

Territory	Grant ID	Organization	Request Amount	Recommend/	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from	Final Comments
Cowboy Country Territory	CC-23-02-001	Cowboy Country Territory	\$84,500.00	\$84,500.00	\$84,500.00	<p>NDOT funds will be used to cover the cost of Cowboy Country Territory's ongoing marketing efforts. Our intent is to continue with our current TV campaigns in Reno and Salt Lake City and Digital Billboards in Reno utilizing the 30 sec. videos created in FY22. These campaigns will be seen by over 6 million people.</p> <p>Cowboy Country will utilize the internet through social media (Facebook and Instagram) and co-op with Travel Nevada to advertise on Expedia. To date, CCT has received over 800,000 impressions on Facebook.</p> <p>We would like to partner with Travel Nevada on any sales missions that may be coming up in the spring, attend IPW (all travel expenses, etc.) and develop business relations in different states promoting Nevada and CCT. Cowboy Country wants to continue its excellent partnership that it has with Travel Nevada and promote all of Nevada.</p> <p>Our objective is to promote Nevada and attract guests to visit rural Nevada increasing overnight stays in our communities.</p>	Cowboy Country Territory should be funded because it promotes all the communities in Northern Nevada.	Approved, we would like to see more results included based on the reported successes. If Facebook and Expedia are directing consumers to Nevada's Cowboy Country website, we need to see TN Logo updated and a more apparent call to action.
Cowboy Country Territory	CC-23-02-002	Elko Convention & Visitors Authority	\$42,000.00	\$42,000.00	\$112,000.00	<p>Placer.ai - Analytics and Data</p> <p>The Elko CVA needs a grant to fund a Placer.ai subscription for our organization which will enable us to get visitation data on any place in our area served, as well as competitive destinations nationwide.</p> <p>Placer's mobile location data will allow us to get highly accurate counts of visitors to our events and destinations, as well as where they live/work, where else they go (what the economic impact of that visit is!), what they're like demographically and psychographic ally, the routes they took to get there, and what types of places they like in general so that we know what we need to market and/or attract. Placer can even provide all those datapoints for people who are driving through the Elko area and not even stopping to help understand how to better market to that group we're currently missing.</p> <p>Right here in Nevada, the City of Henderson and Downtown Reno Association are also already Placer customers--after both having vetted Placer extensively--and are using Placer to plan for parks, city events, and economic development more strategically. Placer.ai will allow the ECVA to discover our trade areas and focus on an overall better marketing strategy to leverage new marketing insights and build data driven strategies.</p> <p>Google Prospecting & Responsive Display & Choozle Connected TV / OTT</p> <p>The Google Prospecting & Responsive Display ads will include 3 sets seasonal/Halfway to Yellowstone and video's focused on the Northern California markets. This campaign will use Connected TV / OTT and will promote the ECVA branded video message to give potential visitors a full screen ad experience during TV app activity or streaming. Combined with IP matching technology, remarketing to those previous viewers on mobile and desktop devices connected to the home location where the ad was delivered</p>	The ECVA's marketing budget will be decrease by 141,000 dollars for the next 4 years due to other obligations out of our control. Any support from the Travel Nevada grant program will help to ensure our marketing programs continue and to ensure that our data is efficient and effective	Funding is approved for Analytics and data, Google Prospecting & Responsive Display & Choozle Connected TV / OTT. Great robust marketing plan.
Cowboy Country Territory	CC-23-02-003	Elko Desert Sunrise Community Fund	\$26,500.00	\$24,000.00	\$48,000.00	<p>Attached, your review team will find the proposed contract pricing for *) Rights to use professional photographs; *) Filming, editing, and production of 15 & 30-second video footage; and *) (Three separate) Proposed - Targeted social media plans designed to reach markets at least 100 miles outside of our Elko area communities. On Saturday, June 24, 2023, we will hold the 3rd Annual Ruby Roubaix Gravel Fondo. In June 2021, we registered 205 athletes, of which 137 resided 100 miles or more outside our community. In June 2022, we registered 126 athletes, of which 88 lived 100 miles or more outside our community. Our goal in 2023 is to register 350 participants - 200 who will travel 100+ miles to reach our event. Cycling is a family-friendly sport. Families and friends travel in groups to support one another. All four distance categories depart the starting line between 6:00 and 8:00 AM. Therefore, most out-of-town athletes arrive by Friday afternoon to check into their hotel rooms, enjoy a meal, and prepare for the early morning event. Most athletes who ride the 62 and 117-mile courses cross the finish line mid-day and then sit in the shade to recover, celebrate with friends, and enjoy the free meal and beverage provided as part of their entry fee. Our event website promotes local culture, area events, tourist attractions, and many of rural Nevada's exciting and attractive features. We believe the most significant difference between 2021 and 2022 registration was due to a more assertive social media outreach in 2021. We have also moved our annual event to the 4th Saturday in June to accommodate visitor event traffic in Lamoille. In addition, we will collaborate with Elko Convention and Visitors Authority to share drone video footage and professional event photographs for TV ads and social media.</p>	Cyclists throughout the US are very interested in this type of event. We need the networking expertise and support of Travel Nevada and ExploreElko.com to spread the word professionally and compellingly. Tourism benefits everyone. We would love to contribute to the diversity in Cowboy Country.	Funding is approved. Seek opportunities to attract more visitors by cyclist publications placements.

Territory	Grant ID	Organization	Request Amount	Recommend/	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from	Final Comments
Las Vegas Territory	LV-23-02-001	Las Vegas Territory	\$125,000.00	\$44,000.00	\$125,000.00	<p>Las Vegas Territory's primary objective is to promote rural tourism in Southern Nevada. We propose to do this in the following ways for the grant cycle.</p> <p>Create and host a sales mission in a high-traffic Vegas bound market</p> <p>Participate in Travel Nevada events. Host our own FAM trip(s) with vetted travel providers, media.Social media campaigns and paid digital marketing,PR outreach,Marketing,collateral</p> <p>Website product points of sale.Each line item of the grant works together in achieving our goal to promote adventure awaits explore.lasvegasterritory.com and inspire travel, increase visitation, length of stay to adventure beyond the neon, and bring business to our members and all tourism entities in Southern Nevada.Following Travel Nevada pillars as our guideline, stories are conceptualized and brought to life by putting our best foot forward in promoting the uniqueness of our rural areas and why one must adventure beyond the neon.Our methods have proven to be successful. A few highlights:</p> <p>30-45% booking success rate from previous sales missions 2 media placements from pre-COVID FAM trip 48% increase in newsletter subscribes since inception in 2021 following travel and adventure events and missions</p> <p>48% increase in Instagram following since prioritizing in 2021</p> <p>2,900 unique visitors on average per month since new website and marketing initiatives began in 2021</p> <p>For tracking purposes, social media, newsletters and website analytics reports will be compiled monthly to ensure effectiveness. For events like sales missions and FAM trips, a survey will be created and sent to participants - giving a reasonable amount of time after the initial event to gather data with a series of booking questions.</p>	We need Vegas tourists to see rural Southern Nevada as a viable option before promoting any one business, chamber, etc. Las Vegas Territory maximizes funding by providing cohesive destination marketing for our rural cities, and opportunity to cross-promote travel into neighboring territories.	Partial funding for Administrative functions and mission Funding integrated websites not approved.
Las Vegas Territory	LV-23-02-002	City of Mesquite	\$11,175.99	\$11,176.00	\$26,351.98	<p>The City of Mesquite (COM) provides safe, equitable, and inclusive access to community parks, trails, and recreational areas. COM recently constructed an Off-Highway Vehicle (OHV) staging area, which provides a safe location for visitors to park their towing vehicles and trailers while exploring the breathtaking scenery surrounding the Mesquite area. The OHV staging area is next to the Virgin River and a prime egress point to trails in Nevada and Arizona, including Gold Butte, the easternmost extension of the Mojave Desert, between Lake Mead National Recreation Area and Parashant-Grand Canyon National Monument. COM also added a pickleball court complex in early 2022. Kiosks to market local and surrounding businesses, such as casinos, hotels, restaurants, and retail establishments will be placed at the OHV staging area and the pickleball complex, which is vital in generating increased revenue.</p> <p>COM was awarded grant funding during FY22 Cycle 2 and FY23 Cycle 1 for a billboard advertisement and printed collateral to distribute along I-15 to increase tourism to the area, creating economic vitality for local businesses, the COM, and the state of Nevada. COM had a 15% room tax increase in the 2nd quarter of 2022 compared to the 2nd quarter of 2021, indicating an increase in visitors to the area.</p> <p>COM is excited to collaborate with Friends of Gold Butte during this grant cycle. If awarded, the funding will be used to purchase digital advertisements with Nevada Magazine, an ad in the View On magazine, and the production and distribution of rack brochures. All advertisements are intended to promote the City of Mesquite and its surrounding areas, including Gold Butte. The printed advertisements will be distributed in Southern Utah, Las Vegas travel areas, and the Harry Reid Airport for travelers worldwide to view. Digital ads will be seen nationwide.</p>	Our project should receive funding as the COM, and its surrounding areas offer uninhibited spacewith hundreds of miles of trails; inspiring discoveries such as Gold Butte National Monument andmany more breathtaking areas; unexpected diversity for all ages such as trails for walking, biking,bird watching, relaxing, swimming, gaming and much more; and rewarding adventures for all visitors!The funding will ensure that our advertisement is seen by thousands of potential visitors.	Grant Funding based on targeted out-of-state visitors only. Would like to see reported successes.
Nevada Indian Territory	IT-23-02-001	Nevada Indian Territory	\$15,608.00	\$15,608.00	\$15,608.00	<p>Travel Nevada Grants</p> <p>The main goal the Travel Nevada grants is to strengthen cultural awareness and cultural identity by implementing the principles of sustainable destination planning and marketing which utilizes best sustainability practices with a clear definition of a vision, mission, guiding goals to provide the pathway to improve the overall quality of life (QOL), health of the land, and health of the indigenous Nevada Tribes.</p> <p>The objectives for the Nevada's Indian Territory (NIT) Travel Nevada grants is to provide marketing through artificial intelligence, destination development, promotion items, trade shows, implementing best tourism practices, and create economic development opportunities that are inclusive of 28 Nevada Tribes.</p> <p>NIT will use the requested \$15,608 Travel Nevada grant money to sponsor numerous Nevada powwows and cultural events, market Nevada's Indian Territory through artificial intelligence, and develop destination itineraries of Nevada's Great Basin.</p> <p>The NIT Travel Nevada grants satisfies all the pillars of Travel Nevada. NTPG ensures cultural diversity, promotes tribal inclusion and markets authentic experiences through inspiring discoveries and eclectic experiences.</p>	NIT is inclusive of all 28 Nevada Tribes to market authentic destinations that promotes cultural and art diversity, transformative experiences, creates economic opportunities and most importantly improves the quality of life for our Nevada Tribal communities. To strengthen cultural awareness!	Funding approved for Powwows, IPW and promotional items. Recommend a strategic marketing plan with a clear mission statement.

Territory	Grant ID	Organization	Request Amount	Recommend/	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from	Final Comments
Nevada Silver Trails	NS-23-02-001	Nevada Silver Trails	\$35,150.00	\$35,150.00	\$35,150.00	Funds will be utilized to develop a comprehensive strategic marketing plan for the Territory, as requested by the grant recommendations made during cycle 1. Our request during cycle 1 was for \$173,929.34 and we were awarded \$85,104.50. That means that the majority of our projects are not taking place and our Territory communities are receiving less marketing. We would like to request that some of our projects are funded before the marketing plan is completed and would therefore like to request funding for brochure reprinting, development of three itineraries, ads in three "Nevada Hunting and Fishing Regulations" Guides, as well as a website search platform integration. Our board, volunteers, and contractors have chosen these projects because they are needed and will generate the best results. The Territory has no printed brochures and our volunteers will administer the distribution. As itineraries can be distributed through various websites, we believe this is a very efficient marketing project to get people to see our Territory. The Hunting and Fishing Guides have proven to be an effective way to reach those travelers with interests in what our Territory offers. The search platform integration is necessary for our website to allow visitors to search for specific activities or attractions. Our Territory is the largest Territory in the State and it is therefore difficult to find relevant information on our website. Only two of our communities have a paid tourism department. Without the Territory marketing, many of the communities, as well as other attractions such as parks, wildlife refuges, museums, ghost towns, etc., would not be promoted at all. Many of these communities and attractions are within convenient driving distance to Las Vegas and have the potential to draw many overnight visitors into our Territory. These projects can substantially increase room tax collections in our Territory.	We are the largest Territory and represent over 20 communities. Most of our communities have extremely limited funding and only two have paid staff. We can provide more cost-effective marketing for the Territory's communities, attractions, and activities.	Funding strategic plan, no support hunting and fishing guides which is not part of our pillars. Recommend going through NDOW for support. Collateral ok if updated.
Nevada Silver Trails	NS-23-02-002	Laughlin Tourism Commission	\$40,132.00	\$40,132.00	\$150,000.00	The Laughlin Tourism Commission is requesting advertising and marketing support of a first-time airshow event that is open to the public. The Laughlin Bullhead Airshow is a premier one-day aviation extravaganza to be held on April 1st, 2023, to celebrate United States Aviation Heritage & History. The family-friendly airshow will feature aerobatic acts, static aircraft displays, military exhibits, free general admission, VIP viewing, a vendor area and concessions. The goals are 1) to drive visitation and incremental room nights in Laughlin, 2) introduce a new visitor demographic, 3) establish a signature annual event that will be self-sustaining, and 4) to position Laughlin as a military and family friendly destination. These goals align with Travel Nevada's mission to promote rural Nevada as a place for outdoor adventure, with wide open spaces and unique attractions, family-friendly experiences, and special events. The objective is to use targeted paid media outlets such as print, digital ads, social media engagement, boost Facebook posts, and strategic digital billboard placement in locations along high traffic roadways in Laughlin's primary feeder markets of Southern California and Phoenix to generate room nights at the seven Laughlin resorts. This is a first-time event therefore no benchmarks or past results are available to measure against. There will be an attendee intercept survey implemented at the event to create those benchmarks on visitor demographics and behavior, trip attributes, travel decision-making and budget with which to measure the success of the multi-medium advertising campaign. Furthermore, this event ties into the mission by enriching travel experiences Nevada offers and promotes statewide economic health through tourism and aligns with the FY22 Strategic Plans. With the main goal being to increase overnight stays and spending, contribute to the long-term growth and sustainability of local tourism economies such as Laughlin.	The project is a partnership of communities and organizations. Attracting over 10,000 tourists, filling over 11,000 hotel beds throughout the community, plus spurring spending locally. Benefits include increased economic activity, the State and local government can expect an increase in tax revenue.	Funding Approved for advertising and marketing for Airshow, project goal was clearly defined. Would like to see reported successes.
Nevada Silver Trails	NS-23-02-003	Lincoln Communities Action Team, INC. (LCAT)	\$55,627.00	\$55,627.00	\$55,627.00	LCAT is a 100% volunteer organization and is not directly funded by any government or room tax entity. We found that a lack of focused advertising, to promote the wonderful assets and events in Lincoln County, was degrading room stays and the local economies. LCAT has been building a foundation that promotes tourism in ALL parts of the county, as much for economic development, as to share the plethora of attractions and the unique destinations throughout, to an audience that doesn't know of their existence. The recent rebranding process (partially funded by NCOT) has left us with a larger problem to conquer. Our marketing pieces, advertising and merchandise all need to be updated. Our new logo and tag line will need to be marketed as if brand new. Our efforts will have to be widespread in order to bring ourselves back to a recognizable entity. Grants from NCOT will help us "spread the word," and encourage visitation and longer stays. This grant request is a combined application that includes (1) website management & marketing; (2) social media postings and boosts to targeted markets for attractions and events, (3) advertising campaigns to vertical markets (biking, hiking, off-roading, hunting, camping, etc.) as well as general marketing of parks and the wide-open spaces that rural Nevada has to offer, and (4) a refresh of our visitor guide with the new branding. LCAT targets visitors from Southern Nevada, West & Southwest Utah, Southern California, and Northern Arizona. Our goal with Cycle 2 is to continue to support and manage a fluid, rebranded web presence; create more paid boosts on Social Media and expand our presence; publish supporting materials in magazines and newspapers (both print & digital); and, update literature to convince visitors to spend several days or multiple trips to our area.	Without LCAT's volunteer efforts & NCOT, Lincoln County would fade into the background of larger, well-funded attractions. Outdoor recreation, in a county that is 98% public land managed, needs LCAT & NCOT funding to promote the hidden gems in our region for consistent tourism & economic growth.	Recommended updates completed from the previous cycle. Grant funds approved for this cycle for Web/Social Media marketing, print media, and an updated visitors guide.

Territory	Grant ID	Organization	Request Amount	Recommend/	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from	Final Comments
Nevada Silver Trails	NS-23-02-004	Night In The Country	\$10,000.00	\$0.00	\$20,500.00	As Night in the Country moves to a new piece of pure farmland in Mason Valley for our 2024, we know that communication and messaging to both our fans and the local community will be vital to make the smooth change before renewals start on-site at the 2023 festival. Our goal is to educate as many stakeholders as possible of this process through social media pushes, direct email campaigns and heavy messaging on our website. While we are thrilled for the start of a new area to Northern Nevada's biggest music festival, we also know that we need to do all we can to get this move right so that our fans and the local community have a seamless transition to our bigger stomping grounds! With a successful move and renewal process, we know that we can continue as the lead fundraising event for Boys & Girls Clubs of Mason Valley and as the significant economic driver in the area.	Night in the Country is about to enter a new era on new ground. In order to continue the success of this event for Boys & Girls Clubs of Mason Valley and the Northern Nevada tourism industry, these funds will go toward pushing key messages of our move to fans and the local community we call home.	Declined, the event is self sustaining. Does not support room tax.
Nevada Silver Trails	NS-23-02-005	Town of Tonopah: Special Revenue Tourism Fund	\$16,650.00	\$0.00	\$16,650.00	Funds will be utilized to design and place full-page print ads in two of the Nevada Magazine Visitor Guide, as well as digital ads on NevadaMagazine.com and within the Nevada Magazine monthly newsletter. The digital ads will allow for tracking of generated clicks. We have found that our unique local attractions, one of a kind activities, as well as family friendly events are very appealing for many visitors, especially from Las Vegas and bordering California towns. We want to continue informing Nevadans about how to "Discover Your Nevada" and keep our marketing in line with Travel Nevada's messaging. Tonopah has increased its room tax collections by 45% in only five fiscal years since the Town has begun its advertising which was only possible through Travel Nevada grant funds. We know that in order to continue increasing visitation and therefore increasing tax collections for the Town of Tonopah, Nye County, and the State of Nevada, as well as increasing revenue for our local businesses, we have to actively promote our unique attractions and activities as mentioned above. By working in cooperation with local non-profits that tie into the tourism sector, we can further the reach of our campaigns. If the Town were to not receive grant funds, it would be detrimental not only to the Town but to most of its businesses that are in the hospitality sector.	The only funding we are requesting is to continue to publish with Nevada Magazine for the upcoming Summer and Fall issues for 2023 with new ad designs. Monthly e-newsletter ad, February-October 2023. Monthly web leaderboard ad, February-October 2023.	Declined, application incomplete. Unable to determine events. Recommend establishing a tourism marketing plan.
Pony Express Territory	PE-23-02-001	Pony Express Territory	\$92,854.00	\$42,854.00	\$96,935.39	The grant request on the 2nd cycle is being used to help to promote more travel along Highway 50, "the Loneliest Road" We are targeting potential visitors from The Reno/Carson/Minden areas along with the foothills of the Sierras. We are also, marketing to the people with the most disposable income, the snowbirds, they are always looking for new routes and new things to see and do. They can spend time traveling and we want them to come see us!! PET always uses their grant funds to promote bringing more visitors across Highway 50, which in turn helps bring more traffic to all of Nevada as our Territory goes east and west across the entire state. We advertise in publications, do television ads, radio ads, digital billboards and have a great web presence already and hope to continue with this. Our social media is doing really well, and we continue to bring in more followers. Our objective is and has always been to bring more visitors to our great state and more precisely along Highway 50 to visit our communities, do our attractions, come to our events and support our economy, thus encouraging them to spend several nights and spend lots of money. Heads in beds equal more room tax revenue. Our past results have been awesome, we see an increase in web traffic almost monthly, with lots of new and unique visitors, they search out the events we promote, they request more information, and stop in our visitor centers to gather brochures and ask questions. WE ARE getting the word out. All of what we are accomplishing ties directly into the Travel Nevada's Mission Statement by promoting tourism throughout all of Central Nevada and all of Nevada.	PET helps promote our great state and works to bring more visitors across Highway 50, by doing this each of the communities continue to have economic growth. By bringing them into the center of the state, they have to travel through other parts of the state or fly into one of our major airports.	Partial Funding available for Visitor's Guide, Print, and Travel Shows. Swag, TV, and Billboard would like to see more results before moving forward with funding. Would like a clearly defined strategy with trackable data and a robust marketing plan required for future funding.
Pony Express Territory	PE-23-02-002	Nevada Northern Railway Museum	\$18,300.00	\$0.00	\$36,717.00			Declined, ineligible due to grant guidelines compliance
Pony Express Territory	PE-23-02-003	The Ely Film, Art, and Music Festival	\$9,000.00	\$9,000.00	\$32,500.00	This grant request is to support the annual Ely Film, Art, and Music Festival in Ely, Nevada taking place March 10, 11, 12, 2023. In the exact same manner as last year's Travel Nevada Rural Marketing Grant for the Ely Film, Art, and Music Festival, these funds will be used to secure a professional digital marketing agent to digitally promote student participation, bolster state college participation, as well as develop marketing strategies to increase out-of-area visitation to Ely and White Pine County. Our event supports surrounding counties with incoming and outgoing visitor traffic with an expected 200+ crowd returning to Ely for the three day event. Our goals, mission, and plan for the Ely Film, Art, and Music Festival remain the same as previous years: to support tourism and local businesses while increasing student awareness of fine arts and media technologies and providing a festival to showcase artistic talents against a backdrop of the rich film history of our region and state. Over the past three years, the Ely Film Festival has grown, increasing in crowd size, as well as filmmaker, musician, and artist participation. This organization has expanded artistic outreach across the state and focuses on educational programs for Nevada students. We have also expanded efforts to support tourism in Ely and White Pine County. We anticipate the March 2023 event will host its largest crowd as we have generated new partnerships across the state and intermountain west. We attract a theater full of locals as well as tourists from out of the area, and international guests from around the world, all gathering in rural Nevada to view the rich history of major motion pictures created in the Silver State, and supporting the education of students in the fine arts and media technologies.	The Ely Film, Art, and Music Festival's main component request for this grant's funds is to secure a digital marketing professional. This combined with helping advertising in local and state newspapers as well as radio and digital news outlets, the Travel Nevada Rural Marketing Grant will be implemented to promote rural Nevada as a must see destination for all cinephiles, photographers, and artists.	Grant funding approved. Would like to see event focus geared to a tourism event for future funding.

Territory	Grant ID	Organization	Request Amount	Recommend/	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from	Final Comments
Pony Express Territory	PE-23-02-004	Visit Fallon-Fallon Convention & Tourism Authority	\$50,000.00	\$50,000.00	\$100,000.00	Visit Fallon's overall marketing and advertising strategies integrate all of Fallon's promotional efforts relative to special events both in person and virtually, as well as regular events and promotion of Fallon informational pieces such as the TravelStorys app episodes, Oral Histories, and more. Alongside this, we deploy targeted paid media dollars that are in line with the Visit Fallon Middle of Everywhere campaign that encourages visitation and overnight stays to Fallon and increased length of stays overall. All of these combined dollars are in an effort to promote tourism and visitation to the areas within Fallon city limits, greater Fallon/Churchill County, as well as throughout the Pony Express Territory - continuing the tie in of opportunities to Visit Fallon and amazing rural Nevada communities across the board. With grant funds in the past, through Travel Nevada, we have seen exponential growth in the awareness and popularity of events, interest and engagement with ads and posts online and overall growth in Fallon as a destination. Not only do these funds help us to promote this great place as a facet of the whole State of Nevada, but it also enables us to enrich the visitation experience by providing better tours, educational pieces, and integration of events.	We not only believe in the promotion of Fallon for visitors and locals alike to engage with the community, but also with greater Fallon and rural Nevada communities along the Pony Express Territory	Abbi Agency is a well thought out strategic marketing plan. Comprehensive grant application. Recommend a more detailed breakdown within the application.
Pony Express Territory	PE-23-02-005	White Pine County Tourism and Recreation	\$22,000.00	\$22,000.00	\$44,000.00	White Pine County Tourism and Recreation is applying for 4 projects that will increase the reach and impact of our marketing as well as help further develop the success of a major new event and a major celestial event. The first project is to help us work with Certified Folders to distribute our Top 15 Brochure to all of our surrounding drive markets. There is a major need for increased distribution of marketing material into surrounding gateway communities. We are asking for \$9000 to go towards a 6-month campaign during road trip season, April 2023 - September 2023, that would cost \$18,000 total to distribute material to 12K locations monthly in Nevada, N. California, and Utah. The second proposal is to capitalize on first year successes by conducting a comprehensive marketing campaign for the 2nd Annual Schellraiser Music Festival, June 1-3, 2023 in the markets that showed the most interest in the inaugural event, northern and southern California. We are asking \$5000 to go towards a \$10,000 campaign matching the amount spent last year just with much more focused targets. The third request, in partnership with Great Basin National Park, is to help promote White Pine County as the premier destination to view the solar eclipse on October 14, 2023. Rural communities in the west saw huge gains during the last total solar eclipse visible in the USA. We expect the same excitement for this eclipse and are asking for \$3000 to conduct a \$6000 campaign to capitalize on it. Finally, we are requesting \$5000 towards the \$10,000 total to help with the redesign and printing of our annual visitors guide which is photo and story heavy and showcases the spirit of White Pine County. There is a need to refresh the content and increase the printing up to 20,000 units.	These projects support Nevada's identity of big landscapes, rich arts and cultures, and inspirational experiences. We have a record of successfully completing projects that have a regional impact. A tourism anchor for eastern Nevada, neighboring communities also see a benefit when people visit Ely.	Approved. A collaborative, well thought out complete application.
Pony Express Territory	PE-23-02-006	White Pine Main Street Association	\$8,808.00	\$8,808.00	\$23,402.00	Take the Path of Eclipse Totality to White Pine County! All are invited to be a part of astrotourism history by viewing the 2023 total eclipse in the path of totality in White Pine County. There will be prime viewing locations throughout the county, including Great Basin National Park. A "Great Eclipse 2023 in White Pine County" logo will be developed to brand the marketing campaign that includes print and digital media, as well as postcards delivered to Clark County homes. White Pine County is the best destination to visit and view of the Great Eclipse of 2023!	White Pine County is directly in path of totality of the 2023 Great Eclipse and will attract visitors to the area from western states for several nights, providing an economic boon to the area. We will partner with Great Basin National Park to provide exciting astrotourism and eclipse events.	Grant funding approved. Recommend broader strategy, packaging, and strategic planning for more comprehensive channel distribution.
Reno-Tahoe Territory	RT-23-02-001	Reno Tahoe Territory	\$45,700.00	\$45,700.00	\$57,400.00	Website Marketing and Maintenance, and Google Ads: Grant funds support the ongoing website maintenance and marketing efforts of RenoTahoe.com through a solid content strategy and paid Google Ads. The goal, increase visitation to the website by ensuring content is accurate while also driving traffic through a paid ad campaign. With this, RTT has flexibility to adjust the efforts in response to the environment, especially as we continue to see an increase in travel (business, sales, and leisure). Earned Media, and Content Creation: RTTs public relations program generates earned media coverage for the region and its partners for five years. For FY 2021-22, featured coverage includes national-level outlets (Forbes and others); since 2020, 170+ million in online readership has been generated. The objectives is to reach an audience of 250 million through earned media coverage, increasing coverage by 10% over prior year and increase website organic search ranking. Media Hosting: Throughout the pandemic, the Territory has maintained a robust communications strategy thanks to the support of Travel Nevada. This is accomplished by hosting journalists from major outlets to high-yielding online publications, who want to visit and write about experiences. As such a strong component of the program continues to be inviting media to visit the destination and hosting them while they are here, having the costs covered makes it an easy conversation to have. Sales: The intent of this grant is to support sales opportunities presented by Travel Nevada, attend ABA and provide additional support to territory members for sales FAMs. The funds will be specifically used to support the sales efforts that Travel Nevada is planning/hosting including West Coast receptive event, East Coast Sales mission, and Canada Mission. This is an excellent way to showcase RTT to a broader audience which the individual DMO could not reach on their own.	The goal of the grant requested by Reno-Tahoe Territory is to capitalize on opportunities that our individual members may not be able to do on their own. Whether this is through collaborative marketing and media hosting or sales opportunities. All benefit the RTT members and the state as a whole.	Approved to Fund administrative functions of the territory, Travel Nevada recommends clearer direction for consumer-related initiatives.

Territory	Grant ID	Organization	Request Amount	Recommend/	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from	Final Comments
Reno-Tahoe Territory	RT-23-02-002	Brewery Arts Center	\$4,275.00	\$4,275.00	\$85,275.00	<p>The Brewery Arts Center is partnering with Northern Nevada Black Cultural Awareness Society to create a first ever Juneteenth Celebration in Carson City as a kick off event to the already established Levitt AMP Carson City free summer concert series. This is a new event for Carson City and we think with the proper publicity and marketing, it will be a legacy event for our area culminating in a Free Concert on June 17 on the Levitt AMP Carson City stage. We are currently in negotiation with Black Violin for this concert sure to bring in fans from all over the Western Region. June 19th or "Juneteenth" is a very important day in African American history. Juneteenth, or "Freedom Day" is the oldest nationally celebrated commemoration of the ending of slavery in the United States.</p> <p>This holiday is considered the "longest running African-American holiday" and has been called "America's second Independence Day." It was on June 19, 1865, that Union soldiers, led by Maj. Gen. Gordon Granger, landed in Galveston, Texas with news that the war had ended and that all slaves were free.</p> <p>On June 15, 2021, the U.S. Senate unanimously approved the bill that makes Juneteenth a legal public holiday. On June 17, 2021, President Biden signed into law Senate Bill 475 (S. 475) making "Juneteenth" a federal holiday.</p> <p>Levitt AMP Carson City is a 10 week free summer concert series currently in its seventh season and already has a well established base of 2000-3000 concert goers each week to build its audience from. Funded in part by the Levitt Foundation out of Los Angeles, the goal of the series is to unite a community using the power of free, live music.</p>	We are requesting funding for marketing only because appropriately marketing an event will result in more support for the event overall both economically and as a way to build advocates for its success in future years.	Grant presents opportunity to expand out of state visitors by collaborating with Carson City on promotions.
Reno-Tahoe Territory	RT-23-02-003	Carson Valley Visitors Authority	\$30,000.00	\$30,000.00	\$143,845.00	<p>This submission is an extension from our original grant request in Cycle 1. Our intention is to carry forward with largely the same program, yet we have added some enhancements based upon current performance indications. Our objective remains to generate new eyes/leads to our region. The priority for this request is isolated to our foundational digital and traditional advertising plan. It will be prepared and executed with professional guidance by a valued contractor team.</p> <p>The creative brand campaign presents the various "Legends" of the Carson Valley, offering a vast array of unique and valued experiences. Storytelling helps us to connect people with the place. Digital and traditional messaging will help us expand our reach out-of- market during all four seasons.</p> <p>To remain competitive and continue to grow awareness, we must market to new and targeted consumers, whether they are devotees of an outdoor sport or adventure, or travelers who respond to special interests such as history, arts, culture or dining. All efforts will be tracked through our website and other measurable reporting mechanisms. We fully intend to integrate all aspects of our marketing efforts to support this initiative (yet they are not a factor in this funding request). Website (fulfillment), public relations outreach, regionalized print ads including Nevada Magazine, and consistent organic social media.</p> <p>The successful award from this 2nd cycle request allows us to carry on and employ a comprehensive and robust strategy throughout the entire fiscal year. We equally offer a 5 to 1 ratio in total spend vs the requested grant dollars from Travel Nevada.</p> <p>Here are a few past result highlights from the 2021-22 Fiscal year: Digital campaign impressions were 25.8m. Landing page views - 41.4k. Social engagements - 14.4k. Video completions - 1.9m. Search - 13.6k clicks, 1,180 conversions.</p>	As the smallest DMO in the territory, we are thankful and reliant on the support provided by TN. This request is central to the core efforts of our destination and presented with the thought that TN values programs offering leverage. We've also enhanced the plan for a stronger presence year round.	Project needs to show futher sustain ability and continued growth for future funding.
Reno-Tahoe Territory	RT-23-02-004	The Comstock Foundation for History and Culture	\$15,000.00	\$15,000.00	\$15,000.00	<p>Our projects have become a major voice for The Comstock Foundation for History and Culture. The organization has won many awards including the 2018 Boundary Peak Award. We have brought entertaining history and culture to the area through our lecture and video series. We have had multiple restoration projects and opened the Donovan Mill. Online (website), digital, and social media marketing is keeping people interested in upcoming lecture series, restoration progress and other Comstock Foundation information. This will bring in more visitors to the local areas creating more overnight stays and supporting of businesses, as well.</p> <p>Production of additional website for pages on comstockfoundation.org that feature:</p> <ul style="list-style-type: none"> - progress with renovations - creating an online store - a tours page detailing tours available (ie. Donovan Mill tours & Ghost Tours) - fundraising events like V&T Railway Wine event <p>Creating an online presence through an online/digital marketing campaign. Using but not limited to TikTok, Twitter, Facebook, Instagram, Flickr and YouTube. In addition, the Foundation is planning to develop a quarterly e-newsletter that will highlight recent events and projects, and entice more visitors to the area to see their progress. This piece will also be a strong follow-up component for visitors requesting more information about the Comstock area. Since the Foundation has a staff of one (1), additional support is needed to help manage these programs, and this grant would help to ensure that the effort is sustainable. All three of these online marketing programs—website, social media, and e-newsletter—will dovetail and create a leveraged, impactful approach with a very strong ROI. The total cost of this campaign is \$15,000.00</p>	Nevada Division of Tourism funding support is critical for this project to continue. Without support, the Comstock Foundation will not be able to continue this highly successful project.	Recommend more collaboration with Virginia City to enhance reach.

Territory	Grant ID	Organization	Request Amount	Recommend/	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from	Final Comments
Reno-Tahoe Territory	RT-23-02-005	Virginia City Tourism Commission	\$38,000.00	\$38,000.00	\$86,572.00	<p>Not long ago, more than half our annual marketing spend went to print and collateral. As we developed a more solid online presence and developed assets for digital purposes, we invested more into digital advertising. It's proven to be the strongest driver for Virginia City's marketing for several reasons - trackability, direct connection to a ticket page, attraction, or merchant and ability to convert visitors. Trackable sources include website visits, clicks and impressions and conversions. Funds from the Rural Grant program will allow us to increase our budget to reach travelers on a more consistent basis and in areas that we know we can move the needle in thus increasing lodging and sales tax revenue. The funds also help us reach more markets and solidify relationships with our visitors throughout the year in an effort to garner more trips. It's a very cost-effective way to increase our marketing relevant to those planning trips to Nevada. Annually, we garner more than 12 million impressions across our multiple digital platforms and we continue to see growth.</p> <p>The digital strategy includes paid advertising with streaming services (TV, devices, online, radio), display ads, social media ads, SEM, digital outdoor and electronic direct mail. These programs drive new and returning visitors to our website. While this is one component of Virginia City's overall marketing program, it's steadily become our primary marketing source.</p> <p>The objectives of the program include:</p> <ul style="list-style-type: none"> • Increase digital and remarketing strategies to increase reach and impressions while decreasing our cost per click • Expand on the areas that are primed for additional growth strategies • Reach travelers in market, in the region and throughout the northern California market. This effort ties directly back to the Travel Nevada mission to drive visitation and increase room tax revenue to the town, county and state. 	<p>We measure results in order to develop effective marketing tactics. These tactics move visitors from awareness to conversion. We rely on visitors to stay the night and generate tax revenues for our community, the region and the state. By tracking visitors and revenue together, we know what works!</p>	<p>Website update recommended. Market diversity focus addressed.</p>
Reno-Tahoe Territory	RT-23-02-006	Visit Carson City	\$22,306.00	\$22,306.00	\$60,074.00	<p>Visit Carson City (VCC) plans to use grant funds for marketing, advertising and events/sales efforts from January through June 2023. The total grant request of \$22,306, is broken down into the following 4 projects, listed in ranked order: 1) \$7,941 for a new partnership with Datafy so that marketing and event insights can be obtained and analyzed in a way never done by VCC before. With a new integrated marketing campaign launched in July 2022, and growth in event sponsorships internally, visitor insights are more important than ever. Additionally, Datafy will allow VCC to enhance the effectiveness of advertising and future event development, therefore enriching the travel experiences of visitors. 2) \$5,000 for the Spring Expedia Co-Op which is important for VCC to continue the impressive results from previous co-ops. The 4 previous co-ops drove 6,285 room nights and 2.47M in gross bookings. VCC's participation in the co-ops has only been possible with grant funding. 3) \$3,900 to solidify a 6-month partnership with a content creator to create evergreen TikTok and Instagram Reels content that can be made into ads. This new partnership will allow VCC to creatively test TikTok ads and continue to grow a presence on a platform that the hashtag "travel" boasts 74.4 billion views. 4) \$5,465 for IPW 2023 to secure a single delegate registration and booth space within the Travel Nevada pavilion. Since launching a sales program in 2019, VCC continues to focus on attracting partnerships with receptive and international group tour operators. IPW is an important marketplace to engage with to build on VCC's sales efforts. All of these projects not only enrich visitor experiences in Carson City, but at their core, focus on the economic health of Carson City and in return, Nevada in the short- and long-term.</p>	<p>Without grant funds, two projects wouldn't be possible (Datafy & Content Creator Partnership). The other two are limited without funding and proceeding at the levels desired wouldn't be possible. VCC hopes the attention to detail and follow-through on past grants will be taken into consideration.</p>	<p>Comprehensive plan. Travel Nevada looks forward to receiving datafied data results.</p>
			\$818,585.99	\$640,136.00	\$1,471,107.37			