

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

<b>Territory</b>	<b>Grant ID</b>	<b>Organization</b>	<b>Project Name</b>	<b>Request Amount</b>	<b>Award Amount</b>	<b>Total Budget</b>	<b>Funds Usage (Verbatim from the Application)</b>	<b>Travel Nevada Comments</b>
Cowboy Country	CC-21-01-001	Cowboy Country Territory	Administration	\$3,000.00	\$3,000.00	\$3,000.00	The funds received from NDOT will be used for a variety of expenses such as postage, office supplies, travel, training, education, etc.	Grant funds will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, postage, training and education, etc.
Cowboy Country	CC-21-01-002	Cowboy Country Territory	Digital Billboard Campaign - Reno	\$15,000.00	\$15,000.00	\$15,000.00	This project is a continuation of the 12 week digital billboard campaign in the Reno-Sparks Metro Market that was funded through the Rural Recovery grants . The six billboards are located in some of the highest traffic locations in this market. There are messages from each community in CCT. Messages are designed to tell motorists that CCT and Northern Nevada are open for business, safe and COVID compliant. That our towns are social distancing with lots of adventures to experience for their next vacation/staycation. Reno-Sparks is a short drive to communities located in Cowboy Country. Our members want visitors to take advantage of the recreational opportunities and local attractions that we have to offer. They will get to know "Our" Nevada while staying safe! With over 300,000 viewing these messages, we hope to increase visitation to CCT.	Grant funds will be used to continue the successful digital billboard campaign that was originally funded through the CRF Rural Recovery Grant Program.
Cowboy Country	CC-21-01-003	Cowboy Country Territory	Marketing and Advertising	\$20,000.00	\$20,000.00	\$20,000.00	NDOT funds will be used to cover the costs of Cowboy Country Territory's ongoing marketing efforts. Plan to advertise in Nevada Magazine (\$3,000), miscellaneous newspapers and printed magazines (\$3,000). Utilize the internet through social media, display ads and TV streaming (\$9,000) and design and production of advertising (\$5,000).	Grant funds will be used to market Cowboy Country Territory utilizing print and digital.

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Cowboy Country	CC-21-01-004	Cowboy Country Territory	NV Broadcasters Assoc. Public Education Partnership	\$20,000.00	\$20,000.00	\$20,000.00	Plan to use the Nevada Broadcasters Association's Public Education partnership to market Cowboy Country throughout the State. The NBA is associated with virtually every TV and Radio station in Nevada. With a budget of \$17,000, NBA will send out our TV and Radio spots to 35 radio stations and 23 TV stations in Northern and Southern Nevada. This will cover our feeder markets of Salt Lake City, Boise, Reno and Las Vegas. Spots will run on a space availability basis, and NBA promises at least a 3 to 1 return on investment (\$17,000 will turn into a minimum of \$51,000 in advertising). Selling impressions should easily exceed 1 million impressions for persons 21 years and older. Spots are ready for use. There is a 15% Agency Commission for campaign planning, organization and execution. Pony Express is also requesting funding for this campaign giving all of Northern Nevada great exposure.	Grant funds will be used to promote Cowboy Country Territory on radio stations in the territory's feeder markets of Reno, Las Vegas, Salt Lake City, and Boise.
Cowboy Country	CC-21-01-005	Cowboy Country Territory	Tourism Website Maintenance	\$2,500.00	\$2,500.00	\$2,500.00	The funds will be used for a yearly contract with our Webmaster to update and maintain CowboyCountry.com (\$2,000). \$500 is to pay domain names and web hosting fees. Currently, CCT is paying for cowboycountry.com, .net and .org.	Grant funds will be used for website maintenance and fees.

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Cowboy Country	CC-21-01-006	City Of West Wendover	Television and Radio, Destination West Wendover	\$30,000.00	\$12,000.00	\$60,000.00	<p>Nevada Division of Tourism funds will be utilized, by placing 30-second commercial spots in prime broadcast and radio networks within the Salt Lake City, metropolitan area. TV stations (KUTV, KTVX, NSTU, and KSTU). Radio stations (KAAZ, KODJ, KZHT, KJMY, KNRS, KBEE, KUBL, KKAT, KENZ, KBER) This will potentially reach the prospective market located in Utah, Nevada, Southern Idaho and the Western Wyoming, all within a day's drive of West Wendover. By utilizing mainstream radio and broadcast networks, it has increases our presence in these states. West Wendover has continuing to capture the market, and will safeguard our continued growth, beyond our current market. The exact number of spots we will be able to place will come down to fund, and placement times. TV combines the power of radio and newspaper by being able to promote our location, both with sight and sound. "Television is the most effective advertising medium" According to a study by Market Share.</p> <p>Radio Advertising works with frequency and reaching your audience repeatedly. Radio is the perfect medium for this, being able to expose your ad to the audience repeatedly to build awareness. Also due to the loyalty of people listening to the same station, you are able to impact the same people more often.</p>	Grant funds will be used to promote West Wendover on both television and radio.

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Cowboy Country	CC-21-01-007	City Of West Wendover	West Wendover, National/International Print Marketing Grant	\$15,000.00	\$10,000.00	\$30,000.00	<p>Nevada Division of Tourism dollars will be utilized to pay for advertisements in the Salt Lake Visitor Guide, American Road, City Weekly, Nevada Magazine, and if funds are available, other publications that help promote northern Nevada and West Wendover. The funds will be used to develop and place magazine advertisements. American Road Magazine represents a strong readership in the United States heritage tourism market, along with their international markets in Canada, Germany, New Zealand, France, Turkey and Australia. American Road is in 500 overseas US Military Bases that has resulted in direct information requests from overseas military personnel. The Salt Lake Visitors Guide places our advertisements into Salt Lake City's tourism market giving us a national and international placement with a larger return on the investment. City Weekly reminds our primary market to get away for a weekend, increasing our presence in the minds of our targeted market the Salt Lake City area. In the past year we have seen a large surge in off road activity in the area directly related to area ad placements.</p>	<p>Grant funds will be used for print advertising to promote West Wendover as a destination.</p>

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Cowboy Country	CC-21-01-008	Cowboy Arts & Gear Museum	Rack Cards & Distribution	\$6,000.00	\$5,000.00	\$11,500.00	<p>Funds will be used to create, print and distribute rack cards through Certified Folder to promote the Cowboy Arts &amp; Gear Museum. The museum is located in G.S. Garcia's Saddle &amp; Harness shop in downtown Elko. Garcia was highly regarded as a big and saddle maker. His items are highly collectible and sought after. All of northern Nevada along the I-80 corridor will benefit from people wanting to visit the Cowboy Arts &amp; Gear in Elko, Nevada ranging casinos to gift shops and all in between. We have stories to tell and gear on display to show off! Rack cards will be distributed through Certified Folder at locations from Salt Lake City to the western Nevada on the I-80 corridor and in the Sun Valley area. In addition, the cards will be distributed at area Chamber of Commerce's, local museums across I-80 and local motels. Also, as the Elko Convention Center begins attend trade shows, they will distributed at travel trade shows. Hopefully, people will be so impressed with our cowboy culture and heritage and welcoming atmosphere, they will tell others and all will return. We have missed our visitors and want them back!</p>	<p>Grant funds will be used to print and distribute rack cards promoting the Cowboy Arts and Gear museum.</p>

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Cowboy Country	CC-21-01-009	Elko Convention & Visitors Authority	Digital Display Ad Campaign	\$4,500.00	\$4,500.00	\$9,500.00	<p>Travel Nevada funds will be utilized to continue our Digital Display Ad campaign efforts. We received Cares Act funding last November for a similar Winter campaign that ended February 2021. Although we haven't had a great snow year, the ECVA reached out to our local snowmobiling rental agency, SledNV.com and they said this has been their busiest year by about 5 times as much with several out of state renters. This marketing opportunity will allow us to run digital display ads to find a new audience, based on particular behavioral &amp; demographics targeting consumers that most suit our destination type of visitor, that will be planning road trips this Spring and Summer along Interstate 80, increasing visitation and overnight stays. This campaign will help increase site traffic to the ExploreElko.com website, to create a sense of awareness that Elko is open for business and an outdoor recreation destination. It will feature over 3.5 million impressions that will be strategically placed in the Northern California, Reno and Salt Lake City markets. The ECVA feels this campaign will have a much larger impact due to the timing of the campaign starting March - September, 2021. Data shows that Americans are planning around 3 trips in 2021, with the highest percentage taking trips May-July. We will receive monthly reporting from the awarded agency along with using existing data from the STR reports to analyze how effective our marketing efforts were.</p>	<p>Grant funds will be used to create a spring and summer digital display ad campaign based on the very successful results of the CRF Rural Recovery Grant funded winter campaign.</p>
Cowboy Country	CC-21-01-010	Elko Convention & Visitors Authority	State of Nevada: Expedia Group Recovery Co-Op	\$5,000.00	\$5,000.00	\$10,000.00	<p>The grant funds will be utilized to participate with Travel Nevada and Expedia Group Media Solutions in their Recovery Digital Media Campaign that will offer Nevada DMO's a discounted marketing opportunity that will maximize marketing spend, reach and impact. We generated over \$62,407.17 in gross bookings for a total of 729 room nights from a similar campaign in 2020. The ECVA feels this campaign will have a larger impact due to the timing of the campaign starting April - July, 2021. Data shows that Americans are planning around 3 trips in 2021, with the highest percentage taking trips May-July.</p>	<p>Grant funds will be used to partner with Travel Nevada and Expedia. A similar project completed in 2020 showed successful results.</p>

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Cowboy Country	CC-21-01-011	Elko Convention & Visitors Authority	TV Streaming Marketing Campaign	\$10,000.00	\$10,000.00	\$20,250.00	<p>Travel Nevada funds will be utilized to continue our streaming marketing efforts. We received Cares Act funding last November for a similar campaign that ended February 2021. Our marketing efforts targeted Winter recreation, that we feel produced a successful campaign. Although we haven't had a great snow year, the ECVA reached out to our local snowmobiling rental agency, SledNV.com and they said, this has been their busiest year by about 5 times as much with several out of state renters. The continuation of this streaming campaign will allow us to target consumers planning road trips this Spring and Summer, This marketing effort will help increase site traffic to the ExploreElko.com website and to create a sense of awareness that Elko is open for business and an outdoor recreation destination. This marketing campaign will feature over 325,000+ impressions that will be strategically placed in the Northern California, Reno and Salt Lake City markets. This marketing strategy will utilizing IP matching technology, to serve ads to previously viewed video ads on mobile and desktop devices connected to the home location where the ads were delivered. This campaign will help put Elko in front of consumers, who will be planning their next road trip along Interstate 80, increasing visitation and overnight stays. The ECVA feels this campaign will have a much larger impact due to the timing of the campaign starting March - September, 2021. Data shows that Americans are planning around 3 trips in 2021, with the highest percentage taking trips May-July. We will receive monthly reporting from the awarded agency along with using existing data from the STR reports to analyze how effective our marketing efforts were.</p>	<p>Grant funds will be used to continue the successful TV streaming marketing campaign that was previously funded through the CRF Rural Recovery Grant Program.</p>

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Cowboy Country	CC-21-01-012	Elko Desert Sunrise Community Fund	Ruby Roubaix (Formerly known as: Ride Around the Rubies)	\$3,000.00	\$3,000.00	\$12,710.00	We wish to use \$2,000 for drone videography on June 19th to capture the excitement on all four race courses in a format which is easily shared through social media and web channels. This is - we believe - an effective and enticing way to show the beauty of the Ruby Mountains, promote future event participation and generate a desire to return again and again to our Wild, Beautiful, Nevada! \$1,000 will be used to develop, print and distribute a 6-panel, mega-fold brochure designed for tourism racks in hotels, motels, Chambers of Commerce and will also provide generic contact information for interested persons to access our event site and registration each year.	Grant funds will be used to produce a race video to promote the event in the future, as well as print and distribution of a brochure outside a 100 mile radius.
Cowboy Country	CC-21-01-013	Friends of Black Rock High Rock	Friends of Black Rock-High Rock Brochure	\$2,105.00	\$2,105.00	\$3,405.00	Travel Nevada funds will be used to hire a design contractor, and then print a brochure to develop an awareness of both Friends of Black Rock High Rock as a visitor resource and to promote environmental tourism in the High Rock Canyon - Black Rock Desert Emigrant Trails National Conservation Area. We are very fortunate to be able to receive discount fees for production. A grant award will allow us to produce a much-needed piece at a very fair rate.	Grant funds will be used to design and print a brochure with wide distribution.

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Cowboy Country	CC-21-01-014	Friends of Black Rock High Rock	Social Media and Marketing of Promotional Film on the Black Rock National Conservation Area	\$19,500.00	\$12,000.00	\$19,500.00	<p>Travel Nevada funds will support the development and execution of a social media campaign around an already-produced short, professionally filmed and edited documentary on the Black Rock High Rock National Conservation Area. Travel Nevada funds will support the development and execution of a social media campaign around an already-produced short, professionally filmed and edited documentary on the Black Rock High Rock National Conservation Area.</p> <p>This film was designed to educate potential visitors about the beauty and recreational opportunities of the Black Rock as well as the need to use this Nevada resource wisely through education and conservation.</p> <p>Travel Nevada Funds will allow us to maximize our efforts through the use of the professional services (Chainsaw Communication and EXL Media) as well as targeted media placements. This will include social media ads on Facebook, Twitter, and Instagram and other platforms in addition to geo-targeted marketing optimization. Campaign performance measures such as tracked video views, clicks to website and website engagement analytics will help Friends of Black Rock High Rock and Travel Nevada to understand both the success of the campaign and our own demographics for future campaigns to support and promote travel, recreation and tourism in Nevada.</p>	Grant funds will be used for social media marketing and promotion of a short film created for the Black Rock National Conservation area.
Cowboy Country	CC-21-01-015	Friends of Black Rock High Rock	Website & Digital Management	\$3,300.00	\$3,300.00	\$6,900.00	Fees are used to cover hosting, website maintenance and updates, domains, email subscription fees, boosted Facebook posts, and a portion of website maintenance costs.	Grant funds will be used for web maintenance and updates, as well as boosted Facebook posts.

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Cowboy Country	CC-21-01-016	Lander County Convention & Tourism Authority	Battle Mountain 2021 Raceway Advertising	\$1,140.00	\$1,140.00	\$2,280.00	LCCAT will purchase Radio advertising to promote the 2021 Raceway season. The funds will be used to purchase radio advertising, which runs from March through September,2021.. Each ad will be :15 second commercials on 102.7& 94.3, it also includes Live radio announcing, online/Social promotions and an on air sponsor of a Sunday afternoon talk show, as well as a membership to Nomadic Broadcasting Club, which specifically targets our demographic. It has a database of thousands of racers and fans who have signed up to receive information about the 2021 Nevada Racing Season. This advertising helps us to attract new drivers and spectators to Battle Mountain's IMCA racing. The total value for this package is \$4,690.	Grant funds will be used to promote the Battle Mountain Raceway via radio, text club, live promotion, and social media.
Cowboy Country	CC-21-01-017	Lander County Convention & Tourism Authority	Nevada & Oregon Regulation ads	\$2,000.00	\$2,000.00	\$4,000.00	We will use these funds to purchase a full (outside back) page for \$2500 in the Nevada Small Game Hunting Guide, as well as a half page ad in the Oregon Game Bird Hunting Guide. By placing ads in these 2 publications we will be reaching 100% of our targeted audience. The circulation for the Nevada guide is 45,000. It will print in May and distributed there after. Any store that sells hunting licenses in Nevada will distributes the guides. We are also included in the digital issue that is posted on the Nevada Fish & Game website for the year. We will also purchase a half page ad in the Oregon Game Bird Guide for \$1500. Their circulation rate is 200,000 and is distributed in the same matter as the Nevada Guide. Through the online guide we are also included on the Oregon Fish & Game Website for the entire year as well.	Grant funds will be used to advertise Battle Mountain in publications that are given to all hunters in Nevada and Oregon.
Cowboy Country	CC-21-01-018	Lander County Convention & Tourism Authority	Search Engine Marketing	\$2,500.00	\$2,500.00	\$5,000.00	Travel Nevada Funds will allow us to maximize our efforts through the use of the professional services (Chainsaw Communication and EXL Media) as well as targeted media placements. This will include social media ads on Facebook, Twitter, and Instagram and other platforms in addition to geo-targeted marketing optimization.	Grant funds will be used to extend the successful Search Engine Marketing campaign previously funded through the CRF Rural Recovery Program.

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Cowboy Country	CC-21-01-019	Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation	Nevada Magazine Summer 2021	\$2,000.00	\$0.00	\$4,000.00	Nevada Tourism funds, leveraged with Elko County Room Tax funds will be used to continue our marketing reach through Nevada Magazine. This grant request will be used to contract a 1/2 page ad for the Summer 2021 issue of Nevada Magazine. The content of the ad will highlight our new Trail Center App, which through an QR code, downloads for free. The app not only provides a virtual tour of the Interpretive Center but reveals 15 Historical Waysides Exhibits from West Wendover across Nevada to Genoa (Mormon Station) for travelers to discover. In addition, there is reference to dozens of "Trails West Markers" which physically pinpoint the various old emigrant trails through Nevada. All targeted toward COVID responsive, socially distanced outdoor adventures in Nevada.	The California Trails Center is currently closed. Recommend applying when the Center is re-opened.
			<b>Total</b>	<b>\$166,545.00</b>	<b>\$133,045.00</b>	<b>\$259,545.00</b>		

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Indian Territory	IT-21-01-001	Indian Territory	Indian Territory Administrative Grant	\$5,000.00	\$5,000.00	\$5,000.00	Because the Indian Territory does not have a local room tax entity to house its operations and spans statewide with tribes in very rural and remote parts of the state, the Indian Territory is requesting the same level of funding to cover travel to these areas and/or to provide travel to those tribes who would like to attend Territory-sponsored meetings and trainings. This effort will allow the Territory to be more inclusive of Nevada's tribes and tribal members and will also assist in increasing membership numbers. Funds will also be utilized for items related to Territory meetings and operations.	Grant funds will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, postage, training and education, etc.
Indian Territory	IT-21-01-002	Indian Territory	American Indian Tourism Conference	\$5,025.00	\$0.00	\$5,025.00	Funds will be utilized for registration, exhibit space and travel expenses to send Territory members to the 21st Annual American Indian Tourism Conference in Fort McDowell, Arizona, October 25-28, 2021. Territory members have attended the last ten years and were able to bring back important knowledge and contacts for the annual Nevada Tribal Tourism Conference. Continued participation is essential to the Territory as it will allow members to educate themselves on current trends in American Indian tourism on a National level.	The project is ineligible - funds must be expended by 6/30/21 and the conference is not until October, 2021.
Indian Territory	IT-21-01-003	Pyramid Lake Paiute Tribe	Promotion of Pyramid Lake Fisheries as a Tourist Destination	\$5,000.00	\$0.00	\$10,000.00	Funds will be utilized to continue a print marketing campaign in magazines with a west-coast distribution area. The Pyramid Lake Paiute Tribe, in accordance with the laws and procurement policies of the Pyramid Lake Paiute Tribe and the State of Nevada, will purchase advertisements in print magazines with a high readership of fishing enthusiasts living on the west coast. We anticipate that each of these ads will run roughly \$2,400.00 per publication. The Tribe has contacted three publications including California Sportsman, First Nation's Focus Connections, and Fish Sniffer magazine for rates.	This application is ineligible - it was submitted after the deadline.
			<b>Total</b>	<b>\$15,025.00</b>	<b>\$5,000.00</b>	<b>\$20,025.00</b>		

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Las Vegas Territory	LV-21-01-001	Las Vegas Territory	Administrative Grant 2021	\$3,000.00	\$3,000.00	\$3,000.00	Funds will be utilized to cover minor administrative and operational expenses required by Las Vegas Territory.	Grant funds will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, postage, training and education, etc.
Las Vegas Territory	LV-21-01-002	Las Vegas Territory	Chicago Travel and Adventure Show June 19-20, 2021	\$6,800.00	\$6,800.00	\$6,800.00	These funds will be used to support estimated costs of attending the Chicago Travel and Adventure Show. These include: a. Show Registration - \$3140.00 2. Lodging two representatives - \$220 per night x 3 nights x two = \$1320.00 3. Airfare two representatives - \$380 per person x 2 = \$760.00 4. Shipping and Handling of Collateral = \$800 5. Per Diem Fri - Mon two representatives - \$266 x 2 = 532.00 6. Booth Necessities - Carpet - \$200	Grant funds will be used to attend the Chicago Travel and Adventure Show.
Las Vegas Territory	LV-21-01-003	Las Vegas Territory	Corporate Web image, Inc Contract Renewal	\$1,200.00	\$1,200.00	\$1,200.00	Contract renewal for maintenance of www.lasvegasterritory.com	Grant funds will be used for website maintenance. Though the Territory is creating a brand new website, the current content and site will continue to be available until it is completed.

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Las Vegas Territory	LV-21-01-004	Las Vegas Territory	Las Vegas Territory Content Marketing 2021	\$8,500.00	\$8,500.00	\$8,500.00	<p>Funds requested to continue marketing rural southern Nevada as open, safe, while highlighting members and providing promotion through Las Vegas Territory's communications channels. Explore Your Nevada Email Newsletter - continue publication of monthly newsletter with blog posts, members special offers, latest news and open/travel messaging. Social Media Marketing - continued presence on social media pages to maintain brand awareness with a few posts per week on various platforms such as Instagram, Facebook, Twitter, TikTok and Pinterest. Blog Posts - Monthly (or more as applicable) blog post highlighting a member, attraction, or theme in Las Vegas Territory. Copywriting and Creative Design - Develop content plan, copywriting, and editing for all written communications materials on behalf of Las Vegas Territory to maintain brand voice and correct tone for each application. In addition, develop content plan and creative direction for all communication and marketing materials created during grant cycle to maintain cohesive brand style (including but not limited to new Las Vegas Territory website content).</p>	<p>Grant funds will be used for an Explore Your Nevada newsletter, social media marketing, blog posts, and copywriting and creative design.</p>

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Las Vegas Territory	LV-21-01-005	Las Vegas Territory	Las Vegas Territory Neon to Nature Campaign	\$12,000.00	\$12,000.00	\$12,000.00	<p>Funds requested in this grant will be applied to the following Campaign Deliverables:</p> <p>Social Media Marketing - Professional social media content positioning attractions and tours throughout Las Vegas in the spotlight with emphasis on the Neon to Nature road trip. Goal is to increase awareness and engagement amongst audiences to boost tourism and travel in southern Nevada and in particular, the Neon to Nature road trip.</p> <p>Public Relations - Writing and publishing blog posts on the Las Vegas Territory campaign website with each leg of the Neon to Nature road trip. For media relations, pitching for earned media coverage amongst the local TV, radio, print and online news outlets. Finally, for influential relations, building a catalogue of local influencers in the travel, tourism, adventure and hospitality realm with relevant following for Las Vegas Territory promotion.</p> <p>Digital Marketing: - Paid advertising spends with social media paid ads, digital remarketing, google ads and Display campaign optimization.</p> <p>Content Sourcing - Las Vegas Territory member outreach for approved assets and updated professional photography and film for website, social media, publicity and marketing applications.</p>	Grant funds will be used for social media marketing, PR, Digital Marketing, and content sourcing for the Neon to Nature road trip.
Las Vegas Territory	LV-21-01-006	Las Vegas Territory	Las Vegas Territory Website Complete Renovation 2021	\$21,000.00	\$21,000.00	\$21,000.00	<p>Total Cost requested is \$21,000 for Phase One of Las Vegas Territory Website Renovation with estimated cost breakdown as follows: Design Management\$7,000, Hosting: \$2,000, Maintenance: \$2,000, Plug in Updates: \$2,000, Editing and Homepage: \$2,000, Training Development: \$2,000, Site Speed Management: \$2,000, OTA Integration and Membership Integration: \$2,000</p>	Grant funds will be used to begin the complete renovation of the Las Vegas Territory website.
Las Vegas Territory	LV-21-01-007	Las Vegas Territory	Marketing Grant 2021	\$4,500.00	\$4,500.00	\$4,500.00	<p>Nevada Division of Tourism funds will be utilized to revise current collateral pieces and to procure masks for protective and marketing purposes.</p>	Grant funds will be used for branded pieces, including masks, to distribute for advertising purposes.

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Las Vegas Territory	LV-21-01-008	Boulder City Chamber of Commerce	Certified Folder Display LV/AZ	\$3,652.80	\$3,652.00	\$7,305.61	The Boulder City Chamber of Commerce has had years of evaluating the effectiveness of multiple marketing efforts for Boulder City. We have found that we continually return to the one solid way we know will draw room nights to Boulder City, our rack card program with Certified Folder Display. Utilizing testimonials from local hotels/motels as well as stats from guests coming into the Visitor Center after reading the suggestion to stop by on our rack cards, we would like to continue to keep these accounts active as we go into the beginning of more vehicular travel into our community.	Grant funds will be used to distribute rack cards advertising Boulder City.
Las Vegas Territory	LV-21-01-009	City of Mesquite	Mesquite Welcome Center	\$9,866.00	\$8,000.00	\$9,866.00	The Mesquite Welcome Center (MWC) will encourage visitors from all over the state of Nevada, as well as neighboring states. It is an amazingly large space with great shade trees and ample parking for tour buses and recreational vehicles. In current times, many people/families are traveling via personal vehicle, on a search for activities. MWC can provide information for these activities locally and statewide to visitors and residents alike. It is essential to the success of the MWC to be able to advertise and encourage visitation and heads in beds. The MWC will also host various events to attract people to visit Mesquite from outlying areas to support the local and statewide economy, which like everywhere has been so negatively affected during the COVID-19 Pandemic. This project will encourage tourism recovery in Mesquite, Nevada.  This project will reach multi-jurisdictions by advertising on web pages such as highly visited sites like Trip Advisor, Yelp and on billobards located a minimum of 100 miles away to attract visitors. Re-opening the Welcome Center, located directly on the I-15, will encourage locals and visitors alike to stop and learn more about Mesquite and the surrounding area. The goal with additional advertisement is to encourage visitors and locals to learn more about the Virgin Valley, and the great state of Nevada.	Grant funds will be used to market the City of Mesquite through Trip Advisor and billboards outside a 100-mile radius. Grant funds may not be used for feather flags.

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<b>Territory</b>	<b>Grant ID</b>	<b>Organization</b>	<b>Project Name</b>	<b>Request Amount</b>	<b>Award Amount</b>	<b>Total Budget</b>	<b>Funds Usage (Verbatim from the Application)</b>	<b>Travel Nevada Comments</b>
Las Vegas Territory	LV-21-01-010	Destination Services Association	DSA	\$1,100.00	\$1,100.00	\$2,200.00	to pay for the show booth and travel related expenses. We already have brochures, rack cards, and plenty of giveaways in hand.	Grant funds will be used to attend trade shows to promote all of Southern Nevada/Clark County.
Las Vegas Territory	LV-21-01-011	Friends of Gold Butte	2021 Friends of Gold Butte marketing and promotion	\$4,356.00	\$3,440.00	\$18,337.00	<p>The 2021 Gold Butte National Monument marketing project will include advertising, publications, and promotional activities in the region (southeastern Nevada, southwestern Utah, northwestern Arizona). Each will promote GBNM, Mesquite as the gateway to Gold Butte, Friends of Gold Butte organization and activities, and the safe and sustainable use of the monument by permanent residents, part-time seasonal residents, area visitors and tourists. Nevada Division of Tourism funds will be used to market Gold Butte National Monument and the gateway city of Mesquite, Nevada as a travel destination. We are requesting funds for four items:</p> <p>1) To support advertising GBNM in both ViewOn magazine and The Progress, both area publications that reach potential visitors from Nevada and surrounding states. ViewOn Magazine, is published 6 times per year. We try to advertise in all 6 issues, with a business card-sized ad in the summer and a ¼ page ad in the busier months. For this grant we are requesting funds for the May-June and July-August issues. The Progress newspaper ads, published weekly. We currently advertise once a month and would like to increase to every other week. 2) Design and printing of an informational brochure about where to go and what to see in GBNM, information about the Friends of Gold Butte organization, and references for finding food, lodging, and amenities in Mesquite, NV. 3) Support for subscription fees to "Little Green Light" which is a customer relationship management service and "Mail Chimp" which is an email service for GBNM newsletters, announcements of activities and events. 4) A Gila Monster mascot "Gold Butte Gus" costume to be used at in-person tabling events in the region (Mesquite, Las Vegas, Southern Utah, etc.), at local community events, and in particular those at the new Mesquite visitors center. This costume would serve to familiarize children with GBNM, and as an attention-getter for community events to promote visitation to the monument and the City of Mesquite.</p>	Grant funds will be used to print brochures, obtain subscriptions to Little Green Light and Mail Chimp for marketing purposes, and to advertise in View On. Grant funds may not be used to advertise in Progress - a local publication - or to purchase a gila monster costume.
			<b>Total</b>	<b>\$75,974.80</b>	<b>\$73,192.00</b>	<b>\$94,708.61</b>		

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Nevada Silver Trails	NS-21-01-001	Nevada Silver Trails	Nevada Silver Trails Territory Administration FY 21	\$4,000.00	\$4,000.00	\$4,000.00	<p>Nevada Silver Trails Territory is the largest Territory, apart from Indian Territory, covering about one third of the State. We serve many diverse and unique communities such as Pahrump, Beatty, Goldfield, Tonopah, Hawthorne, Yerington, Berlin, Belmont, Rachel, Pioche, Caliente, and Alamo. Our Territory board is comprised of many volunteers who donate their time to help with accounting, grant applications, vendor communication, payments, meeting planning, meeting minutes, etc. Nevada Division of Tourism funds will be utilized to pay for the Territory's operating costs to include accounting software, checks, envelopes, postage, office supplies, travel, and other costs to ensure the proper function of the nonprofit.</p>	<p>Grant funds will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, postage, training and education, etc.</p>

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Nevada Silver Trails	NS-21-01-002	Nevada Silver Trails	Nevada Silver Trails Print & Digital Marketing FY 21	\$25,700.00	\$25,700.00	\$25,700.00	<p>Nevada Division of Tourism funds will be utilized to place an ad in the Nevada Magazine summer issue (print and digital), ads in the Pinpoint Publications (print and digital) for the south and west zone (June-July and July-August), digital billboard ads for Pinpoint Publications, a print ad in the Desert Companion July-August insertion, an ad in the American Road Magazine (print and digital version) summer issue, as well as online ads on AmericanRoadMagazine.com. Furthermore, this project includes strategically placed ads on google, Facebook, and YouTube for May through August. These projects were specifically selected by Emergency Room Creative to be most efficient for our Territory. They reach people in the drive market for our Territory and with an interest in what Nevada Silver Trails communities have to offer. We will continue our focus on ghost towns and outdoor activities, complementing the Travel Nevada "Discover Your Nevada" campaign. Many of our Territory communities have very limited marketing funds and have to rely on the Territory's promotion of their assets and activities. Our Territory is the largest territory in the State, apart from Indian Territory. We serve communities such as Pahrump, Beatty, Goldfield, Tonopah, Hawthorne, Yerington, Berlin, Belmont, Rachel, Pioche, Caliente, and Alamo. These communities are very unique and offer a wide array of activities. Due to the Territory's location between Reno and Las Vegas, it is easily accessible for travelers from the north and south, as well as bordering States such as California and Utah. We hope to entice a lot of people to take road trips to our Territory by marketing and visualizing the great assets of our Territory. We hope to show that the amazing outdoor areas of our Territory, as well as our small communities are a great way to get away from the crowds while still being safe. This is why some of our marketing projects specifically focus on the Las Vegas market so that we can capitalize on the fact that people want to travel safely and get away from the cities. Many of our communities are very easily accessible for daytrips or weekend getaways.</p>	<p>Grant funds will be used for print and digital marketing advertising all communities in the Nevada Silver Trails Territory.</p>

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Nevada Silver Trails	NS-21-01-003	Beatty Chamber of Commerce	American Road Magazine	\$1,963.00	\$1,900.00	\$3,925.00	<p>\$3425.00.00 will be used for print and digital advertising in nationally circulated American Road Magazine. \$500.00 will be for print and digital ad copy produced by ER Creative. This advertising package will include 2, 1/3 page ads in Summer and Fall issues of a American Road Mafazine, a 2 page Getaway Guide Listing, downloadable pdf., with monthly social networking posts (twitter, facebook, etc.), a Sweepstakes Sponsorship which includes print and online recognition, and a virtual tour of our area on their website. Each post includes a hyperlink with click tracking, and reader response pages with tear out cards in the magazine for requesting more information. American Road Magazine captures an important market in the heritage tourism industry and outdoor adventure by offering multiple venues for a growing travel category. This magazine specializes in introducing their audience to hiways, byways, backroads and trails for their vacations. American Road inspires road trip travelers to experience authentic, intriguing, surprising, quirky, nostalgic and picturesque, off-the-beaten-path destinations; of which Beatty certainly qualifies. Beatty offers hundreds of miles of trails for off-road vehicles, dirt bikes, mountain bikes &amp; backpackers, with Ghost Towns to explore, an Outdoor Modern Art Museum in the desert and Western Mining &amp; Railroad history we are located just 7 miles from the entrance to Death Valley National Park. This fits perfectly with the objectives of Beatty as a destination. Beatty and the surrounding areas cater to the outdoors adventurer, camper, and history enthusiast. Our newest ad campaign and the slogans we are using on Billboards, Radio and Nevada Magazine in these Covid-challenged times suggests to the traveler that "Outdoors Brings Peace of Mind" and for them to "Find their Peace of Mind" in the outdoors of Beatty. American Road's quarterly magazine is rich in engaging content that takes readers to "I didn't know that" places and brings new perspective to iconic locations. The American Road Magazine subscribes to KRED as a means of measuring their impact and trust by consumers. Their score is 995/1000. This means readers trust the American Road Magazine when it comes to travel recommendations and we would be getting our information to an audience more likely to visit our area. According to a survey done by Quancast; the American Road audience has a 22.4 times higher affinity for travel than the average consumer. 100% of their readers take 2 or more road trips annually, 92% take 3 or more and 52% enjoy 7 or more road trips per year. The object of advertising across the platforms of print, digital and social media is to attract as many travelers as possible across as many platforms and demographics as possible and invite them to find the adventure, history, beauty and "Peace of Mind" in Beatty and Rural Nevada.</p>	<p>Grant funds will be used to advertise in American Road Magazine - to include 2 printed ads, a Getaway Guide listing, a downloadable pdf, and monthly social postings.</p>

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Nevada Silver Trails	NS-21-01-004	Beatty Chamber of Commerce	Nevada Magazine	\$2,300.00	\$2,200.00	\$4,600.00	<p>The town of Beatty will be placing ads in the Summer and Fall quarterly issues of the Nevada Magazine. The ads will be 1/4 page in size and cost \$2000.00 per issue, with art production costs roughly \$600.00 for a total of \$4600.00. We are asking for \$2300.00 in grant funds. Nevada Magazine is a quarterly publication with a direct distribution of over 100,000. Another 60,000 will go to visitors bureaus and welcomes centers throughout the state. Additional copies go to Chambers of Commerce, Travel Agencies, AAA Offices throughout the state of Nevada and surrounding states. That's a lot of exposure for the money and to travelers who are already in the state of Nevada; so it wouldn't be much of a stretch to convince them to make a trip or extend a planned or existing trip. Nevada Magazine serves the state of Nevada and particularly Rural Nevada by introducing travelers to intriguing, surprising, quirky, nostalgic, picturesque and off-the-beaten path destinations to be experienced. All of which can be found in and around Beatty. Our adds will feature Beatty as the base camp for outdoor and family oriented adventure. North to the Hard Luck Castle, Goldfield and Oasis Valley Trails; one of the largest Mountain Biking areas in Nevada. South to Amargosa Opera House, Ash Meadows Natural Wildlife Preserve and the endangered Death Valley Pupfish, East to Rachel and Area 51 where the imagination for extra-terrestrials runs wild, West to Rhyolite Ghost Town, Goldwell Open Air Museum, Death Valley National Park and all the splendor of the desert. All around Beatty and the Historic Bullfrog Mining District there are Off-Road Trails, Bird Watching, Ghost Towns, Geocaching, and Old Mining Districts full of history and adventure. Given the lack of traveling during the COVID crisis of 2020 we feel our message is right for the times and todays traveler. Our 2021 ad campaign features the outdoors and our message is "The Outdoors Brings Peace of Mind" and "Find Your Peace of Mind in Beatty, Nevada". Our ads will invite people to take a deep breath, relax and enjoy the adventures available in the outdoors of Beatty and Rural Nevada.</p>	Grant funds will be used to advertise in the summer issue of Nevada Magazine.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Nevada Silver Trails	NS-21-01-005	Beatty Chamber of Commerce	Radio	\$7,315.00	\$7,315.00	\$14,630.00	<p>This project includes advertising on 3 radio stations we feel gives the best broadcast range for our dollar. \$14,730.00 will be used to attract radio listeners from 6 states that are within a days drive of Beatty. KIBS-FM/KBOV-AM Bishop, CA., Lotus Broadcasting 97.1 The Point AM/FM Las Vegas, NV and KSL-AM/FM Talk Radio Salt Lake City, Utah. These are major AM/FM simulcast stations that reach over 2 million listeners through their broadcasting and millions more through internet streaming. Their combined listening audience reaches 6 states; Nevada, California, Utah, Arizona, Colorado and Idaho. Each station has offered a 12 week package for a total of 1250 spots. We feel this is a great opportunity for a very advantageous price. Given these trying times of COVID; with many people restricting their long distance travel and/or indoor activities with others, these stations broadcast within a days drive of Beatty. Making it perfect for a couple of days out of town or weekend getaway. We launched a very successful billboard campaign last year promoting outdoor activities as giving "Peace of Mind" and inviting people to "Find Their Peace of Mind in Beatty, NV". It is our intent to promote our radio advertising simultaneously with our billboard campaign for cohesiveness in messaging to reach the largest audience possible. Radio is a medium capable of stirring emotion. Beatty has Adventure to sell and radio can instill Excitement for the Adventure. Beatty is full of Outdoor History and radio can awaken Curiosity. Beatty has the message of "Peace of Mind" and radio can get that message out with Sincerity. With radio our message is front and center in the listener's attention span when it's on the air. Radio is the only true mobile medium. In the car, at work, at play, radio is there; a companion and an advertising force wherever you go. With word pictures and emotion-evoking sounds, radio's theater of the mind stimulates the most emotion-filled pictures the mind can comprehend. Curiosity will get them here, the history, adventure, excitement and "Peace of Mind" of our wide open spaces will keep them comfortable and coming back.</p>	Grant funds will be used to advertise Beatty as a destination on several radio stations.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

<b>Territory</b>	<b>Grant ID</b>	<b>Organization</b>	<b>Project Name</b>	<b>Request Amount</b>	<b>Award Amount</b>	<b>Total Budget</b>	<b>Funds Usage (Verbatim from the Application)</b>	<b>Travel Nevada Comments</b>
Nevada Silver Trails	NS-21-01-006	Boys & Girls Clubs of Mason Valley	Night in the Country Music Festival	\$16,000.00	\$0.00	\$50,000.00	The funds from this grant would support several efforts. If funded in full, \$16,000.00 would be used towards our Night in the Country marketing costs, including our app, social media marketing, and creative content that is used to show off the festival and geographical area year-round. We have seen HUGE successes with our current NCOT partnership in getting the word out of the county and even internationally, and we believe that continued support through this grant will only bring more positive awareness and attention to rural Nevada.	Not all projects can be funded. This project was considered a lesser priority as the tickets for Night in the Country have already almost sold out, per their website.
Nevada Silver Trails	NS-21-01-007	Goldfield Historical Society	Bronze Interpretive Plaques for Historic Buildings in Goldfield	\$2,600.00	\$0.00	\$5,200.00	These funds will be used to have bronze plaques manufactured which will show an historic photo of the building with a short paragraph describing the significance of the building. They will be mounted on a post which will display the plaque at a 45 degree angle for easier reading. These plaques will be placed in front of buildings in our National Historic District. After looking at different materials, we decided that bronze would best serve this purpose. Bronze provides a permanent established look and has a lifetime guarantee. The plaques will enhance tourists experience and hopefully their interest in contributing to our efforts. We've discovered that when improvements are made, people are more apt to donate to the cause and by spending more time in town, they tend to visit our businesses which contributes to the towns economy.	The project is ineligible - plaques are being installed on the existing buildings, not outside the 100-mile radius. This project would be better suited to the Projects Relating to Tourism grant program.
Nevada Silver Trails	NS-21-01-008	Lincoln Communities Action Team (LCAT)	Target Marketing - Paid Influencer	\$2,495.00	\$2,495.00	\$4,990.00	We are asking NDOT to help us cover the raw costs, not covered by match, which will pay for the influencer's services, and retention of the digital properties.	Grant funds will be used to host influencers focused on mountain biking.
Nevada Silver Trails	NS-21-01-009	Lincoln Communities Action Team (LCAT)	Visitors Guide	\$4,120.00	\$3,920.00	\$8,240.00	We are asking NDOT to help us cover the raw costs, not covered by match, which will pay for the design, printing costs, and ad solicitation mailing expenses.	Grant funds will be used to design and print a visitors guide. Grant funds may not be used for mailer postage to go to Lincoln County businesses.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Nevada Silver Trails	NS-21-01-010	Mineral County Convention & Tourism	2nd Airing of Walker Lake / MC Social Distance TV ADs	\$4,500.00	\$4,500.00	\$9,000.00	<p>This project will be the Re Airing of our already extremely successful first airing on our TV Public Service Message ads that were aired throughout Most of December 2020 on KRNV News 4 TV. Most of the PSA ads were aired during the news.</p> <p>This New round of airings will take place approximately April 16 thru till May 15. Just as our main yearly influx of Tourists are making their travel plans for late spring/summer/fall. This second airing of the PSA's will again be mostly airing during the news, however we expect to probably air them on a different station to get a different audience. These PSA's will still continue to stress it's easy to social distance at Walker Lake, The Big Horn Crossing area and the plentiful Parks and Campgrounds in the surrounding area. And if you the tourist need a Motel Room, Restaurant and to do general shopping that, that is easily available at nearby Hawthorne, but please wear a mask! And that our businesses are set up with masks, many with plastic shields at the checkout areas and sanitizer as seen in the PSA's. So we want Tourists to know we are continuing to fight COVID and we also have the perfect place for tourists to greatly space out away from others at our many Parks/Campgrounds and over 1,000 miles of open dirt roads and trails as seen on our website "VisitMineralCounty.com" listed in the PSA's. We justify this whole project as worthwhile because we have seen a approximate 8% increase in room taxes collected since the airing of these ads apparently boosting our economy by about \$40,000 in one month alone. And seemingly by another \$40,000 the month after. And there is reason to believe the PSA ads helped boost the local economy perhaps by as much as \$80,000 per month. We say this because without the December airing of the TV PSA's there is strong reason to believe our room taxes would have been down 7%. But instead they were up 8% (that makes perhaps a 15% positive difference!). Plus the ads help the Health of Nevada by encouraging wearing a mask while you are near others, and in finding places to exercise, hike, adventure etc. while just with your pod.</p>	Grant funds will be used to continue airing television ads created with funds received through the CRF Rural Recovery Grant program.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

<b>Territory</b>	<b>Grant ID</b>	<b>Organization</b>	<b>Project Name</b>	<b>Request Amount</b>	<b>Award Amount</b>	<b>Total Budget</b>	<b>Funds Usage (Verbatim from the Application)</b>	<b>Travel Nevada Comments</b>
Nevada Silver Trails	NS-21-01-011	Town of Beatty	Beatty Town Social Media Campaign	\$3,748.00	\$3,748.00	\$7,497.00	These funds will be used to continue Beatty's digital marketing campaign which has been proven to introduce new people to Beatty resulting in more visitors to our town and increasing our room tax revenue. The ability to target individuals with an interest in what we have to offer and introducing them to Beatty has been economically beneficial to the town and its businesses. These funds will help the town maintain and grow it's presence in the digital market place.	Grant funds will be used to continue the Town of Beatty's social media campaign.
Nevada Silver Trails	NS-21-01-012	Town of Pahrump	Nevada Magazine	\$1,937.50	\$1,937.00	\$3,875.00	The funds will be utilized by purchasing a placement of 1/2 page, full color ad in the Nevada Magazine summer issue. The project is a part of our print campaign to serve Nevada and to partner with Nevada Magazine. The project goal is to promote lodging properties, increase awareness and invite the visitors to log on to www.visitpahrump.com. This is a great resource for the entire state of Nevada.	Grant funds will be used to advertise in Nevada Magazine.
Nevada Silver Trails	NS-21-01-013	Town of Pahrump	Pahrump Museum Outdoor Mural	\$4,000.00	\$0.00	\$8,000.00	The Nevada Division of Tourism funds will be used for supplies and the small stipend for local artist(s). This is such a great opportunity for the community to come together and beautify the neighborhood through art. The mural art can be enjoyed for years to come by the community and visitors who will be visiting the Pahrump Museum. Murals contrast the negative mental health effects of plain colors, and can have therapeutic benefits for mentally-ill and including the homeless populations. Murals attract new local businesses, help bring customers to pre-existing locations, and boost the economy of the area. When arts and culture interweave in the fabric of the community. It will help the town by attracting tourists, diverse talent, increases the community's social capital and grows the economy. Pahrump Museum is the perfect location for a mural. It will give locals something to be proud, gratified, attract visitors and promote a feeling of community.	The project is ineligible - capital improvements are not eligible. This project would be better suited to the Projects Relating to Tourism grant program.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Nevada Silver Trails	NS-21-01-014	Town of Pahrump	Social Media	\$2,500.00	\$2,500.00	\$5,000.00	<p>The project was funded previously in fiscal year 19. The aftermath was greatly beneficial. Social media is a great way to strengthen your connections with visitors by promoting Pahrump. These platforms are used to invite visitors to our community. This program is a great tool to help us targeting specific audiences and measure the number of visitors. It also, enables you communicate and stay up to date with visitors around the world. Networking with other communities, sharing events, raise awareness about our destination and share important information. Twitter content speaking to all personas with hyper target to optimize reach and engagement (announcing hotel and RV overnight stay deals and promotions); Facebook by showcasing events and promoting activities in real time; Instagram with beautiful, exciting and engaging content featuring high quality photography. Posting 3 times per week on all platforms built around special events and attractions. By targeting personas such as wine enthusiasts, adventure travelers, special events and holiday promotions such as Christmas give-way. With the project we can potentially accrue over 33,500 impressions and almost 1000 engagements for the month.</p>	Grant funds will be used to advertise Pahrump on various social media platforms.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Nevada Silver Trails	NS-21-01-015	Town of Tonopah	Tonopah Print & Digital Marketing	\$8,331.00	\$8,330.00	\$16,661.00	<p>Nevada Division of Tourism funds will be utilized to place print ads in the Nevada Magazine summer issue and the Nevada Business Magazine April through June (or May through July) issues. Additionally, we will place digital ads on NevadaMagazine.com (April-June) and within the Nevada Magazine monthly newsletter (April-June). The digital ads will allow for tracking of generated clicks. Furthermore, we will place digital ads on five (5) Facebook accounts we manage for various attractions, as well as two (2) Instagram accounts. Our recent CFR-funded grants had a reach of 564,811 impressions in only two (2) months. We believe our attractions and activities are very appealing even during a pandemic, so we want to continue informing Nevadans about how to "Discover Your Nevada" and keep our marketing in line with Travel Nevada's messaging. Tonopah and surrounding areas have a unique draw as we allow for easy social distancing. Additionally, the Clown Motel, haunted Old Cemetery, haunted Mizpah Hotel, the nearby Car Forest in Goldfield, nearby ghost towns such as Belmont, and dark skies are great attractions. Tonopah has increased its room tax collections by 39% in only four (4) fiscal years since the Town has begun its advertising which was only possible through Travel Nevada grant funds. Our collections plummeted by 51%, 71%, and 45% in March, April, and May 2020. At this point, our collections are still way below last fiscal year's numbers, and we know that in order to bring back visitors and increase collections, not only for the Town of Tonopah, but also for Nye County and the State of Nevada, as well as revenue for our local businesses, we have to increase our marketing and visibility. Now is the time to draw Nevadans, as well as Californians, out of the large cities and get them to visit safe towns like Tonopah where social distancing can be easily observed and where mandates are enforced in our museums and attractions. By working in cooperation with local non-profits that tie into the tourism sector, we can further the reach of our campaign. If the Town were to not receive grant funds, it would be detrimental not only to the Town but to the majority of its businesses that are in the hospitality sector.</p>	Grant funds will be used to promote Tonopah in various print publications, as well as digital marketing.
			<b>Total</b>	<b>\$91,509.50</b>	<b>\$68,545.00</b>	<b>\$171,318.00</b>		

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

<b>Territory</b>	<b>Grant ID</b>	<b>Organization</b>	<b>Project Name</b>	<b>Request Amount</b>	<b>Award Amount</b>	<b>Total Budget</b>	<b>Funds Usage (Verbatim from the Application)</b>	<b>Travel Nevada Comments</b>
Pony Express Territory	PE-21-01-001	Pony Express Territory	Admin grant	\$4,000.00	\$4,000.00	\$4,000.00	The funds will be used to pay all the expenses needed to maintain the Territory with respect to banking, PET meeting, office supplies, and other expenses from time to time.	Grant funds will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, postage, training and education, etc.
Pony Express Territory	PE-21-01-002	Pony Express Territory	Brochure Campaign for "The Loneliest Road in America, Nevada's Highway 50"	\$20,000.00	\$20,000.00	\$20,000.00	This project will allow the Territory to continue its "America's Loneliest Road, Nevada's Highway 50" campaign. Funds will be used to re-print and distribute 55,000 brochures. They will be distributed in brochure racks in Reno/Carson City, the Salt Lake City area, California's Gold Country, and will also be available at the Truckee Visitor Center, and the Pier 39 Visitor Center in San Francisco. In addition, these brochures serve as the Territory's main fulfillment piece and are mailed out to travelers who request more information and are interested in visiting the area. This brochure is a primary tool for the Territory's marketing and outreach efforts, and benefits the towns of Dayton, Fernley, Fallon, Austin, Eureka, Kingston, Ely, and Baker. To the west, Carson City and its surrounding communities will also benefit, and to the east, communities in the Great Basin National Heritage Area will benefit. An online version of this brochure is also available on the Territory's website, LoneliestRoad.us, and the piece is also used and referred to in social media posts.	Grant funds will be used to re-print and distribute Pony Express Territory's primary collateral piece.
Pony Express Territory	PE-21-01-003	Pony Express Territory	Nevada Magazine	\$4,500.00	\$4,500.00	\$4,500.00	A full page ad in Nevada Magazine promoting travel on The Loneliest Highway and outdoor recreation potential.	Grant funds will be used to advertise in Nevada Magazine.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Pony Express Territory	PE-21-01-004	Pony Express Territory	PET Digital Advertising Campaign	\$20,000.00	\$20,000.00	\$20,000.00	<p>Funding will be used to continue and expand the successful online marketing effort that resulted in a 293.41% increase in website traffic to the Territory website, LoneliestRoad.us. The project includes boosted posts on Facebook and Instagram, and 3-month packages of digital ads on the following; Reno Gazette Journal; Las Vegas Review Journal; TripAdvisor; and Google. In addition, three e-newsletters will be sent to promote summer events, places to go, and sites to see along Nevada's Highway 50. The project includes all creative direction, ad development, and tracking statistics. This digital advertising campaign will direct web traffic to LoneliestRoad.us for more information. Online messaging is the quickest and most efficient way to get information to potential travelers, and it has the highest return on investment - especially now. With an expanded, aggressive digital advertising program, this campaign will successfully promote the Territory's overall summer message, "We Are Open!" and welcoming visitors. It also leverages efforts with the Territory's print advertising that feature consistent, on-brand messaging</p>	Grant funds will be used for digital marketing in line with Pony Express Territory's primary marketing piece.
Pony Express Territory	PE-21-01-005	Pony Express Territory	PET Television ads	\$20,000.00	\$20,000.00	\$20,000.00	<p>This project utilizes the Nevada Broadcasters Association's Public Education Partnership marketing campaign. The NBA has an association with virtually every TV and Radio station in Nevada. They will send out our TV and Radio spots to 35 radio stations and 23 TV stations in Northern and Southern Nevada, covering the feeder markets of Salt Lake, Reno and Las Vegas.</p>	Grant funds will be used for television advertising in Reno, Las Vegas, and Salt Lake City.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Pony Express Territory	PE-21-01-006	Churchill Arts Council	Green Goddess Market	\$8,250.00	\$5,355.00	\$32,750.00	<p>Funds will be utilized as follows:</p> <p>1) To run one full-page full color ad, in the May/June edition of Edible Reno Tahoe advertising the dates of the Green Goddess Farmer's Market and the Oats Park Art Center itself. TOTAL: \$3,000</p> <p>2) Sponsor 15-second announcements, 33 per month per month, ~two weeks prior to the May (ads will run in April), June (ads will run in May), and July (ads will run in June) Markets on KUNR Public Radio, in Reno. 33 radio announcements x \$750 p/month x 3 = \$2,250</p> <p>3) Contract for 15-second announcements, 66 radio announcements/75 streaming ads per month, ~two weeks prior to the May (ads will run in April), June (ads will run in May) and July (ads will run in June) Markets on KTHX Radio, in Reno. 66 radio announcements/75 streaming ads x \$1,000 p/month x 3 months = \$3,000.</p>	Grant funds will be used to promote the Green Goddess Market held in the Oats Park Art Center, promoting both Fallon as an agri-tourism destination and the Oats Park Arts Center.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

<b>Territory</b>	<b>Grant ID</b>	<b>Organization</b>	<b>Project Name</b>	<b>Request Amount</b>	<b>Award Amount</b>	<b>Total Budget</b>	<b>Funds Usage (Verbatim from the Application)</b>	<b>Travel Nevada Comments</b>
Pony Express Territory	PE-21-01-007	Dayton Area Chamber of Commerce & Visitors Center	Dayton Outdoor Adventure Brochures and Distribution	\$19,040.00	\$10,000.00	\$38,080.00	The Dayton Area Chamber of Commerce & Visitors Center is planning to produce and distribute a brochure that highlights outdoor adventure near the town of Dayton and increase visitations to the town as well as the region. Content will include information for OHVers, mountain bikers, hikers, general outdoor enthusiasts, equestrian, and wildlife viewing. In addition, a select list of nearby lodging options will be highlighted (Carson City, Virginia City, Dayton RV Park and Dayton State Park). This brochure will also promote sites of interest near town, utilizing Dayton as a "base camp" for these ventures. The project includes creative direction, design, print, and distribution of 45,000 "Dayton Outdoor Adventure" brochures. The distribution program will include Reno/Carson City, Gold Country CA, Welcome Center in Truckee CA, North Lake Tahoe CA, South Lake Tahoe CA, and the Welcome Center in El Dorado Hills, CA. In addition to the printed brochure, a digital version will be available on daytonnvchamber.com as a .pdf download.	Grant funds will be used to produce and distribute an Outdoor Adventure Map highlighting Dayton and the surrounding area.
Pony Express Territory	PE-21-01-008	Fallon Convention & Tourism Authority	Fallon Arts & Agriculture Tour	\$7,500.00	\$7,000.00	\$15,000.00	The Nevada Division of Tourism funds will be used for the Fallon Arts & Agriculture Tour app in the following ways to promote these two prominent pillars in Fallon's community: 1) Content creation and collection for each point of interest including but not limited to photography, videography, voiceover narration, script writing and more to collect assets and resources to promote on the app. 2) Application creation and development 3) Finalization and QA/QC on all assets and final product	Grant funds will be used for a Fallon Arts and Agriculture Tour app, and promotion of the app. No grant funds may be used to advertise the app to locals.
Pony Express Territory	PE-21-01-009	Fallon Convention & Tourism Authority	Fallon PET Fulfillment	\$1,500.00	\$0.00	\$3,000.00	Funds will be used to fulfill requests for additional information including postage, envelopes, shipping, and other appropriate materials and spend.	Postage is an ineligible expense for all but Territory Administration grants. Fulfillment reimbursement should be requested directly from the Pony Express Territory.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Pony Express Territory	PE-21-01-010	Fallon Convention & Tourism Authority	Fallon Print Campaign	\$5,000.00	\$4,000.00	\$10,000.00	Nevada Department of Tourism funds will be used to support the design, production, placement, and measurement of the effectiveness of Fallon print ads, Billboards, and other traditional avenues. Visit Fallon will plan to place ads in state, regional, and national publications as well as other opportunities that present themselves and may substitute for a planned insertion. Print ads are scheduled for the Nevada Magazine, Travel Nevada Visitors Guide, Reno-Tahoe and Carson City Visitors Guides, etc.	Grant funds will be used to promote Fallon in print publications outside a 100-mile radius.
Pony Express Territory	PE-21-01-011	Fallon Convention & Tourism Authority	Fallon Public Relations	\$2,500.00	\$2,500.00	\$5,000.00	Nevada Division of Tourism funds will be used to attract visitors to Fallon by nurturing existing and developing key industry relationships with support and assistance from a public relations firm. The focus will be to generate content for all of Fallon's websites and social media platforms: 1) Research niche media (magazines, websites, broadcast), write and pitch stories about Fallon with search engine optimized press releases; 2) Sync Fallon websites with its social media platforms; 3) Create continuity across Fallon's marketing media; 4) Optimize and create consistent content and dialog on Fallon's social media platforms relevant to potential visitors and useful for planning itineraries; 5) Promote Fallon's special events and attractions; 6) Test efficacy of search engine ads, monitor data, and suggest content for various Fallon attractions; 7) Invigorate the Fallon tourism newsletter, encourage subscriptions and grow the database; 8) Promote Visit Fallon's web address: VisitFallonNevada.com and optimize the site by integrating all media outreach; 9) Develop press kits and/or online media room; 10) Study the shifting nature of online content and social media for inclusion in Fallon's marketing plan and to inform future strategy, goals, and outreach; 11) Desk-side media visits in Fallon's key markets; 12) Media FAM; 13) FAM along I-80 corridor, Highway 50, the Pony Express Territory and in key Fallon markets; and 14) Increase activity on VisitFallonNevada Facebook, Instagram, Twitter and YouTube platforms. All funds will ultimately be used to increase visits to Fallon by leveraging key journalists, optimizing social platforms, and increasing awareness of Fallon as a rural attraction in the state. The PR campaign will focus on partnerships with Travel Nevada, Pony Express Territory, Reno Sparks Convention & Visitor's Authority, and others to integrate Fallon content and leverage larger portals.	Grant funds will be used for a public relations campaign including FAMS, media, social, etc.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Pony Express Territory	PE-21-01-012	Fallon Convention & Tourism Authority	Fallon Website Maintenance	\$3,000.00	\$3,000.00	\$6,000.00	<p>Funds will be used to make this site even more responsive and mobile-friendly. Funds will also be used for content generation and "green page" updates, webmaster updates, improvements, installation of data collection tools, and examination of data collected. The project includes re-tooling the site with a content management system for quicker more expedient updates. This project will enable the SEO optimization to continue as data and keywords, inbound and outbound links, landing page statistics, and social media inputs are examined and the site modified to capture and encourage more visits. In addition, funds will be used to monitor organic search rankings, create link sharing, check links and codes, add photos, videos, and other features to invigorate content and encourage return visits. Keyword analysis reveals that keywords play a diminished role in website optimization. Research on new search engine algorithms indicate new coding and construction is required to optimize a website. Due to the re-design of the Visit Fallon website, funds will also be used to integrate the state's brand, logo, slogan and appropriate links. And the site will be upgraded continuously to be mobile-friendly, interfacing with Facebook, Instagram, Twitter and YouTube.</p>	<p>Grant funds will be used for website maintenance, SEO, and interfacing with social media platforms.</p>

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Pony Express Territory	PE-21-01-013	Great Basin National Park Foundation	Celebrating the 100th Anniversary of Lehman Cave at Great Basin National Park	\$19,650.00	\$0.00	\$53,450.00	Great Basin National Park is a hidden jewel in Nevada and drives the majority of the tourism in White Pine county. Yet many Nevadans have never heard of their own iconic National Park, with the darkest skies, oldest trees, tallest peaks, and deepest caves. August 6, 2022, marks the 100th anniversary of Lehman Caves becoming a National Monument. We are planning events from January 2022 through August 2022, that will connect new audiences to the history, heritage, and natural and cultural wonder of the cave and Park. Marketing and promotion will be key in reaching new audiences, encouraging attendance at events, and motivating increased tourism to White Pine county. Since Great Basin is remote, all travel from urban areas will result in multiple-day overnight stays. A Travel Nevada Rural Marketing grant is key to our marketing success. We will use these funds for professional photography, radio advertising, the creation of short videos, and to contract with industry professionals to guide and boost our social and digital marketing efforts. Our plan is for our promotional efforts to have a lasting impact on tourism to the area. We will reach tens of thousands of individuals who were previously unaware of this extraordinary Nevadan National Park.	Events do not start taking place until January 2022. Recommend applying for the next Rural Marketing Grant cycle.
Pony Express Territory	PE-21-01-014	Historical Society of Dayton Valley	Dayton Nevada Historical Walking Tour Brochure	\$10,000.00	\$7,100.00	\$10,000.00	Nevada Division of Tourism funds will be used for the printing, folding and shipping of brochures. The funds may also be used to format the contents for printing, if necessary. Content development and general formatting will mostly be done by Historical Society volunteers. The current brochures were created in 2008 and need updating before being posted to or website. Distribution of the brochures will involve both by mail and volunteers driving to various venues which display tour information, including Chambers of commerce, museums, attractions and lodging establishments.	Grant funds will be used to print a walking tour of historic Dayton.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Pony Express Territory	PE-21-01-015	Motor Sports Safety Inc	Top Gun Dragstrip 2021	\$10,000.00	\$7,000.00	\$20,000.00	The intended use for the Nevada Division of Tourism funds will be to market Top Gun Dragstrip with a range of media, including the Web, Print, Broadcast, and outdoor. The Dragstrip will continue significant work on our branding, website, social media platforms, and search engine outreach.	Grant funds will be used to promote Fallon's Top Gun Dragstrip outside a 100-mile radius.
Pony Express Territory	PE-21-01-016	Nevada Northern Railway Foundation	Media Relations and Social Media	\$7,500.00	\$0.00	\$15,000.00	Nevada Division of Tourism funds will be used to hire East River Public Relations. This investment will continue a winning media relations and social media program that has proven results. Due to their efforts, Nevada's Dark Skies have been featured twice on CBS This Morning. The most recent segment was called "American Wonders," exploring places that make America wonderful, from majestic natural landscapes to spectacular creations. Here's the link to the story. <a href="https://www.cbsnews.com/news/nevadas-great-basin-star-train-american-wonders/">https://www.cbsnews.com/news/nevadas-great-basin-star-train-american-wonders/</a> A past grant generated almost five minutes of national exposure for Nevada, our Dark Skies and the Nevada Northern Railway National Historic Landmark. This highly successful endeavor brings tourists to Nevada. Our proof? Our Star Trains sell out a year in advance. Their media outreach was a dazzlingly, effective too. Previously East River Public Relations efforts have generated stories in 44 different publications including the New York Times, CBS Sunday Morning (twice), VIA Magazine, the Los Angeles Times, Trains Magazine, Travel Pulse, Trailer Life and Google Adwords to mention a few. The Nevada Northern Railway was also featured on an episode of The Big Bang Theory. Their guidance in our continued effective use of social media outlets has helped position the Nevada Northern Railway National Historic Landmark as a top travel destination choice in rural Nevada. We now have over 108,000 likes on our Facebook page, an increase of 25% in a year. Now that we have started, we need to continue the momentum! Awarding this grant will provide us with the resources to enhance measurement tools, to monitor efforts, and to focus on increasing engagement and shares versus likes. In addition to social media, we use this grant for media relations and proactive communications. This is essential for building credibility with travelers. Awarding this grant will allow us to continue our well-executed, strategic public relations program that is helping us achieve awareness with millions of possible visitors. It is vital for us to generate awareness about this Nevada treasure and encourage people to visit, especially now since there is a pent up demand for travel in 2021.	Organization is not in compliance with a contract, policy, or agreement with a State of Nevada department or division.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Pony Express Territory	PE-21-01-017	Nevada Northern Railway Foundation	Nevada Northern Railway Website Overhaul	\$18,500.00	\$0.00	\$33,000.00	<p>This grant will provide funds for the overhaul and renovation our existing website. Our website is in sore need of updating. The last time it was done was ten years, in the digital world this is a lifetime. Our website is core to our online sales system, which handles almost 80% of all sales that we receive. Having a streamlined, easy to use website is critical to promote and improve visitation to Nevada and the railroad. This combination will drive additional bookings for 2021, resulting in additional visitation to Nevada and the railroad. The scope of work will replicate our current website structure, while updating the design and integrating a new more reliable platform upon which the site will operate. A major improvement is, that within certain parameters the site would be editable by our staff. We would be able to add or edit content. In other words, Foundation staff could edit the content (copy and photos) allowing us to maintain and update the site 24/7. To protect the website, we would not be allowed to edit anything that would render the site inoperative. This is a key reason, why the website needs an overall. While our current vendor is quick, they are not quick enough. We need to be able to post changes to our website as events happen. Being able to edit and update the website in real time, we can provide visitor information immediately. This will encourage people to visit Nevada and the railroad. We experienced a significant upturn in business towards the end of last season. To capture this business and maintain our 50% capacity cap, we added trains that were not on the schedule but would cover the increased business. When this happens, we need to respond faster than we are currently doing. By not responding quickly, we are losing possible visitors to Nevada and the railroad. We use our website for more than just showcasing the railroad. Our website is linked to our point of sale provider DoubleKnot. This is key to the overhaul. DoubleKnot maintains our inventory of train tickets, memberships and our online gift store. One part of the project would be to basically create an Editable front to the website and link to the structural backend provided by DoubleKnot for all purchasing and credit card functions. This will be updated too.</p>	<p>Organization is not in compliance with a contract, policy, or agreement with a State of Nevada department or division.</p>
Pony Express Territory	PE-21-01-018	Nevada Northern Railway Foundation	Virtual Time Machine of Historic Train Ride	\$5,000.00	\$0.00	\$50,000.00	<p>Grant funds will be used to cover the travel expenses and production costs to create a series of promotional virtual reality videos relating to the history, preservation and stories of the Nevada Northern Railway National Historic Landmark.</p>	<p>Organization is not in compliance with a contract, policy, or agreement with a State of Nevada department or division.</p>

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

<b>Territory</b>	<b>Grant ID</b>	<b>Organization</b>	<b>Project Name</b>	<b>Request Amount</b>	<b>Award Amount</b>	<b>Total Budget</b>	<b>Funds Usage (Verbatim from the Application)</b>	<b>Travel Nevada Comments</b>
Pony Express Territory	PE-21-01-019	The Greater Austin Chamber of Commerce	Austin Rack Cards/8x10	\$426.62	\$426.00	\$533.27	Due to the continued COVID-19 restrictions, Austin, NV businesses are still trying to recover from the shut down of Nevada. The Austin Community has been dramatically affected by the COVID restrictions, including business closures and looking forward (while learning to navigate thru the continued restrictions and required by state officials) the Chamber has decided providing as much printed material for future tourists is one avenue to continue to promote tourism to the Austin, NV area.	Grant funds will be used to print rack cards promoting Austin.
Pony Express Territory	PE-21-01-020	Western Spirit Foundation	Eureka Gold Rush Games	\$17,500.00	\$10,000.00	\$63,350.00	Nevada Division of Tourism funds will be used exclusively for advertising and marketing expenses designed to attract attendees to the event. We anticipate drawing attendees from all parts of Nevada and to a lesser extent from out of state. For example, we already have known competitors and spectators who will be coming from Colorado and expect to attract others from nearby states. Additionally, our competition coordinator/judge runs the well established Leadville Boom Days competition (a similar event in Colorado), and he has secured equipment donations for the Eureka Gold Rush Games from a mining vendor in that area. Thus, the event has already extended its reach beyond Nevada and is proving to be a draw for both tourists and vendors.	Grant funds will be used to promote a new event in Eureka, NV. All advertising must be outside a 100-mile radius.
Pony Express Territory	PE-21-01-021	White Pine County Tourism Recreation Board	2021 Signature Event Marketing	\$6,000.00	\$5,000.00	\$12,000.00	We will use \$3000 for design work to update our annual event poster/card as well as any other print material for specific events that need to be updated. \$2000 will go to contracting for our press releases and e blasts. \$4000 will go to social media promotion of videos and past content around signature events. \$3000 will be used for targeted digital marketing. With great content and these multiple lines of communication we will reach our target with frequency.	Grant funds will be used to promote various events in White Pine County.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

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Pony Express Territory	PE-21-01-022	White Pine County Tourism Recreation Board	Billboard Redesign and Installation	\$2,500.00	\$0.00	\$5,000.00	\$1000 for design of a new billboard and \$4000 for the installation. The billboard in this location is reserved for municipal use and White Pine County Tourism Board does not pay a monthly rent on this location.	Project is ineligible - the billboard is not outside the required 100-mile radius.
Pony Express Territory	PE-21-01-023	White Pine County Tourism Recreation Board	Mountain Bike Marketing Blitz	\$5,000.00	\$5,000.00	\$10,000.00	\$2000 will be used with our PR firm to do media blasts around mountain biking assets as well as eblast to our subscriber list. \$2000 will be used on design work and printing for posters for our 2 major bike events as well as printing a piece covering the 2 mountain bike road trip itineraries, \$3000 will be used on social media advertising and boosted posts on Facebook, Instagram, and Youtube. \$2000 will be used to secure print advertising in outdoor rec media publications and event poster distribution. \$1000 in prizes for people who complete the White Pine Mountain Bike Mission.	Grant funds will be used to promote mountain biking in White Pine County in various print and digital campaigns.
Pony Express Territory	PE-21-01-024	White Pine County Tourism Recreation Board	Nevada Magazine Advertising	\$3,250.00	\$3,250.00	\$6,500.00	We will use \$500 to contract the design of a new full page ad showcasing our COVID safe summer and fall attractions and experiences. The other \$6000 will be used to secure a full page ad in Nevada Magazine's summer 2021 issue.	Grant funds will be used to advertise in Nevada Magazine.
Pony Express Territory	PE-21-01-025	White Pine County Tourism Recreation Board	Visitors Guide Update and Reprint	\$4,000.00	\$4,000.00	\$8,000.00	We are going to use the same layout as the last visitors guide but switch out stories and photos to update the content. This will save money on design work. We will spend \$3,500 on updating the content of the visitors guide. We partner with the Ely Times on this project. They sell the advertising in the visitors guide and then give us a discounted rate for printing. We have a standing quote of \$4 500 for 15 000 pieces	Grant funds will be used to update and reprint White Pine County's Visitors Guide.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

<b>Territory</b>	<b>Grant ID</b>	<b>Organization</b>	<b>Project Name</b>	<b>Request Amount</b>	<b>Award Amount</b>	<b>Total Budget</b>	<b>Funds Usage (Verbatim from the Application)</b>	<b>Travel Nevada Comments</b>
Pony Express Territory	PE-21-01-026	White Pine Main Street Association	Discover Great Basin!	\$5,000.00	\$3,000.00	\$10,000.00	The Discover Great Basin! marketing project will fund informational brochures that invite visitors to enjoy the myriad of daytime activities, sites and services, as well as the extraordinary dark skies in the Great Basin. The branding stickers will help visitors remember and promote the unique experiences of the Great Basin after they depart. The Discover Great Basin! marketing project aligns with Nevada Outdoor Recreation's Dark Skies bill. Great Basin National Park, Nevada's only national park, has become a destination for visitors during the 2020 pandemic as the national park for social distancing. Great Basin has been discovered!	Grant funds will be used to print brochures promoting Great Basin National Park. Grant funds may not be used for stickers given out in the park itself - marketing must be done outside a 100-mile radius.
Pony Express Territory	PE-21-01-027	White Pine Main Street Association	Ely Mural Tour Brochure	\$5,000.00	\$4,000.00	\$10,000.00	The first community mural project in Nevada was started in Ely in 2000 and has grown to 28 stunning murals and sculptures. The Ely Mural Tour Brochure will provide updated information celebrating the rich history and cultures that settled White Pine County. The brochure will include four new murals painted in 2020, a numbered map, and video/audio information. Many thanks to the Travel Nevada's 'Open and Safe' Grant that provided funding for the spectacular videos and photos of the public art in Ely. The story of each mural is included in the cell phone audio tour. The stunning new images from the 'Open and Safe' Grant will be used in the brochure and links to the videos will be included. The attractive and updated brochure will entice visitors to extend their stay to enjoy the unique cultural experience.	Grant funds will be used to update and reprint the Ely Mural Tour Brochure.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Pony Express Territory	PE-21-01-028	White Pine Main Street Association	Park to Park in the Dark: Itinerary and Branding Development Plan	\$6,000.00	\$6,000.00	\$12,000.00	<p>Inspired by Travel Nevada's Road Trip Destinations and Nevada's incredible night skies, we wish to create the darkest road trip in America, connecting Death Valley National Park and Great Basin National Park via Highways US-95 and US-6, and the rural communities along the route from Beatty to Baker. Travelers will experience Nevada's breathtaking natural and cultural landscape and the astronomical wonders above the horizon line. Funds from this grant will allow us to achieve our objectives and action plan.</p> <p>GRANT OBJECTIVES:                      Itinerary planning: where to explore, play, stay, eat, shop and stargaze along routes US-95 and US-6 from Great Basin National Park to Death Valley National Park. Branding development: logo, postcards, and posters. Educational information on the value of dark sky preservation</p> <p>ACTION PLAN:                      Hire photographer to create new content along route to be shared with 3 counties. Create itineraries with emphasis on where to explore, eat, shop, play, stay and stargaze along the route. Design a map of route with tourism and recreational opportunities.                      Design Park to Park logo. Create stickers, postcards and posters for distribution to visitors.                      Provide educational information on the value of dark sky preservation. Write a universal Press Release for distribution.                      Create eBlast template for agencies and organizations in 3 counties to utilize.                      Design Social Media campaign: funds for boosting posts in 3 counties.</p>	Grant funds will be used to create and promote a dark sky itinerary, focusing on multiple locations throughout rural Nevada.
			<b>Total</b>	<b>\$240,616.62</b>	<b>\$155,131.00</b>	<b>\$497,163.27</b>		

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

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Reno-Tahoe Territory	RT-21-01-001	Reno-Tahoe Territory	Administration	\$3,000.00	\$3,000.00	\$3,000.00	Grant funds will be used to cover the business expenses of the Territory such as annual fee to register with the NV Secretary of State, monthly bookkeeping fees using an independent firm, postage and shipping fees, communications charges, etc.	Grant funds will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, postage, training and education, etc.
Reno-Tahoe Territory	RT-21-01-002	Reno-Tahoe Territory	RenoTahoe.com Management & Content	\$6,400.00	\$6,400.00	\$6,400.00	Funds would be used to contract with an agency to manage content development/implementation, and to update the COVID-related information and images on the website to encourage safe travel to the region. Additionally we would like to ensure all photos and videos are tagged with SEO metadata, and also the videos on YouTube, along with an overall site review to ensure everything is functioning properly.	Grant funds will be used to manage content development/implementation, update information and resources, and tag all photos and videos with SEO metadata on the territory website.
Reno-Tahoe Territory	RT-21-01-003	Reno-Tahoe Territory	RTT Media Hosting and Virtual Outreach	\$14,000.00	\$14,000.00	\$14,000.00	Travel Nevada funds would allow RTT to engage a professional agency to handle: Public relations: Develop and distribute 1 to 2 press releases and media pitches per month focused on the Reno-Tahoe Territory and its members. Media outreach and coordination: Develop a series of written communications that are specific, targeted and customized to key journalists - inviting them to visit the region and complete their features, stories, blogs, social media, within 30 days of visiting. Virtual Media Visit: Plan and host one virtual media tour inviting journalists to attend and learn more about the Reno-Tahoe Territory from the comfort of their home or office. One of the biggest hurdles for the region in hosting media is the cost of travel expenses. Funds provided within this request would help us to cover some of those costs without adversely impacting partners who are already operating with reduced COVID budgets.	Grant funds will be used for media hosting and a virtual media tour.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Reno-Tahoe Territory	RT-21-01-004	Reno-Tahoe Territory	RTT Sales Outreach & Virtual ABA Attendance	\$2,200.00	\$2,200.00	\$2,200.00	Funds would cover registration fees to attend virtual ABA (American Bus Association) as an appointment-taking delegate to promote RTT to important decision-makers with group tour companies. We would also like to be poised to take advantage of other virtual or in-person sales opportunities during the time covered. Grant funds would also be applied to updating our buyer database since so many travel positions have been eliminated during the COVID pandemic.	Grant funds will be used to attend the American Bus Association virtually.
Reno-Tahoe Territory	RT-21-01-005	Carson City Culture & Tourism Authority	Digital and Social Media Strategy Development	\$1,687.00	\$1,687.00	\$3,375.00	The Nevada Division of Tourism funds will be used to rehire Avante Interactive for the development of VCC's digital and paid social media strategies. With limited dollars, and a one-person marketing team that manages digital efforts, ensuring VCC utilizes marketing budget allocations most efficiently is a top priority. Avante is unique as their strategy also includes training of purchasing the ad buys and how to do the ad creation, which is incredibly helpful for the small team in hopes to be independently doing purchasing in the near future. It's to be noted, that little digital advertising was done prior to 2019 and the new, better functioning visitcarsoncity.com was launched in January of 2020. Additionally, with the volatility of COVID, VCC feels a consistent foundation is just starting to be laid for their digital marketing efforts. With this grant, VCC will be able to rehire Avante Interactive to continue to develop and execute campaigns that leverage the very latest tactics available in today's technological landscape. These campaigns will feature Google Ads (display, search, YouTube). The paid social media strategy will allow VCC to develop a comprehensive set of social ads across multiple platforms highlighting specific destination content and ensuring marketing dollars are utilized to target audiences who are the most likely to convert into actual Carson City visitors. These funds will provide VCC with a unique opportunity to experience digital capital growth and expand destination awareness to a broadened audience profile. The right strategic positioning and awareness campaigns will allow VCC to strongly compete with non-Nevada destinations for visitation. There is currently a compelling opportunity to continue to bolster VCC's online presence which will direct higher levels of visitation, economic impact, and destination success.	Grant funds will be used to hire an agency to develop and strategize Visit Carson City's digital and social media marketing.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Reno-Tahoe Territory	RT-21-01-006	Carson City Culture & Tourism Authority	Hulu Advertising	\$4,500.00	\$4,500.00	\$9,000.00	<p>NDOT funds will but utilized to make 3 months worth of direct ad buys on Hulu Ad Manager. This is a beta program not all businesses have access to, but Visit Carson City was approved for in January of 2021. This allows VCC to advertise to "cord-cutters" or TV streamers who have a Hulu account with commercial ads. VCC plans to run 2 simultaneous commercial ads to DMAs outside of a 100 mile radius promoting visitation to Carson City and second ad will target the Las Vegas DMA promoting VCC's Discover Your Capital campaign tying to NDOT's Discover Your Nevada campaign. VCC has been able to afford to test one month of Hulu advertising, something never done by VCC before, and it has performed well. However, VCC feels a larger spend is necessary than can be afforded internally to impactfully drive room nights to Carson City. These funds would allow VCC to continue Hulu advertising and to run a strong ad campaign leading into their busiest season, inspiring travel to the capital city.</p>	<p>Grant funds will be used to market Carson City on Hulu, tying in to Travel Nevada's Discover Your Nevada campaign.</p>
Reno-Tahoe Territory	RT-21-01-007	Carson City Culture & Tourism Authority	Nevada Expedia Group Recovery Co-Op	\$5,000.00	\$5,000.00	\$10,000.00	<p>The funds from NDOT will be used toward Visit Carson City's (VCC) buy-in to purchase the Featured Tier option to the Expedia Recovery Co-Op. The previous co-op VCC participated in with Expedia was incredibly successful for Carson City and truly made an impact for Carson City's lodging properties in difficult times. VCC hopes to replicate and exceed those successes with a larger buy-in. Without these funds, VCC would not be able to participate in the Featured Tier, which VCC feels the \$10,000 buy in would truly make an impact in the Carson City community and for VCC partners and stakeholders.</p>	<p>Grant funds will be used to partner with Travel Nevada and Expedia. A similar project completed previously showed successful results.</p>

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Reno-Tahoe Territory	RT-21-01-008	Carson Valley Visitors Authority	Multi Media Safe + Legends Campaign	\$12,500.00	\$12,500.00	\$70,800.00	<p>The funds will be used for a three-month paid ad campaign. The past year has forced us to step away from most paid advertising (based on volatile state regulations and traveler sentiment). With the help of Travel Nevada, it's time to reengage our audience with an invitation to learn, plan and visit when they are ready. Receiving the grant award for this campaign will allow Carson Valley to expend added funds on our major spring media buying campaign (to encourage visitor generation during our strongest season, summer, as well as into the fall). If the full request is honored, the ratio is a 5 to 1 leveraged match in our largest seasonal destination campaign. The message will be safe and "wide open" and resonates strongly with travelers.</p> <p>This campaign will digitally target our primary audiences with television, online, billboard and social media ads to encourage engagement and action along the purchase funnel from awareness, to our website, to email newsletter sign ups as well as generating reservations/visits. Subject to final approval and using a proven media buying agency we expect to receive favorable rates, which also offers the potential for added value above and beyond the paid buy.</p>	<p>Grant funds will be used to promote Carson Valley utilizing a multi-media approach, including television, Google, YouTube, Facebook, Instagram, digital billboards, etc.</p>

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Reno-Tahoe Territory	RT-21-01-009	Comstock Foundation for History & Culture	Comstock Foundation Audio-Visual Presentations, Television and Radio Campaign	\$15,000.00	\$12,000.00	\$30,000.00	<p>Funds will be used for producing promotional videos for the Comstock Foundation for History and Culture, along with radio ads. The ads will run on Spectrum / Direct TV local channels, PBS Reno, and radio ads will run on KUNR Radio (NPR). This tourism-driven project relies on television and radio advertising that targets a vast area of northern Nevada and northeastern California: as far north as Denio, and as far south as Hawthorne in Nevada, and Bishop/Mammoth Lakes in California, and east-west from Incline Village, Nevada, and Truckee, California to Elko. The ads will cover an immense service area, made possible by fifteen translators in rural areas and KNCC in Elko. The ads will also run in the Reno, Sparks, and Carson City markets. The radio ads can be heard via streaming at Lake Tahoe and beyond.</p> <p>The videos will also be featured on ComstockFoundation.org, and the organization's YouTube channel. All of these media channels will run in tandem in order to leverage the effort, and the frequency of the advertisements will be monitored and adjusted seasonally. The online efforts will enable the videos to reach regional, national, and international audiences (in 2020, the website was visited by 69 countries and all 50 states).</p>	Grant funds will be used to promote visitation to the Comstock through video creation and advertising on television and radio.

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
Reno-Tahoe Territory	RT-21-01-010	Piper's Opera House	Marketing for Piper's Opera House	\$3,000.00	\$3,000.00	\$6,000.00	<p>Piper's Opera House is truly one of the last of its kind in our region and, as we've seen in the recent past, having funds to help promote the new and existing programs is extremely important to its success. Our goal with these funds is always to position Piper's Opera House as one of Nevada's premier performing arts facilities focusing on history, tours and newly established monthly events. These funds will allow us to continue to provide consistent creative marketing, partner with local advertising through CarsonNow and the Comstock Chronicle, and ensure that Piper's is proactive in its marketing strategy.</p> <p>More specifically, three types of social ads will be placed each month promoting the monthly activities. Direct ads, which will target demographics by type including those that would be interested in the activities being offered. Lookalike ads, which find current subscribers and those that have expressed an interest in Piper's by visiting the website and target those individuals as well as others that act like or resemble that audience. And remarketing ads, which remarket to individuals how have engaged with Piper's social channels or who have visited the website. We also plan on utilizing some of these funds for promotion of our Spring performance. This will include a combination of paid social ads and CarsonNow.org as well with a possibly allocation for sponsored posts and an article on ThisIsReno.com. The social ads would include direct, lookalike and remarketing. CarsonNow would include a combination of billboard and in-story ads.</p>	Grant funds will be used for social media and digital marketing. Grant funds may only be used to promote Piper's Opera House outside a 100-mile radius.
			<b>Total</b>	<b>\$67,287.00</b>	<b>\$64,287.00</b>	<b>\$154,775.00</b>		

**Fiscal Year 2021 Rural Marketing Grant Recommendations**

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from the Application)	Travel Nevada Comments
State-wide	SW-21-01-001	Nevada Outfitters & Guides Association	Website Advertisement and Banner Ads	\$800.00	\$800.00	\$1,000.00	Funds will be used to promote NOGA, it's website, NOGA members and their websites, Associate members and Travel Nevada. To date NOGA's website has received over 100,000 hits. The click thru links have been followed over 4700 times...this includes the Travel Nevada link. The hunt magazine that the ad for NOGA is included in is distributed to all hunters that receive hunting tags for big game in Nevada....over 20000 tags are issued for hunting big game and each successful hunter received the magazine with the NOGA ad in it. The magazine is also available at no cost at sports & hunting retail stores which would then make it available for outdoor enthusiasts for fishing, hiking, and outdoor recreation. Due to covid restrictions...sport shows and travel shows were not held in Nevada and Utah...so this is Nevada Outfitters & Guides Association only resource for promoting their organization, it's members and what it offers to the outdoor enthusiast.	Grant funds will be used to advertise Nevada as a hunting destination through banner ads.
			<b>Total</b>	<b>\$800.00</b>	<b>\$800.00</b>	<b>\$1,000.00</b>		

**Grand Total                    \$657,757.92   \$500,000.00   \$1,198,534.88**