


1

Goal: Improve the Grant Process



- **Maximize available funding**
- **Increase funding equity among requests**
- **Demonstrate impact & effectiveness**
- **Mission and brand alignment**
- **Promote and support grant projects across Travel Nevada channels**

- **Five-year analysis from 2018-2022**
 - 10 grant cycles
 - Two years pre-COVID
 - Includes CRF funding
 - Does not include Projects Related to Tourism
- **7 Geographic areas**
 - Cowboy Country
 - Indian Territory
 - Las Vegas
 - Pony Express Territory
 - Nevada Silver Trails
 - Reno-Tahoe Territory
 - Statewide
- **Subcategories**
 - Territories as an organization
 - Rest of the territory

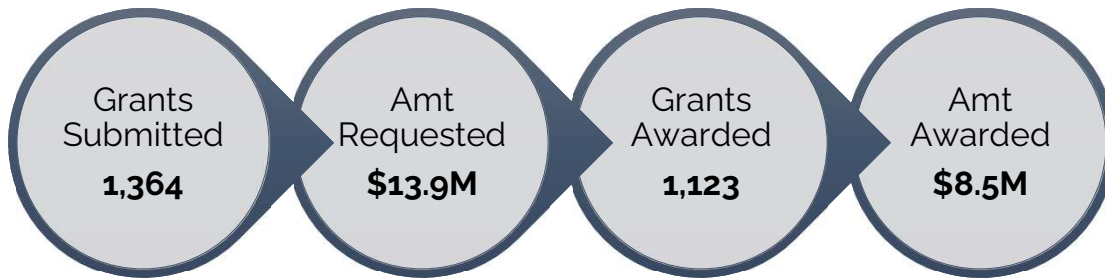
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Travel Nevada Total Grant Applications 2018-2022



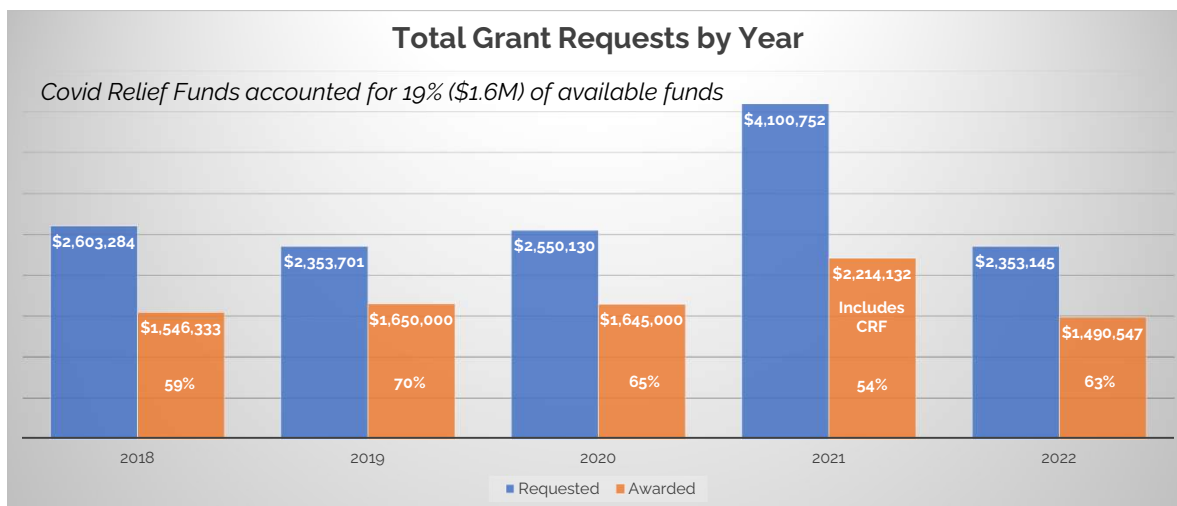
- An average of 270 grant requests a year
- Requests ranged anywhere from \$300 up to \$253,000
- 82% of all grants submitted were awarded full or partial funding



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Grant Requests by Year 2018-2022



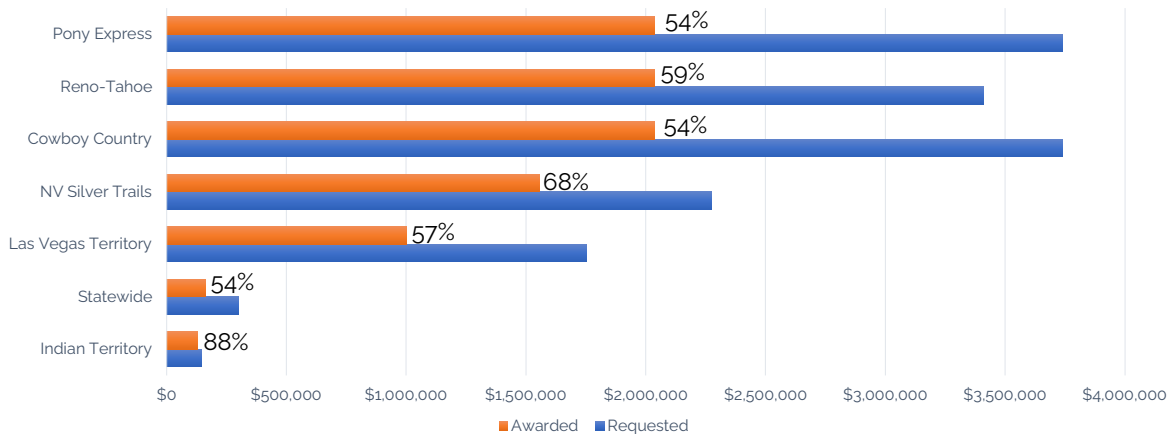
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Grants by Territory 2018-2022



Grant Approval Rate by Territory



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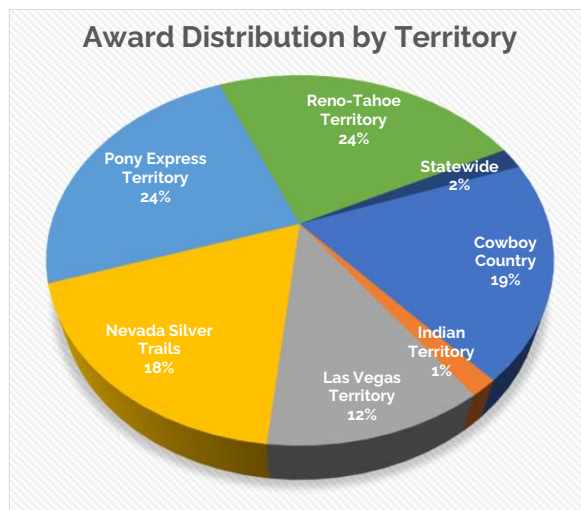
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Award Distribution by Territory (Region)



Territory	Awarded
Indian Territory	\$129,500
Statewide	\$160,650
Las Vegas Territory	\$1,000,284
NV Silver Trails	\$1,555,712
Cowboy Country	\$1,627,485
Reno-Tahoe	\$2,035,025
Pony Express	\$2,037,356
TOTAL	\$8,546,012

Reno-Tahoe and Pony Express received nearly half of the grant awards in the last 5 years



6

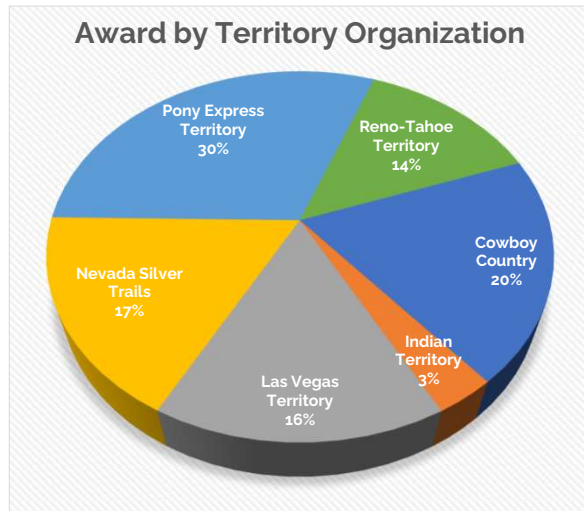
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Award Distribution by Territory (Organization)



Territory Organization	Awarded
Indian Territory	\$105,300
Reno-Tahoe	\$442,953
Las Vegas Territory	\$506,023
NV Silver Trails	\$563,650
Cowboy Country	\$631,610
Pony Express	\$987,224
TOTAL	\$3,236,760

Territory organizations combined received 38% of all grant awards in the last 5 years



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Grants by Organization Type



Organization Type	CCT	LVT	NIT	NST	PET	RTT	TOTAL
DMOs & Chambers*	9	7	1	11	9	10	47
Arts & Events	7	1	0	2	6	9	25
Museums & History	4	1	0	7	7	8	27
Outdoor Recreation	3	1	0	1	4	5	14
TOTAL	23	10	1	21	26	32	113

*Does not include the Territory Organizations

- *Reno-Tahoe and Pony Express Territories received the most grant awards which were spread out across the most diverse group of organizations*
- *Outdoor Recreation represented 12% of all organization applications, despite being a prominent activity in across the state*

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CRF Funding by Territory



Territory	Total Awarded	CRF Award	% CRF
Indian Territory	\$129,500	\$0	0%
Statewide	\$160,650	\$0	0%
Las Vegas Territory	\$1,000,284	\$256,415	26%
NV Silver Trails	\$1,555,712	\$371,367	24%
Cowboy Country	\$1,627,485	\$241,410	15%
Reno-Tahoe	\$2,035,025	\$443,922	22%
Pony Express	\$2,037,356	\$322,826	16%
TOTAL	\$8,546,012	\$1,635,940	19%

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Top 10 Awardees



Territory	Organization	Award Total
Reno-Tahoe Territory	Carson City Culture & Tourism Authority	\$ 263,902
Reno-Tahoe Territory	Carson Valley Visitors Authority	\$ 259,900
Reno-Tahoe Territory	Lake Tahoe Visitors Authority	\$ 240,612
Pony Express Territory	White Pine Tourism & Recreation	\$ 234,019
Reno-Tahoe Territory	Virginia City Tourism Commission	\$ 224,000
Pony Express Territory	Fallon Convention & Tourism Authority	\$ 220,250
Cowboy Country Territory	Elko CVA	\$ 211,125
Cowboy Country Territory	City of West Wendover	\$ 202,150
Nevada Silver Trails Territory	Town of Pahrump	\$ 196,582
Nevada Silver Trails Territory	Lincoln County (LCAT)	\$ 186,617

*The top 10 awardees received a collective \$2.24M, accounting for 26% of all grant awards
(Does not include Territory Organizations)*

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Organizational Considerations



Organization Type	Budget Size	# of Staff	Alignment
<ul style="list-style-type: none"> DMOs <ul style="list-style-type: none"> Territory County City/Town Chamber hybrid Main Streets Museums Arts Events 	<ul style="list-style-type: none"> Under \$50K \$50-99K \$100-499K \$500-1M Over \$1MM 	<ul style="list-style-type: none"> Full Time employees Part Time employees Volunteers 	<ul style="list-style-type: none"> Org mission and goals Travel Nevada pillars <ul style="list-style-type: none"> Arts & Culture Outdoor Recreation Museums & History

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Program Analysis



Category	Medium	Reach	Request Size
<ul style="list-style-type: none"> Admin Signature Events Advertising Merchandise Tradeshows & Missions Research & planning Assets 	<ul style="list-style-type: none"> TV Print Digital/display Social Website Radio Out of Home PR/media Travel trade Video Photos 	<ul style="list-style-type: none"> In-state <ul style="list-style-type: none"> DYN Out-of-state <ul style="list-style-type: none"> Neighbor states Neighbors of neighbors Long haul International 	<ul style="list-style-type: none"> Less than \$10K \$10K-50K More than \$50K

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Nevada's Indian Territory

FY 2018-2022

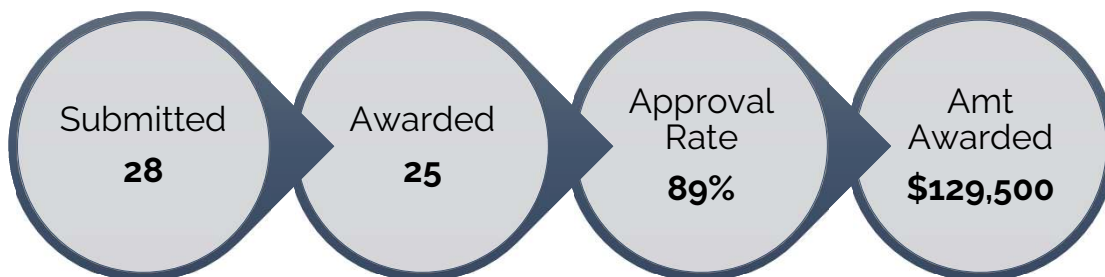
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NIT Total Grant Applications 2018-2022

- 89% of all IT grant applications submitted were awarded full or partial funding
- IT received 1% of total grant funding



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Nevada's Indian Territory Grants 2018-2022



Grant Applications

Total Grants
28

Grants Awarded
25

Grants Denied
3

Grant Requests

Total Grant Requests
\$146,250

Request range
\$2,400-12,000

Avg # of Request per year
6

15

15

Nevada's Indian Territory Grant Awards 2018-2022



Grants Awarded
25

Smallest Award
\$1000

Total Amount Request
\$131,200

Largest Award
\$12,000

Total Amount Awarded
\$129,500

Approval Rate
99%

16

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Nevada's Indian Territory 2018-2022

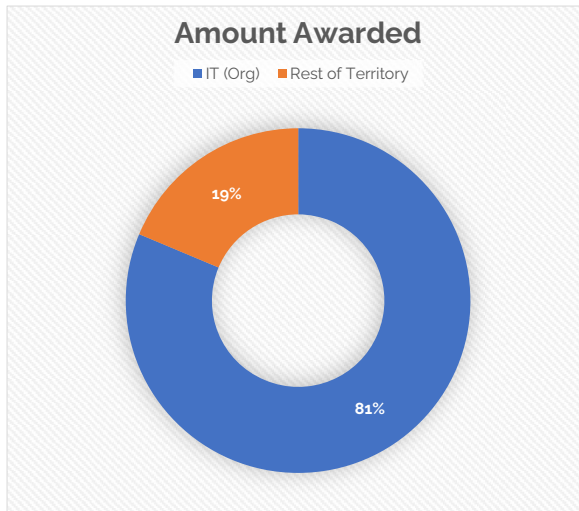


25 Grants Awarded

- 21 IT (Org)
- 4 Rest of IT

\$129,500 Awarded

- \$105,300 (Org)
- \$24,200 Rest of IT



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Nevada's Indian Territory 2018-2022



5 Year Total

25 Grants Awarded

- 21 (Org)
- 4 Rest of IT

\$129,500 Awarded

- \$105,300 (Org)
- \$24,200 Rest of IT

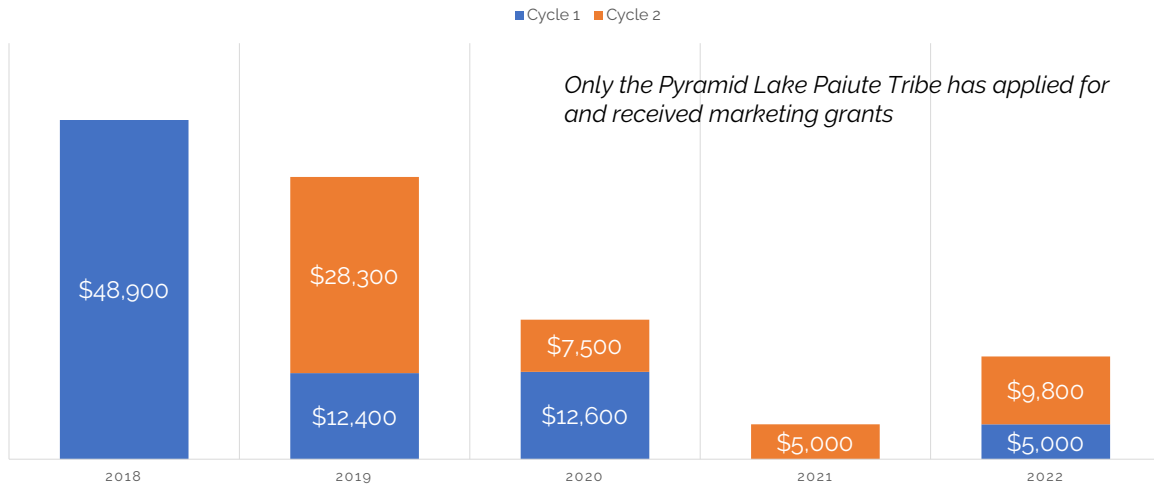
CRF Awards

0 Grant Submissions

18

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Nevada's Indian Territory Awards by Cycle



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Las Vegas Territory

FY 2018-2022

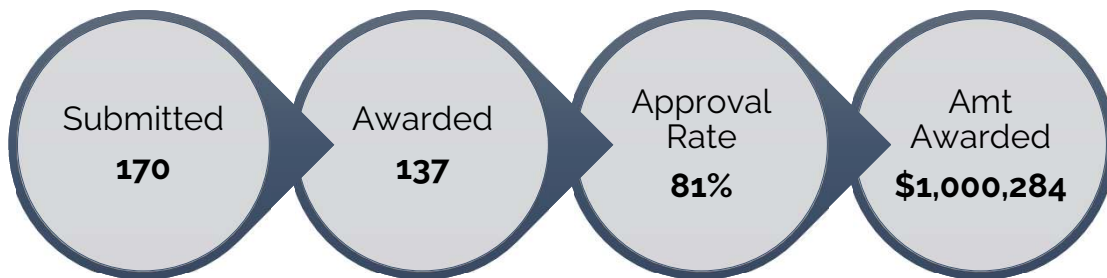
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LVT Total Grant Applications 2018-2022



- 81% of all LVT grant applications submitted were awarded full or partial funding
- LVT received 12% of total grant funding



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Las Vegas Territory Grants 2018-2022



Grant Applications

Total Grants
170

Grants Awarded
137

Grants Denied
33

Grant Requests

Total Grant Requests
\$1.75M

Request range
\$775-90,500

Avg # of Request per year
34

22

22

Las Vegas Territory Grant Awards 2018-2022



Grants
Awarded

137

Smallest
Award

\$900

Total
Amount
Request

\$1,395,923

Largest
Award

\$42,850

Total
Amount
Awarded

\$1,000,284

Approval
Rate

72%

23

23

Las Vegas Territory 2018-2022



137 Grants Awarded

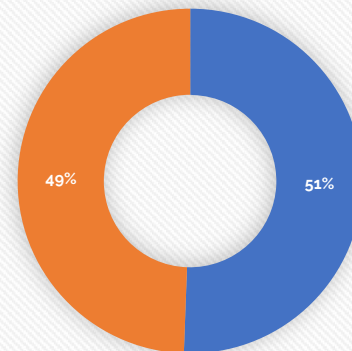
- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT

Amount Awarded

■ LVT (Org) ■ Rest of Territory



24

24

Las Vegas Territory 2018-2022



5 Year Total

137 Grants Awarded

- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT

CRF Awards

19 Grant Submissions

- 6 LVT (Org)
- 13 Rest of LVT

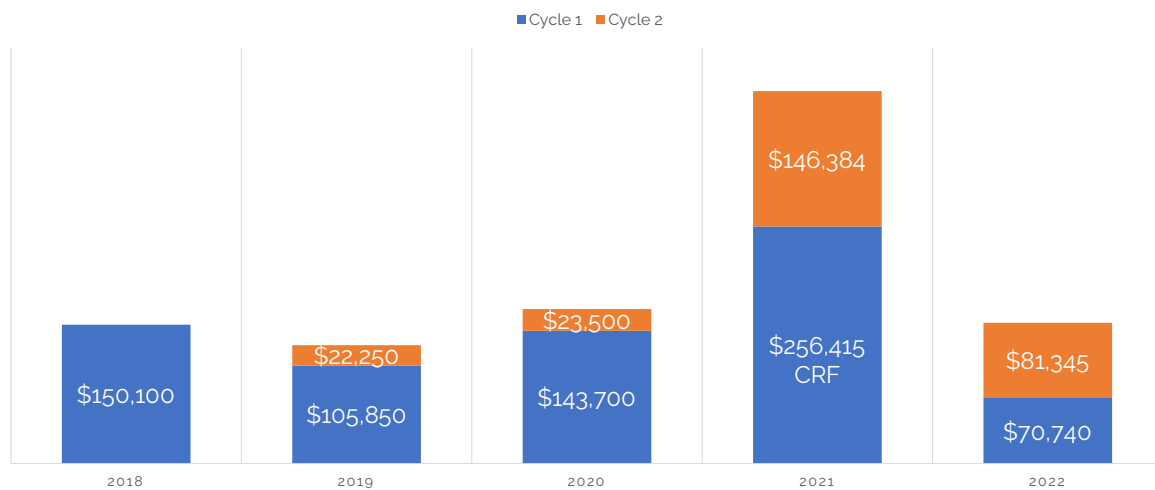
\$256,415 Awarded (26% of total)

- \$125,050 LVT (Org)
- \$131,365 Rest of LVT

25

25

Las Vegas Territory Awards by Cycle



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Las Vegas Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Boulder City Chamber of Commerce • City of Mesquite • Destination Services Association (DSA) • Laughlin Tourism Commission • Mesquite Chamber • Moapa Valley Chamber • Moapa Valley Revitalization Project 	<ul style="list-style-type: none"> • Dam Short Film Society 	<ul style="list-style-type: none"> • Friends of Gold Butte 	<ul style="list-style-type: none"> • Outside Las Vegas Foundation

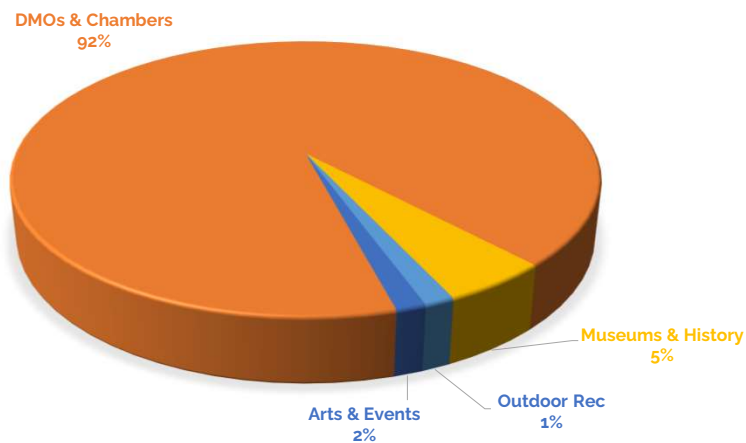
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Las Vegas Territory 2018-2022



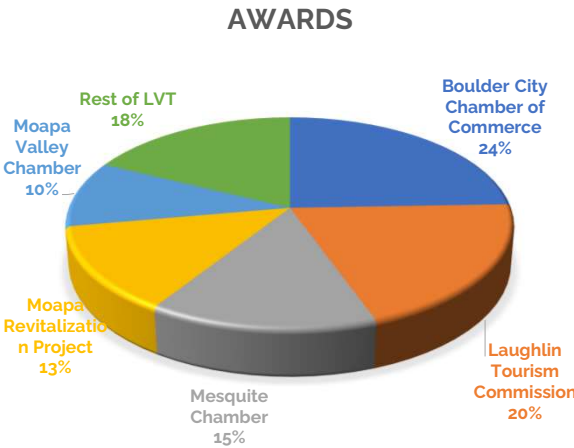
GRANTS BY CATEGORY



28

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Las Vegas Territory Top 5 Awardees



Top 5 Awardees	Award
Boulder City Chamber of Commerce	\$120,859
Laughlin Tourism Commission	\$99,150
Mesquite Chamber	\$71,910
Moapa Revitalization Project	\$65,000
Moapa Valley Chamber	\$50,000
Total Top 5	\$406,919
All other Orgs	\$87,372

*Does not include LVT (Org)

Nevada Silver Trails Territory

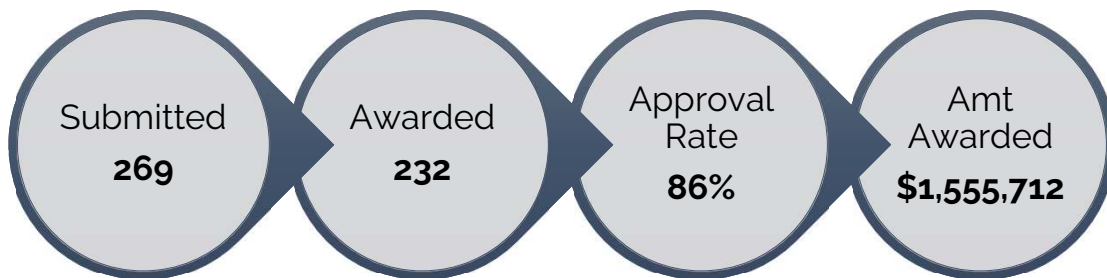
FY 2018-2022



NST Total Grant Applications 2018-2022



- 86% of all NST grants submitted were awarded full or partial funding
- NST received 18% of total grant funding



31

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Nevada Silver Trails Territory Grants 2018-2022



Grant Applications

Total Grants
269

Grants Awarded
232

Grants Denied
37

Grant Requests

Total Grant Requests
\$2.28M

Request range
\$395-79,650

Avg # of requests a year
54

32

32

Nevada Silver Trails Grant Awards 2018-2022



Grants
Awarded

232

Smallest
Award

\$395

Total
Amount
Request

\$1,938,923

Largest
Award

\$62,300

Total
Amount
Awarded

\$1,555,712

Approval
Rate

80%

33

33

Nevada Silver Trails Territory 2018-2022



232 Grants Awarded

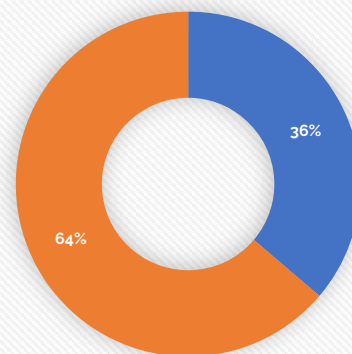
- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST

Amount Awarded

■ NST (Org) ■ Rest of Territory



34

34

Nevada Silver Trails Territory 2018-2022



5 Year Total

232 Grants Awarded

- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST

CRF Awards

31 Grant Submissions

- 4 NST (Org)
- 27 Rest of NST

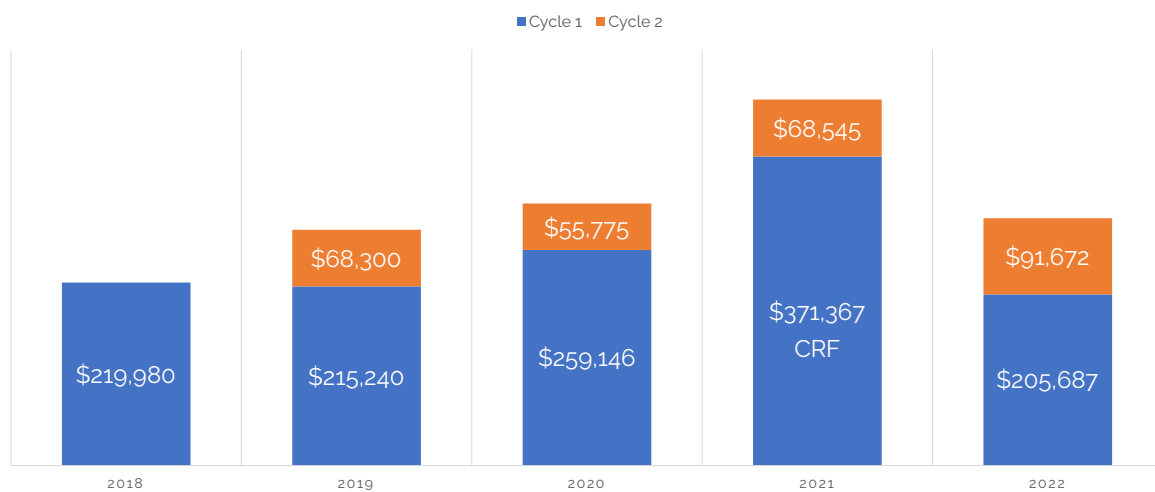
\$371,367 Awarded (24% of total)

- \$86,200 NST (Org)
- \$285,167 Rest of NST

35

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Nevada Silver Trails Territory Awards by Cycle

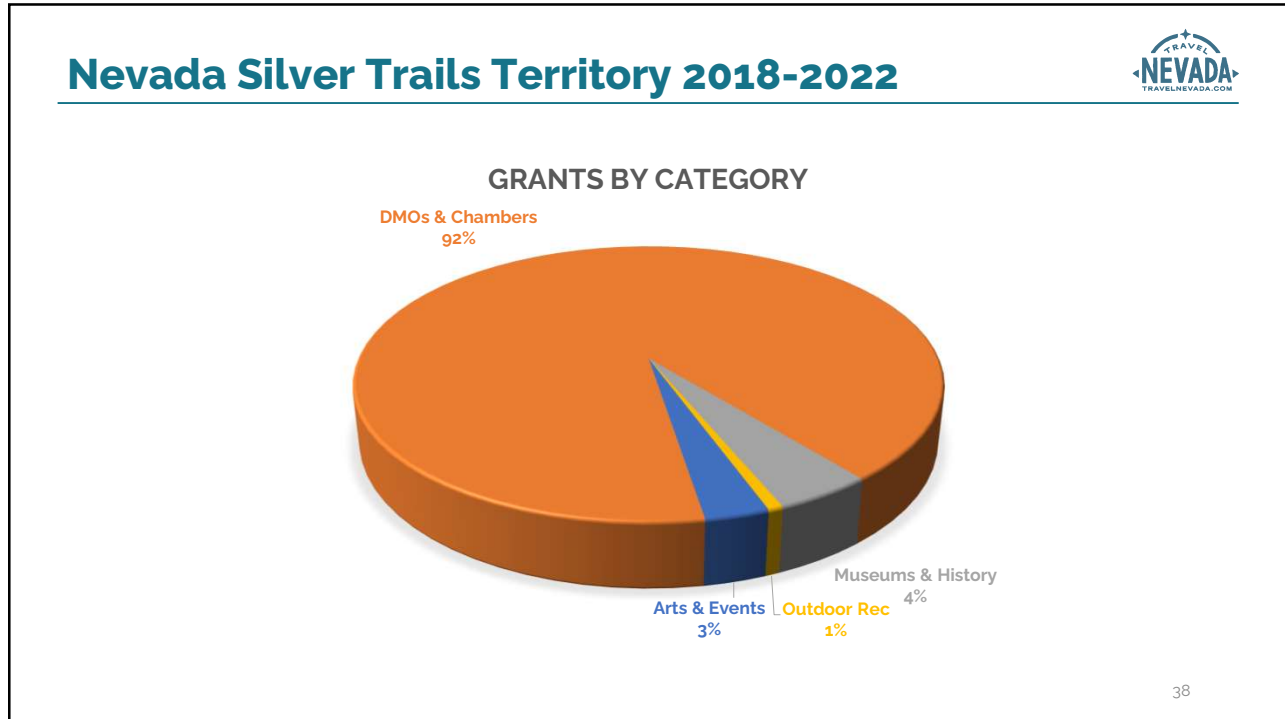


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Nevada Silver Trails Territory Grants Supported			
DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Beatty Chamber of Commerce • Boys & Girls Club of Mason Valley • Esmeralda County • Goldfield Chamber of Commerce • Lincoln Communities Action Team • Mineral Co. Convention & Tourism • Pioche Chamber • Tonopah Main Street • Town of Beatty • Town of Pahrump • Town of Tonopah 	<ul style="list-style-type: none"> • Lyon C. Fair Board & Silver State Youth Livestock Show • Yerington Theatre for the Arts 	<ul style="list-style-type: none"> • Beatty Museum & Historical Society • Central Nevada Historical Society • Friends of Gem Theatre • Goldfield Historical Society • Goldwell Open Air Museum • Mineral County Museum • Tonopah Historic Mining Park Foundation 	<ul style="list-style-type: none"> • 911 Memorial Mountain Grant Challenge

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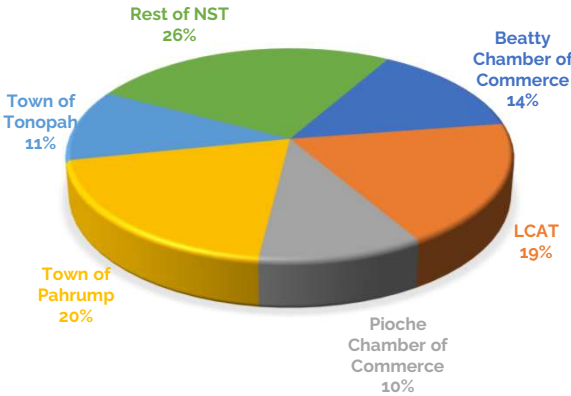


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Nevada Silver Trails Territory Top 5 Awardees



AWARDS



Top 5 Awardees	Award
Town of Pahrump	\$196,582
Lincoln County (LCAT)	\$186,617
Beatty Chamber of Commerce	\$141,883
Town of Tonopah	\$108,876
Pioche Chamber of Commerce	\$104,360
Total Top 5	\$738,318
All other Orgs	\$253,744

*Does not include NST (Org)



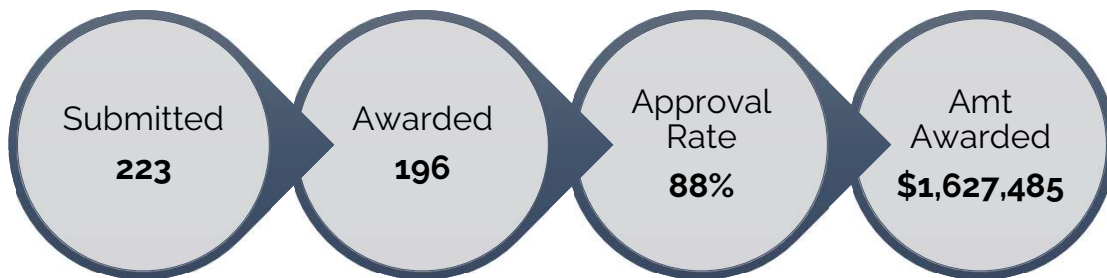
Cowboy Country Territory

FY 2018-2022

CCT Total Grant Applications 2018-2022



- 88% of all CCT grant applications submitted were awarded full or partial funding
- CCT received 19% of total grant funding



41

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Cowboy Country Territory Grants 2018-2022



Grant Applications

Total Grants
223

Grants Awarded
196

Grants Denied
27

Grant Requests

Total Grant Requests
\$2.34M

Request range
\$300-75,000

Avg # of Request per year
45

42

42

Cowboy Country Territory Grant Awards 2018-2022

Grants
Awarded

196

Smallest
Award

\$900

Total
Amount
Request

\$2,021,684

Largest
Award

\$75,000

Total
Amount
Awarded

\$1,627,485

Approval
Rate

81%

43

43

Cowboy Country Territory 2018-2022

196 Grants Awarded

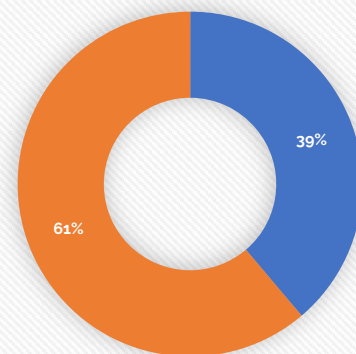
- 50 CCT (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

Amount Awarded

■ CCT (Org) ■ Rest of Territory



44

44

Cowboy Country Territory 2018-2022



5 Year Total

196 Grants Awarded

- 50 (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

CRF Awards

13 Grant Submissions

- 4 CCT (Org)
- 9 Rest of CCT

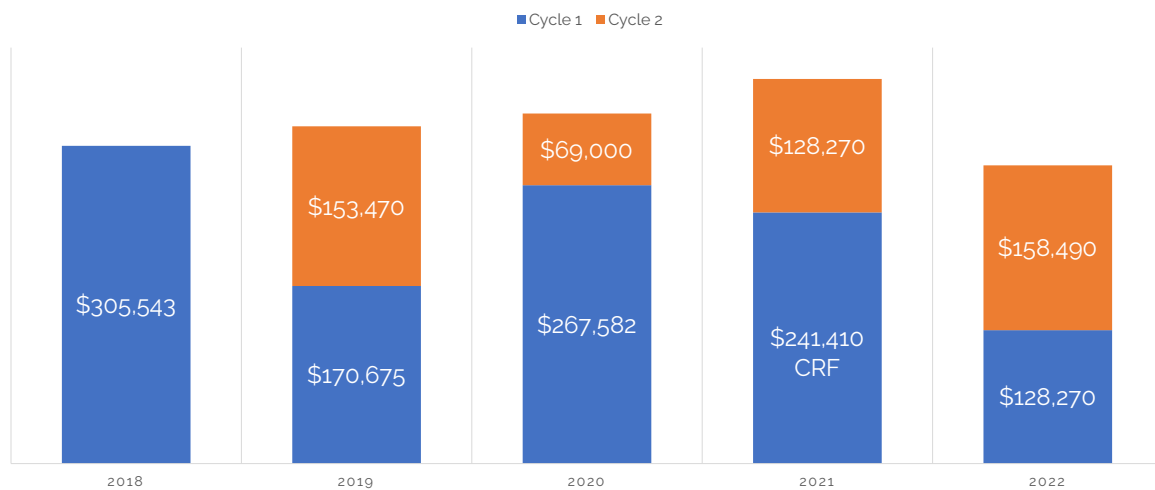
\$241,410 Awarded (15% of total)

- \$112,180 CCT (Org)
- \$129,230 Rest of CCT

45

45

Cowboy Country Territory Awards by Cycle



46

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Cowboy Country Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Battle Mountain Chamber of Commerce • City of Carlin • City of West Wendover • Elko CVA • Lander County CVA • Pershing County Chamber of Commerce • Town of Jackpot • Wells Chamber of Commerce • Winnemucca CVA 	<ul style="list-style-type: none"> • Cowboy Arts & Gear Museum • Elko Desert Sunrise Community Foundation • Friends of The Farm Inc. • High Desert Cruisers • Northern NV Autism Network • Rides & Rods, Inc. • Silver State Stampede Association 	<ul style="list-style-type: none"> • Marzen House Museum • National Historic CA Emigrant Trail Foundation • North Central NV Historical Society - Humboldt Museum • Western Folklife Center 	<ul style="list-style-type: none"> • Friends of Black Rock High Rock • Safe Haven Wildlife Sanctuary • Trail Center Foundation

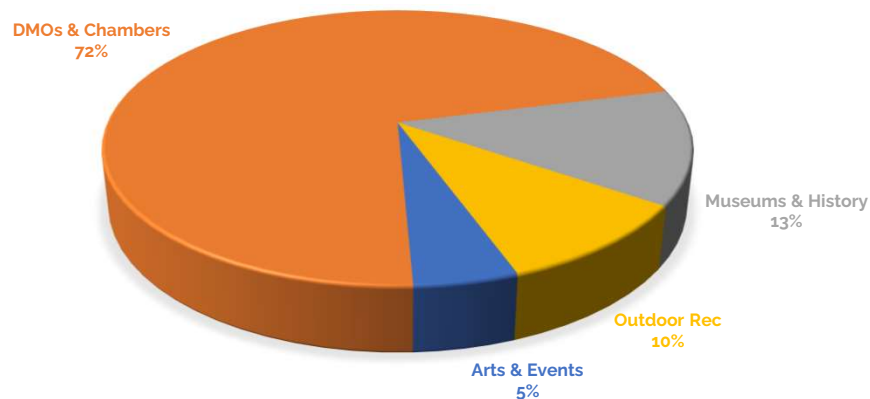
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Cowboy Country Territory 2018-2022



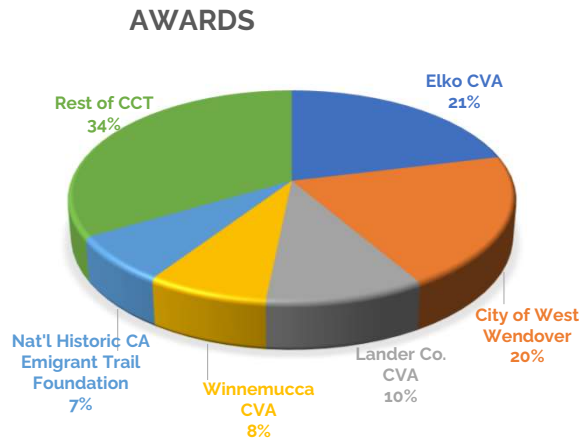
GRANTS BY CATEGORY



48

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Cowboy Country Territory Top 5 Awardees



Top 5 Awardees	Award
Elko CVA	\$211,125
City of West Wendover	\$202,150
Lander Co. CVA	\$100,796
Winnemucca CVA	\$77,480
Nat'l Historic CA Emigrant Trail Foundation	\$71,498
Total Top 5	\$663,049
All other Orgs	\$332,826

**Does not include CCT (Org)*

49

49



Reno-Tahoe Territory

FY 2018-2022

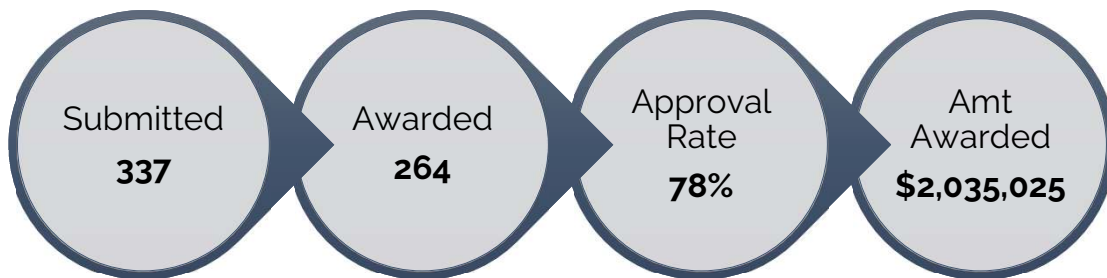
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50

RTT Total Grant Applications 2018-2022



- 78% of all RTT grants submitted were awarded full or partial funding
- RTT received 24% of total grant funding



51

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Reno-Tahoe Territory Grants 2018-2022



Grant Applications

Total Grants
337

Grants Awarded
264

Grants Denied
73

Grant Requests

Total Grant Request
\$3.40M

Request range
\$800-100,000

Avg # of requests a year
53

52

52

Reno-Tahoe Grant Awards 2018-2022



Grants
Awarded

264

Smallest
Award

\$750

Total
Amount
Request

\$2,683,958

Largest
Award

\$50,000

Total
Amount
Awarded

\$2,035,025

Approval
Rate

76%

53

53

Reno-Tahoe Territory 2018-2022



264 Grants Awarded

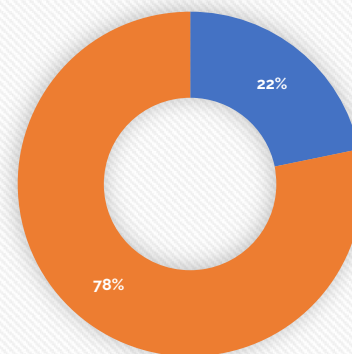
- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

Amount Awarded

■ RTT (Org) ■ Rest of Territory



54

54

Reno-Tahoe Territory 2018-2022



5 Year Total

264 Grants Awarded

- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

CRF Awards

34 Grant Submissions

- 3 RTT (Org)
- 31 Rest of RTT

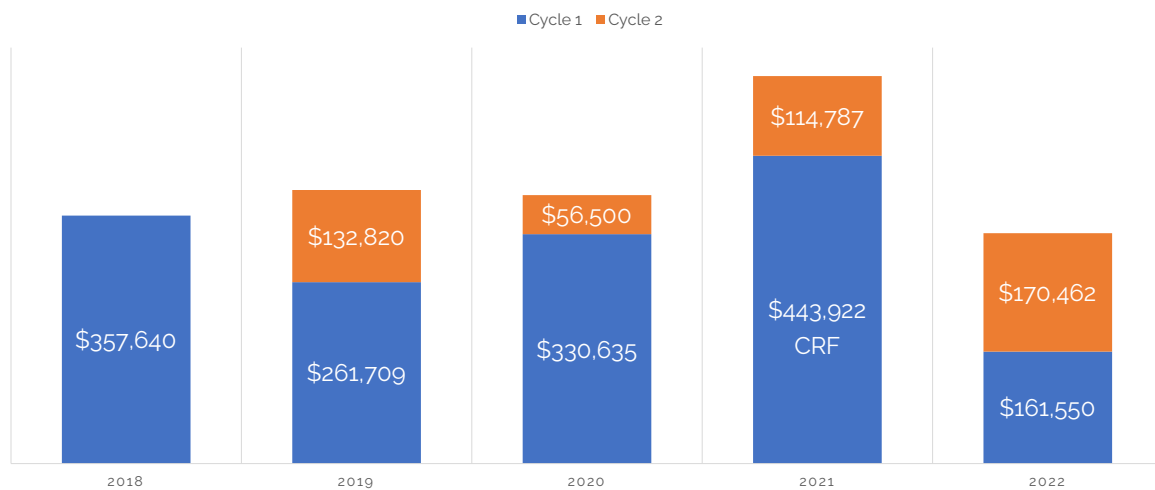
\$443,922 Awarded (22% of total)

- \$86,603 RTT (Org)
- \$357,319 Rest of RTT

55

55

Reno-Tahoe Territory Awards by Cycle



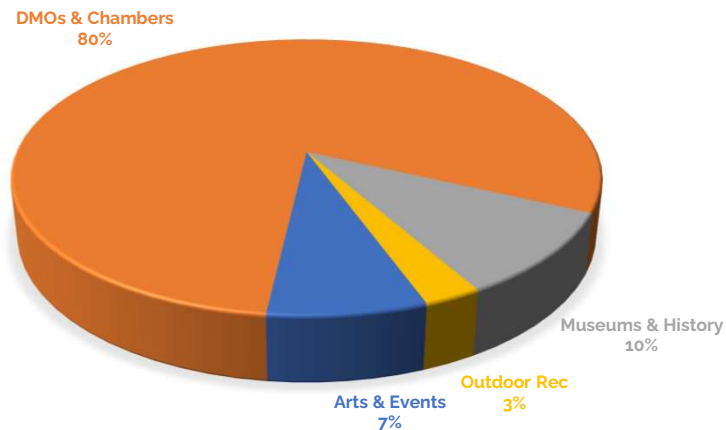
56

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Reno-Tahoe Territory 2018-2022



GRANTS BY CATEGORY



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Reno-Tahoe Territory Grants Supported

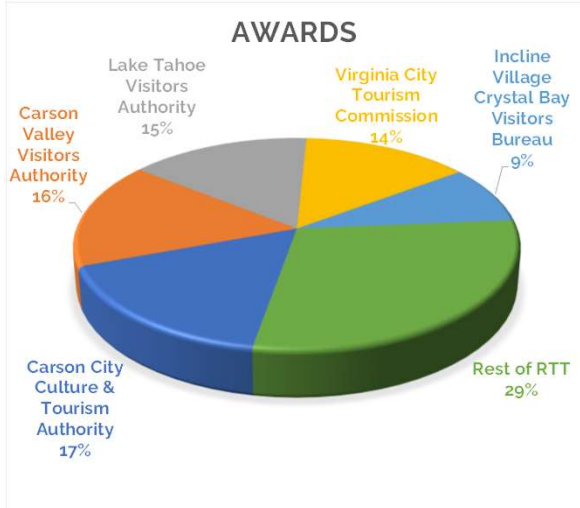


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Carson City Culture & Tourism Authority • Carson Valley Visitors Authority • Incline Community Business Assoc. • Incline Village Crystal Bay Visitors Bureau • Lake Tahoe Visitors Authority • Main Street Gardnerville • Tahoe Douglas Visitors Authority • Rotary Club of Reno Sunrise • Town of Genoa • Virginia City Tourism Commission 	<ul style="list-style-type: none"> • Brewery Arts Center • Carson City Symphony Assoc. • Carson Valley Arts Council • Classical Tahoe • Lake Tahoe Shakespeare Festival • Mile High Jazz Band Assoc. • Nevada Day Inc. • Piper's Opera House • Wild Horse Children's Theatre 	<ul style="list-style-type: none"> • Comstock Civil War Reenactors • Comstock Foundation for History & Culture • Douglas Co. Historical Society • Friends of Dangberg Home Ranch • Friends of Nevada State Railroad • Historic 4th Ward School Foundation • Northern Nevada Railroad Foundation • Thunderbird Lodge Preservation Society 	<ul style="list-style-type: none"> • 6237 Adventurers • Alta Alpina Cycling Club • Athletes United/Epic Tahoe Adventures • Lake Tahoe Bicycle Coalition • Team Tahoe

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Reno-Tahoe Territory Top 5 Awardees



Top 5 Awardees*	Award
Carson City Culture & Tourism Authority	\$263,902
Carson Valley Visitors Authority	\$259,900
Lake Tahoe Visitors Authority	\$240,612
Virginia City Tourism Commission	\$224,000
Incline Village Crystal Bay Visitors Bureau	\$140,500
Total Top 5	\$1,128,914
All other Orgs	\$463,158

*Does not include RTT (Org)

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Pony Express Territory

FY 2018-2022

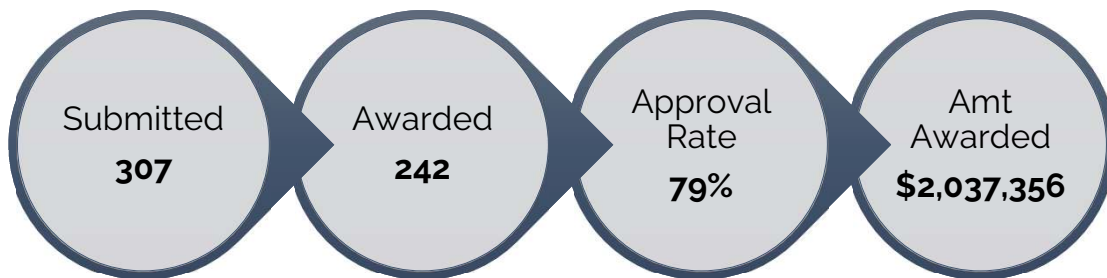
60

60

PET Total Grant Applications 2018-2022



- 79% of all PET grants submitted were awarded full or partial funding
- PET received 24% of total grant funding



61

61

Pony Express Territory Grants 2018-2022



Grant Applications

Total Grants
307

Grants Awarded
242

Grants Denied
65

Grant Requests

Total Grant Requests
\$3.74M

Request range
\$426-253,000

Avg # of requests a year
61

62

62

Pony Express Grant Awards 2018-2022



Grants
Awarded

242

Smallest
Award

\$426

Total
Amount
Request

\$2,808,011

Largest
Award

\$47,371

Total
Amount
Awarded

\$2,037,356

Approval
Rate

73%

63

63

Pony Express Territory 2018-2022



242 Grants Awarded

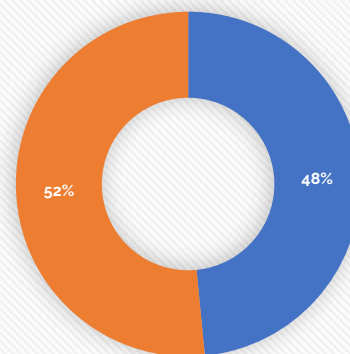
- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

Amount Awarded

■ PET (Org) ■ Rest of Territory



64

64

Pony Express Territory 2018-2022



5 Year Total

242 Grants Awarded

- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

CRF Awards

21 Grant Submissions

- 5 PET (Org)
- 16 Rest of PET

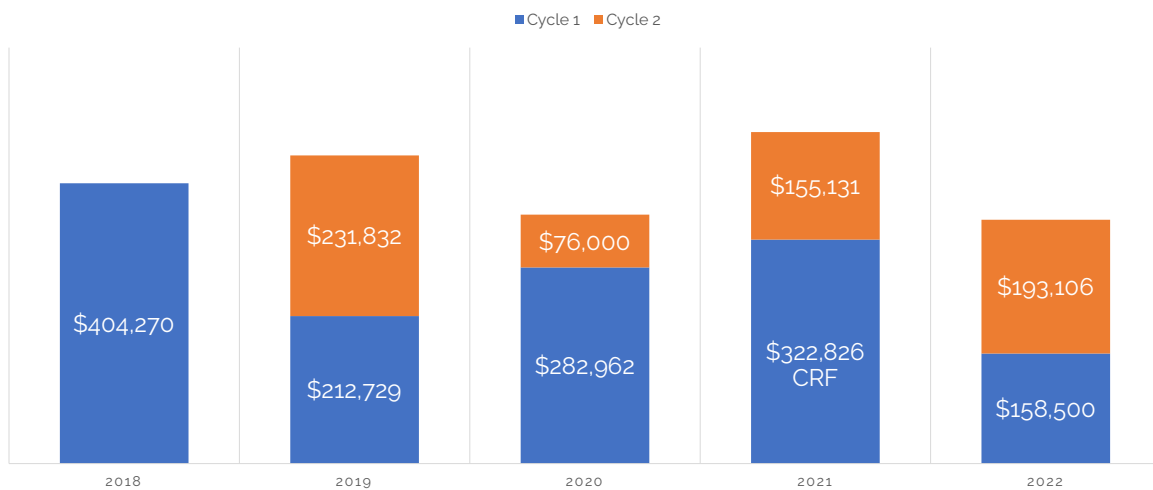
\$322,826 Awarded (16% of total)

- \$130,796 PET (Org)
- \$192,030 Rest of PET

65

65

Pony Express Territory Awards by Cycle



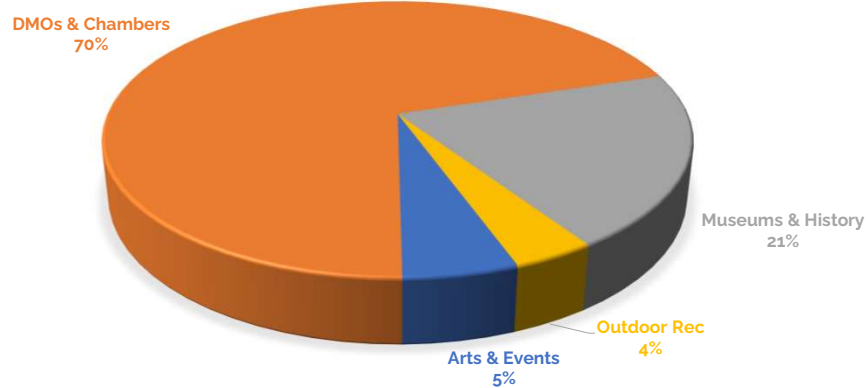
66

66

Pony Express Territory 2018-2022



GRANTS BY CATEGORY



67

67

Pony Express Territory Grants Supported

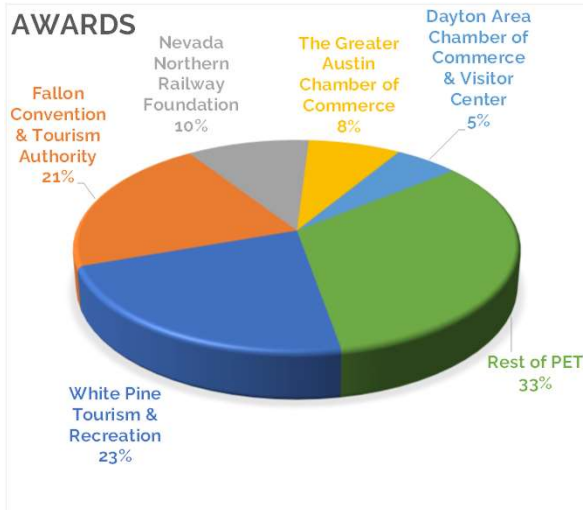


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • City of Ely • Dayton Chamber of Commerce • Eureka Business Network • Eureka County Econ Development • Fallon Convention & Tourism Authority • The Greater Austin Chamber of Commerce • White Pine Chamber of Commerce • White Pine County Tourism & Recreation • White Pine Main Street Association 	<ul style="list-style-type: none"> • Churchill Arts Council • Dayton Valley Days • Silver State Classic Challenge, Inc • Western Spirit Foundation • White Pine County Agricultural District 13 • White Pine Rodders 	<ul style="list-style-type: none"> • Austin Historical Society • Churchill County Museum • Dayton Preservation Committee • Eureka Restoration Enterprise • Historical Society of Dayton Valley • NV Northern Railway Foundation • White Pine Public Museums 	<ul style="list-style-type: none"> • Great Basin Bird Observatory • Great Basin Heritage Area Partnership • Great Basin National Park Foundation • Motor Sports Safety, Inc

68

68

Pony Express Territory Top 5 Awardees



Top 5 Awardees*	Award
White Pine Tourism & Recreation	\$234,019
Fallon Convention & Tourism Authority	\$220,250
Nevada Northern Railway Foundation	\$106,750
The Greater Austin Chamber of Commerce	\$80,787
Dayton Area Chamber of Commerce & Visitor Center	\$56,303
Total Top 5	\$698,109
All other Orgs	\$345,423

*Does not include PET (Org)

69

69

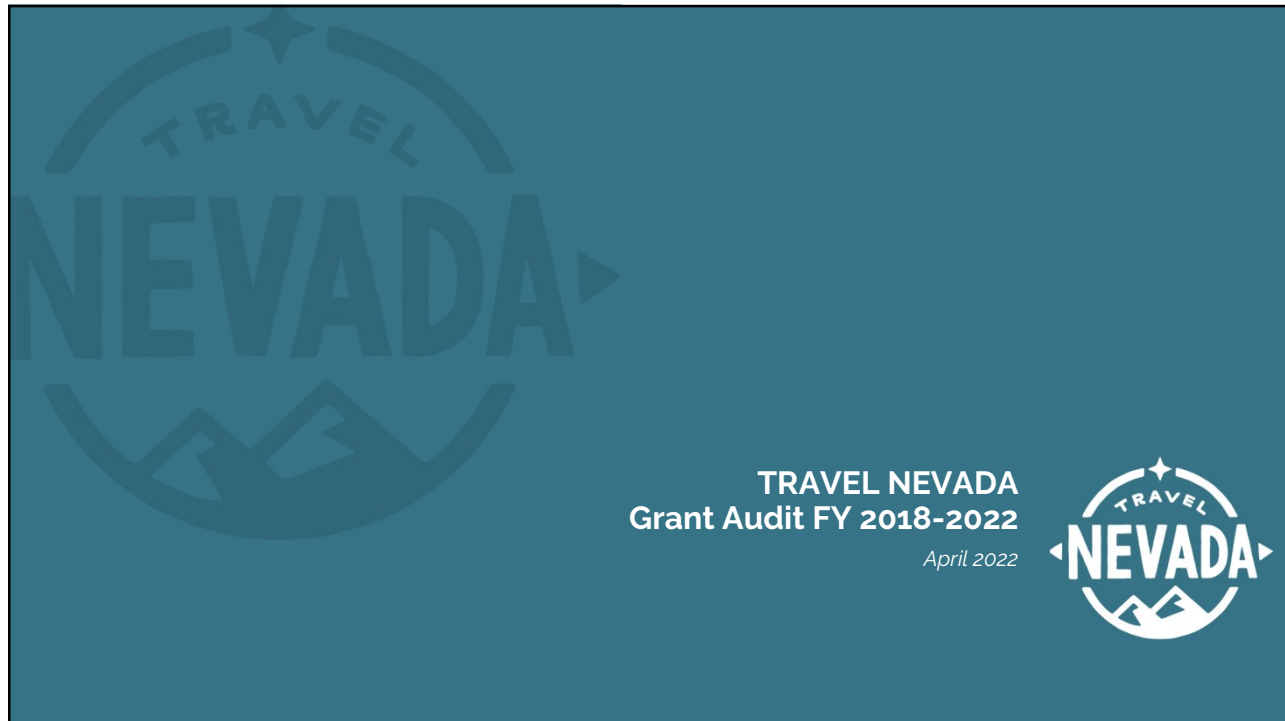


Questions?

aeckert@travelnevada.com


70

70



1

Goal: Improve the Grant Process



- **Maximize available funding**
- **Increase funding equity among requests**
- **Demonstrate impact & effectiveness**
- **Mission and brand alignment**
- **Promote and support grant projects across Travel Nevada channels**

- **Five-year analysis from 2018-2022**
 - 10 grant cycles
 - Two years pre-COVID
 - Includes CRF funding
 - Does not include Projects Related to Tourism
- **7 Geographic areas**
 - Cowboy Country
 - Indian Territory
 - Las Vegas
 - Pony Express Territory
 - Nevada Silver Trails
 - Reno-Tahoe Territory
 - Statewide
- **Subcategories**
 - Territories as an organization
 - Rest of the territory

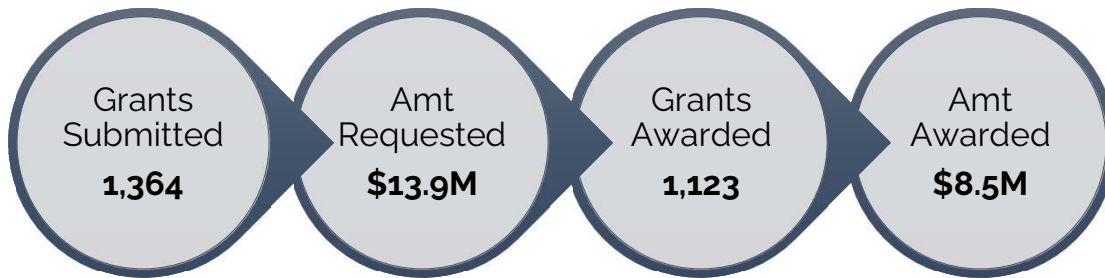
2

2

Travel Nevada Total Grant Applications 2018-2022



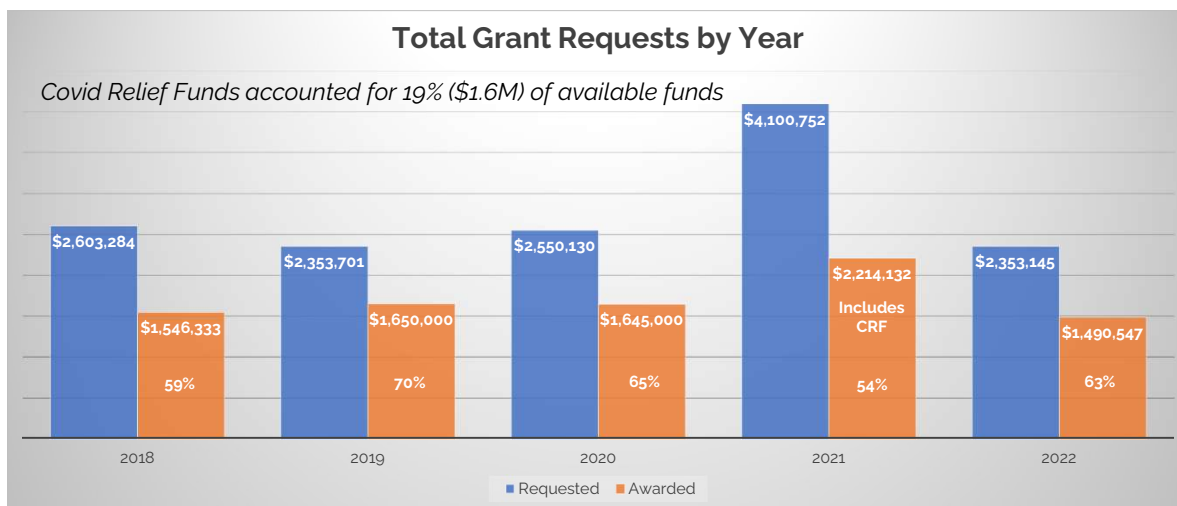
- An average of 270 grant requests a year
- Requests ranged anywhere from \$300 up to \$253,000
- 82% of all grants submitted were awarded full or partial funding



3

3

Grant Requests by Year 2018-2022



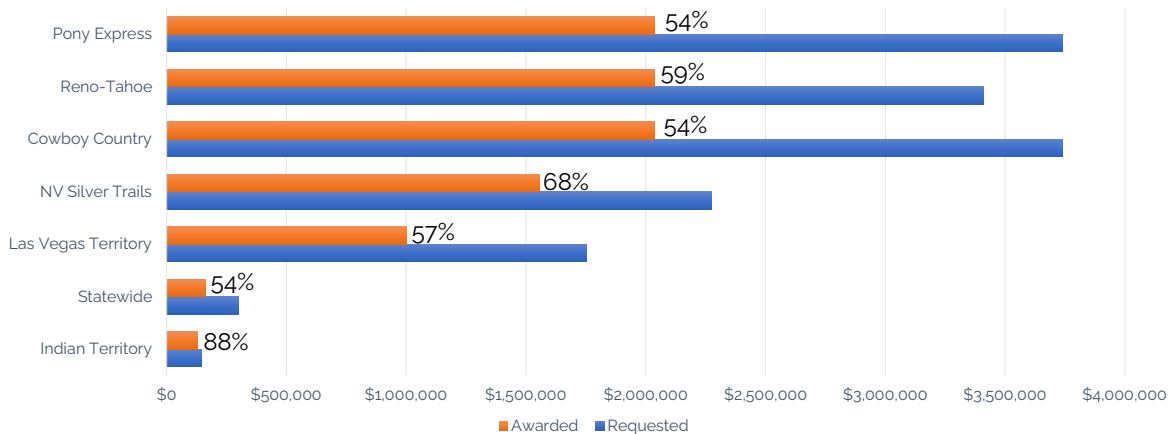
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Grants by Territory 2018-2022



Grant Approval Rate by Territory



5

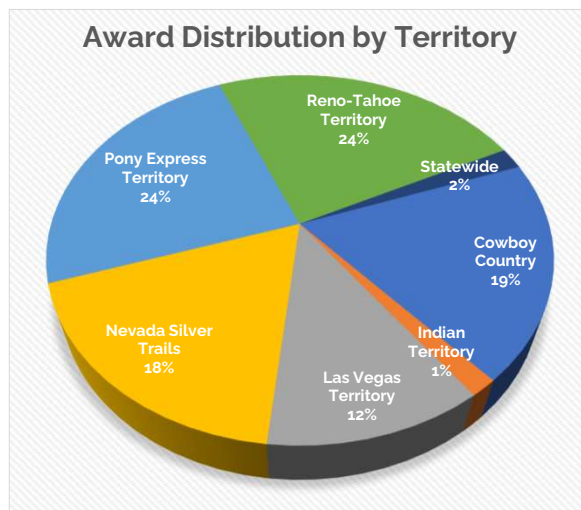
5

Award Distribution by Territory (Region)



Territory	Awarded
Indian Territory	\$129,500
Statewide	\$160,650
Las Vegas Territory	\$1,000,284
NV Silver Trails	\$1,555,712
Cowboy Country	\$1,627,485
Reno-Tahoe	\$2,035,025
Pony Express	\$2,037,356
TOTAL	\$8,546,012

Reno-Tahoe and Pony Express received nearly half of the grant awards in the last 5 years



6

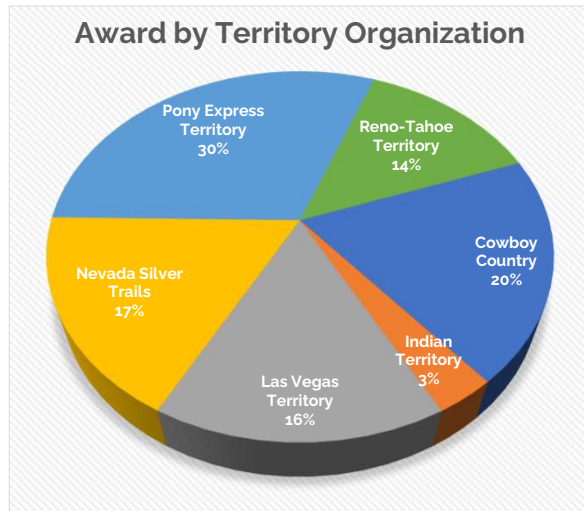
6

Award Distribution by Territory (Organization)



Territory Organization	Awarded
Indian Territory	\$105,300
Reno-Tahoe	\$442,953
Las Vegas Territory	\$506,023
NV Silver Trails	\$563,650
Cowboy Country	\$631,610
Pony Express	\$987,224
TOTAL	\$3,236,760

Territory organizations combined received 38% of all grant awards in the last 5 years



7

7

Grants by Organization Type



Organization Type	CCT	LVT	NIT	NST	PET	RTT	TOTAL
DMOs & Chambers*	9	7	1	11	9	10	47
Arts & Events	7	1	0	2	6	9	25
Museums & History	4	1	0	7	7	8	27
Outdoor Recreation	3	1	0	1	4	5	14
TOTAL	23	10	1	21	26	32	113

*Does not include the Territory Organizations

- *Reno-Tahoe and Pony Express Territories received the most grant awards which were spread out across the most diverse group of organizations*
- *Outdoor Recreation represented 12% of all organization applications, despite being a prominent activity in across the state*

8

8

CRF Funding by Territory



Territory	Total Awarded	CRF Award	% CRF
Indian Territory	\$129,500	\$0	0%
Statewide	\$160,650	\$0	0%
Las Vegas Territory	\$1,000,284	\$256,415	26%
NV Silver Trails	\$1,555,712	\$371,367	24%
Cowboy Country	\$1,627,485	\$241,410	15%
Reno-Tahoe	\$2,035,025	\$443,922	22%
Pony Express	\$2,037,356	\$322,826	16%
TOTAL	\$8,546,012	\$1,635,940	19%

9

9

Top 10 Awardees



Territory	Organization	Award Total
Reno-Tahoe Territory	Carson City Culture & Tourism Authority	\$ 263,902
Reno-Tahoe Territory	Carson Valley Visitors Authority	\$ 259,900
Reno-Tahoe Territory	Lake Tahoe Visitors Authority	\$ 240,612
Pony Express Territory	White Pine Tourism & Recreation	\$ 234,019
Reno-Tahoe Territory	Virginia City Tourism Commission	\$ 224,000
Pony Express Territory	Fallon Convention & Tourism Authority	\$ 220,250
Cowboy Country Territory	Elko CVA	\$ 211,125
Cowboy Country Territory	City of West Wendover	\$ 202,150
Nevada Silver Trails Territory	Town of Pahrump	\$ 196,582
Nevada Silver Trails Territory	Lincoln County (LCAT)	\$ 186,617

*The top 10 awardees received a collective \$2.24M, accounting for 26% of all grant awards
(Does not include Territory Organizations)*

10

10

Organizational Considerations



Organization Type	Budget Size	# of Staff	Alignment
<ul style="list-style-type: none"> DMOs <ul style="list-style-type: none"> Territory County City/Town Chamber hybrid Main Streets Museums Arts Events 	<ul style="list-style-type: none"> Under \$50K \$50-99K \$100-499K \$500-1M Over \$1MM 	<ul style="list-style-type: none"> Full Time employees Part Time employees Volunteers 	<ul style="list-style-type: none"> Org mission and goals Travel Nevada pillars <ul style="list-style-type: none"> Arts & Culture Outdoor Recreation Museums & History

11

11

Program Analysis



Category	Medium	Reach	Request Size
<ul style="list-style-type: none"> Admin Signature Events Advertising Merchandise Tradeshows & Missions Research & planning Assets 	<ul style="list-style-type: none"> TV Print Digital/display Social Website Radio Out of Home PR/media Travel trade Video Photos 	<ul style="list-style-type: none"> In-state <ul style="list-style-type: none"> DYN Out-of-state <ul style="list-style-type: none"> Neighbor states Neighbors of neighbors Long haul International 	<ul style="list-style-type: none"> Less than \$10K \$10K-50K More than \$50K

12

12



Nevada's Indian Territory

FY 2018-2022

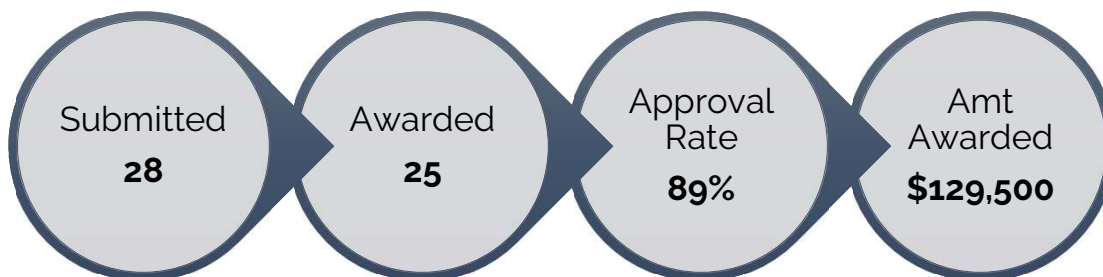
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13



NIT Total Grant Applications 2018-2022

- 89% of all IT grant applications submitted were awarded full or partial funding
- IT received 1% of total grant funding



14

14

Nevada's Indian Territory Grants 2018-2022



Grant Applications

Total Grants
28

Grants Awarded
25

Grants Denied
3

Grant Requests

Total Grant Requests
\$146,250

Request range
\$2,400-12,000

Avg # of Request per year
6

15

15

Nevada's Indian Territory Grant Awards 2018-2022



Grants Awarded
25

Smallest Award
\$1000

Total Amount Request
\$131,200

Largest Award
\$12,000

Total Amount Awarded
\$129,500

Approval Rate
99%

16

16

Nevada's Indian Territory 2018-2022

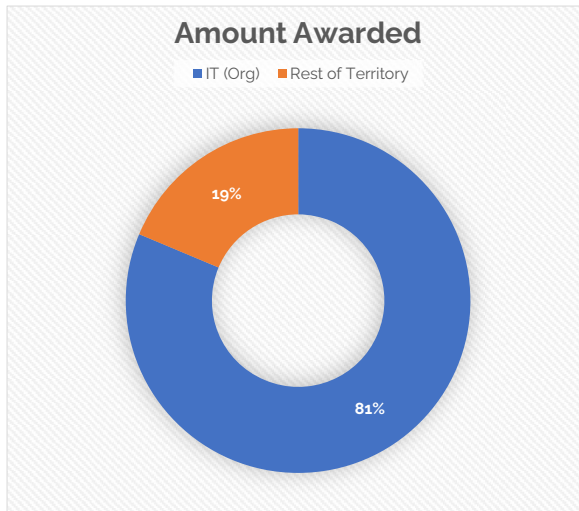


25 Grants Awarded

- 21 IT (Org)
- 4 Rest of IT

\$129,500 Awarded

- \$105,300 (Org)
- \$24,200 Rest of IT



17

17

Nevada's Indian Territory 2018-2022



5 Year Total

25 Grants Awarded

- 21 (Org)
- 4 Rest of IT

\$129,500 Awarded

- \$105,300 (Org)
- \$24,200 Rest of IT

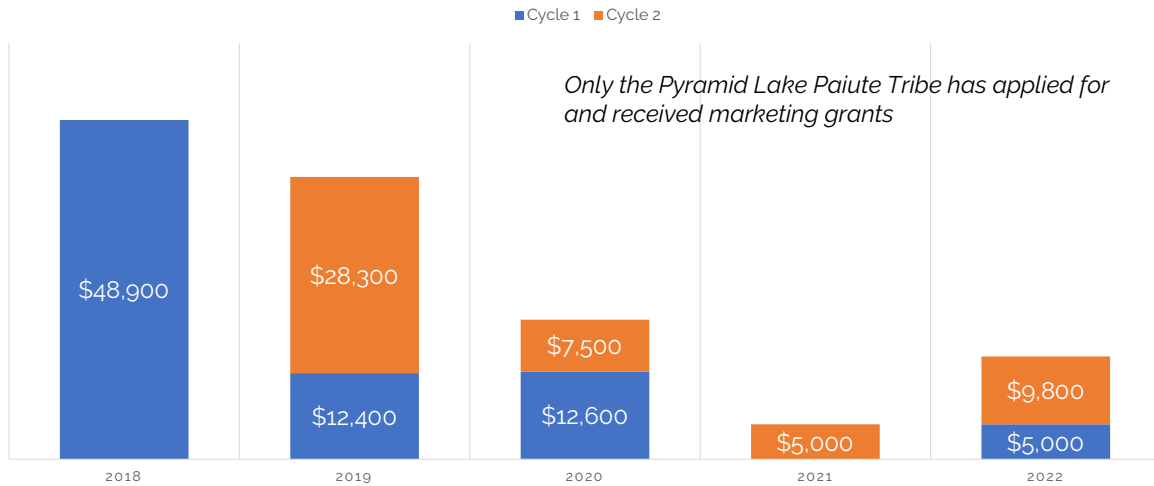
CRF Awards

0 Grant Submissions

18

18

Nevada's Indian Territory Awards by Cycle



19

19



Las Vegas Territory

FY 2018-2022

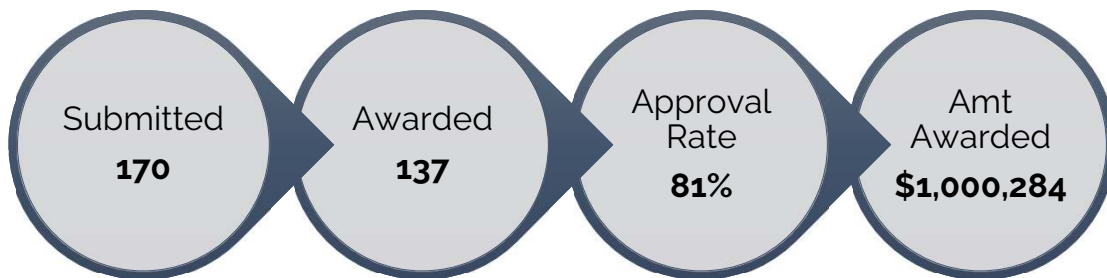
20

20

LVT Total Grant Applications 2018-2022



- 81% of all LVT grant applications submitted were awarded full or partial funding
- LVT received 12% of total grant funding



21

21

Las Vegas Territory Grants 2018-2022



Grant Applications

Total Grants
170

Grants Awarded
137

Grants Denied
33

Grant Requests

Total Grant Requests
\$1.75M

Request range
\$775-90,500

Avg # of Request per year
34

22

22

Las Vegas Territory Grant Awards 2018-2022



Grants
Awarded

137

Smallest
Award

\$900

Total
Amount
Request

\$1,395,923

Largest
Award

\$42,850

Total
Amount
Awarded

\$1,000,284

Approval
Rate

72%

23

23

Las Vegas Territory 2018-2022



137 Grants Awarded

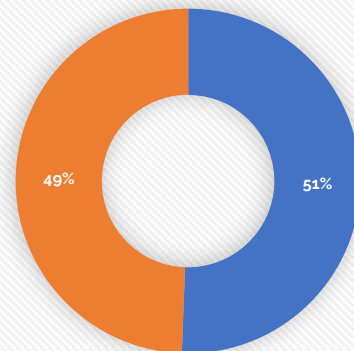
- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT

Amount Awarded

■ LVT (Org) ■ Rest of Territory



24

24

Las Vegas Territory 2018-2022



5 Year Total

137 Grants Awarded

- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT

CRF Awards

19 Grant Submissions

- 6 LVT (Org)
- 13 Rest of LVT

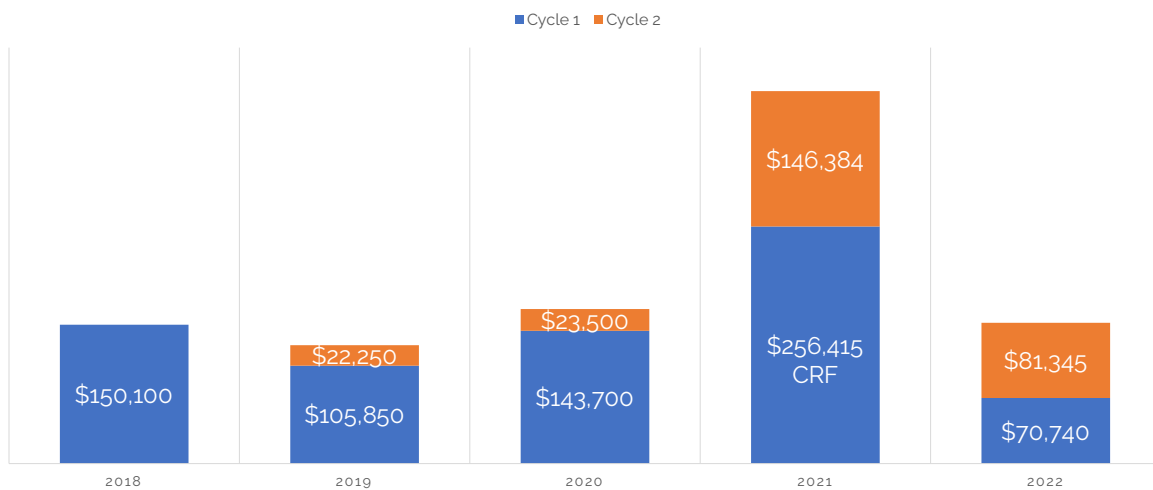
\$256,415 Awarded (26% of total)

- \$125,050 LVT (Org)
- \$131,365 Rest of LVT

25

25

Las Vegas Territory Awards by Cycle



26

26

Las Vegas Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Boulder City Chamber of Commerce • City of Mesquite • Destination Services Association (DSA) • Laughlin Tourism Commission • Mesquite Chamber • Moapa Valley Chamber • Moapa Valley Revitalization Project 	<ul style="list-style-type: none"> • Dam Short Film Society 	<ul style="list-style-type: none"> • Friends of Gold Butte 	<ul style="list-style-type: none"> • Outside Las Vegas Foundation

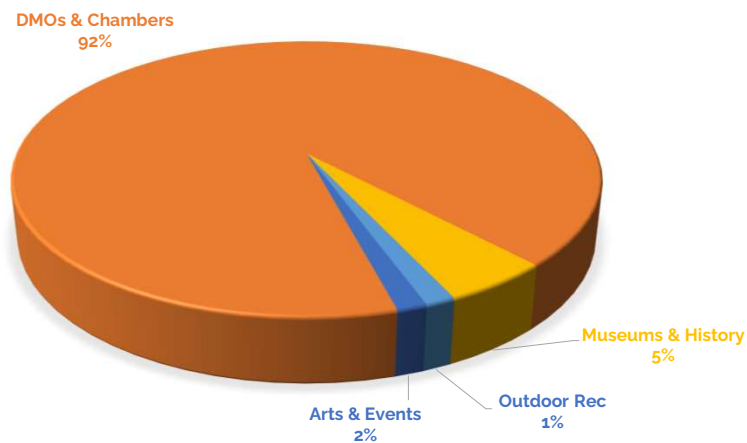
27

27

Las Vegas Territory 2018-2022



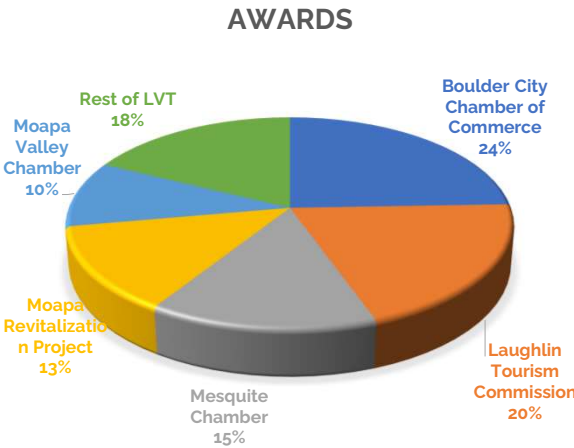
GRANTS BY CATEGORY



28

28

Las Vegas Territory Top 5 Awardees



Top 5 Awardees	Award
Boulder City Chamber of Commerce	\$120,859
Laughlin Tourism Commission	\$99,150
Mesquite Chamber	\$71,910
Moapa Revitalization Project	\$65,000
Moapa Valley Chamber	\$50,000
Total Top 5	\$406,919
All other Orgs	\$87,372

*Does not include LVT (Org)

Nevada Silver Trails Territory

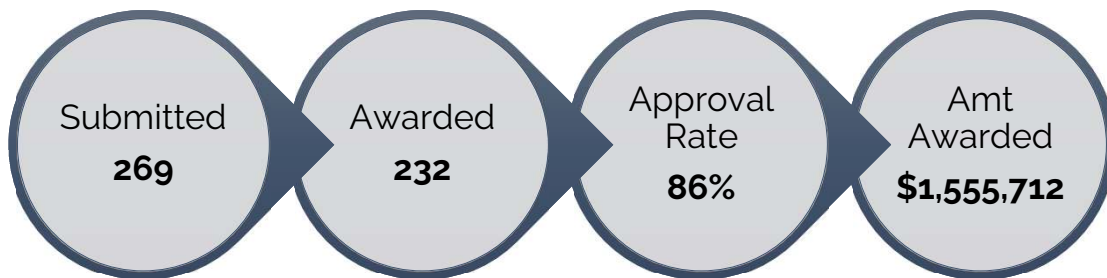
FY 2018-2022



NST Total Grant Applications 2018-2022



- 86% of all NST grants submitted were awarded full or partial funding
- NST received 18% of total grant funding



31

31

Nevada Silver Trails Territory Grants 2018-2022



Grant Applications

Total Grants
269

Grants Awarded
232

Grants Denied
37

Grant Requests

Total Grant Requests
\$2.28M

Request range
\$395-79,650

Avg # of requests a year
54

32

32

Nevada Silver Trails Grant Awards 2018-2022



Grants
Awarded

232

Smallest
Award

\$395

Total
Amount
Request

\$1,938,923

Largest
Award

\$62,300

Total
Amount
Awarded

\$1,555,712

Approval
Rate

80%

33

33

Nevada Silver Trails Territory 2018-2022

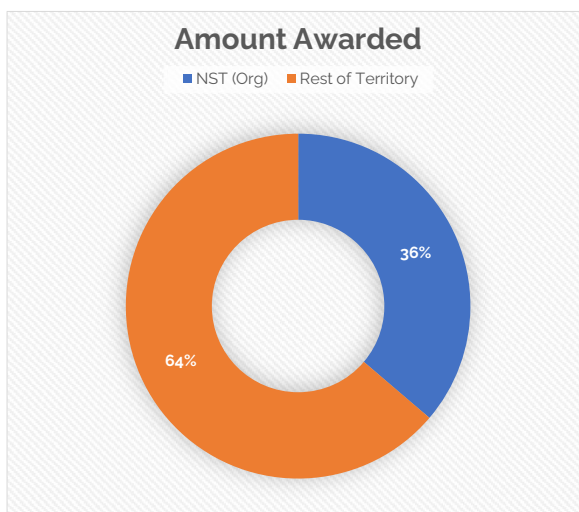


232 Grants Awarded

- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST



34

34

Nevada Silver Trails Territory 2018-2022



5 Year Total

232 Grants Awarded

- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST

CRF Awards

31 Grant Submissions

- 4 NST (Org)
- 27 Rest of NST

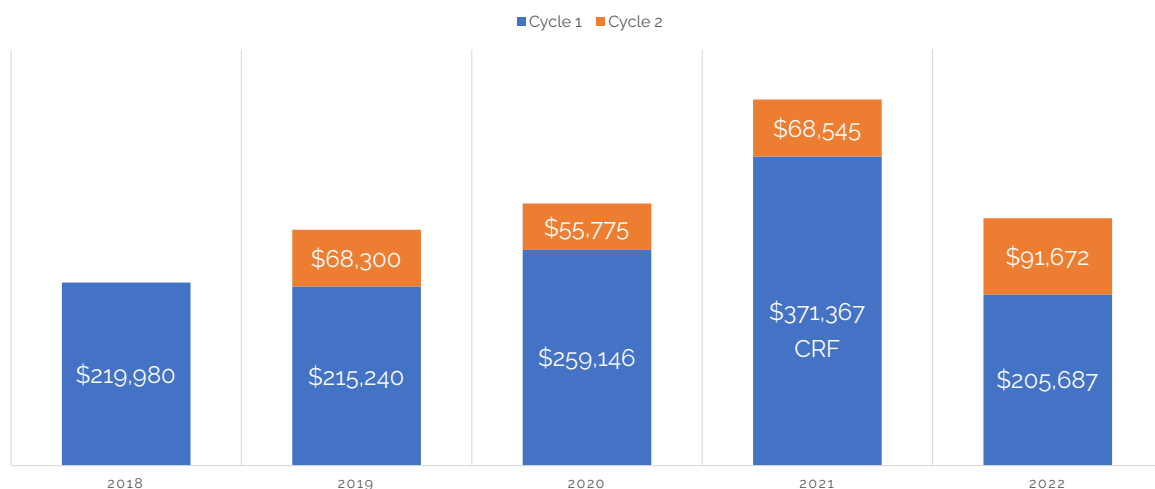
\$371,367 Awarded (24% of total)

- \$86,200 NST (Org)
- \$285,167 Rest of NST

35

35

Nevada Silver Trails Territory Awards by Cycle



36

36

Nevada Silver Trails Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Beatty Chamber of Commerce • Boys & Girls Club of Mason Valley • Esmeralda County • Goldfield Chamber of Commerce • Lincoln Communities Action Team • Mineral Co. Convention & Tourism • Pioche Chamber • Tonopah Main Street • Town of Beatty • Town of Pahrump • Town of Tonopah 	<ul style="list-style-type: none"> • Lyon C. Fair Board & Silver State Youth Livestock Show • Yerington Theatre for the Arts 	<ul style="list-style-type: none"> • Beatty Museum & Historical Society • Central Nevada Historical Society • Friends of Gem Theatre • Goldfield Historical Society • Goldwell Open Air Museum • Mineral County Museum • Tonopah Historic Mining Park Foundation 	<ul style="list-style-type: none"> • 911 Memorial Mountain Grant Challenge

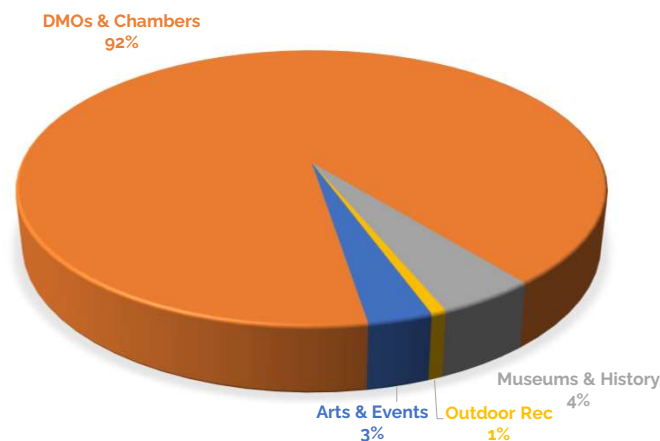
37

37

Nevada Silver Trails Territory 2018-2022



GRANTS BY CATEGORY



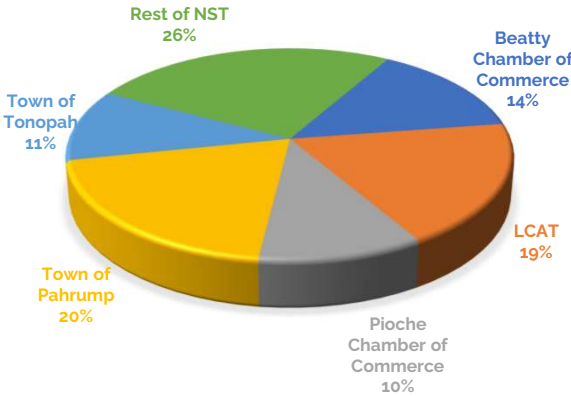
38

38

Nevada Silver Trails Territory Top 5 Awardees



AWARDS



Top 5 Awardees	Award
Town of Pahrump	\$196,582
Lincoln County (LCAT)	\$186,617
Beatty Chamber of Commerce	\$141,883
Town of Tonopah	\$108,876
Pioche Chamber of Commerce	\$104,360
Total Top 5	\$738,318
All other Orgs	\$253,744

*Does not include NST (Org)



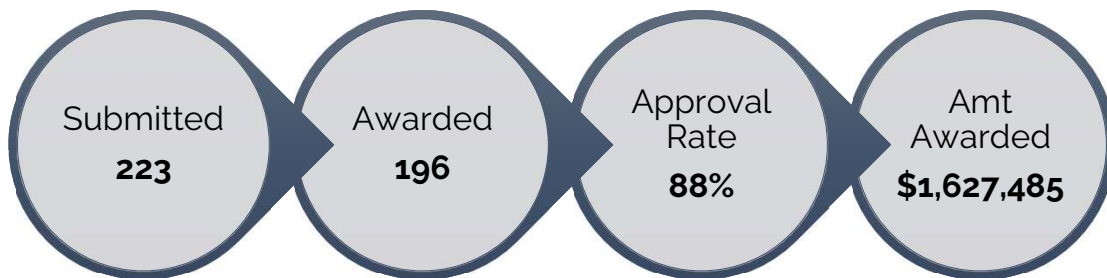
Cowboy Country Territory

FY 2018-2022

CCT Total Grant Applications 2018-2022



- 88% of all CCT grant applications submitted were awarded full or partial funding
- CCT received 19% of total grant funding



41

41

Cowboy Country Territory Grants 2018-2022



Grant Applications

Total Grants
223

Grants Awarded
196

Grants Denied
27

Grant Requests

Total Grant Requests
\$2.34M

Request range
\$300-75,000

Avg # of Request per year
45

42

42

Cowboy Country Territory Grant Awards 2018-2022



Grants
Awarded

196

Smallest
Award

\$900

Total
Amount
Request

\$2,021,684

Largest
Award

\$75,000

Total
Amount
Awarded

\$1,627,485

Approval
Rate

81%

43

43

Cowboy Country Territory 2018-2022



196 Grants Awarded

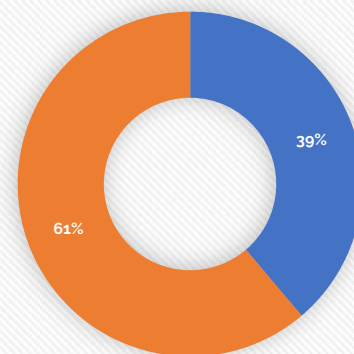
- 50 CCT (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

Amount Awarded

■ CCT (Org) ■ Rest of Territory



44

44

Cowboy Country Territory 2018-2022



5 Year Total

196 Grants Awarded

- 50 (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

CRF Awards

13 Grant Submissions

- 4 CCT (Org)
- 9 Rest of CCT

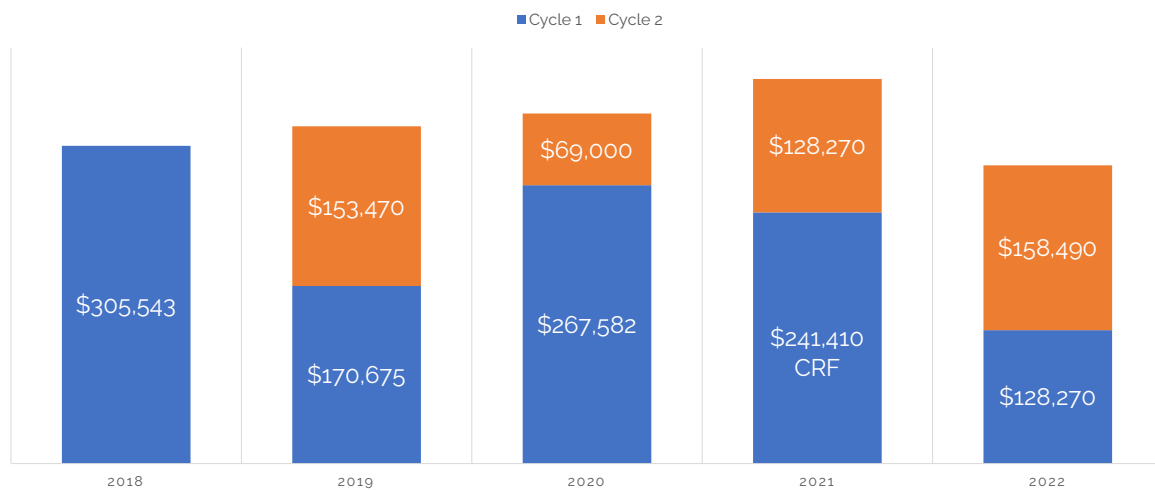
\$241,410 Awarded (15% of total)

- \$112,180 CCT (Org)
- \$129,230 Rest of CCT

45

45

Cowboy Country Territory Awards by Cycle



46

46

Cowboy Country Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Battle Mountain Chamber of Commerce • City of Carlin • City of West Wendover • Elko CVA • Lander County CVA • Pershing County Chamber of Commerce • Town of Jackpot • Wells Chamber of Commerce • Winnemucca CVA 	<ul style="list-style-type: none"> • Cowboy Arts & Gear Museum • Elko Desert Sunrise Community Foundation • Friends of The Farm Inc. • High Desert Cruisers • Northern NV Autism Network • Rides & Rods, Inc. • Silver State Stampede Association 	<ul style="list-style-type: none"> • Marzen House Museum • National Historic CA Emigrant Trail Foundation • North Central NV Historical Society - Humboldt Museum • Western Folklife Center 	<ul style="list-style-type: none"> • Friends of Black Rock High Rock • Safe Haven Wildlife Sanctuary • Trail Center Foundation

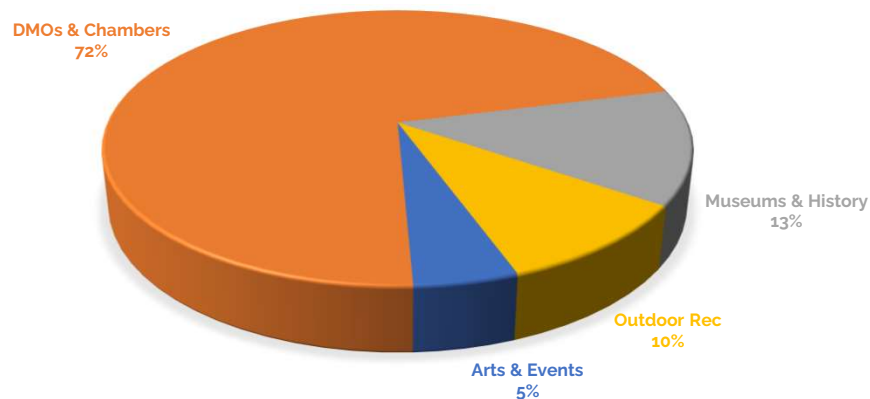
47

47

Cowboy Country Territory 2018-2022



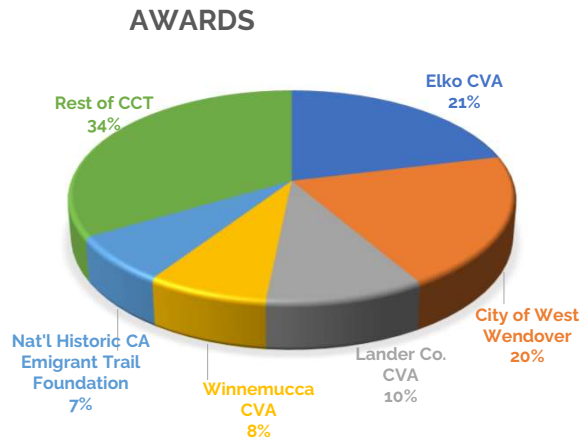
GRANTS BY CATEGORY



48

48

Cowboy Country Territory Top 5 Awardees



Top 5 Awardees	Award
Elko CVA	\$211,125
City of West Wendover	\$202,150
Lander Co. CVA	\$100,796
Winnemucca CVA	\$77,480
Nat'l Historic CA Emigrant Trail Foundation	\$71,498
Total Top 5	\$663,049
All other Orgs	\$332,826

*Does not include CCT (Org)

49

49



Reno-Tahoe Territory

FY 2018-2022

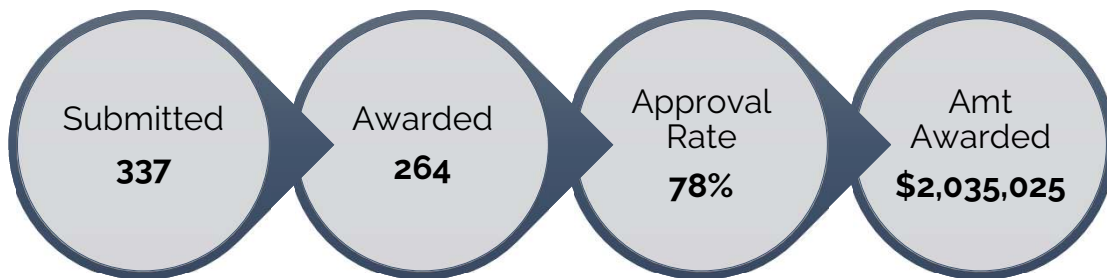
50

50

RTT Total Grant Applications 2018-2022



- 78% of all RTT grants submitted were awarded full or partial funding
- RTT received 24% of total grant funding



51

51

Reno-Tahoe Territory Grants 2018-2022



Grant Applications

Total Grants
337

Grants Awarded
264

Grants Denied
73

Grant Requests

Total Grant Request
\$3.40M

Request range
\$800-100,000

Avg # of requests a year
53

52

52

Reno-Tahoe Grant Awards 2018-2022



Grants
Awarded

264

Smallest
Award

\$750

Total
Amount
Request

\$2,683,958

Largest
Award

\$50,000

Total
Amount
Awarded

\$2,035,025

Approval
Rate

76%

53

53

Reno-Tahoe Territory 2018-2022



264 Grants Awarded

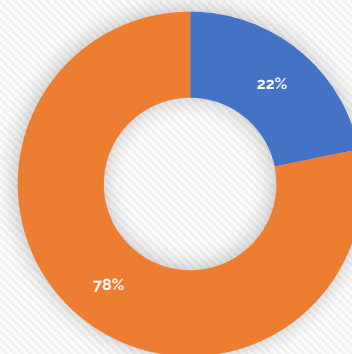
- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

Amount Awarded

■ RTT (Org) ■ Rest of Territory



54

54

Reno-Tahoe Territory 2018-2022



5 Year Total

264 Grants Awarded

- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

CRF Awards

34 Grant Submissions

- 3 RTT (Org)
- 31 Rest of RTT

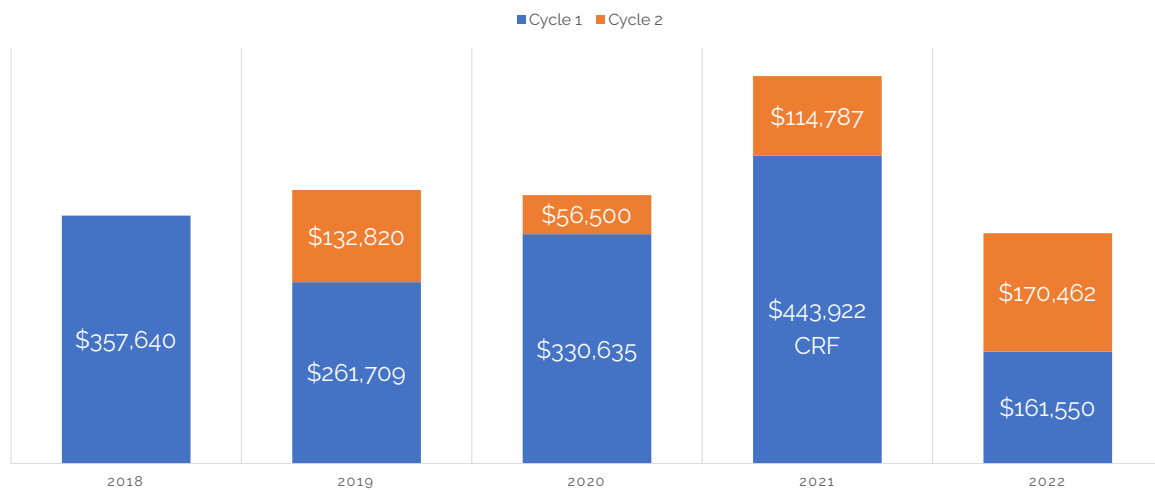
\$443,922 Awarded (22% of total)

- \$86,603 RTT (Org)
- \$357,319 Rest of RTT

55

55

Reno-Tahoe Territory Awards by Cycle



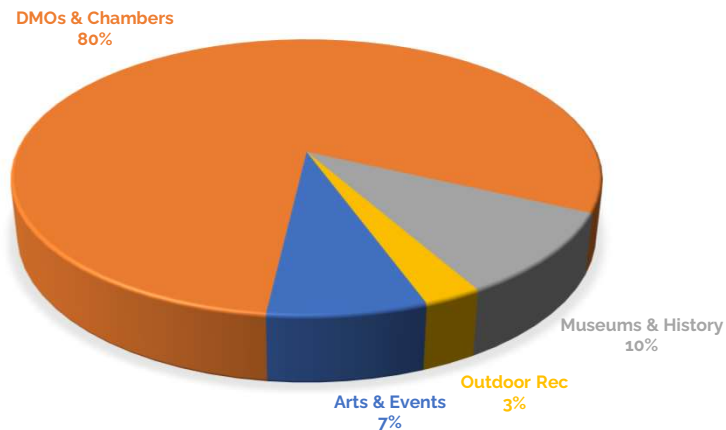
56

56

Reno-Tahoe Territory 2018-2022



GRANTS BY CATEGORY



57

57

Reno-Tahoe Territory Grants Supported

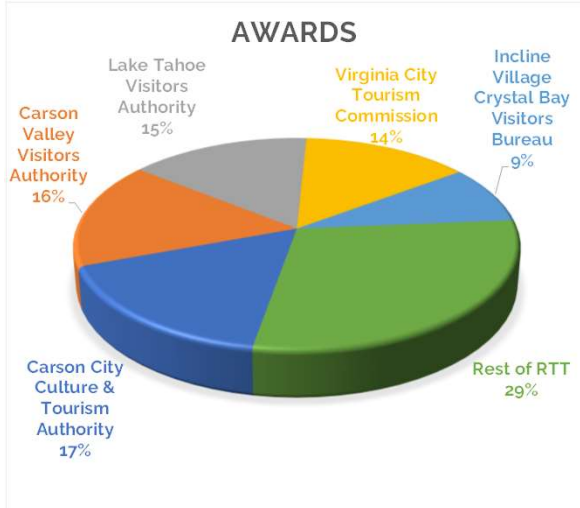


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Carson City Culture & Tourism Authority • Carson Valley Visitors Authority • Incline Community Business Assoc. • Incline Village Crystal Bay Visitors Bureau • Lake Tahoe Visitors Authority • Main Street Gardnerville • Tahoe Douglas Visitors Authority • Rotary Club of Reno Sunrise • Town of Genoa • Virginia City Tourism Commission 	<ul style="list-style-type: none"> • Brewery Arts Center • Carson City Symphony Assoc. • Carson Valley Arts Council • Classical Tahoe • Lake Tahoe Shakespeare Festival • Mile High Jazz Band Assoc. • Nevada Day Inc. • Piper's Opera House • Wild Horse Children's Theatre 	<ul style="list-style-type: none"> • Comstock Civil War Reenactors • Comstock Foundation for History & Culture • Douglas Co. Historical Society • Friends of Dangberg Home Ranch • Friends of Nevada State Railroad • Historic 4th Ward School Foundation • Northern Nevada Railroad Foundation • Thunderbird Lodge Preservation Society 	<ul style="list-style-type: none"> • 6237 Adventurers • Alta Alpina Cycling Club • Athletes United/Epic Tahoe Adventures • Lake Tahoe Bicycle Coalition • Team Tahoe

58

58

Reno-Tahoe Territory Top 5 Awardees



Top 5 Awardees*	Award
Carson City Culture & Tourism Authority	\$263,902
Carson Valley Visitors Authority	\$259,900
Lake Tahoe Visitors Authority	\$240,612
Virginia City Tourism Commission	\$224,000
Incline Village Crystal Bay Visitors Bureau	\$140,500
Total Top 5	\$1,128,914
All other Orgs	\$463,158

*Does not include RTT (Org)

59

59



Pony Express Territory

FY 2018-2022

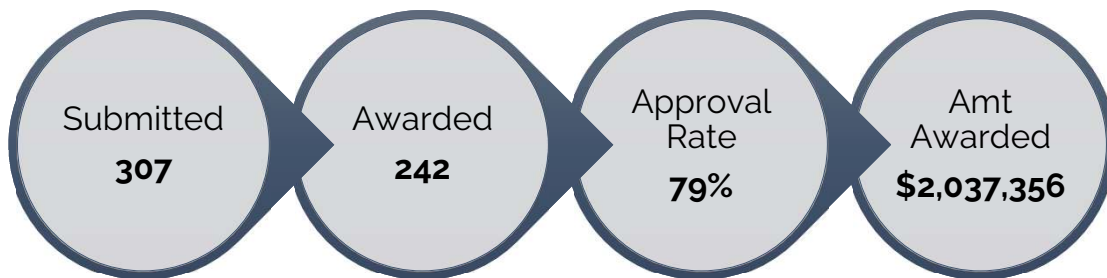
60

60

PET Total Grant Applications 2018-2022



- 79% of all PET grants submitted were awarded full or partial funding
- PET received 24% of total grant funding



61

61

Pony Express Territory Grants 2018-2022



Grant Applications

Total Grants
307

Grants Awarded
242

Grants Denied
65

Grant Requests

Total Grant Requests
\$3.74M

Request range
\$426-253,000

Avg # of requests a year
61

62

62

Pony Express Grant Awards 2018-2022



Grants
Awarded

242

Smallest
Award

\$426

Total
Amount
Request

\$2,808,011

Largest
Award

\$47,371

Total
Amount
Awarded

\$2,037,356

Approval
Rate

73%

63

63

Pony Express Territory 2018-2022



242 Grants Awarded

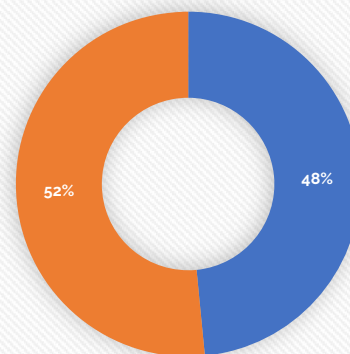
- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

Amount Awarded

■ PET (Org) ■ Rest of Territory



64

64

Pony Express Territory 2018-2022



5 Year Total

242 Grants Awarded

- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

CRF Awards

21 Grant Submissions

- 5 PET (Org)
- 16 Rest of PET

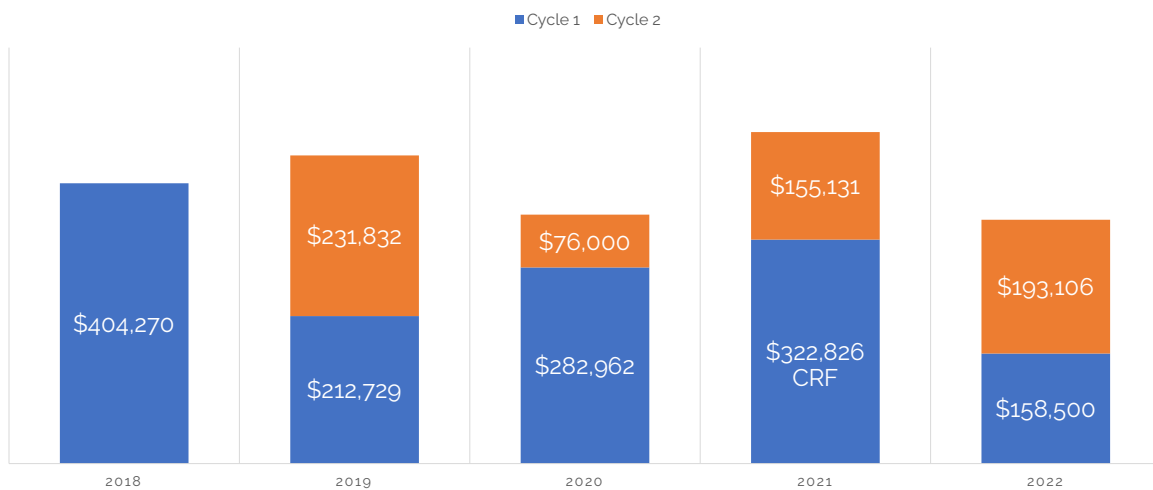
\$322,826 Awarded (16% of total)

- \$130,796 PET (Org)
- \$192,030 Rest of PET

65

65

Pony Express Territory Awards by Cycle



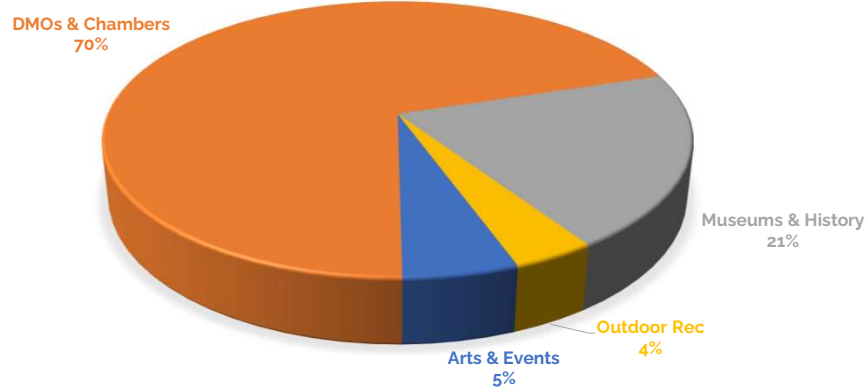
66

66

Pony Express Territory 2018-2022



GRANTS BY CATEGORY



67

67

Pony Express Territory Grants Supported

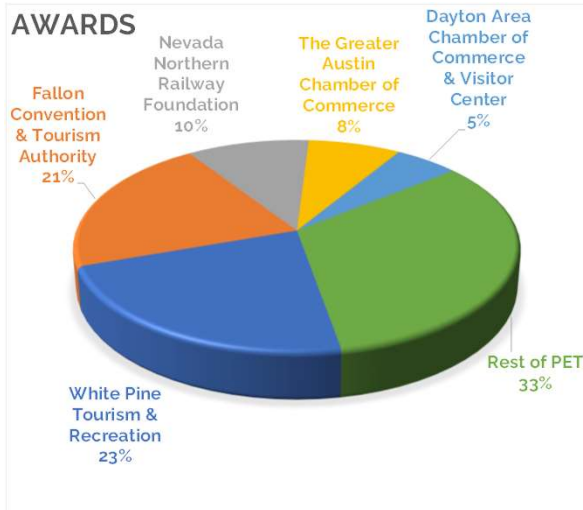


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • City of Ely • Dayton Chamber of Commerce • Eureka Business Network • Eureka County Econ Development • Fallon Convention & Tourism Authority • The Greater Austin Chamber of Commerce • White Pine Chamber of Commerce • White Pine County Tourism & Recreation • White Pine Main Street Association 	<ul style="list-style-type: none"> • Churchill Arts Council • Dayton Valley Days • Silver State Classic Challenge, Inc • Western Spirit Foundation • White Pine County Agricultural District 13 • White Pine Rodders 	<ul style="list-style-type: none"> • Austin Historical Society • Churchill County Museum • Dayton Preservation Committee • Eureka Restoration Enterprise • Historical Society of Dayton Valley • NV Northern Railway Foundation • White Pine Public Museums 	<ul style="list-style-type: none"> • Great Basin Bird Observatory • Great Basin Heritage Area Partnership • Great Basin National Park Foundation • Motor Sports Safety, Inc

68

68

Pony Express Territory Top 5 Awardees



Top 5 Awardees*	Award
White Pine Tourism & Recreation	\$234,019
Fallon Convention & Tourism Authority	\$220,250
Nevada Northern Railway Foundation	\$106,750
The Greater Austin Chamber of Commerce	\$80,787
Dayton Area Chamber of Commerce & Visitor Center	\$56,303
Total Top 5	\$698,109
All other Orgs	\$345,423

*Does not include PET (Org)

69

69

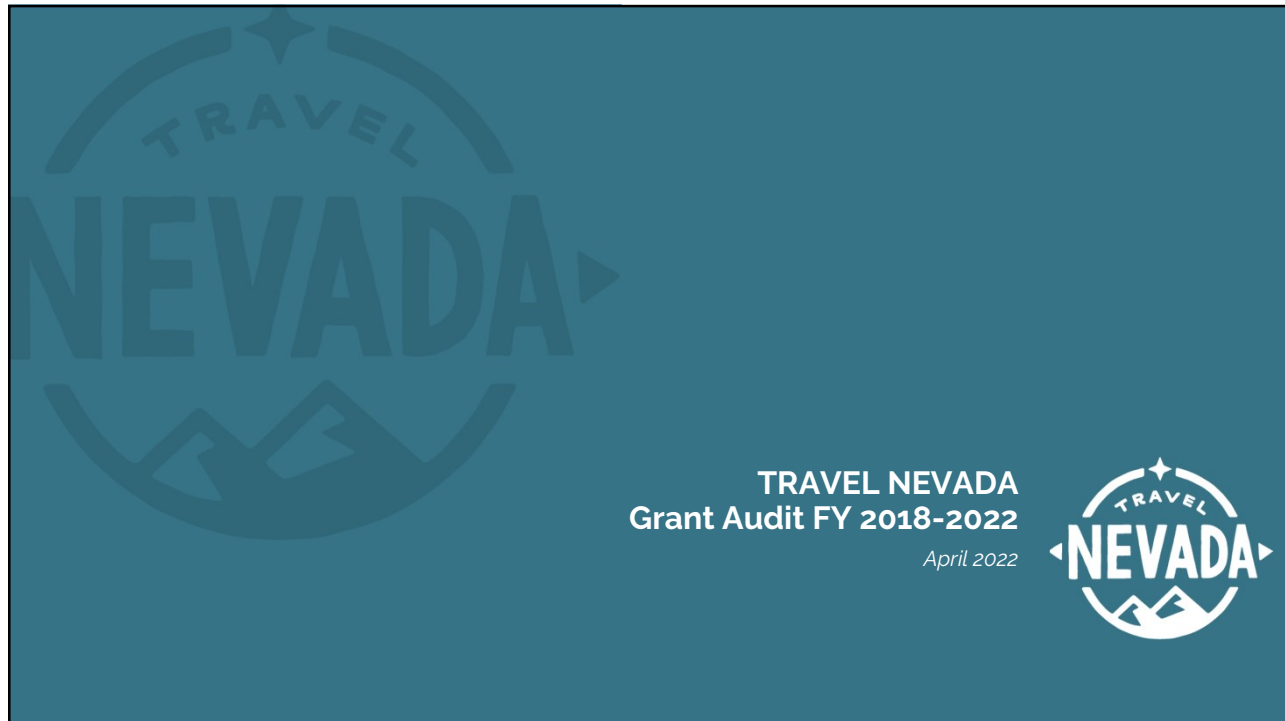


Questions?

aeckert@travelnevada.com


70

70



1

Goal: Improve the Grant Process



- **Maximize available funding**
- **Increase funding equity among requests**
- **Demonstrate impact & effectiveness**
- **Mission and brand alignment**
- **Promote and support grant projects across Travel Nevada channels**
- **Five-year analysis from 2018-2022**
 - 10 grant cycles
 - Two years pre-COVID
 - Includes CRF funding
 - Does not include Projects Related to Tourism
- **7 Geographic areas**
 - Cowboy Country
 - Indian Territory
 - Las Vegas
 - Pony Express Territory
 - Nevada Silver Trails
 - Reno-Tahoe Territory
 - Statewide
- **Subcategories**
 - Territories as an organization
 - Rest of the territory

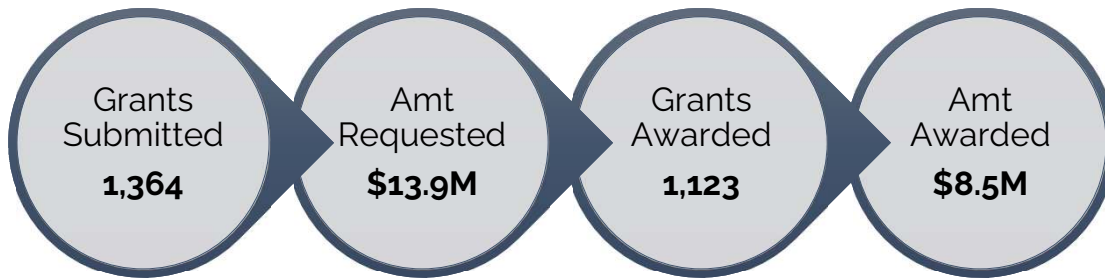
2

2

Travel Nevada Total Grant Applications 2018-2022



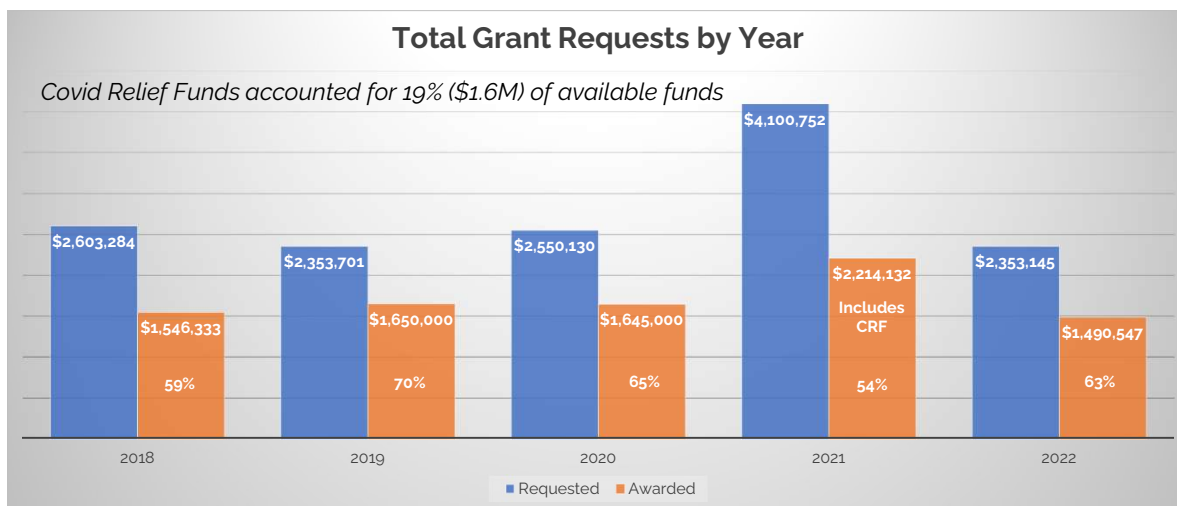
- An average of 270 grant requests a year
- Requests ranged anywhere from \$300 up to \$253,000
- 82% of all grants submitted were awarded full or partial funding



3

3

Grant Requests by Year 2018-2022



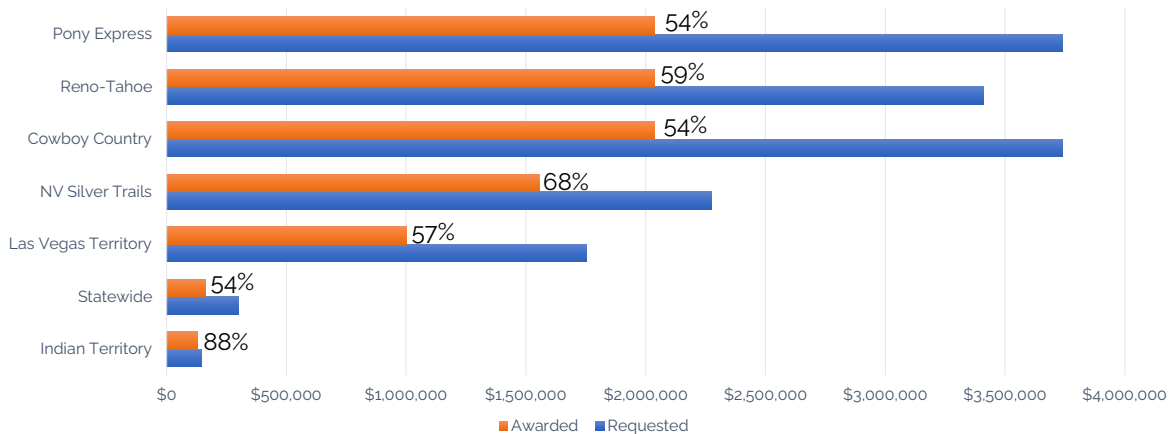
4

4

Grants by Territory 2018-2022



Grant Approval Rate by Territory



5

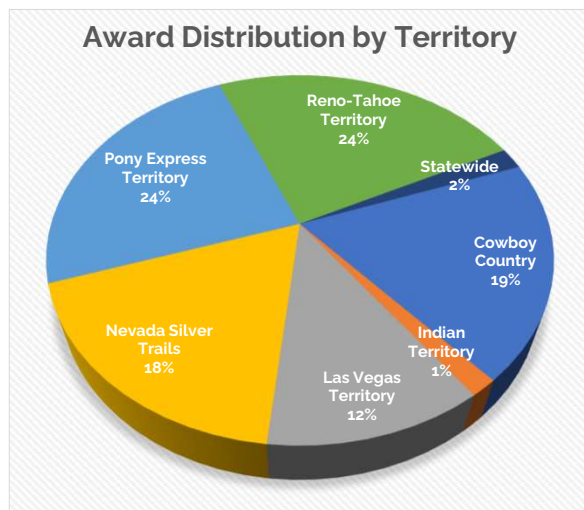
5

Award Distribution by Territory (Region)



Territory	Awarded
Indian Territory	\$129,500
Statewide	\$160,650
Las Vegas Territory	\$1,000,284
NV Silver Trails	\$1,555,712
Cowboy Country	\$1,627,485
Reno-Tahoe	\$2,035,025
Pony Express	\$2,037,356
TOTAL	\$8,546,012

Reno-Tahoe and Pony Express received nearly half of the grant awards in the last 5 years



6

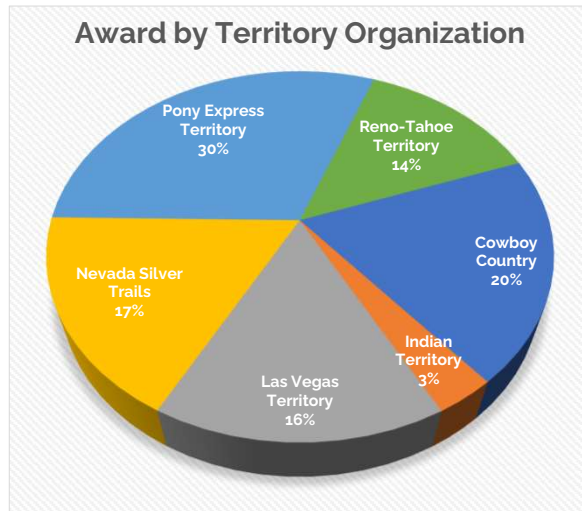
6

Award Distribution by Territory (Organization)



Territory Organization	Awarded
Indian Territory	\$105,300
Reno-Tahoe	\$442,953
Las Vegas Territory	\$506,023
NV Silver Trails	\$563,650
Cowboy Country	\$631,610
Pony Express	\$987,224
TOTAL	\$3,236,760

Territory organizations combined received 38% of all grant awards in the last 5 years



7

7

Grants by Organization Type



Organization Type	CCT	LVT	NIT	NST	PET	RTT	TOTAL
DMOs & Chambers*	9	7	1	11	9	10	47
Arts & Events	7	1	0	2	6	9	25
Museums & History	4	1	0	7	7	8	27
Outdoor Recreation	3	1	0	1	4	5	14
TOTAL	23	10	1	21	26	32	113

*Does not include the Territory Organizations

- *Reno-Tahoe and Pony Express Territories received the most grant awards which were spread out across the most diverse group of organizations*
- *Outdoor Recreation represented 12% of all organization applications, despite being a prominent activity in across the state*

8

8

CRF Funding by Territory



Territory	Total Awarded	CRF Award	% CRF
Indian Territory	\$129,500	\$0	0%
Statewide	\$160,650	\$0	0%
Las Vegas Territory	\$1,000,284	\$256,415	26%
NV Silver Trails	\$1,555,712	\$371,367	24%
Cowboy Country	\$1,627,485	\$241,410	15%
Reno-Tahoe	\$2,035,025	\$443,922	22%
Pony Express	\$2,037,356	\$322,826	16%
TOTAL	\$8,546,012	\$1,635,940	19%

9

9

Top 10 Awardees



Territory	Organization	Award Total
Reno-Tahoe Territory	Carson City Culture & Tourism Authority	\$ 263,902
Reno-Tahoe Territory	Carson Valley Visitors Authority	\$ 259,900
Reno-Tahoe Territory	Lake Tahoe Visitors Authority	\$ 240,612
Pony Express Territory	White Pine Tourism & Recreation	\$ 234,019
Reno-Tahoe Territory	Virginia City Tourism Commission	\$ 224,000
Pony Express Territory	Fallon Convention & Tourism Authority	\$ 220,250
Cowboy Country Territory	Elko CVA	\$ 211,125
Cowboy Country Territory	City of West Wendover	\$ 202,150
Nevada Silver Trails Territory	Town of Pahrump	\$ 196,582
Nevada Silver Trails Territory	Lincoln County (LCAT)	\$ 186,617

*The top 10 awardees received a collective \$2.24M, accounting for 26% of all grant awards
(Does not include Territory Organizations)*

10

10

Organizational Considerations



Organization Type	Budget Size	# of Staff	Alignment
<ul style="list-style-type: none"> DMOs <ul style="list-style-type: none"> Territory County City/Town Chamber hybrid Main Streets Museums Arts Events 	<ul style="list-style-type: none"> Under \$50K \$50-99K \$100-499K \$500-1M Over \$1MM 	<ul style="list-style-type: none"> Full Time employees Part Time employees Volunteers 	<ul style="list-style-type: none"> Org mission and goals Travel Nevada pillars <ul style="list-style-type: none"> Arts & Culture Outdoor Recreation Museums & History

11

11

Program Analysis



Category	Medium	Reach	Request Size
<ul style="list-style-type: none"> Admin Signature Events Advertising Merchandise Tradeshows & Missions Research & planning Assets 	<ul style="list-style-type: none"> TV Print Digital/display Social Website Radio Out of Home PR/media Travel trade Video Photos 	<ul style="list-style-type: none"> In-state <ul style="list-style-type: none"> DYN Out-of-state <ul style="list-style-type: none"> Neighbor states Neighbors of neighbors Long haul International 	<ul style="list-style-type: none"> Less than \$10K \$10K-50K More than \$50K

12

12



Nevada's Indian Territory

FY 2018-2022

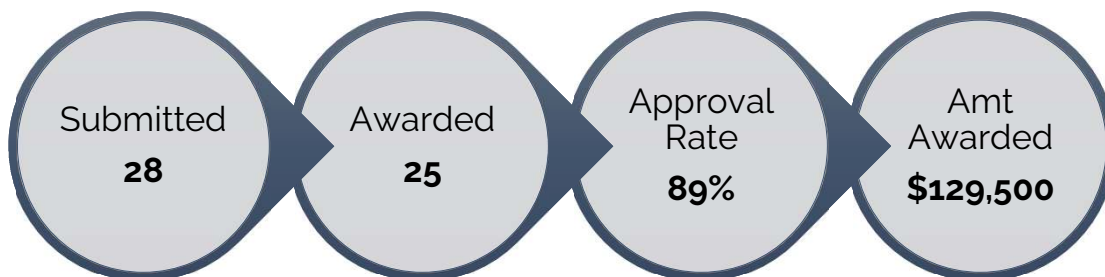
13

13



NIT Total Grant Applications 2018-2022

- 89% of all IT grant applications submitted were awarded full or partial funding
- IT received 1% of total grant funding



14

14

Nevada's Indian Territory Grants 2018-2022



Grant Applications

Total Grants
28

Grants Awarded
25

Grants Denied
3

Grant Requests

Total Grant Requests
\$146,250

Request range
\$2,400-12,000

Avg # of Request per year
6

15

15

Nevada's Indian Territory Grant Awards 2018-2022



Grants Awarded
25

Smallest Award
\$1000

Total Amount Request
\$131,200

Largest Award
\$12,000

Total Amount Awarded
\$129,500

Approval Rate
99%

16

16

Nevada's Indian Territory 2018-2022

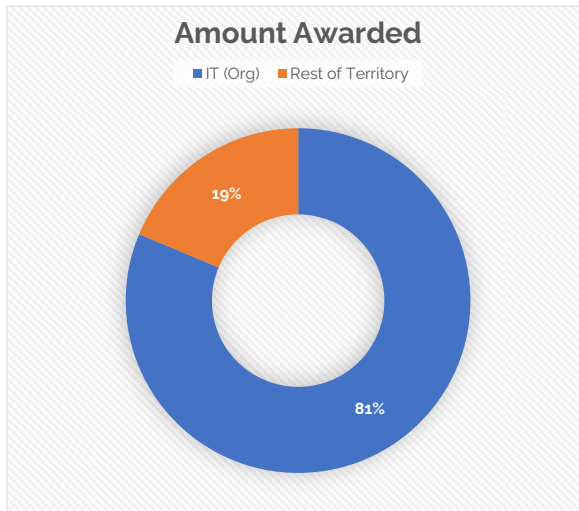


25 Grants Awarded

- 21 IT (Org)
- 4 Rest of IT

\$129,500 Awarded

- \$105,300 (Org)
- \$24,200 Rest of IT



17

17

Nevada's Indian Territory 2018-2022



5 Year Total

25 Grants Awarded

- 21 (Org)
- 4 Rest of IT

\$129,500 Awarded

- \$105,300 (Org)
- \$24,200 Rest of IT

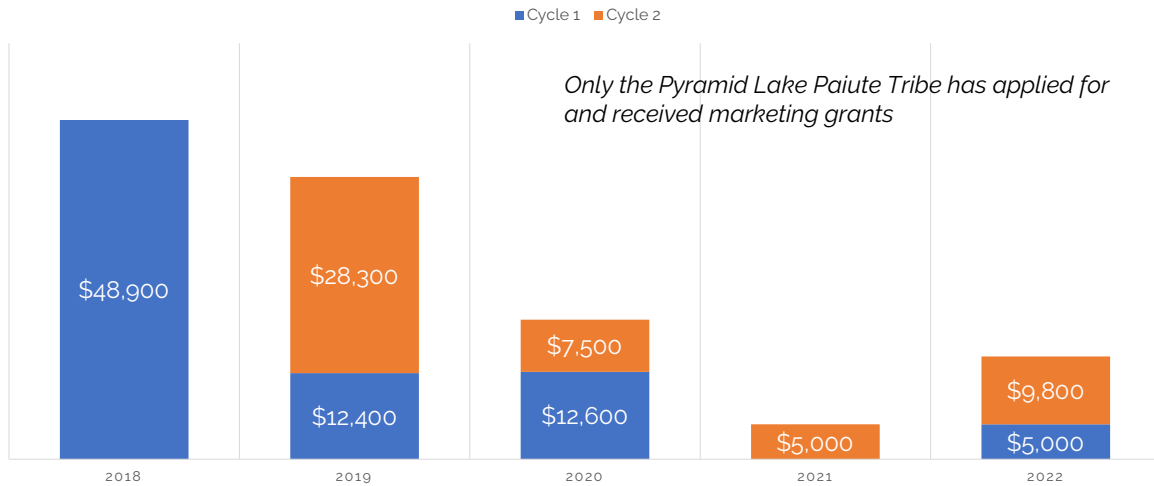
CRF Awards

0 Grant Submissions

18

18

Nevada's Indian Territory Awards by Cycle



19

19



Las Vegas Territory

FY 2018-2022

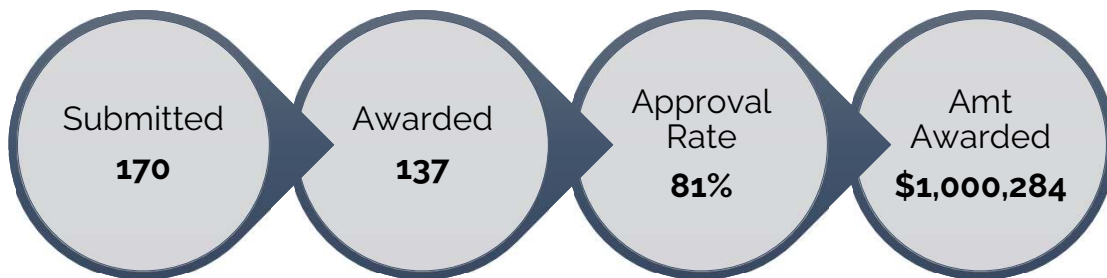
20

20

LVT Total Grant Applications 2018-2022



- 81% of all LVT grant applications submitted were awarded full or partial funding
- LVT received 12% of total grant funding



21

21

Las Vegas Territory Grants 2018-2022



Grant Applications

Total Grants
170

Grants Awarded
137

Grants Denied
33

Grant Requests

Total Grant Requests
\$1.75M

Request range
\$775-90,500

Avg # of Request per year
34

22

22

Las Vegas Territory Grant Awards 2018-2022



Grants
Awarded

137

Smallest
Award

\$900

Total
Amount
Request

\$1,395,923

Largest
Award

\$42,850

Total
Amount
Awarded

\$1,000,284

Approval
Rate

72%

23

23

Las Vegas Territory 2018-2022



137 Grants Awarded

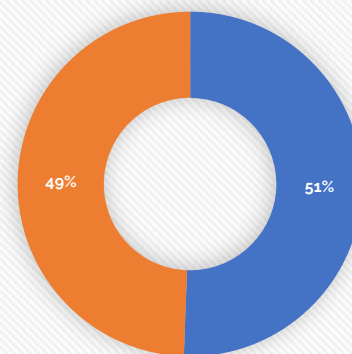
- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT

Amount Awarded

■ LVT (Org) ■ Rest of Territory



24

24

Las Vegas Territory 2018-2022



5 Year Total

137 Grants Awarded

- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT

CRF Awards

19 Grant Submissions

- 6 LVT (Org)
- 13 Rest of LVT

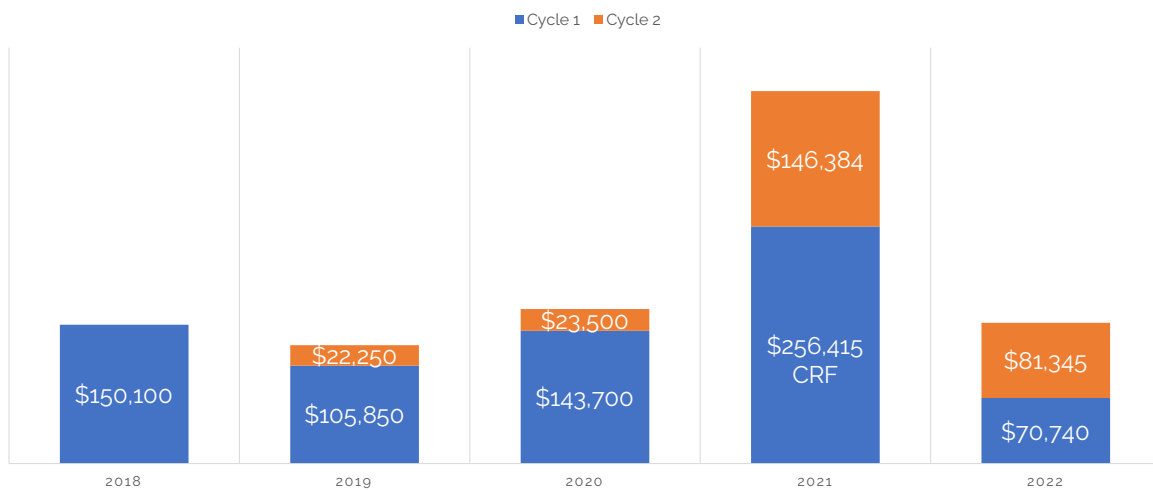
\$256,415 Awarded (26% of total)

- \$125,050 LVT (Org)
- \$131,365 Rest of LVT

25

25

Las Vegas Territory Awards by Cycle



26

26

Las Vegas Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Boulder City Chamber of Commerce • City of Mesquite • Destination Services Association (DSA) • Laughlin Tourism Commission • Mesquite Chamber • Moapa Valley Chamber • Moapa Valley Revitalization Project 	<ul style="list-style-type: none"> • Dam Short Film Society 	<ul style="list-style-type: none"> • Friends of Gold Butte 	<ul style="list-style-type: none"> • Outside Las Vegas Foundation

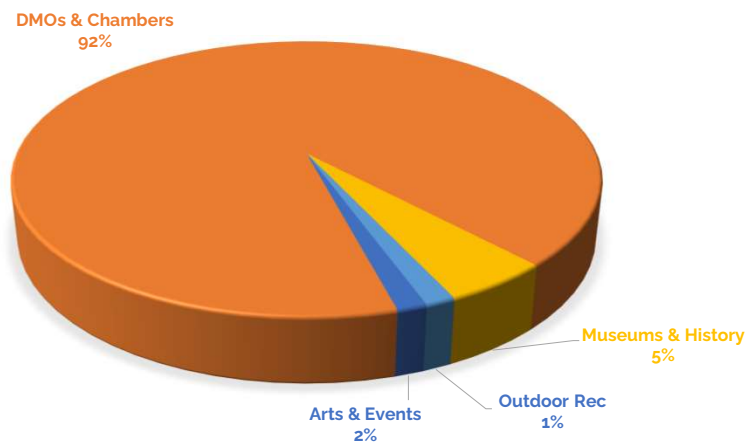
27

27

Las Vegas Territory 2018-2022



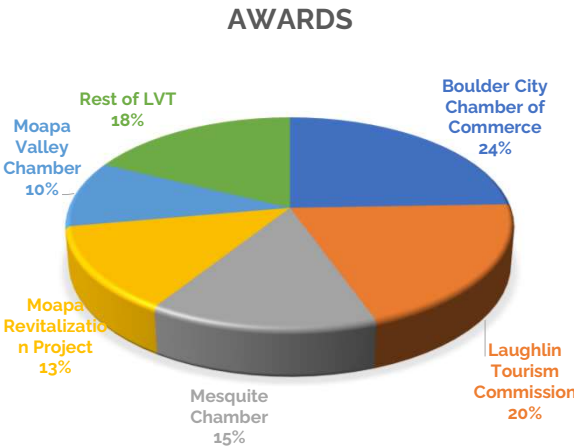
GRANTS BY CATEGORY



28

28

Las Vegas Territory Top 5 Awardees



Top 5 Awardees	Award
Boulder City Chamber of Commerce	\$120,859
Laughlin Tourism Commission	\$99,150
Mesquite Chamber	\$71,910
Moapa Revitalization Project	\$65,000
Moapa Valley Chamber	\$50,000
Total Top 5	\$406,919
All other Orgs	\$87,372

*Does not include LVT (Org)

Nevada Silver Trails Territory

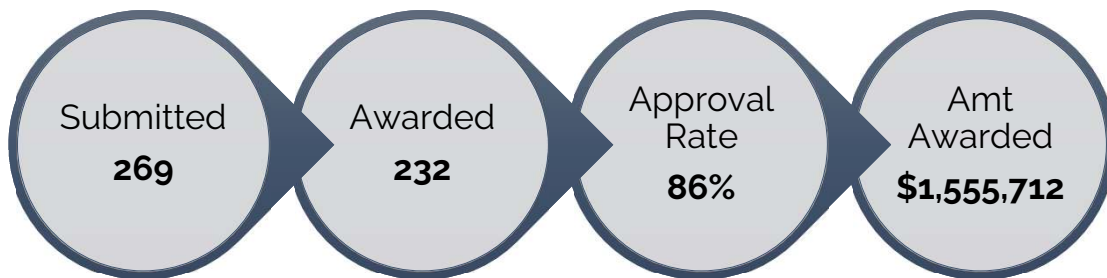
FY 2018-2022



NST Total Grant Applications 2018-2022



- 86% of all NST grants submitted were awarded full or partial funding
- NST received 18% of total grant funding



31

31

Nevada Silver Trails Territory Grants 2018-2022



Grant Applications

Total Grants
269

Grants Awarded
232

Grants Denied
37

Grant Requests

Total Grant Requests
\$2.28M

Request range
\$395-79,650

Avg # of requests a year
54

32

32

Nevada Silver Trails Grant Awards 2018-2022



Grants
Awarded

232

Smallest
Award

\$395

Total
Amount
Request

\$1,938,923

Largest
Award

\$62,300

Total
Amount
Awarded

\$1,555,712

Approval
Rate

80%

33

33

Nevada Silver Trails Territory 2018-2022

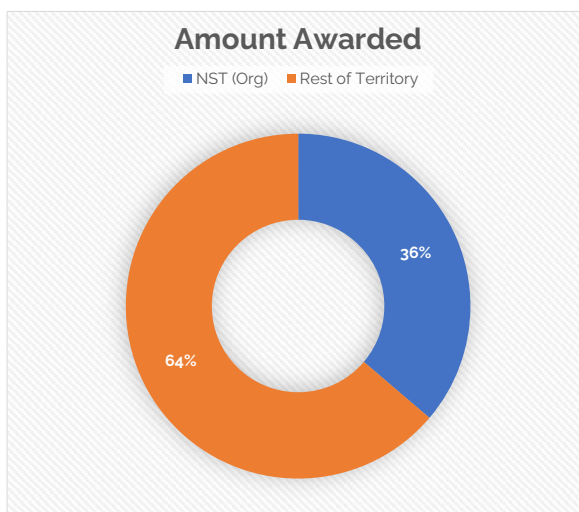


232 Grants Awarded

- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST



34

34

Nevada Silver Trails Territory 2018-2022



5 Year Total

232 Grants Awarded

- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST

CRF Awards

31 Grant Submissions

- 4 NST (Org)
- 27 Rest of NST

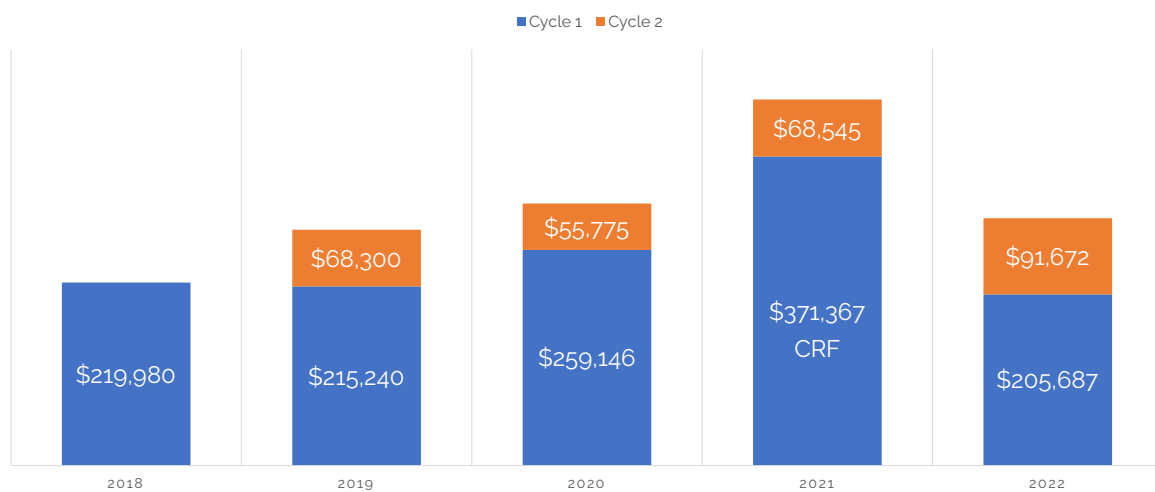
\$371,367 Awarded (24% of total)

- \$86,200 NST (Org)
- \$285,167 Rest of NST

35

35

Nevada Silver Trails Territory Awards by Cycle



36

36

Nevada Silver Trails Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Beatty Chamber of Commerce • Boys & Girls Club of Mason Valley • Esmeralda County • Goldfield Chamber of Commerce • Lincoln Communities Action Team • Mineral Co. Convention & Tourism • Pioche Chamber • Tonopah Main Street • Town of Beatty • Town of Pahrump • Town of Tonopah 	<ul style="list-style-type: none"> • Lyon C. Fair Board & Silver State Youth Livestock Show • Yerington Theatre for the Arts 	<ul style="list-style-type: none"> • Beatty Museum & Historical Society • Central Nevada Historical Society • Friends of Gem Theatre • Goldfield Historical Society • Goldwell Open Air Museum • Mineral County Museum • Tonopah Historic Mining Park Foundation 	<ul style="list-style-type: none"> • 911 Memorial Mountain Grant Challenge

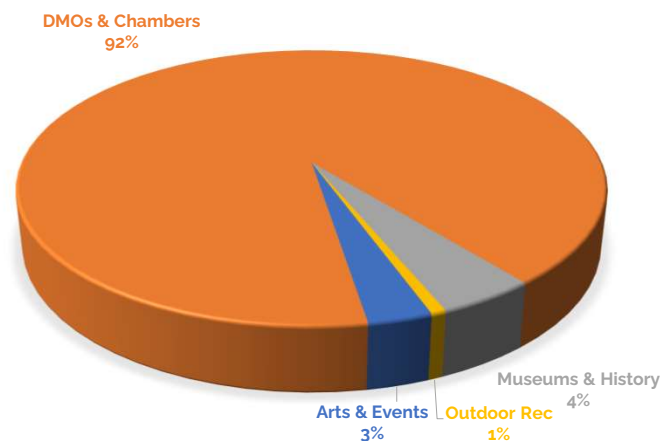
37

37

Nevada Silver Trails Territory 2018-2022



GRANTS BY CATEGORY



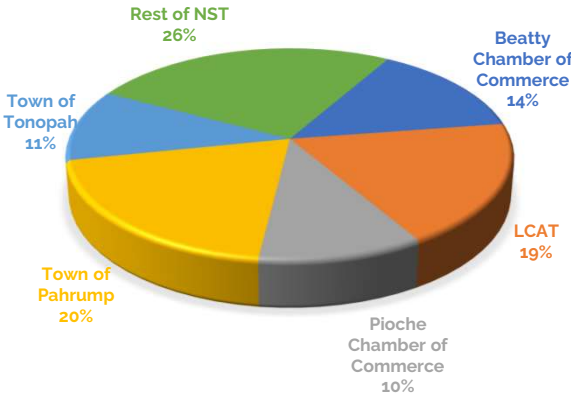
38

38

Nevada Silver Trails Territory Top 5 Awardees



AWARDS



Top 5 Awardees	Award
Town of Pahrump	\$196,582
Lincoln County (LCAT)	\$186,617
Beatty Chamber of Commerce	\$141,883
Town of Tonopah	\$108,876
Pioche Chamber of Commerce	\$104,360
Total Top 5	\$738,318
All other Orgs	\$253,744

*Does not include NST (Org)



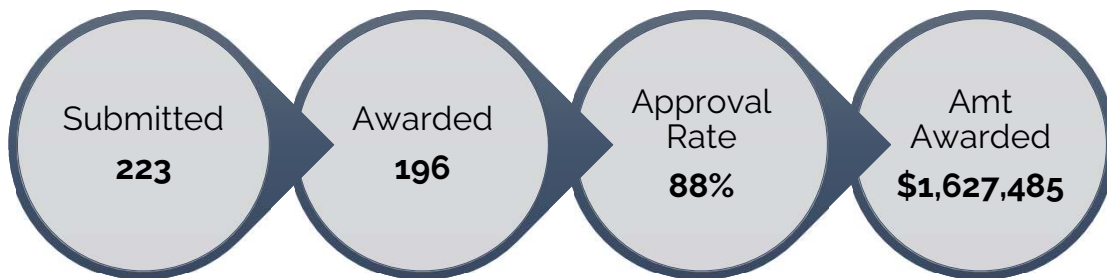
Cowboy Country Territory

FY 2018-2022

CCT Total Grant Applications 2018-2022



- 88% of all CCT grant applications submitted were awarded full or partial funding
- CCT received 19% of total grant funding



41

41

Cowboy Country Territory Grants 2018-2022



Grant Applications

Total Grants
223

Grants Awarded
196

Grants Denied
27

Grant Requests

Total Grant Requests
\$2.34M

Request range
\$300-75,000

Avg # of Request per year
45

42

42

Cowboy Country Territory Grant Awards 2018-2022



Grants
Awarded

196

Smallest
Award

\$900

Total
Amount
Request

\$2,021,684

Largest
Award

\$75,000

Total
Amount
Awarded

\$1,627,485

Approval
Rate

81%

43

43

Cowboy Country Territory 2018-2022



196 Grants Awarded

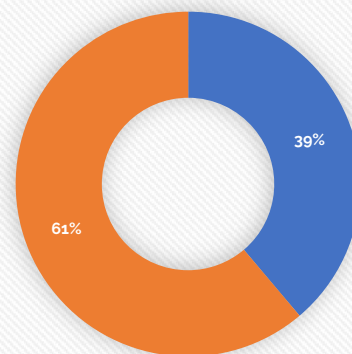
- 50 CCT (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

Amount Awarded

■ CCT (Org) ■ Rest of Territory



44

44

Cowboy Country Territory 2018-2022



5 Year Total

196 Grants Awarded

- 50 (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

CRF Awards

13 Grant Submissions

- 4 CCT (Org)
- 9 Rest of CCT

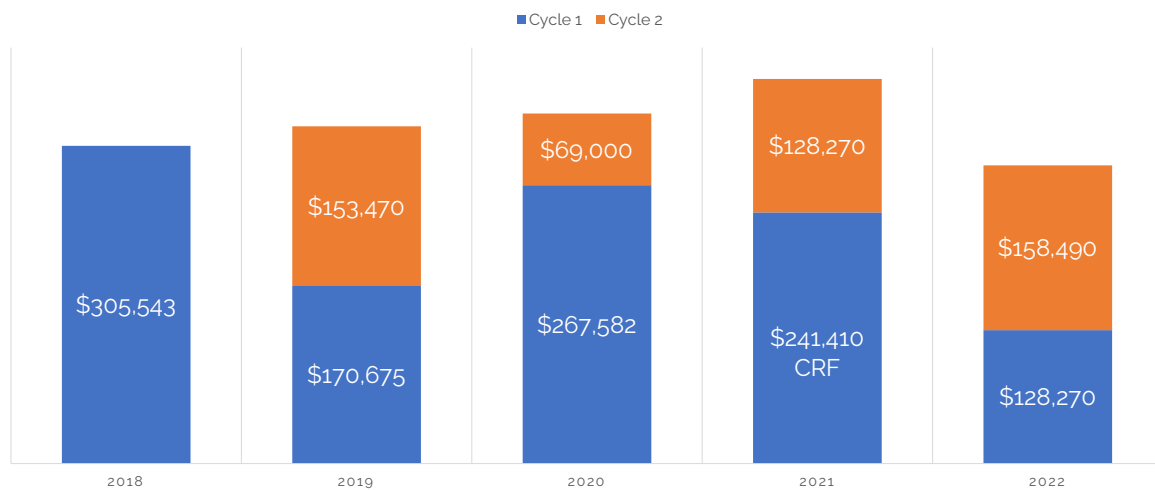
\$241,410 Awarded (15% of total)

- \$112,180 CCT (Org)
- \$129,230 Rest of CCT

45

45

Cowboy Country Territory Awards by Cycle



46

46

Cowboy Country Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Battle Mountain Chamber of Commerce • City of Carlin • City of West Wendover • Elko CVA • Lander County CVA • Pershing County Chamber of Commerce • Town of Jackpot • Wells Chamber of Commerce • Winnemucca CVA 	<ul style="list-style-type: none"> • Cowboy Arts & Gear Museum • Elko Desert Sunrise Community Foundation • Friends of The Farm Inc. • High Desert Cruisers • Northern NV Autism Network • Rides & Rods, Inc. • Silver State Stampede Association 	<ul style="list-style-type: none"> • Marzen House Museum • National Historic CA Emigrant Trail Foundation • North Central NV Historical Society - Humboldt Museum • Western Folklife Center 	<ul style="list-style-type: none"> • Friends of Black Rock High Rock • Safe Haven Wildlife Sanctuary • Trail Center Foundation

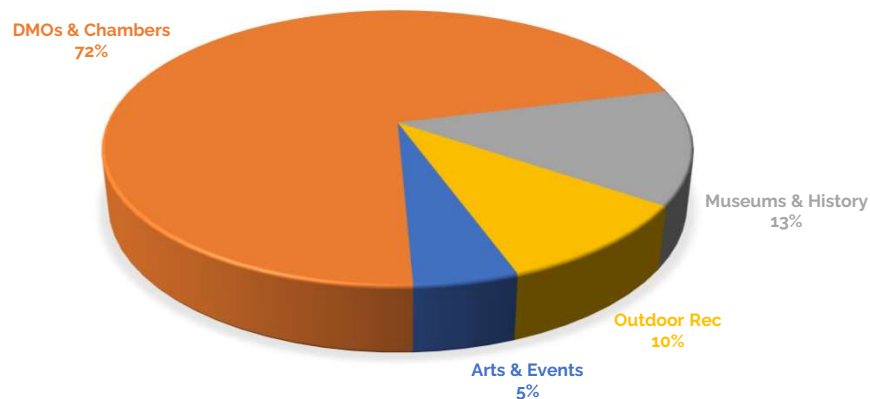
47

47

Cowboy Country Territory 2018-2022



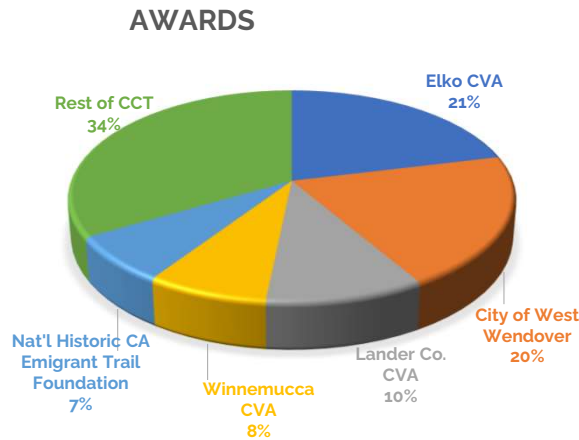
GRANTS BY CATEGORY



48

48

Cowboy Country Territory Top 5 Awardees



Top 5 Awardees	Award
Elko CVA	\$211,125
City of West Wendover	\$202,150
Lander Co. CVA	\$100,796
Winnemucca CVA	\$77,480
Nat'l Historic CA Emigrant Trail Foundation	\$71,498
Total Top 5	\$663,049
All other Orgs	\$332,826

*Does not include CCT (Org)

49

49



Reno-Tahoe Territory

FY 2018-2022

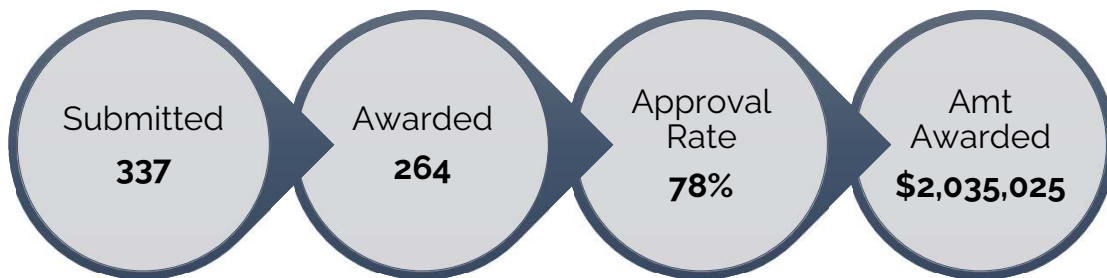
50

50

RTT Total Grant Applications 2018-2022



- 78% of all RTT grants submitted were awarded full or partial funding
- RTT received 24% of total grant funding



51

51

Reno-Tahoe Territory Grants 2018-2022



Grant Applications

Total Grants
337

Grants Awarded
264

Grants Denied
73

Grant Requests

Total Grant Request
\$3.40M

Request range
\$800-100,000

Avg # of requests a year
53

52

52

Reno-Tahoe Grant Awards 2018-2022



Grants
Awarded

264

Smallest
Award

\$750

Total
Amount
Request

\$2,683,958

Largest
Award

\$50,000

Total
Amount
Awarded

\$2,035,025

Approval
Rate

76%

53

53

Reno-Tahoe Territory 2018-2022



264 Grants Awarded

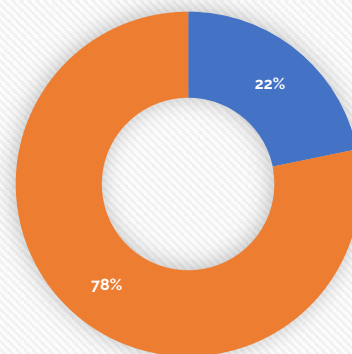
- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

Amount Awarded

■ RTT (Org) ■ Rest of Territory



54

54

Reno-Tahoe Territory 2018-2022



5 Year Total

264 Grants Awarded

- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

CRF Awards

34 Grant Submissions

- 3 RTT (Org)
- 31 Rest of RTT

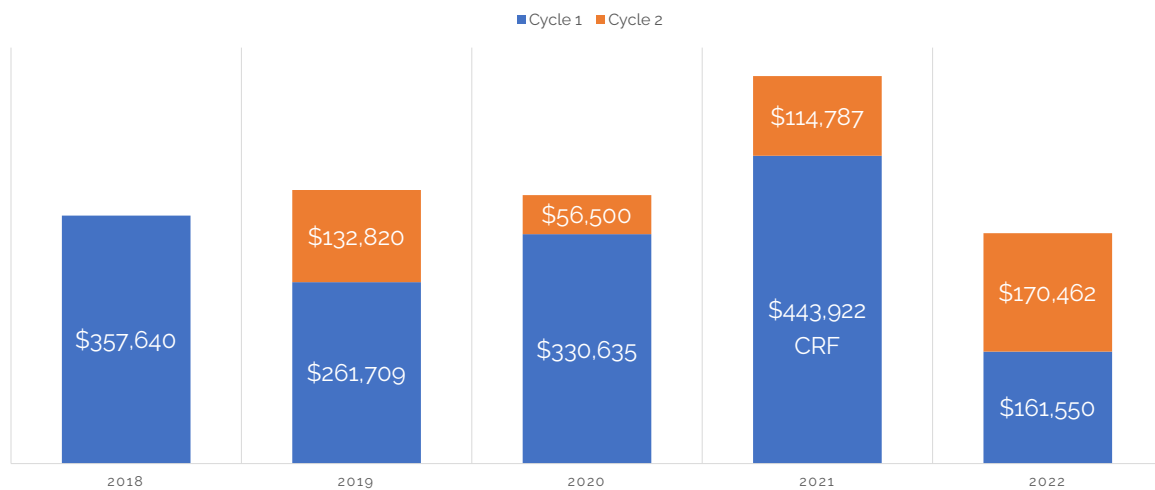
\$443,922 Awarded (22% of total)

- \$86,603 RTT (Org)
- \$357,319 Rest of RTT

55

55

Reno-Tahoe Territory Awards by Cycle



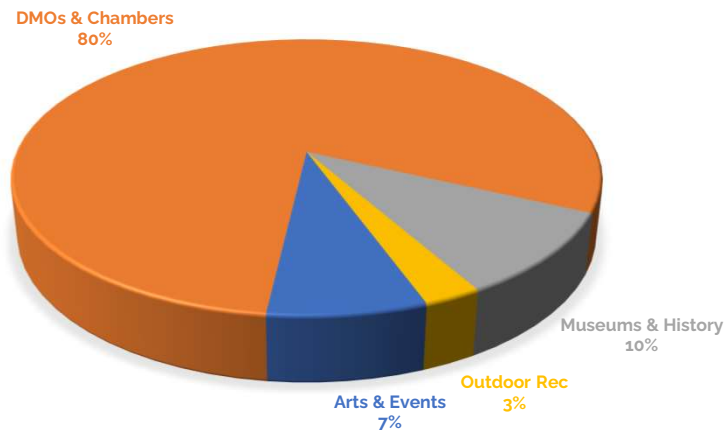
56

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Reno-Tahoe Territory 2018-2022



GRANTS BY CATEGORY



57

57

Reno-Tahoe Territory Grants Supported

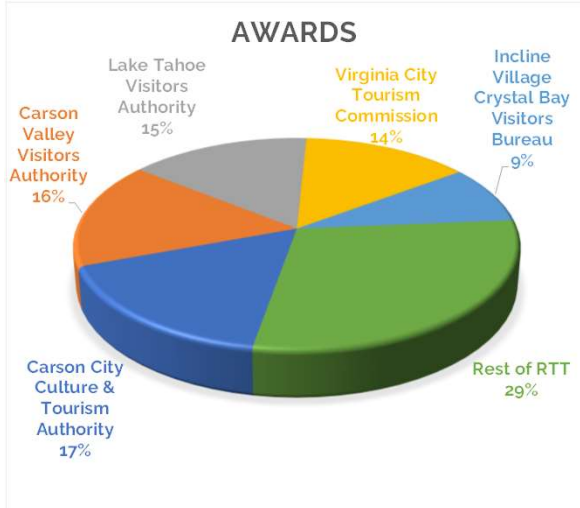


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Carson City Culture & Tourism Authority • Carson Valley Visitors Authority • Incline Community Business Assoc. • Incline Village Crystal Bay Visitors Bureau • Lake Tahoe Visitors Authority • Main Street Gardnerville • Tahoe Douglas Visitors Authority • Rotary Club of Reno Sunrise • Town of Genoa • Virginia City Tourism Commission 	<ul style="list-style-type: none"> • Brewery Arts Center • Carson City Symphony Assoc. • Carson Valley Arts Council • Classical Tahoe • Lake Tahoe Shakespeare Festival • Mile High Jazz Band Assoc. • Nevada Day Inc. • Piper's Opera House • Wild Horse Children's Theatre 	<ul style="list-style-type: none"> • Comstock Civil War Reenactors • Comstock Foundation for History & Culture • Douglas Co. Historical Society • Friends of Dangberg Home Ranch • Friends of Nevada State Railroad • Historic 4th Ward School Foundation • Northern Nevada Railroad Foundation • Thunderbird Lodge Preservation Society 	<ul style="list-style-type: none"> • 6237 Adventurers • Alta Alpina Cycling Club • Athletes United/Epic Tahoe Adventures • Lake Tahoe Bicycle Coalition • Team Tahoe

58

58

Reno-Tahoe Territory Top 5 Awardees



Top 5 Awardees*	Award
Carson City Culture & Tourism Authority	\$263,902
Carson Valley Visitors Authority	\$259,900
Lake Tahoe Visitors Authority	\$240,612
Virginia City Tourism Commission	\$224,000
Incline Village Crystal Bay Visitors Bureau	\$140,500
Total Top 5	\$1,128,914
All other Orgs	\$463,158

*Does not include RTT (Org)

59

59



Pony Express Territory

FY 2018-2022

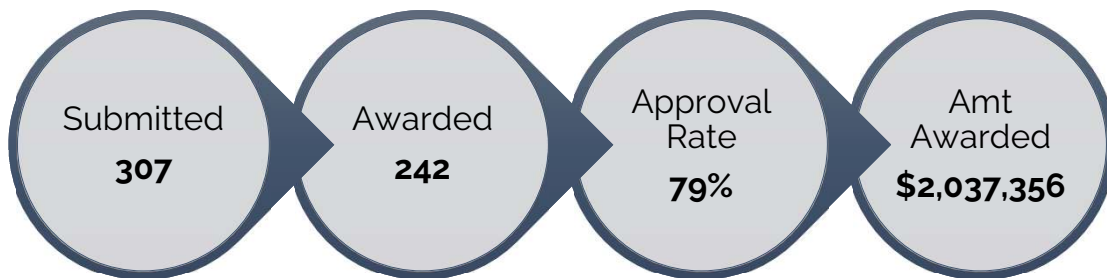
60

60

PET Total Grant Applications 2018-2022



- 79% of all PET grants submitted were awarded full or partial funding
- PET received 24% of total grant funding



61

61

Pony Express Territory Grants 2018-2022



Grant Applications

Total Grants
307

Grants Awarded
242

Grants Denied
65

Grant Requests

Total Grant Requests
\$3.74M

Request range
\$426-253,000

Avg # of requests a year
61

62

62

Pony Express Grant Awards 2018-2022



Grants
Awarded

242

Smallest
Award

\$426

Total
Amount
Request

\$2,808,011

Largest
Award

\$47,371

Total
Amount
Awarded

\$2,037,356

Approval
Rate

73%

63

63

Pony Express Territory 2018-2022



242 Grants Awarded

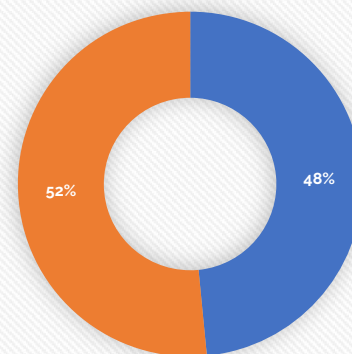
- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

Amount Awarded

■ PET (Org) ■ Rest of Territory



64

64

Pony Express Territory 2018-2022



5 Year Total

242 Grants Awarded

- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

CRF Awards

21 Grant Submissions

- 5 PET (Org)
- 16 Rest of PET

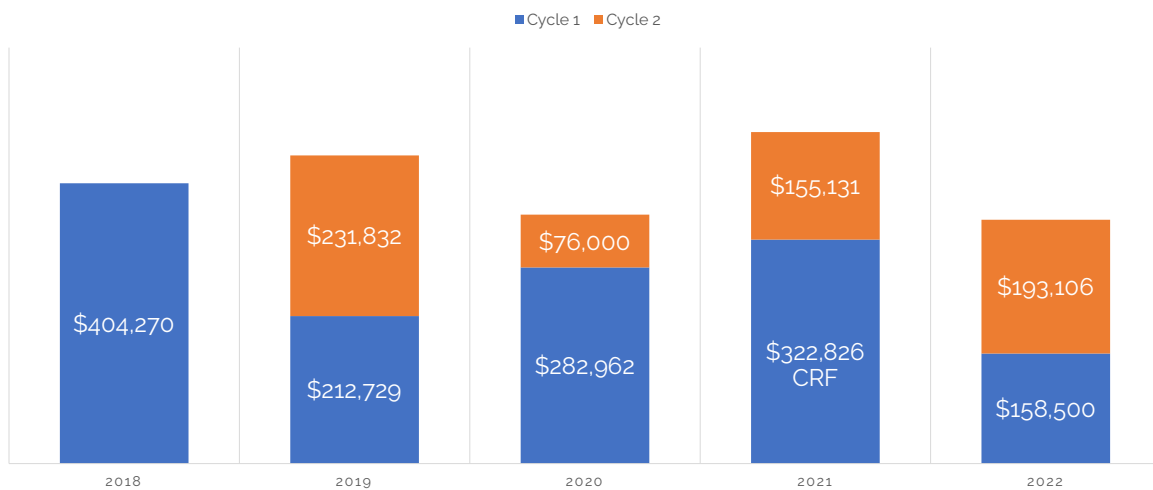
\$322,826 Awarded (16% of total)

- \$130,796 PET (Org)
- \$192,030 Rest of PET

65

65

Pony Express Territory Awards by Cycle



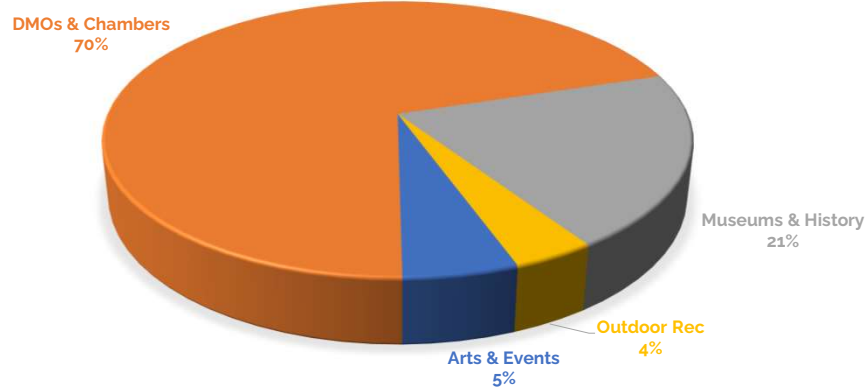
66

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Pony Express Territory 2018-2022



GRANTS BY CATEGORY



67

67

Pony Express Territory Grants Supported

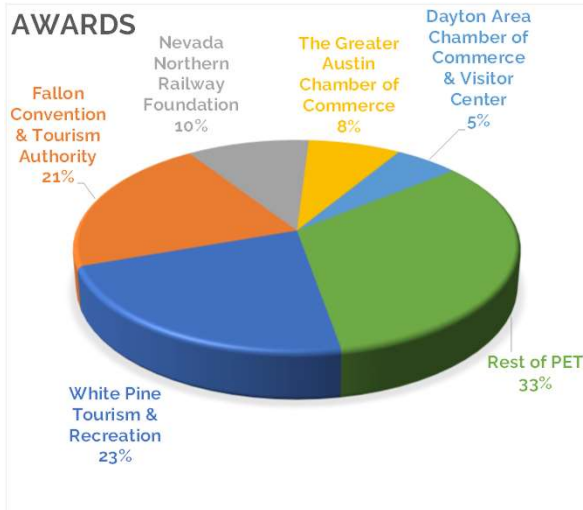


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • City of Ely • Dayton Chamber of Commerce • Eureka Business Network • Eureka County Econ Development • Fallon Convention & Tourism Authority • The Greater Austin Chamber of Commerce • White Pine Chamber of Commerce • White Pine County Tourism & Recreation • White Pine Main Street Association 	<ul style="list-style-type: none"> • Churchill Arts Council • Dayton Valley Days • Silver State Classic Challenge, Inc • Western Spirit Foundation • White Pine County Agricultural District 13 • White Pine Rodders 	<ul style="list-style-type: none"> • Austin Historical Society • Churchill County Museum • Dayton Preservation Committee • Eureka Restoration Enterprise • Historical Society of Dayton Valley • NV Northern Railway Foundation • White Pine Public Museums 	<ul style="list-style-type: none"> • Great Basin Bird Observatory • Great Basin Heritage Area Partnership • Great Basin National Park Foundation • Motor Sports Safety, Inc

68

68

Pony Express Territory Top 5 Awardees



Top 5 Awardees*	Award
White Pine Tourism & Recreation	\$234,019
Fallon Convention & Tourism Authority	\$220,250
Nevada Northern Railway Foundation	\$106,750
The Greater Austin Chamber of Commerce	\$80,787
Dayton Area Chamber of Commerce & Visitor Center	\$56,303
Total Top 5	\$698,109
All other Orgs	\$345,423

*Does not include PET (Org)

69

69

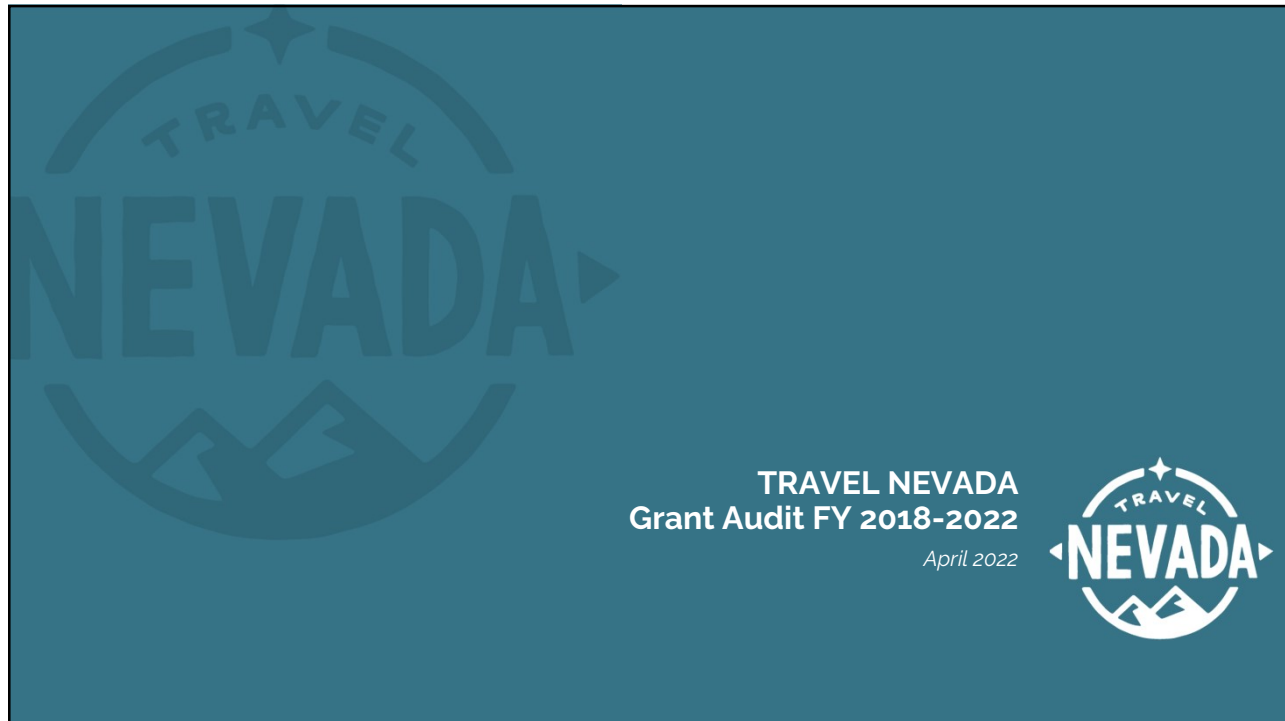


Questions?

aeckert@travelnevada.com

70

70




1

Goal: Improve the Grant Process

- **Maximize available funding**
- **Increase funding equity among requests**
- **Demonstrate impact & effectiveness**
- **Mission and brand alignment**
- **Promote and support grant projects across Travel Nevada channels**

- **Five-year analysis from 2018-2022**
 - 10 grant cycles
 - Two years pre-COVID
 - Includes CRF funding
 - Does not include Projects Related to Tourism
- **7 Geographic areas**
 - Cowboy Country
 - Indian Territory
 - Las Vegas
 - Pony Express Territory
 - Nevada Silver Trails
 - Reno-Tahoe Territory
 - Statewide
- **Subcategories**
 - Territories as an organization
 - Rest of the territory



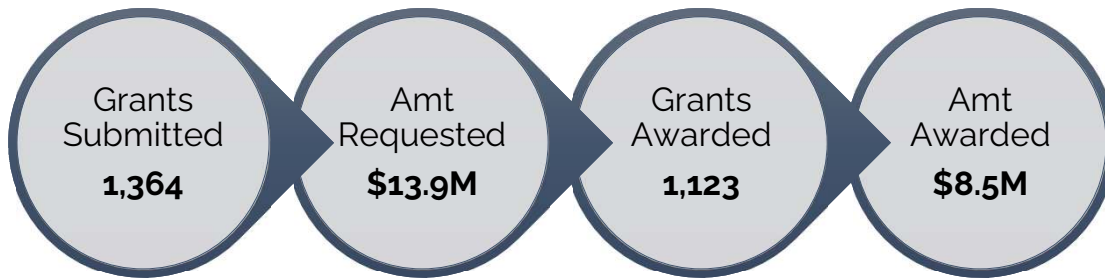
2

2

Travel Nevada Total Grant Applications 2018-2022



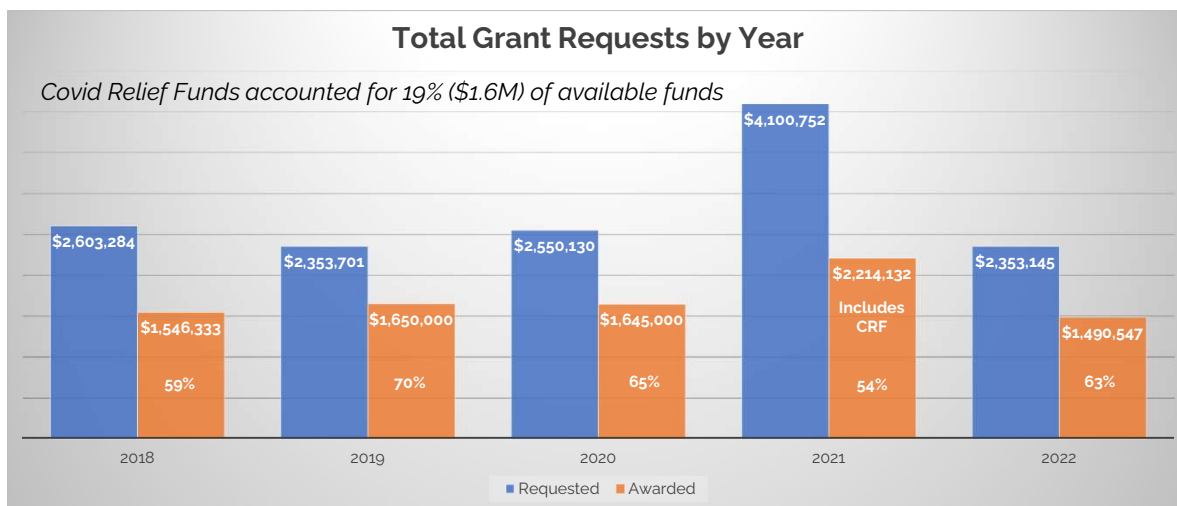
- An average of 270 grant requests a year
- Requests ranged anywhere from \$300 up to \$253,000
- 82% of all grants submitted were awarded full or partial funding



3

3

Grant Requests by Year 2018-2022



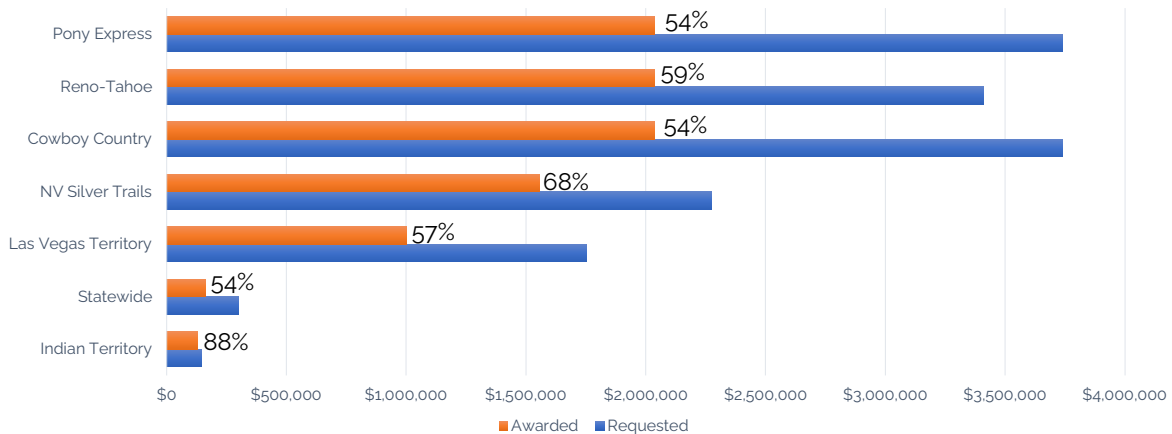
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Grants by Territory 2018-2022



Grant Approval Rate by Territory



5

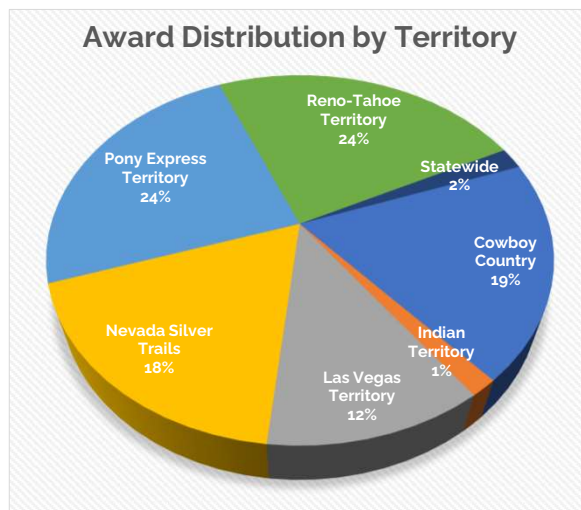
5

Award Distribution by Territory (Region)



Territory	Awarded
Indian Territory	\$129,500
Statewide	\$160,650
Las Vegas Territory	\$1,000,284
NV Silver Trails	\$1,555,712
Cowboy Country	\$1,627,485
Reno-Tahoe	\$2,035,025
Pony Express	\$2,037,356
TOTAL	\$8,546,012

Reno-Tahoe and Pony Express received nearly half of the grant awards in the last 5 years



6

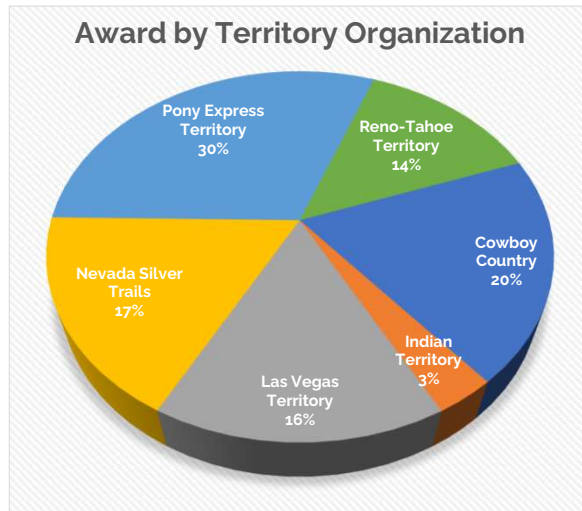
6

Award Distribution by Territory (Organization)



Territory Organization	Awarded
Indian Territory	\$105,300
Reno-Tahoe	\$442,953
Las Vegas Territory	\$506,023
NV Silver Trails	\$563,650
Cowboy Country	\$631,610
Pony Express	\$987,224
TOTAL	\$3,236,760

Territory organizations combined received 38% of all grant awards in the last 5 years



7

7

Grants by Organization Type



Organization Type	CCT	LVT	NIT	NST	PET	RTT	TOTAL
DMOs & Chambers*	9	7	1	11	9	10	47
Arts & Events	7	1	0	2	6	9	25
Museums & History	4	1	0	7	7	8	27
Outdoor Recreation	3	1	0	1	4	5	14
TOTAL	23	10	1	21	26	32	113

*Does not include the Territory Organizations

- *Reno-Tahoe and Pony Express Territories received the most grant awards which were spread out across the most diverse group of organizations*
- *Outdoor Recreation represented 12% of all organization applications, despite being a prominent activity in across the state*

8

8

CRF Funding by Territory



Territory	Total Awarded	CRF Award	% CRF
Indian Territory	\$129,500	\$0	0%
Statewide	\$160,650	\$0	0%
Las Vegas Territory	\$1,000,284	\$256,415	26%
NV Silver Trails	\$1,555,712	\$371,367	24%
Cowboy Country	\$1,627,485	\$241,410	15%
Reno-Tahoe	\$2,035,025	\$443,922	22%
Pony Express	\$2,037,356	\$322,826	16%
TOTAL	\$8,546,012	\$1,635,940	19%

9

9

Top 10 Awardees



Territory	Organization	Award Total
Reno-Tahoe Territory	Carson City Culture & Tourism Authority	\$ 263,902
Reno-Tahoe Territory	Carson Valley Visitors Authority	\$ 259,900
Reno-Tahoe Territory	Lake Tahoe Visitors Authority	\$ 240,612
Pony Express Territory	White Pine Tourism & Recreation	\$ 234,019
Reno-Tahoe Territory	Virginia City Tourism Commission	\$ 224,000
Pony Express Territory	Fallon Convention & Tourism Authority	\$ 220,250
Cowboy Country Territory	Elko CVA	\$ 211,125
Cowboy Country Territory	City of West Wendover	\$ 202,150
Nevada Silver Trails Territory	Town of Pahrump	\$ 196,582
Nevada Silver Trails Territory	Lincoln County (LCAT)	\$ 186,617

*The top 10 awardees received a collective \$2.24M, accounting for 26% of all grant awards
(Does not include Territory Organizations)*

10

10

Organizational Considerations



Organization Type	Budget Size	# of Staff	Alignment
<ul style="list-style-type: none"> DMOs <ul style="list-style-type: none"> Territory County City/Town Chamber hybrid Main Streets Museums Arts Events 	<ul style="list-style-type: none"> Under \$50K \$50-99K \$100-499K \$500-1M Over \$1MM 	<ul style="list-style-type: none"> Full Time employees Part Time employees Volunteers 	<ul style="list-style-type: none"> Org mission and goals Travel Nevada pillars <ul style="list-style-type: none"> Arts & Culture Outdoor Recreation Museums & History

11

11

Program Analysis



Category	Medium	Reach	Request Size
<ul style="list-style-type: none"> Admin Signature Events Advertising Merchandise Tradeshows & Missions Research & planning Assets 	<ul style="list-style-type: none"> TV Print Digital/display Social Website Radio Out of Home PR/media Travel trade Video Photos 	<ul style="list-style-type: none"> In-state <ul style="list-style-type: none"> DYN Out-of-state <ul style="list-style-type: none"> Neighbor states Neighbors of neighbors Long haul International 	<ul style="list-style-type: none"> Less than \$10K \$10K-50K More than \$50K

12

12



Nevada's Indian Territory

FY 2018-2022

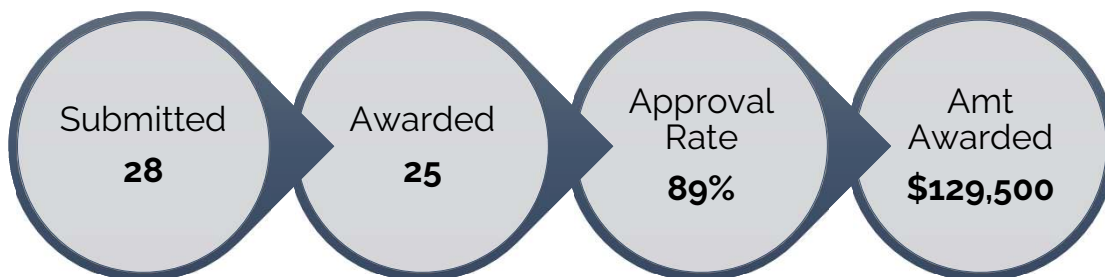
13

13



NIT Total Grant Applications 2018-2022

- 89% of all IT grant applications submitted were awarded full or partial funding
- IT received 1% of total grant funding



14

14

Nevada's Indian Territory Grants 2018-2022



Grant Applications

Total Grants
28

Grants Awarded
25

Grants Denied
3

Grant Requests

Total Grant Requests
\$146,250

Request range
\$2,400-12,000

Avg # of Request per year
6

15

15

Nevada's Indian Territory Grant Awards 2018-2022



Grants Awarded
25

Smallest Award
\$1000

Total Amount Request
\$131,200

Largest Award
\$12,000

Total Amount Awarded
\$129,500

Approval Rate
99%

16

16

Nevada's Indian Territory 2018-2022

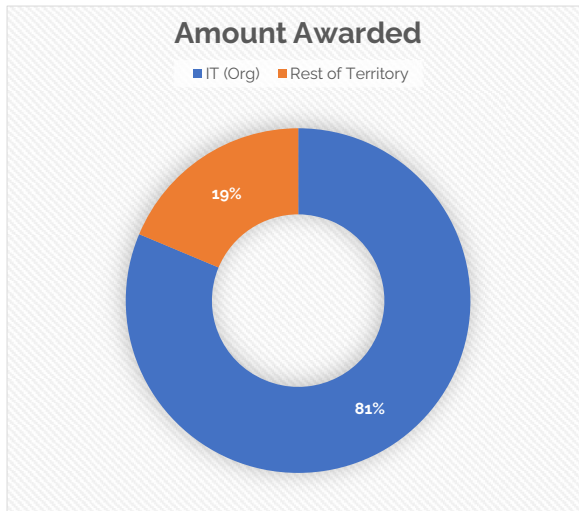


25 Grants Awarded

- 21 IT (Org)
- 4 Rest of IT

\$129,500 Awarded

- \$105,300 (Org)
- \$24,200 Rest of IT



17

17

Nevada's Indian Territory 2018-2022



5 Year Total

25 Grants Awarded

- 21 (Org)
- 4 Rest of IT

\$129,500 Awarded

- \$105,300 (Org)
- \$24,200 Rest of IT

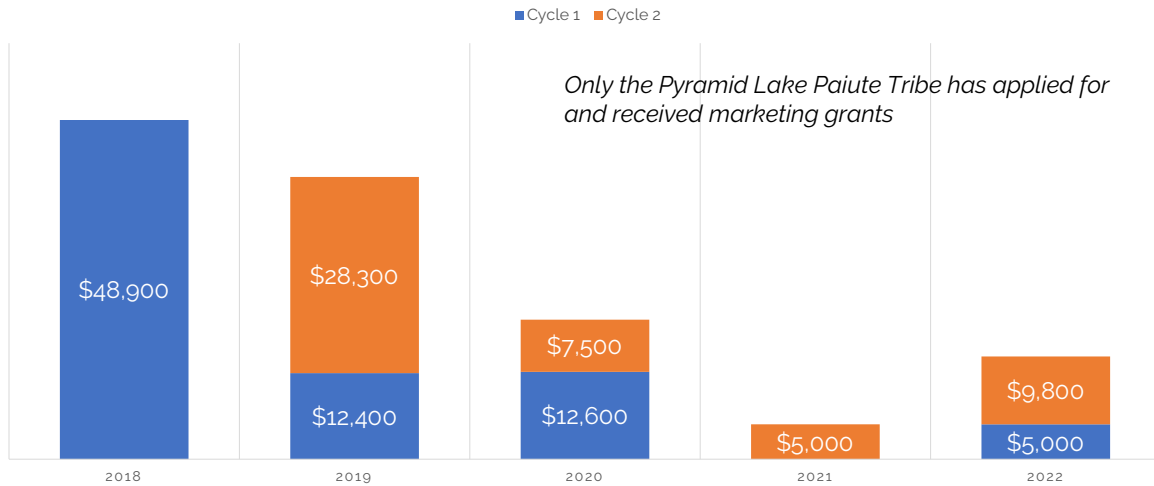
CRF Awards

0 Grant Submissions

18

18

Nevada's Indian Territory Awards by Cycle



19

19



Las Vegas Territory

FY 2018-2022

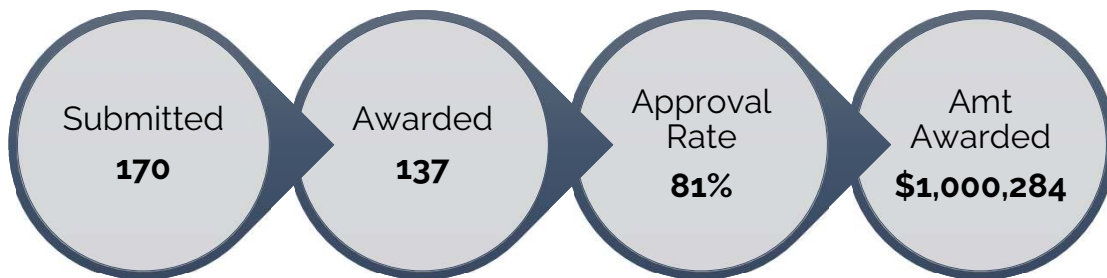
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20

LVT Total Grant Applications 2018-2022



- 81% of all LVT grant applications submitted were awarded full or partial funding
- LVT received 12% of total grant funding



21

21

Las Vegas Territory Grants 2018-2022



Grant Applications

Total Grants
170

Grants Awarded
137

Grants Denied
33

Grant Requests

Total Grant Requests
\$1.75M

Request range
\$775-90,500

Avg # of Request per year
34

22

22

Las Vegas Territory Grant Awards 2018-2022



Grants
Awarded

137

Smallest
Award

\$900

Total
Amount
Request

\$1,395,923

Largest
Award

\$42,850

Total
Amount
Awarded

\$1,000,284

Approval
Rate

72%

23

23

Las Vegas Territory 2018-2022



137 Grants Awarded

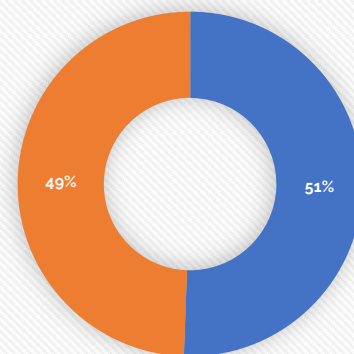
- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT

Amount Awarded

■ LVT (Org) ■ Rest of Territory



24

24

Las Vegas Territory 2018-2022



5 Year Total

137 Grants Awarded

- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT

CRF Awards

19 Grant Submissions

- 6 LVT (Org)
- 13 Rest of LVT

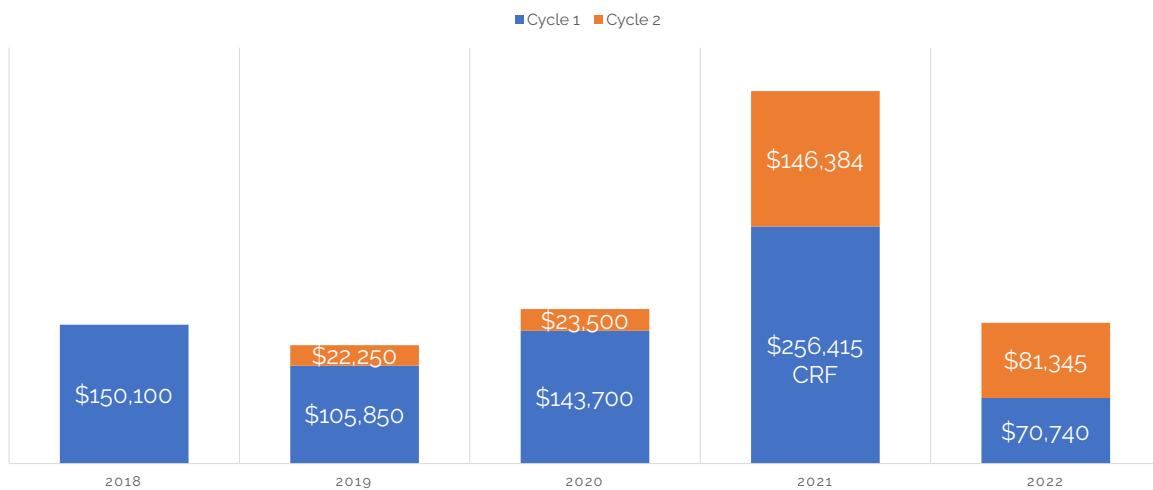
\$256,415 Awarded (26% of total)

- \$125,050 LVT (Org)
- \$131,365 Rest of LVT

25

25

Las Vegas Territory Awards by Cycle



26

26

Las Vegas Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Boulder City Chamber of Commerce • City of Mesquite • Destination Services Association (DSA) • Laughlin Tourism Commission • Mesquite Chamber • Moapa Valley Chamber • Moapa Valley Revitalization Project 	<ul style="list-style-type: none"> • Dam Short Film Society 	<ul style="list-style-type: none"> • Friends of Gold Butte 	<ul style="list-style-type: none"> • Outside Las Vegas Foundation

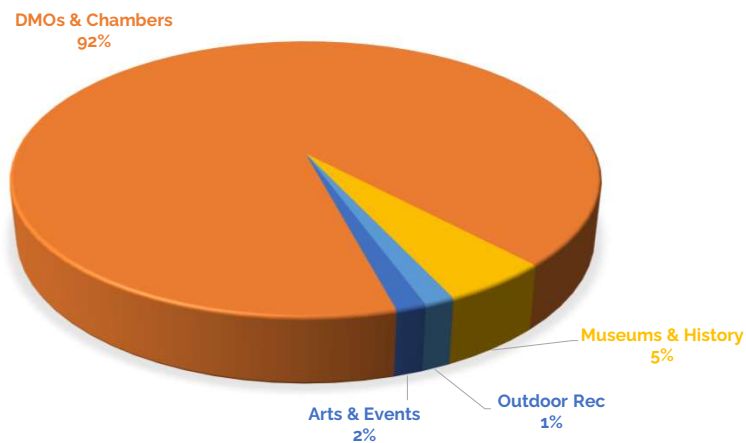
27

27

Las Vegas Territory 2018-2022



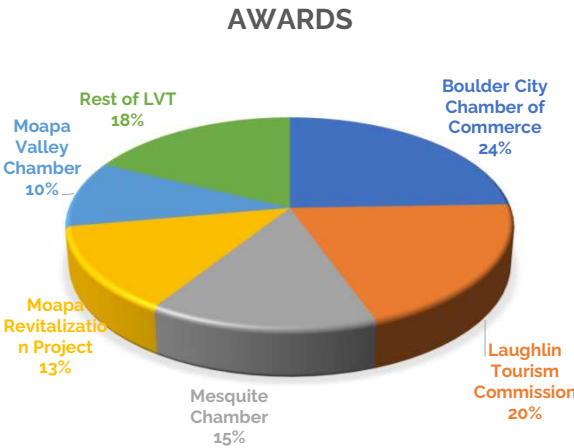
GRANTS BY CATEGORY



28

28

Las Vegas Territory Top 5 Awardees



Top 5 Awardees	Award
Boulder City Chamber of Commerce	\$120,859
Laughlin Tourism Commission	\$99,150
Mesquite Chamber	\$71,910
Moapa Revitalization Project	\$65,000
Moapa Valley Chamber	\$50,000
Total Top 5	\$406,919
All other Orgs	\$87,372

*Does not include LVT (Org)

Nevada Silver Trails Territory

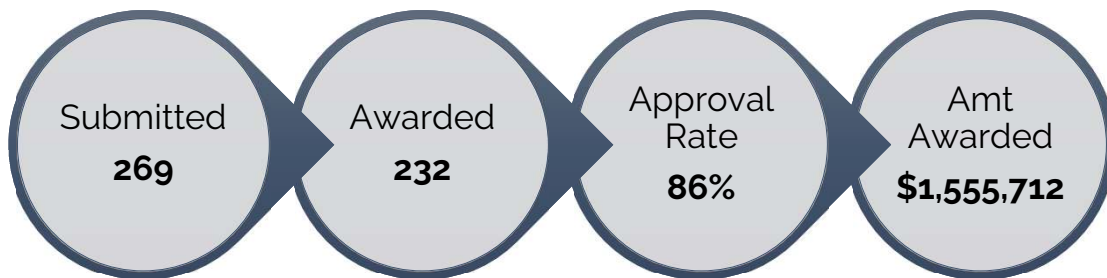
FY 2018-2022



NST Total Grant Applications 2018-2022



- 86% of all NST grants submitted were awarded full or partial funding
- NST received 18% of total grant funding



31

31

Nevada Silver Trails Territory Grants 2018-2022



Grant Applications

Total Grants
269

Grants Awarded
232

Grants Denied
37

Grant Requests

Total Grant Requests
\$2.28M

Request range
\$395-79,650

Avg # of requests a year
54

32

32

Nevada Silver Trails Grant Awards 2018-2022



Grants
Awarded

232

Smallest
Award

\$395

Total
Amount
Request

\$1,938,923

Largest
Award

\$62,300

Total
Amount
Awarded

\$1,555,712

Approval
Rate

80%

33

33

Nevada Silver Trails Territory 2018-2022

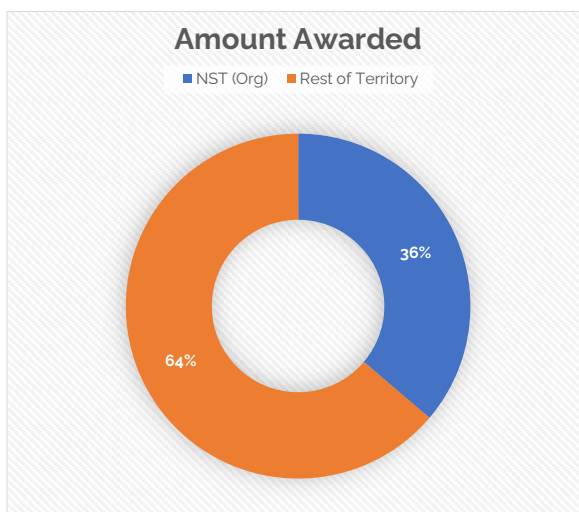


232 Grants Awarded

- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST



34

34

Nevada Silver Trails Territory 2018-2022



5 Year Total

232 Grants Awarded

- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST

CRF Awards

31 Grant Submissions

- 4 NST (Org)
- 27 Rest of NST

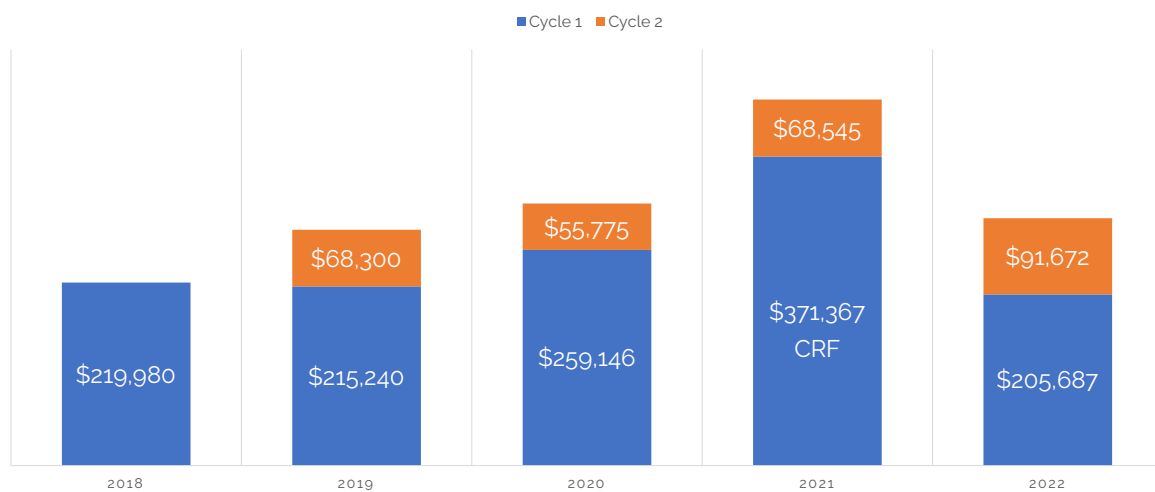
\$371,367 Awarded (24% of total)

- \$86,200 NST (Org)
- \$285,167 Rest of NST

35

35

Nevada Silver Trails Territory Awards by Cycle



36

36

Nevada Silver Trails Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Beatty Chamber of Commerce • Boys & Girls Club of Mason Valley • Esmeralda County • Goldfield Chamber of Commerce • Lincoln Communities Action Team • Mineral Co. Convention & Tourism • Pioche Chamber • Tonopah Main Street • Town of Beatty • Town of Pahrump • Town of Tonopah 	<ul style="list-style-type: none"> • Lyon C. Fair Board & Silver State Youth Livestock Show • Yerington Theatre for the Arts 	<ul style="list-style-type: none"> • Beatty Museum & Historical Society • Central Nevada Historical Society • Friends of Gem Theatre • Goldfield Historical Society • Goldwell Open Air Museum • Mineral County Museum • Tonopah Historic Mining Park Foundation 	<ul style="list-style-type: none"> • 911 Memorial Mountain Grant Challenge

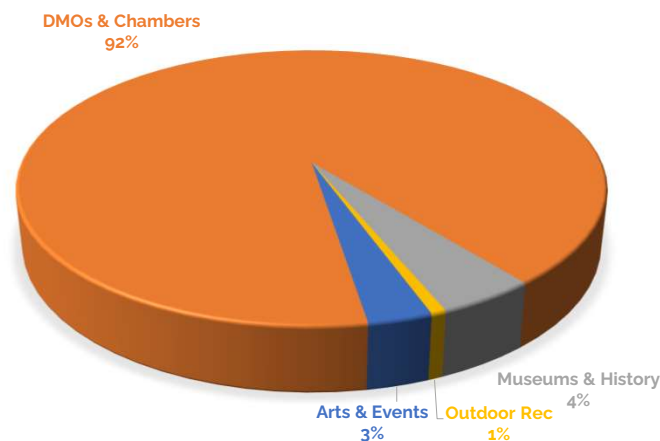
37

37

Nevada Silver Trails Territory 2018-2022



GRANTS BY CATEGORY



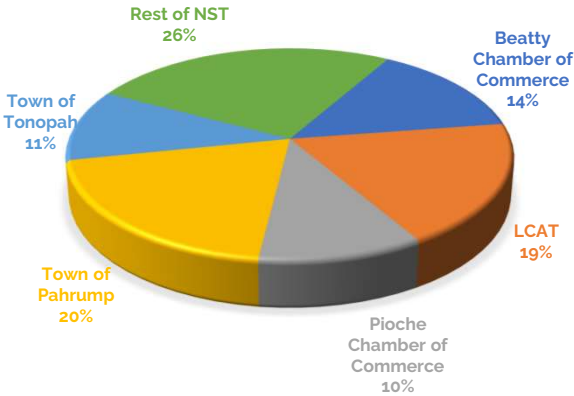
38

38

Nevada Silver Trails Territory Top 5 Awardees



AWARDS



Top 5 Awardees	Award
Town of Pahrump	\$196,582
Lincoln County (LCAT)	\$186,617
Beatty Chamber of Commerce	\$141,883
Town of Tonopah	\$108,876
Pioche Chamber of Commerce	\$104,360
Total Top 5	\$738,318
All other Orgs	\$253,744

*Does not include NST (Org)



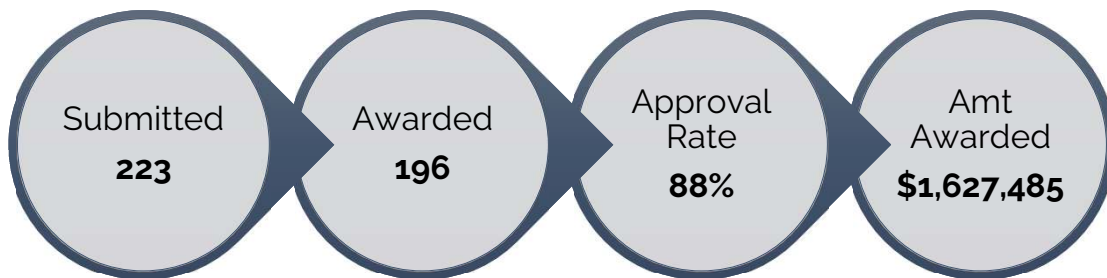
Cowboy Country Territory

FY 2018-2022

CCT Total Grant Applications 2018-2022



- 88% of all CCT grant applications submitted were awarded full or partial funding
- CCT received 19% of total grant funding



41

41

Cowboy Country Territory Grants 2018-2022



Grant Applications

Total Grants
223

Grants Awarded
196

Grants Denied
27

Grant Requests

Total Grant Requests
\$2.34M

Request range
\$300-75,000

Avg # of Request per year
45

42

42

Cowboy Country Territory Grant Awards 2018-2022

Grants
Awarded

196

Smallest
Award

\$900

Total
Amount
Request

\$2,021,684

Largest
Award

\$75,000

Total
Amount
Awarded

\$1,627,485

Approval
Rate

81%

43

43

Cowboy Country Territory 2018-2022

196 Grants Awarded

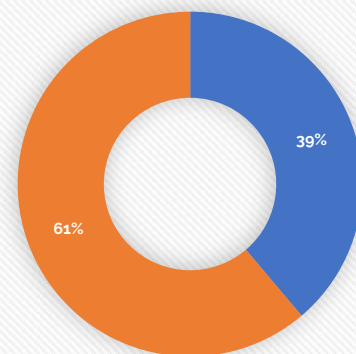
- 50 CCT (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

Amount Awarded

■ CCT (Org) ■ Rest of Territory



44

44

Cowboy Country Territory 2018-2022



5 Year Total

196 Grants Awarded

- 50 (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

CRF Awards

13 Grant Submissions

- 4 CCT (Org)
- 9 Rest of CCT

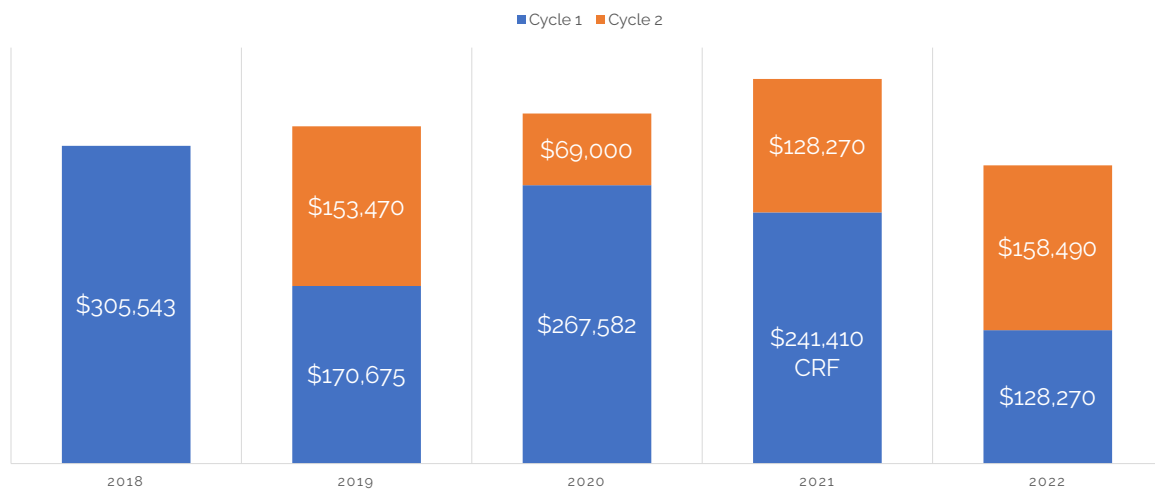
\$241,410 Awarded (15% of total)

- \$112,180 CCT (Org)
- \$129,230 Rest of CCT

45

45

Cowboy Country Territory Awards by Cycle



46

46

Cowboy Country Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Battle Mountain Chamber of Commerce • City of Carlin • City of West Wendover • Elko CVA • Lander County CVA • Pershing County Chamber of Commerce • Town of Jackpot • Wells Chamber of Commerce • Winnemucca CVA 	<ul style="list-style-type: none"> • Cowboy Arts & Gear Museum • Elko Desert Sunrise Community Foundation • Friends of The Farm Inc. • High Desert Cruisers • Northern NV Autism Network • Rides & Rods, Inc. • Silver State Stampede Association 	<ul style="list-style-type: none"> • Marzen House Museum • National Historic CA Emigrant Trail Foundation • North Central NV Historical Society - Humboldt Museum • Western Folklife Center 	<ul style="list-style-type: none"> • Friends of Black Rock High Rock • Safe Haven Wildlife Sanctuary • Trail Center Foundation

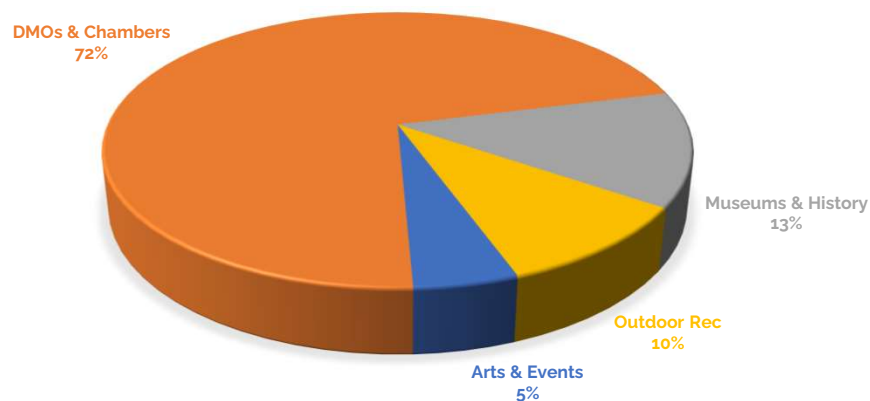
47

47

Cowboy Country Territory 2018-2022



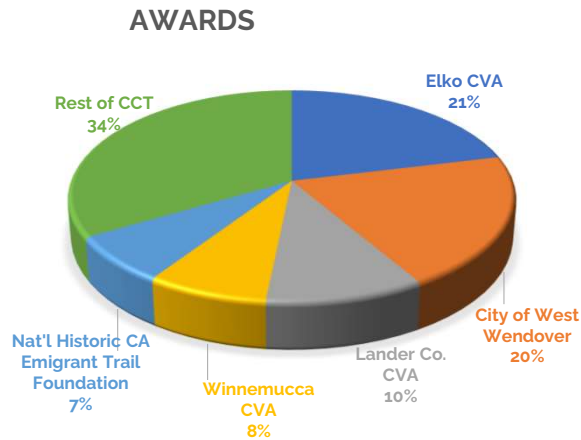
GRANTS BY CATEGORY



48

48

Cowboy Country Territory Top 5 Awardees



Top 5 Awardees	Award
Elko CVA	\$211,125
City of West Wendover	\$202,150
Lander Co. CVA	\$100,796
Winnemucca CVA	\$77,480
Nat'l Historic CA Emigrant Trail Foundation	\$71,498
Total Top 5	\$663,049
All other Orgs	\$332,826

*Does not include CCT (Org)

49

49



Reno-Tahoe Territory

FY 2018-2022

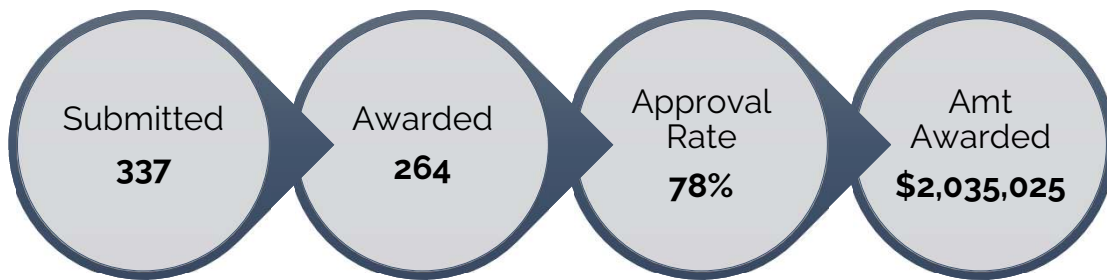
50

50

RTT Total Grant Applications 2018-2022



- 78% of all RTT grants submitted were awarded full or partial funding
- RTT received 24% of total grant funding



51

51

Reno-Tahoe Territory Grants 2018-2022



Grant Applications

Total Grants
337

Grants Awarded
264

Grants Denied
73

Grant Requests

Total Grant Request
\$3.40M

Request range
\$800-100,000

Avg # of requests a year
53

52

52

Reno-Tahoe Grant Awards 2018-2022



Grants
Awarded

264

Smallest
Award

\$750

Total
Amount
Request

\$2,683,958

Largest
Award

\$50,000

Total
Amount
Awarded

\$2,035,025

Approval
Rate

76%

53

53

Reno-Tahoe Territory 2018-2022



264 Grants Awarded

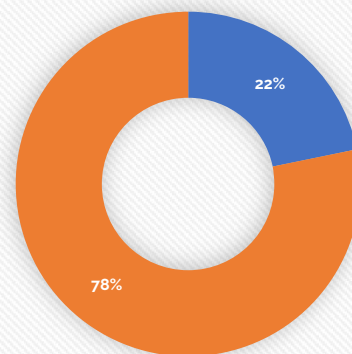
- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

Amount Awarded

■ RTT (Org) ■ Rest of Territory



54

54

Reno-Tahoe Territory 2018-2022



5 Year Total

264 Grants Awarded

- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

CRF Awards

34 Grant Submissions

- 3 RTT (Org)
- 31 Rest of RTT

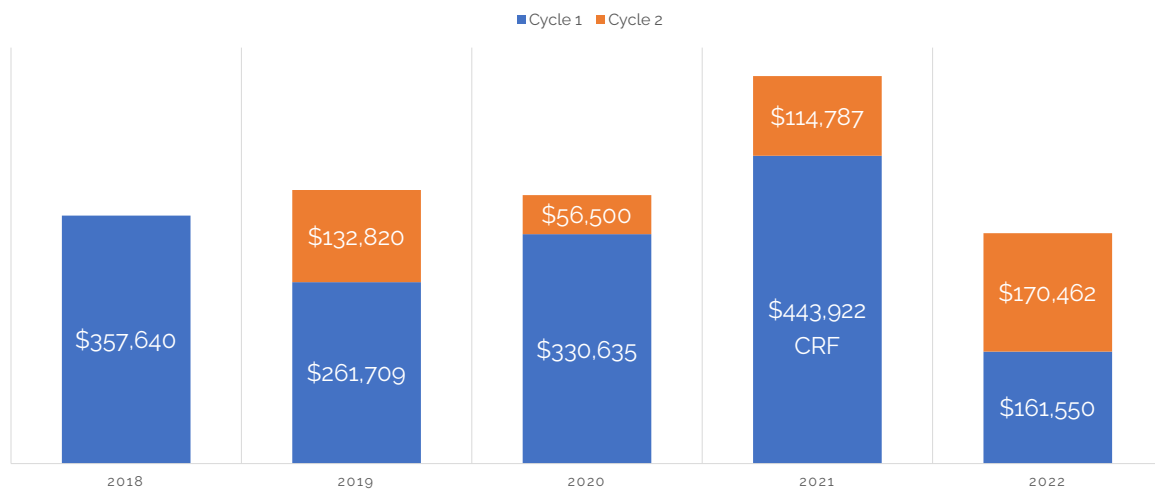
\$443,922 Awarded (22% of total)

- \$86,603 RTT (Org)
- \$357,319 Rest of RTT

55

55

Reno-Tahoe Territory Awards by Cycle



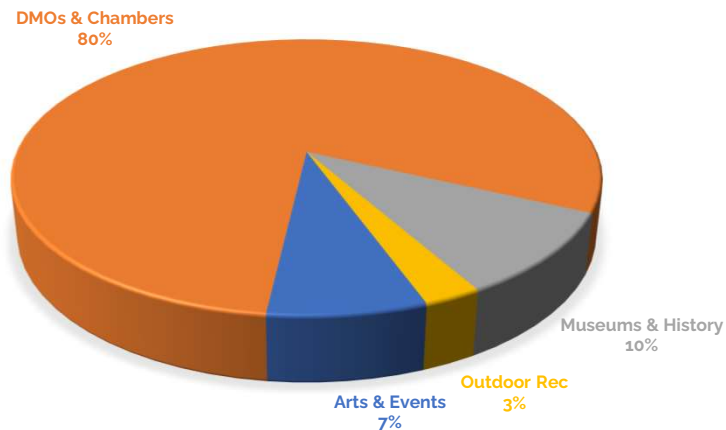
56

56

Reno-Tahoe Territory 2018-2022



GRANTS BY CATEGORY



57

57

Reno-Tahoe Territory Grants Supported

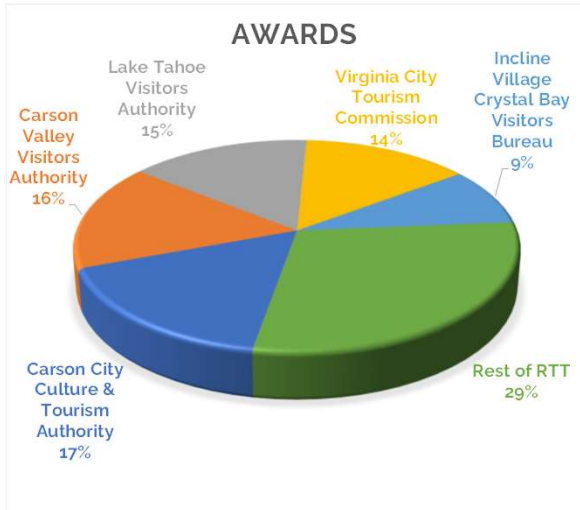


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Carson City Culture & Tourism Authority • Carson Valley Visitors Authority • Incline Community Business Assoc. • Incline Village Crystal Bay Visitors Bureau • Lake Tahoe Visitors Authority • Main Street Gardnerville • Tahoe Douglas Visitors Authority • Rotary Club of Reno Sunrise • Town of Genoa • Virginia City Tourism Commission 	<ul style="list-style-type: none"> • Brewery Arts Center • Carson City Symphony Assoc. • Carson Valley Arts Council • Classical Tahoe • Lake Tahoe Shakespeare Festival • Mile High Jazz Band Assoc. • Nevada Day Inc. • Piper's Opera House • Wild Horse Children's Theatre 	<ul style="list-style-type: none"> • Comstock Civil War Reenactors • Comstock Foundation for History & Culture • Douglas Co. Historical Society • Friends of Dangberg Home Ranch • Friends of Nevada State Railroad • Historic 4th Ward School Foundation • Northern Nevada Railroad Foundation • Thunderbird Lodge Preservation Society 	<ul style="list-style-type: none"> • 6237 Adventurers • Alta Alpina Cycling Club • Athletes United/Epic Tahoe Adventures • Lake Tahoe Bicycle Coalition • Team Tahoe

58

58

Reno-Tahoe Territory Top 5 Awardees



Top 5 Awardees*	Award
Carson City Culture & Tourism Authority	\$263,902
Carson Valley Visitors Authority	\$259,900
Lake Tahoe Visitors Authority	\$240,612
Virginia City Tourism Commission	\$224,000
Incline Village Crystal Bay Visitors Bureau	\$140,500
Total Top 5	\$1,128,914
All other Orgs	\$463,158

*Does not include RTT (Org)

59

59



Pony Express Territory

FY 2018-2022

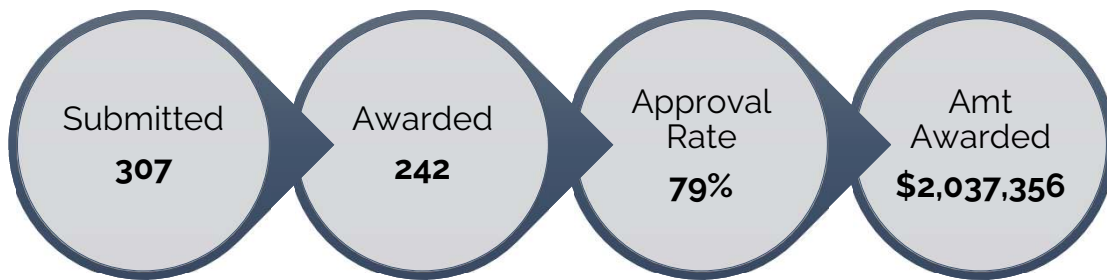
60

60

PET Total Grant Applications 2018-2022



- 79% of all PET grants submitted were awarded full or partial funding
- PET received 24% of total grant funding



61

61

Pony Express Territory Grants 2018-2022



Grant Applications

Total Grants
307

Grants Awarded
242

Grants Denied
65

Grant Requests

Total Grant Requests
\$3.74M

Request range
\$426-253,000

Avg # of requests a year
61

62

62

Pony Express Grant Awards 2018-2022



Grants
Awarded

242

Smallest
Award

\$426

Total
Amount
Request

\$2,808,011

Largest
Award

\$47,371

Total
Amount
Awarded

\$2,037,356

Approval
Rate

73%

63

63

Pony Express Territory 2018-2022



242 Grants Awarded

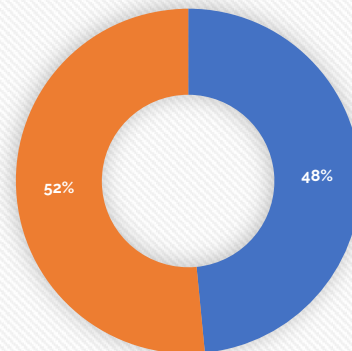
- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

Amount Awarded

■ PET (Org) ■ Rest of Territory



64

64

Pony Express Territory 2018-2022



5 Year Total

242 Grants Awarded

- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

CRF Awards

21 Grant Submissions

- 5 PET (Org)
- 16 Rest of PET

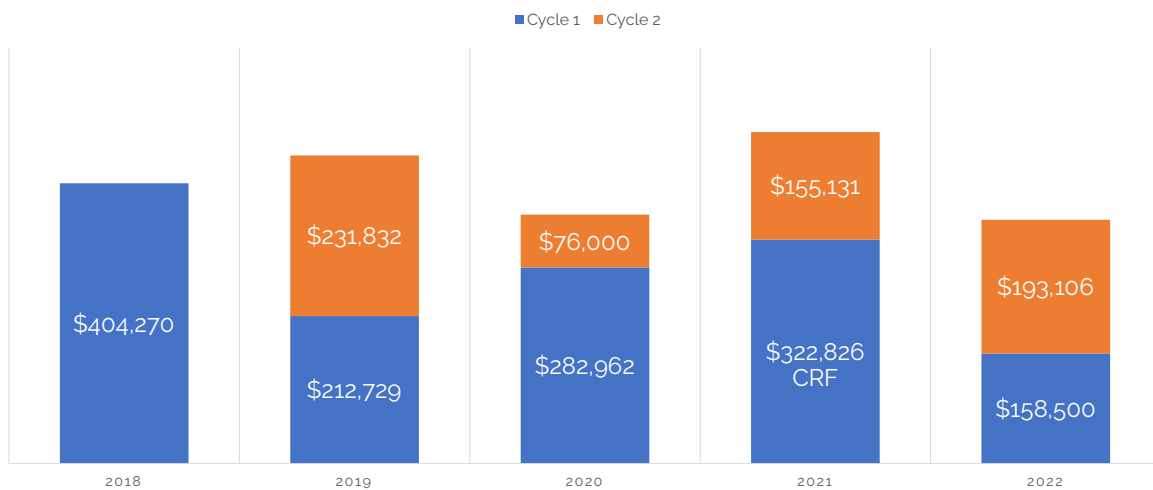
\$322,826 Awarded (16% of total)

- \$130,796 PET (Org)
- \$192,030 Rest of PET

65

65

Pony Express Territory Awards by Cycle



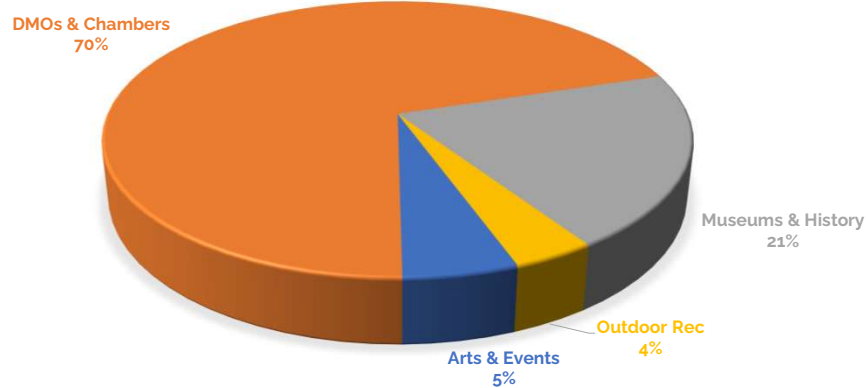
66

66

Pony Express Territory 2018-2022



GRANTS BY CATEGORY



67

67

Pony Express Territory Grants Supported

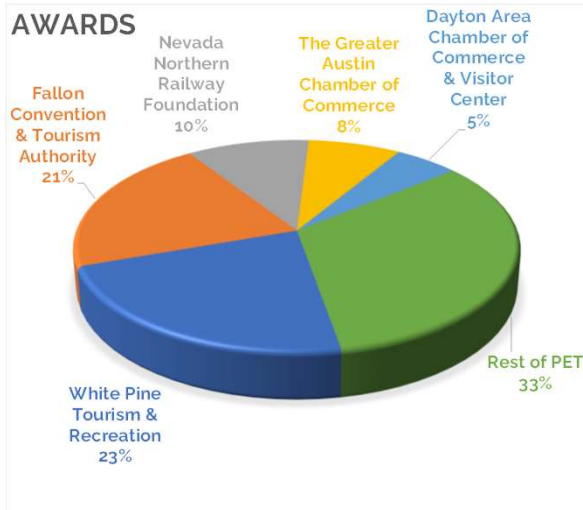


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • City of Ely • Dayton Chamber of Commerce • Eureka Business Network • Eureka County Econ Development • Fallon Convention & Tourism Authority • The Greater Austin Chamber of Commerce • White Pine Chamber of Commerce • White Pine County Tourism & Recreation • White Pine Main Street Association 	<ul style="list-style-type: none"> • Churchill Arts Council • Dayton Valley Days • Silver State Classic Challenge, Inc • Western Spirit Foundation • White Pine County Agricultural District 13 • White Pine Rodders 	<ul style="list-style-type: none"> • Austin Historical Society • Churchill County Museum • Dayton Preservation Committee • Eureka Restoration Enterprise • Historical Society of Dayton Valley • NV Northern Railway Foundation • White Pine Public Museums 	<ul style="list-style-type: none"> • Great Basin Bird Observatory • Great Basin Heritage Area Partnership • Great Basin National Park Foundation • Motor Sports Safety, Inc

68

68

Pony Express Territory Top 5 Awardees



Top 5 Awardees*	Award
White Pine Tourism & Recreation	\$234,019
Fallon Convention & Tourism Authority	\$220,250
Nevada Northern Railway Foundation	\$106,750
The Greater Austin Chamber of Commerce	\$80,787
Dayton Area Chamber of Commerce & Visitor Center	\$56,303
Total Top 5	\$698,109
All other Orgs	\$345,423

*Does not include PET (Org)

69

69

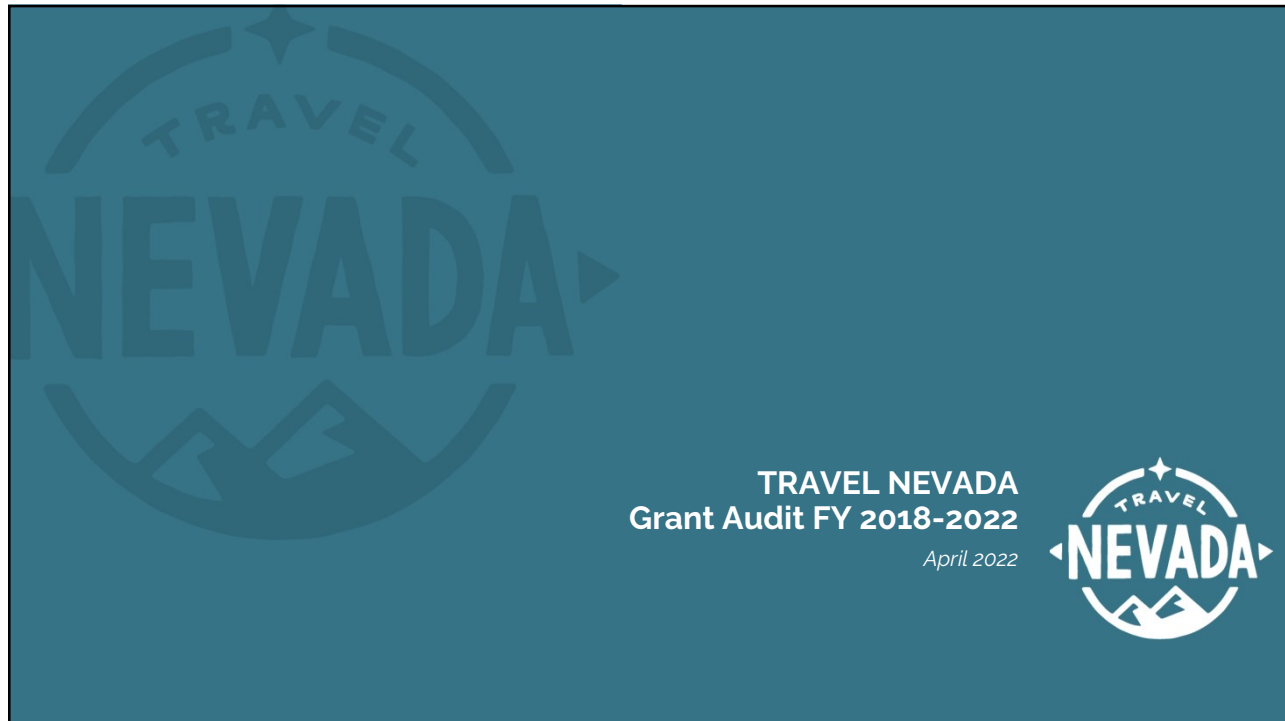


Questions?

aeckert@travelnevada.com


70

70



1

Goal: Improve the Grant Process



- **Maximize available funding**
- **Increase funding equity among requests**
- **Demonstrate impact & effectiveness**
- **Mission and brand alignment**
- **Promote and support grant projects across Travel Nevada channels**

- **Five-year analysis from 2018-2022**
 - 10 grant cycles
 - Two years pre-COVID
 - Includes CRF funding
 - Does not include Projects Related to Tourism
- **7 Geographic areas**
 - Cowboy Country
 - Indian Territory
 - Las Vegas
 - Pony Express Territory
 - Nevada Silver Trails
 - Reno-Tahoe Territory
 - Statewide
- **Subcategories**
 - Territories as an organization
 - Rest of the territory

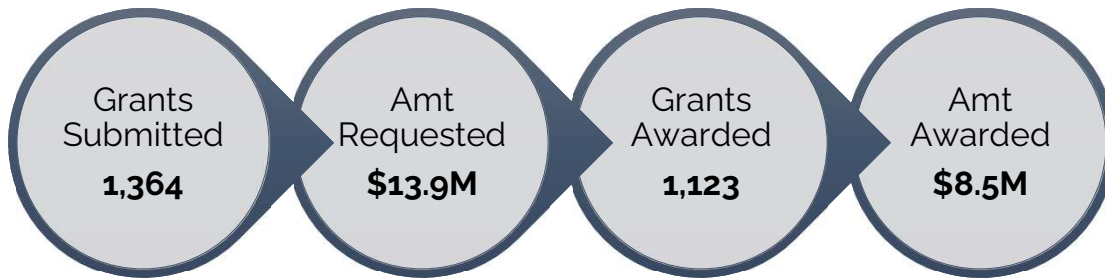
2

2

Travel Nevada Total Grant Applications 2018-2022



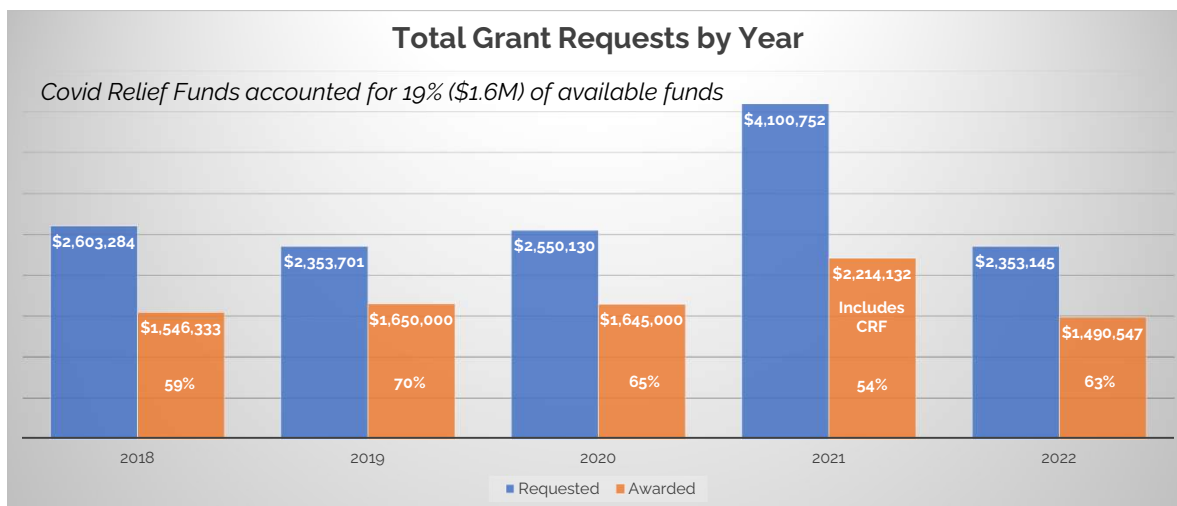
- An average of 270 grant requests a year
- Requests ranged anywhere from \$300 up to \$253,000
- 82% of all grants submitted were awarded full or partial funding



3

3

Grant Requests by Year 2018-2022



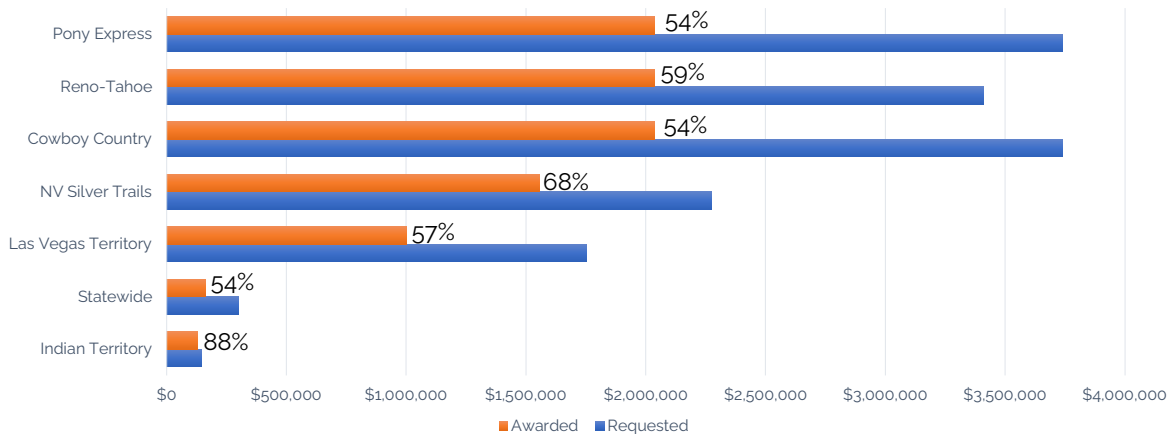
4

4

Grants by Territory 2018-2022



Grant Approval Rate by Territory



5

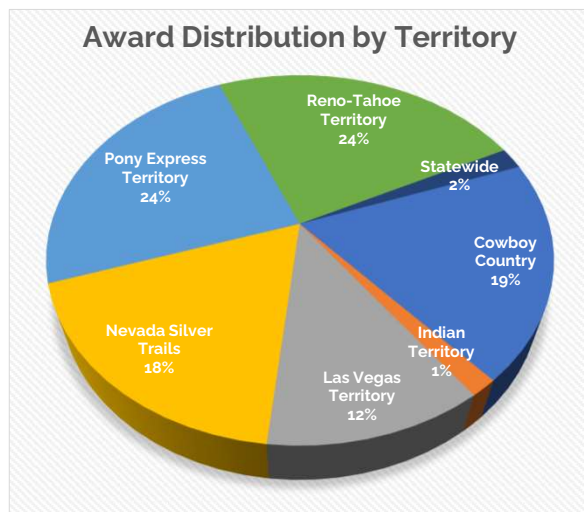
5

Award Distribution by Territory (Region)



Territory	Awarded
Indian Territory	\$129,500
Statewide	\$160,650
Las Vegas Territory	\$1,000,284
NV Silver Trails	\$1,555,712
Cowboy Country	\$1,627,485
Reno-Tahoe	\$2,035,025
Pony Express	\$2,037,356
TOTAL	\$8,546,012

Reno-Tahoe and Pony Express received nearly half of the grant awards in the last 5 years



6

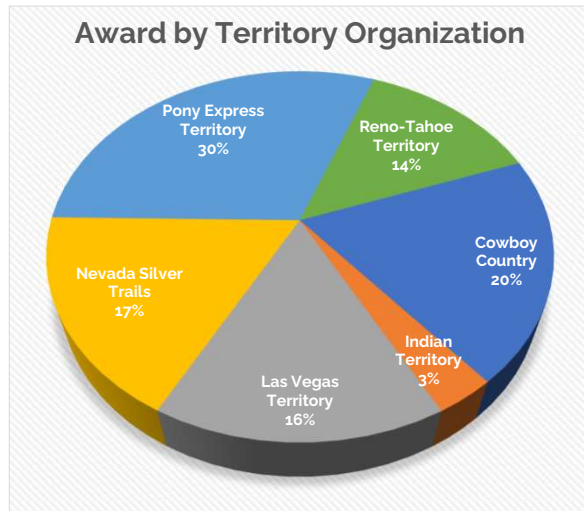
6

Award Distribution by Territory (Organization)



Territory Organization	Awarded
Indian Territory	\$105,300
Reno-Tahoe	\$442,953
Las Vegas Territory	\$506,023
NV Silver Trails	\$563,650
Cowboy Country	\$631,610
Pony Express	\$987,224
TOTAL	\$3,236,760

Territory organizations combined received 38% of all grant awards in the last 5 years



7

7

Grants by Organization Type



Organization Type	CCT	LVT	NIT	NST	PET	RTT	TOTAL
DMOs & Chambers*	9	7	1	11	9	10	47
Arts & Events	7	1	0	2	6	9	25
Museums & History	4	1	0	7	7	8	27
Outdoor Recreation	3	1	0	1	4	5	14
TOTAL	23	10	1	21	26	32	113

*Does not include the Territory Organizations

- *Reno-Tahoe and Pony Express Territories received the most grant awards which were spread out across the most diverse group of organizations*
- *Outdoor Recreation represented 12% of all organization applications, despite being a prominent activity in across the state*

8

8

CRF Funding by Territory



Territory	Total Awarded	CRF Award	% CRF
Indian Territory	\$129,500	\$0	0%
Statewide	\$160,650	\$0	0%
Las Vegas Territory	\$1,000,284	\$256,415	26%
NV Silver Trails	\$1,555,712	\$371,367	24%
Cowboy Country	\$1,627,485	\$241,410	15%
Reno-Tahoe	\$2,035,025	\$443,922	22%
Pony Express	\$2,037,356	\$322,826	16%
TOTAL	\$8,546,012	\$1,635,940	19%

9

9

Top 10 Awardees



Territory	Organization	Award Total
Reno-Tahoe Territory	Carson City Culture & Tourism Authority	\$ 263,902
Reno-Tahoe Territory	Carson Valley Visitors Authority	\$ 259,900
Reno-Tahoe Territory	Lake Tahoe Visitors Authority	\$ 240,612
Pony Express Territory	White Pine Tourism & Recreation	\$ 234,019
Reno-Tahoe Territory	Virginia City Tourism Commission	\$ 224,000
Pony Express Territory	Fallon Convention & Tourism Authority	\$ 220,250
Cowboy Country Territory	Elko CVA	\$ 211,125
Cowboy Country Territory	City of West Wendover	\$ 202,150
Nevada Silver Trails Territory	Town of Pahrump	\$ 196,582
Nevada Silver Trails Territory	Lincoln County (LCAT)	\$ 186,617

*The top 10 awardees received a collective \$2.24M, accounting for 26% of all grant awards
(Does not include Territory Organizations)*

10

10

Organizational Considerations



Organization Type	Budget Size	# of Staff	Alignment
<ul style="list-style-type: none"> DMOs <ul style="list-style-type: none"> Territory County City/Town Chamber hybrid Main Streets Museums Arts Events 	<ul style="list-style-type: none"> Under \$50K \$50-99K \$100-499K \$500-1M Over \$1MM 	<ul style="list-style-type: none"> Full Time employees Part Time employees Volunteers 	<ul style="list-style-type: none"> Org mission and goals Travel Nevada pillars <ul style="list-style-type: none"> Arts & Culture Outdoor Recreation Museums & History

11

11

Program Analysis



Category	Medium	Reach	Request Size
<ul style="list-style-type: none"> Admin Signature Events Advertising Merchandise Tradeshows & Missions Research & planning Assets 	<ul style="list-style-type: none"> TV Print Digital/display Social Website Radio Out of Home PR/media Travel trade Video Photos 	<ul style="list-style-type: none"> In-state <ul style="list-style-type: none"> DYN Out-of-state <ul style="list-style-type: none"> Neighbor states Neighbors of neighbors Long haul International 	<ul style="list-style-type: none"> Less than \$10K \$10K-50K More than \$50K

12

12



Nevada's Indian Territory

FY 2018-2022

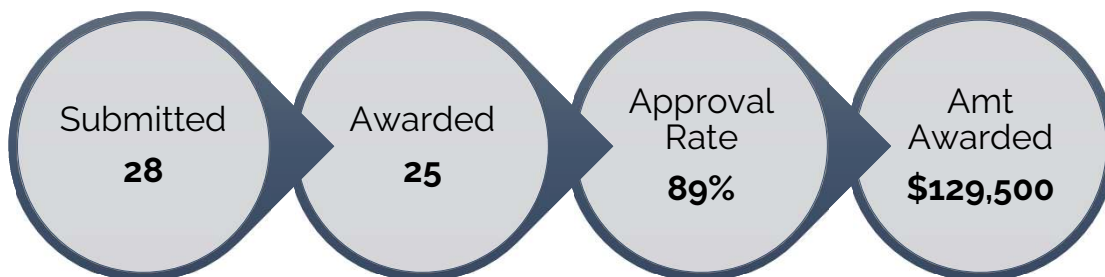
13

13



NIT Total Grant Applications 2018-2022

- 89% of all IT grant applications submitted were awarded full or partial funding
- IT received 1% of total grant funding



14

14

Nevada's Indian Territory Grants 2018-2022



Grant Applications

Total Grants
28

Grants Awarded
25

Grants Denied
3

Grant Requests

Total Grant Requests
\$146,250

Request range
\$2,400-12,000

Avg # of Request per year
6

15

15

Nevada's Indian Territory Grant Awards 2018-2022



Grants Awarded
25

Smallest Award
\$1000

Total Amount Request
\$131,200

Largest Award
\$12,000

Total Amount Awarded
\$129,500

Approval Rate
99%

16

16

Nevada's Indian Territory 2018-2022

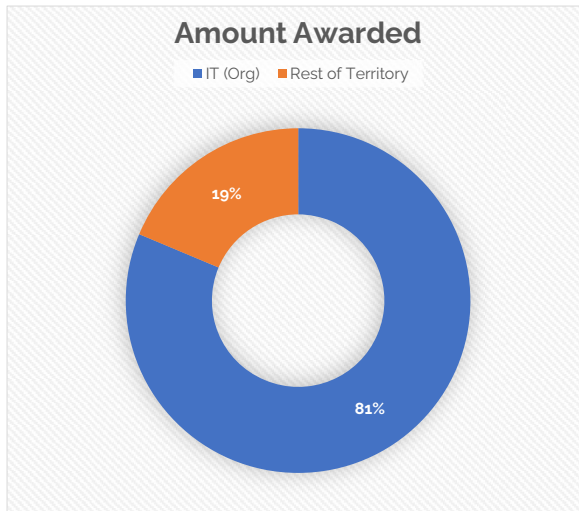


25 Grants Awarded

- 21 IT (Org)
- 4 Rest of IT

\$129,500 Awarded

- \$105,300 (Org)
- \$24,200 Rest of IT



17

17

Nevada's Indian Territory 2018-2022



5 Year Total

25 Grants Awarded

- 21 (Org)
- 4 Rest of IT

\$129,500 Awarded

- \$105,300 (Org)
- \$24,200 Rest of IT

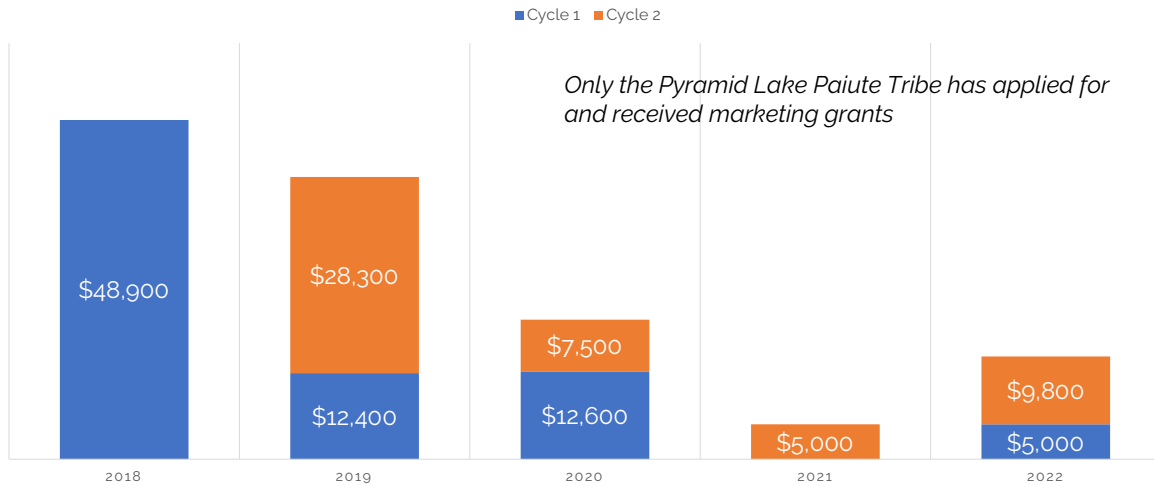
CRF Awards

0 Grant Submissions

18

18

Nevada's Indian Territory Awards by Cycle



19

19



Las Vegas Territory

FY 2018-2022

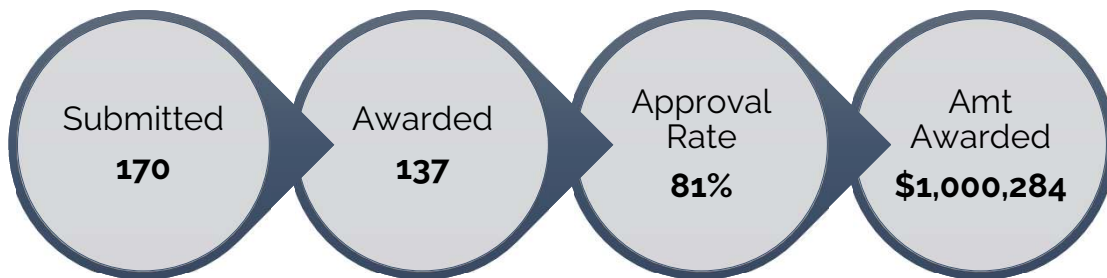
20

20

LVT Total Grant Applications 2018-2022



- 81% of all LVT grant applications submitted were awarded full or partial funding
- LVT received 12% of total grant funding



21

21

Las Vegas Territory Grants 2018-2022



Grant Applications

Total Grants
170

Grants Awarded
137

Grants Denied
33

Grant Requests

Total Grant Requests
\$1.75M

Request range
\$775-90,500

Avg # of Request per year
34

22

22

Las Vegas Territory Grant Awards 2018-2022



Grants
Awarded

137

Smallest
Award

\$900

Total
Amount
Request

\$1,395,923

Largest
Award

\$42,850

Total
Amount
Awarded

\$1,000,284

Approval
Rate

72%

23

23

Las Vegas Territory 2018-2022



137 Grants Awarded

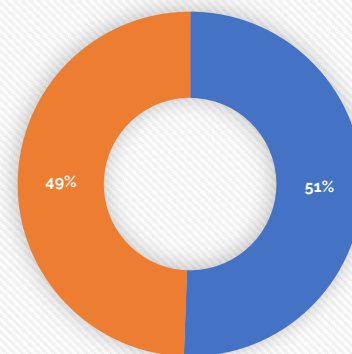
- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT

Amount Awarded

■ LVT (Org) ■ Rest of Territory



24

24

Las Vegas Territory 2018-2022



5 Year Total

137 Grants Awarded

- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT

CRF Awards

19 Grant Submissions

- 6 LVT (Org)
- 13 Rest of LVT

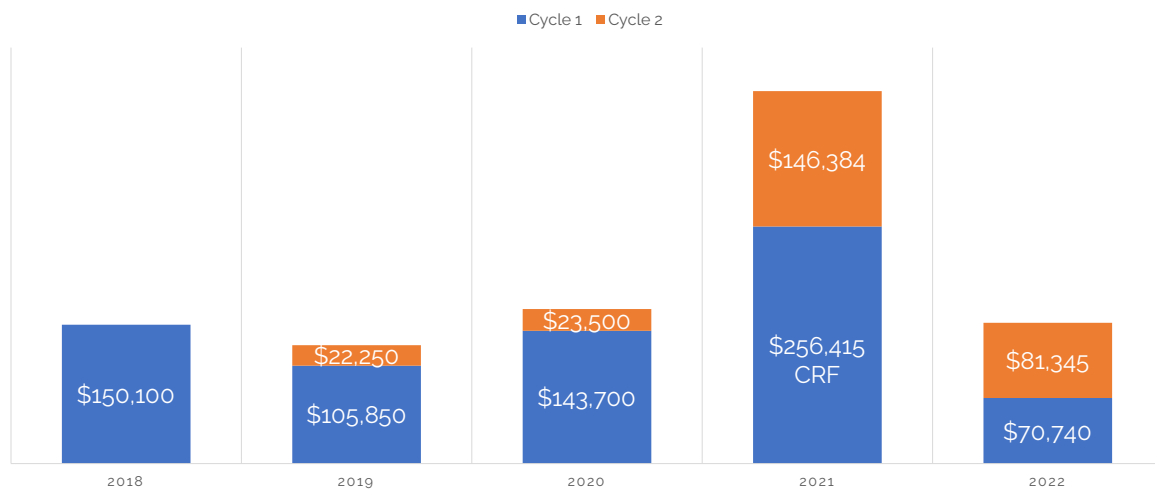
\$256,415 Awarded (26% of total)

- \$125,050 LVT (Org)
- \$131,365 Rest of LVT

25

25

Las Vegas Territory Awards by Cycle



26

26

Las Vegas Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Boulder City Chamber of Commerce • City of Mesquite • Destination Services Association (DSA) • Laughlin Tourism Commission • Mesquite Chamber • Moapa Valley Chamber • Moapa Valley Revitalization Project 	<ul style="list-style-type: none"> • Dam Short Film Society 	<ul style="list-style-type: none"> • Friends of Gold Butte 	<ul style="list-style-type: none"> • Outside Las Vegas Foundation

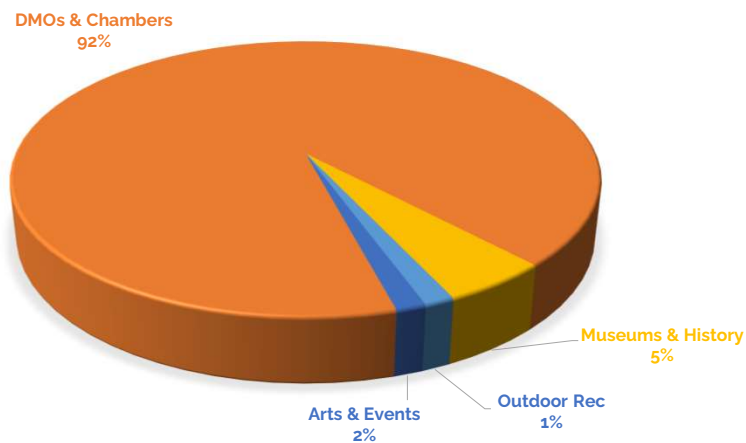
27

27

Las Vegas Territory 2018-2022



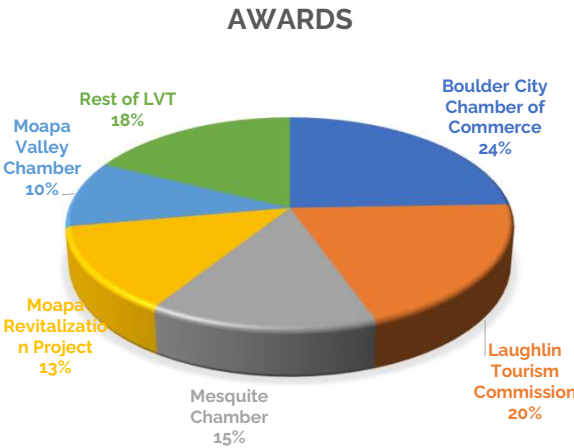
GRANTS BY CATEGORY



28

28

Las Vegas Territory Top 5 Awardees



Top 5 Awardees	Award
Boulder City Chamber of Commerce	\$120,859
Laughlin Tourism Commission	\$99,150
Mesquite Chamber	\$71,910
Moapa Revitalization Project	\$65,000
Moapa Valley Chamber	\$50,000
Total Top 5	\$406,919
All other Orgs	\$87,372

*Does not include LVT (Org)

Nevada Silver Trails Territory

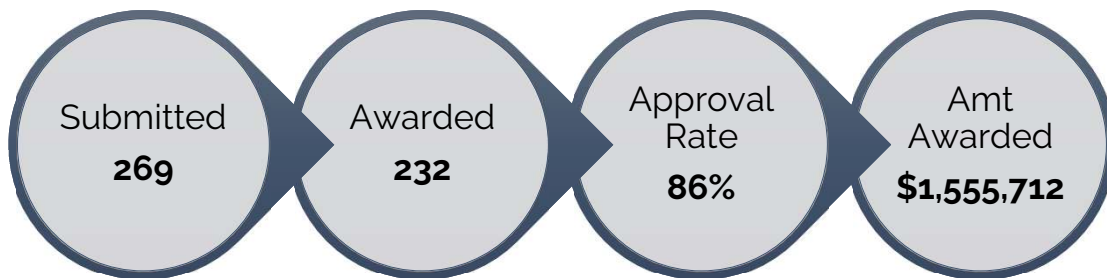
FY 2018-2022



NST Total Grant Applications 2018-2022



- 86% of all NST grants submitted were awarded full or partial funding
- NST received 18% of total grant funding



31

31

Nevada Silver Trails Territory Grants 2018-2022



Grant Applications

Total Grants
269

Grants Awarded
232

Grants Denied
37

Grant Requests

Total Grant Requests
\$2.28M

Request range
\$395-79,650

Avg # of requests a year
54

32

32

Nevada Silver Trails Grant Awards 2018-2022



Grants
Awarded

232

Smallest
Award

\$395

Total
Amount
Request

\$1,938,923

Largest
Award

\$62,300

Total
Amount
Awarded

\$1,555,712

Approval
Rate

80%

33

33

Nevada Silver Trails Territory 2018-2022

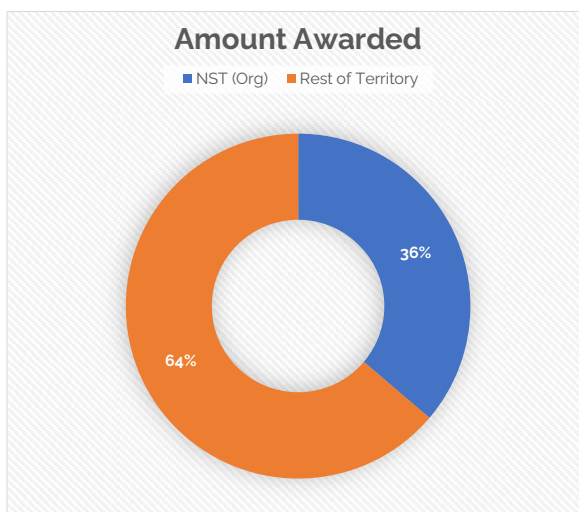


232 Grants Awarded

- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST



34

34

Nevada Silver Trails Territory 2018-2022



5 Year Total

232 Grants Awarded

- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST

CRF Awards

31 Grant Submissions

- 4 NST (Org)
- 27 Rest of NST

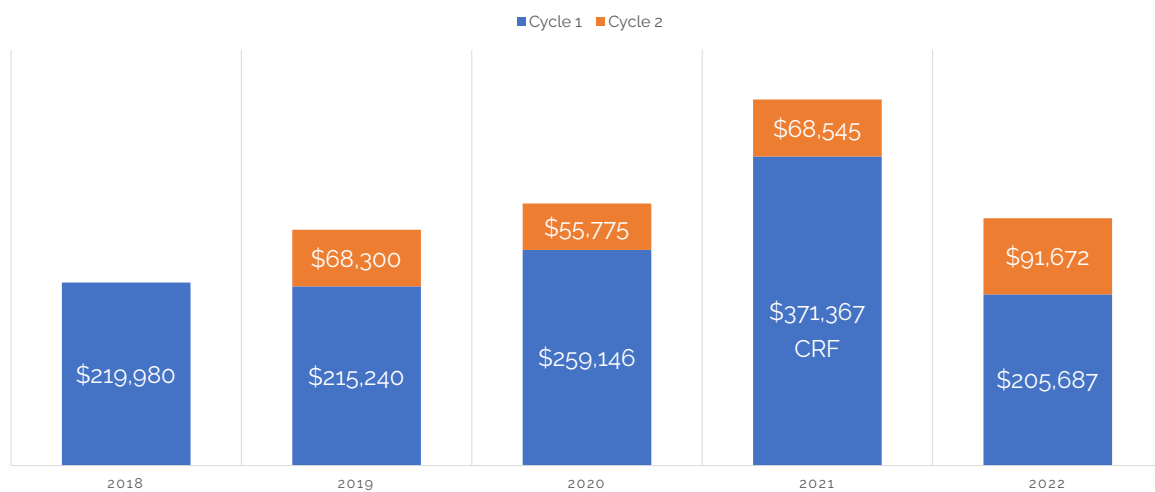
\$371,367 Awarded (24% of total)

- \$86,200 NST (Org)
- \$285,167 Rest of NST

35

35

Nevada Silver Trails Territory Awards by Cycle



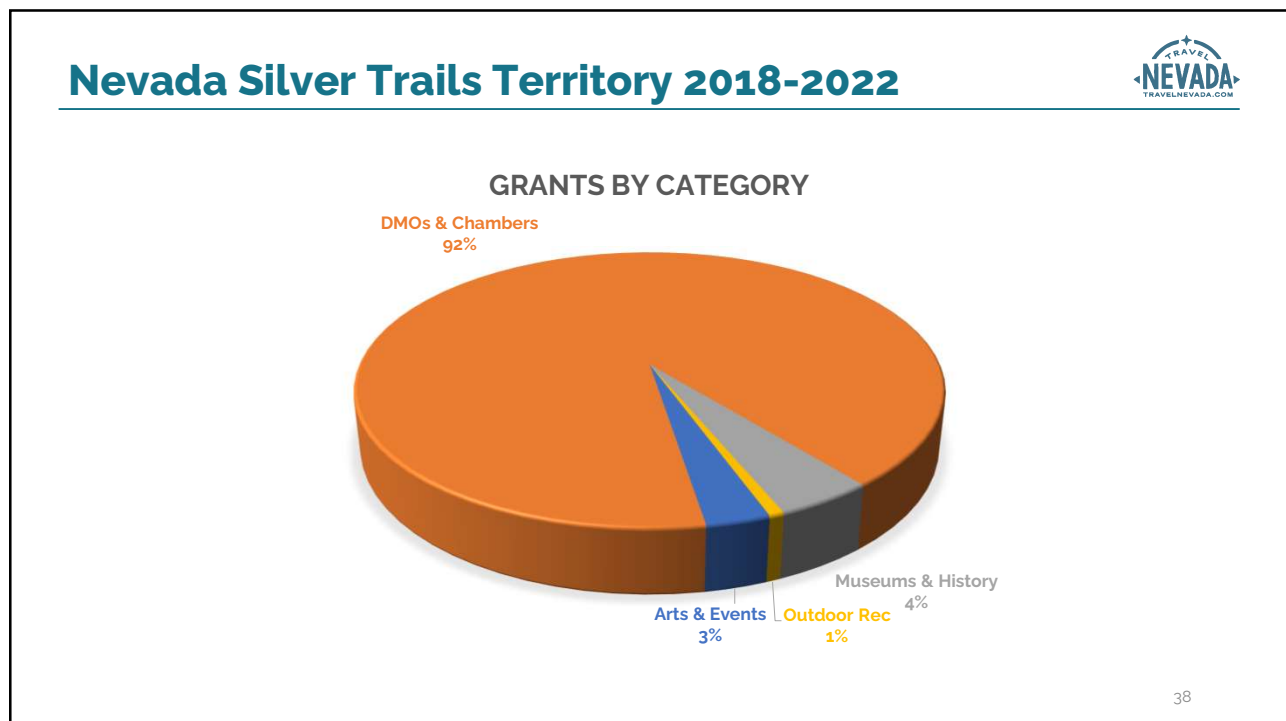
36

36

Nevada Silver Trails Territory Grants Supported			
DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Beatty Chamber of Commerce • Boys & Girls Club of Mason Valley • Esmeralda County • Goldfield Chamber of Commerce • Lincoln Communities Action Team • Mineral Co. Convention & Tourism • Pioche Chamber • Tonopah Main Street • Town of Beatty • Town of Pahrump • Town of Tonopah 	<ul style="list-style-type: none"> • Lyon C. Fair Board & Silver State Youth Livestock Show • Yerington Theatre for the Arts 	<ul style="list-style-type: none"> • Beatty Museum & Historical Society • Central Nevada Historical Society • Friends of Gem Theatre • Goldfield Historical Society • Goldwell Open Air Museum • Mineral County Museum • Tonopah Historic Mining Park Foundation 	<ul style="list-style-type: none"> • 911 Memorial Mountain Grant Challenge

37

37



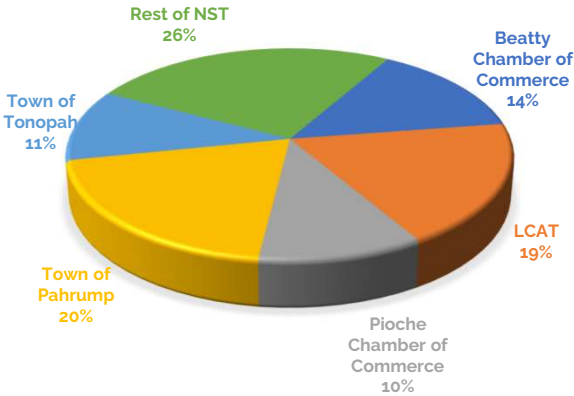
38

38

Nevada Silver Trails Territory Top 5 Awardees



AWARDS



Top 5 Awardees	Award
Town of Pahrump	\$196,582
Lincoln County (LCAT)	\$186,617
Beatty Chamber of Commerce	\$141,883
Town of Tonopah	\$108,876
Pioche Chamber of Commerce	\$104,360
Total Top 5	\$738,318
All other Orgs	\$253,744

*Does not include NST (Org)



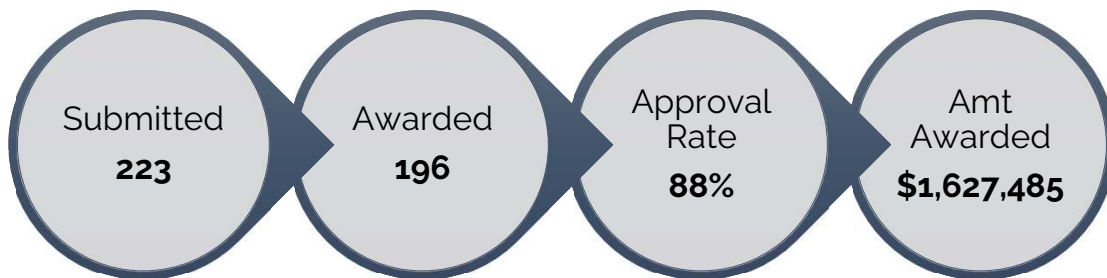
Cowboy Country Territory

FY 2018-2022

CCT Total Grant Applications 2018-2022



- 88% of all CCT grant applications submitted were awarded full or partial funding
- CCT received 19% of total grant funding



41

41

Cowboy Country Territory Grants 2018-2022



Grant Applications

Total Grants
223

Grants Awarded
196

Grants Denied
27

Grant Requests

Total Grant Requests
\$2.34M

Request range
\$300-75,000

Avg # of Request per year
45

42

42

Cowboy Country Territory Grant Awards 2018-2022

Grants
Awarded

196

Smallest
Award

\$900

Total
Amount
Request

\$2,021,684

Largest
Award

\$75,000

Total
Amount
Awarded

\$1,627,485

Approval
Rate

81%

43

43

Cowboy Country Territory 2018-2022

196 Grants Awarded

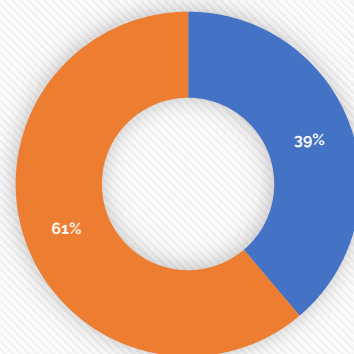
- 50 CCT (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

Amount Awarded

■ CCT (Org) ■ Rest of Territory



44

44

Cowboy Country Territory 2018-2022



5 Year Total

196 Grants Awarded

- 50 (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

CRF Awards

13 Grant Submissions

- 4 CCT (Org)
- 9 Rest of CCT

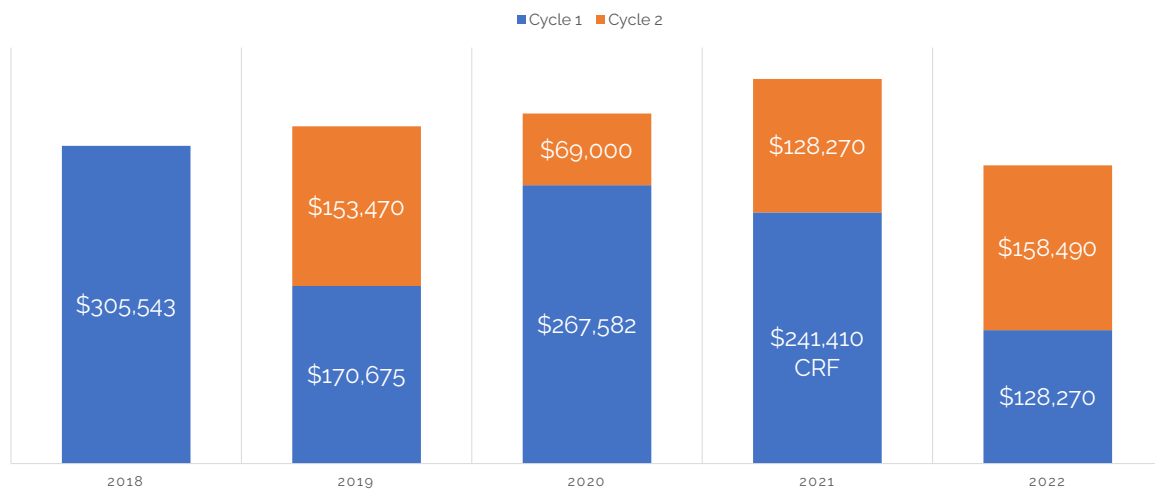
\$241,410 Awarded (15% of total)

- \$112,180 CCT (Org)
- \$129,230 Rest of CCT

45

45

Cowboy Country Territory Awards by Cycle



46

46

Cowboy Country Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Battle Mountain Chamber of Commerce • City of Carlin • City of West Wendover • Elko CVA • Lander County CVA • Pershing County Chamber of Commerce • Town of Jackpot • Wells Chamber of Commerce • Winnemucca CVA 	<ul style="list-style-type: none"> • Cowboy Arts & Gear Museum • Elko Desert Sunrise Community Foundation • Friends of The Farm Inc. • High Desert Cruisers • Northern NV Autism Network • Rides & Rods, Inc. • Silver State Stampede Association 	<ul style="list-style-type: none"> • Marzen House Museum • National Historic CA Emigrant Trail Foundation • North Central NV Historical Society - Humboldt Museum • Western Folklife Center 	<ul style="list-style-type: none"> • Friends of Black Rock High Rock • Safe Haven Wildlife Sanctuary • Trail Center Foundation

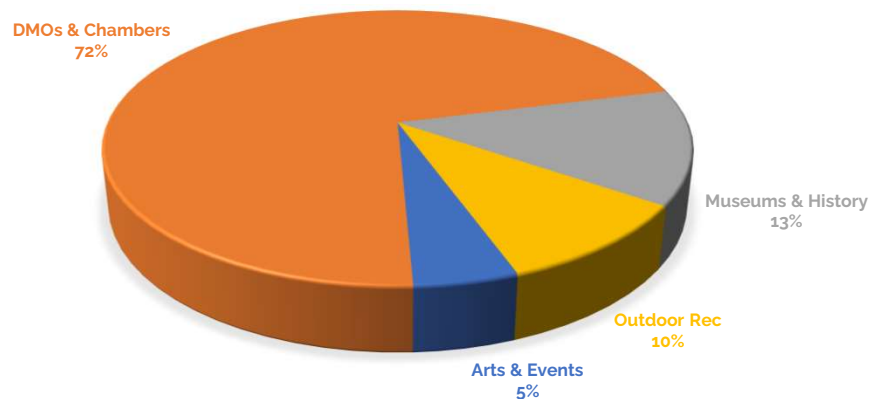
47

47

Cowboy Country Territory 2018-2022



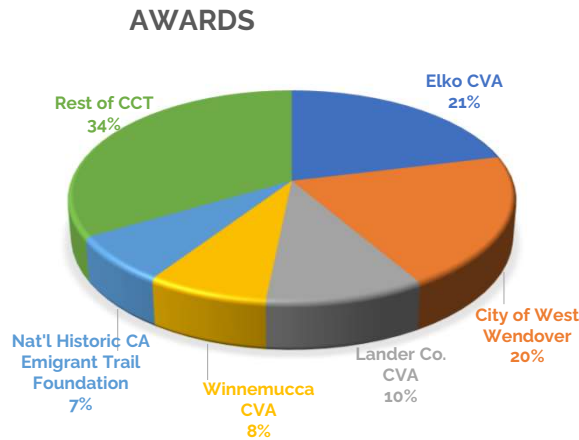
GRANTS BY CATEGORY



48

48

Cowboy Country Territory Top 5 Awardees



Top 5 Awardees	Award
Elko CVA	\$211,125
City of West Wendover	\$202,150
Lander Co. CVA	\$100,796
Winnemucca CVA	\$77,480
Nat'l Historic CA Emigrant Trail Foundation	\$71,498
Total Top 5	\$663,049
All other Orgs	\$332,826

*Does not include CCT (Org)

49

49



Reno-Tahoe Territory

FY 2018-2022

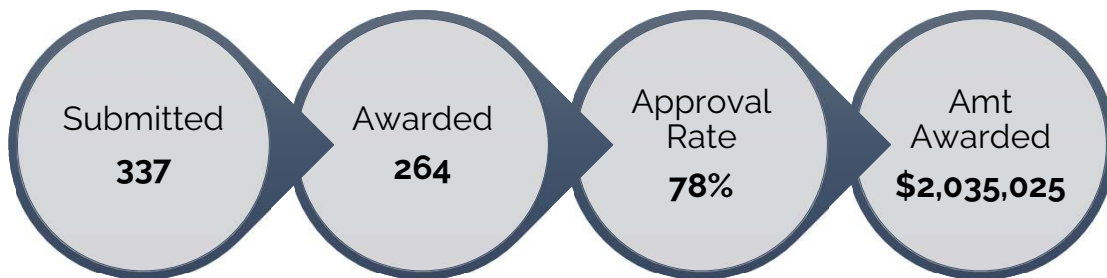
50

50

RTT Total Grant Applications 2018-2022



- 78% of all RTT grants submitted were awarded full or partial funding
- RTT received 24% of total grant funding



51

51

Reno-Tahoe Territory Grants 2018-2022



Grant Applications

Total Grants
337

Grants Awarded
264

Grants Denied
73

Grant Requests

Total Grant Request
\$3.40M

Request range
\$800-100,000

Avg # of requests a year
53

52

52

Reno-Tahoe Grant Awards 2018-2022



Grants
Awarded

264

Smallest
Award

\$750

Total
Amount
Request

\$2,683,958

Largest
Award

\$50,000

Total
Amount
Awarded

\$2,035,025

Approval
Rate

76%

53

53

Reno-Tahoe Territory 2018-2022



264 Grants Awarded

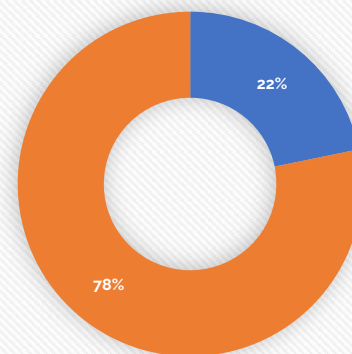
- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

Amount Awarded

■ RTT (Org) ■ Rest of Territory



54

54

Reno-Tahoe Territory 2018-2022



5 Year Total

264 Grants Awarded

- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

CRF Awards

34 Grant Submissions

- 3 RTT (Org)
- 31 Rest of RTT

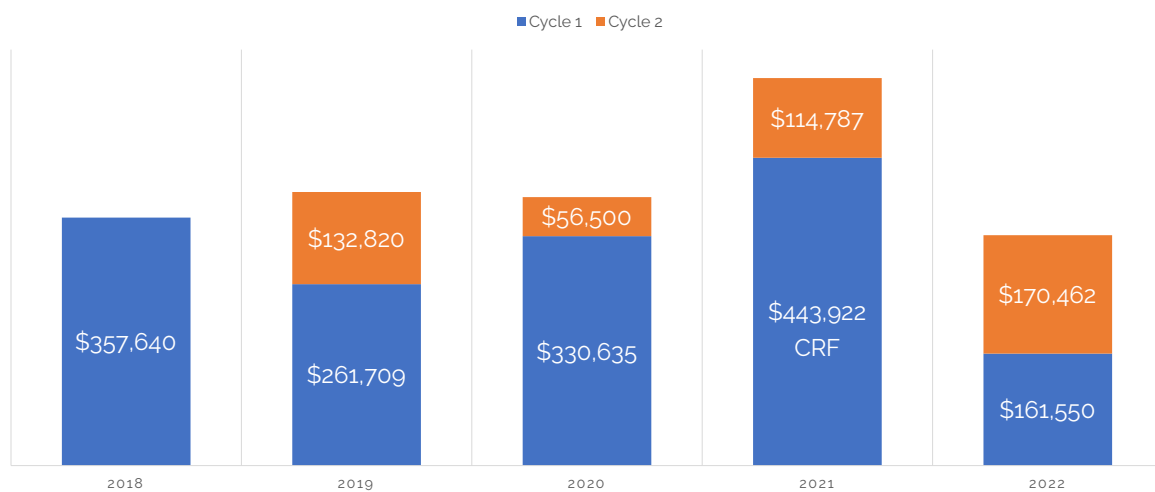
\$443,922 Awarded (22% of total)

- \$86,603 RTT (Org)
- \$357,319 Rest of RTT

55

55

Reno-Tahoe Territory Awards by Cycle



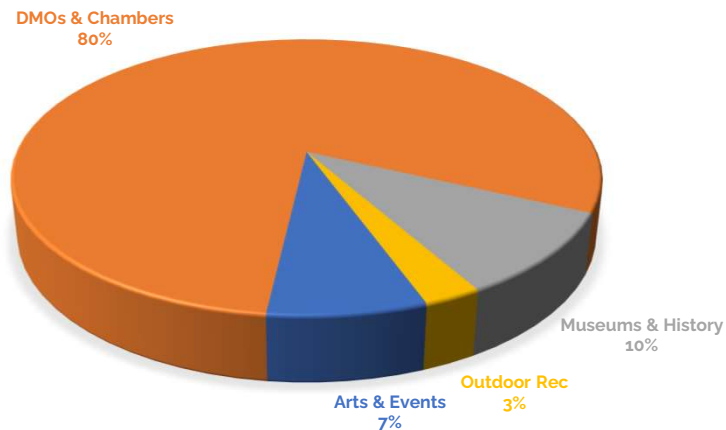
56

56

Reno-Tahoe Territory 2018-2022



GRANTS BY CATEGORY



57

57

Reno-Tahoe Territory Grants Supported

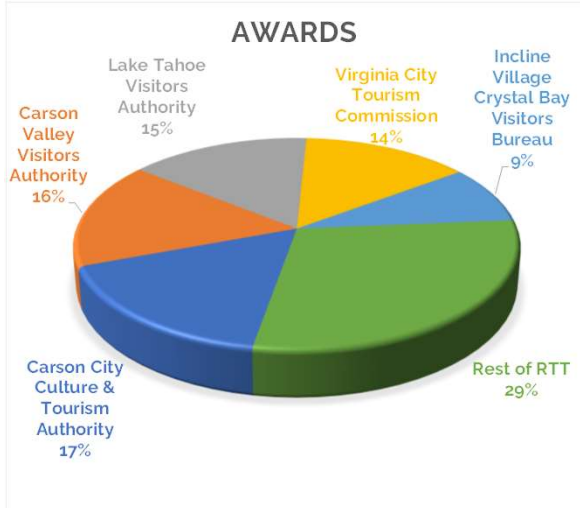


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Carson City Culture & Tourism Authority • Carson Valley Visitors Authority • Incline Community Business Assoc. • Incline Village Crystal Bay Visitors Bureau • Lake Tahoe Visitors Authority • Main Street Gardnerville • Tahoe Douglas Visitors Authority • Rotary Club of Reno Sunrise • Town of Genoa • Virginia City Tourism Commission 	<ul style="list-style-type: none"> • Brewery Arts Center • Carson City Symphony Assoc. • Carson Valley Arts Council • Classical Tahoe • Lake Tahoe Shakespeare Festival • Mile High Jazz Band Assoc. • Nevada Day Inc. • Piper's Opera House • Wild Horse Children's Theatre 	<ul style="list-style-type: none"> • Comstock Civil War Reenactors • Comstock Foundation for History & Culture • Douglas Co. Historical Society • Friends of Dangberg Home Ranch • Friends of Nevada State Railroad • Historic 4th Ward School Foundation • Northern Nevada Railroad Foundation • Thunderbird Lodge Preservation Society 	<ul style="list-style-type: none"> • 6237 Adventurers • Alta Alpina Cycling Club • Athletes United/Epic Tahoe Adventures • Lake Tahoe Bicycle Coalition • Team Tahoe

58

58

Reno-Tahoe Territory Top 5 Awardees



Top 5 Awardees*	Award
Carson City Culture & Tourism Authority	\$263,902
Carson Valley Visitors Authority	\$259,900
Lake Tahoe Visitors Authority	\$240,612
Virginia City Tourism Commission	\$224,000
Incline Village Crystal Bay Visitors Bureau	\$140,500
Total Top 5	\$1,128,914
All other Orgs	\$463,158

*Does not include RTT (Org)

59

59



Pony Express Territory

FY 2018-2022

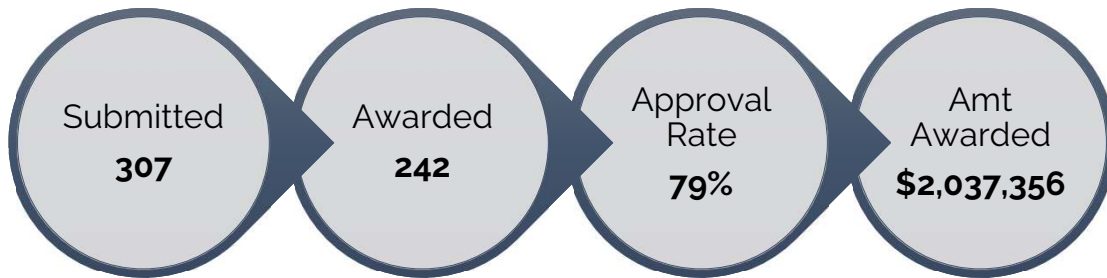
60

60

PET Total Grant Applications 2018-2022



- 79% of all PET grants submitted were awarded full or partial funding
- PET received 24% of total grant funding



61

61

Pony Express Territory Grants 2018-2022



Grant Applications

Total Grants
307

Grants Awarded
242

Grants Denied
65

Grant Requests

Total Grant Requests
\$3.74M

Request range
\$426-253,000

Avg # of requests a year
61

62

62

Pony Express Grant Awards 2018-2022



Grants
Awarded

242

Smallest
Award

\$426

Total
Amount
Request

\$2,808,011

Largest
Award

\$47,371

Total
Amount
Awarded

\$2,037,356

Approval
Rate

73%

63

63

Pony Express Territory 2018-2022



242 Grants Awarded

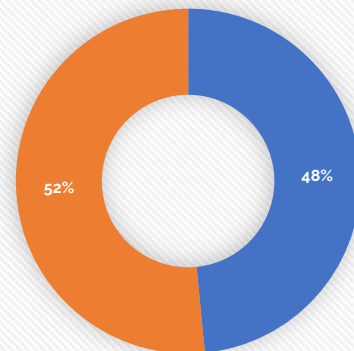
- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

Amount Awarded

■ PET (Org) ■ Rest of Territory



64

64

Pony Express Territory 2018-2022



5 Year Total

242 Grants Awarded

- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

CRF Awards

21 Grant Submissions

- 5 PET (Org)
- 16 Rest of PET

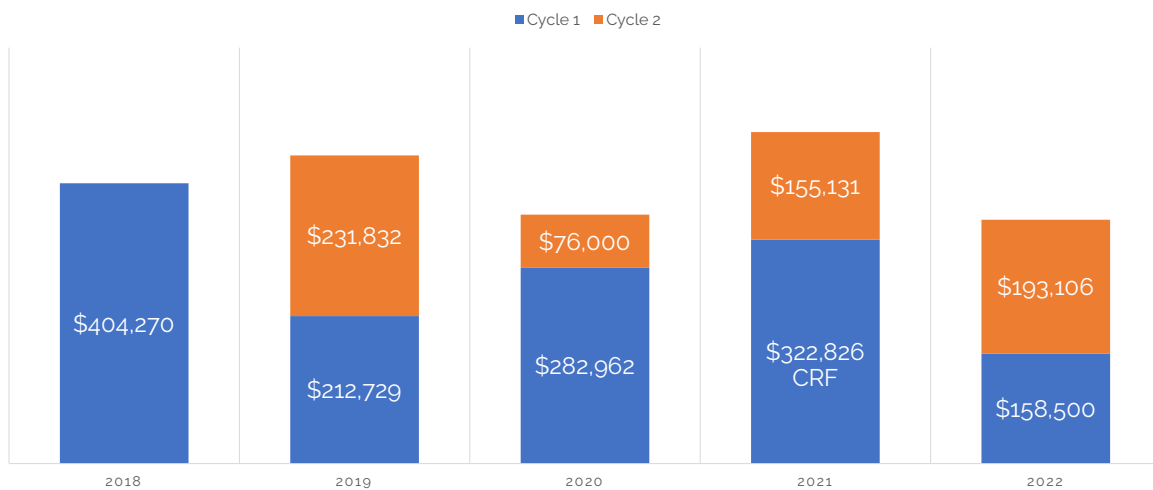
\$322,826 Awarded (16% of total)

- \$130,796 PET (Org)
- \$192,030 Rest of PET

65

65

Pony Express Territory Awards by Cycle



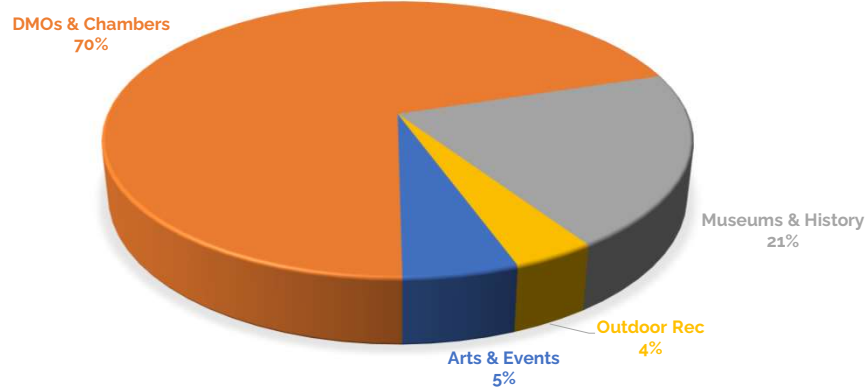
66

66

Pony Express Territory 2018-2022



GRANTS BY CATEGORY



67

67

Pony Express Territory Grants Supported

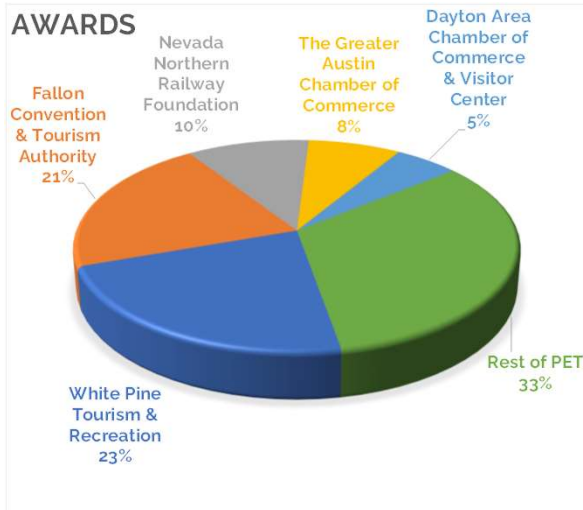


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • City of Ely • Dayton Chamber of Commerce • Eureka Business Network • Eureka County Econ Development • Fallon Convention & Tourism Authority • The Greater Austin Chamber of Commerce • White Pine Chamber of Commerce • White Pine County Tourism & Recreation • White Pine Main Street Association 	<ul style="list-style-type: none"> • Churchill Arts Council • Dayton Valley Days • Silver State Classic Challenge, Inc • Western Spirit Foundation • White Pine County Agricultural District 13 • White Pine Rodders 	<ul style="list-style-type: none"> • Austin Historical Society • Churchill County Museum • Dayton Preservation Committee • Eureka Restoration Enterprise • Historical Society of Dayton Valley • NV Northern Railway Foundation • White Pine Public Museums 	<ul style="list-style-type: none"> • Great Basin Bird Observatory • Great Basin Heritage Area Partnership • Great Basin National Park Foundation • Motor Sports Safety, Inc

68

68

Pony Express Territory Top 5 Awardees



Top 5 Awardees*	Award
White Pine Tourism & Recreation	\$234,019
Fallon Convention & Tourism Authority	\$220,250
Nevada Northern Railway Foundation	\$106,750
The Greater Austin Chamber of Commerce	\$80,787
Dayton Area Chamber of Commerce & Visitor Center	\$56,303
Total Top 5	\$698,109
All other Orgs	\$345,423

*Does not include PET (Org)

69

69

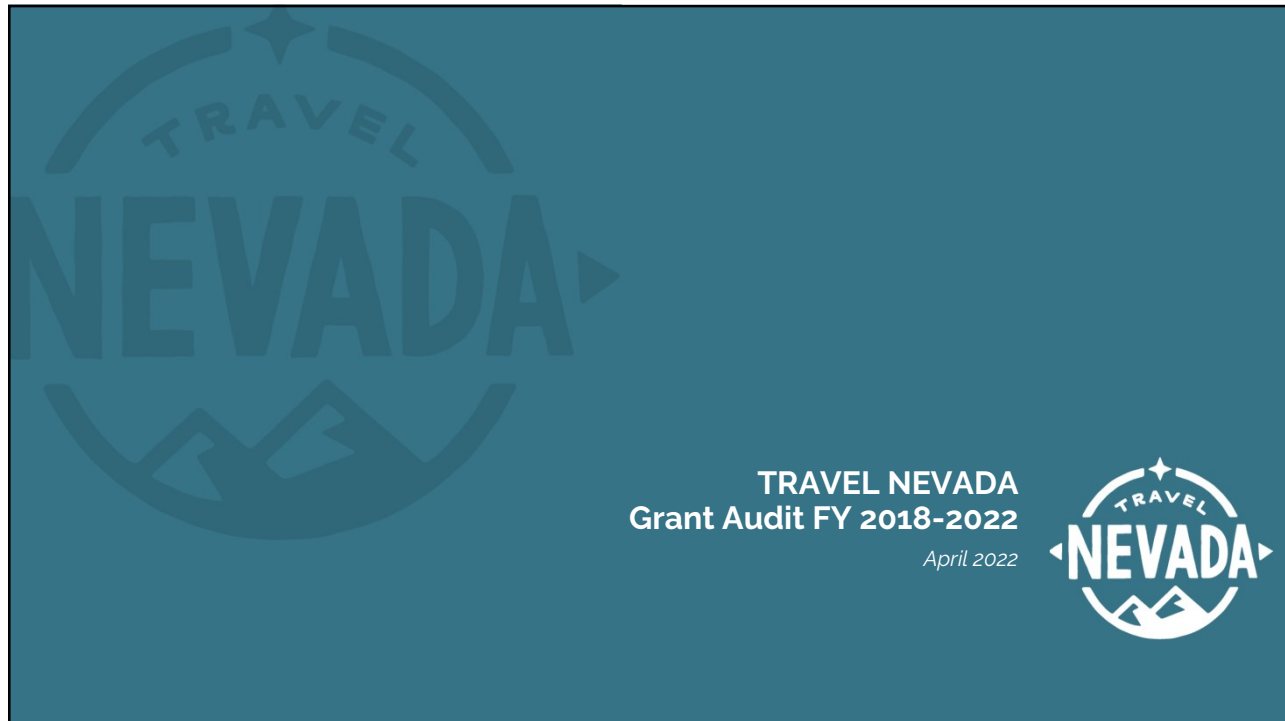


Questions?

aeckert@travelnevada.com


70

70



1

Goal: Improve the Grant Process



- **Maximize available funding**
- **Increase funding equity among requests**
- **Demonstrate impact & effectiveness**
- **Mission and brand alignment**
- **Promote and support grant projects across Travel Nevada channels**

- **Five-year analysis from 2018-2022**
 - 10 grant cycles
 - Two years pre-COVID
 - Includes CRF funding
 - Does not include Projects Related to Tourism
- **7 Geographic areas**
 - Cowboy Country
 - Indian Territory
 - Las Vegas
 - Pony Express Territory
 - Nevada Silver Trails
 - Reno-Tahoe Territory
 - Statewide
- **Subcategories**
 - Territories as an organization
 - Rest of the territory

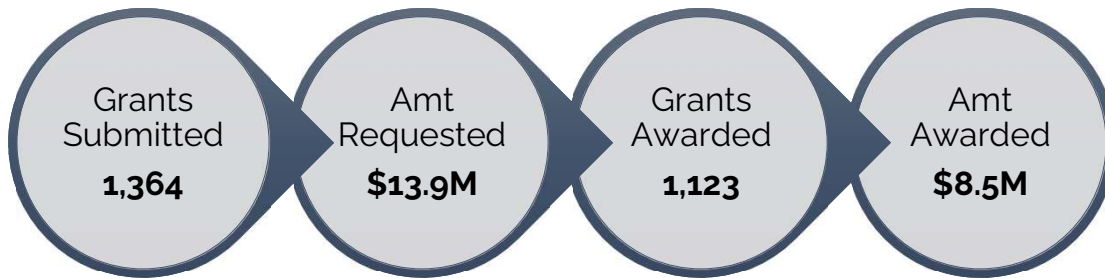
2

2

Travel Nevada Total Grant Applications 2018-2022



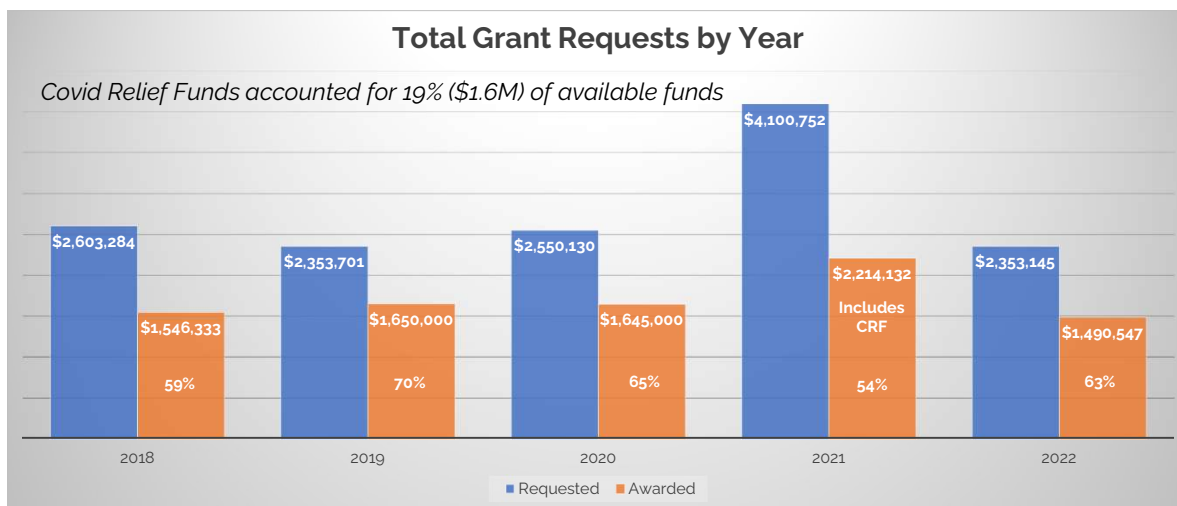
- An average of 270 grant requests a year
- Requests ranged anywhere from \$300 up to \$253,000
- 82% of all grants submitted were awarded full or partial funding



3

3

Grant Requests by Year 2018-2022



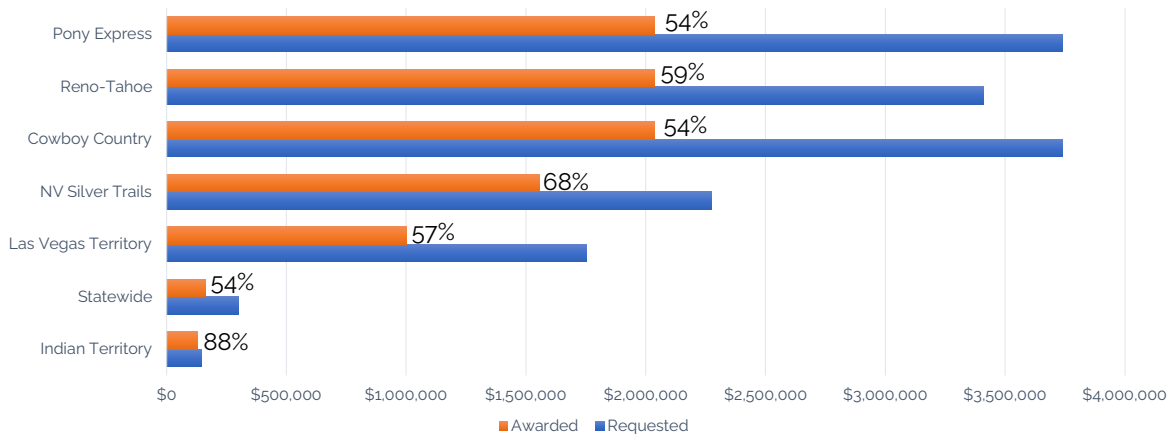
4

4

Grants by Territory 2018-2022



Grant Approval Rate by Territory



5

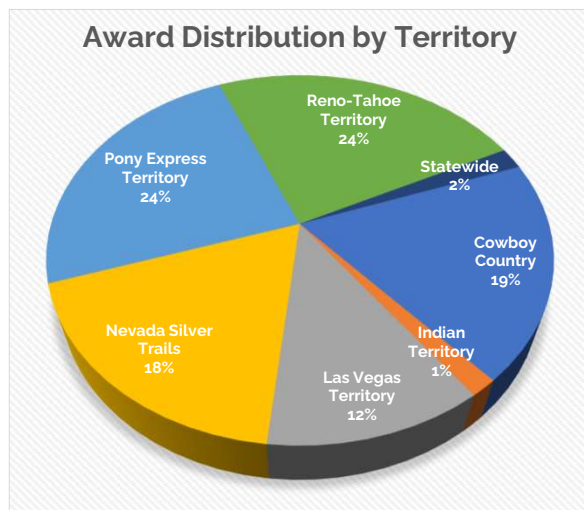
5

Award Distribution by Territory (Region)



Territory	Awarded
Indian Territory	\$129,500
Statewide	\$160,650
Las Vegas Territory	\$1,000,284
NV Silver Trails	\$1,555,712
Cowboy Country	\$1,627,485
Reno-Tahoe	\$2,035,025
Pony Express	\$2,037,356
TOTAL	\$8,546,012

Reno-Tahoe and Pony Express received nearly half of the grant awards in the last 5 years



6

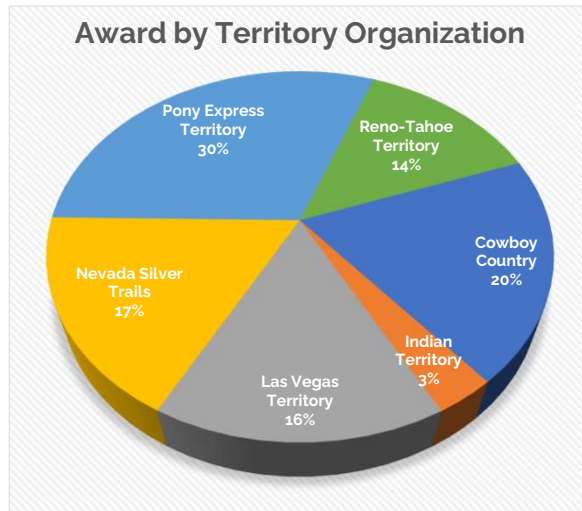
6

Award Distribution by Territory (Organization)



Territory Organization	Awarded
Indian Territory	\$105,300
Reno-Tahoe	\$442,953
Las Vegas Territory	\$506,023
NV Silver Trails	\$563,650
Cowboy Country	\$631,610
Pony Express	\$987,224
TOTAL	\$3,236,760

Territory organizations combined received 38% of all grant awards in the last 5 years



7

7

Grants by Organization Type



Organization Type	CCT	LVT	NIT	NST	PET	RTT	TOTAL
DMOs & Chambers*	9	7	1	11	9	10	47
Arts & Events	7	1	0	2	6	9	25
Museums & History	4	1	0	7	7	8	27
Outdoor Recreation	3	1	0	1	4	5	14
TOTAL	23	10	1	21	26	32	113

*Does not include the Territory Organizations

- *Reno-Tahoe and Pony Express Territories received the most grant awards which were spread out across the most diverse group of organizations*
- *Outdoor Recreation represented 12% of all organization applications, despite being a prominent activity in across the state*

8

8

CRF Funding by Territory



Territory	Total Awarded	CRF Award	% CRF
Indian Territory	\$129,500	\$0	0%
Statewide	\$160,650	\$0	0%
Las Vegas Territory	\$1,000,284	\$256,415	26%
NV Silver Trails	\$1,555,712	\$371,367	24%
Cowboy Country	\$1,627,485	\$241,410	15%
Reno-Tahoe	\$2,035,025	\$443,922	22%
Pony Express	\$2,037,356	\$322,826	16%
TOTAL	\$8,546,012	\$1,635,940	19%

9

9

Top 10 Awardees



Territory	Organization	Award Total
Reno-Tahoe Territory	Carson City Culture & Tourism Authority	\$ 263,902
Reno-Tahoe Territory	Carson Valley Visitors Authority	\$ 259,900
Reno-Tahoe Territory	Lake Tahoe Visitors Authority	\$ 240,612
Pony Express Territory	White Pine Tourism & Recreation	\$ 234,019
Reno-Tahoe Territory	Virginia City Tourism Commission	\$ 224,000
Pony Express Territory	Fallon Convention & Tourism Authority	\$ 220,250
Cowboy Country Territory	Elko CVA	\$ 211,125
Cowboy Country Territory	City of West Wendover	\$ 202,150
Nevada Silver Trails Territory	Town of Pahrump	\$ 196,582
Nevada Silver Trails Territory	Lincoln County (LCAT)	\$ 186,617

*The top 10 awardees received a collective \$2.24M, accounting for 26% of all grant awards
(Does not include Territory Organizations)*

10

10

Organizational Considerations



Organization Type	Budget Size	# of Staff	Alignment
<ul style="list-style-type: none"> DMOs <ul style="list-style-type: none"> Territory County City/Town Chamber hybrid Main Streets Museums Arts Events 	<ul style="list-style-type: none"> Under \$50K \$50-99K \$100-499K \$500-1M Over \$1MM 	<ul style="list-style-type: none"> Full Time employees Part Time employees Volunteers 	<ul style="list-style-type: none"> Org mission and goals Travel Nevada pillars <ul style="list-style-type: none"> Arts & Culture Outdoor Recreation Museums & History

11

11

Program Analysis



Category	Medium	Reach	Request Size
<ul style="list-style-type: none"> Admin Signature Events Advertising Merchandise Tradeshows & Missions Research & planning Assets 	<ul style="list-style-type: none"> TV Print Digital/display Social Website Radio Out of Home PR/media Travel trade Video Photos 	<ul style="list-style-type: none"> In-state <ul style="list-style-type: none"> DYN Out-of-state <ul style="list-style-type: none"> Neighbor states Neighbors of neighbors Long haul International 	<ul style="list-style-type: none"> Less than \$10K \$10K-50K More than \$50K

12

12



Nevada's Indian Territory

FY 2018-2022

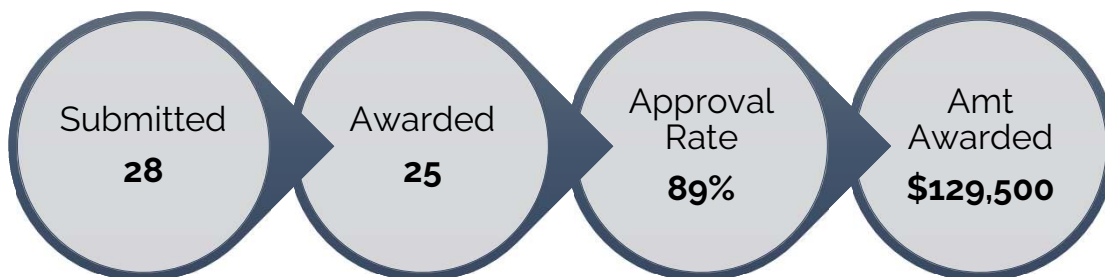
13

13



NIT Total Grant Applications 2018-2022

- 89% of all IT grant applications submitted were awarded full or partial funding
- IT received 1% of total grant funding



14

14

Nevada's Indian Territory Grants 2018-2022



Grant Applications

Total Grants
28

Grants Awarded
25

Grants Denied
3

Grant Requests

Total Grant Requests
\$146,250

Request range
\$2,400-12,000

Avg # of Request per year
6

15

15

Nevada's Indian Territory Grant Awards 2018-2022



Grants Awarded
25

Smallest Award
\$1000

Total Amount Request
\$131,200

Largest Award
\$12,000

Total Amount Awarded
\$129,500

Approval Rate
99%

16

16

Nevada's Indian Territory 2018-2022

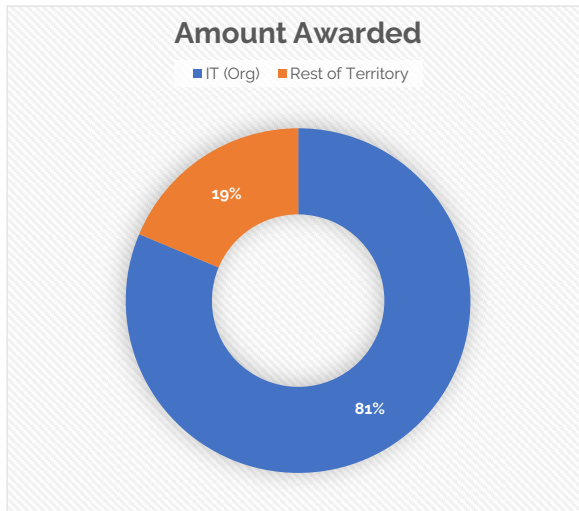


25 Grants Awarded

- 21 IT (Org)
- 4 Rest of IT

\$129,500 Awarded

- \$105,300 (Org)
- \$24,200 Rest of IT



17

17

Nevada's Indian Territory 2018-2022



5 Year Total

25 Grants Awarded

- 21 (Org)
- 4 Rest of IT

\$129,500 Awarded

- \$105,300 (Org)
- \$24,200 Rest of IT

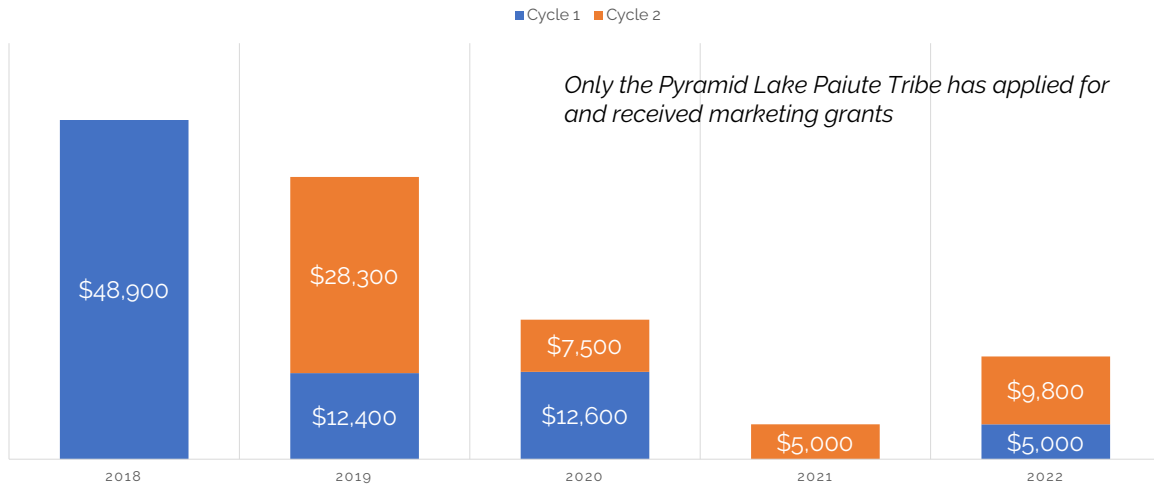
CRF Awards

0 Grant Submissions

18

18

Nevada's Indian Territory Awards by Cycle



19

19



Las Vegas Territory

FY 2018-2022

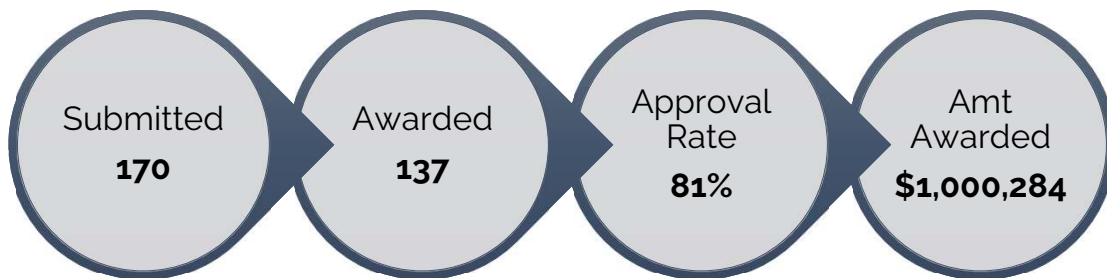
20

20

LVT Total Grant Applications 2018-2022



- 81% of all LVT grant applications submitted were awarded full or partial funding
- LVT received 12% of total grant funding



21

21

Las Vegas Territory Grants 2018-2022



Grant Applications

Total Grants
170

Grants Awarded
137

Grants Denied
33

Grant Requests

Total Grant Requests
\$1.75M

Request range
\$775-90,500

Avg # of Request per year
34

22

22

Las Vegas Territory Grant Awards 2018-2022



Grants
Awarded

137

Smallest
Award

\$900

Total
Amount
Request

\$1,395,923

Largest
Award

\$42,850

Total
Amount
Awarded

\$1,000,284

Approval
Rate

72%

23

23

Las Vegas Territory 2018-2022



137 Grants Awarded

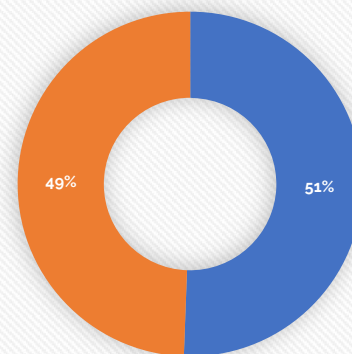
- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT

Amount Awarded

■ LVT (Org) ■ Rest of Territory



24

24

Las Vegas Territory 2018-2022



5 Year Total

137 Grants Awarded

- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT

CRF Awards

19 Grant Submissions

- 6 LVT (Org)
- 13 Rest of LVT

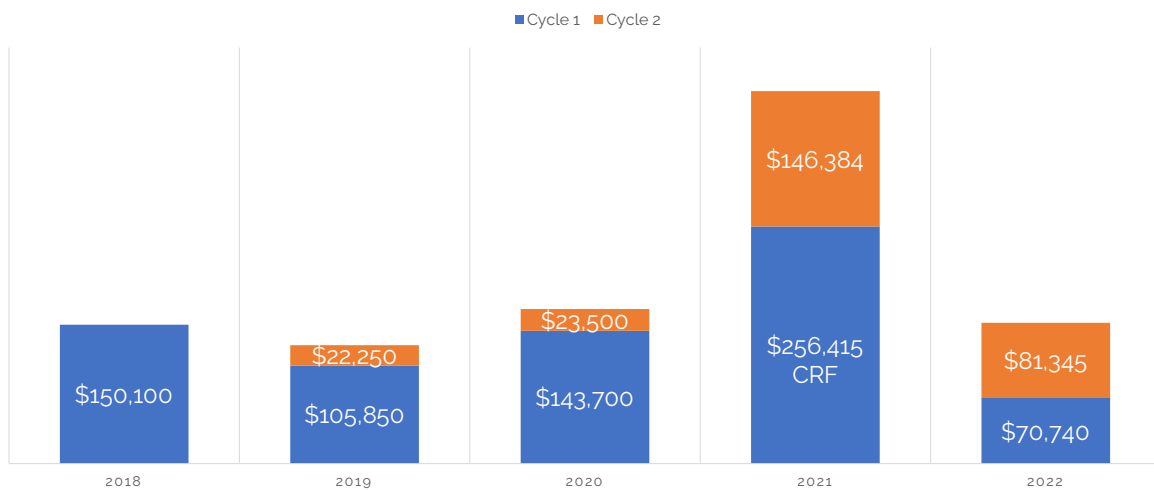
\$256,415 Awarded (26% of total)

- \$125,050 LVT (Org)
- \$131,365 Rest of LVT

25

25

Las Vegas Territory Awards by Cycle



26

26

Las Vegas Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Boulder City Chamber of Commerce • City of Mesquite • Destination Services Association (DSA) • Laughlin Tourism Commission • Mesquite Chamber • Moapa Valley Chamber • Moapa Valley Revitalization Project 	<ul style="list-style-type: none"> • Dam Short Film Society 	<ul style="list-style-type: none"> • Friends of Gold Butte 	<ul style="list-style-type: none"> • Outside Las Vegas Foundation

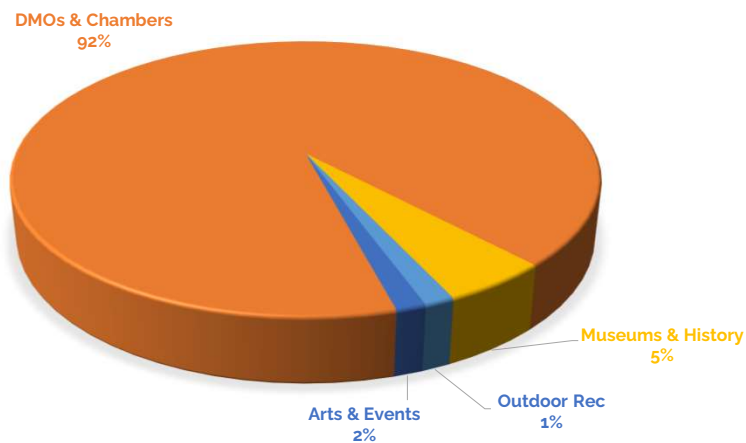
27

27

Las Vegas Territory 2018-2022



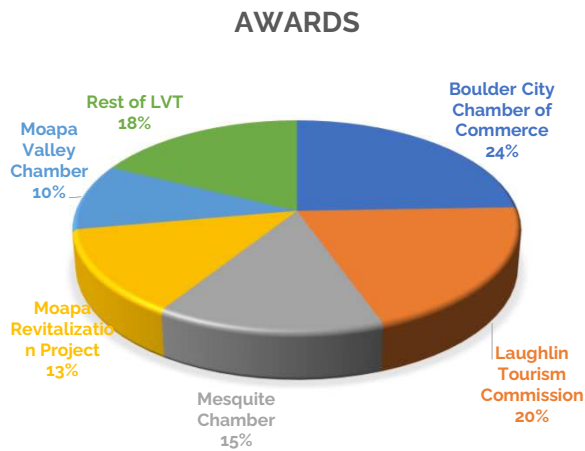
GRANTS BY CATEGORY



28

28

Las Vegas Territory Top 5 Awardees



Top 5 Awardees	Award
Boulder City Chamber of Commerce	\$120,859
Laughlin Tourism Commission	\$99,150
Mesquite Chamber	\$71,910
Moapa Revitalization Project	\$65,000
Moapa Valley Chamber	\$50,000
Total Top 5	\$406,919
All other Orgs	\$87,372

**Does not include LVT (Org)*

29

29



Nevada Silver Trails Territory

FY 2018-2022

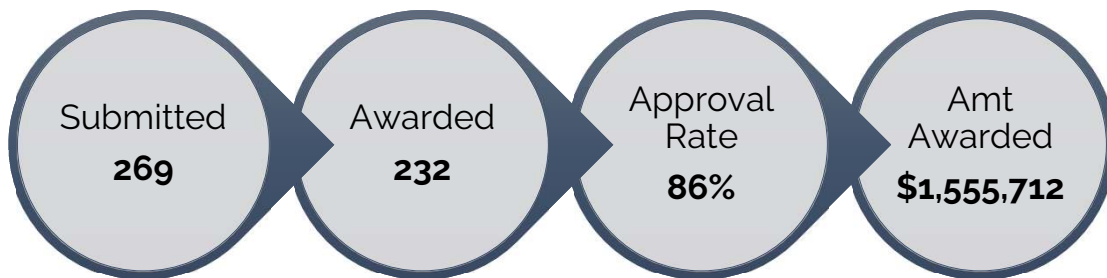
30

30

NST Total Grant Applications 2018-2022



- 86% of all NST grants submitted were awarded full or partial funding
- NST received 18% of total grant funding



31

31

Nevada Silver Trails Territory Grants 2018-2022



Grant Applications

Total Grants
269

Grants Awarded
232

Grants Denied
37

Grant Requests

Total Grant Requests
\$2.28M

Request range
\$395-79,650

Avg # of requests a year
54

32

32

Nevada Silver Trails Grant Awards 2018-2022



Grants
Awarded

232

Smallest
Award

\$395

Total
Amount
Request

\$1,938,923

Largest
Award

\$62,300

Total
Amount
Awarded

\$1,555,712

Approval
Rate

80%

33

33

Nevada Silver Trails Territory 2018-2022

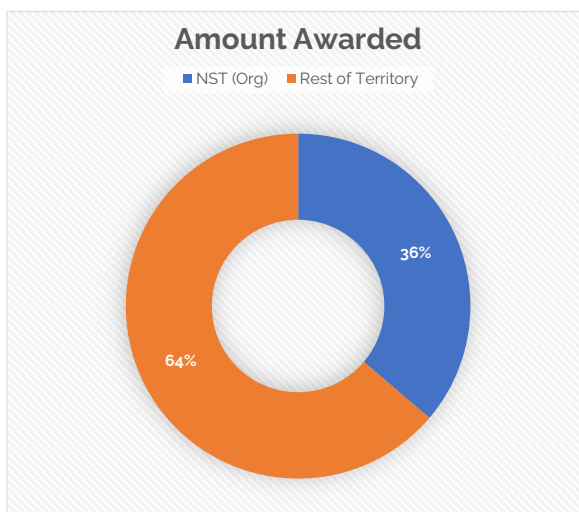


232 Grants Awarded

- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST



34

34

Nevada Silver Trails Territory 2018-2022



5 Year Total

232 Grants Awarded

- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST

CRF Awards

31 Grant Submissions

- 4 NST (Org)
- 27 Rest of NST

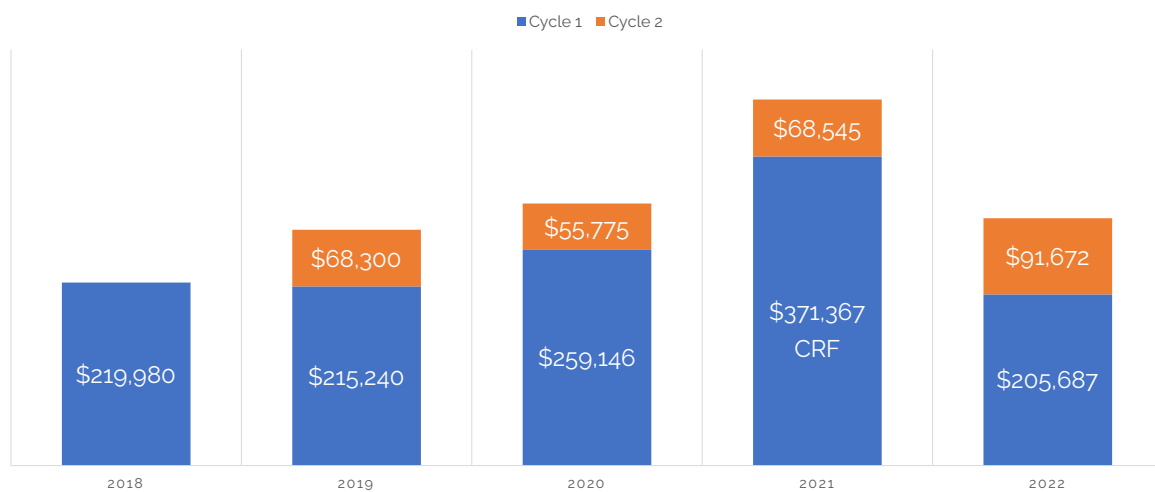
\$371,367 Awarded (24% of total)

- \$86,200 NST (Org)
- \$285,167 Rest of NST

35

35

Nevada Silver Trails Territory Awards by Cycle



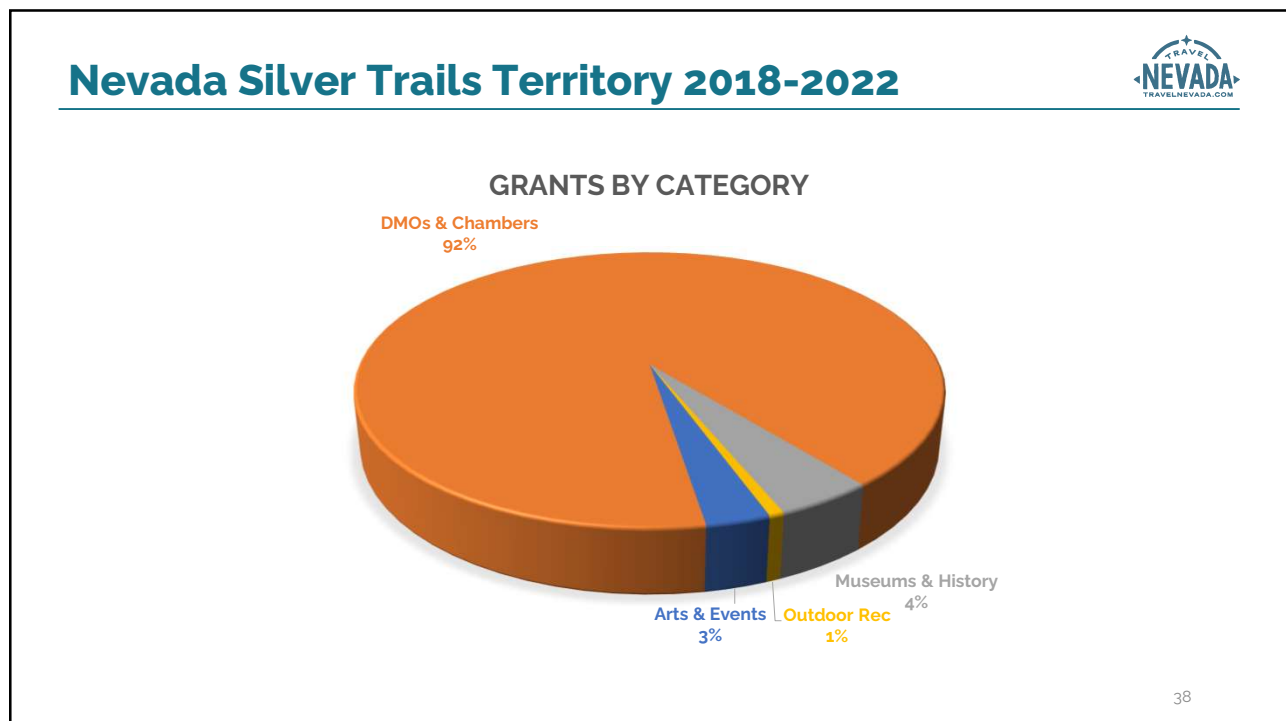
36

36

Nevada Silver Trails Territory Grants Supported			
DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Beatty Chamber of Commerce • Boys & Girls Club of Mason Valley • Esmeralda County • Goldfield Chamber of Commerce • Lincoln Communities Action Team • Mineral Co. Convention & Tourism • Pioche Chamber • Tonopah Main Street • Town of Beatty • Town of Pahrump • Town of Tonopah 	<ul style="list-style-type: none"> • Lyon C. Fair Board & Silver State Youth Livestock Show • Yerington Theatre for the Arts 	<ul style="list-style-type: none"> • Beatty Museum & Historical Society • Central Nevada Historical Society • Friends of Gem Theatre • Goldfield Historical Society • Goldwell Open Air Museum • Mineral County Museum • Tonopah Historic Mining Park Foundation 	<ul style="list-style-type: none"> • 911 Memorial Mountain Grant Challenge

37

37



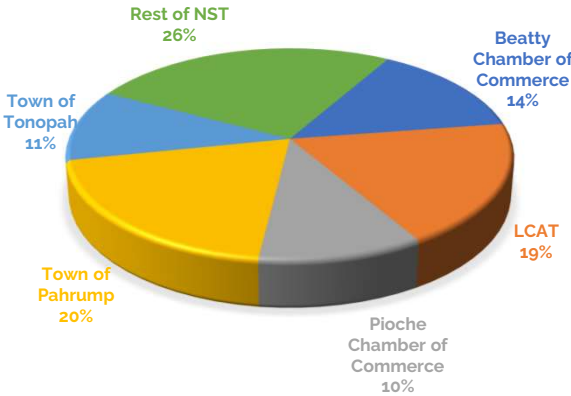
38

38

Nevada Silver Trails Territory Top 5 Awardees



AWARDS



Top 5 Awardees	Award
Town of Pahrump	\$196,582
Lincoln County (LCAT)	\$186,617
Beatty Chamber of Commerce	\$141,883
Town of Tonopah	\$108,876
Pioche Chamber of Commerce	\$104,360
Total Top 5	\$738,318
All other Orgs	\$253,744

*Does not include NST (Org)



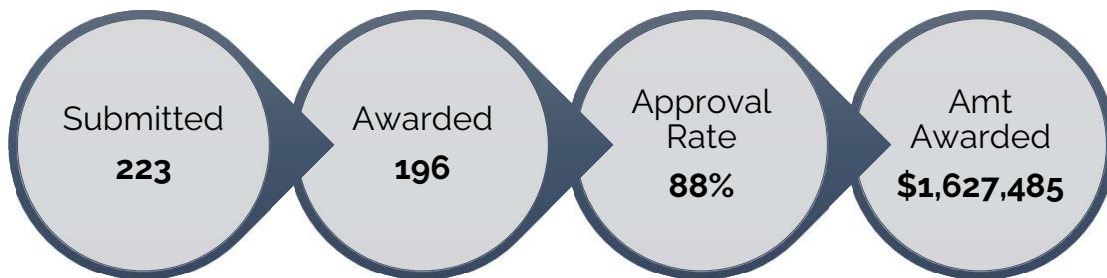
Cowboy Country Territory

FY 2018-2022

CCT Total Grant Applications 2018-2022



- 88% of all CCT grant applications submitted were awarded full or partial funding
- CCT received 19% of total grant funding



41

41

Cowboy Country Territory Grants 2018-2022



Grant Applications

Total Grants
223

Grants Awarded
196

Grants Denied
27

Grant Requests

Total Grant Requests
\$2.34M

Request range
\$300-75,000

Avg # of Request per year
45

42

42

Cowboy Country Territory Grant Awards 2018-2022

Grants
Awarded

196

Smallest
Award

\$900

Total
Amount
Request

\$2,021,684

Largest
Award

\$75,000

Total
Amount
Awarded

\$1,627,485

Approval
Rate

81%

43

43

Cowboy Country Territory 2018-2022

196 Grants Awarded

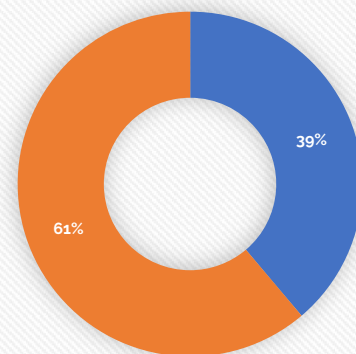
- 50 CCT (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

Amount Awarded

■ CCT (Org) ■ Rest of Territory



44

44

Cowboy Country Territory 2018-2022



5 Year Total

196 Grants Awarded

- 50 (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

CRF Awards

13 Grant Submissions

- 4 CCT (Org)
- 9 Rest of CCT

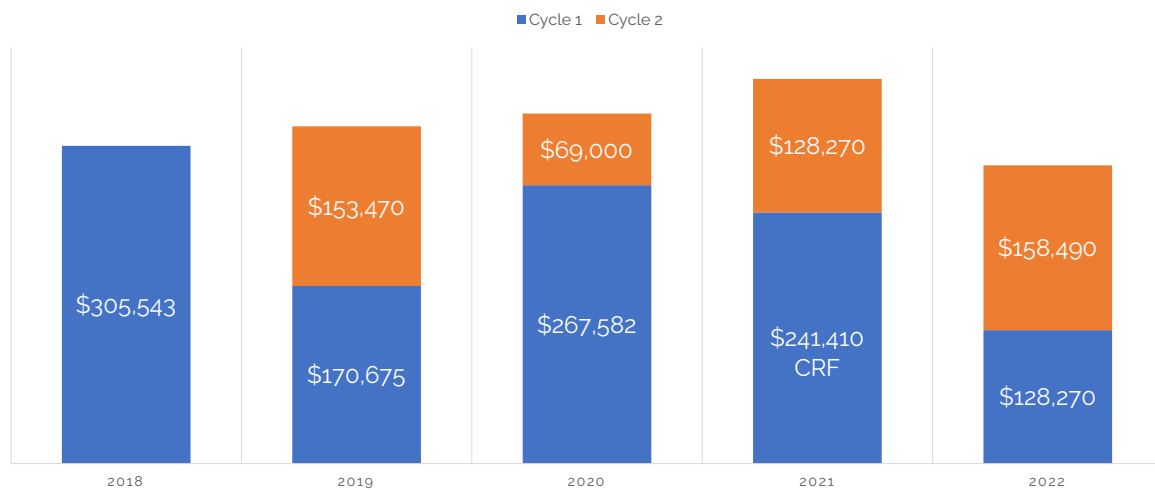
\$241,410 Awarded (15% of total)

- \$112,180 CCT (Org)
- \$129,230 Rest of CCT

45

45

Cowboy Country Territory Awards by Cycle



46

46

Cowboy Country Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Battle Mountain Chamber of Commerce • City of Carlin • City of West Wendover • Elko CVA • Lander County CVA • Pershing County Chamber of Commerce • Town of Jackpot • Wells Chamber of Commerce • Winnemucca CVA 	<ul style="list-style-type: none"> • Cowboy Arts & Gear Museum • Elko Desert Sunrise Community Foundation • Friends of The Farm Inc. • High Desert Cruisers • Northern NV Autism Network • Rides & Rods, Inc. • Silver State Stampede Association 	<ul style="list-style-type: none"> • Marzen House Museum • National Historic CA Emigrant Trail Foundation • North Central NV Historical Society - Humboldt Museum • Western Folklife Center 	<ul style="list-style-type: none"> • Friends of Black Rock High Rock • Safe Haven Wildlife Sanctuary • Trail Center Foundation

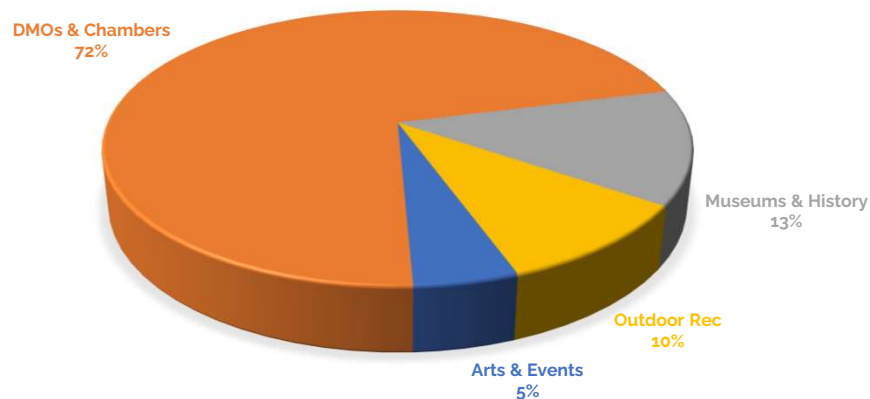
47

47

Cowboy Country Territory 2018-2022



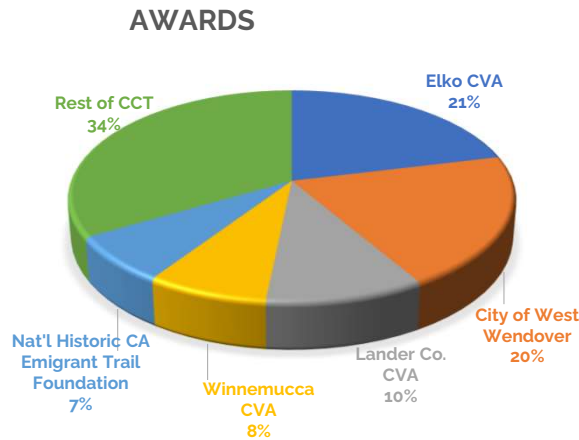
GRANTS BY CATEGORY



48

48

Cowboy Country Territory Top 5 Awardees



Top 5 Awardees	Award
Elko CVA	\$211,125
City of West Wendover	\$202,150
Lander Co. CVA	\$100,796
Winnemucca CVA	\$77,480
Nat'l Historic CA Emigrant Trail Foundation	\$71,498
Total Top 5	\$663,049
All other Orgs	\$332,826

*Does not include CCT (Org)

49

49



Reno-Tahoe Territory

FY 2018-2022

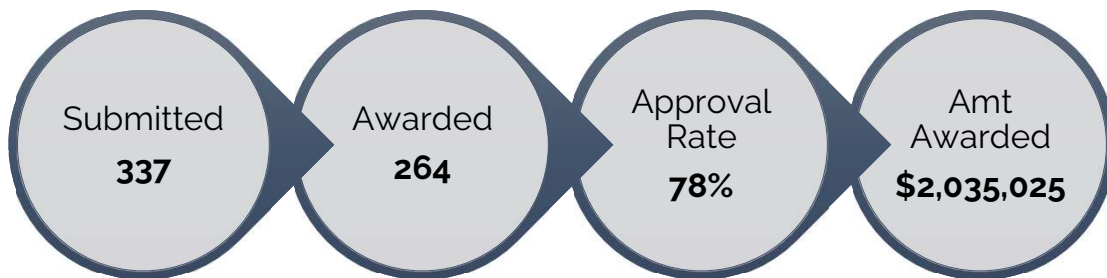
50

50

RTT Total Grant Applications 2018-2022



- 78% of all RTT grants submitted were awarded full or partial funding
- RTT received 24% of total grant funding



51

51

Reno-Tahoe Territory Grants 2018-2022



Grant Applications

Total Grants
337

Grants Awarded
264

Grants Denied
73

Grant Requests

Total Grant Request
\$3.40M

Request range
\$800-100,000

Avg # of requests a year
53

52

52

Reno-Tahoe Grant Awards 2018-2022



Grants
Awarded

264

Smallest
Award

\$750

Total
Amount
Request

\$2,683,958

Largest
Award

\$50,000

Total
Amount
Awarded

\$2,035,025

Approval
Rate

76%

53

53

Reno-Tahoe Territory 2018-2022



264 Grants Awarded

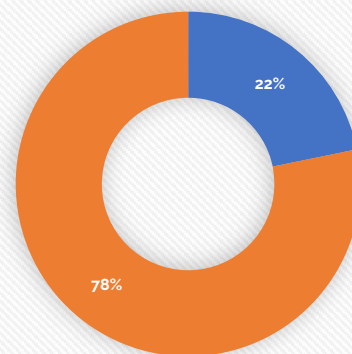
- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

Amount Awarded

■ RTT (Org) ■ Rest of Territory



54

54

Reno-Tahoe Territory 2018-2022



5 Year Total

264 Grants Awarded

- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

CRF Awards

34 Grant Submissions

- 3 RTT (Org)
- 31 Rest of RTT

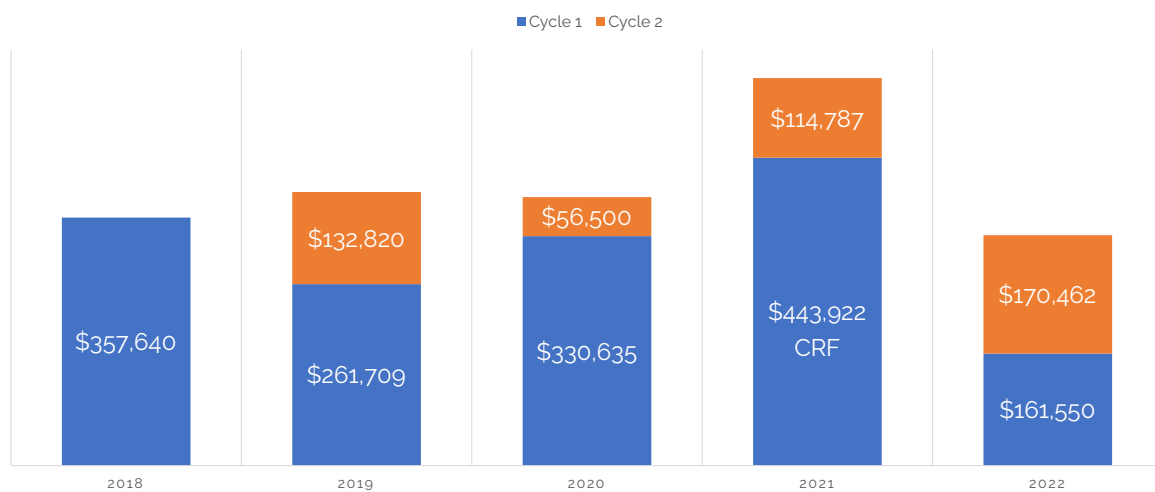
\$443,922 Awarded (22% of total)

- \$86,603 RTT (Org)
- \$357,319 Rest of RTT

55

55

Reno-Tahoe Territory Awards by Cycle



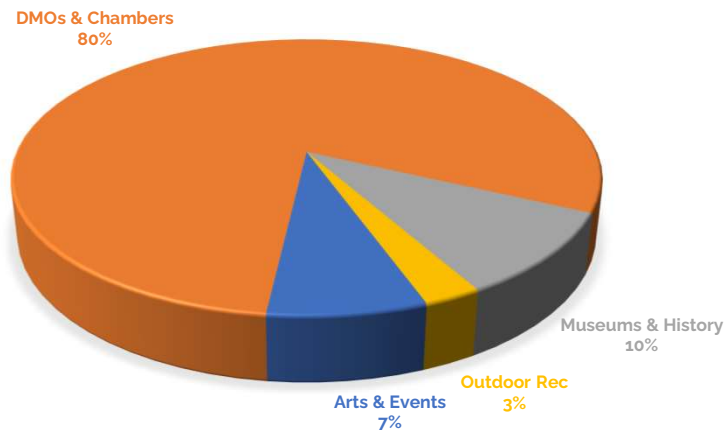
56

56

Reno-Tahoe Territory 2018-2022



GRANTS BY CATEGORY



57

57

Reno-Tahoe Territory Grants Supported

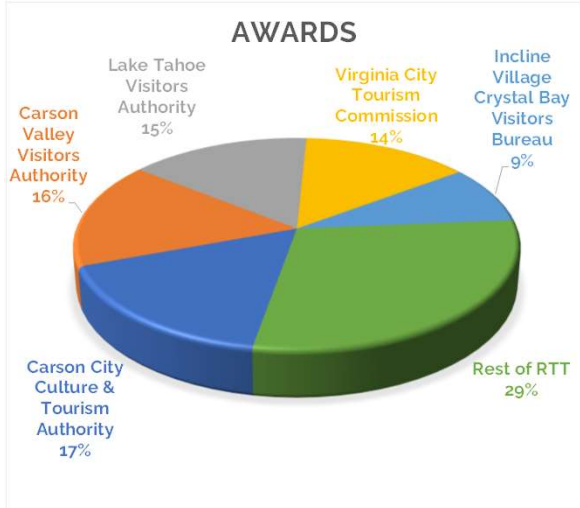


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Carson City Culture & Tourism Authority • Carson Valley Visitors Authority • Incline Community Business Assoc. • Incline Village Crystal Bay Visitors Bureau • Lake Tahoe Visitors Authority • Main Street Gardnerville • Tahoe Douglas Visitors Authority • Rotary Club of Reno Sunrise • Town of Genoa • Virginia City Tourism Commission 	<ul style="list-style-type: none"> • Brewery Arts Center • Carson City Symphony Assoc. • Carson Valley Arts Council • Classical Tahoe • Lake Tahoe Shakespeare Festival • Mile High Jazz Band Assoc. • Nevada Day Inc. • Piper's Opera House • Wild Horse Children's Theatre 	<ul style="list-style-type: none"> • Comstock Civil War Reenactors • Comstock Foundation for History & Culture • Douglas Co. Historical Society • Friends of Dangberg Home Ranch • Friends of Nevada State Railroad • Historic 4th Ward School Foundation • Northern Nevada Railroad Foundation • Thunderbird Lodge Preservation Society 	<ul style="list-style-type: none"> • 6237 Adventurers • Alta Alpina Cycling Club • Athletes United/Epic Tahoe Adventures • Lake Tahoe Bicycle Coalition • Team Tahoe

58

58

Reno-Tahoe Territory Top 5 Awardees



Top 5 Awardees*	Award
Carson City Culture & Tourism Authority	\$263,902
Carson Valley Visitors Authority	\$259,900
Lake Tahoe Visitors Authority	\$240,612
Virginia City Tourism Commission	\$224,000
Incline Village Crystal Bay Visitors Bureau	\$140,500
Total Top 5	\$1,128,914
All other Orgs	\$463,158

*Does not include RTT (Org)

59

59



Pony Express Territory

FY 2018-2022

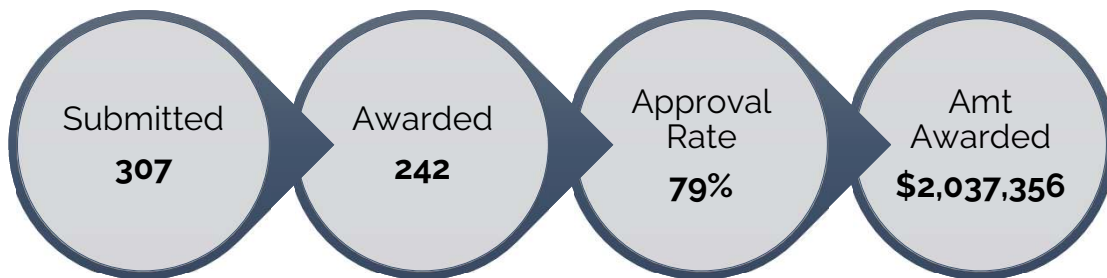
60

60

PET Total Grant Applications 2018-2022



- 79% of all PET grants submitted were awarded full or partial funding
- PET received 24% of total grant funding



61

61

Pony Express Territory Grants 2018-2022



Grant Applications

Total Grants
307

Grants Awarded
242

Grants Denied
65

Grant Requests

Total Grant Requests
\$3.74M

Request range
\$426-253,000

Avg # of requests a year
61

62

62

Pony Express Grant Awards 2018-2022



Grants
Awarded

242

Smallest
Award

\$426

Total
Amount
Request

\$2,808,011

Largest
Award

\$47,371

Total
Amount
Awarded

\$2,037,356

Approval
Rate

73%

63

63

Pony Express Territory 2018-2022



242 Grants Awarded

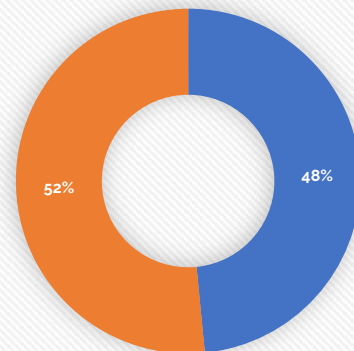
- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

Amount Awarded

■ PET (Org) ■ Rest of Territory



64

64

Pony Express Territory 2018-2022



5 Year Total

242 Grants Awarded

- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

CRF Awards

21 Grant Submissions

- 5 PET (Org)
- 16 Rest of PET

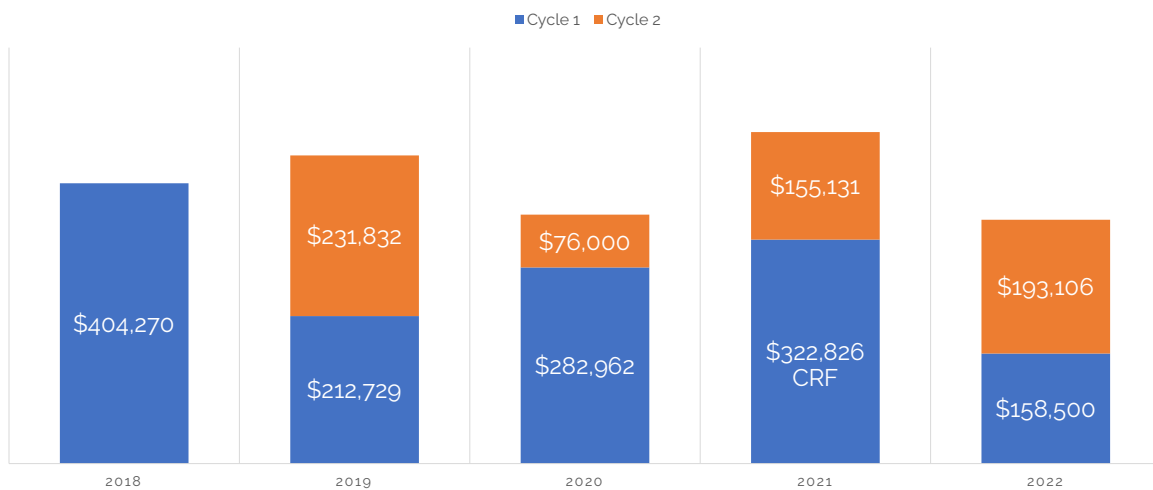
\$322,826 Awarded (16% of total)

- \$130,796 PET (Org)
- \$192,030 Rest of PET

65

65

Pony Express Territory Awards by Cycle



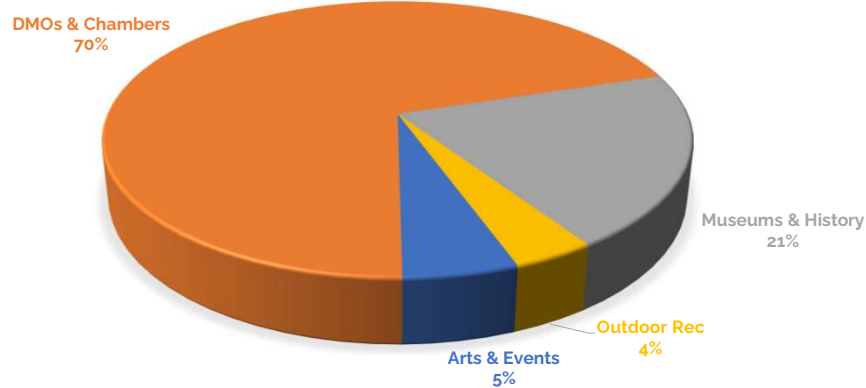
66

66

Pony Express Territory 2018-2022



GRANTS BY CATEGORY



67

67

Pony Express Territory Grants Supported

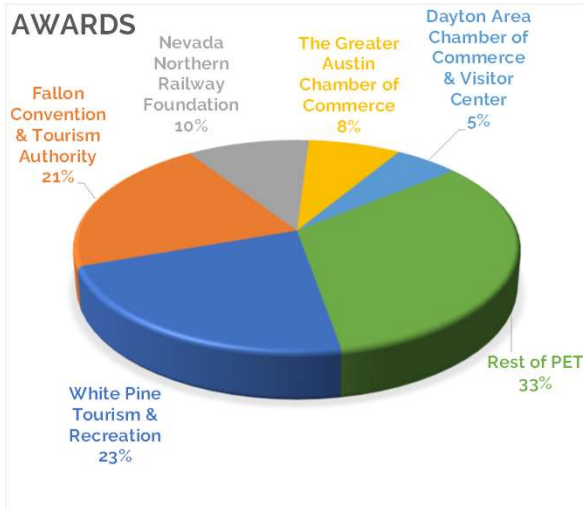


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • City of Ely • Dayton Chamber of Commerce • Eureka Business Network • Eureka County Econ Development • Fallon Convention & Tourism Authority • The Greater Austin Chamber of Commerce • White Pine Chamber of Commerce • White Pine County Tourism & Recreation • White Pine Main Street Association 	<ul style="list-style-type: none"> • Churchill Arts Council • Dayton Valley Days • Silver State Classic Challenge, Inc • Western Spirit Foundation • White Pine County Agricultural District 13 • White Pine Rodders 	<ul style="list-style-type: none"> • Austin Historical Society • Churchill County Museum • Dayton Preservation Committee • Eureka Restoration Enterprise • Historical Society of Dayton Valley • NV Northern Railway Foundation • White Pine Public Museums 	<ul style="list-style-type: none"> • Great Basin Bird Observatory • Great Basin Heritage Area Partnership • Great Basin National Park Foundation • Motor Sports Safety, Inc

68

68

Pony Express Territory Top 5 Awardees



Top 5 Awardees*	Award
White Pine Tourism & Recreation	\$234,019
Fallon Convention & Tourism Authority	\$220,250
Nevada Northern Railway Foundation	\$106,750
The Greater Austin Chamber of Commerce	\$80,787
Dayton Area Chamber of Commerce & Visitor Center	\$56,303
Total Top 5	\$698,109
All other Orgs	\$345,423

*Does not include PET (Org)

69

69

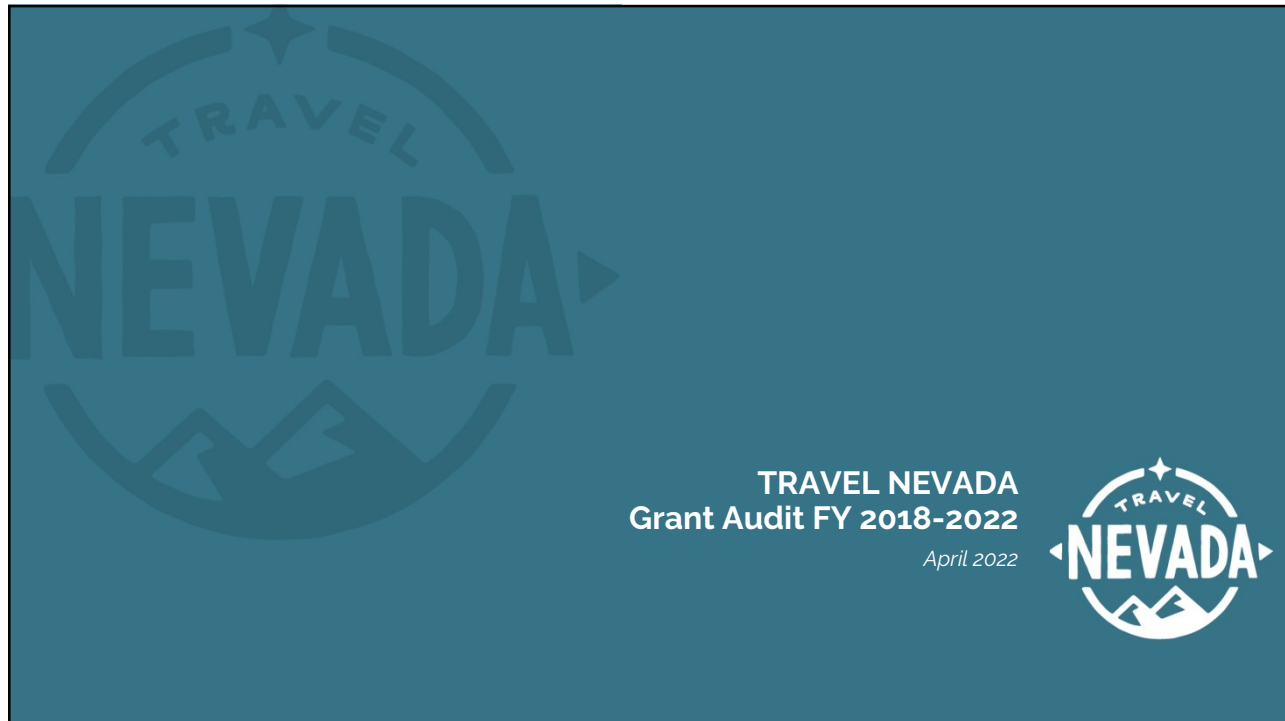


Questions?

aeckert@travelnevada.com


70

70



1

Goal: Improve the Grant Process



- **Maximize available funding**
- **Increase funding equity among requests**
- **Demonstrate impact & effectiveness**
- **Mission and brand alignment**
- **Promote and support grant projects across Travel Nevada channels**

- **Five-year analysis from 2018-2022**
 - 10 grant cycles
 - Two years pre-COVID
 - Includes CRF funding
 - Does not include Projects Related to Tourism
- **7 Geographic areas**
 - Cowboy Country
 - Indian Territory
 - Las Vegas
 - Pony Express Territory
 - Nevada Silver Trails
 - Reno-Tahoe Territory
 - Statewide
- **Subcategories**
 - Territories as an organization
 - Rest of the territory

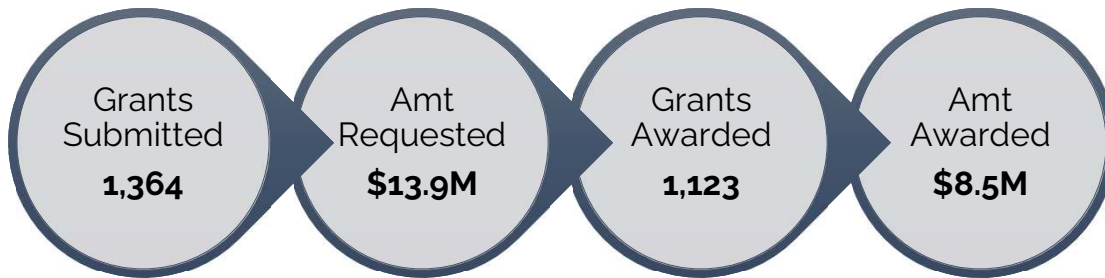
2

2

Travel Nevada Total Grant Applications 2018-2022



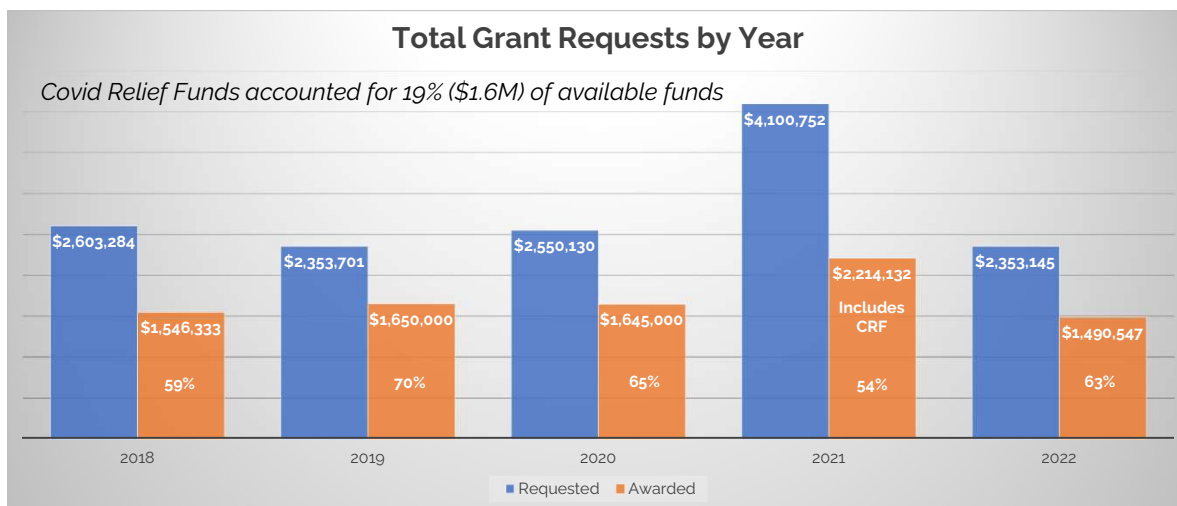
- An average of 270 grant requests a year
- Requests ranged anywhere from \$300 up to \$253,000
- 82% of all grants submitted were awarded full or partial funding



3

3

Grant Requests by Year 2018-2022



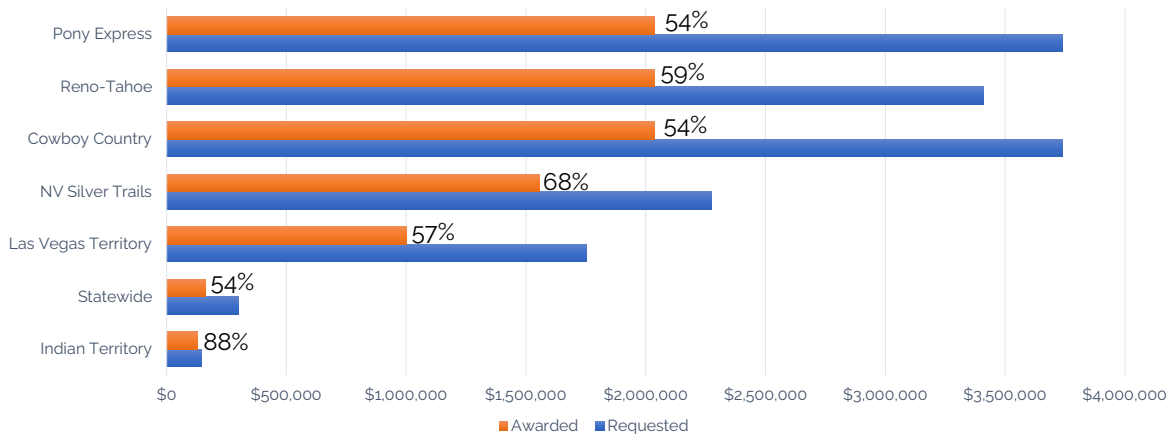
4

4

Grants by Territory 2018-2022



Grant Approval Rate by Territory



5

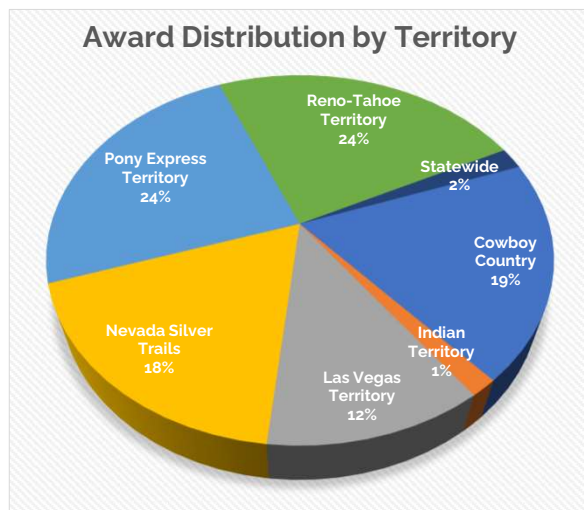
5

Award Distribution by Territory (Region)



Territory	Awarded
Indian Territory	\$129,500
Statewide	\$160,650
Las Vegas Territory	\$1,000,284
NV Silver Trails	\$1,555,712
Cowboy Country	\$1,627,485
Reno-Tahoe	\$2,035,025
Pony Express	\$2,037,356
TOTAL	\$8,546,012

Reno-Tahoe and Pony Express received nearly half of the grant awards in the last 5 years



6

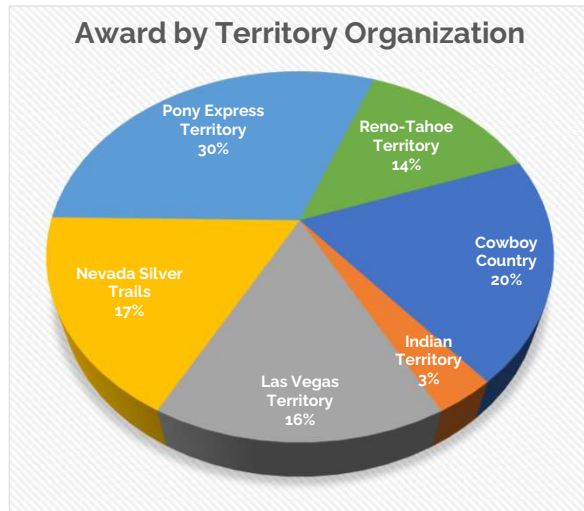
6

Award Distribution by Territory (Organization)



Territory Organization	Awarded
Indian Territory	\$105,300
Reno-Tahoe	\$442,953
Las Vegas Territory	\$506,023
NV Silver Trails	\$563,650
Cowboy Country	\$631,610
Pony Express	\$987,224
TOTAL	\$3,236,760

Territory organizations combined received 38% of all grant awards in the last 5 years



7

7

Grants by Organization Type



Organization Type	CCT	LVT	NIT	NST	PET	RTT	TOTAL
DMOs & Chambers*	9	7	1	11	9	10	47
Arts & Events	7	1	0	2	6	9	25
Museums & History	4	1	0	7	7	8	27
Outdoor Recreation	3	1	0	1	4	5	14
TOTAL	23	10	1	21	26	32	113

*Does not include the Territory Organizations

- *Reno-Tahoe and Pony Express Territories received the most grant awards which were spread out across the most diverse group of organizations*
- *Outdoor Recreation represented 12% of all organization applications, despite being a prominent activity in across the state*

8

8

CRF Funding by Territory



Territory	Total Awarded	CRF Award	% CRF
Indian Territory	\$129,500	\$0	0%
Statewide	\$160,650	\$0	0%
Las Vegas Territory	\$1,000,284	\$256,415	26%
NV Silver Trails	\$1,555,712	\$371,367	24%
Cowboy Country	\$1,627,485	\$241,410	15%
Reno-Tahoe	\$2,035,025	\$443,922	22%
Pony Express	\$2,037,356	\$322,826	16%
TOTAL	\$8,546,012	\$1,635,940	19%

9

9

Top 10 Awardees



Territory	Organization	Award Total
Reno-Tahoe Territory	Carson City Culture & Tourism Authority	\$ 263,902
Reno-Tahoe Territory	Carson Valley Visitors Authority	\$ 259,900
Reno-Tahoe Territory	Lake Tahoe Visitors Authority	\$ 240,612
Pony Express Territory	White Pine Tourism & Recreation	\$ 234,019
Reno-Tahoe Territory	Virginia City Tourism Commission	\$ 224,000
Pony Express Territory	Fallon Convention & Tourism Authority	\$ 220,250
Cowboy Country Territory	Elko CVA	\$ 211,125
Cowboy Country Territory	City of West Wendover	\$ 202,150
Nevada Silver Trails Territory	Town of Pahrump	\$ 196,582
Nevada Silver Trails Territory	Lincoln County (LCAT)	\$ 186,617

*The top 10 awardees received a collective \$2.24M, accounting for 26% of all grant awards
(Does not include Territory Organizations)*

10

10

Organizational Considerations



Organization Type	Budget Size	# of Staff	Alignment
<ul style="list-style-type: none"> DMOs <ul style="list-style-type: none"> Territory County City/Town Chamber hybrid Main Streets Museums Arts Events 	<ul style="list-style-type: none"> Under \$50K \$50-99K \$100-499K \$500-1M Over \$1MM 	<ul style="list-style-type: none"> Full Time employees Part Time employees Volunteers 	<ul style="list-style-type: none"> Org mission and goals Travel Nevada pillars <ul style="list-style-type: none"> Arts & Culture Outdoor Recreation Museums & History

11

11

Program Analysis



Category	Medium	Reach	Request Size
<ul style="list-style-type: none"> Admin Signature Events Advertising Merchandise Tradeshows & Missions Research & planning Assets 	<ul style="list-style-type: none"> TV Print Digital/display Social Website Radio Out of Home PR/media Travel trade Video Photos 	<ul style="list-style-type: none"> In-state <ul style="list-style-type: none"> DYN Out-of-state <ul style="list-style-type: none"> Neighbor states Neighbors of neighbors Long haul International 	<ul style="list-style-type: none"> Less than \$10K \$10K-50K More than \$50K

12

12



Nevada's Indian Territory

FY 2018-2022

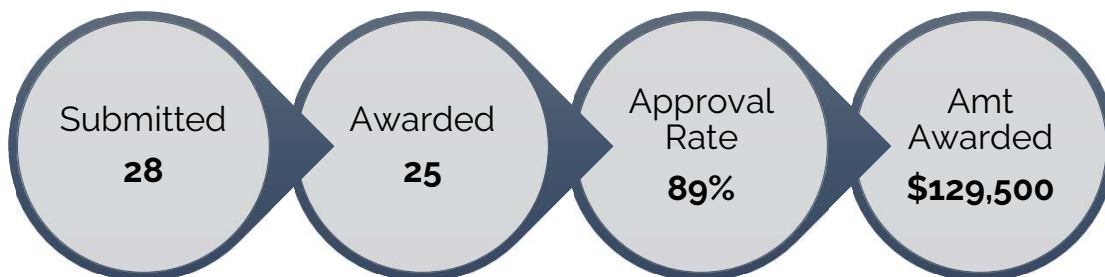
13

13



NIT Total Grant Applications 2018-2022

- 89% of all IT grant applications submitted were awarded full or partial funding
- IT received 1% of total grant funding



14

14

Nevada's Indian Territory Grants 2018-2022



Grant Applications

Total Grants
28

Grants Awarded
25

Grants Denied
3

Grant Requests

Total Grant Requests
\$146,250

Request range
\$2,400-12,000

Avg # of Request per year
6

15

15

Nevada's Indian Territory Grant Awards 2018-2022



Grants Awarded
25

Smallest Award
\$1000

Total Amount Request
\$131,200

Largest Award
\$12,000

Total Amount Awarded
\$129,500

Approval Rate
99%

16

16

Nevada's Indian Territory 2018-2022

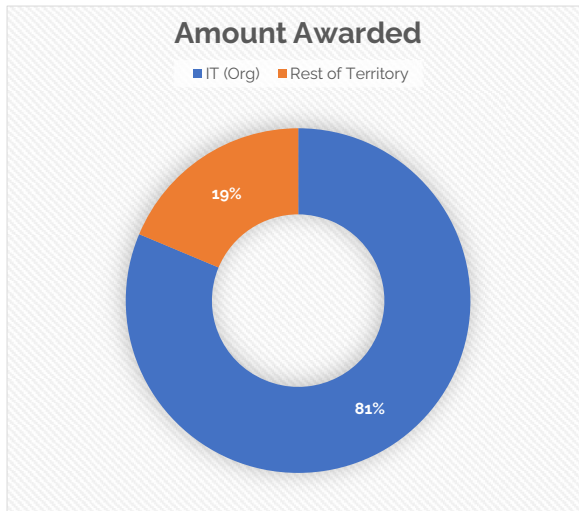


25 Grants Awarded

- 21 IT (Org)
- 4 Rest of IT

\$129,500 Awarded

- \$105,300 (Org)
- \$24,200 Rest of IT



17

17

Nevada's Indian Territory 2018-2022



5 Year Total

25 Grants Awarded

- 21 (Org)
- 4 Rest of IT

\$129,500 Awarded

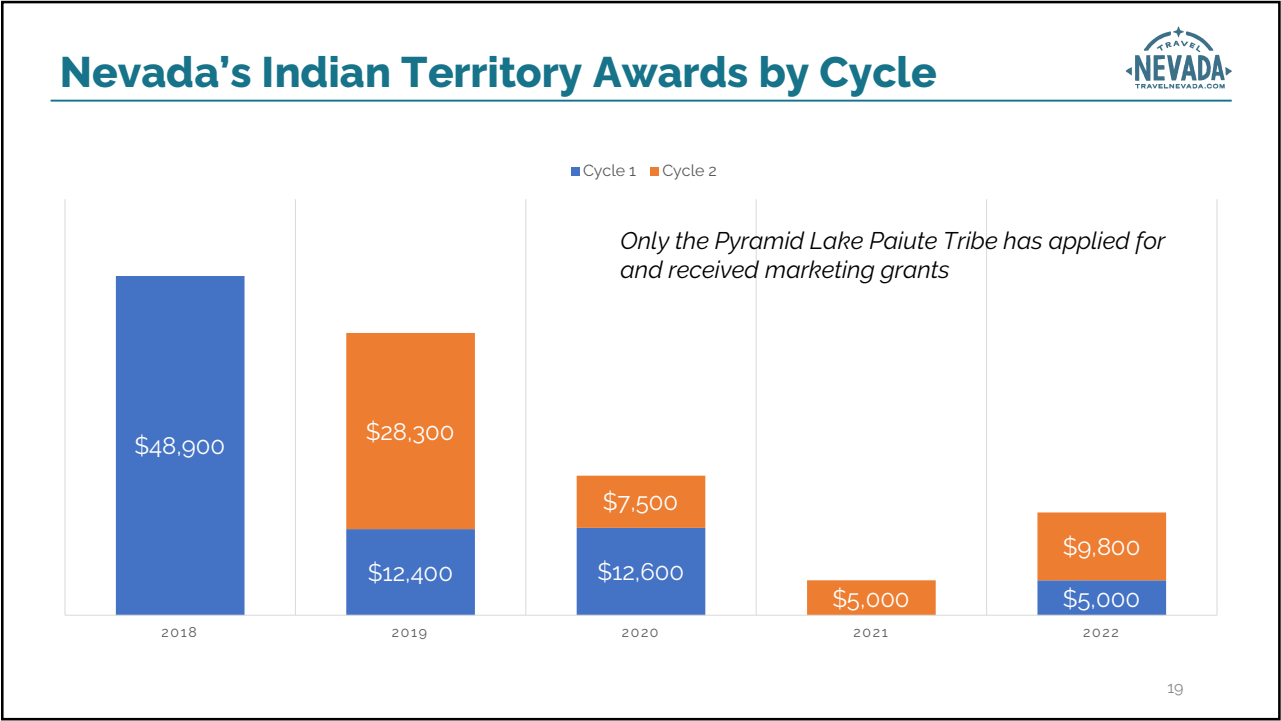
- \$105,300 (Org)
- \$24,200 Rest of IT

CRF Awards

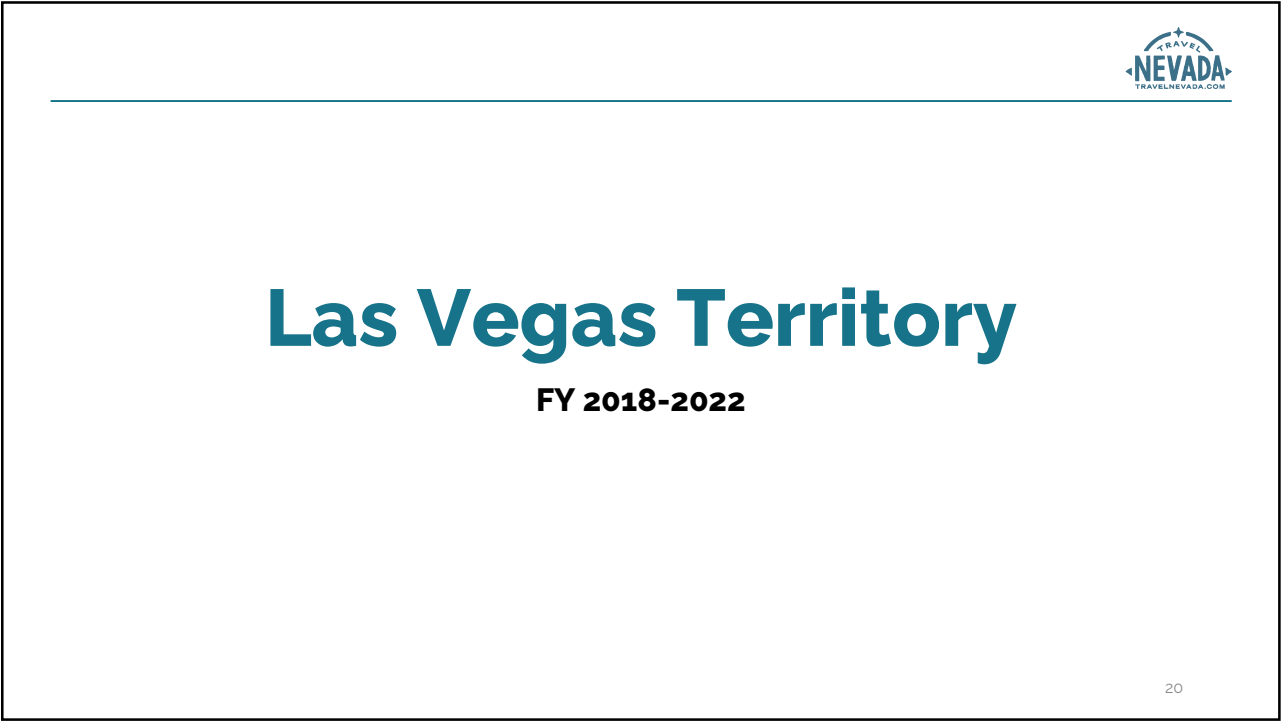
0 Grant Submissions

18

18



19

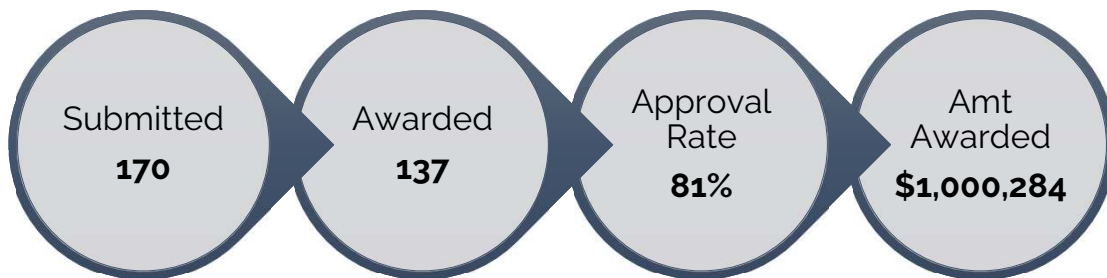


20

LVT Total Grant Applications 2018-2022



- 81% of all LVT grant applications submitted were awarded full or partial funding
- LVT received 12% of total grant funding



21

21

Las Vegas Territory Grants 2018-2022



Grant Applications

Total Grants
170

Grants Awarded
137

Grants Denied
33

Grant Requests

Total Grant Requests
\$1.75M

Request range
\$775-90,500

Avg # of Request per year
34

22

22

Las Vegas Territory Grant Awards 2018-2022



Grants
Awarded

137

Smallest
Award

\$900

Total
Amount
Request

\$1,395,923

Largest
Award

\$42,850

Total
Amount
Awarded

\$1,000,284

Approval
Rate

72%

23

23

Las Vegas Territory 2018-2022

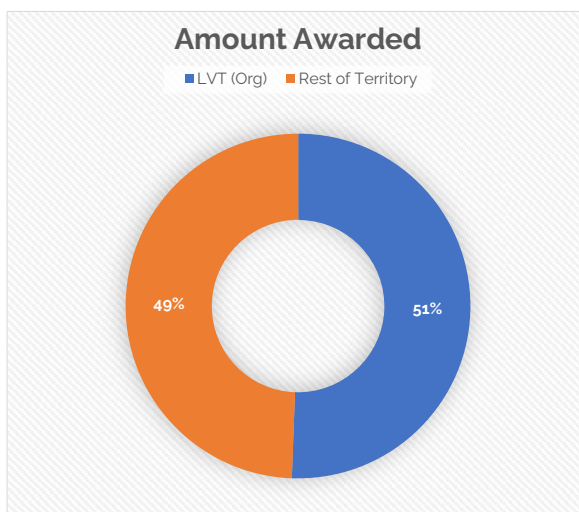


137 Grants Awarded

- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT



24

24

Las Vegas Territory 2018-2022



5 Year Total

137 Grants Awarded

- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT

CRF Awards

19 Grant Submissions

- 6 LVT (Org)
- 13 Rest of LVT

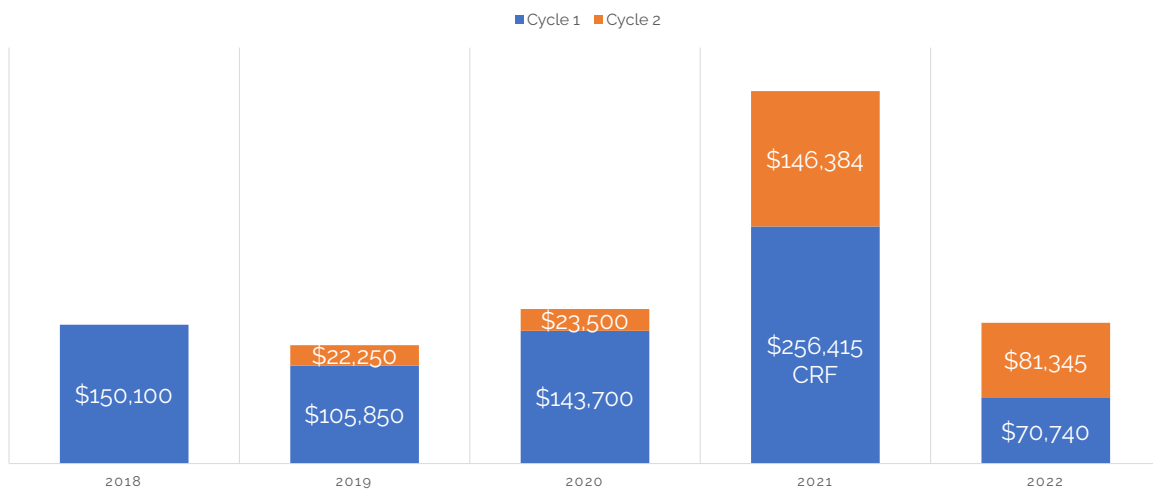
\$256,415 Awarded (26% of total)

- \$125,050 LVT (Org)
- \$131,365 Rest of LVT

25

25

Las Vegas Territory Awards by Cycle



26

26

Las Vegas Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Boulder City Chamber of Commerce • City of Mesquite • Destination Services Association (DSA) • Laughlin Tourism Commission • Mesquite Chamber • Moapa Valley Chamber • Moapa Valley Revitalization Project 	<ul style="list-style-type: none"> • Dam Short Film Society 	<ul style="list-style-type: none"> • Friends of Gold Butte 	<ul style="list-style-type: none"> • Outside Las Vegas Foundation

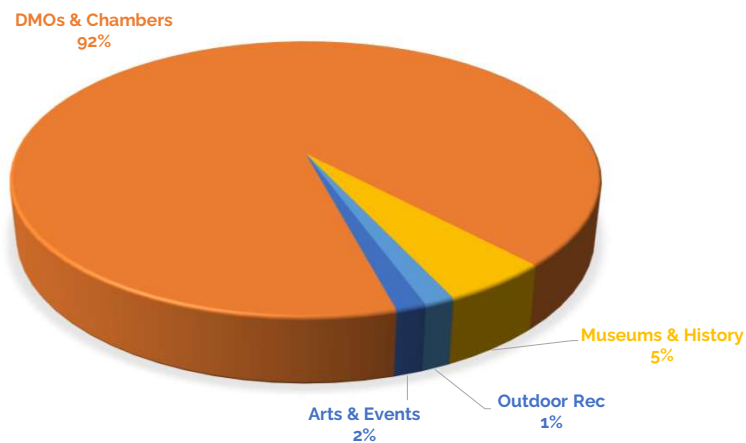
27

27

Las Vegas Territory 2018-2022



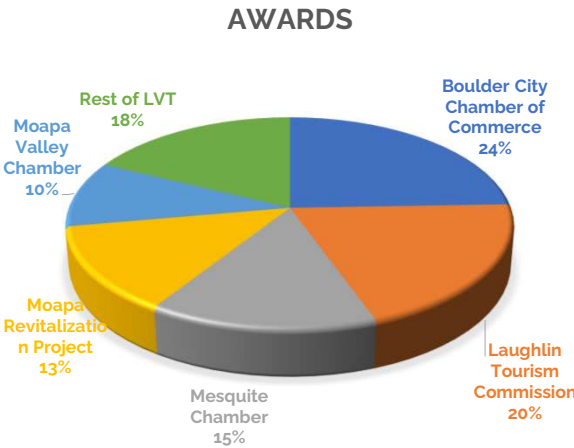
GRANTS BY CATEGORY



28

28

Las Vegas Territory Top 5 Awardees



Top 5 Awardees	Award
Boulder City Chamber of Commerce	\$120,859
Laughlin Tourism Commission	\$99,150
Mesquite Chamber	\$71,910
Moapa Revitalization Project	\$65,000
Moapa Valley Chamber	\$50,000
Total Top 5	\$406,919
All other Orgs	\$87,372

*Does not include LVT (Org)

29

29



Nevada Silver Trails Territory

FY 2018-2022

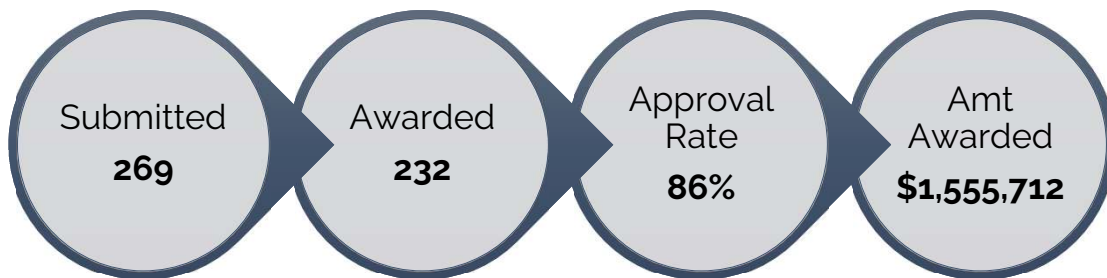
30

30

NST Total Grant Applications 2018-2022



- 86% of all NST grants submitted were awarded full or partial funding
- NST received 18% of total grant funding



31

31

Nevada Silver Trails Territory Grants 2018-2022



Grant Applications

Total Grants
269

Grants Awarded
232

Grants Denied
37

Grant Requests

Total Grant Requests
\$2.28M

Request range
\$395-79,650

Avg # of requests a year
54

32

32

Nevada Silver Trails Grant Awards 2018-2022



Grants
Awarded

232

Smallest
Award

\$395

Total
Amount
Request

\$1,938,923

Largest
Award

\$62,300

Total
Amount
Awarded

\$1,555,712

Approval
Rate

80%

33

33

Nevada Silver Trails Territory 2018-2022

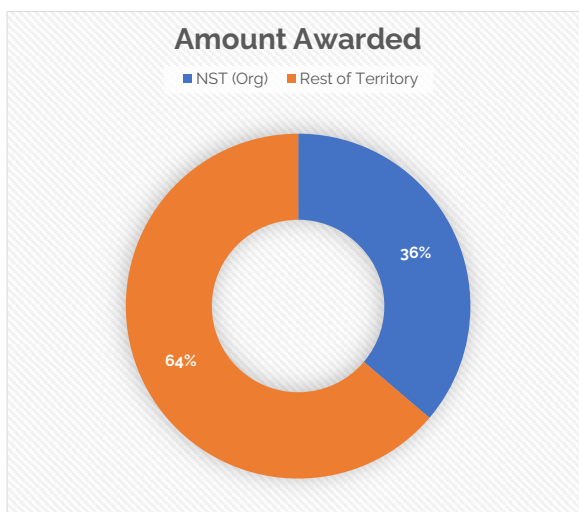


232 Grants Awarded

- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST



34

34

Nevada Silver Trails Territory 2018-2022



5 Year Total

232 Grants Awarded

- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST

CRF Awards

31 Grant Submissions

- 4 NST (Org)
- 27 Rest of NST

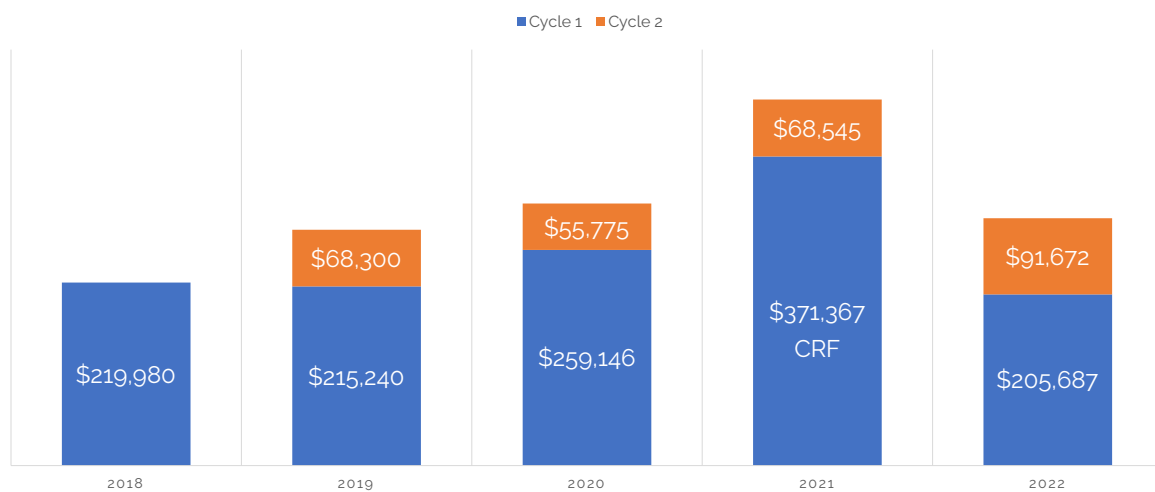
\$371,367 Awarded (24% of total)

- \$86,200 NST (Org)
- \$285,167 Rest of NST

35

35

Nevada Silver Trails Territory Awards by Cycle



36

36

Nevada Silver Trails Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Beatty Chamber of Commerce • Boys & Girls Club of Mason Valley • Esmeralda County • Goldfield Chamber of Commerce • Lincoln Communities Action Team • Mineral Co. Convention & Tourism • Pioche Chamber • Tonopah Main Street • Town of Beatty • Town of Pahrump • Town of Tonopah 	<ul style="list-style-type: none"> • Lyon C. Fair Board & Silver State Youth Livestock Show • Yerington Theatre for the Arts 	<ul style="list-style-type: none"> • Beatty Museum & Historical Society • Central Nevada Historical Society • Friends of Gem Theatre • Goldfield Historical Society • Goldwell Open Air Museum • Mineral County Museum • Tonopah Historic Mining Park Foundation 	<ul style="list-style-type: none"> • 911 Memorial Mountain Grant Challenge

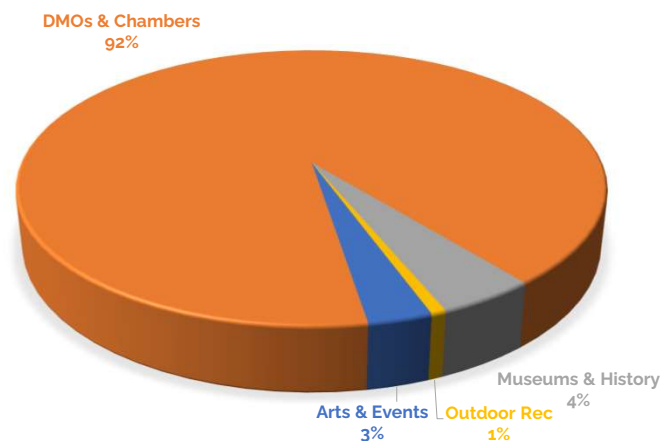
37

37

Nevada Silver Trails Territory 2018-2022



GRANTS BY CATEGORY



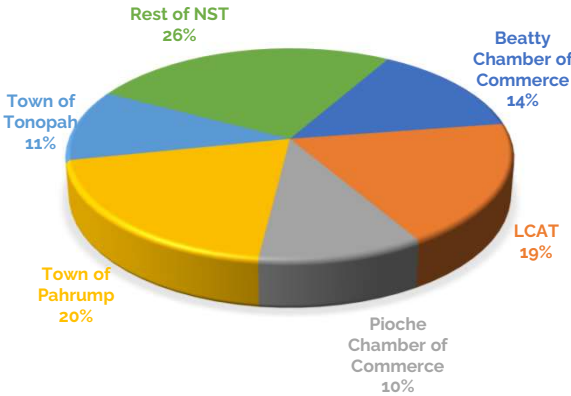
38

38

Nevada Silver Trails Territory Top 5 Awardees



AWARDS



Top 5 Awardees	Award
Town of Pahrump	\$196,582
Lincoln County (LCAT)	\$186,617
Beatty Chamber of Commerce	\$141,883
Town of Tonopah	\$108,876
Pioche Chamber of Commerce	\$104,360
Total Top 5	\$738,318
All other Orgs	\$253,744

*Does not include NST (Org)



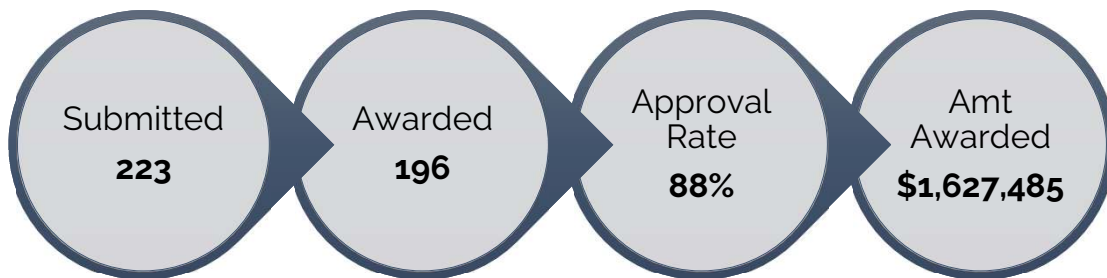
Cowboy Country Territory

FY 2018-2022

CCT Total Grant Applications 2018-2022



- 88% of all CCT grant applications submitted were awarded full or partial funding
- CCT received 19% of total grant funding



41

41

Cowboy Country Territory Grants 2018-2022



Grant Applications

Total Grants
223

Grants Awarded
196

Grants Denied
27

Grant Requests

Total Grant Requests
\$2.34M

Request range
\$300-75,000

Avg # of Request per year
45

42

42

Cowboy Country Territory Grant Awards 2018-2022



Grants
Awarded

196

Smallest
Award

\$900

Total
Amount
Request

\$2,021,684

Largest
Award

\$75,000

Total
Amount
Awarded

\$1,627,485

Approval
Rate

81%

43

43

Cowboy Country Territory 2018-2022



196 Grants Awarded

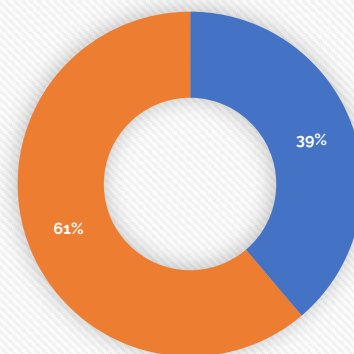
- 50 CCT (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

Amount Awarded

■ CCT (Org) ■ Rest of Territory



44

44

Cowboy Country Territory 2018-2022



5 Year Total

196 Grants Awarded

- 50 (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

CRF Awards

13 Grant Submissions

- 4 CCT (Org)
- 9 Rest of CCT

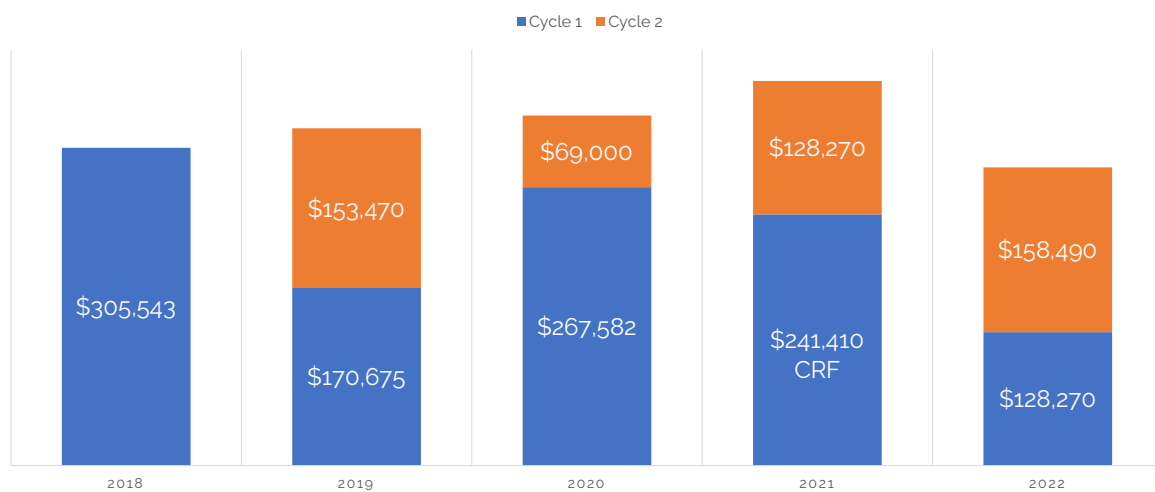
\$241,410 Awarded (15% of total)

- \$112,180 CCT (Org)
- \$129,230 Rest of CCT

45

45

Cowboy Country Territory Awards by Cycle



46

46

Cowboy Country Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Battle Mountain Chamber of Commerce • City of Carlin • City of West Wendover • Elko CVA • Lander County CVA • Pershing County Chamber of Commerce • Town of Jackpot • Wells Chamber of Commerce • Winnemucca CVA 	<ul style="list-style-type: none"> • Cowboy Arts & Gear Museum • Elko Desert Sunrise Community Foundation • Friends of The Farm Inc. • High Desert Cruisers • Northern NV Autism Network • Rides & Rods, Inc. • Silver State Stampede Association 	<ul style="list-style-type: none"> • Marzen House Museum • National Historic CA Emigrant Trail Foundation • North Central NV Historical Society - Humboldt Museum • Western Folklife Center 	<ul style="list-style-type: none"> • Friends of Black Rock High Rock • Safe Haven Wildlife Sanctuary • Trail Center Foundation

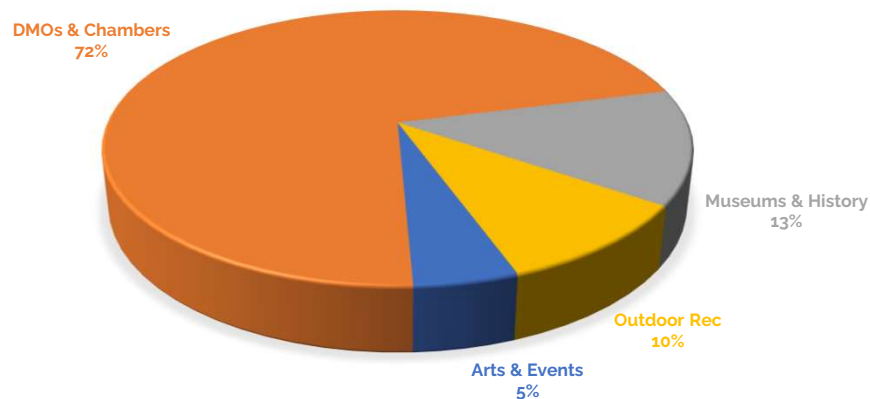
47

47

Cowboy Country Territory 2018-2022



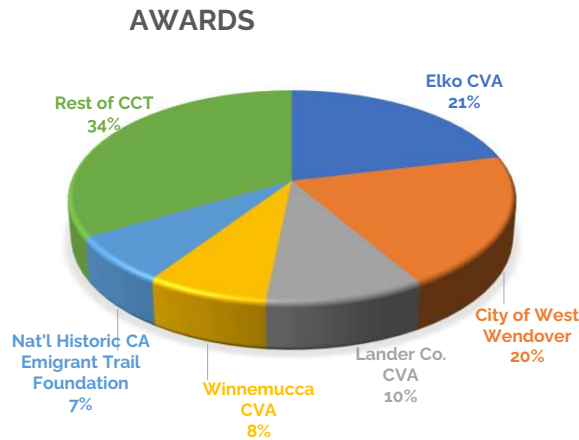
GRANTS BY CATEGORY



48

48

Cowboy Country Territory Top 5 Awardees



Top 5 Awardees	Award
Elko CVA	\$211,125
City of West Wendover	\$202,150
Lander Co. CVA	\$100,796
Winnemucca CVA	\$77,480
Nat'l Historic CA Emigrant Trail Foundation	\$71,498
Total Top 5	\$663,049
All other Orgs	\$332,826

**Does not include CCT (Org)*

49

49



Reno-Tahoe Territory

FY 2018-2022

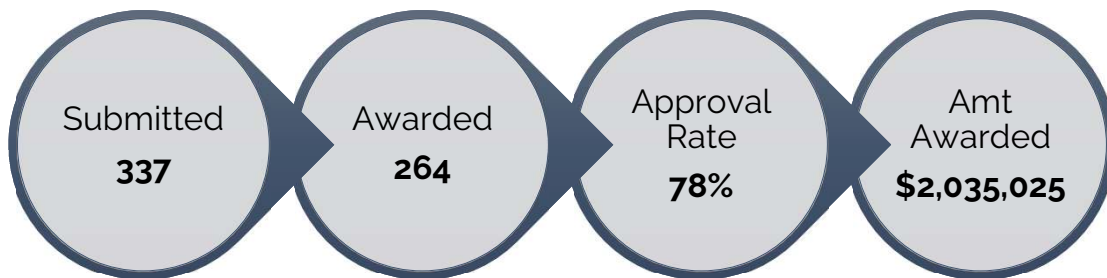
50

50

RTT Total Grant Applications 2018-2022



- 78% of all RTT grants submitted were awarded full or partial funding
- RTT received 24% of total grant funding



51

51

Reno-Tahoe Territory Grants 2018-2022



Grant Applications

Total Grants
337

Grants Awarded
264

Grants Denied
73

Grant Requests

Total Grant Request
\$3.40M

Request range
\$800-100,000

Avg # of requests a year
53

52

52

Reno-Tahoe Grant Awards 2018-2022



Grants
Awarded

264

Smallest
Award

\$750

Total
Amount
Request

\$2,683,958

Largest
Award

\$50,000

Total
Amount
Awarded

\$2,035,025

Approval
Rate

76%

53

53

Reno-Tahoe Territory 2018-2022



264 Grants Awarded

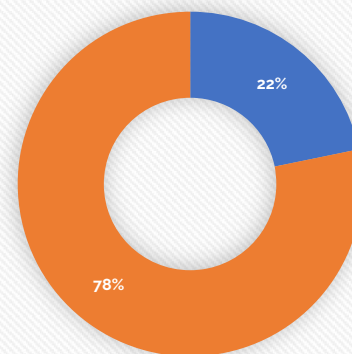
- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

Amount Awarded

■ RTT (Org) ■ Rest of Territory



54

54

Reno-Tahoe Territory 2018-2022



5 Year Total

264 Grants Awarded

- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

CRF Awards

34 Grant Submissions

- 3 RTT (Org)
- 31 Rest of RTT

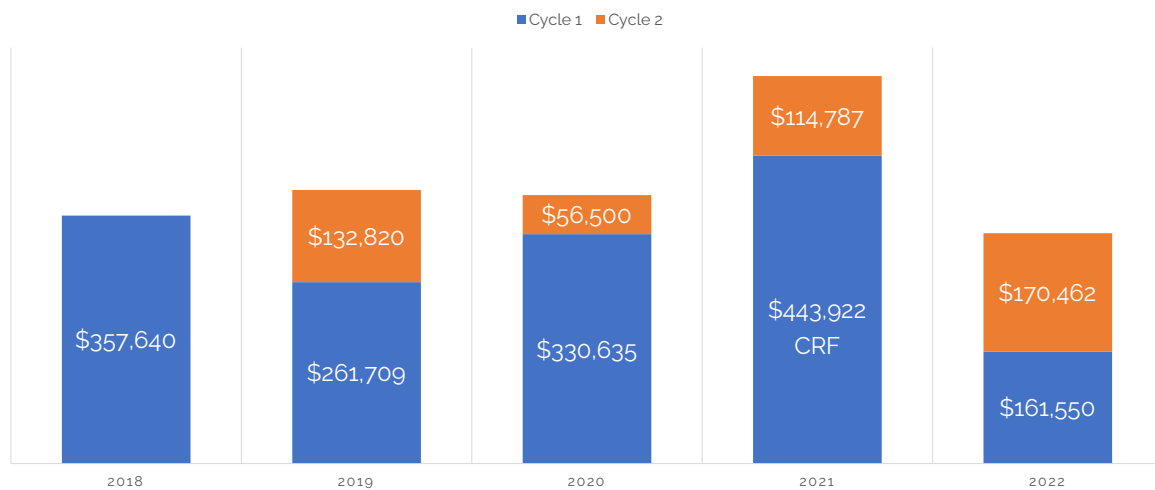
\$443,922 Awarded (22% of total)

- \$86,603 RTT (Org)
- \$357,319 Rest of RTT

55

55

Reno-Tahoe Territory Awards by Cycle



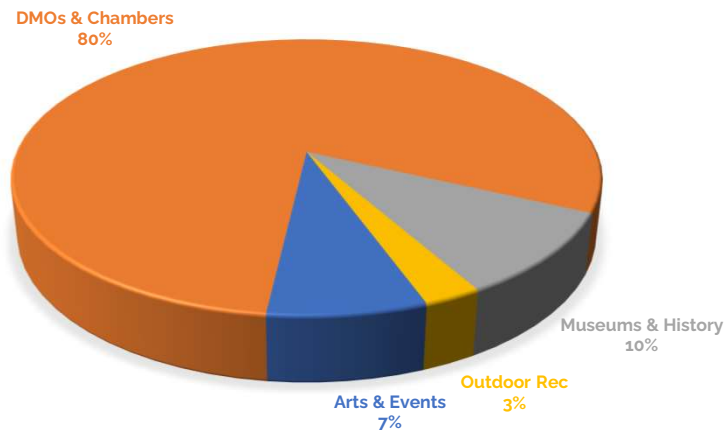
56

56

Reno-Tahoe Territory 2018-2022



GRANTS BY CATEGORY



57

57

Reno-Tahoe Territory Grants Supported

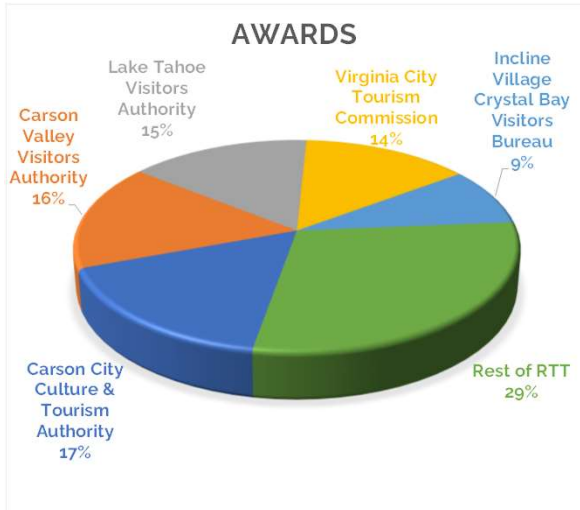


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Carson City Culture & Tourism Authority • Carson Valley Visitors Authority • Incline Community Business Assoc. • Incline Village Crystal Bay Visitors Bureau • Lake Tahoe Visitors Authority • Main Street Gardnerville • Tahoe Douglas Visitors Authority • Rotary Club of Reno Sunrise • Town of Genoa • Virginia City Tourism Commission 	<ul style="list-style-type: none"> • Brewery Arts Center • Carson City Symphony Assoc. • Carson Valley Arts Council • Classical Tahoe • Lake Tahoe Shakespeare Festival • Mile High Jazz Band Assoc. • Nevada Day Inc. • Piper's Opera House • Wild Horse Children's Theatre 	<ul style="list-style-type: none"> • Comstock Civil War Reenactors • Comstock Foundation for History & Culture • Douglas Co. Historical Society • Friends of Dangberg Home Ranch • Friends of Nevada State Railroad • Historic 4th Ward School Foundation • Northern Nevada Railroad Foundation • Thunderbird Lodge Preservation Society 	<ul style="list-style-type: none"> • 6237 Adventurers • Alta Alpina Cycling Club • Athletes United/Epic Tahoe Adventures • Lake Tahoe Bicycle Coalition • Team Tahoe

58

58

Reno-Tahoe Territory Top 5 Awardees



Top 5 Awardees*	Award
Carson City Culture & Tourism Authority	\$263,902
Carson Valley Visitors Authority	\$259,900
Lake Tahoe Visitors Authority	\$240,612
Virginia City Tourism Commission	\$224,000
Incline Village Crystal Bay Visitors Bureau	\$140,500
Total Top 5	\$1,128,914
All other Orgs	\$463,158

*Does not include RTT (Org)

59

59



Pony Express Territory

FY 2018-2022

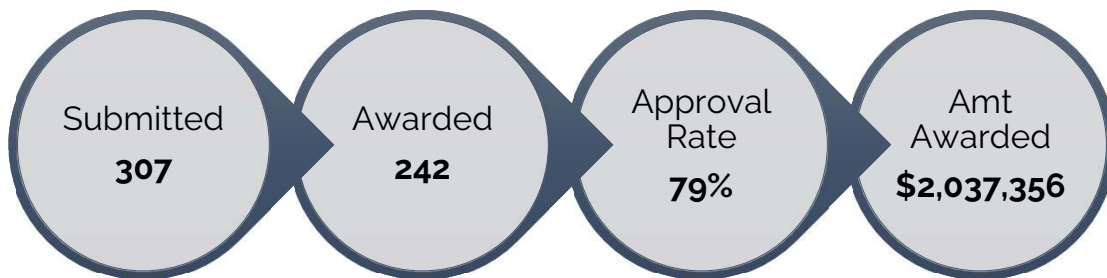
60

60

PET Total Grant Applications 2018-2022



- 79% of all PET grants submitted were awarded full or partial funding
- PET received 24% of total grant funding



61

61

Pony Express Territory Grants 2018-2022



Grant Applications

Total Grants
307

Grants Awarded
242

Grants Denied
65

Grant Requests

Total Grant Requests
\$3.74M

Request range
\$426-253,000

Avg # of requests a year
61

62

62

Pony Express Grant Awards 2018-2022



Grants
Awarded

242

Smallest
Award

\$426

Total
Amount
Request

\$2,808,011

Largest
Award

\$47,371

Total
Amount
Awarded

\$2,037,356

Approval
Rate

73%

63

63

Pony Express Territory 2018-2022



242 Grants Awarded

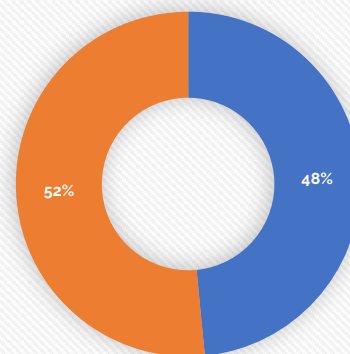
- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

Amount Awarded

■ PET (Org) ■ Rest of Territory



64

64

Pony Express Territory 2018-2022



5 Year Total

242 Grants Awarded

- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

CRF Awards

21 Grant Submissions

- 5 PET (Org)
- 16 Rest of PET

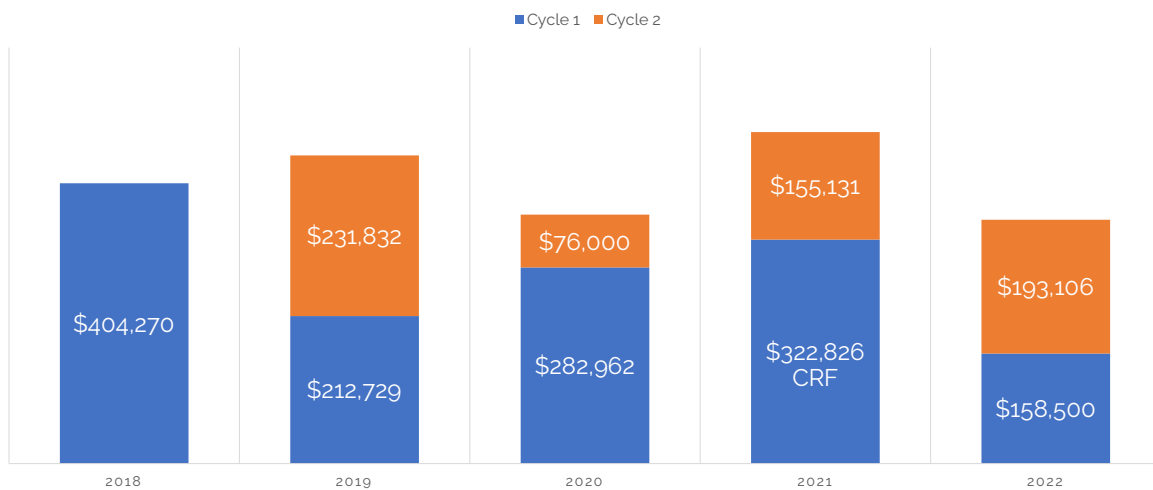
\$322,826 Awarded (16% of total)

- \$130,796 PET (Org)
- \$192,030 Rest of PET

65

65

Pony Express Territory Awards by Cycle



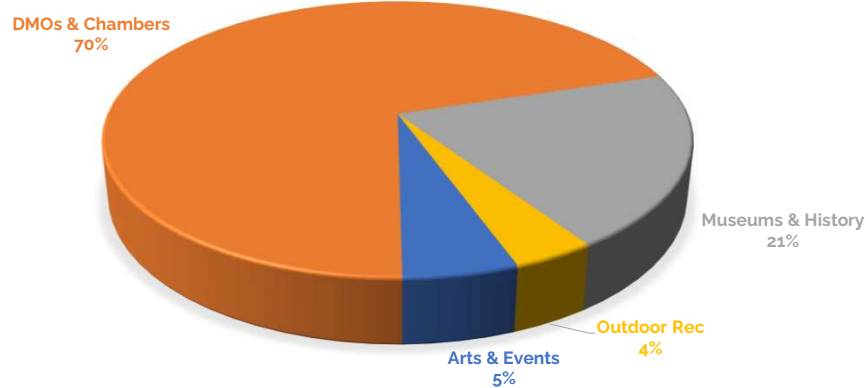
66

66

Pony Express Territory 2018-2022



GRANTS BY CATEGORY



67

67

Pony Express Territory Grants Supported

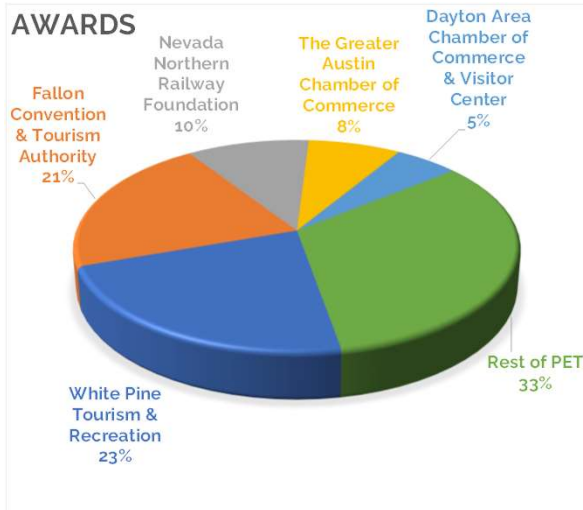


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • City of Ely • Dayton Chamber of Commerce • Eureka Business Network • Eureka County Econ Development • Fallon Convention & Tourism Authority • The Greater Austin Chamber of Commerce • White Pine Chamber of Commerce • White Pine County Tourism & Recreation • White Pine Main Street Association 	<ul style="list-style-type: none"> • Churchill Arts Council • Dayton Valley Days • Silver State Classic Challenge, Inc • Western Spirit Foundation • White Pine County Agricultural District 13 • White Pine Rodders 	<ul style="list-style-type: none"> • Austin Historical Society • Churchill County Museum • Dayton Preservation Committee • Eureka Restoration Enterprise • Historical Society of Dayton Valley • NV Northern Railway Foundation • White Pine Public Museums 	<ul style="list-style-type: none"> • Great Basin Bird Observatory • Great Basin Heritage Area Partnership • Great Basin National Park Foundation • Motor Sports Safety, Inc

68

68

Pony Express Territory Top 5 Awardees



Top 5 Awardees*	Award
White Pine Tourism & Recreation	\$234,019
Fallon Convention & Tourism Authority	\$220,250
Nevada Northern Railway Foundation	\$106,750
The Greater Austin Chamber of Commerce	\$80,787
Dayton Area Chamber of Commerce & Visitor Center	\$56,303
Total Top 5	\$698,109
All other Orgs	\$345,423

*Does not include PET (Org)

69

69

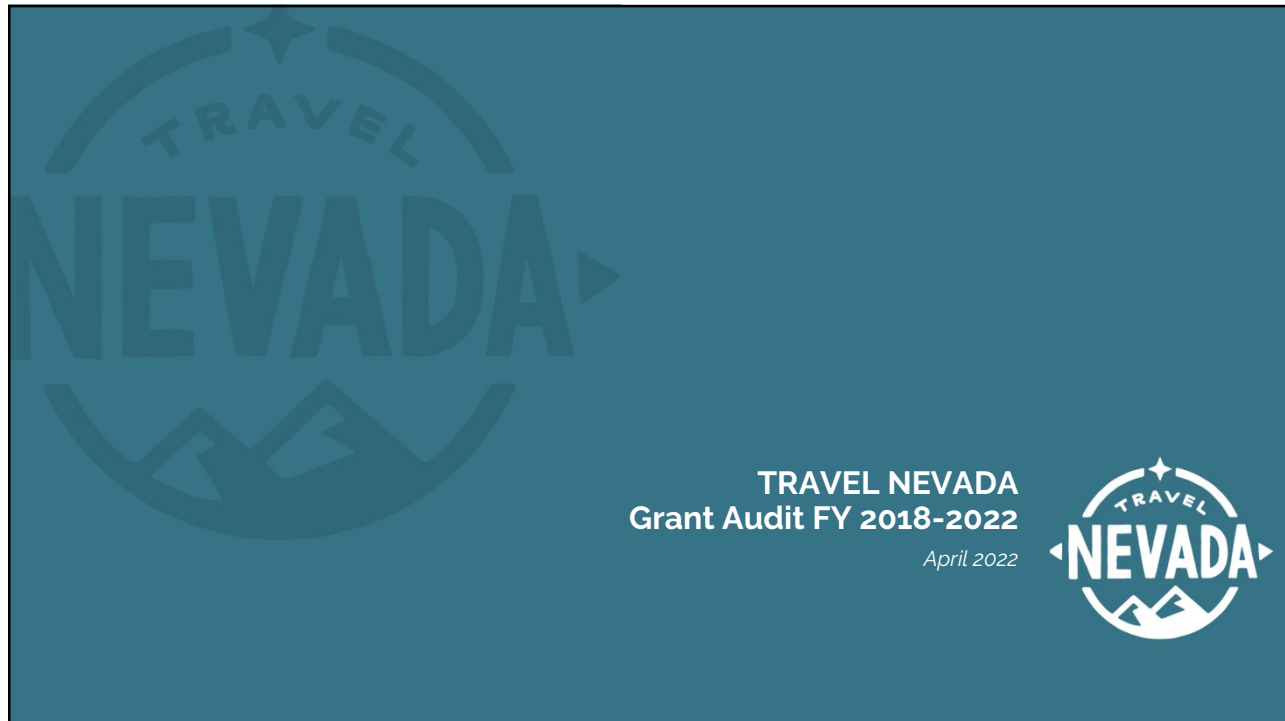


Questions?

aeckert@travelnevada.com


70

70



1

Goal: Improve the Grant Process



- **Maximize available funding**
- **Increase funding equity among requests**
- **Demonstrate impact & effectiveness**
- **Mission and brand alignment**
- **Promote and support grant projects across Travel Nevada channels**

- **Five-year analysis from 2018-2022**
 - 10 grant cycles
 - Two years pre-COVID
 - Includes CRF funding
 - Does not include Projects Related to Tourism
- **7 Geographic areas**
 - Cowboy Country
 - Indian Territory
 - Las Vegas
 - Pony Express Territory
 - Nevada Silver Trails
 - Reno-Tahoe Territory
 - Statewide
- **Subcategories**
 - Territories as an organization
 - Rest of the territory

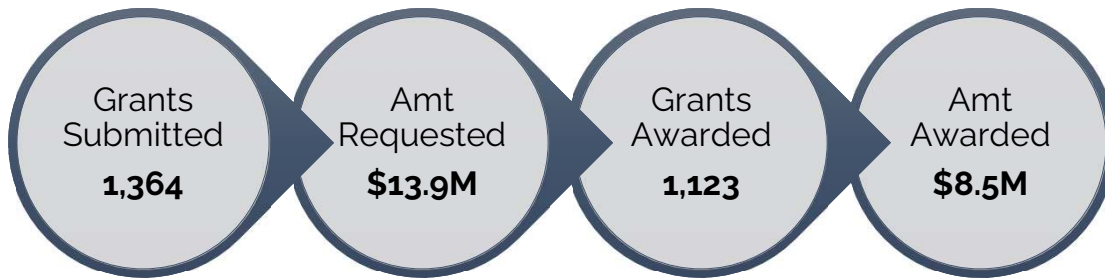
2

2

Travel Nevada Total Grant Applications 2018-2022



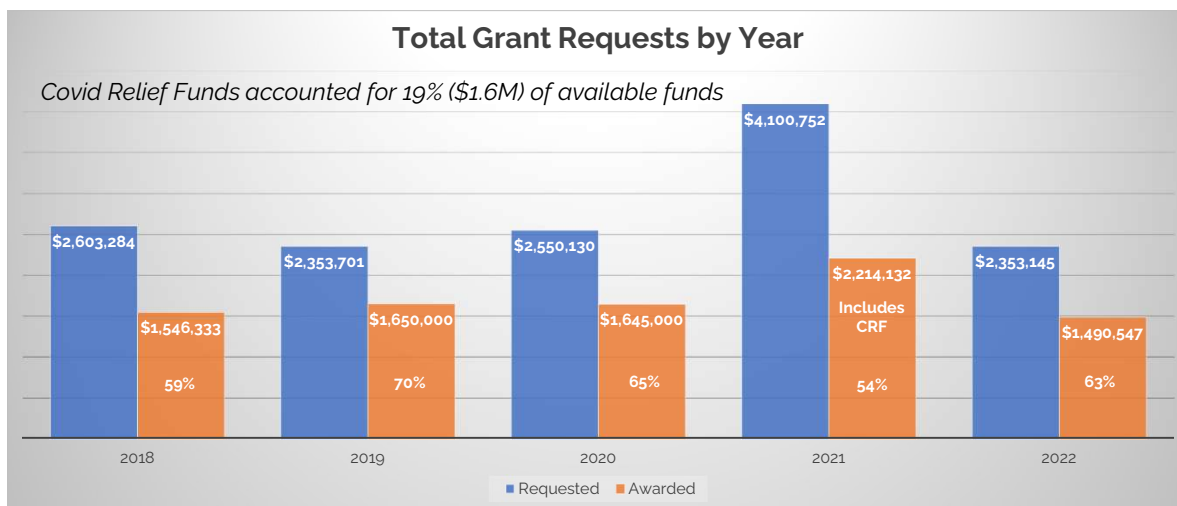
- An average of 270 grant requests a year
- Requests ranged anywhere from \$300 up to \$253,000
- 82% of all grants submitted were awarded full or partial funding



3

3

Grant Requests by Year 2018-2022



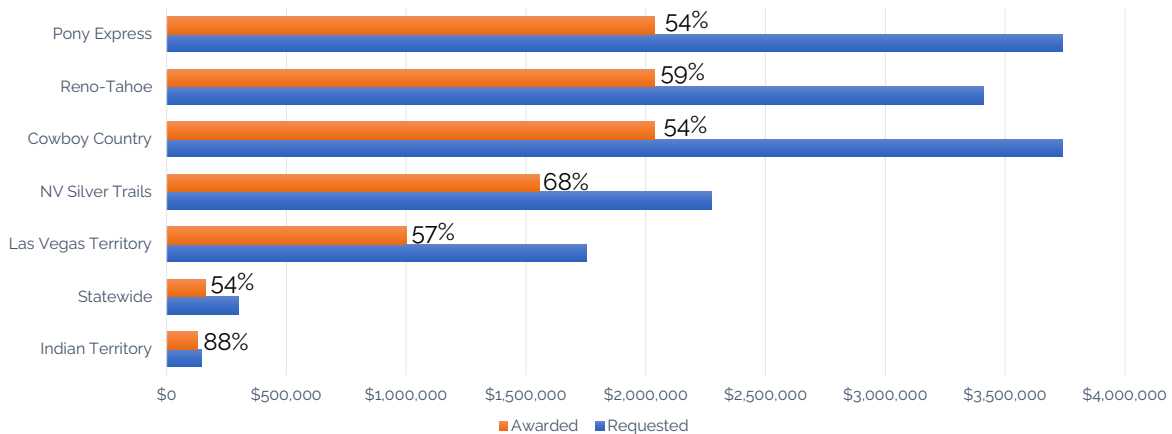
4

4

Grants by Territory 2018-2022



Grant Approval Rate by Territory



5

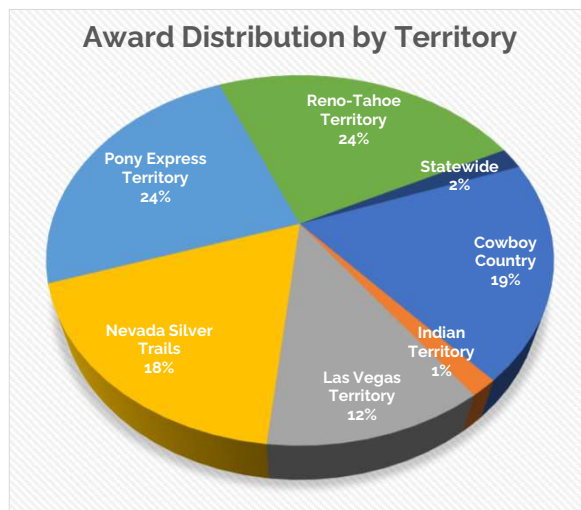
5

Award Distribution by Territory (Region)



Territory	Awarded
Indian Territory	\$129,500
Statewide	\$160,650
Las Vegas Territory	\$1,000,284
NV Silver Trails	\$1,555,712
Cowboy Country	\$1,627,485
Reno-Tahoe	\$2,035,025
Pony Express	\$2,037,356
TOTAL	\$8,546,012

Reno-Tahoe and Pony Express received nearly half of the grant awards in the last 5 years



6

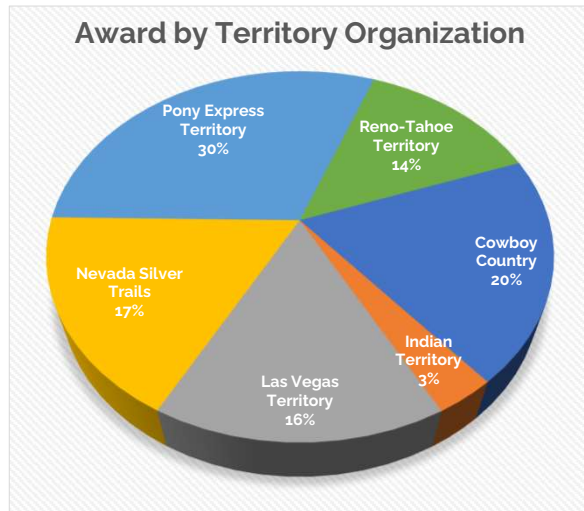
6

Award Distribution by Territory (Organization)



Territory Organization	Awarded
Indian Territory	\$105,300
Reno-Tahoe	\$442,953
Las Vegas Territory	\$506,023
NV Silver Trails	\$563,650
Cowboy Country	\$631,610
Pony Express	\$987,224
TOTAL	\$3,236,760

Territory organizations combined received 38% of all grant awards in the last 5 years



7

7

Grants by Organization Type



Organization Type	CCT	LVT	NIT	NST	PET	RTT	TOTAL
DMOs & Chambers*	9	7	1	11	9	10	47
Arts & Events	7	1	0	2	6	9	25
Museums & History	4	1	0	7	7	8	27
Outdoor Recreation	3	1	0	1	4	5	14
TOTAL	23	10	1	21	26	32	113

*Does not include the Territory Organizations

- Reno-Tahoe and Pony Express Territories received the most grant awards which were spread out across the most diverse group of organizations*
- Outdoor Recreation represented 12% of all organization applications, despite being a prominent activity in across the state*

8

8

CRF Funding by Territory



Territory	Total Awarded	CRF Award	% CRF
Indian Territory	\$129,500	\$0	0%
Statewide	\$160,650	\$0	0%
Las Vegas Territory	\$1,000,284	\$256,415	26%
NV Silver Trails	\$1,555,712	\$371,367	24%
Cowboy Country	\$1,627,485	\$241,410	15%
Reno-Tahoe	\$2,035,025	\$443,922	22%
Pony Express	\$2,037,356	\$322,826	16%
TOTAL	\$8,546,012	\$1,635,940	19%

9

9

Top 10 Awardees



Territory	Organization	Award Total
Reno-Tahoe Territory	Carson City Culture & Tourism Authority	\$ 263,902
Reno-Tahoe Territory	Carson Valley Visitors Authority	\$ 259,900
Reno-Tahoe Territory	Lake Tahoe Visitors Authority	\$ 240,612
Pony Express Territory	White Pine Tourism & Recreation	\$ 234,019
Reno-Tahoe Territory	Virginia City Tourism Commission	\$ 224,000
Pony Express Territory	Fallon Convention & Tourism Authority	\$ 220,250
Cowboy Country Territory	Elko CVA	\$ 211,125
Cowboy Country Territory	City of West Wendover	\$ 202,150
Nevada Silver Trails Territory	Town of Pahrump	\$ 196,582
Nevada Silver Trails Territory	Lincoln County (LCAT)	\$ 186,617

*The top 10 awardees received a collective \$2.24M, accounting for 26% of all grant awards
(Does not include Territory Organizations)*

10

10

Organizational Considerations



Organization Type	Budget Size	# of Staff	Alignment
<ul style="list-style-type: none"> DMOs <ul style="list-style-type: none"> Territory County City/Town Chamber hybrid Main Streets Museums Arts Events 	<ul style="list-style-type: none"> Under \$50K \$50-99K \$100-499K \$500-1M Over \$1MM 	<ul style="list-style-type: none"> Full Time employees Part Time employees Volunteers 	<ul style="list-style-type: none"> Org mission and goals Travel Nevada pillars <ul style="list-style-type: none"> Arts & Culture Outdoor Recreation Museums & History

11

11

Program Analysis



Category	Medium	Reach	Request Size
<ul style="list-style-type: none"> Admin Signature Events Advertising Merchandise Tradeshows & Missions Research & planning Assets 	<ul style="list-style-type: none"> TV Print Digital/display Social Website Radio Out of Home PR/media Travel trade Video Photos 	<ul style="list-style-type: none"> In-state <ul style="list-style-type: none"> DYN Out-of-state <ul style="list-style-type: none"> Neighbor states Neighbors of neighbors Long haul International 	<ul style="list-style-type: none"> Less than \$10K \$10K-50K More than \$50K

12

12



Nevada's Indian Territory

FY 2018-2022

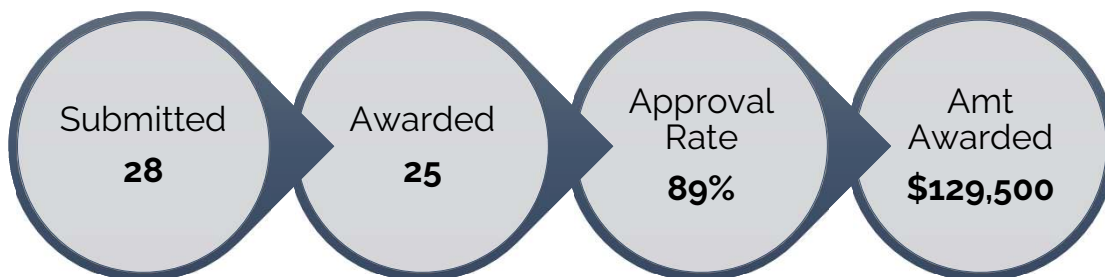
13

13



NIT Total Grant Applications 2018-2022

- 89% of all IT grant applications submitted were awarded full or partial funding
- IT received 1% of total grant funding



14

14

Nevada's Indian Territory Grants 2018-2022



Grant Applications

Total Grants
28

Grants Awarded
25

Grants Denied
3

Grant Requests

Total Grant Requests
\$146,250

Request range
\$2,400-12,000

Avg # of Request per year
6

15

15

Nevada's Indian Territory Grant Awards 2018-2022



Grants Awarded
25

Smallest Award
\$1000

Total Amount Request
\$131,200

Largest Award
\$12,000

Total Amount Awarded
\$129,500

Approval Rate
99%

16

16

Nevada's Indian Territory 2018-2022

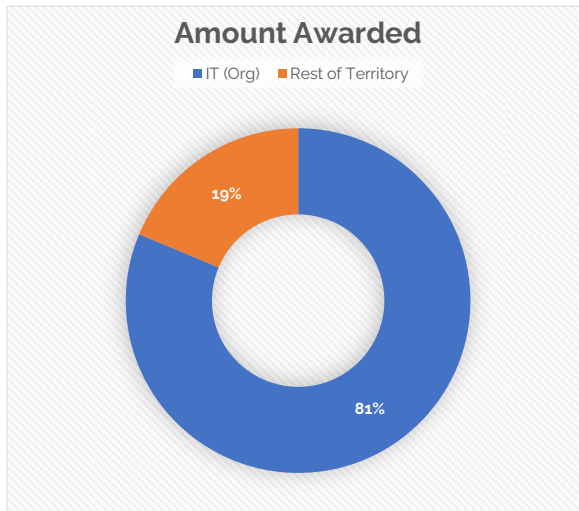


25 Grants Awarded

- 21 IT (Org)
- 4 Rest of IT

\$129,500 Awarded

- \$105,300 (Org)
- \$24,200 Rest of IT



17

17

Nevada's Indian Territory 2018-2022



5 Year Total

25 Grants Awarded

- 21 (Org)
- 4 Rest of IT

\$129,500 Awarded

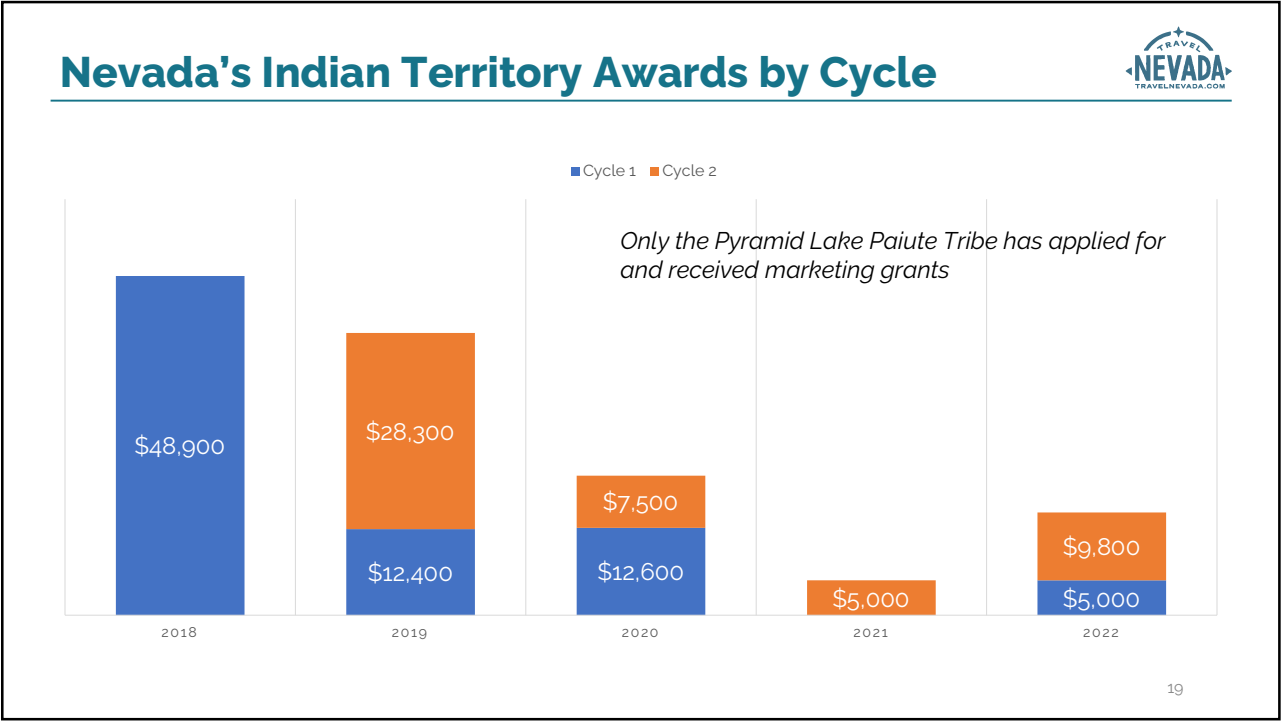
- \$105,300 (Org)
- \$24,200 Rest of IT

CRF Awards

0 Grant Submissions

18

18



19

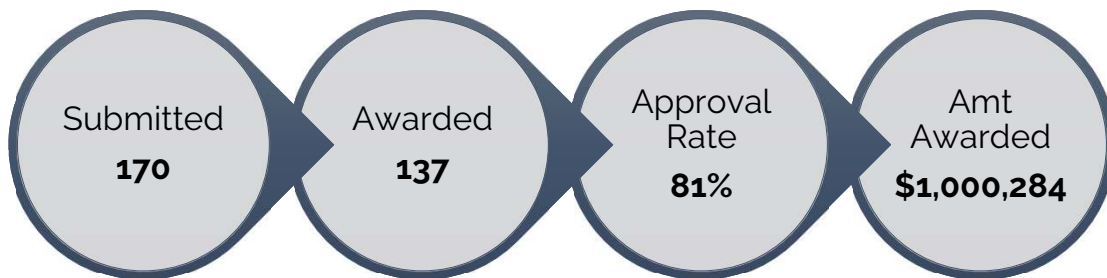


20

LVT Total Grant Applications 2018-2022



- 81% of all LVT grant applications submitted were awarded full or partial funding
- LVT received 12% of total grant funding



21

21

Las Vegas Territory Grants 2018-2022



Grant Applications

Total Grants
170

Grants Awarded
137

Grants Denied
33

Grant Requests

Total Grant Requests
\$1.75M

Request range
\$775-90,500

Avg # of Request per year
34

22

22

Las Vegas Territory Grant Awards 2018-2022



Grants
Awarded

137

Smallest
Award

\$900

Total
Amount
Request

\$1,395,923

Largest
Award

\$42,850

Total
Amount
Awarded

\$1,000,284

Approval
Rate

72%

23

23

Las Vegas Territory 2018-2022



137 Grants Awarded

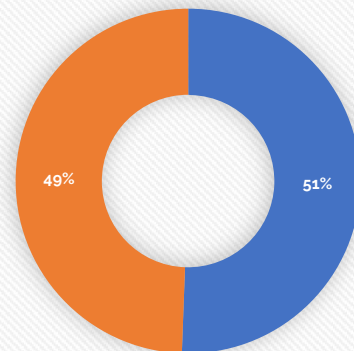
- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT

Amount Awarded

■ LVT (Org) ■ Rest of Territory



24

24

Las Vegas Territory 2018-2022



5 Year Total

137 Grants Awarded

- 61 LVT (Org)
- 76 Rest of LVT

\$1,000,284 Awarded

- \$506,023 LVT (Org)
- \$494,261 Rest of LVT

CRF Awards

19 Grant Submissions

- 6 LVT (Org)
- 13 Rest of LVT

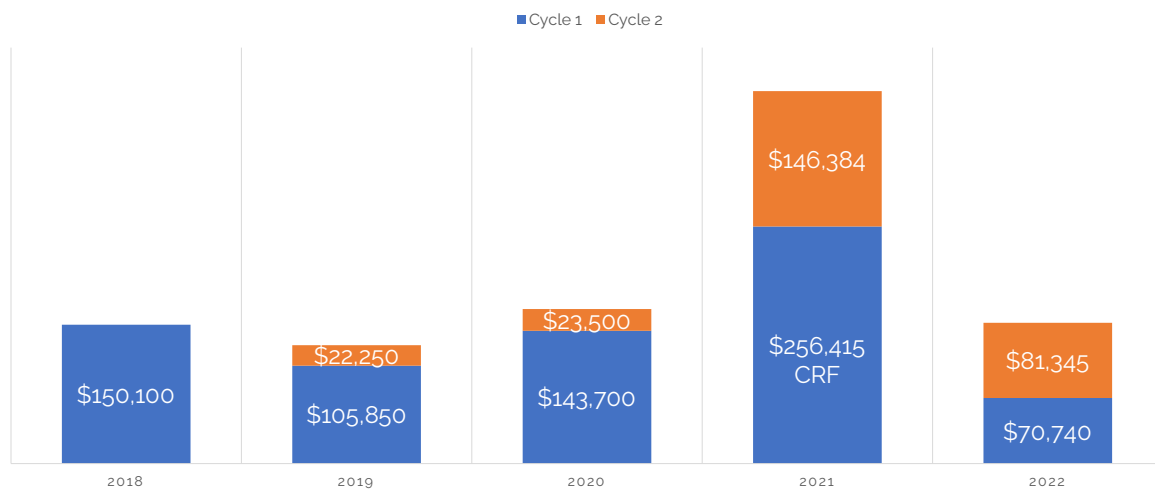
\$256,415 Awarded (26% of total)

- \$125,050 LVT (Org)
- \$131,365 Rest of LVT

25

25

Las Vegas Territory Awards by Cycle



26

26

Las Vegas Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Boulder City Chamber of Commerce • City of Mesquite • Destination Services Association (DSA) • Laughlin Tourism Commission • Mesquite Chamber • Moapa Valley Chamber • Moapa Valley Revitalization Project 	<ul style="list-style-type: none"> • Dam Short Film Society 	<ul style="list-style-type: none"> • Friends of Gold Butte 	<ul style="list-style-type: none"> • Outside Las Vegas Foundation

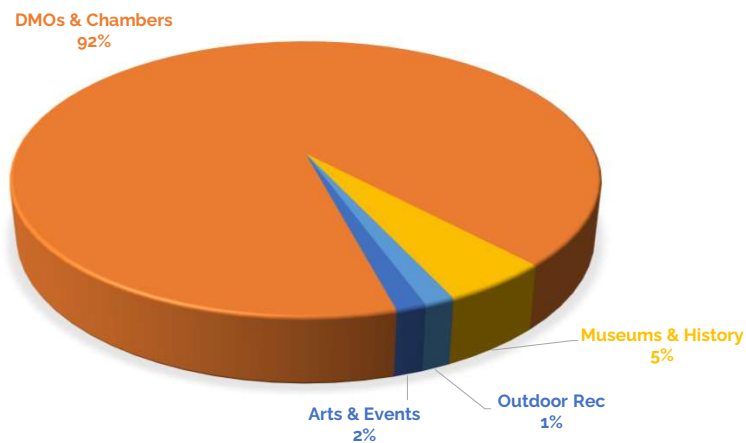
27

27

Las Vegas Territory 2018-2022



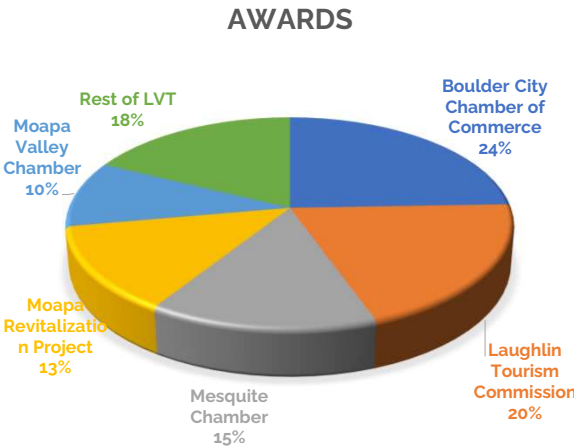
GRANTS BY CATEGORY



28

28

Las Vegas Territory Top 5 Awardees



Top 5 Awardees	Award
Boulder City Chamber of Commerce	\$120,859
Laughlin Tourism Commission	\$99,150
Mesquite Chamber	\$71,910
Moapa Revitalization Project	\$65,000
Moapa Valley Chamber	\$50,000
Total Top 5	\$406,919
All other Orgs	\$87,372

*Does not include LVT (Org)

Nevada Silver Trails Territory

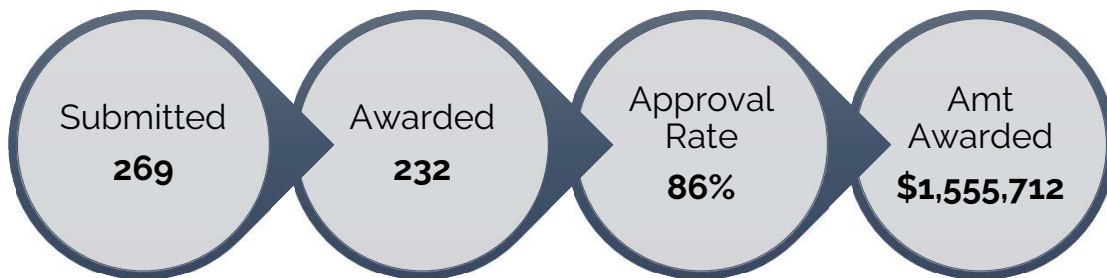
FY 2018-2022



NST Total Grant Applications 2018-2022



- 86% of all NST grants submitted were awarded full or partial funding
- NST received 18% of total grant funding



31

31

Nevada Silver Trails Territory Grants 2018-2022



Grant Applications

Total Grants
269

Grants Awarded
232

Grants Denied
37

Grant Requests

Total Grant Requests
\$2.28M

Request range
\$395-79,650

Avg # of requests a year
54

32

32

Nevada Silver Trails Grant Awards 2018-2022



Grants
Awarded

232

Smallest
Award

\$395

Total
Amount
Request

\$1,938,923

Largest
Award

\$62,300

Total
Amount
Awarded

\$1,555,712

Approval
Rate

80%

33

33

Nevada Silver Trails Territory 2018-2022

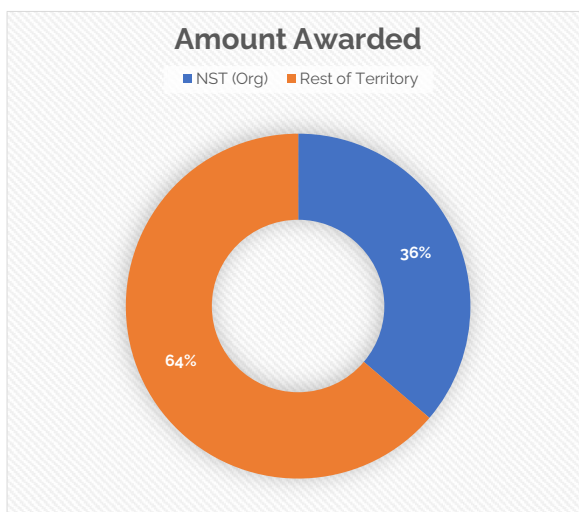


232 Grants Awarded

- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST



34

34

Nevada Silver Trails Territory 2018-2022



5 Year Total

232 Grants Awarded

- 59 NST (Org)
- 173 Rest of NST

\$1,555,712 Awarded

- \$563,650 NST (Org)
- \$992,062 Rest of NST

CRF Awards

31 Grant Submissions

- 4 NST (Org)
- 27 Rest of NST

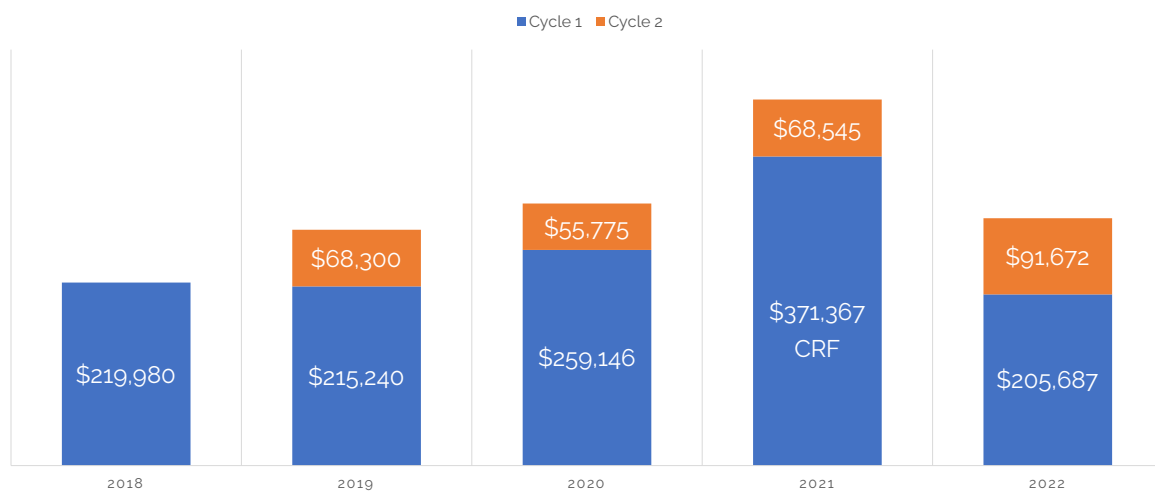
\$371,367 Awarded (24% of total)

- \$86,200 NST (Org)
- \$285,167 Rest of NST

35

35

Nevada Silver Trails Territory Awards by Cycle



36

36

Nevada Silver Trails Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Beatty Chamber of Commerce • Boys & Girls Club of Mason Valley • Esmeralda County • Goldfield Chamber of Commerce • Lincoln Communities Action Team • Mineral Co. Convention & Tourism • Pioche Chamber • Tonopah Main Street • Town of Beatty • Town of Pahrump • Town of Tonopah 	<ul style="list-style-type: none"> • Lyon C. Fair Board & Silver State Youth Livestock Show • Yerington Theatre for the Arts 	<ul style="list-style-type: none"> • Beatty Museum & Historical Society • Central Nevada Historical Society • Friends of Gem Theatre • Goldfield Historical Society • Goldwell Open Air Museum • Mineral County Museum • Tonopah Historic Mining Park Foundation 	<ul style="list-style-type: none"> • 911 Memorial Mountain Grant Challenge

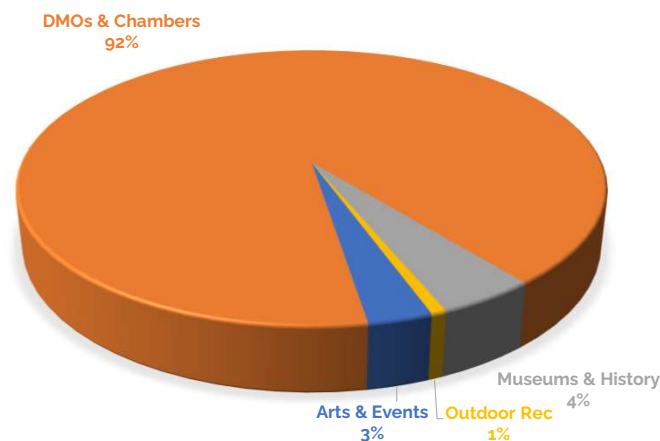
37

37

Nevada Silver Trails Territory 2018-2022



GRANTS BY CATEGORY



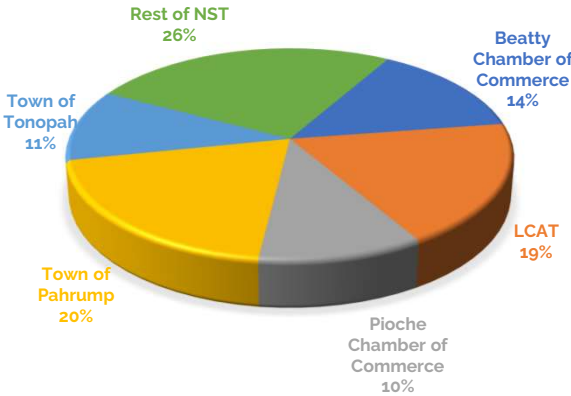
38

38

Nevada Silver Trails Territory Top 5 Awardees



AWARDS



Top 5 Awardees	Award
Town of Pahrump	\$196,582
Lincoln County (LCAT)	\$186,617
Beatty Chamber of Commerce	\$141,883
Town of Tonopah	\$108,876
Pioche Chamber of Commerce	\$104,360
Total Top 5	\$738,318
All other Orgs	\$253,744

*Does not include NST (Org)



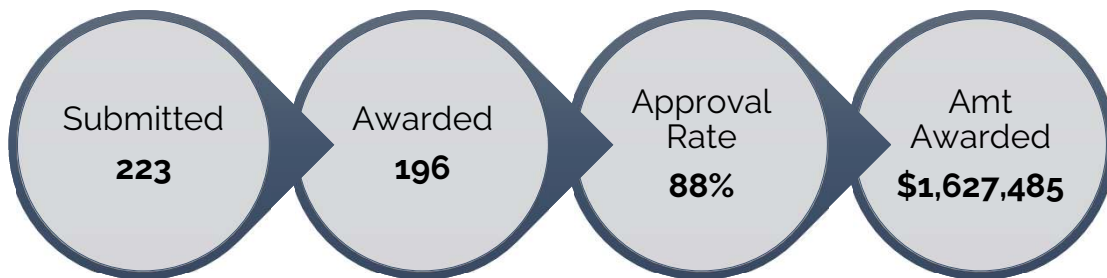
Cowboy Country Territory

FY 2018-2022

CCT Total Grant Applications 2018-2022



- 88% of all CCT grant applications submitted were awarded full or partial funding
- CCT received 19% of total grant funding



41

41

Cowboy Country Territory Grants 2018-2022



Grant Applications

Total Grants
223

Grants Awarded
196

Grants Denied
27

Grant Requests

Total Grant Requests
\$2.34M

Request range
\$300-75,000

Avg # of Request per year
45

42

42

Cowboy Country Territory Grant Awards 2018-2022



Grants
Awarded

196

Smallest
Award

\$900

Total
Amount
Request

\$2,021,684

Largest
Award

\$75,000

Total
Amount
Awarded

\$1,627,485

Approval
Rate

81%

43

43

Cowboy Country Territory 2018-2022



196 Grants Awarded

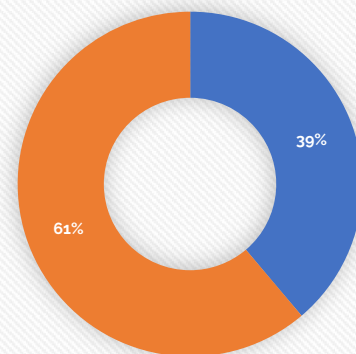
- 50 CCT (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

Amount Awarded

■ CCT (Org) ■ Rest of Territory



44

44

Cowboy Country Territory 2018-2022



5 Year Total

196 Grants Awarded

- 50 (Org)
- 146 Rest of CCT

\$1,627,485 Awarded

- \$631,610 CCT (Org)
- \$995,875 Rest of CCT

CRF Awards

13 Grant Submissions

- 4 CCT (Org)
- 9 Rest of CCT

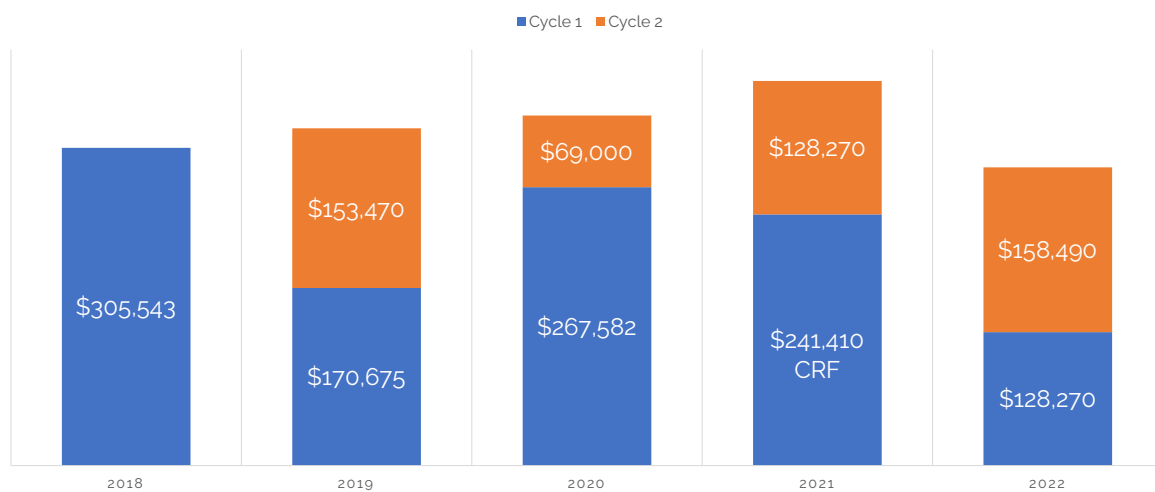
\$241,410 Awarded (15% of total)

- \$112,180 CCT (Org)
- \$129,230 Rest of CCT

45

45

Cowboy Country Territory Awards by Cycle



46

46

Cowboy Country Territory Grants Supported



DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Battle Mountain Chamber of Commerce • City of Carlin • City of West Wendover • Elko CVA • Lander County CVA • Pershing County Chamber of Commerce • Town of Jackpot • Wells Chamber of Commerce • Winnemucca CVA 	<ul style="list-style-type: none"> • Cowboy Arts & Gear Museum • Elko Desert Sunrise Community Foundation • Friends of The Farm Inc. • High Desert Cruisers • Northern NV Autism Network • Rides & Rods, Inc. • Silver State Stampede Association 	<ul style="list-style-type: none"> • Marzen House Museum • National Historic CA Emigrant Trail Foundation • North Central NV Historical Society - Humboldt Museum • Western Folklife Center 	<ul style="list-style-type: none"> • Friends of Black Rock High Rock • Safe Haven Wildlife Sanctuary • Trail Center Foundation

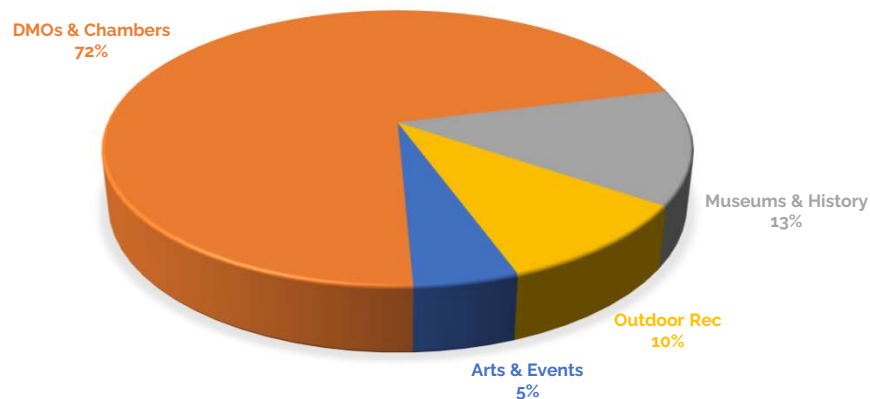
47

47

Cowboy Country Territory 2018-2022



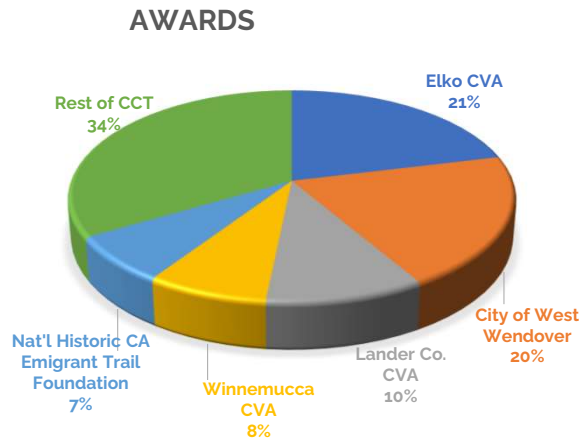
GRANTS BY CATEGORY



48

48

Cowboy Country Territory Top 5 Awardees



Top 5 Awardees	Award
Elko CVA	\$211,125
City of West Wendover	\$202,150
Lander Co. CVA	\$100,796
Winnemucca CVA	\$77,480
Nat'l Historic CA Emigrant Trail Foundation	\$71,498
Total Top 5	\$663,049
All other Orgs	\$332,826

*Does not include CCT (Org)

49

49



Reno-Tahoe Territory

FY 2018-2022

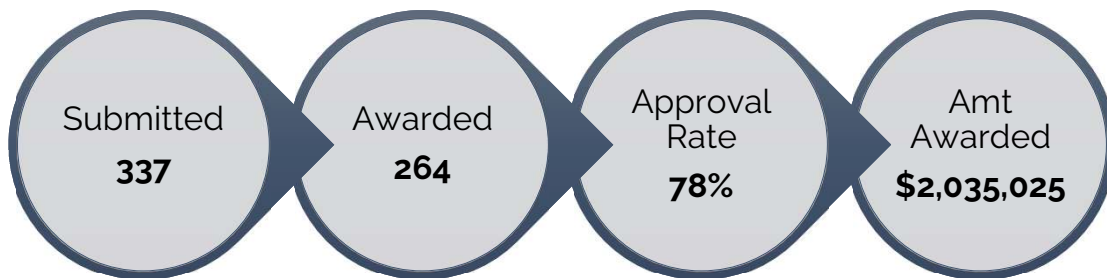
50

50

RTT Total Grant Applications 2018-2022



- 78% of all RTT grants submitted were awarded full or partial funding
- RTT received 24% of total grant funding



51

51

Reno-Tahoe Territory Grants 2018-2022



Grant Applications

Total Grants
337

Grants Awarded
264

Grants Denied
73

Grant Requests

Total Grant Request
\$3.40M

Request range
\$800-100,000

Avg # of requests a year
53

52

52

Reno-Tahoe Grant Awards 2018-2022



Grants
Awarded

264

Smallest
Award

\$750

Total
Amount
Request

\$2,683,958

Largest
Award

\$50,000

Total
Amount
Awarded

\$2,035,025

Approval
Rate

76%

53

53

Reno-Tahoe Territory 2018-2022



264 Grants Awarded

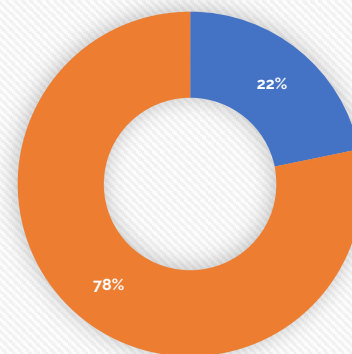
- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

Amount Awarded

■ RTT (Org) ■ Rest of Territory



54

54

Reno-Tahoe Territory 2018-2022



5 Year Total

264 Grants Awarded

- 44 RTT (Org)
- 220 Rest of RTT

\$2,035,025 Awarded

- \$442,953 RTT (Org)
- \$ 1,592,072 Rest of RTT

CRF Awards

34 Grant Submissions

- 3 RTT (Org)
- 31 Rest of RTT

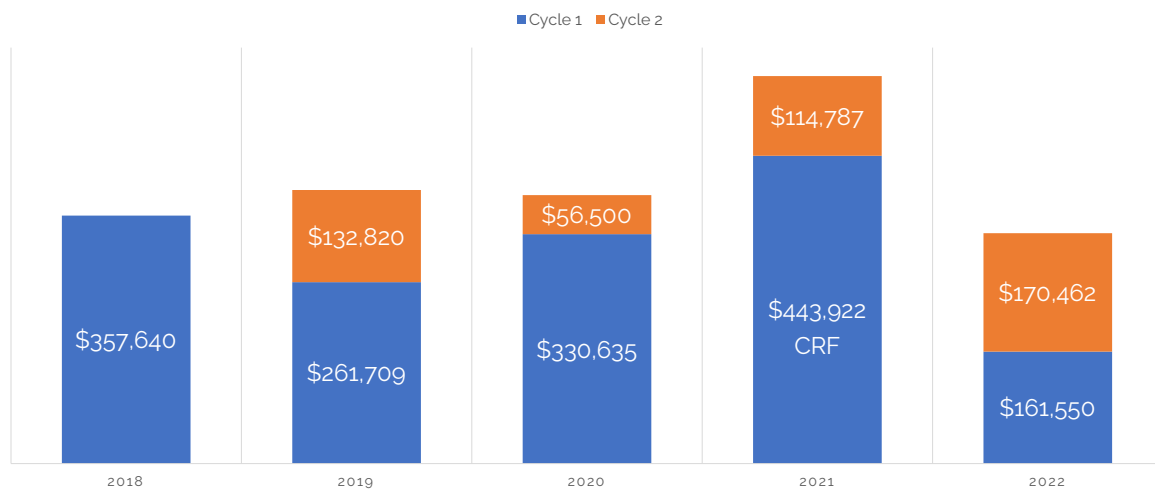
\$443,922 Awarded (22% of total)

- \$86,603 RTT (Org)
- \$357,319 Rest of RTT

55

55

Reno-Tahoe Territory Awards by Cycle



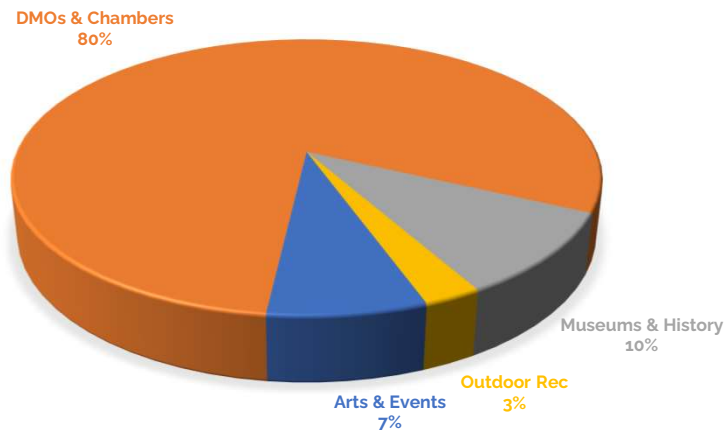
56

56

Reno-Tahoe Territory 2018-2022



GRANTS BY CATEGORY



57

57

Reno-Tahoe Territory Grants Supported

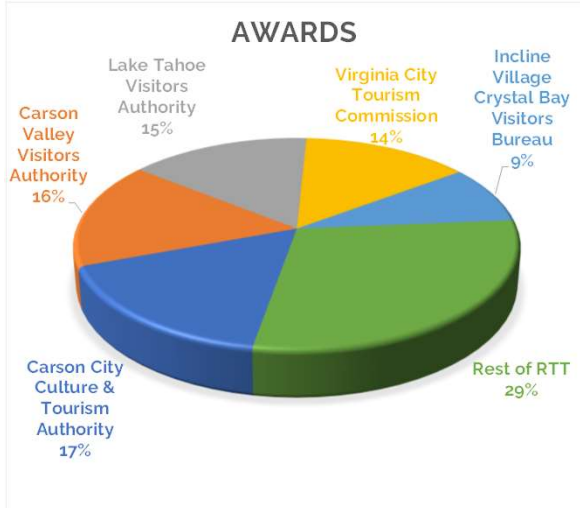


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • Carson City Culture & Tourism Authority • Carson Valley Visitors Authority • Incline Community Business Assoc. • Incline Village Crystal Bay Visitors Bureau • Lake Tahoe Visitors Authority • Main Street Gardnerville • Tahoe Douglas Visitors Authority • Rotary Club of Reno Sunrise • Town of Genoa • Virginia City Tourism Commission 	<ul style="list-style-type: none"> • Brewery Arts Center • Carson City Symphony Assoc. • Carson Valley Arts Council • Classical Tahoe • Lake Tahoe Shakespeare Festival • Mile High Jazz Band Assoc. • Nevada Day Inc. • Piper's Opera House • Wild Horse Children's Theatre 	<ul style="list-style-type: none"> • Comstock Civil War Reenactors • Comstock Foundation for History & Culture • Douglas Co. Historical Society • Friends of Dangberg Home Ranch • Friends of Nevada State Railroad • Historic 4th Ward School Foundation • Northern Nevada Railroad Foundation • Thunderbird Lodge Preservation Society 	<ul style="list-style-type: none"> • 6237 Adventurers • Alta Alpina Cycling Club • Athletes United/Epic Tahoe Adventures • Lake Tahoe Bicycle Coalition • Team Tahoe

58

58

Reno-Tahoe Territory Top 5 Awardees



Top 5 Awardees*	Award
Carson City Culture & Tourism Authority	\$263,902
Carson Valley Visitors Authority	\$259,900
Lake Tahoe Visitors Authority	\$240,612
Virginia City Tourism Commission	\$224,000
Incline Village Crystal Bay Visitors Bureau	\$140,500
Total Top 5	\$1,128,914
All other Orgs	\$463,158

*Does not include RTT (Org)

59

59



Pony Express Territory

FY 2018-2022

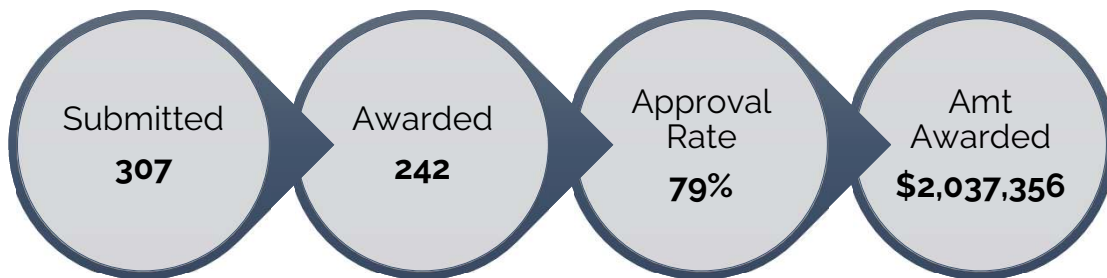
60

60

PET Total Grant Applications 2018-2022



- 79% of all PET grants submitted were awarded full or partial funding
- PET received 24% of total grant funding



61

61

Pony Express Territory Grants 2018-2022



Grant Applications

Total Grants
307

Grants Awarded
242

Grants Denied
65

Grant Requests

Total Grant Requests
\$3.74M

Request range
\$426-253,000

Avg # of requests a year
61

62

62

Pony Express Grant Awards 2018-2022



Grants
Awarded

242

Smallest
Award

\$426

Total
Amount
Request

\$2,808,011

Largest
Award

\$47,371

Total
Amount
Awarded

\$2,037,356

Approval
Rate

73%

63

63

Pony Express Territory 2018-2022



242 Grants Awarded

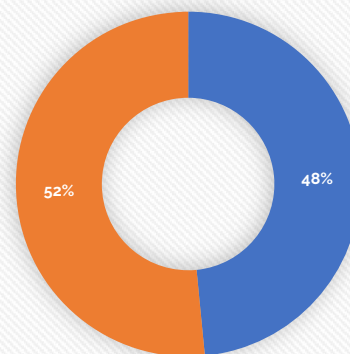
- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

Amount Awarded

■ PET (Org) ■ Rest of Territory



64

64

Pony Express Territory 2018-2022



5 Year Total

242 Grants Awarded

- 85 PET (Org)
- 157 Rest of PET

\$2,037,356 Awarded

- \$987,224 PET (Org)
- \$1,050,132 Rest of PET

CRF Awards

21 Grant Submissions

- 5 PET (Org)
- 16 Rest of PET

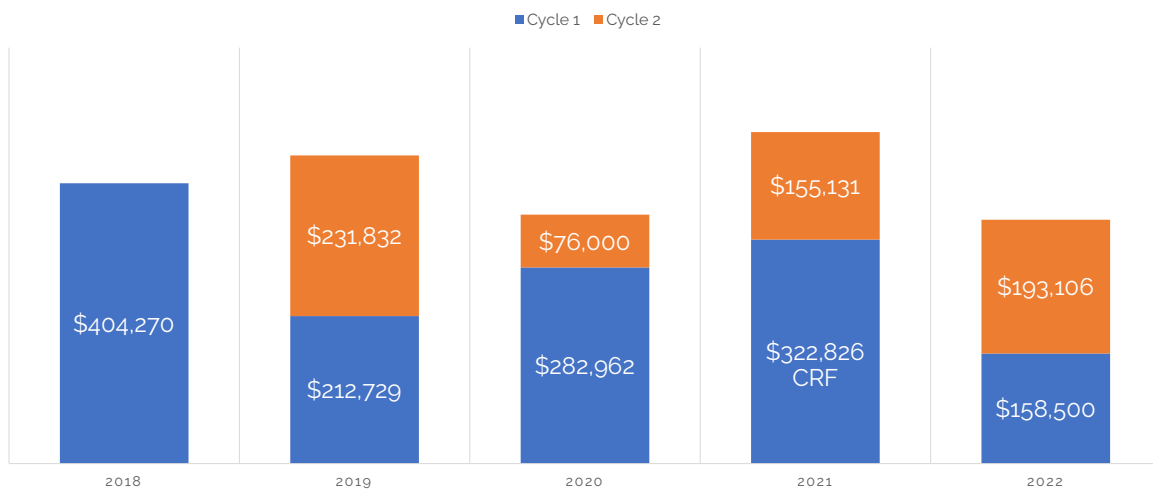
\$322,826 Awarded (16% of total)

- \$130,796 PET (Org)
- \$192,030 Rest of PET

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Pony Express Territory Awards by Cycle



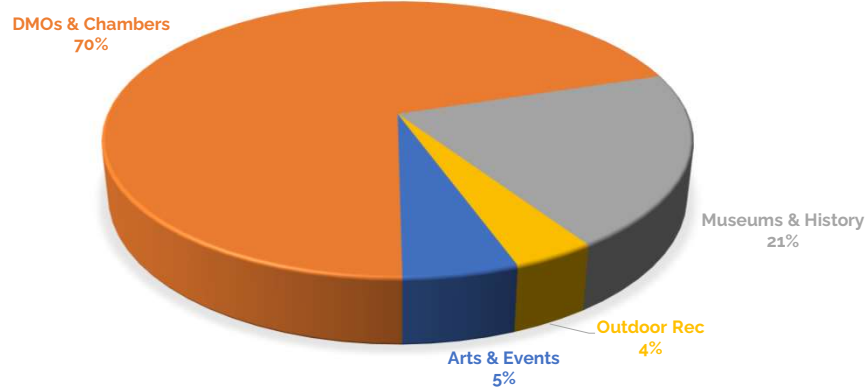
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Pony Express Territory 2018-2022



GRANTS BY CATEGORY



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Pony Express Territory Grants Supported

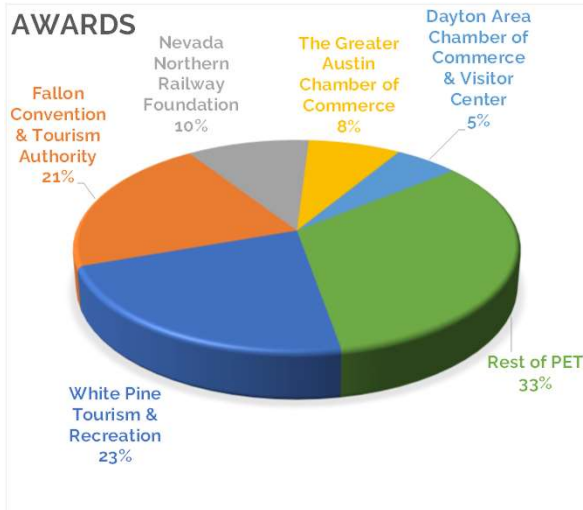


DMOs & Chambers	Arts & Events	Museums & History	Outdoor Recreation
<ul style="list-style-type: none"> • City of Ely • Dayton Chamber of Commerce • Eureka Business Network • Eureka County Econ Development • Fallon Convention & Tourism Authority • The Greater Austin Chamber of Commerce • White Pine Chamber of Commerce • White Pine County Tourism & Recreation • White Pine Main Street Association 	<ul style="list-style-type: none"> • Churchill Arts Council • Dayton Valley Days • Silver State Classic Challenge, Inc • Western Spirit Foundation • White Pine County Agricultural District 13 • White Pine Rodders 	<ul style="list-style-type: none"> • Austin Historical Society • Churchill County Museum • Dayton Preservation Committee • Eureka Restoration Enterprise • Historical Society of Dayton Valley • NV Northern Railway Foundation • White Pine Public Museums 	<ul style="list-style-type: none"> • Great Basin Bird Observatory • Great Basin Heritage Area Partnership • Great Basin National Park Foundation • Motor Sports Safety, Inc

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Pony Express Territory Top 5 Awardees



Top 5 Awardees*	Award
White Pine Tourism & Recreation	\$234,019
Fallon Convention & Tourism Authority	\$220,250
Nevada Northern Railway Foundation	\$106,750
The Greater Austin Chamber of Commerce	\$80,787
Dayton Area Chamber of Commerce & Visitor Center	\$56,303
Total Top 5	\$698,109
All other Orgs	\$345,423

*Does not include PET (Org)

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Questions?

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