona. The funds will also be used to pay all travel expenses for our volunteers to work these events. We will also help the Territories with some shipping expenses for their Destination information along with drayage at the three venues.	Due to the increase in COVID cases, travel, missions, shows, FAMS, and conferences are not currently being funded through FY22 1st cycle Rural Marketing Grants.
State-wide	SW-22-01-002	Pony Express Territory	Quartzsite RV Show 2022	\$8,600.00	\$0.00	\$8,600.00	The Nevada Division of Tourism funds will be used to purchase exhibit space and pay for two PET Volunteer couples to work the Quartzsite RV Show.	Due to the increase in COVID cases, travel, missions, shows, FAMS, and conferences are not currently being funded through FY22 1st cycle Rural Marketing Grants.
State-wide	SW-22-01-003	Nevada Outfitters & Guides Association	Travel for Trade/Sport Shows	\$2,500.00	\$0.00	\$2,800.00	Funds will be used to reimburse NOGA's members that travel to staff booths at sport/trade shows. Funds will be used for their mileage, air flight, meals, lodging and incidentals.	Due to the increase in COVID cases, travel, missions, shows, FAMS, and conferences are not currently being funded through FY22 1st cycle Rural Marketing Grants.
State-wide	SW-22-01-004	Nevada Outfitters & Guides Association	Website Advertisement and Banner Ads	\$800.00	\$800.00	\$1,000.00	Funds will be used to promote NOGA, it's website, NOGA members and their websites, Associate members and Travel Nevada. To date NOGA's website has received over 100,000 hits. The click thru links have been followed over 4700 times...this includes the Travel Nevada link. Over 20000 tags are issued for hunting big game and each successful hunter may utilize the website in researching their hunt. Covid restrictions cancelled shows in 2021...and NOGA found this resource of advertising indispensable. It will continue to be useful to the outdoor enthusiast and hunter.	Grant funds will be used for banner ads on a hunting website to promote hunting, fishing, and outdoor recreation in Nevada.
			Total	\$31,900.00	\$800.00	\$32,400.00		

Grand Total	\$1,369,396.35	\$730,547.00	\$4,888,443.01
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EDA STATE TOURISM AND OUTDOOR RECREATION GRANTS - \$13.56 MILLION

Destination Marketing

Strategic media spending is needed to identify and grow travel markets and segments within the United States. As travel restrictions lift and vaccinations become widely administered, more Americans are ready to travel, often for the first time since the pandemic began. Nevada needs to re-enter media markets as a top consideration for travel planners (who according to research are looking for bold experiences), securing Nevada as an entertainment and adventure destination post-Covid.

Las Vegas Convention and Visitors Authority – \$7 million

Direct grant to LVCVA for domestic and international marketing programs.

Reno Sparks Convention and Visitors Authority – \$1.25 million

Direct grant to RSCVA for domestic marketing programs.

Nevada Division of Tourism (Travel Nevada) – \$1 Million

In-state and domestic marketing programs in support of the Travel Nevada strategic plan.

Rural Marketing Grants – \$760,000

Travel Nevada's rural grant program is a vital source of marketing revenue for small tourism partners throughout the state. With the reduction of the grant budget in the last legislative session, this additional funding would allow for a second cycle of the program and for rural communities to enhance their regional marketing.

Economic Development Planning & Coordination

Destination Development Grants and Facilitation Contract – \$2 million

Destination Development is a long-range, tourism-based community planning program which enables Nevada's rural communities to be more intentional about the way their visitor economies develop over time. Communities that create a Destination Development plan will examine the intrinsic qualities of their destination and build an economic and marketing plan around those strengths. Identifying the key strategies necessary to enhance the visitor experience will inspire economic investment and improve the quality of life for residents.

Adventure Center Site Planning – \$150,000

During the initial stages of the pandemic, many states experienced a surge of outdoor recreation visitors as people sought a healthy, safe travel outlet. Nevada experienced an unprecedented number of first-time outdoor enthusiasts, many of whom were uneducated about safety, best practices, and stewardship of public land. Adventure Centers will be regional activity hubs that express the character of the region through their site placement and architecture. These facilities will welcome visitors and residents with local ambassadors who will provide adventure-seekers with:

- safety and conservation best practices information
- connection to vetted tour guides
- connection to outfitters and appropriate gear
- outdoor activity demonstrations

Thoughtful site planning is needed to identify the ideal communities and locations for these local outdoor recreation economic drivers.

Trail System and Outdoor Recreation Infrastructure Planning/Rehabilitation – \$600,000

Increasingly numerous studies show the major economic impacts and community benefits driven by parks, trails, greenways, and other outdoor recreation infrastructure. However, due to consistently chronic underfunding of parks and outdoor recreation agencies and programs at the federal, state, and local levels, however, deferred maintenance needs have frequently been the only place where limited funds are deployed. These funds will be used to support communities and organizations statewide with a) planning grants and b) rehabilitation grants for shovel-ready projects on trail systems and outdoor recreation infrastructure to help communities advance their efforts to diversify their economies around outdoor recreation assets.

Outdoor Recreation Economic Impact Analysis / Asset Mapping – \$150,000

According to research conducted by the Outdoor Industry Association (OIA) outdoor recreation is responsible for \$788 billion in annual consumer spending and 5.2 million jobs nationwide. Simultaneously, research conducted by the U.S. Department of Commerce Bureau of Economic Analysis Outdoor Recreation Satellite Account indicates that outdoor recreation is responsible for 3.1 percent of Nevada's gross domestic product, representing \$5.5 billion in annual value added. These funds will be used to conduct a statewide economic impact analysis and create an asset map of the economic impacts of outdoor recreation at the local, county, and district level to better understand at a more local level and in more granular detail where these impacts are taking place.

Dark Sky Tourism Market Analysis and Community Planning Toolkit – \$200,000

Nevada's extraordinary dark skies, identified as some of the darkest remaining in the U.S., are key natural assets around which Nevada's rural communities can develop sustainable tourism strategies, extend overnight stays, and expand viewing opportunities and outdoor recreation amenities. These funds will be used to conduct a market analysis of the potential of dark sky tourism, to inventory and map assets linked to dark skies as economic drivers and produce a planning toolkit to support communities seeking to protect and conserve dark skies for their tourism potential.

Tahoe Meadows Managed Recreation Planning – \$150,000

Outdoor recreation in the Lake Tahoe Region draws more than 15 million visitors annually. One of six principal gateways to the Lake Tahoe Region runs through the Tahoe Meadows along State Route 431, known as the Mt. Rose Highway. 10,000+ visitors to this area daily all year-round have contributed to pressing challenges for the popular but problematic recreation area. Funds will be used to create an actionable recreation management plan to improve safety, access, and infrastructure while protecting the increasingly imperiled natural assets of this important recreation area.

Technical Assistance

Adventure NV Mobile App (Asset Mapping) – \$300,000

Nevada has prioritized infrastructure upgrades to bring broadband internet connectivity to remote regions of the state. Along with that technological advancement comes the opportunity to provide streaming geolocation mapping resources to visitors who are wayfinding to outdoor activities. A well-executed mobile application can aid and inform the visitor experience for hiking, biking, climbing, water sports, hot springs, UTVing, stargazing, etc., while providing safety and best practices education.