

2021 COVID-19 Rural Recovery Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Cowboy Country	CC-CRF-001	Cowboy Country Territory	Cowboy Country Television Marketing Campaign	\$75,000.00	\$75,000.00	\$75,000.00	Travel Nevada funds will be used to create a 13 week television package in the Salt Lake City, Reno and Sacramento metro markets. The package will include new 30 second commercials using existing video with the message stating that CCT and Northern Nevada are open, safe and following State health guidelines. Cowboy Country is a short drive from these markets. Over 2.5 million people will have seen our commercials. This marketing campaign will help put Cowboy Country in front of consumers who might be planning their next road trip along I-80 creating overnight stays in Northern Nevada. \$30,000 will be used in the Salt Lake City metro market, \$30,000 Sacramento metro market and \$15,000 in the Reno/Sparks metro market.	Grant funds will be used for television advertising in the Salt Lake City, Reno, and Sacramento markets stating that Cowboy Country Territory is open for visitors, utilizing a media buy in line with regular purchasing practices.
Cowboy Country	CC-CRF-002	Cowboy Country Territory	Digital Billboard Campaign Reno-Sparks Metro Area	\$15,000.00	\$15,000.00	\$15,000.00	This project is a 12 week digital billboard package in the Reno-Sparks Metro Market. The six billboards are located in some of the highest traffic locations in this market. There are messages from each community in CCT. Messages will be 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 1.6 million viewing these messages, we hope to increase visitation to CCT.	Grant funds will be used for digital billboard advertising in the Reno/Sparks market stating that the communities within Cowboy Country Territory are open for visitors, utilizing a media buy in line with regular purchasing practices. This project is in line with Travel Nevada's Discover Your Nevada program, encouraging Nevadans to visit locations in their own state.
Cowboy Country	CC-CRF-003	Cowboy Country Territory	Nevada Magazine	\$12,680.00	\$12,680.00	\$12,680.00	The funds will be used for a 1/2 page ad in the Winter issue of Nevada Magazine (\$3,000) and for production and design of new ad (\$590). Also, a 1/2 page ad in the Nevada Visitors Guide (\$8,500) plus production and design of new ad (\$590). The new ads will emphasize that Cowboy Country is open and that it is a safe place to visit.	Grant funds will be used to purchase advertising in the Nevada Magazine and Visitors Guide promoting Cowboy Country Territory as open for visitors.

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Cowboy Country	CC-CRF-004	Cowboy Country Territory	Regional Road Trip Targeted Marketing & Content Acquisition	\$9,500.00	\$9,500.00	\$9,500.00	This project will create a content platform that is designed to help travelers increase their positive impact on CCT destinations and connect with destinations that are uncrowded, lesser known, and undiscovered. Provide messaging to travelers about the impact of sustainable travel by respecting culture, environment, and social impact. The content will stress that Cowboy Country is open for business, safe and following state of Nevada COVID health directives. The project will create a custom responsible travel story for our website, social media post, re-targeting ads, and Facebook/Instagram ads. The cost of this project is \$9,500.	Grant funds will be used to create a custom "responsible travel story" that will be shared on social media promoting Cowboy Country Territory as open for visitors, utilizing a media buy in line with regular purchasing practices.
Cowboy Country	CC-CRF-005	City Of West Wendover	Regional Road Trip Targeted Marketing	\$9,750.00	\$9,750.00	\$9,750.00	The Nevada Division of Tourism funds will be used for visual social media posts, the development of a custom profile that we will utilize in building, and expand our audience for the retargeting ads that are focused on those who are most likely to visit our community. The first stage of retargeting will drive traffic to a Nevada itinerary on VisitUSAParks.com where we can capture the attention of the audience that are interested in the West Wendover area, via Facebook format. The round of ads will drive traffic to the ambassador story hosted on our website where travelers can also find additional information about visiting our area. Using focus content platforms, designed to help travelers increase their positive impact on our area, and connect with destinations that are uncrowded, lesser known, and undiscovered. Along with providing messaging to travelers about the impact of sustainable travel by respecting culture, environment, and the initiative of stay safe, play safe. The funds will also help us execute a digital campaign that retargets custom niche audiences that are interested in a Nevada road trip and visiting West Wendover. Herrmann Global will analyze performance metrics to generate insights from best performing content, what generates the most attention for a community, and provide recommendations for efficient and effective future marketing tactics. Herrmann Global will do this by integrating unique natural assets and visitor experiences, while balancing safe visitation as travel reboots. Creating authentic, visual, unique, and storytelling content with a focus on safe and responsible travel via their ambassador network.	Grant funds will be used to create content stating West Wendover is open for visitors that will be shared online and on social media.

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Cowboy Country	CC-CRF-006	Elko Convention & Visitors Authority	Digital Display Ad and TV Streaming Marketing Campaign	\$15,625.00	\$15,625.00	\$15,625.00	Travel Nevada funds will be utilized to create digital display ads featuring Elko as an "Open & Safe" winter/spring destination. This campaign will help increase site traffic to the ExploreElko.com website, create a sense of awareness that Elko is "Open & Safe" for business and increase overnight lodging stays. The marketing campaign will feature over 2.2 million+ digital display ads that will be strategically placed in the Northern California and Salt Lake City, Utah markets. These two marketing strategies work well together by utilizing IP matching technology, to serve ads to previously viewed video ads on mobile and desktop devices connected to the home location where the ad was delivered. This marketing 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 in Elko.	Grant funds will be used for digital display ads and a TV streaming marketing campaign promoting Elko as open for visitors, utilizing a media buy in line with regular purchasing practices.
Cowboy Country	CC-CRF-007	Elko Convention & Visitors Authority	Explore Elko Television Marketing Campaign	\$60,000.00	\$50,000.00	\$60,000.00	Travel Nevada funds will be utilized to create two 30 second commercials featuring Elko as an "Open & Safe" winter/spring destination. These commercials will be aired in the Northern California and Salt lake City, Utah markets. This campaign will help increase site traffic to the ExploreElko.com website, create a sense of awareness that Elko is "Open & Safe" for business and increase overnight lodging stays. At the end of this campaign approximately 2 million people will see our commercials, 25+ will see our spot on an average of 4.5 times for total selling impressions that equal over 8 million. This marketing campaign will help put Elko in front of consumers who will be planning their next road trip along Interstate 80 creating overnight stays in Elko.	Grant funds will be used for television advertising in the Salt Lake City and Northern California markets stating that Elko is open for visitors, utilizing a media buy in line with regular purchasing practices.
Cowboy Country	CC-CRF-008V	FOUNDATION 36	BONANZA Exhibit COVID Recovery Exhibition	\$10,000.00	\$0.00	\$10,000.00	The funds will be used to: (a) Purchase physical barriers to ensure social distancing and prevent people from crowding around focal points of interest. These barriers may include rope lines, chutes, custom-constructed viewing platforms, touch-free viewing portholes to allow visitors to look into buildings under construction or restoration, and safety railings. (b) Purchase a reservation and scheduling system to control access. Rather than a free-for-all, reservations will be issued for specific times and the visitation distributed more uniformly during hours when the exhibit is open. (c) Purchase interpretive and directional signage that is compatible with a new COVID "traffic pattern" and visitor flow.	This project was determined to be better suited to the VIP program - please see VIP recommendations.

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Cowboy Country	CC-CRF-009	Lander County Convention & Tourism Authority	Battle Mountain Covid Recovery Billboards	\$5,825.00	\$5,825.00	\$5,825.00	These funds will be used to lease 2 billboards for a period of 3 months and produce 2 new vinyls with our reopening message. They are located just outside of Battle Mountain to capture the east and westbound travelers on I-80. Approximately 18.6 K people are going to be exposed to the billboards each week. With this project, we can advertise that our businesses are open, safe, and ready for customers. These billboards are in just the right location to capture those visitors and increase our economic recovery.	Grant funds will be used to create new billboard vinyl promoting Battle Mountain as open for visitors. This award also includes a three month billboard lease agreement in line with regular purchasing practices.
Cowboy Country	CC-CRF-010	Lander County Convention & Tourism Authority	Reno Metro Market Digital Billboard Campaign	\$15,000.00	\$0.00	\$15,000.00	These funds will allow us to promote Lander County, specifically Battle Mountain, Austin, and Kingston areas through a digital billboard campaign in the Reno Metro Market utilizing 6 different geographical locations of the billboards. These boards are located on some of the highest traffic locations in the market and provide diverse geographical coverage. The campaign also includes coverage on both I 580 and on I 80 at the approach to the spaghetti bowl, serving the Reno and surrounding area's biggest intersection. And finally, coverage at the south end of town in the proximity of South Meadows Parkway, Arrowcreek, and Veterans Parkway, hitting the locals and travelers coming and going to Lake Tahoe. Location to be rotated every 2 weeks for 12 weeks. Lander CTA will have our own message as well as the individual messages for Battle Mountain, Austin, and Kingston. Messaging can be changed anytime. The messaging will be designed to tell motorists that Lander County is open for business, safe, COVID compliant, and the ultimate in social distancing with adventures to experience for their next vacation/staycation.	Not all projects can be funded. This project was determined to be a lesser priority as both Cowboy Country Territory (which includes Battle Mountain) and Pony Express Territory (which includes Austin and Kingston) will be running digital billboard campaigns in the Reno market.
Cowboy Country	CC-CRF-011	Lander County Convention & Tourism Authority	Search Engine Marketing	\$3,000.00	\$3,000.00	\$3,000.00	We will use these funds to promote Lander County as a safe destination during the Rural Recovery. We will purchase the Destination package through Madden Media to receive custom ad copy development with actionable text. The text will be comprised of keywords that are base on Lander County's Covid-19 economic recovery. Through this campaign, digital specialists will monitor and optimize to get us the maximum R.O.I.	Grant funds will be used for search engine marketing promoting Lander County as open for visitors, utilizing a media buy in line with regular purchasing practices.

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Cowboy Country	CC-CRF-012	Lander County Convention & Tourism Authority	Streaming TV Marketing	\$6,750.00	\$6,750.00	\$6,750.00	We will use these funds to create advertisements in the Tv Streaming Market in Nevada that will give us 90,900-111,100 impressions during the two-month period. These efforts will provide a different type of advertising than we have ever done before. We will be able to customize our "Safe and Open" message for their visit to one or all of our communities that include Battle Mountain, Austin, and Kingston. With the Covid-19 Recovery grants, we will be able to improve tourism to Lander County as well as within the state of Nevada to provide economic recovery to the businesses that have suffered financially during the Pandemic closures.	Grant funds will be used for streaming TV marketing, promoting Lander County as open for visitors, utilizing a media buy in line with regular purchasing practices.
Cowboy Country	CC-CRF-013	Lander County Convention & Tourism Authority	TV Ads-Reno Market	\$18,500.00	\$18,500.00	\$18,500.00	These funds will be used to purchase a 13 week TV Package from 11.16.20 - 2.14.21 on Reno NBC affiliate. At the end of the project, 197,686 people 25+years old will see our spot on an average of 6.3 times for total selling impressions that equal 1,253,159. These funds will also be used to purchase a 13 week TV Package on Reno CBS affiliate from 11.16.21. At the end of this campaign 213,912 people, 25+ will see our ad 6.5 times for total selling impressions that equal 1,394,207. At a cost per 2,000 of \$11.74. With a combined total of 2,647,366 views. This is a project that we would not be able to do without the Covid-19 Rural Recovery Grant. During this time people want to get away from the large crowds and spend time with each other in the outdoors. Lander County is open, wide open, and COVID friendly for the safety of our visitors!	Grant funds will be used for television advertising in the Reno market stating that Lander County is open for visitors, utilizing a media buy in line with regular purchasing practices. This project is in line with Travel Nevada's Discover Your Nevada program, encouraging Nevadans to visit locations in their own state.
Cowboy Country	CC-CRF-014	Lander County Historical Society/Cookhouse Museum	Cookhouse Museum Digital Display	\$45,069.00	\$0.00	\$45,069.00	These funds will be used to manufacture and install a 20' (overall height) single faced pylon sign as well as provide all the electrical needed for the sign. This electronic sign will be used to advertise Battle Mountain and the Cookhouse Museum as Open and Covid 19 Safe. This grant is imperative to generate tourism, as we have been severely impacted by the shutdown. According to Travel Nevada, every dollar spent on advertising, generates an R.O.I. of \$20 in State and Local tax revenue. Using that method we can estimate that the return on our investment would be \$910,000.00.	Not all projects can be funded. This project was determined to be cost prohibitive and thus a lesser priority.

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Cowboy Country	CC-CRF-015	Town of Jackpot, NV Tourism	30 Second Professionally Done Promotional Video	\$18,750.00	\$11,280.00	\$18,750.00	<p>We will use a videographer for two days of filming, at \$1,200 a day for a total of \$2,400. 1 assistant for two days at \$300 for a total of \$600.00. A Hair and Makeup artist is estimated at \$400.00 a day, or possibly two days, at a total of \$800.00.</p> <p>The Videographer will rent a 6K camera for 2 days for better video quality at a total of \$800.00. Postproduction editing will be \$1,200. We will hire a professional voice over artist for the best quality narration for a total of \$100.00. Having the script written professionally for the Voice over Artist will be \$250.00. We are budgeting up to \$2,000 for 10 actors for 2 days of shooting. For the VIP grant we will purchase 18 PDGA quality permanent disk baskets. These Baskets will cost \$410.00 each with free shipping for a total of \$7,380. We will need 20 bags of concrete to set the baskets at \$4.50 per bag for a total of \$90. To ensure the Disk Golf Course is Tournament approved we will hire a designer for \$2,530</p>	Grant funds will be used to create video content of Jackpot that will be shared on social media and digital channels promoting Jackpot as open for visitors. Grant funds may not be used for the disc golf project.
Cowboy Country	CC-CRF-016	Town of Jackpot, NV Tourism	Print ads	\$17,300.00	\$8,500.00	\$17,300.00	<p>We will use \$8500 for a 1/2 page ad in the Travel Nevada Visitors Guide. 8,800 Dollars will be used for 4 Orion Sky Quest XX12g Telescopes</p>	Grant funds will be used to advertise Jackpot as open for visitors in the Visitors Guide. Grant funds may not be used for the telescope project.

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Cowboy Country	CC-CRF-017	Western Folklife Center	Neon Signage: Open & Safe	\$60,211.12	\$0.00	\$60,211.12	We are seeking to restore and re-illuminate the “Pioneer Hotel” neon sign on the roof of our four-story building in downtown Elko with the words “Pioneer/Poetry Hotel — Open & Safe”. Already a landmark, we believe this fun twist on the Pioneer building’s historic role in the community—both once as a hotel and more recently as the home of the National Cowboy Poetry Gathering—will boldly announce to the world that the Western Folklife Center and all of downtown Elko is “open and safe.” The two-sided elevated neon sign cabinet on the top of the Pioneer Building is 7’ 1” tall and 23’ 8” wide and visible from all over downtown. Plans include refurbishing, repairing, painting, wiring and retrofitting the existing sign with new neon, which will flash between Pioneer Hotel and Poetry Hotel. The colors will be selected based on best visibility with a darker base coat and lighter lettering behind the glass. Work will begin on or after November 5, 2020 and completed by December 30, 2020. We anticipate unveiling the new sign at midnight December 31 to help ring in a joyful New Year, full of optimism and hope for 2021. We will feature the new sign in all of our social media accounts as well as part of our online Gathering event we’re calling our Rodear Year. We will also create gift shop souvenir merchandise based on the sign, although we are not requesting funding for that part of the project. We imagine in years to come, this sign will become an iconic backdrop for amateur and professional photographers who visit Elko.	Not all projects can be funded. This project was determined to be cost prohibitive and thus a lesser priority.
<b>TOTAL</b>				<b>\$397,960.12</b>	<b>\$241,410.00</b>	<b>\$397,960.12</b>		

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Las Vegas Territory	LV-CRF-001	Las Vegas Territory	Las Vegas Territory Recovery Campaign Management	\$90,500.00	\$35,000.00	\$90,500.00	<p>Part 1, Campaign Management: For the overall Las Vegas Territory grant funds to morph into a creative cohesive campaign, a marketing/communications agency will manage tactics into a greater communications marketing plan, timeline of deployment and keep other grant proposal teams with their tactics on track, and be a liaison for communication with the LVT board regarding project needs and assets for the campaigns. This includes script writing, coordinating public relations efforts, video storyboard structuring, creation of campaign goals, maintaining cohesive branding across channels, development of physical content for other potential grant recipients (print ads, tv ads, online ads, etc), content writing, serving as a point of contact for creative efforts, art directing, etc. This includes crafting "safe adventures await" campaign themes to the proper audiences. I.E. Since the campaign falls in the holiday season, Southern Nevadans could receive 'Holistay' message; Regional drive-in and fly-in markets could be served a separate 'Holiday' Message. All messaging would convey a "we're open" "safe adventures await" theme. Part 2 and 2.5, Marketing and Paid Advertising: Develop a LVT e-newsletter to be distributed. This project includes template design, content development plan, curation of lists, a deployment schedule, campaign to promote sign ups, and mailchimp list maintenance fees. The newsletter launch will convey 'safe adventures await' and include information from LVT members in each deployment. Paid advertising will include display ads and Google Adwords campaigns to get branded targeted ads to people that are interested in travel products/services, along with advertisements on social media platforms such as Facebook, Instagram, Snapchat and TikTok to name a few. Customers are 5x more likely to book with running digital remarketing ads. With a good social campaign strategy, and running ads to customers who are already visiting our website, we can build an audience of customers who are seeing our content and re-market to them using A/B tested ads. Optimized ad copy, creative, and targeting will be A/B tested to apply more budget to ads that are actually seeing engagement from viewers or to spend more budget on customers more likely to engage. Part 3, Content Creation: Manage and create content for use in social media, website, blogs, newsletter, digital advertising. This will include organic video creation, photographer and photo services, research, and implementation of content into various tactics for digital advertising and organic content. It is important to highlight the 'safe adventures await' message organically on @LVT social sites, specifically Instagram to build engaging content to build tourism followers who are interested in learning more about the areas surrounding Las Vegas. This campaign would implement usage of Stories and Highlights, two features that increase branding and promote user engagement, and make usage of photos, videos, and "interesting" content garnered from the 'Neon to Nature' travels depicted in the influencer grant.</p>	<p>Grant funds will be used to promote Las Vegas Territory, including rural Clark County, as open for visitors utilizing paid advertising and social media. All media buys will be in line with regular purchasing practices.</p>



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Las Vegas Territory	LV-CRF-002	Las Vegas Territory	Las Vegas Territory Website	\$30,000.00	\$0.00	\$30,000.00	<p>Today, our current website is set up more as a membership directory. We are not set up correctly to promote our advertising campaign to track marketing analytics including social media, google ads, third party platforms and re-targeting strategies. With our new marketing campaigns we are looking to create optimized pages in which we can highlight our "things to do in Southern Nevada".</p> <p>We are looking to gain marketing analytics with increase paid budget spend to our current site. With these optimized pages we will be able to re-market and sell our members offers/highlight free attractions all while capturing data to be used in future marketing campaigns. Such as email addresses, interested audiences, highlighting our social media content creation and other marketing partnerships incentives. All of this includes an all-inclusive managed site in which we currently do not have the resources to keep up with our changing market environment and incentives. We do not want to look outdated during these ever changing times.</p>	Not all projects can be funded. This project was determined to be less of a priority.
Las Vegas Territory	LV-CRF-003	Las Vegas Territory	Nevada Magazine Advertorial Full Page	\$6,750.00	\$0.00	\$6,750.00	Funds will be utilized to work with Nevada magazine to develop an advertorial based on "We are Open for Business" in state of Nevada.	Not all projects can be funded. This project was determined to be a lesser priority.
Las Vegas Territory	LV-CRF-004	Las Vegas Territory	Nextar Media KLAS Channel 8 News	\$42,850.00	\$42,850.00	\$42,850.00	Through the TV commercials on the CBS television station in Las Vegas KLAS-TV one of the most viewed stations in southern Nevada, display banner ads, a "Travel Nevada We're Open" custom web page and video Pre Roll on one of the most visited TV station websites for News in the state 8NewsNOW.com, long form video segments featuring various destinations in the state that will be shown on "Las Vegas Now", the weekday lifestyle show on KLAS, social media advertising on two of the most popular social media sites, Facebook and Instagram, TV commercials on digital TV platforms like Roku, Apple TV and Amazon fire, Video Pre-Roll featuring the commercials that can be targeted to certain geographical areas in the state as well as other states/cities.	Grant funds will be used to promote Las Vegas Territory, including rural Clark County, as open for visitors through KLAS-TV in Las Vegas, utilizing television, social media, and digital platforms as part of a media buy in line with normal purchasing practices. This project is in line with Travel Nevada's Discover Your Nevada program, encouraging Nevadans to visit locations in their own state.

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Las Vegas Territory	LV-CRF-005	Las Vegas Territory	Travel and Adventure Show: Discover America West	\$8,796.00	\$3,200.00	\$8,796.00	Funds will be used totally for participation in this virtual trade show which currently is the most effective way for Las Vegas Territory to convey the "We are open" message. Anticipated audience of over 2,000 travel professionals that book Las Vegas and the surrounding communities in southern Nevada. The extra amenities and the opportunity for multiple membership log-ins certainly justify the cost above basic booth.	Grant funds will be used to participate in a virtual trade show, letting participants know Las Vegas Territory, including rural Clark County, is open for visitors.
Las Vegas Territory	LV-CRF-006	Las Vegas Territory	Travelzoo Story Line	\$50,000.00	\$25,000.00	\$50,000.00	Sponsored story is a flat fee that includes eleven basic elements. These are: 1. Travelzoo research; 2. Writing; 3. Travelzoo creating story and content; 4. Forwarded story to membership; 5. Email distribution; 6. Native website placement; 7. Mobile and social distribution 8. Editing and publishing story; 9. Tracking Reach, engagement and conversion; 10. Allowing sponsored story to live on Travelzoo blog for member availability on Nevada. 11. Wrap up report. All of these elements will strictly focus on carrying the necessary theme of "We Are Open for Business	Grant funds will be used for a sponsored story on Travelzoo, promoting Las Vegas Territory, including rural Clark County, as open for visitors, utilizing a media buy that is in line with regular purchasing practices.
Las Vegas Territory	LV-CRF-007	Las Vegas Territory	We Are Open Marketing Improvements	\$17,000.00	\$9,000.00	\$17,000.00	Funds will be used to create social media app, 15-60 second clips, collateral updates and print, and digital materials	Grant funds will be used for app creation, content, digital media, edits, and 30 second clips for use on social media promoting Las Vegas Territory, including rural Clark County, as open for visitors.
Las Vegas Territory	LV-CRF-008	Las Vegas Territory	We Are Open Themed Video Products	\$48,500.00	\$10,000.00	\$48,500.00	Cost Breakdown as follows: a. Planning process 75 hours @ \$100 per hours = \$7500 b. Visit and record footage 10 days @ \$2500 /day = \$25,000 c. Editing costs \$125 hour x 128 = \$16,000 Total expenses \$48,500 Vendor understands that awarded dollar amount is final, cannot be modified and added to. Vendor also realizes that should dollar amount be less than requested, project will go forth with modification.	Grant funds will be used to create a long form video promoting Las Vegas Territory, including rural Clark County, as open for visitors.

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Las Vegas Territory	LV-CRF-009	Boulder City Chamber of Commerce	Display Ad Co-op with Open & Safe Messaging on Google	\$2,500.00	\$2,500.00	\$2,500.00	<p>In the 20 years that I have been with the Boulder City Chamber of Commerce, Travel Nevada has never steered me wrong! I have been grateful for the ability to work with partners that have provided NCOT with the marketing and advertising expertise and return on their investment. Witnessing Travel Nevada's success statewide with their campaigns makes it very easy to convince our Board of Directors to take the advertising risk. This "unwritten" stamp of approval does carry weight and is the guarantee I need that the entity that NCOT works with will provide our small chamber the value we need in advertising for our community.</p> <p>That said, I'd like to apply for the grant to apply to a Display Ad Co-op with Madden Media to advertise that we will re-open the Nevada State Welcome Center operated by the Boulder City Chamber Foundation as a safe and informative location to learn more about the local community as well as Southern Nevada and the entire State. This new responsibility is not lost on me. It is important as a gateway community for the Hoover Dam that will be reopening next week as well, that we welcome guests to our State from Arizona and beyond. With smartphones leading the way in capturing the interest of those doing the planning, passenger seat navigating, and overall decision making, we want to have great social media and Google placement to entice them off freeways and into our rural community.</p> <p>We believe the impressions this campaign will deliver will not only have an immediate effect before the end of the year but will have residual impacts with social media amplification rates high and conversion rates strong. According to Hootsuite, these are two of the most important social media metrics that truly matter for a more data-driven decision-making process when it comes to marketing and advertising.</p>	Grant funds will be used to promote Boulder City as open for visitors through social media and google utilizing a media buy that is in line with regular purchasing practices.

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Las Vegas Territory	LV-CRF-010	Boulder City Chamber of Commerce	LED Welcome Sign Repair and Replace	\$62,600.00	\$0.00	\$62,600.00	<p>The Boulder City Chamber of Commerce has been researching options for repair and replacement of the current electronic outdoor billboard for over a year now. It has been unreliable at times when of utmost importance. Because this board is such a key tool for communicating safe or unsafe driving conditions, Amber Alerts, important numbers and information resources, locations to find COVID testing, and safe and open business status, we believe it is an essential improvement needed in our community.</p> <p>From the research gathered, we knew the larger sign companies that service the casino properties, and many larger corporations in the Las Vegas Valley were going to quote out of our price range. The Chamber was grateful to learn of a new sign company that was established in 1992 originally as a research and development center for stats on what signs accomplish and how they can be used most efficiently. They had insight into exactly what we needed as a community hoping to reach tourists passing through town. They were also predominately utilizing green energy and by being the manufacturer, could provide the best price for smaller accounts using environmentally-friendly components.</p> <p>As the Boulder City Chamber strives to always help the small business owner, working with this company we would not only be assisting that business and its employees in continuing to be successful, but also in having an ending result that provides our community with an efficiently working LED board allowing us to connect with locals, tourists, and even simple pass-through traffic on the invitation to stop and see open and safe Boulder City.</p>	<p>Not all projects can be funded. This project was determined to be cost prohibitive and thus a lesser priority.</p>

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Las Vegas Territory	LV-CRF-011	Boulder City Chamber of Commerce	OPEN for Business- KLAS TV Commercial Campaign	\$7,500.00	\$7,500.00	\$7,500.00	<p>The Boulder City Chamber of Commerce has always been very grateful for grant funding that allows our small rural chamber the ability to "act" like one of the big boys and professionally advertise and market our amazing City. As the outdoor recreation mecca of Southern Nevada, we shine in adding a little thrill to the Vegas vacationer that may enjoy gaming by night, but outdoor adventure by day. Consumers are always looking for great value in their travel and leisure activities. Boulder City, being such a close neighbor to the big lights of the Strip, allows us to add to the guest's experience in Nevada and lures them back again and again.</p> <p>Our collaboration with KLAS has proven in past campaigns, that we still reach our guests via television. From the hands-on experience we have with the filming crew that always seems to capture the heart of Boulder City, to the talented skill of the production crew, we are quite lucky to have found a partner that provides us with excellent customer service at a price we can afford to repeat.</p> <p>This proposed grant request for the creation of a commercial and airtime is not only essential in conveying our current state of being "Open and Safe", but also in reminding our future guests that outdoor recreation is necessary for their personal health and well-being. Our businesses have been working hard to be COVID compliant and in protecting their employees so that they are prepared and ready for those customers and clients to visit and feel safe and relaxed. That positive experience will not only assure the guest a wonderful time in Boulder City but will assist our businesses in obtaining the financial stats they once saw pre-COVID as well as ensure their employees the jobs that are so important not only to their families but to the whole State.</p>	Grant funds will be used to promote Boulder City as open for visitors utilizing a television media buy that is in line with regular purchasing practices.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Las Vegas Territory	LV-CRF-012	Boulder City Chamber of Commerce	Welcome to the Welcome Center-We Are Open & Safe Signage	\$6,230.00	\$6,230.00	\$6,230.00	<p>The Boulder City Chamber of Commerce has been given the phenomenal opportunity to re-open the Nevada State Welcome Center in Boulder City. With this office move three weeks ago and the need to add signage for our business, we have the perfect chance to make sure the message it conveys is that the rest area and information services are now open, AND all of the State is Open and Safe!</p> <p>The signs will have large graphic images of the surrounding area that will have the words "Open and Safe" on each panel. The Welcome Center has an ideal location for travelers driving across the O'Callahan/Tilman Bridge from Arizona to Nevada to see our building from the roads that cross our path. Having large, beautiful images of Hoover Dam, Lake Mead, and Boulder City will surely catch their eye and encourage them to want to stop. As they enter our parking lot, they will be treated to more amazing imagery with the bright and happy words, "Open and Safe".</p> <p>Once they arrive, they will also be greeted by wonderful photos of locations around the state of Nevada that highlight all the great outdoor recreation we offer in wide-open spaces. We also showcase the rich history of Nevada and share more messaging of the invitation to enjoy our "Safe and Open" State.</p>	Grant funds will be used to place open and safe signage on the Nevada State Welcome Center in Boulder City.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Las Vegas Territory	LV-CRF-013	City of Mesquite	Virgin Valley Heritage Museum (VVHM) and Welcome Center	\$12,000.00	\$4,000.00	\$12,000.00	<p>This project will encourage tourism recovery in supporting the re-opening of the VVHM, as well as the Welcome Center. Grants funds will provide an opportunity to hire a social media expert to provide information on safe re-opening, and a reciprocal link to travelnevada.com, to acknowledge grant funding. Social media has been proven to encourage visitors from all over the World, thus by updating and maintaining social media, it will increase visitors. Enhancing our onsite and online gift shop would encourage tourism, while marketing local products that carry a museum logo and/or motto. For example, three years ago, a couple from Holland came into VVHM and when asked them how they found out about the museum, they said they were talking to their neighbors over the back fence in Holland about their upcoming trip to America and noticed the VVHM T-shirts they were wearing. Their neighbors had visited the year before and told them, VVHM was a wonderful stop on their once in a lifetime trip across the United States. This project will reach multi-jurisdictions by advertising on billboards facing North and South on I-15, where approximately 28,500 vehicles drive on daily. VVHM has never had funding available to advertise on billboards and will welcome the opportunity. Re-opening the Welcome Center, located directly off 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, as well as locals to learn more about Virgin Valley, and Nevada. It is essential to promote and hold COVID-19 compliant events during these trying times. We plan to hold the following events at the Welcome Center-outdoors: November 19th Rural Health Day, which we have partnered with Mesa View Hospital, and College of Southern Nevada, and plan to create a COVID-19 safe and contactless scavenger hunt related to Bertha Howe. The VVHM was the first Hospital in Mesquite until it was changed into a museum. The history of Bertha Howe is essential in understanding the importance of rural health. The second event we are planning will be December 12th the Day of the Horse. We will have horses available at the Welcome Center and will also have activities to support all participants regarding the importance horses played in the history of Virgin Valley. Both events will exclusively develop, promote, and improve tourism to and within the state of Nevada, in an effort to provide economic support to communities and businesses.</p>	Grant funds will be used to promote the City of Mesquite and the Virgin Valley Heritage Museum as open for visitors, utilizing digital billboards, social media, or newspaper advertisements, as part of a regular media purchasing buy. Grant funds are not to be used for logo masks, cookies, helium tanks, raffle prizes, microphones, speakers, hand sanitizer stations, gloves, or disposable masks.
Las Vegas Territory	LV-CRF-014	Destination Services Association	Destination Services Association	\$1,575.00	\$1,575.00	\$1,575.00	Airfare, booth, hotel, and meals for a Senior trade show that I have attended in the past.	Grant funds will be used to attend a trade show promoting rural Clark County as open and safe.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Las Vegas Territory	LV-CRF-015	Friends of Gold Butte	Friends of Gold Butte Covid-19 recovery project	\$9,986.00	\$5,000.00	\$9,986.00	<p>Funding will be used to promote "open and safe" activities through advertising, publications, and specific promotional efforts. These efforts will be aimed at southeastern Nevada, southwestern Utah, and northwestern Arizona. The effect is to promote Friends of Gold Butte activities for the safe and sustainable use of the Gold Butte National Monument by permanent residents, seasonal residents, and tourists.</p> <p>ViewOn Mesquite, Moapa Valley Progress, and the Mesquite Chamber of Commerce Visitor Guide will be used to promote FoGB's return to activities as "open and safe" following the Covid-19 safety guidelines. Additionally, Friends of Gold Butte will locally produce a Gold Butte National Monument coloring book for youths with educational information and how to remain safe from Covid-19 and to be responsible users of the desert environment. A "We're open and safe" brochure will be produced to provide visitors information about the Monument and safe practices. Stickers will be placed on existing maps and publications. Funding will be used to compensate a local muralist who has committed to design and execute a Gold Butte National Monument mural that declares the Monument open for Covid-19 safe activities.</p> <p>Brochures will be distributed by volunteers in our visitors center, in many area businesses, casinos, hotel foyer displays, and BLM offices in St. George and Las Vegas. We will also make the brochure available as a PDF downloadable from our website and can be sent via email as an attachment.</p>	Grant funds will be used to promote Gold Butte National Monument as open for visitors, utilizing a mural, as well as advertising, all with "open for visitors" messaging. Grant funds may not be used for the coloring book.
Las Vegas Territory	LV-CRF-016	Laughlin Tourism Commission	Casino Drive Christmas	\$19,375.00	\$0.00	\$19,375.00	Grant Funds will be used to create and purchase the signs, purchase and install the holiday displays, permanent upgrade the power for nighttime lighting of sign, and advertising.	Not all projects can be funded. This project was considered to be a lesser priority.
Las Vegas Territory	LV-CRF-017	Laughlin Tourism Commission	Drive Market Digital Billboard Campaign	\$22,900.00	\$22,900.00	\$22,900.00	The grant funds will pay for the development and placement of digital billboards in the top three markets using a major OOH company (eg. Lamar). Creative will be determined by the Laughlin Chamber of Commerce using the "Laughlin is Open and Welcomes You Safely" message with support from the LVCVA's image inventory.	Grant funds will be used to promote Laughlin as open for visitors utilizing a digital billboard media package that is in line with normal purchasing practices.



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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Las Vegas Territory	LV-CRF-018	Laughlin Tourism Commission	Guide Re-Production and Distribution	\$33,200.00	\$15,000.00	\$33,200.00	The grant funds will be utilized to pay for a 20,000-piece reprint of the Laughlin Chamber, Relocation and Visitor 2020/2021 Area Guide with "Laughlin is Open and Welcomes You Safely" added to the cover page which is a 400% increase over the approved FY2021 Chamber / Visitor Center budget. The grant funds will also cover the cost of contracting a distribution channel to 8 distribution sites in 7 states and a ferry operation, not previously employed. Certified Folder Display (CFD) has been successfully utilized by other rural Nevada grant recipients. The grant funds will also cover the shipping of 20,000 guides to the 7 distribution warehouses managed by CFD not previously budgeted.	Grant funds will be used to print and distribute the Laughlin Visitors Guide with "open for visitors" messaging.
Las Vegas Territory	LV-CRF-019	Laughlin Tourism Commission	River Walk Art	\$27,500.00	\$0.00	\$27,500.00	Grant Funds will be used to pay for production and sketching, materials, artists, on site production, professional fees, photography, advertising and marketing and PPE for everyone.	Not all projects can be funded. This project was determined to have lesser priority.
Las Vegas Territory	LV-CRF-020	Laughlin Tourism Commission	Website Upgrade with Enhancements	\$13,750.00	\$13,750.00	\$13,750.00	The grant funds will be utilized to pay for the video production and editing and development of the website.	Grant funds will be used for video production with open and safe messaging and an update of the current website promoting Laughlin as open for visitors.
Las Vegas Territory	LV-CRF-021	Mesquite Chamber of Commerce	Nevada Visitors Guide Ad/Nevada Magazine Ad/Mesquite Chamber of Commerce	\$11,500.00	\$11,500.00	\$11,500.00	Nevada Visitors Guide - Purchase 1/2 page ad at a cost of \$8500 in a year long publication commencing before December 30,2020 Nevada Magazine - Purchase 1/2 page ad at a cost of \$3,000 to run in the Winter 20-21 Edition which will be released prior to December 30,2020. The ad design will be done in house and promote that Mesquite is "Open and Safe" for tourism. By designing the ad in house it will save money in order to be able to purchase a larger ad.	Grant funds will be used to promote Mesquite as open for visitors in Nevada Magazine and the Visitors Guide.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Las Vegas Territory	LV-CRF-022	Mesquite Chamber of Commerce	Nexstar Media KLAS Tourism Campaign	\$27,150.00	\$22,410.00	\$27,150.00	I had a phone meeting with Nexstar Media and they laid out a comprehensive package that will include all areas of marketing Mesquite to the targeted audience of travelers. Please see attached documents "Investment Opportunities" for the list and pricing of those services and other pertinent documents. It was verified that Nexstar Media will also include production of the creative content that will be used in the campaign. They have a clear understanding of the messaging that we are trying to achieve from this campaign.	Grant funds will be used to advertise Mesquite as open for visitors, utilizing a media buy that is in line with regular purchasing practices. This project is in line with Travel Nevada's Discover Your Nevada program, encouraging Nevadans to visit locations in their own state.
Las Vegas Territory	LV-CRF-023	Moapa Valley Chamber of Commerce	Moapa Valley Speaks Tourism Safety	\$10,000.00	\$10,000.00	\$10,000.00	1) Development, photography costs and printing of 100 Avenue Banners with safe practices depicted - \$6,000.00 2) Website modification and promotion of the valley as a tourist destination that actively implements safety procedures, including social distancing for visitors and community members. - \$1,500. 3) To maximize search engine optimization through targeted marketing and more specific site information. - \$500. 4) Development and printing of marketing materials to be distributed to invite tourists back to our community where they can feel safe while enjoying our attractions. - \$2,000.00	Grant funds will be used to promote Moapa Valley as open for visitors, utilizing banners, SEO, website updates, and printed marketing materials.
Las Vegas Territory	LV-CRF-024	Moapa Valley Revitalization Project	Tourism Recovery Covid Challenge	\$10,000.00	\$9,000.00	\$10,000.00	Tourism funds will be used: 1) Electronic signage at our visitor center promoting events, social distancing messaging, activities and local attractions. 2) Website update promoting Moapa Valley as southern Nevada's premier outdoor recreation destination. We will include Covid 19 Best Practices with a calendar feature to provide easy updates to promote events based on state mandates. 3) Develop, print and distribute a Visitor Destination Guide to provide information on area attractions and anticipated future events, shopping, dining, lodging and RV Park listings. and links to our website for the current information and maps. Information on Covid 19 safe practices and social distancing will be featured.	Grant funds will be used for an electronic sign that will be used to promote Moapa Valley as open for visitors, as well as print a Visitor Destination Guide with open and safe messaging.
<b>TOTAL</b>				<b>\$572,162.00</b>	<b>\$256,415.00</b>	<b>\$572,162.00</b>		

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-001	Nevada Silver Trails	NST Logo Redesign	\$2,500.00	\$2,500.00	\$2,500.00	<p>Grant funds will be used to have the Nevada Silver Trails redesigned to be more representative of what the Territory has to offer. We will have enticing tag lines included such as "back open", "safe", "visit soon", etc. Our current logo does not accurately represent our Territory, is not online friendly, and cannot be used for small online ads. As Nevada Silver Trails is the largest territory in the State, apart from Indian Territory, we serve many communities such as Pahrump, Amargosa Valley, Beatty, Goldfield, Tonopah, Hawthorne, Yerington, Berlin, Belmont, Rachel, Pioche, Caliente, Alamo. These communities are very different and unique. Our Territory has amazing assets such as outdoor recreation, State Parks, etc. We hope that a new logo will better represent these assets and therefore catch potential visitors' eyes. With the addition of fun and/or catchy words or phrases, as mentioned above, we hope to show visitors that a trip to our Territory even in these trying times can be safe and fun. 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, Utah, and Arizona. We hope to entice a lot of people to take road trips through our Territory.</p>	<p>Grant funds will be used to design a new logo for Nevada Silver Trails that also includes taglines with "open to visitors" themed messaging.</p>

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-002	Nevada Silver Trails	NST Print, Digital & Pandora Radio Recovery Marketing	\$62,300.00	\$62,300.00	\$62,300.00	<p>Grant funds will be used to place print and digital ads in the Nevada Magazine, the Annual Visitor Guide, Pinpoint Publications, Desert Companion Magazine, and American Road Magazine. Additionally, we will place ads in some of these publications' newsletters and/or on their websites. We will also place ads on Pandora Radio and use Google AdWords with Social Media Retargeting. All selected projects allow us to specially target audiences interested in what Nevada Silver Trails has to offer. We will ensure our marketing highlights the safety of our open spaces, the great outdoors, and our small communities, where social distancing can be easily observed. Our Territory is the largest territory in the State, apart from Indian Territory. We serve communities such as Pahrump, Amargosa Valley, Beatty, Goldfield, Tonopah, Hawthorne, Yerington, Berlin, Belmont, Rachel, Pioche, Caliente, Alamo. These communities are very different and unique. 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, Utah, and Arizona. We hope to entice a lot of people to take road trips through 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 safely travel 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 to promote Nevada Silver Trails as open for visitors utilizing Nevada Magazine, the Visitors Guide, Pandora, and Google. All media buys will be in line with regular purchasing practices.</p>

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-003	Nevada Silver Trails	NST Social Media Recovery Marketing	\$19,000.00	\$19,000.00	\$19,000.00	<p>Grant funds will be used to have a social media campaign planned and executed by "Social Star Power". They will manage our Facebook, Twitter, and Instagram social media accounts, create engaging and relevant content about safe destinations, attractions, and safe events, work with partners in Nevada Silver Trails on creating and cross-promoting content, as well as manage replying to questions and comments on all posts. Posts will highlight the Territory's outdoor recreation opportunities that allow for easy social distancing, as well as ghost towns, haunted hotels, State Parks, and communities that are open and safe. Social Star Power has proven to make quality decisions and our content was even shared by Governor Sisolak.</p> <p>Nevada Silver Trails has very successfully worked with Social Star Power since July 2019. They have increased our followership on Facebook by 203%, on Twitter by 44%, and on Instagram by 347% in a little over one year. Through their work, our Facebook page had a reach of almost 305,000 people in 15 months, with individual posts reaching 2,000-5,000 views. Instagram posts have reached as high as almost 20,000 impressions (post about Goldfield). Our social media content now is engaging and up to date. We want to maintain our success and continue to increase our followership and engagement so that we can reach a large number of potential visitors. Social Star Power will work with the many communities in the Territory to get current information about what businesses and attractions are open, and only promote those communities, attractions, and events that are safe. They will obtain pictures, stories, articles, as well as other relevant content. They will ensure that content is about all our Territory's communities and assets. Our Territory is the largest territory in the State, apart from Indian Territory. We serve communities such as Pahrump, Amargosa Valley, Beatty, Goldfield, Tonopah, Hawthorne, Yerington, Berlin, Belmont, Rachel, Pioche, Caliente, Alamo. These communities are very different and unique. Content has to be carefully curated to advertise all our communities and attractions appropriately and equally to have the most impact. 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, Utah, and Arizona. We hope to entice a lot of people to take road trips through our Territory.</p>	<p>Grant funds will be used for social media marketing promoting all communities within Nevada Silver Trails as open for visitors.</p>

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-004	Nevada Silver Trails	NST Website Redevelopment	\$2,400.00	\$2,400.00	\$2,400.00	<p>Grant funds will be used to have our website fully updated to reflect current restrictions and limitations, what is open, what events are still taking place, etc. As Nevada Silver Trails is the largest territory in the State, apart from Indian Territory, we serve many communities such as Pahrump, Amargosa Valley, Beatty, Goldfield, Tonopah, Hawthorne, Yerington, Berlin, Belmont, Rachel, Pioche, Caliente, Alamo. These communities are very different and unique. Content has to be collected from each partnering community and has to be continually rewritten to be up to date. Some of our communities do not have their own websites so it is vital that the Territory has relevant information about all our communities. We will highlight outdoor recreation, State Parks, as well as other activities where social distancing can be easily observed. Additionally, we will point out what attractions such as museums are open, what restrictions they have, etc. The Territory will ensure travelers have all the necessary information for a quality tourism experience. We have successfully partnered with "CompuExpress US" since 2019 and have updated the website by making it more user-friendly, linking to social media, and updating all content. Now, we have to ensure the existing content reflects Covid-restrictions and updates. As our website has a lot of users who visit our website repeatedly, we assume that they are using it not only to plan their travel but during their trips to access up to date information, event listings, brochures, etc. Hence, why regular updating is vital in the next few months while our territory is not back to normal operations yet.</p> <p>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, Utah, and Arizona. We hope to entice a lot of people to take road trips through our Territory as we have such diverse assets that are of interest to a variety of travelers. In order to provide travelers with current information, we have to fully rewrite the existing content on our website as a lot of attractions have restrictions, there are still some closures, and events have been postponed or cancelled. As mandates by the State change, "CompuExpress US" will continue to update the website content.</p>	Grant funds will be used to update the Nevada Silver Trails Territory website with open and safe messaging and information.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-005	Beatty Chamber of Commerce	Billboard	\$10,630.00	\$10,630.00	\$25,930.00	<p>The NV. Dept. of Transportation estimates 1400 travelers south from Goldfield and Tonopah on US Hwy 95 daily and 1600 traveling North on Hwy 95 from Hwy160 daily. This totals over 1 million vehicles per year whose occupants will see our ads. With the creation of advertising artwork featuring the safety protocols taken in Beatty, we will tell the traveler we are Open, Safe, Clean and Ready for their visit. We will feature our businesses showing they are Open, Ready Clean and Safe, not just because of COVID-19 but always, for the traveler's peace of mind. The ads will be produced in high strength vinyl for billboards that already exist on 3 sites. Billboard #1) Goldfield, NV; artwork creation: \$500.00, Vinyl &amp; Installation: \$1390.00, 3 mo. Rental @ \$500.00/mo.: \$1500.00. TOTAL \$3390.00 Billboard #2)Tonopah, NV; artwork creation: \$500.00, Vinyl &amp; Installation: \$1440.00, 3 mo. rental @ \$450.00/mo.: \$1350.00 TOTAL \$3290.00. and Billboard #3)Pahrump, NV.: artwork creation: \$500.00, Vinyl &amp; Installation \$1200.00, 3 mos. rental @ \$750.00/mo.: \$2250.00. TOTAL \$3950.00. Rental for the remaining 9mos. for each billboard to be paid by Beatty Town Advisory Board for a Total of \$15,300.00. The Beatty Town Advisory Board has voted to pay up to \$20,000.00 for rental of 3 billboards for the remainder of the contract year that the grant will not cover. This partnering on the part of the citizens of Beatty testifies to the confidence and commitment of how safe and prepared we are for travelers and how much we need and want the business this advertising can bring. Billboard advertising heightens ad awareness and grabs consumers attention, it is one of the most cost efficient media advertising formats available. A traveler can hardly get from point A to point B without seeing a billboard and although one might think it all becomes a blur, research has shown roadside ads are the most noticed. Travelers average 25+ hours a week on the road and cover over 159 miles. 81% of travelers have noticed billboards ads in the past month and 83% of billboard viewers make a point to actually look at the advertising message.</p> <p>We feel the money spent here will be well utilized for longer than the one year term because after the year is over the billboard is usually left standing and continues it's intended job of advertising for many months or years thereafter. Like everyone else we have to convince travelers that we are worth the stop here, that their Safety and Health is our first priority, that we are prepared for their visit with PPE in place and that we have more to offer.</p>	<p>Grant funds will be used to produce vinyl for billboards promoting Beatty as open for visitors. This grant also includes a three month lease for the billboards, in line with regular purchasing practices.</p>

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-006	Beatty Chamber of Commerce	Nevada Magazine	\$6,750.00	\$6,750.00	\$6,750.00	<p>The artwork to create the ad will be \$700.00. The cost of the Winter issue of the Magazine is \$6000.00. We will be taking out a full page ad in the Nevada Magazine with a circulation of over 100,000. Featuring the businesses in Beatty and showing how we are working to keep our town safe from COVID-19. Also showing some of the outdoor adventures where social distancing is easily available to them.</p> <p>We will be instilling confidence in people to visit Beatty because of the steps we are taking to keep Beatty Safe and Healthy for their visit. We will be encouraging visitors to take a trip, visit somewhere new, try a new adventure, we will be empowering people to get outside their homes and feel good about it. The ad will show a full page collage of pictures of the actual employees of our businesses with masks and other PPE. Depicting some of our "Clean Routines" plus additionally showcasing our outdoors and open spaces necessary for Social Distancing. We will have masks, sanitizer and gloves available for anyone who needs it. As an added bonus, if visitors feel secure with our small town, they may visit other rural areas in the state.</p>	Grant funds will be used to promote Beatty as open for visitors in Nevada Magazine.



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Nevada Silver Trails	NS-CRF-007	Beatty Chamber of Commerce	Radio	\$9,060.00	\$9,060.00	\$9,060.00	<p>\$9,060.00 will be used for prime time advertising on KIBS-FM/KBOV-AM Bishop, CA and Lotus Broadcasting 97.1 the Point AM/FM Las Vegas, NV. Two major AM/FM simulcast stations that reach over a over 1 million people through their broadcasting and internet streaming, with a combined radio broadcasting area into four states; Utah, Arizona, California and Nevada. A total of 1018; 30 second commercials, an additional 15 sponsorship spots for a Sunday Morning Classic Rock Show and Internet Streaming. Both stations are 12 week packages for this pricing. We feel this is a great opportunity for a very advantageous price.</p> <p>Radio is an active medium capable of stirring emotion. Beatty has adventure to sell and radio can instill Excitement for the adventure. Beatty has History to sell and radio can awaken Curiosity. Beatty has a message of COVID-19 safeness to sell and Radio can get the message out with Sincerity. With Radio our message is front &amp; 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 taken wherever you go. With word pictures and emotion-evoking sounds, radio's theatre of the mind stimulates the most emotion-filled pictures the mind can comprehend. Curiosity built by emotion will get them here, the history, safety protocols, adventure and excitement of our wide open spaces will keep them coming back.</p>	Grant funds will be used to promote Beatty as open for visitors through radio advertising.
Nevada Silver Trails	NS-CRF-008	Beatty Chamber of Commerce	Travel Nevada	\$9,250.00	\$9,250.00	\$9,250.00	<p>\$750.00 for Ad creation. \$8500.00 for 1/2 page ad in the Annual Travel Nevada Visitors Guide. The Visitors Guide prints 250,000 copies each year. Over 100,000 of which are consumer direct distribution. With an average magazine readership of 3.5 people per month, this Guide has the potential of being seen by over 1 million people in a year. Placing a half-page ad for \$8,500.00 costs a fraction of a penny for each person who sees the magazine. By placing an ad in this publication, we will be letting hundreds of thousands of travelers know Beatty is Open, Safe and Ready for their visit. Not just during the trying times of COVID-19, but all year long. We can show visitors what "social distancing" means in Beatty with wide open spaces and outdoor adventures to share. We can give the traveler peace of mind that normalcy is waiting and can return. We can also feature our businesses showing how they have followed protocol to be COVID-19 safe and clean.</p>	Grant funds will be used to promote Beatty as open for visitors in the Visitors Guide.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-009V	Esmeralda County	Goldfield Open & Safe Mascot Project	\$5,300.00	\$0.00	\$5,300.00	<p>Problem: There are many towns along highway 95, we want Goldfield to be the most memorable on their journey.</p> <p>Solution: Many towns have selected a three dimensional "mascot" sculpture which represents them. It could be a moose for a town in Maine or a cow for a town in Iowa, or a big cowboy boot for a town in Texas. Multiples of the same mascot sculptures are placed around town, each uniquely decorated. See attached. Visitors enjoy them and take pictures which are then posted on social media.</p> <p>Execution: These mascot sculptures can cost \$1700-2000 per piece. Our program would be much simpler (and cheaper) by using medium density overlay (MDO) to make donkey cut outs, which would be distributed through out town, each uniquely decorated. Donkey can be wearing face masks or Open to Safe Visitors signage.</p>	This project was determined to be better suited to the VIP program - please see VIP recommendations.
Nevada Silver Trails	NS-CRF-010	Esmeralda County	Goldfield Open & Safe Pocket Park/Display	\$4,800.00	\$0.00	\$4,800.00	<p>Problem: Several years ago some citizens with good intentions put "mining themed" items onto an old trailer and parked it near the highway. The trailer that the items are sitting on is unattractive and has flat tires. There is a miniature head frame, that is facing the wrong direction. Mining themed items are basic and unattractive.</p> <p>Solution: This display area could be cleaned up and made into a pocket park/display. We want to turn this eye sore into a visually pleasing pocket park. Items need to be properly set up and presented in an eye catching way.</p> <p>Execution: The area will be cleaned up. Metal skirting will be placed around the trailer to hide the flat tires. The head frame will be turned around and possibly add a solar powered motor which will raise the ore bucket up and down. The mini hoist house will be updated with solar flickering lanterns. Weeds and dirt will be replaced with decorative rock. The area will be expanded along highway. Addition historical mining items could be added. Possibly plant some Joshua trees.</p>	Not all projects can be funded. This project was determined to be a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-011	Esmeralda County	Goldfield Open & Safe Promotional Items	\$9,450.00	\$0.00	\$9,450.00	<p>Problem: Goldfield needs a unique and memorable promotional item to help market itself. Most companies will print their message on traditional promotional items like stress balls, key chains, hats, etc. Goldfield needs something that will get the attention of the recipient and have a keepsake which will remind them to visit Goldfield.</p> <p>Solution: Purchase novelty "gold nugget bags". These bags are can be printed with a custom label encouraging people to visit Goldfield which is open to safe visitors. The bags actually contain gold nugget chewing gum. The bags will be handed out at the visitor center and any other function where its possible to engage and encourage visitation to our area. These mining themed promotional items will help in creating a Goldfield's brand. These bags are also very versatile as you can add additional item like coupons, or messages inside to promote special attractions, events, etc..</p> <p>Execution: Espreez Candy Company produces these novelty candy bags and is located in Henderson, NV. I have reached out to the company and confirmed they are willing to make custom bags with our Goldfield is "Open to Safe Travelers" message, as long we or the minimum 10,000 units.</p>	Not all projects can be funded. Promotional items are not considered a priority.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-012	Esmeralda County	Goldfield Open & Safe Visitor Center Signage	\$4,250.00	\$4,250.00	\$4,250.00	<p>Problem: There is only one sign for the Goldfield Visitor Center. This sign is at the entrance to a large parking lot. There is a public bathroom that is located on the opposite side of the parking lot. There is currently no signage on the exterior of the building. Visitors see a beautiful western style building, but it is not clear that it is a Visitor Center. The building has three exterior doors. There is no clear signage showing which door is the entrance. When the Visitor Center is closed, there is no map showing "You Are Here" in relation to the county/state.</p> <p>Solution: Improve existing wooden signage. See picture. Add new signage directly on both the north and south side of the building. Improved signage on the south side will notify highway travelers of the visitor center. Signage on the northern side of the building will encourage those who have stopped to use the bathrooms, to walk across the parking lot and go into the Visitor Center. Volunteers can then engage with them, and encourage them to check out the local area. Vinyl signage stating "Open to Safe Visitors" will be placed on the front of all signage.</p> <p>Execution: Update existing faded wooden signage. Place new painted signage "Goldfield Visitor Center" directly on the front (south) and back (north) exteriors of the Visitor Center building. Update exterior tri-paneled display board with a map of Esmeralda County, showing the towns of Silver Peak, Dyer, and Gold Point. Paint "Entrance" signage near/over south and north entrance doors.</p>	Grant funds will be used to create signage promoting the Goldfield Visitor Center as open for visitors.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-013	Esmeralda County	Goldfield Open & Safe Welcome Signs	\$49,000.00	\$30,000.00	\$49,000.00	<p>Problem: There are two outdated, small, standard signs which list organizations located in Goldfield. These signs are not unique and do not convey anything about Goldfield. See attached</p> <p>Solution: Add unique and memorable "Welcome to Historic Goldfield" signs at each end of town and "Thanks for visiting Goldfield" on the reverse side, for departing travelers. These signs are the first step in creating a unique marketing brand for the Goldfield. These signs will be memorable through movement of a mini mining ore car. Our hope is to get the attention of those who are traveling through Goldfield to either stop and check it out, and/or encourage them to return.</p> <p>Execution: Two double-sided memorable signs will be built that convey the uniqueness of Goldfield. The signs will have three lines in a western font. At the top "Welcome to Historic", the middle line will have GOLDFIELD in big block letters, and the bottom line will be an adjustable tag line in a wooden frame. In response to COVID, this adjustable tag line will stay "Open to Safe Visitors". In the future this tag line space can be used to welcome special groups. For example it could read "Welcome Snowbirds" in the fall and spring during the great RV/Trailers/Campers migration. Or "Welcome Burners" for travelers heading to or return from Burning Man. Or "Welcome Racers" during the big Vegas to Reno road race. This will send a special message to travelers, which will encourage them to stop and visit Goldfield.</p>	<p>Grant funds will be used to create open and safe welcome signage for Goldfield. Per applicant, the project can be completed in a satisfactory way (one-sided signs as opposed to two-sided signs) for the reduced amount, and signage has been approved by the Department of Transportation.</p>

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-014	Esmeralda County	Goldfield Open & Safe Window Information Panels/Banners	\$10,800.00	\$0.00	\$10,800.00	<p>Problem: There are roughly 15 large windows on the north and west sides of the Goldfield Hotel. These empty windows are a missed opportunity to provide information about the hotel and the town of Goldfield.</p> <p>Solution: We would like to put vinyl printed information panels/banners which will hang down from the interior. Each panel would provide information and pictures about the hotel, and Goldfield. This is chance to tell the story of the town through pictures and information. There will still be empty windows which will allow visitors to look inside of the building which is currently under construction. This project will achieve two things, one fill empty (depressing looking windows) and provide information to visitors. It will also encourage travelers on the highway to stop and read the panels, thus The cost of this project is \$8,910. *The vinyl project would require owner to leave up for a minimum of two years. These vinyl panels will most likely become faded and need to be replaced after that time.</p> <p>Execution: We will work with the local Goldfield Historical Society and the Central Nevada Museum , and a professional graphic artist to create the panels which will be hung in the interior of the hotel.</p>	Not all projects can be funded. This project was determined to be a lesser priority.
Nevada Silver Trails	NS-CRF-015	Esmeralda County	Goldfield Open& Safe Signage/Mural Project	\$32,930.00	\$0.00	\$35,930.00	<p>Problem: Potential visitors traveling on the highway 95, will often pull off to a side street to explore the town. Unfortunately many of the historic buildings do not have signage. They have been either painted over, deteriorated, fell off the building, or stolen. What remains are a series of empty shells of buildings with no exterior distinction of its original purpose. This project could also use newer buildings to add character to the town of Goldfield.</p> <p>Solution: Several private buildings in Goldfield have been identified as ideal for adding signage and possible murals. Owners have been contacted and support using their properties to help develop Goldfield as an attraction and improve the visitor experience.</p> <p>Execution: Those identified and in support are the owners of the Lyric Theater, the Palace, the Goldfield Hotel, and the Radio Goldfield building. They will be required to sign an agreement stating that they must keep the signage/murals on the building for a required period of time. Several sign/mural painters have been contacted and they have available to complete the project within the required deadline. All signage/murals will include "Open to Safe Visitors" vinyl signage.</p>	Not all projects can be funded. This project was determined to be cost prohibitive and thus a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-016	Friends of Gem Theater	Gemtastic Art Mural	\$28,000.00	\$0.00	\$28,000.00	<p>The Gemtastic public art mural project entails commissioning Artist Brett Rosepiler of Industry Supporting Industry (ISI) Group from Las Vegas to design and install an approximate 25 foot by 100 foot wall mural on the Gem Theater in the heart of the historic business district of uptown Pioche, Nevada. Grant funds will cover the artist's travel, time, lodging, and labor, lift or scaffolding rental for mural installation and materials for prepping the surface and painting the wall. Mr. Rosepiler is a highly sought-after muralist and brings a broad following and fanbase with his work. Visitors will certainly seek out his work in Pioche as a fun weekend get-away or day trip.</p> <p>We want to offer fresh attractions in our uptown historic district before visitors set out to explore the town and its surroundings. With Main Street businesses struggling with lost revenue and income, it is incumbent on us to boost safe, socially distanced tourism opportunities that honor our cultural heritage and mining roots. Because some of our most prominent historical sites are closed due to Lincoln County budget shortages in staffing and public safety measures, it is imperative that the private and nonprofit sectors help boost the draw to our town. With grant assistance from the State, the Gem Theater public art mural project can generate marketing interest and safely draw visitors in to explore Main Street.</p>	Not all projects can be funded. This project was determined to have less return on investment when compared to other Pioche projects, and thus was considered a lesser priority.
Nevada Silver Trails	NS-CRF-017	Goldfield Chamber of Commerce	Goldfield Open Safe Project	\$29,257.00	\$17,500.00	\$29,257.00	<p>#1 - 2 each 4' by 30' banners to place at the Goldfield visitor center and the Goldfield Library on outdoor fences. #2 - Gypsea Captures social media marketing has a 1st choice at \$14,490 (6 month commitment) and a 2nd choice of \$10,940 (a 4 month commitment). #3 - Goldfield Radio Station will air a 6 month spot for \$600.00. #4 - Travel Nevada Magazine Visitor Guide full page for 2021 \$12,000 (Second choice would be half page ad at \$8,500.00., and THIRD choice would be the full page ad for Nevada Magazine Print Advertising for \$4,500.00).</p> <p>1st Choice grant amount \$29,257.00 2nd Choice grant amount \$22,207.00 3rd Choice grant amount "To Be Determined at Grant Award".</p>	Grant funds will be used to promote Goldfield as open for visitors utilizing social media and the Visitors Guide. Grant fund are not to be used for Visitor's Center signage, as a similar project was awarded to Esmeralda County.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-018	Goldfield Historical Society	Interpretive Sign Boards	\$2,000.00	\$2,000.00	\$2,000.00	First, we will need to hire someone to create the artwork with the information that we provide. We'll have a route diagram of the railroad line, a picture and text. A sign company will be then print that information on two 2' x 3' sign boards We're looking at doing a laser cut sign which we believe will hold up much better to the weather that we receive in our area. However, an aluminum sign - which is half the cost - would also be acceptable.	Grant funds will be used to create open and safe signage promoting the Tonopah & Goldfield Railroad Hicks freight cars (the only known Hicks cars remaining).
Nevada Silver Trails	NS-CRF-019	Lincoln Communities Action Team (LCAT)	Advertising & Marketing	\$23,053.00	\$20,553.00	\$23,053.00	<p>The proposed targeted project is a multi-platform Advertising &amp; Marketing campaign for the Caliente Mountain Biking Trails, showcasing the trails to a targeted mountain biking audience while informing that the trails and surrounding attractions are open and safe to visitors. A second, geographic directed campaign with an all-purpose (everything to see in Lincoln County) postcard mailer will be used to expand awareness of what Lincoln County has to offer, in a target area that typically brings visitors here. The advertising campaign will be purchased prior to 2020 year end to be executed no later than the first quarter 2021. The postcards will be mailed in December 2020. The Social Media component of the campaign will expand Lincoln County Nevada Facebook and Instagram pages and their reach through paid promotions of mountain bike trails, targeting individuals in the Southwest region with mountain bike interests. Paid boosts will assist visitors in learning about the trails and informing them that the area is open and safe. LCAT will capitalize on engagement with these posts by directly inviting users to like the Lincoln County Nevada Facebook and Instagram pages and provide opportunities for website users to subscribe to the Lincoln County Authority of Tourism email list.</p> <p>The Print/Digital portion of the campaign, through Travel Nevada, will help Lincoln County trails and tourism maintain statewide visibility through Nevada's flagship tourism publication. The additional publication marketing, in industry specific cycling magazines, will target specific visitors that are most likely to visit. The ad will center on the "Get Primitive" branding, highlighting mountain biking opportunities, and especially, the safe and open message.</p>	Grant funds will be used for digital and print marketing promoting Lincoln County as open for visitors. Grant funds may not be used for advertising in magazines that print in 2021.



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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-020	Lincoln Communities Action Team (LCAT)	Signage	\$57,716.00	\$8,376.00	\$57,716.00	<p>Lincoln County's low population (approximately 5,200 residents and almost 98% of the county designated as Public Lands) is a blessing and a curse. We are blessed with only three known, low impact cases of Corona Virus over the last seven months; however, with a small tax base, tourism dollars are what will make or break us. NDOT funds will allow us to get the message out that THIS is where visitors should come for a quick, clean air, outdoor experience, with "Wide Open Spaces &amp; Safe Places".</p> <p>Multiple sign styles will be incorporated in our messaging plan. Number one on the list is to get large message boards (Digital LED Video Signs &amp; fixed billboard) either purchased and installed or updated to promote "Safe and Open". The beauty of digital signage is the quickly responsive ability to change messages to address safety issues and encourage CDC guidelines. Secondly, we want to produce sign overlays to add to existing message centers such as kiosks. Last, but not least, we hope to add an inventory of A-Frame portable signs to place in active areas or around events or outdoor recreation venues. Along with the actual signs, we will have a pre-printed assortment of messages to be placed appropriately in said areas. (Messages like: (1) Safe &amp; Open, (2) Masks required to enter, (3) please social distance, etc.).</p> <p>LCAT is a 100% volunteer organization. We take great pride in working with "partners" such as Lincoln County, City of Caliente, private businesses, Lincoln County Power, and the Lincoln County Regional Development Authority in getting the needed land sites, power and installation assistance whenever possible. Several of our partners are already assisting us on this project should we be awarded a grant.</p>	<p>Grant funds will be used for billboard and sidewalk advertising promoting Lincoln County as open for visitors. The digital signage portion of this grant is denied due to being cost prohibitive.</p>

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-021	Lincoln Communities Action Team (LCAT)	Website & Social Media	\$24,478.00	\$21,250.00	\$24,478.00	Funds will finance videography that will enhance interaction with website visitors, showing our area attractions more prominently and in an exciting manner. The breakout of CAMBA, onto its own website, will allow for a dedicated approach to inviting the large community of mountain biking aficionados to specific events, volunteer programs, workshops, other activities and trail maintenance. The dedicated expansion of information will go beyond that of our tourism site to invite enthusiasts both nationally and internationally to our area. A portion of the grant funds will be utilized to update the existing website, in addition to the new CAMBA website, to emphasize the safe & open message.	Grant funds will be used for video content creation that will be shared on social media and the LCAT website promoting Lincoln County as open for visitors, as well as updating the current website to reflect open and safe messaging. Grant funds are not to be used to create a separate CAMBA website.
Nevada Silver Trails	NS-CRF-022	Mineral County Convention & Tourism	COVID Safety Messaging Video Production Two 30 sec Ads	\$9,975.00	\$9,975.00	\$9,975.00	Nevada Division of Tourism funds will pay to hire a well known video production company that has done work with TravelNevada before, to produce two 30 second TV ads / videos of "Open" attractions and Businesses in Mineral County. Some of the shots will be of the "BigHorn Crossing" Area & businesses and associated parks/campgrounds and trails around the town of Walker Lake as well as the rest of Mineral County. Also featured will be the Walker River State Recreation area attractions of Fletcher and Nine Ranch 1890's stage stops and the famous "The Elbow" Walker River Fishing Area. Then some of the businesses doing proper COVID safety protocols will be featured with guests wearing masks and signs on the businesses doors saying "open". The video production company will be using multiple cameras, drones and professional athletic talent and driving 4x4s and filming other sports equipment/vehicles/vessels as necessary.	Grant funds will be used to create video ads promoting Mineral County as open for visitors.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-023	Mineral County Convention & Tourism	NBC TV Channel 4 TV ad Airing Campaign Nov-Dec	\$9,900.00	\$9,900.00	\$9,900.00	<p>These video ads will air on over the Air TV, this will greatly help people in Northern Nevada be aware Mineral County is open and safe and encourage Tourists back into our community, fuel our economy, and provide Coronavirus economic relief resulting from the recent shutdown. These two 30 second videos will accomplish this by;</p> <p>The video Advertisements will state "Open" and show many of the tourist spots around Mineral County with tourists who are close together wearing masks including as they go into stores and inside tourist attractions and outside if they are close together.</p> <p>Also it will show Tourists there are many vast opportunities that they can come have fun with, while being able to social distance at great distances from each other such as tooling around in ATV's, OHV's, Biking, Hiking, or 4 Wheeling on over a thousand miles of "Open" dirt roads and trails. This project of Airing these advertisements 164 times of professional 30 second Video Production spots of COVID safety messaging ads (actual ads made by someone else under a different grant) stating "Mineral County/Mineral County Businesses and attractions are "Open", will show just that. The Ads will Air on over the Air NBC TV Channel 4 a Reno NV Television Station for about a month.</p>	Grant funds will be used for television ads airing in the Reno market promoting Mineral County as open for visitors. This project is in line with Travel Nevada's Discover Your Nevada program, encouraging Nevadans to visit locations in their own state.
Nevada Silver Trails	NS-CRF-024	Mineral County Museum	Mineral County Brochure/2nd year	\$1,290.00	\$1,290.00	\$1,290.00	<p>All of the funds would go to Certified Folder for this project. Basically we are paying for a website ad. Without the distribution of the brochures will not be able to get the top banner advertisement</p>	Grant funds will be used to distribute the Mineral County Museum Brochure through Certified Folder, which also includes banner ads promoting the Mineral County Museum as open for visitors.
Nevada Silver Trails	NS-CRF-025	Mineral County Museum	Website Redo	\$5,244.00	\$5,244.00	\$5,244.00	<p>I have talked to several people on how we can do this. I have a pretty good estimate from Cabaretti web design. They will show me a mock up first before they set it up and then they will build it. I would like to have mostly an informational page and a page where we can list oral stories or videos on it and post a calendar of events for the area for anyone who is interested in visiting. I think the more they hear about us the more likely they will actually come. And to know that we are doing everything we can to ensure a safe visit.</p>	Grant funds will be used to create a new website for the Mineral County Museum. They are unable to access or update their current website with open and safe messaging.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-026	Pioche Chamber of Commerce	Pioche Advertising Digital Billboards	\$7,500.00	\$7,500.00	\$7,500.00	The grant will cover design, management and advertising fees associated with the billboard promotion. The billboard agency indicates advertising covers one exposure every 2 minutes for a minimum of 20,160 :10-second exposures over 28 days. We will reserve an ad space package that extends for 3 months. The main message of this program is to let potential visitors know that they can safely experience the town of Pioche and nearby places interest in Lincoln County, including five State Parks: Beaver Dam State Park, Cathedral Gorge State Park, Echo Canyon State Park, Kershaw-Ryan State Park, and Spring Valley State Park. The main message of this program is that the town of Pioche is open, safely following state COVID guidelines, and can be considered a "safe base camp" for experiencing all there is to see in Lincoln County.	Grant funds will be used to advertise Pioche as open for visitors utilizing digital billboards in the Las Vegas market. This project is in line with Travel Nevada's Discover Your Nevada program, encouraging Nevadans to visit locations in their own state.
Nevada Silver Trails	NS-CRF-027	Pioche Chamber of Commerce	Pioche Billboard Replacement	\$2,095.00	\$2,095.00	\$2,095.00	The current billboard ad leading into Pioche off Highway 93 will be replaced. The design is the same except for fixing an arrow to point the correct side of the highway as this was not caught in the initial design. The sign replacement is part of Pioche's overall marketing effort to market safe and open businesses in town.	Grant funds will be used to replace current, faded, entryway signage. The new signage will include open and safe messaging.
Nevada Silver Trails	NS-CRF-028	Pioche Chamber of Commerce	Pioche Brochure Printing and Distribution	\$13,190.00	\$13,190.00	\$13,190.00	Nevada Division of Tourism grant funds will be used to print 30,000 Pioche brochures and distribution in Northern Nevada, Las Vegas, Salt Lake City, and Southern Utah. Funds will cover printing, and shipping to Pioche, Nevada, and each distribution point. The cost also includes an online version of the piece (with page-turning feature) to be featured on PiocheNevada.com. The main message of this program is to let potential visitors know that they can safely experience the town of Pioche and nearby places interest in Lincoln County, including five State Parks: Beaver Dam State Park, Cathedral Gorge State Park, Echo Canyon State Park, Kershaw-Ryan State Park, and Spring Valley State Park. The main message of this program is that the town of Pioche is open, safely following state COVID guidelines, and can be considered a "safe base camp" for experiencing all there is to see in Lincoln County.	Grant funds will be used to produce and distribute brochures with "open to visitors" messaging.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-029	Pioche Chamber of Commerce	Pioche Online Marketing Campaign	\$12,300.00	\$12,300.00	\$12,300.00	<p>Nevada Division of Tourism grant funds will be used to let potential visitors know, via an online marketing effort, that they can safely experience the town of Pioche and surrounding area. The main message of this program is that the town of Pioche is open, safely following state COVID guidelines, and can be considered a "safe base camp" for experiencing all there is to see in Lincoln County, including five State Parks: Beaver Dam State Park, Cathedral Gorge State Park, Echo Canyon State Park, Kershaw-Ryan State Park, and Spring Valley State Park. Messaging will emphasize safe places and open spaces, clean and safe Main Street businesses and amenities. Funds will be used to update PiocheNevada.com and assure "cereal time" COVID messaging is offered, and provide potential visitor information about the town's adherence to safety measures. The program also includes marketing Pioche through social media which will provide daily updates, and drive web traffic to PiocheNevada.com for more information. To further this effort, this project includes a Google ad-buy. By aggressively marketing and updating the Chamber's website (PiocheNevada.com), ramping-up a successful social media program, and managing a Facebook ad buy, the goal is to strengthen Pioche's overall "We are open" messaging. This project will leverage efforts with the Chamber's brochure distribution, and digital ad buys will focus on western Utah, eastern Nevada, and Las Vegas.</p>	<p>Grant funds will be used for an online marketing campaign promoting Pioche as open to visitors. This campaign will also include other areas within Lincoln County.</p>

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-030	Tonopah Development Corporation dba Tonopah Main Street	Tonopah Main Street	\$12,900.00	\$500.00	\$12,900.00	<p>We will use funds to communicate, through print, digital, social media, and radio commercial ad campaigns to locals and visitors that Tonopah businesses are open and ready to serve. The campaign will feature a half page print ad in the Nevada Magazine which will increase visibility in conjunction with the digital ads on NevadaMagazine.com. Nevada Magazine fluctuated between 6,300-6,600 active subscribers each issue with another 4,650 copies sent to newsstands. The campaign will also feature a half page ad in the 2021 Nevada Visitors Guide which will print and distribute 250,000 issues throughout the year, as well as distribute the digital version for download. These ads will stress that Tonopah is "open and ready to serve" all visitors and locals alike.</p> <p>The radio commercial campaign will target listeners throughout the Eastern Sierra of California and Central Nevada, covering over 20,000 square miles. The radio commercial campaign will inform listeners that Tonopah is open and will encourage day trips and "staycations". Tonopah has historic sites throughout the town as wells historic hotels that are listed on the National Register of Historic Places. By communicating all that Tonopah has to offer and that we are open for business, we will experience an increase in visitors who have been stuck at home. They will be ready to venture out to places like Tonopah. This increase in visitors will infuse the town's main street businesses with much needed revenue. The Facebook ads will target a much broader audience to encourage travel and visits to Tonopah. This advertising will highlight all our historic attractions and encourage visitors to stay. This translates to visitors who will book hotel rooms, eat in restaurants, and relax in bars. All of the marketing will clearly state that Tonopah is open and ready serve locals and tourists alike.</p> <p>We believe getting the word out that Tonopah is open and ready for all locals as well as visitors is vital to sustaining a strong economy. Advertising through print, digital, social media, and radio will ensure that our message will be heard not only in our target markets but outlying ones as well. Tonopah, like many other small towns, are dependent on tourism. By utilizing all advertising mediums that are available to us and working closely with the Town of Tonopah and local businesses, will enable us to increase tourism downtown by 25%. This will increase revenue for our businesses and spotlight Tonopah Main Street projects and activities, which could also potentially increase our sponsorships. We must help our businesses survive and help them to not only stay open in Tonopah but reinvest in Tonopah as well.</p>	<p>Grant funds will be used for social media posts promoting Tonopah businesses as open. Grant funds will not be used for Nevada Magazine, the Visitors Guide, or radio, as the Town of Tonopah is already advertising Tonopah as open and safe in those formats, and thus they are considered a duplication of efforts.</p>

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-031	Town of Beatty	Beatty Town Social Media Campaign	\$8,997.00	\$8,997.00	\$8,997.00	Beatty does not have a digital marketing strategy and this grant provides us the opportunity to create and execute one. We believe that in today's COVID-19 environment the digital space has moved to the forefront of communication for the people of all ages and walks of life. People are engaging in ways today that they did not just a year ago, they look to digital platforms for information, education, and exposure to new things, places, and activities. NCOT COVID-19 Rural Recovery Grant funds will be used for the consultation and creation of a digital marketing campaign by Beatty Graphics and the fees associated with the execution of the campaign through; Goggle and Facebook Ads through the end of February 2021. These grant funds will make it possible for Beatty to move into the digital space and directly reach people who have an interest in the things we have to offer. It will also allow us to show Beatty in a new light and position us as a safe place to visit and come back to again and again during and after the COVID-19 pandemic.	Grant funds will be used to create a social media campaign promoting Beatty as open for visitors utilizing a buy that is in line with normal purchasing practices.
Nevada Silver Trails	NS-CRF-032	Town of Pahrump	ConnectedTV	\$10,125.00	\$6,750.00	\$10,125.00	We plan to work on co-op with Madden Media to run a video advertisement through ConnectedTV. This is targeting cord cutters who are watching TV through their Smart TV's on platforms such as Hulu and Apple TV. The campaign will run for 3 months from start date. The campaign will target southern Nevada primary geo markets and some southern California secondary geo markets to get the message out there that the entire Town of Pahrump is open, safe and ready for visitation. We will receive between 90,900 - 111,100 impressions and expect to see around 90 - 95% of these being complete views of our 15 or 30 second video.	Grant funds will be used to promote Pahrump as open for visitors through streaming television ads, utilizing a media buy that is in line with regular purchasing practices.

2021 COVID-19 Rural Recovery Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-033	Town of Pahrump	Digital Media Copy	\$5,500.00	\$0.00	\$5,500.00	<p>Digital media will be leveraged to gain exposure for the Pahrump adventure campaign. These digital campaigns, provided by the grant, will be designed to create awareness to ultimately drive room nights into our destination. The campaign messaging and creative assets will be positioned to inspire travelers to make overnight visits. We will be creating intent-based, interest-based, and behavioral-based audiences for each campaign. Flight dates of campaign are November 15 - December 31, 2020.</p> <p>The following digital campaigns will be developed:</p> <p>Google Display Campaign-A search campaign will be designed to generate clicks to the Visit Pahrump website. Keywords will be identified and purchased in an effort to drive the most qualified traffic to the site. Deliverables Number of Impressions: 2,200,000, Number of Clicks: 2,700.</p> <p>Search Engine Marketing-A search campaign will be designed to generate clicks to the Visit Pahrump website. Keywords will be identified and purchased in an effort to drive the most qualified traffic to the site. Deliverables: Number of Impressions: 33,500 Number of Clicks: 2,500.</p> <p>Facebook and Instagram Advertising -This grant will enable us to launch strategies which utilize the very latest in Facebook advertising systems and technologies. These are the same tactics utilized by America's most prominent and successful organizations to drive ongoing brand awareness, ROI and loyalty -Deliverables Southern Nevada + Southern California Adventure Travel Audiences Number of Impressions: 99,000 - 286,000, Number of Clicks: 719 - 2,100</p> <p>Paid social media campaigns are recommended to assist with increased traffic to our website or social profiles as well as brand awareness. The messaging would be customized for each audience including paid ads to drive traffic to the website. Individuals are most often having their initial experience with the brand via paid social channels, so the reinforcement via the destination's unique value, and to demonstrate that value by promoting the adventure campaign</p>	<p>Not all projects can be funded. This project was determined to be a lesser priority.</p>



2021 COVID-19 Rural Recovery Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-034	Town of Pahrump	Greenspun Media	\$11,000.00	\$11,000.00	\$11,000.00	Goals: Increase awareness throughout the Las Vegas local community using a multi-tiered marketing strategy with GMG to promote traveling within the state! Educate the community on what there is to do in our own home state & encouragestaycations! +Package 1 Option: PRINT (5x) Las Vegas Weekly Half Pages OR (3x) Full Pages SOCIAL / EMAIL (1x) Social Media Giveaway - Las Vegas Weekly (examples on pages 19-22) Dedicated E-blast to 37,000+ locals Boosted on Las Vegas Weekly Facebook - 80,000-120,000 impression Posted on IG & Twitter Hosted on LasVegasWeekly.com for one week Slideshow with pictures & facts or video encouraging people to travel on landing page Pre-check opt in to collect emails Bounceback offer (2x) Weekly Fix Email Inclusion ADDED VALUE (1x) LasVegasWeekly.com homepage sliding billboard Bounce-back offer emails & Pre-check Opt-Ins with giveaway	Grant funds will be used to promote Pahrump as open for visitors through a multi-tiered marketing program utilizing a buy that is in line with regular purchasing practices. This project is in line with Travel Nevada's Discover Your Nevada program, encouraging Nevadans to visit locations in their own state.
Nevada Silver Trails	NS-CRF-035	Town of Pahrump	Mobility Study	\$6,500.00	\$0.00	\$6,500.00	Madden Media will work with a cell phone data provider called UberMedia, to provide Pahrump and the whole valley (320 square miles) as near to real time data as is possible (3 day lag) on visitation to our destination. Cell phones that ping within the geo fence we plan to set about the entire Pahrump Valley, will be reported back to us daily in our own custom dashboard for 3 months from the date we begin (November 15 - February 15 for example). UberMedia can also go back as far as January 1, 2020 with this data, so we can see month by month comparisons from pre & post covid. This will be a great help to us moving forward as we continue to shape the Pahrump destination marketing strategy.	Not all projects can be funded. This project was considered a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-036V	Town of Pahrump	Mural Project	\$8,000.00	\$0.00	\$8,000.00	<p>The funds will be used for supplies and some labor involved in prepping the wall. The funds will be used for paint supplies and a small stipend for local artists. Details of supplies are attached.</p> <p>Murals offer artistic expression and accessibility to art without the cost and class-based barriers that can be associated with galleries and museums. Murals are also eye catching. Through the visual aesthetic, they promote a sense of welcoming, identity, attachment, and belonging through creative placemaking because of their physical integration into the location. Murals not only add color, they add character, and vibrancy. They create a tangible sense of place and destination resulting in increased foot traffic. They serve as a backdrop for art walks, mural tours, and community celebrations in other communities. Murals can also have beneficial effects on mental health by contrasting the flatness of concrete and asphalt. Similarly they promote creative placekeeping, giving locals something to be proud of and care for. Murals are the exact opposite of the "broken windows" theory. They enhance public safety by reducing crimes of opportunity.</p> <p>This project will most definitely offer many benefits to the community. The Bob Ruud Community Center has played a major role in community events for residents since it was built in 1964, in tandem with the first Pahrump Fall Festival. It has not only been a place to display exhibits for this event, but over the years has been a place of gathering for churches, clubs, classes, wedding receptions, public meetings, and more. This is the perfect location for a mural in Pahrump. It will give locals something to be proud of, attract visitors, and promote a feeling of community within the community.</p>	This project was determined to be better suited to the VIP program - please see VIP recommendations.
Nevada Silver Trails	NS-CRF-037	Town of Pahrump	Nevada Magazine	\$4,700.00	\$4,700.00	\$4,700.00	Funding will be used to create and purchase a half page ad in Nevada Magazine winter edition, digital ad placement in nevadamagazine.com 300 x 250 large rectangle for two months. Added pricing includes ad creation from Imagine Communications.	Grant funds will be used to promote Pahrump as open for visitors in Nevada Magazine.
Nevada Silver Trails	NS-CRF-038	Town of Pahrump	Nevada Visitor Guide	\$9,100.00	\$9,100.00	\$9,100.00	The funds will be used to create and place a half page ad in the Nevada Visitor Guide. The guide is an annual publication so this presents advantage by length of life for the ad and distribution channels.	Grant funds will be used to promote Pahrump as open for visitors in the Visitors Guide.

2021 COVID-19 Rural Recovery Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-039	Town of Pahrump	Production	\$20,000.00	\$20,000.00	\$20,000.00	<p>The funds will be used to create much needed video and photography content for all social channels, website marketing, connectTV ads. Pahrump has no relevant assets for the present covid scenario. We will create adventure themed video and photos with Safe and Open messaging including our wineries, golf, off road vehicles riding, museum and more. The videos will actually encourage wearing masks and feature visitors wearing masks with new safety procedures for visiting while having fun. The photos and videos will be professionally shot by a two different vendors with trade and travel experience (The Vegas Network Connection and Imagine Communications). The spots for video will be 15 second, 30 second and 60 second, 5-6 locations each with B roll included. The costs include all editing service and Safe and Open messaging.</p>	<p>Grant funds will be used to produce video, in both long and short formats, promoting Pahrump as open for visitors on various platforms.</p>

2021 COVID-19 Rural Recovery Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-040V	Town of Tonopah	Tonopah Business & Attraction Recovery Marketing	\$8,669.22	\$0.00	\$8,669.22	<p>Grant funds will be utilized to specifically promote safe travel in Tonopah by pointing out our safe and open businesses and attractions. We will order 40 sandwich boards for participating brick-and-mortar businesses and attractions in Tonopah, as well as two posters per sandwich board that will clearly state that this business or attraction is back open, list the Town website and logo, as well as Tonopah Main Street website and logo. Both websites can be used to find additional information about Covid-19 restrictions in Tonopah. Additionally, they will list the business name or logo and the open hours if the business cannot wheel the sandwich board in and out every day. Sandwich boards will be placed at all participating attractions and businesses that are relevant for a quality tourism experience such as hotels, restaurants, and shops. While there are other services that might be frequented by a tourist from time to time, we do not anticipate that a sandwich board at these locations, such as a towing company, will increase spending, as one cannot "plan" these kinds of expenses. We are also excluding those businesses with existing large, possibly illuminated signage such as gas stations as we believe that the sandwich boards would not be effective for those businesses. Travelers have been very confused in 2020 about what State, County, and Town has what regulations in place at what time, what is allowed and not allowed, what is open, etc. This is why, for example, some travelers have not frequented restaurants assuming they are not open. By clearly pointing out which businesses are open, we can increase visitation and spending. According to the Nevada Department of Transportation, Tonopah has an average of about 6,500 cars coming through Town every single day. This means that we will have about 195,000 cars coming through town in December. We hope to entice a large portion of these travelers to frequent our businesses, as well as spend the night in Tonopah. Tonopah has very successfully increased room tax collections by 39% in four (4) fiscal years by very actively advertising in our relevant markets, but we have been experiencing a huge drop in collections since March 2020. Collections plummeted by 51%, 71%, and 45% in March, April, and May 2020. 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. By doing so locally, we can capitalize on those travelers who are already passing through every day, as mentioned above. Tonopah has been on the verge of losing a few of its businesses due to the lockdown and closure of non-essential businesses. So far, all businesses are back in operation, but some are reporting huge losses in revenue. While these businesses might not be essential for survival, they are essential to Tonopah as our economy is mostly based on tourism. Our hospitality businesses, as well as our retail businesses who complement the travel sector, are vital to ensure a quality experience for our visitors. The Town of Tonopah will do everything to get travelers to stop and spend more time in Tonopah so our economy can recover. We feel that the sandwich boards are an effective way to accomplish this goal. We anticipate that the sandwich boards will have an immediate impact but will also be used beyond the December 30th timeframe, hence, increasing their use and furthering the reach of our recovery messaging.</p>	<p>This project was determined to be better suited to the VIP program - please see VIP recommendations.</p>

2021 COVID-19 Rural Recovery Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-041	Town of Tonopah	Tonopah Convention Center & Attraction Recovery Marketing	\$4,413.20	\$0.00	\$4,413.20	<p>Grant funds will be utilized to have ten (10) banners advertising the Tonopah Convention Center designed, printed, and hung on Main Street/Highway 95. The banners will specifically highlight that the Convention Center is open and safe. Additionally, we will have ten (10) banners advertising the Old Tonopah Cemetery designed, printed, and hung on Main Street/Highway 95. As a safe outdoors attraction with lots of room for social distancing, we feel it is important to advertise this attraction to keep visitors in Tonopah longer so they can spend more money or even spend the night. According to the Nevada Department of Transportation, Tonopah has an average of about 6,500 cars traveling through Town every day. That means that we have 195,000 cars traveling through Tonopah in a month. If we can get some of these travelers to reserve the Convention Center as a meeting location for December (and later) or spend more time in Tonopah visiting the Old Cemetery, the economic impact would be incredible, as we will outline later. Tonopah has very successfully increased room tax collections by 39% in four (4) fiscal years by very actively advertising in our relevant markets, but we have been experiencing a huge drop in collections since March 2020. Collections plummeted by 51%, 71%, and 45% in March, April, and May 2020. Our Convention Center was closed for several months in 2020 so all meetings, as well as all our major multiple-day conventions, have been cancelled. In order to bring back bookings for the Convention Center, and therefore sales and room tax collections for the Town of Tonopah, Nye County, and the State of Nevada, as well as revenue for our local businesses, we have to actively advertise our Convention Center and ensure travelers know it is open and safe. The Tonopah Convention Center is centrally located between Reno and Las Vegas and would be an ideal meeting location for entities from both cities as it is safe and convenient. Our facility allows for easy social distancing, our setups are done in such a way that people are more than 6 feet apart, and our staff is committed to a strict cleaning and sanitizing schedule. The Old Tonopah Cemetery is a safe outdoors attraction that has a unique draw. Due to the brochure we developed a few years ago, people spend a lot of time at this location. We hope that by actively advertising the Cemetery, we will keep visitors in Tonopah longer, hence, spending more money. Tonopah has been on the verge of losing a few of its businesses due to the lockdown and closure of non-essential businesses. So far, all businesses are back in operation, but some are reporting huge losses in revenue. While these businesses might not be essential for survival, they are essential to Tonopah as our economy is mostly based on tourism. Our hospitality businesses, as well as our retail businesses who complement the travel sector, are vital to ensure a quality experience for our visitors. By enticing travelers to book meetings and conventions in Tonopah or visiting one of our free attractions, we hope that they will spend more time in Tonopah, eating, shopping, and spending the night in Tonopah.</p>	<p>Not all projects can be funded. This project was determined to be a lesser priority.</p>

2021 COVID-19 Rural Recovery Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-042	Town of Tonopah	Tonopah Historic Mining Park Recovery Marketing	\$6,930.00	\$6,930.00	\$6,930.00	<p>Grant funds will be utilized to have a billboard advertising the Tonopah Historic Mining Park designed, vinyl printed and installed, and to pay the annual lease of the billboard. The billboard will specifically focus on the size of the Park and the fact that visiting the Park is safe. The location of the billboard is centrally located in the Tonopah Main Street District/ walkable downtown, across the Mizpah Hotel, behind which the entrance to the park is located. We are hoping to attract more of the travelers who are already driving through Tonopah to incorporate the Mining Park into their travel plans. According to the Nevada Department of Transportation, Tonopah has an average of 6,500 cars traveling through Town every day. If we can get some of these travelers to stop in Tonopah for a longer period and possibly spend the night as a result of this, the economic impact would be incredible, as we will outline later.</p> <p>Tonopah has very successfully increased room tax collections by 39% in four (4) fiscal years by very actively advertising in our relevant markets, but we have been experiencing a huge drop in collections since March 2020. Collections plummeted by 51%, 71%, and 45% in March, April, and May 2020. In order to 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 entice travelers to spend more time in Tonopah. As visits to the Tonopah Historic Mining Park typically last one to three hours, we hope to keep travelers in Tonopah long enough so they will spend the night here.</p> <p>Tonopah has been on the verge of losing a few of its businesses due to the lockdown and closure of non-essential businesses. So far, all businesses are back in operation, but some are reporting huge losses in revenue. While these businesses might not be essential for survival, they are essential to Tonopah as our economy is mostly based on tourism. Our hospitality businesses, as well as our retail businesses who complement the travel sector, are vital to ensure a quality tourism experience for our visitors. By enticing travelers to spend more time in Tonopah by visiting the Mining Park, we hope they will also eat, shop, and spend the night in Tonopah, so we can hopefully bring our businesses back to an economically sustainable level. We feel that due to the billboard's location, it is the perfect way to increase awareness of the Park.</p>	<p>Grant funds will be used to design, create, and install billboard vinyl promoting the Tonopah Historic Mining Park as open to visitors.</p>

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Nevada Silver Trails	NS-CRF-043	Town of Tonopah	Tonopah Print & Digital Recovery Marketing	\$25,137.00	\$25,137.00	\$25,137.00	<p>Grant funds will be utilized to have an ad campaign designed specifically to promote safe travel in Tonopah and point out our safe attractions that are following mandates. The ad campaign will be for print ads as well as digital ads. We will create social media ads complementing the U.S. Travel Association Phase 2 of the "Let's Go There" campaign that will take place in November, which we can use while our own campaign is still being designed. We will place a half page ad in the Nevada Magazine (previous contract was for a quarter page ad) to increase visibility and to complement the Travel Nevada "Discover Your Nevada" campaign. We will also place digital ads on NevadaMagazine.com and participate in their monthly newsletter distribution. We will place a half-page ad in the print and digital Annual Visitor Guide highlighting all our safe attractions and events. Additionally, we will place a print ad in the Nevada Business Magazine to promote the Tonopah Convention Center as a safe meeting location. We will place multiple paid promotions/ boosted posts on Facebook and Instagram to increase awareness of Tonopah's attractions. Some of the attractions and activities to be promoted will include the Tonopah Historic Mining Park, downtown Tonopah with its shops and eateries, the Old Haunted Cemetery, and stargazing, as all attractions and activities allow for easy social distancing. We hope that by pointing out how much there is to do in Tonopah, visitors will not just take a daytrip to Tonopah but will spend the night. This project will be a cooperation between the Town of Tonopah (Tonopah Nevada, Tonopah Historic Mining Park, Tonopah Convention Center), the Central Nevada Historical Society (local non-profit, Central Nevada Museum) and Tonopah Main Street (local non-profit) to further our reach. We will place social media ads on five (5) Facebook pages and on one (1) Instagram account. Tonopah has very successfully increased room tax collections by 39% in four (4) fiscal years by very actively advertising in our relevant markets, but we have been experiencing a huge drop in collections since March 2020. Collections plummeted by 51%, 71%, and 45% in March, April, and May 2020. 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 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. Tonopah has been on the verge of losing a few of its businesses due to the lockdown and closure of non-essential businesses. So far, all businesses are back in operation, but some are reporting huge losses in revenue. While these businesses might not be essential for survival, they are essential to Tonopah as our economy is mostly based on tourism. Our hospitality businesses, as well as our retail businesses who complement the travel sector, are vital to ensure a quality tourism experience for our visitors. The Town of Tonopah will do everything to increase visitation and brand awareness so Tonopah's economy can recover. This is one of the reasons we are working with Tonopah Main Street, an affiliate of Main Street America.</p>	Grant funds will be used for print and digital advertising promoting Tonopah and its attractions/businesses as open to visitors. This project is in line with Travel Nevada's Discover Your Nevada program, encouraging Nevadans to visit locations in their own state.
<b>TOTAL</b>				<b>\$606,389.42</b>	<b>\$380,427.00</b>	<b>\$624,689.42</b>		

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Pony Express Territory	PE-CRF-001	Pony Express Territory	Nevada Reboot ad packet	\$47,371.00	\$47,371.00	\$47,371.00	This will be an intense marketing effort scattered all across the areas that are looking at Nevada. This will let potential visitors know that they can safely experience America's Loneliest Road, Nevada's Highway 50, and all of the communities along this historic route. The messaging for this program will let visitors know that these communities are open and safely following state COVID guidelines. The tagline for this campaign is "Social Distancing Since 1861" and all advertising and marketing will follow consistent branding guidelines. With the online marketing campaign tied to this part of the effort, we should be able to direct lots of traffic to our area.	Grant funds will be used to promote Pony Express Territory as safe for visitors, using print, digital, radio, billboards, and newspaper. All media buys will be in line with regular purchasing practices.
Pony Express Territory	PE-CRF-002	Pony Express Territory	Digital Billboard in Sac and Reno Market	\$30,000.00	\$30,000.00	\$30,000.00	A Digital Billboard Campaign in Reno Metro Market utilizing 6 different geographical locations / billboards and 13 locations in Sacramento CA. Location to be rotated every 2 weeks for 12 weeks. Every community along the P.E.T. will have their own message as well as the Territory itself. Messages can be changed at any given time. Messages will be designed to tell motorists that Highway 50, the "Loneliest Road" is open for business, safe, COVID compliant, and the ultimate in social distancing with lots of adventures to experience for your next vacation /staycation. The quote is for a 12 week period, which is the shortest time frame they will consider at this time. Production is also included in this quote.	Grant funds will be used to promote Pony Express Territory as safe for visitors using digital billboards in Sacramento and Reno.



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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Pony Express Territory	PE-CRF-003	Pony Express Territory	Loneliest Road Online Marketing Campaign	\$13,425.00	\$13,425.00	\$13,425.00	<p>Funding will be used for an online marketing effort to let potential visitors know that they can safely experience America's Loneliest Road, Nevada's Highway 50, and all of the communities along this historic route. The messaging for this program will let visitors know that these communities are open and safely following state COVID guidelines. The tagline for this campaign is "Social Distancing Since 1861" and all advertising and marketing will follow consistent branding guidelines.</p> <p>This project relies heavily on updates provided on the Territory's website, LoneliestRoad.us, in order to assure that travelers can find "cereal time" COVID messaging. The website will provide visitor information about each town's adherence to safety measures. The project also includes Facebook ads, and daily posts will provide updates. These ads and posts will direct web traffic to LoneliestRoad.us for more information. To further strengthen this effort, the campaign includes a Google and TripAdvisor ad buy. Online messaging is the quickest and most efficient way to get information out to potential travelers, and it has the highest return on investment, especially now. With updated information on LoneliestRoad.us, an aggressive social media program, Facebook and TripAdvisor ads, this campaign will successfully promote the Territory's overall message, "We Are Open!". This project will also leverage efforts with the Territory's print advertising, and digital billboard campaigns that feature consistent messaging</p>	Grant funds will be used to promote Pony Express Territory as open for visitors through various digital and social channels using the tagline "Social Distancing since 1861".
Pony Express Territory	PE-CRF-004	Pony Express Territory	Nevada Magazine	\$15,000.00	\$15,000.00	\$15,000.00	<p>12000.00 for a full page ad in the Visitors Guide for 2021, but will be published before 12/30</p> <p>3000.00 for a half page ad in The 4th Quarter Nevada Magazine published just prior to Dec 30.</p>	Grant funds will be used to promote Pony Express Territory as open for visitors in Nevada Magazine and the Visitors Guide.
Pony Express Territory	PE-CRF-005	Pony Express Territory	Reno Television Market	\$25,000.00	\$25,000.00	\$25,000.00	<p>13 week TV Package 11.16.20 - 2.14.21 on Reno CBS and Reno NBC affiliates. At the end of this campaign, 219,248 people 25+ will see our spots and on an average of 8.7 times for total selling impressions that equal 1,905,256. All at a cost per thousand (how much will it cost to reach 1,000 people) of \$5.90. This grant will include a new commercial using existing video to save time and money. The message will be clear to plan your next visit to P.E.T</p>	Grant funds will be used to promote Pony Express Territory as open for visitors in the Reno television market.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Pony Express Territory	PE-CRF-006V	Austin Historical Society	Museum Signage	\$6,000.00	\$0.00	\$6,000.00	a 4x5 Lexan double sided sign with LED lights 2200.00 2 4x5 Print for sign with logo etc, laminated and applied 180.00. Sales tax 180.88 Labor to install 1600.00	This project was determined to be better suited to the VIP program - please see VIP recommendations.
Pony Express Territory	PE-CRF-007	Churchill Arts Council	Churchill Arts Council/Oats Park Art Center Open & Safe	\$44,036.00	\$16,650.00	\$111,711.00	1) Tourism Recovery: Marketing and advertising: (Open and safe). Funds will be utilized for this project as follows: Still photographic images: Still photographic images will be taken featuring patrons enjoying the Oats Park Art Center in a safe manner wearing face coverings and practicing social distancing. They will be used on our website, Facebook page and other social media; and will be featured in e- blasts. Long & Short Form videos of: 1) the interior of the Art Center with patrons safely (as above) and happily moving about, looking at art, etc.; and 2) the John Jorgenson Bluegrass Band performance, showing how people can safely come out and enjoy a stellar performance in a welcoming first rate facility safely. Radio ads: will be purchased to promote to out of area listeners, the November 21 performance of the John Jorgenson Bluegrass Band. Open and Safe language and protocol will be included in the ads, and we will continue to adhere to all current state of Nevada health directives. Visual arts announcements: will be designed, printed and mailed to advertise and promote the installation of two new visual arts shows featuring out of area artists with a first viewing reception on December 5. We will continue to: photographically document the permanent visual arts collection, adding the images to our website and digital catalogue. This project has been hugely successful. We have had many visitors from out of town who visit the Art Center so they can see the collection in person. Acquire: COVID safety supplies in order to make certain that the visitor experience is as pleasant and safe as possible, we will provide hand sanitizer and masks (with CAC's logo embroidered on them) for those who may have forgotten theirs. 2) Tourism Recovery, Destinations improvements: To increase and enhance the visitor experience, we intend to produce way finding signage, with Open and Safe as a tag line. Add infrastructure/equipment such as ambient lighting for evening events, shade structures for warm afternoons, and patio heaters for cooler evenings in The Lariat Courtyard, Cafe and Bar which have become increasingly popular as an indoor/outdoor venue even before the COVID pandemic.	Grant funds will be used only to produce photo and video assets showing the Oats Park Arts Center is open and safe, which will be shared on their digital channels, and to advertise as open for visitors on the radio in the Reno market.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Pony Express Territory	PE-CRF-008	Churchill County Museum	Churchill County Museum LED Sign	\$43,500.00	\$0.00	\$43,500.00	Tourism dollars will be used to construct and install the LED sign. The sign will be used to advertise that the museum and Maine street Fallon is open and safe. The LED portion of the sign will be used as a marquee for museum and community events and information	Not all projects can be funded, this project was determined to be cost prohibitive and thus a lesser priority.
Pony Express Territory	PE-CRF-009	Churchill County Museum	Churchill County Museum Touring Application	\$4,290.00	\$4,290.00	\$4,290.00	Purchase of setup and first year license for a Churchill County Museum Application system hosted by OnCell. The setup cost is \$1995 with an annual licensing fee of \$2295. The Museum association and it partners are dedicated to maintaining the annual license after the first year as art of their annual operating costs. The first program produced by December 30 will be a docentless tour of the Churchill County Museum, which will combine text, photos, audio and video interpreting the museum's long term exhibits. The OnCell system is a web based application building program which requires no programming on behalf of the app builder, and is hosted and maintained by OnCell. The museum tour will be the first of a series of local tours scheduled to be developed. The annual fee allows for up to 25 different tours, so the museum anticipates not only developing historical tours, but tours specifically designed for the traveling public, for example a pub tour of bars in Fallon creating a virtual pub crawl. Among other ideas is the creation of highschool reunion tours of the hangouts of each class, illustrated with images from the museum's collections and reminiscences of class members as audio interpretation.	Grant funds will be used to create a museum touring application for the Churchill County Museum. This app will allow for a self-guided tour of the museum showing the museum is open to visitors. This app will be promoted on the website and social channels offering a safe experience for visitors.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Pony Express Territory	PE-CRF-010	City of Ely	Ely Open and Safe Sentinel Sign Project	\$253,033.00	\$0.00	\$253,033.00	Nevada Division of Tourism funds will be utilized to install a 15' lighted steam locomotive gateway sign at the northeast entrance to Ely on U.S. 93 which includes a removeable panel or banner indicating the community is Open and Safe for your business; this beautiful decorative structure constructed of natural stone, metal panels and pre-cast concrete will grab the attention of every traveler entering Ely at this location. The Ely "Open & Safe" Sentinel Sign Project is 'shovel ready' due to the hard work and expertise of the Nevada Department of Transportation (NDOT) for the Ely Downtown Reconstruction Project; this landscaping element was unfortunately removed from Phase I of the project when the contract was awarded earlier this year, but NDOT has indicated to the City they will use their contractor in Ely at this time, Q & D Construction, to install the sentinel sign by December 30, 2020 if Nevada Division of Tourism grant funds are awarded. Installation of this large sign using Nevada Division of Tourism funds will not only have an immediate persuasive impact on every visitor to Ely using U.S. 93 that our community is Open and Safe for recreational activities, but it also conveys an important message during this difficult time for all us: Full Steam Ahead!	Not all projects can be funded, this project was determined to be cost prohibitive and thus a lesser priority.
Pony Express Territory	PE-CRF-011	Dayton Area Chamber of Commerce & Visitors Center	Dayton Chamber Brochure Printing & Distribution	\$14,150.00	\$14,150.00	\$14,150.00	Grant funds will be used to print 40,000 Dayton map/brochures and distribution. The main message of this program is that the town of Dayton is open and following state COVID guidelines for safety. This program will let potential visitors know that they can safely experience the town of Dayton and the many surrounding historic areas. Visitors from Reno and Carson City can discover what's right outside their backyard, and visitors from other parts of the state, or Northern California, can stay overnight in Reno or Carson City. These brochures will be distributed in Northern Nevada, Reno/Carson City, North Lake Tahoe, South Lake Tahoe, Gold Country (Northern California), and at three Welcome Centers. Funds will cover printing, shipping to Dayton, and shipping to each distribution point. The cost also includes an online version of the piece (with page-turning feature) to be featured on the Chamber's new website, daytonnvchamber.com. The Dayton map/brochure also has information for a historic walking tour, featuring safe-distancing in an outside environment.	Grant funds will be used to produce and distribute brochures with open and safe messaging.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Pony Express Territory	PE-CRF-012	Ely Outdoor Enthusiasts	Ely Outdoor Enthusiasts	\$2,150.00	\$0.00	\$2,150.00	The Ely Outdoor Enthusiasts website would be evaluated and upgraded by a designer. The upgrades would include incorporating how our events are open and safe to the public, incorporating how events would follow current COVID19 guidelines to keep participants, volunteers, and our community safe, and making our site look more appealing and professional. A banner ad would be designed to advertise the types of events we provide, that our events are safe and open during the pandemic, and provide a direct link to our new and improved website. The banner ad would be posted to outdoor activity websites such as HalfMarathons.net or RunningintheUSA.com. The banner add would be published for November and December, and longer if the grant allowed. Promotional Facebook and Instagram ads that advertises our events are safe and open, with links to our upgraded website.	Not all projects can be funded, this project was determined to be a lesser priority as there will be no events to promote prior to 12/30/20.
Pony Express Territory	PE-CRF-013	Ely Renaissance Society	Ely is Open and Safe Signage	\$18,775.00	\$0.00	\$18,775.00	Funds for Ely is "Open and Safe" Signage project will be used to design, fabricate and install welcome signage to be placed at Block 1, located at the entrance to Ely at the west end of town on US 50. The block is owned by the Ely Renaissance Society. Many first-time and returning visitors arrive in Ely and have little information about the many attractions, outdoor recreation opportunities and events in the county. Ely is "Open and Safe" signage will serve as an eye-catching welcome assuring visitors that Ely is open and safe. In addition, visitor information will be attached to the signage and will offer availability for visitors to pick-up 24/7. Instead of driving through, visitors will have a reason to stay and play in White Pine County. Block 1 provides ample parking for visitors and space to get out and stretch their legs. Visitor information will be provided by White Pine County Tourism and Recreation.	Not all projects can be funded, this project was determined to be a lesser priority.
Pony Express Territory	PE-CRF-014	Eureka Business Network	Eureka is Safe and Open!	\$23,282.69	\$12,190.00	\$23,282.69	These generous COVID Relief funds will pay for much needed target marketing advertising to help folks know they can safely visit, stay, eat, play, shop and enjoy our beautiful Eureka County and hopefully it can even turn into repeat visitors. The publications we have chosen to advertise in have the demographics and distribution we are looking for to boost our visitors to Eureka County. This will, without a doubt, attract more visitors from our surrounding counties and our whole state. We really needed a grant like this to help us! Thank you for your thoughtfulness to create it!	Grant funds will be used to promote Eureka as safe for visitors through various print publications, utilizing media buys in line with regular purchasing practices. Award was reduced to reflect advertising for 3 months instead of a full year.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Pony Express Territory	PE-CRF-015	Fallon Convention & Tourism Authority	City of Fallon TravelStory App Historical Walking Tour	\$14,250.00	\$14,250.00	\$14,250.00	<p>The City of Fallon is a relatively hidden gem in Northern Nevada that is gaining salience with the public thanks largely to key cultural assets (like the Churchill Arts Council), outdoor experiences, local lore, and an ongoing effective public outreach program.</p> <p>This project's foundational element will be a user-friendly web application that allows prospective visitors to "tour" Fallon remotely or to learn about key areas of interest when they visit in person. Specifically, the built tour will cover the historical walking tour within the City of Fallon. This application, designed to speak to the region's diverse array of drive market visitors, will present users with audiovisual information (collected, managed, and deployed by Fallon's retained creative agency) about Fallon's historical, and cultural attractions and will be organized in the form of several digitally accessible tours with the help of the TravelStory's white-label platform, which allows users to experience self-guided walking tours or to access "on the ground" regional offerings from afar and in-person.</p> <p>Following the deployment of this tool, there is a significant opportunity for the City of Fallon to collect insights about consumer/prospective visitor behavior through their digital activity in relation to the app as well as from their geographic activity during in-person visits. These insights will be used to make informed decisions about advertising and marketing activities, helping to determine the creation of advertisements, content marketing, and other tactics to activate further consumer activity while users are visiting in person. In an effort to launch and promote the launch Historical walking tour, funds will be utilized to create advertisements across the digital ecosystem and include a traditional advertising element, such as a print media ad.</p>	<p>Grant funds will be used to create and promote a historic walking tour. The app itself, as well as all collateral, creative, and advertising associated with it, will have open or safe messaging.</p>

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Pony Express Territory	PE-CRF-016	Fallon Convention & Tourism Authority	City of Fallon Outdoor Activities Media Buy Campaign	\$16,000.00	\$16,000.00	\$16,000.00	The City of Fallon will use the Nevada Division of Tourism funds to create a specific creative campaign that will be utilized for the digital and traditional media buy. Funds will be allocated to creative design, project management and direct media buy cost. The assets that are developed and distributed for this project will encourage visitation and patronage of outdoor as well as COVID-safe indoor activities in the region. The assets will be targeted at Fallon's drive market visitors as segmented and described in the City's long-term communications plan. All assets will also emphasize the continued need for compliance with Center for Disease Control and state government	Grant funds will be used to promote Fallon as a safe and open outdoor destination through digital, social, billboards, and video. All creative must include open or safe messaging.
Pony Express Territory	PE-CRF-017	Historical Society of Dayton Valley	Historical Society of Dayton Valley Open and Safe Online Messaging	\$12,500.00	\$12,500.00	\$12,500.00	Nevada Division of Tourism grant funding will be used for an online "Open and Safe" marketing message by the Historical Society of Dayton Valley. This project focuses on an updated and rebuilt website that provides safe re-opening information. The Dayton Museum recently began opening on weekends for limited visitors, and the HSDV is following all state COVID safety guidelines. In addition, visitors may take a walking tour to view historic Dayton in an outside, safe-distancing atmosphere. Travelers will be provided "cereal time" updates through the rebuilt website that can provide information on all devices. The present site is built as an older static design which is no longer used. It is not search engine friendly so visitors have a difficult time finding information. In addition, the site needs to be made mobi-friendly. 50% of total website visitations in this region are through a mobile device. The website must be made mobi-friendly in order to have adequate messaging. HSDV believes that the most efficient and quickest way to communicate "Open and Safe" travel information is through an online effort. Providing "cereal time" updates is critical in order to ensure a safe experience. Notifying potential travelers that the Historical Society of Dayton Valley is following all COVID safety guidelines will help safely relaunch visitations to the area.	Grant funds will be used to upgrade and update the Historical Society of Dayton Valley's website with "open for visitors" messaging. Their current website is outdated and not mobile or search engine friendly.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Pony Express Territory	PE-CRF-018	Nevada Northern Railway Foundation	BOOK 2021, WE'RE OPEN WE'RE SAFE Digital Marketing	\$15,000.00	\$0.00	\$15,000.00	<p>These fund will be used for a three month digital marketing campaign with Hibu titled BOOK 2021, WE'RE OPEN! WE'RE SAFE! SAVE 21%! Hibu is a leading provider of digital marketing solutions for local businesses. This will be an integrated marketing program designed to increase the railroad's visibility online, to drive visitors to our website and generate leads. This will be a three month program starting upon grant approval and terminating in January. (A three month contract was the minimal contract available.) We will be posting our 2021 schedule on November 1st that is also the kick-off of the BOOK 2021, WE'RE OPEN! WE'RE SAVE! SAVE 21% campaign. We will be using our funds to start a regional campaign. Approving this grant will let us to go from a regional campaign to a nation-wide campaign. NCOT's funds will be used to fund the nation-wide campaign.</p> <p>The digital campaign will consists of listings management, ensuring our business info is accurate, complete, and secure all over the places people look for that kind of info on the web. Also included is review generation to keep gaining positive reviews online. And the big one, display advertising. This will create banner ads that are all over the web, mobile apps, and social media. If a person clicks on our website, then the ads will follow their digital footprint for 14 days. These ads run on the Microsoft Network, which is a collection of 400+ high traffic sites and mobile apps. Additionally, these ads will retarget each visitor to the site for 14 days after the initial visit, keeping the railroad and Nevada as top of mind awareness of a possible visitor. This gives us more than one chance at having the person book an experience for 2021 and visit Nevada and the railroad.</p> <p>As an incentive to get people to book, any of our activities booked by December 31st will receive a 21% discount. This discount will encourage people to a book a trip to Nevada in 2021 by the end of the year.</p>	<p>Not all projects can be funded, this project was determined to be a lesser priority due to the focus on bringing visitors to Nevada in 2021 - CRF guidelines require immediate impact.</p>



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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Pony Express Territory	PE-CRF-019	Nevada Northern Railway Foundation	BOOK 2021, WE'RE OPEN WE'RE SAFE Print Marketing	\$37,261.00	\$7,350.00	\$37,261.00	NCOT funds will be used for an exclusive premium sponsorship of Kalmbach's holiday marketing program. This program includes magazine ads; three different themed Eblasts to their lists of more than 635,000 hobby enthusiasts and the top listing in their Santa's Workshop Virtual Shopping Mall. Additionally there is a direct mail campaign to their subscriber list to reinforce the message BOOK 2021, WE'RE OPEN! WE'RE SAFE! SAVE 21%! The direct mail campaign supports the advertising with Kalmbach and with Hibu too. The direct mail campaign is a key part of the campaign, our target demographic like to hold paper in their hands. The combination of digital and paper will make this a wining campaign that will bring people to Nevada in 2021.	Grant funds will promote the Nevada Northern Railway as open for visitors through eblasts and magazine advertising. All magazine advertising must print prior to December 30, 2020.
Pony Express Territory	PE-CRF-020	Nevada Northern Railway Foundation	Nevada Northern Website Renovation	\$19,750.00	\$0.00	\$19,750.00	NCOT funds will be used to overhaul and renovate our existing website. The scope of work will include Replicating our current website structure; Updating the website's design; Integrating a new, more reliable platform upon which the site will operate; Allowing the website to be editable by staff in real time; Update the web-mail functionality of "contact us" to allow the question be directed to the appropriate staff member based on topic; Allows us to automatically add the email address to our email list; Link to the structural backend provided by DoubleKnot for all purchasing and credit card functions.	Not all projects can be funded, this project was determined to be a lesser priority as the current website is functional and contains COVID-19 information.
Pony Express Territory	PE-CRF-021	Nevada Northern Railway Foundation	Outdoor Digital Informational Kiosk	\$10,000.00	\$0.00	\$13,272.99	NCOT funds will be used to purchase a 49" outdoor digital kiosk that is all weather and impact resistant.	Not all projects can be funded, this project was determined to be a lesser priority.
Pony Express Territory	PE-CRF-022	The Greater Austin Chamber of Commerce	Austin Billboards	\$9,850.00	\$9,850.00	\$9,850.00	The Austin Chamber of Commerce will utilize these funds to update the billboards on the east, west and south of Austin to include the safety practices being implemented by all the businesses within Austin. Austin will be utilizing the slogan "Social Distancing since 1861" among the other communities along the Highway 50/PET route.	Grant funds will be used to update billboards with messaging that Austin is open for visitors.
Pony Express Territory	PE-CRF-023	The Greater Austin Chamber of Commerce	Historic Walking Tour Banners	\$1,150.00	\$1,150.00	\$1,150.00	With the new "face" of the downtown Austin corridor, the streets of Austin should reflect. The new banners will highlight the fun and informative historic walking tour Austin, NV has to offer. We want to showcase this unique experience to draw travelers to stay in Austin for one, two or more nights.	Grant funds will be used to produce banners promoting Austin as open for visitors, encouraging visitors to explore Austin's historic downtown.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Pony Express Territory	PE-CRF-024	The Greater Austin Chamber of Commerce	Online Marketing Banner Ads	\$2,600.00	\$2,600.00	\$2,600.00	Having an online presence this day and age is crucial. All travelers are traveling with a cell phone and having instant access to a community is extremely beneficial. The Austin Chamber is driving the visitors to the new mobile friendly website and utilizing the marketing of the True West magazine has been beneficial, 1285 clicks beneficial.	Grant funds will be used to purchase banner ads on True West Magazine's website promoting Austin as open for visitors.
Pony Express Territory	PE-CRF-025	The Greater Austin Chamber of Commerce	TravelNevada Visitors Guide	\$8,500.00	\$8,500.00	\$8,500.00	The Austin Chamber of Commerce relies on yearly grants provided by the State of Nevada to assist in the marketing and publication of items for the Austin community and surrounding areas. Due to the 1st grant cycle being cancelled the Chamber has had to make some very tough decisions on which marketing programs to continue with. The Visitor's Guide is a crucial marketing platform for the Austin Chamber of Commerce but is also a large amount of monies that the Chamber doesn't have to spend this year. The Chamber is requesting these funds to help safely promote Austin and the surrounding communities, utilizing the new tag line (also in conjunction with PET): "Socially distancing since 1861"	Grant funds will be used to advertise Austin as open for visitors in the Visitors Guide.
Pony Express Territory	PE-CRF-026	White Pine Chamber of Commerce	White Pine Chamber of Commerce is Open and Safe!	\$23,500.00	\$0.00	\$23,500.00	The White Pine Chamber of Commerce "Open and Safe" project will remodel the visitor area of the chamber to allow visitors to receive print collateral and have their questions answered in a COVID-19 safe area. The remodel will enlarge the visitor information area by providing recommended social distancing space. Currently the layout of the visitor area allows for only two visitors to be inside the visitor area to meet COVID-19 social distancing guidelines. It is difficult to ask visitors to wait outside, especially in colder months. The project will include the "Open and Safe" remodel, attractive furniture for visitors to enjoy and technology upgrades to streamline operations and better serve the business and tourism communities. The White Pine Chamber of Commerce is the located in a prime location for visitors in Ely and White Pine County to access. By limiting the number of visitors inside the chamber at one time, economic support and revitalization for the area is limited. The "Open and Safe" remodel and upgrades will provide room for more visitors to receive information at the chamber at any given time. The new partnership between the chamber and White Pine Tourism and Recreation staffing the visitor center 7-days-a-week, many more visitors will be served and businesses and lodging will increase sales.	Not all projects can be funded, this project was determined to be a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Pony Express Territory	PE-CRF-027	White Pine County Tourism Recreation Board	Open and Safe Reprinting	\$15,000.00	\$12,000.00	\$15,000.00	Travel Nevada funds will be used for design work and reprinting. First we will create an "Open and Safe" Badge. Think "As Seen On TV" but not as cheesy. This will go on the reprinted material and create consistent and recognizable messaging across all our major print pieces distributed throughout the county, in-state and out-of-state. The pieces we would like to reprint are only the most widely distributed ones. Travel Nevada money will also be used to update any out of date information due to changes brought on by the impacts of COVID. We will then reprint the identified materials and distribute to our normal locations.	Grant funds will be used to produce and distribute brochures with open and safe messaging.
Pony Express Territory	PE-CRF-028	White Pine County Tourism Recreation Board	Welcome to Ely Signage	\$6,000.00	\$0.00	\$6,000.00	Travel Nevada funds would be used in 2 ways. First, we will pay a designer to create 2- 12'x124' billboard designs that welcome travelers along Hwy 50 to downtown Ely and let them know that we are open and safe. And the second way is the fabrication and installation of the printed billboard vinyl. The space has been donated rent free to WPC Tourism and Recreation.	Not all projects can be funded, this project was determined to be a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Pony Express Territory	PE-CRF-029	White Pine County Tourism Recreation Board	White Pine Open And Safe Rebranding	\$50,000.00	\$45,000.00	\$50,000.00	<p>Funds in this proposal will be used in a 3 tier comprehensive marketing campaign to reinforce the last 2 years of rebranding efforts and encourage in-state travel by communicating that we are a year round mountain town destination that is open and safe.</p> <p>The first tier is design. WPCTR will redesign the destination's logo to more represent it's new identity. In addition, we will combine and redesign the Top 15 Brochure and the business/attraction listing into a mailer showcasing all there is to do from attractions, events, businesses using the "open and safe" messaging.</p> <p>The second tier is sending that mailer direct to the major population centers in Nevada, including Las Vegas, Reno, and Carson City, to encourage in-state travel to White Pine County. The expansive populations of these areas have made it cost prohibitive to do any direct mail marketing in these locations in the past. Recently, we have had success with direct mailers to smaller neighboring communities like Lincoln and Eureka counties, but could never afford a Vegas or Reno. Playing off of the success from the smaller communities we know direct mailers have a influence on people deciding to travel to Ely.</p> <p>The third tier is digital. We will follow the mailer with targeted social posts across 3 platforms leading into the end of the year. We will do paid advertising 2x week for 5 weeks, in the location of the mailers, showcasing each of the tourism assets, events, and businesses included on the mailer. The messaging will reinforce that White Pine County is open and safe. Finally, the website will get an updated design with the new logo, new color scheme, and adding open and safe messaging to the home page.</p> <p>A no cost aspect of this campaign is switching the targeted locations of our digital search and display campaigns for the proposed timeframe to compliment the locations targeted in this campaign.</p>	<p>Grant funds will be used for direct mail marketing campaign to targeted areas in Reno, Las Vegas, and Carson City promoting Ely as open and safe. This project is in line with Travel Nevada's Discover Your Nevada program, encouraging Nevadans to visit locations in their own state.</p>

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Pony Express Territory	PE-CRF-030	White Pine Main Street Association	White Pine County Open and Safe All Year Round: Shop-Eat-Play-Stay Holiday Campaign	\$21,250.00	\$13,050.00	\$21,250.00	<p>The comprehensive campaign includes, but not limited to, the elements listed below:                      Promotional videos for marketing Ely's new Mural and Arts Audio Tour;                      promotional photography for marketing Ely's new Mural and Arts Audio Tour;                      Open and Safe Mural Tour Rack Cards for marketing Ely's new Mural and Arts Audio Tour;                      Vinyl Clings with the "White Pine County Open and Safe All Year Round" logo that will be placed on mural tour markers and at area businesses;                      design, fabrication and installation of 28 12" Open and Safe Mural Markers for Ely's new Mural and Arts Audio Tour;                      radio ads and interviews to update the community on what is going on and newspaper ads throughout the region.</p> <p>In marketing the new mural tour will we host a "Where's Dirt?" campaign to encourage people to engage in the audio tour. Dirt is the famous cat who lives at the Nevada Northern Railway and is a viral sensation on social media. We will use a 2-dimensional cut out of Dirt and place him on a different mural each day. If visitors find him, they need to listen to the story of that mural and then go to designated local businesses to claim a prize by telling something they learned at that site. Money for this budget item will pay for multiple copies of Dirt cut outs and employee hours to move him to the new location for 28 days.</p> <p>"White Pine County Open and Safe All Year Round" tote bags. Holiday shoppers will get a tote to use as they shop in Ely. By having the tote, business owners will know they are participating in our holiday program and the shopper will receive discounts and specials. The totes will have our Open and Safe logo on one side and the Travel Nevada, White Pine Main Street and White Pine Tour &amp; Rec logos and websites on the other side. We would be able to track how many bags were taken and gather information from the visitors for future marketing of White Pine County.</p>	Grant funds will be used for promotional video, photography, email marketing, newspaper ads, radio ads, and social ads promoting the Ely Mural and Arts tour as open for visitors.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Pony Express Territory	PE-CRF-031	White Pine Public Museums	Collections & Covid	\$4,200.00	\$2,500.00	\$6,380.97	The funds provided will enable us to "LOUDLY" promote our small museums. With an aggressive marketing campaign of radio, TV, social media, newspaper, etc. we can let visitors know that if they didn't stop in at our museum, they really missed out on a unique historic adventure. We have so much to offer. Our plan is to be everywhere.... open a magazine and there we are. Open Facebook and who do you see? US. We are ready for business. Literally, we have something for everyone. We just need to get the word out.	Grant funds will be used to promote the White Pine Public Museums as open for visitors utilizing social media and radio. Grant funds may not be used for Past Perfect, computer equipment, or a camera.
<b>TOTAL</b>				<b>\$806,823.69</b>	<b>\$322,826.00</b>	<b>\$879,952.65</b>		

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-001	Reno-Tahoe Territory	Explore Reno-Tahoe Territory Safely In Market & Virtual Media Visits	\$18,000.00	\$0.00	\$18,000.00	<p>Over the last year RTT has been proactively generating earned media coverage for the Territory partners. However, starting in March 2020 in response to the pandemic, much of that outreach transitioned to virtual. In an effort to drive a concerted and focused response in line with the recovery efforts, RTT will add two virtual media tours and extend invitations for a minimum of four journalists to visit the area in an effort to secure earned media. The goal for the in-market media visits would be to secure coverage, either through social media, blogs or consumer outlets, for the Territory partners with an emphasis on safe travel and regional recovery.</p> <p>The following would be incorporated as part of RTT's tourism recovery efforts.</p> <p>Virtual Media Visits: Host two regional virtual media tours inviting key journalists from Nevada and the drive market to attend. The topic would be on safe winter activities and on destination partners who are going above and beyond to provide a healthy and COVID safe experience. This would include developing the itinerary, securing the media and regional partners to attend, hosting the event and post-event follow up.</p> <p>Media Cultivation: A regionally-focused effort that includes hosting journalists and inviting them to visit the area.</p> <p>Media Communications: Develop a series of written communications that are specific, targeted and customized to key journalists inviting them to visit the region primarily targeting the drive markets.</p> <p>Visit Coordination and Collaboration: Lead the effort for RTT and regional partners including coordinating details of the individual visits with partners and developing the overall itinerary for the journalist.</p> <p>RTT's earned media coverage in 2019 and through May 2020 reached 113 million in online readership. With these added funds, the Territory would be able to lead an effort that will benefit the members and demonstrate to the media how to travel safely and responsibly to the region. Additionally, these funds would allow us to continue to tell the RTT story while not adversely impacting partners with requests for comps or lower rates as these businesses are the very purpose of our recovery efforts and properly compensating their contributions will help ensure success.</p>	<p>Not all projects can be funded. This project was determined to be a lesser priority.</p>

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-002	Reno-Tahoe Territory	RTT Acquisition of Digital Assets	\$13,700.00	\$13,700.00	\$13,700.00	<p>RTT would like to develop the necessary digital assets to promote the territory on a variety of virtual platforms. Assets include:</p> <ol style="list-style-type: none"> <li>1. Adding pages and content to the RenoTahoe.com website to showcase "Know Before You Go/Open &amp; Safe" information from all six regional DMO's, TravelNevada.com, Reno/Tahoe Airport, etc.</li> <li>2. Creating videos of varying lengths showcasing new safety protocols at are businesses, and people enjoying activities while wearing masks, social distancing, etc.</li> <li>3. Developing COVID-related templates for PowerPoints, newsletters, and sales materials.</li> </ol> <p>These assets would all be used to convey RTT's open and safe message virtually to encourage travel to and within the destination.</p>	Grant funds will be used to create digital assets that will be used with various projects to promote Reno-Tahoe Territory as open for visitors.
Reno-Tahoe Territory	RT-CRF-003	Reno-Tahoe Territory	RTT Co-op Marketing	\$26,625.00	\$26,625.00	\$26,625.00	<p>RTT would like to take advantage of one of Travel Nevada's Marketing co-ops to enhance economic recovery in the region. This is a three-pronged approach:</p> <p>DISPLAY ADS: We will work with Madden Media to run display advertising to our key markets of X, Y &amp; Z TBD, promoting the Territory as being open, safe &amp; ready for visitation. As well as geo locations, we will also build specific target audiences such as people interested in fall/winter outdoor activities to ensure we are targeting those most likely to visit during this time period. Madden will produce the ads and will deliver at least 2 million impressions with the clicks coming straight to the RenoTahoe.com website.</p> <p>CONTENT: Madden Media will create two stories for RTT which will be converted to interactive web pages that will live on the Territory website. This content will drive at least 3,650 clicks directly to the story on our site. We will ensure that each of our six Territory communities is included across the stories, with the message being that we are open, safe and ready for visitation. Each of these clicks will be strategically targeted from X &amp; Y geo locations TBD. This content on our website will increase our Google organic ranking and have the added value of driving more SEO clicks to our site.</p> <p>CONNECTED TV: This is targeting those who are watching TV through their Smart TV's on platforms such as Hulu &amp; Apple TV. The campaign will run for three months, targeting X, Y &amp; Z geo locations TBD, focusing on getting the message out that RTT is open, safe &amp; ready for visitation. We will receive between 136,300 &amp; 166,700 impressions and expect to see around 90-95% of these being complete views of our 15 or 30 second video.</p>	Grant funds will be used to run display ads, create content, and advertise on streaming tv that Reno-Tahoe Territory is open for visitors.



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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-004	Reno-Tahoe Territory	RTT Digital Billboard Campaign	\$46,278.00	\$46,278.00	\$46,278.00	The funds for the project will be utilized to design creative assets and to purchase space on digital billboards in a 200-500 mile radius of the Reno-Tahoe Territory. We would utilize digital boards that can have various messages running promoting "open now," "safety", and an overall welcoming voice to those looking to travel to the area. The use of digital messaging makes it so we can change our visuals quickly and pivot the campaign for any changes in the COVID safe guidelines or messages. The digital billboard locations proposed are along the I-80 corridor eastbound out of Sacramento and the Bay Area due to a large exposure to travelers and residents. Also proposed are locations in select Las Vegas metro areas identified as having dense populations and a propensity to travel. These locations will reinforce the "Discover Your Nevada" campaign being run by Travel Nevada in the Las Vegas market.	Grant funds will be used to promote Reno-Tahoe Territory and each of its locations as open and safe through digital billboards. This project is in line with Travel Nevada's Discover Your Nevada program, encouraging Nevadans to visit locations in their own state.
Reno-Tahoe Territory	RT-CRF-005	Reno-Tahoe Territory	RTT Photo/Video Shoot	\$38,510.00	\$0.00	\$38,510.00	Nevada Division of Tourism funds will be utilized to pay for the photographer and fees, the drone operator, retouch of assets, hard costs (including talent, meals, and props for the photo shoots), management planning and coordination of the project.	Not all projects can be funded. This project was determined to be a lesser priority as various organizations within Reno-Tahoe Territory will be shooting their own photo/video assets.
Reno-Tahoe Territory	RT-CRF-006	Brewery Arts Center	A video wall for Carson City	\$59,312.00	\$0.00	\$59,312.00	Funds from the Nevada Division of Tourism will be used to purchase the video wall which consists of sixty 3.9mm 19x39 (500x1000mm) IP65 LED panels at \$879 each, the LED Video processor necessary for display for \$1899, the 4-port HD LED video processor w/ SDI input for \$1499, twenty-six 500mm rigging bars at \$84/each, ten LX 6-panel flight cases at \$449/each. There is quote and detailed breakdown attached to this proposal. We are also requesting funding for \$3700 in truss and \$300 in straps and rigging as the wall will need to be safely hung and the truss will support up to one ton of equipment. The money requested is only for the purchase of the video wall and associated costs, the Brewery Arts Center will fund the production of the Silver and Snowflake tree lighting ceremony and produce the "Cabin Fever Festival" with different sources including ticket sales revenue.	Not all projects can be funded. This project was determined to be cost prohibitive, and thus a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-007	Brewery Arts Center	Open and Safe Campaign	\$18,000.00	\$10,000.00	\$18,000.00	<p>The budget for the video production is as follows:                      Video production: Long form (2:30 to 3 minutes), 3-4 mini videos (:15 and :30 each), b-roll = \$6,000 (includes videography, post-production, editing and completing the various video formats with graphics)                      Paid social media campaign: Paid social ads on Facebook and Instagram using the video and other components = \$4,000                      TOTAL = \$10,000</p> <p>The budget for the public relations, media relations and social media is as follows:                      Press Releases and Media Pitches: Develop 3 press releases and 5 media pitches related to the Brewery Arts Center = \$3,000                      Media Relations and Outreach: Develop a targeted list of media locally and regionally, host the media in-person or for the virtual event, develop the itinerary and plans for the events and manage the virtual tour = \$2,000                      Social Media: Concerted and managed effort of the Center's social media channels from an organic standpoint = \$3,000                      TOTAL = \$8,000</p> <p>For a total amount of \$18000.00</p>	Grant funds will be used to create video promoting the Brewery Arts Center as open for visitors. This video will be posted via paid social ads on Instagram and Facebook. This grant award does not include media relations and outreach.
Reno-Tahoe Territory	RT-CRF-008	Carson City Culture & Tourism Authority	Connected TV Advertising	\$6,750.00	\$0.00	\$6,750.00	The Nevada Division of Tourism funds will be used to make a media buy from Madden Media that will launch the connected TV distribution to frequent travelers in Nevada, Sacramento, Bay Area and LA drive markets. The campaign will run for 2 months from November 9th-January 9th.	Not all projects can be funded. This project was determined to be a lesser priority.
Reno-Tahoe Territory	RT-CRF-009	Carson City Culture & Tourism Authority	Influencer Marketing	\$24,725.00	\$6,000.00	\$24,725.00	Nevada Division of Tourism funds will be used to bring in three different influencers, Roamaroo, 2 Travel Dads, and No Back Home, between 11/9/20 and 12/20/20 with a focus on safe and open messaging highlighting open tourism businesses. Additionally, these influencers will focus on road trips, which represents a very important shift in Visit Carson City messaging and targeting since COVID. Overall, these funds will be used to pay agency fees, the influencers' fees and their hard costs during their stay in Carson City.	Grant funds will be used to bring one group of influencers to Carson City. The influencers will focus on open and safe messaging, and they will post about their experience in December, 2020.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-010	Carson City Culture & Tourism Authority	Light Pole Banners	\$22,215.00	\$22,215.00	\$22,215.00	Nevada Division of Tourism funds will be utilized to design, produce and purchase the bracketing and vinyl banners that will be displayed on light poles on Carson and Curry Streets in downtown Carson City that will be visible to visitors who are walking and driving through the downtown area. These banners will convey the Visit Carson City Safely logo, which is attached. The idea is to convey a message of safety to visitors as they see the different locations and attractions depicted on the banners throughout Carson City. Visit Carson City wants visitors to know that our businesses are safe and open for them to visit.	Grant funds will be used to produce and mount banners with open and safe messaging in downtown Carson City.
Reno-Tahoe Territory	RT-CRF-011	Carson City Culture & Tourism Authority	Winter Outdoor Photo Video Drone Shoot	\$20,500.00	\$20,500.00	\$20,500.00	Nevada Division of Tourism funds will be utilized to pay for photographer fees that include photo, video and drone footage plus hard cost for coordination and hiring of talent.	Grant funds will be used to create video with "open for visitors" messaging promoting outdoor activities in Carson City.
Reno-Tahoe Territory	RT-CRF-012	Carson City Symphony Association, Inc.	Joyful Noise A Holiday Treat	\$2,570.00	\$2,000.00	\$4,720.00	If Carson City Symphony Association is approved for this grant, we will be able to resume live performance activity safely after a hiatus of many months. We plan to use the COVID-19 Rural Recovery Grant to promote tourism by marketing and live-streaming a holiday music event, "Joyful Noise - A Holiday Treat", on Sunday afternoon, December 13. Marketing will include underwriting radio spots in Nevada and California; designing, printing and mailing a promotional postcard to more than 2,000 music enthusiasts; sending one or more e-blasts to our targeted list of over 1,200 email addresses; and publicizing the event on our website, on a banner across Carson Street, on social media, and on the electronic message board on William Street. We also will use grant funds for videography and audio technician for live-streaming to an unlimited audience of potential tourists.	Grant funds will be used to promote the Joyful Noise holiday event as open for visitors, including design, printing, radio, banners, etc. Grant funds may not be used to stream the event.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-013	Carson Valley Visitors Authority	Getaway Magazine Advertorial Print & Digital Distribution Joint Grant	\$10,550.00	\$10,550.00	\$10,550.00	<p>Getaway Reno/Tahoe will write a 3-5 page advertorial covering both Tahoe South and Visit Carson Valley (Douglas County) jointly, within the winter print publication, distributed Dec. 15 - April 15, 2021. The story will cover spots to safely shop, eat, and play, highlighting small businesses from Lake Tahoe to Topaz Lake. This will be a 3-5 page, 1000-1500-word layout with photos, and the potential for the cover shot. This layout includes two half-page ads from LTVA and CVVA. The full article will also be posted on the Getaway blog, and boosted to targeted audiences through social media channels.</p> <p>Since March 2020, Getaway (traditionally a print magazine) has expanded their digital magazine distribution, while maintaining their print presence. To their digital distribution they have added a custom app, expanded from the magazine website Issue, to include Magzter, Zinio, Apple News+, and Pressreader. They have maintained print distribution in over 90 locations in the Reno/Tahoe area, will add Certified Folder distribution to the winter issue (120 additional locations), and maintained distribution in several hotels and casinos, almost all VHR management companies, visitor centers, concierge, front desks, and Reno-Tahoe International Airport.</p> <p>Getaway Reno/Tahoe reaches 8,000 opt-in email addresses per week, print 40,000 magazines per quarter, as well as launched a new website driving people to their blog, and are a trusted resource for visitors to the region. Travelers see what safe and open activities there are to do in the region, and are influenced to come back or extend their stay. Prior to Covid, Getaway reached almost 4 million travelers annually. They are on track to exceed this with the addition of the digital magazine distribution.</p>	<p>Grant funds will be used to promote both Carson Valley and South Lake Tahoe as open for visitors. This is a joint project utilizing Getaway Magazine in print and digital distribution.</p>

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-014	Carson Valley Visitors Authority	Joint Content Herrmann Global Recovery Campaign	\$9,750.00	\$9,750.00	\$9,750.00	<p>Herrmann Global's travel platforms, Untraveled and USA Parks, reached 9 million road trippers in 2019, and they have a built-in and engaged social media audience, that when combined with our 18,000 social media followers, mean the content will be shown to people who are already looking for travel inspiration and are ready to take action.</p> <p>The distribution of the custom safe and open content occurs in a phased approach to identify and retarget the audience that demonstrates interest in, and is most likely to visit our destination. This ties into other communities in Nevada, tying directly into Travel Nevada's "Discover Your Nevada" campaign. This is done in three ways; 1) Visual Social Media Posts - Engagement of these posts develop a custom profile that will be utilized in building an expanded audience for the retargeting ads that are focused on those who are most likely to visit our community. 2) Retargeting Ads - The first stage of retargeting will drive traffic to the Nevada Loop Itinerary on VisitUSAParks.com where we can capture the audience that is interested in this route, via the Facebook pixel. 3) Call-to-Action Ads - This final round of ads will drive traffic to the ambassador story hosted on our destination website where travelers can also find additional information about visiting our area.</p> <p>Visit Carson Valley will ensure coverage of our area, and work with Main Street Gardnerville to shine a spotlight on Gardnerville's assets, including the beautification projects they are requesting grant funding for to support local businesses. The Main Street America movement is built on strong community partnerships and the Carson Valley Visitor's Authority and Main Street Gardnerville exemplify this tenet. The goal of this current marketing collaboration is to highlight some of the new capital improvements as well as historical and unique aspects of Main Street Gardnerville including businesses such as DST Coffee, The JT Basque Restaurant, Eddie Street Vintage Market, Overland Restaurant &amp; Pub, and Jacobs Family Berry Farm. Together we plan to advance our common cause of fostering a vibrant and thriving Carson Valley, ensuring visitors we are safe and open.</p>	<p>Grant funds will be used to create a "responsible travel story", including creative, social media, and retargeting. This is a joint program with Carson Valley Visitors Authority and Main Street Gardnerville.</p>

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-015	Carson Valley Visitors Authority	Madden Media Content & SEM Recovery Campaign	\$8,500.00	\$8,500.00	\$8,500.00	<p>Madden Media's Search Engine Marketing Co-op and Content Marketing Co-op provide cost effective ways to meet potential visitors when they are considering travel. According to Destination Analysts, travelers are most receptive to destination marketing when they are searching on the web, and the fifth place they are most receptive is online content. In past campaigns, we have had excellent engagement with content produced by Madden Media.</p> <p>The Search Engine Marketing Co-op (guaranteeing 4,400+ clicks directly to our website), eliminates competition between destinations and attractions, which drives up prices. Throughout the campaign, a digital specialist will monitor and optimize the search terms to maximize return on investment for each partner. Consumers turning to Google to search for specific tourism, recovery and safe related keywords, mean they are very close to making their final travel plans and are more likely to convert into a Carson Valley visitor.</p> <p>The Content Marketing Co-op (one story that lives on our website, and 3,650+ clicks) provides first person narratives that pull readers into an experience, with a picture painted of our community that elicits emotion and spurs the reader toward a conversion. Such content being placed on our website will also help our Google organic ranking and drive more SEO clicks to our site too. In our own research, approximately 52% of our website visitors are influenced to visit our destination. While we participate in many joint grant projects, we find great value in this project narrowing the scope to focus on our owned assets.</p>	Grant funds will be used for content creation and promotion, as well as search engine optimization, marketing Carson Valley as open to visitors.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-016	Carson Valley Visitors Authority	Nevada Magazine Print Ad & Visitors Guide Rural Recovery Grant	\$11,900.00	\$11,900.00	\$11,900.00	<p>Nevada Magazine is a stalwart advocate for travel to, and within our state. Since the Covid restrictions hit, and Travel Nevada has rolled out the "Discover Your Nevada" campaign, this is one way for Carson Valley to reach fellow Nevadans right away and encourage them to safely travel, and let them know we are open and ready to welcome them back by ad placement in the coming winter edition. Similarly, advertising in the Visitors Guide means we are in front of potential visitors when they are in the consideration process for travelling to and around Nevada. We also highly value advertising in the email newsletter, reaching 30,000 opt-in subscribers with direct ties to Nevada and a vested interest in the state.</p> <p>According to Nevada Magazine, they fluctuated between 6,300-6,600 active subscribers each issue with another 4,650 copies sent to newsstands. Nevada-based subscribers make up 64% of readers. In March, a third-party company, Coraggio Group, interviewed many advertisers and readers to determine how valuable Nevada Magazine is. The data was compiled, and here are some key takeaways: Readers rate the value of Nevada Magazine at 4.18 with 5 being extremely valuable. In the last year: 9% said they have read all of the last 6 issues, 87% of Nevada Magazines are read by 2 or more people, 82% of our readers have visited 1-4 or more advertised locations, 89% of readers saying they look at the advertising found in Nevada Magazine, 90% say they find the advertising useful, 67% indicate that their travel decisions are influenced by the advertising in Nevada Magazine.</p> <p>Visit Carson Valley did include advertising in Nevada Magazine and the Travel Nevada Visitors Guide in our most recent budget, however we are adding additional information to the ads, to show that we are open to visitors, and when they arrive, they will have a safe experience. We reduced our Nevada Magazine budget, and intended to run in three of the four issues, being awarded this grant would allow us to have a consistent presence the entire year.</p>	Grant funds will be used to promote Carson Valley as open to visitors in Nevada Magazine and the Visitors Guide.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-017	Carson Valley Visitors Authority	Sierra Safely Brochure & Distribution Joint Recovery Grant	\$7,500.00	\$7,500.00	\$7,500.00	<p>Tahoe South and Visit Carson Valley received grant funding from Douglas County to promote the resumption of tourism related businesses. The result of this grant is the creation and digital execution of the digital Sierra Safely advertising and marketing campaign. This grant request is to print 30,000 two-sided brochures, and distribute them with Certified Folder at 567 locations including Mammoth Lakes, Truckee, around Lake Tahoe, Reno, Carson City, Bishop/Highway 395, and Northern Nevada along I-80.</p> <p>By reaching travelers either in or on their way to our destination, we will entice them to visit Douglas County and its businesses by assuring them we are open and safe, and ready to welcome them. Certified Folder recommends a four-month campaign, which will begin 12/1/2020. They also recommend a larger brochure order than we are requesting here. Based on Visit Carson Valley's own experience, we anticipate the actual numbers of brochures picked up to be less during the winter season, especially since some of the distribution locations are in hotels outside of our area.</p> <p>In addition to the Certified Folder distribution, they will host our brochure on their website visitortips.com for one year.</p>	<p>Grant funds will be used to create and distribute a brochure component to the Sierra Safely campaign, promoting locations in Douglas County as open to visitors.</p>



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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-018	Comstock Foundation for History & Culture	Comstock COVID-19 Open and Safe Television and Radio Ad Campaign	\$32,500.00	\$13,000.00	\$32,500.00	<p>The Comstock Foundation for History and Culture will utilize this grant funding to produce and manage an aggressive television and radio marketing ad campaign, that also works in conjunction with a new video series. This effort will notify potential visitors that they can safely experience the rich history of the Comstock area, and the messaging will focus on how the organization is safely following state COVID guidelines. It will also work in tandem with online marketing efforts.</p> <p>The ads will have even stronger impact by dovetailing with a series of videos. MacAvoy Lane portrays Mark Twain in "What Would Mark Twain Say" and will share historic recollections of mining and culture in Virginia City. The "Didja-Know on the Comstock?" video series features two prominent historians from Virginia City: Joe Curtis (Professor Stinkwater) and Ron Gallagher (the Virginia City Relic), sharing factual historical accounts, personal stories, and recollections sprinkled with anecdotes of having grown up on the Comstock. Both series will be filmed at Piper's Opera House in Virginia City. The television spots will run on KNPB Public Television, and radio ads will run on KUNR Radio (NPR) and 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. They will also run in the Reno, Sparks, and Carson City markets and will be heard via streaming at Lake Tahoe and beyond. The video will also be featured on ComstockFoundation.org, and the organization's YouTube channel (in 2019, the website was visited by 75 countries and all 50 states).</p>	<p>Grant funds will be used to promote the Comstock as open for visitors, utilizing television or radio ads as part of a media buy in line with regular purchasing practices. Grant funds may not be used to create the historic video series.</p>

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-019	Comstock Foundation for History & Culture	Comstock COVID-19 Open and Safe Online Marketing Campaign	\$13,300.00	\$10,000.00	\$13,300.00	The Comstock Foundation for History and Culture will utilize this grant funding to manage an aggressive online marketing effort. This effort will notify potential visitors that they can safely experience the rich history of the Comstock area. The messaging will focus on how the area is safely following state COVID guidelines. This project includes website upgrades and a robust "News" page, and a ramped-up social media program. Together, these efforts will assure that travelers can find "cereal time" COVID-19 updates. The website provides visitor information about the organization's adherence to safety measures, and what is now open to see and do in the Comstock area. The project also includes Facebook ads, and daily posts that will provide updates and drive web traffic to ComstockFoundation.org for more information.	Grant funds will be used to promote the Comstock as open for visitors through an online and social marketing effort.
Reno-Tahoe Territory	RT-CRF-020	Douglas County Historical Society	Douglas County Historical Society Website	\$2,970.00	\$2,050.00	\$2,970.00	The existing web site is old and crashes when updates are attempted. It must be completely redesigned in order to market the two museums to visitors outside the Carson Valley. It will be set up for Google rankings, link to our Facebook page, link to other museums and historical sights of interest, the Carson Valley Visitors Authority, and the Travel Nevada site. Since Covid-19 restrictions may affect our activities over the next two years, maintenance costs are included to ensure fully operational website.	Grant funds will be used to create a new website with open and safe messaging. The current website is outdated, and does not allow for updates. Grant funds may not be used for 2 years of maintenance costs.
Reno-Tahoe Territory	RT-CRF-021	Incline Village Crystal Bay Visitors Bureau	Lake Tahoe Dallas Media Event (IVCBVB & LTVA)	\$25,000.00	\$0.00	\$25,000.00	Travel Nevada funds will used in through this grant to support a Dallas focused in-market media event. Targeted media outlets will be invited to join representatives from the Tahoe and Reno regions to learn about the destination and all the new travel protocols in place for the winter season. This will included critical "know before you go" travel information, responsible travel guidelines, winter ski operation information, airline travel information and more.	Not all projects can be funded. This project was determined to be a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-022	Incline Village Crystal Bay Visitors Bureau	Lake Tahoe Dallas Winter Consumer Travel Campaign (IVCBVB & LTVA)	\$100,000.00	\$50,000.00	\$250,000.00	Travel Nevada funds will be combined with additional funds from Lake Tahoe sources for a combined total of \$250,000. Funds will be used to promote travel messaging in a variety of media channels including but not limited to Digital Advertising (search, retargeting, native, programmatic display, high impact and rich video, and video channels), Paid Social (Facebook/Instagram retargeting, prospecting, video, stories, Reddit, Twitter), TripAdvisor, and email to name a few. In addition, funds will be used to develop creative assets for use as well as website updates for consumer fulfillment of joint North Lake Tahoe/South Lake Tahoe existing www.VisitingLakeTahoe.com website.	Grant funds will be used to create a joint campaign to promote both North Lake Tahoe and South Lake Tahoe as open and safe utilizing digital advertising, paid social, and website updates.
Reno-Tahoe Territory	RT-CRF-023	Incline Village Crystal Bay Visitors Bureau	North Lake Tahoe Group Meetings Campaign	\$59,803.00	\$24,000.00	\$59,803.00	Grant funds will be used to develop creative assets for the campaign including: LinkedIn Ads; Programmatic Display Ads; Programmatic Native Ads; Programmatic Video Ads; Paid Emails; Paid Search; Whitepaper (full page ad plus two pages of content) Funds will also be used to cover advertising placements across media vendors including Meetings Today, a meetings focused publication and online resource, and DSP, which is a programmatic vendor who specializes in travel and meeting planner targeting.	Grant funds will be used to promote North Lake Tahoe as open and safe for meetings to resume, utilizing media buys in line with regular purchasing practices.
Reno-Tahoe Territory	RT-CRF-024	Incline Village Crystal Bay Visitors Bureau	North Lake Tahoe Know Before You Go Winter Travel Guide	\$8,500.00	\$0.00	\$8,500.00	Grant funds will be used to develop creative for the estimated 20-page guide, developing content, sourcing imagery, designing tools to be included within the guide and finalizing creative for dissemination.	Not all projects can be funded. This project was determined to be a lesser priority.
Reno-Tahoe Territory	RT-CRF-025	Incline Village Crystal Bay Visitors Bureau	North Lake Tahoe Meetings Know Before You Go Travel Guide	\$8,500.00	\$0.00	\$8,500.00	Grant funds will be used to design and tailor content for the estimated 20-page guide.	Not all projects can be funded. This project was determined to be a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-026	Incline Village Crystal Bay Visitors Bureau	North Lake Tahoe Winter Ale Trail Adventure Travel Guide	\$20,000.00	\$0.00	\$20,000.00	<p>North Lake Tahoe is well-known as a destination for downhill skiing. But the area also offers additional winter activities, including sledding, snowshoeing, cross-country skiing and even fat-tire biking. Visitors who partake in these activities will also need places to stay, eat and drink, and North Lake Tahoe offers unique options in all three areas.</p> <p>We will use the funds to create a digital Ale Trail interactive map that pairs activities with nearby establishments for food, drink, and retail. The map will be the centerpiece of the campaign and be supported by promotions on blogs, social media and paid media boosting (primarily social media boosting). We will also create a landing page on our website to feature the different activities and local businesses.</p> <p>The benefit to this campaign is that it encourages visits from a new audience; it encourages overnight stays; and it promotes services from a wide variety of local businesses. And it does all of this while highlighting activities and establishments that adhere to COVID-19 safety guidelines such as wearing facial coverings, maintaining social distance, and other safety measures.</p>	Not all projects can be funded. This project was determined to be a lesser priority.
Reno-Tahoe Territory	RT-CRF-027	Incline Village Crystal Bay Visitors Bureau	North Lake Tahoe Winter Filmfest Consumer Media Campaign	\$15,000.00	\$0.00	\$15,000.00	<p>Travel Nevada grant funds will be used in three specific categories. A paid media campaign will be developed and executed to drive movie goers to the theaters located in Incline Village and Crystal Bay. This campaign will be focused on the close-in drive markets of Northern Nevada and Northern California to ensure ease of travel and visitor familiarity of our region.</p> <p>Second, funds will be used to develop signage and guest safety protocols throughout the venues. Movie screenings will be scheduled to allow complete cleaning and sanitation of the theater areas as well as providing adequate social distancing in entry and exit zones. Third, grant funds will be used to support an in-market media FAM tour showcasing the region and the festival.</p>	Not all projects can be funded. This project was determined to be a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-028	Incline Village Crystal Bay Visitors Bureau	North Lake Tahoe Winter Responsible Travel Video Series	\$20,000.00	\$20,000.00	\$20,000.00	<p>As seen over the summer, visitors are anxious to return to leisure travel, particularly in destinations with open areas and outdoor recreation. North Lake Tahoe is such a place. But visitors want to know they will be safe, they want to know their options and they want to feel that they are responsible travelers and won't endanger others.</p> <p>This grant will be used to develop a Responsible Travel Winter video campaign. In the four-part video series, we will educate viewers on what steps the area has taken to provide visitor safety. Plus, by using different business owners to help tell the story, we'll integrate what types of activities (unique recreation, dining, drinking, and retail) are available to visitors and encourage safe participation in them.</p> <p>The campaign will be promoted both on the North Lake Tahoe website, social media channels, and through YouTube. If the budget allows, we will utilize paid boosting on social media to reach a larger audience.</p>	Grant funds will be used to create a winter video campaign focused on promoting North Lake Tahoe as open, and educating visitors on the steps taken to make their experience as safe as possible.
Reno-Tahoe Territory	RT-CRF-029	Incline Village Crystal Bay Visitors Bureau	North Lake Tahoe Winter Restaurant Take-Out Campaign	\$5,000.00	\$0.00	\$27,500.00	Grant funds will be used to promote the concept of Take Out Tahoe, an initiative designed to drive economic activity to the restaurant industry in our region. Funds will be used to purchase media buy in the month of December. Grant funds will be matched with private sector funds for a total campaign budget of \$27,500/	Not all projects can be funded. This project was determined to be a lesser priority.
Reno-Tahoe Territory	RT-CRF-030	Lake Tahoe Visitors Authority	Bespoke Lonely Planet Destination Article Sponsorship	\$15,000.00	\$15,000.00	\$15,000.00	<p>As a result of the COVID-19 pandemic, the rural tourism industry has been severely disrupted. This grant will fund a bespoke article by Lonely Planet that will develop, promote, and improve visitation to Lake Tahoe, NV South Shore, and the businesses that suffered economically from the interruption. The bespoke article will be written by their expert authors and staff.</p> <p>Lonely Planet articles are the freshest content they have on offer. On average, their online articles attract three minutes of engagement time per article. They will brief our safe return to travel concept to an expert Lonely Planet writer and after our approval, they will promote the article across their website and social channels.</p> <p>For the campaign, we will receive 850,000 impressions. After the project is complete we will have the option to license the content for use on our own website, for a 3-year term, for an additional expense.</p>	Grant funds will be used to create and promote a "Travel Story" through Lonely Planet, including creative, with "open for visitors" messaging.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-031	Lake Tahoe Visitors Authority	Matador Inspiration Engine & Social Pro Article	\$30,000.00	\$0.00	\$30,000.00	<p>As a result of the COVID-19 pandemic, the rural tourism industry has been severely disrupted. This grant will fund a project by Matador (Inspiration Engine &amp; Social Pro Article) that will develop, promote, and improve visitation to Lake Tahoe, NV South Shore, and the businesses that suffered economically from the interruption.</p> <p>Travel Nevada will be building a custom micro-site/hub on MatadorNetwork.com (Inspiration Engine) as a platform for us to buy into. It will give us access to Matador's custom content creation, guaranteed distribution to national geo-targeted markets, and content that lives on their site for life. We will receive: custom content social pro articles created by Matador editors; inclusions in the custom Travel Nevada inspiration engine; distribution of social pro content on MatadorNetwork.com and dedicated post on Facebook; and additional value add of a native Facebook post promoted and will be used as a traffic driver to our own website.</p> <p>For the campaign, we will receive 900,000 impressions for the social pro articles, 9,000,000 for the Travel Nevada inspiration engine inclusions, and 400,000 for the Matador Facebook native image post. A total of 10,300,000 guaranteed impressions. We will have full digital rights to the content they create on our behalf with no expiration date.</p>	Not all projects can be funded. This project was considered a lesser priority.
Reno-Tahoe Territory	RT-CRF-032	Lake Tahoe Visitors Authority	NV Visitors Guide & NV Magazine Winter Edition	\$17,500.00	\$17,500.00	\$17,500.00	<p>Travel Nevada has presented the opportunity to advertise in the annual Nevada Visitors Guide and also in Nevada Magazine's Winter Edition. We would like to take advantage of both of these advertising opportunities to convey that Lake Tahoe's South Shore is open, safe, and ready to welcome visitors. Funds would be used to secure advertising space in both publications and to create new ads highlighting safety and compliance of state and regional regulations.</p>	Grant funds will be used to promote South Lake Tahoe as open for visitors in Nevada Magazine and the Visitors Guide.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-033	Lake Tahoe Visitors Authority	Regional Road Trip Targeted Marketing and Content Acquisition	\$9,750.00	\$9,750.00	\$9,750.00	As a result of the COVID-19 pandemic, the rural tourism industry has been severely disrupted. This grant will fund a road trip project designed to develop, promote, and improve visitation to Nevada destinations and businesses that suffered economically from the interruption. The Regional Road Trip Targeted Marketing and Content Acquisition project will promote the resumption of activities and the COVID-compliant steps taken to ensure a safe experience within the featured destinations and businesses. Lake Tahoe's South Shore will be the focus, but by the nature of the road trip, other destinations will receive benefits, including Carson City, Fallon, Austin, Eureka, Ely, Pioche, Beatty, Tonopah, and Hawthorne. The project is made up of four parts: 1. Research - Identify what experiences travelers are actively searching for; 2. Campaign Asset Creation - An ambassador will visit our destination to experience and capture assets; 3. Content Distribution - A phased approach to identify and retarget the audience; 4; Measurement & Reporting - To include reach, impressions, engagements, engagement rate, and website leads.	Grant funds will be used to create and distribute content promoting Lake Tahoe and various other regions throughout Nevada as open and safe.
Reno-Tahoe Territory	RT-CRF-034	Main Street Gardnerville	Covid Landmark Signage	\$8,227.30	\$0.00	\$8,227.30	The Nevada Division of Tourism Funds will be utilized to purchase two metal horses, a sign stand, and signage for our Western Themed Shopping Center in Gardnerville.	Not all projects can be funded. This project was determined to be a lesser priority.
Reno-Tahoe Territory	RT-CRF-035	Main Street Gardnerville	Downtown Gardnerville Open & Safe Art & Business Signage	\$10,380.00	\$10,380.00	\$10,380.00	These funds will be to purchase a custom "Open & Safe" Art and Business Signage for the heart of Downtown Gardnerville. The custom "Open & Safe" sign will be purchase from Twisted Steel and the statues will be purchased from Art of Bronze.	Grant funds will be used to create artistic signage promoting downtown Gardnerville businesses as open for visitors. This project utilizes local vendors.
Reno-Tahoe Territory	RT-CRF-036	Main Street Gardnerville	Downtown Open & Safe Fence Project	\$19,135.00	\$0.00	\$19,135.00	The funds for this project will be used to complete a fence at Heritage Park and to create and install an "Open & Safe" mural wall.	Not all projects can be funded. This project was determined to be a lesser priority.
Reno-Tahoe Territory	RT-CRF-037	Main Street Gardnerville	Open & Safe Bike Racks	\$7,345.00	\$0.00	\$7,345.00	The Nevada Division of Tourism funds will be utilized to purchase five (5) new bike racks with "Open and Safe" printed on the bike racks. These bike racks will be placed throughout Main Street in Gardnerville.	Not all projects can be funded. This project was determined to be a lesser priority.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-038	Main Street Gardnerville	Open & Safe Cowboy Mural Signage	\$13,481.00	\$13,481.00	\$13,481.00	The funds allocated for this project will be used to hire a muralist to paint a 16H by 9.9W Cowboy Mural with Open and Safe messaging. The funds will also be used to pay for a Douglas County Special Use Permit, a custom build frame to mount the mural, and installation	Grant funds will be used to install a mural in downtown Gardnerville promoting the area as open and safe.
Reno-Tahoe Territory	RT-CRF-039	Main Street Gardnerville	Southbound Gateway Open & Safe Signage	\$6,033.00	\$6,033.00	\$6,033.00	The funds for this grant will be used to purchase a custom rustic railroad art cart and signage to promote our downtown businesses are "Open and Safe".	Grant funds will be used to create custom art and signage at the southern entrance to the downtown district, promoting Gardnerville as open for visitors.



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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-040	Piper's Opera House	Digital Campaign for Covid-19	\$4,000.00	\$4,000.00	\$4,000.00	<p>Funds from TravelNevada will be added to our digital marketing plans and efforts to position the venue as one of northern Nevada's premier performing arts facilities focusing on history, tours and events while communicating that we are following current state mandates and are open and safe for all guests. The funds are necessary to support the digital program as the current funding of the overall marketing program provides limited opportunities for increased outreach. It will allow Piper's to continue with a consistent paid social media strategy, promote its history through brand messaging, all while adjusting to reflect that we are adhering to current mandates. The funds will ensure that Piper's is proactive and up-to-date in its marketing strategy to attract more performances and unique events that will draw visitors. Showing that we are open and safe is pivotal in keeping this venue open for visitors and guests to enjoy year-round.</p> <p>Piper's has a unique space that is unlike anything else in the local area. With mandates and guidelines constantly changing, having a flexible social media voice allows us to communicate with those who wish to explore and attend an event here. We're not just communicating that we are safe and open, we're communicating that Piper's offers a unique experience that ties beautifully with what Virginia City and Northern Nevada has to offer. Most of the people who come to Piper's stay the night, or at minimum, dine and drink in town. Those that stay the night, end up exploring and shopping the next day either in Virginia City or the surrounding cities. They are here for the full experience and we want to make sure that they get the best of what we have to offer.</p>	Grant funds will be used to create and distribute digital ads promoting Piper's Opera House as open for visitors.

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
Reno-Tahoe Territory	RT-CRF-041	Piper's Opera House	Monthly Events Campaign	\$7,000.00	\$4,000.00	\$7,000.00	Funds from TravelNevada will be used to pay for additional social media advertising on Facebook, Instagram and CarsonNow digital ads to further promote our monthly events while communicating that we are following current state mandates and are open and safe for all guests. The funds will ensure that Piper's is proactive in its marketing strategy to attract more visitors to both the opera house and Virginia City. Promoting these monthly events, that we are open and safe, is pivotal in keeping this venue open for visitors and guests to enjoy year-round. Piper's Opera House is an incredibly unique venue and by maintaining events on a monthly basis gives both locals and tourists something to look forward to. Having access to additional funds for social and digital marketing gives us the ability to quickly pivot should operational guidelines change as they have been this year.	Grant funds will be used to promote events at Piper's Opera house via social and paid media. The ads will have open and safe messaging, and will include events through 12/30/20.
Reno-Tahoe Territory	RT-CRF-042	Piper's Opera House	Photoshoot Campaign for Covid-19 Friendly Assets	\$3,000.00	\$3,000.00	\$3,000.00	We are presently limited on how we market our existing events since our current assets include old photographs of the opera house. Unfortunately photographs from last year do not show the current guidelines that we must now follow; social distancing, wearing of masks, and proper signage. Our plan is to hire a local professional photographer to help us with this project. Photographs will include, but not be limited to, the following: visitors and staff engaging in tours with masks, guests and staff at events following current state mandates in regards to social distancing and the wearing of masks, photographs of appropriate and new signage in and around Piper's Opera House, and photographs of staff members cleaning the opera house. We will be able to visually show how Piper's is not only undertaking these new guidelines but meeting expectations of visitors and guests. Around 65% of people are visual learners, and probably more so now thanks to social media. It's easier to show potential guests what Piper's looks like versus reading a long paragraph about how the tables and chairs now look with social distancing in mind, or where and how we're using cleaning products to keep guests safe. A sense of comfort can be found by looking at photographs of how we are meeting guideline expectations for those who plan on visiting Piper's and Virginia City. By doing this professionally we'll be able to set the stage for a clearer message of how we're operating.	Grant funds will be used to create photo assets showing Piper's Opera House as open and safe.

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Reno-Tahoe Territory	RT-CRF-043	Proscenium Players, Inc.	Cordless Microphones for socially distant performances	\$9,824.30	\$0.00	\$9,824.30	They would be used to purchase 8 sets of quality cordless microphones and traveling cases for the price of \$9824.30.	This project is determined to be ineligible.
Reno-Tahoe Territory	RT-CRF-044	Thunderbird Lodge Preservation Society	Thunderbird Magazine COVID Edition	\$15,000.00	\$0.00	\$30,000.00	As mentioned previously, content will be created primarily by Thunderbird volunteers. Nevada Tourism funds will be used for final graphic layout by industry professionals, printing, postage, and distribution.	Not all projects can be funded. This project was determined to be a lesser priority.
Reno-Tahoe Territory	RT-CRF-045	UC Davis Tahoe Environmental Research Center	Tahoe Film Fest	\$6,000.00	\$3,000.00	\$65,000.00	The Tahoe Film Fest (in partnership with the UC Davis Tahoe Environmental Research Center) seeks to expand the outreach of this annual event to include advertising in the Hollywood Reporter magazine with a half-page ad in the November 4 "American Film Market Preview/Location Expo" edition (which highlights new locations for events and filming) and a full-page ad in the November 18 "Next Gen & Young Hollywood" edition (which targets new generation, young Hollywood filmmakers, a target market for Lake Tahoe). This expanded marketing works to drive additional attendees from the Southern California market. We are also promoting North Lake Tahoe to this Southern California market.	Grant funds will be used to promote the Tahoe Film Fest as open for visitors in the November 18th issue of the Hollywood Reporter Magazine. The November 4th issue is ineligible for grant funds.
Reno-Tahoe Territory	RT-CRF-046	V and T Railway, Northern Nevada Railway Foundation	Billboard Advertising	\$9,100.00	\$0.00	\$9,100.00	Billboard panel #22022 is \$1,750 a month and billboard panel #22092 is \$2,800 a month. We would like to contract for two months on each billboard. Our marketing agency will design the digital signage which will promote our new OPEN and SAFE activities.	Not all projects can be funded. This project was determined to be a lesser priority.
Reno-Tahoe Territory	RT-CRF-047	V and T Railway, Northern Nevada Railway Foundation	Santa's Drive-Thru Village & Holiday Lightshow	\$10,000.00	\$0.00	\$28,000.00	The \$10,000 will be used for the materials needed to own the lightshow. We will hire the crew needed to install and maintain the show and the additional cost of the materials needed. Attached is a quote from WowLights Productions.	This project is determined to be ineligible.
Reno-Tahoe Territory	RT-CRF-048	V and T Railway, Northern Nevada Railway Foundation	V&T Fall & Winter Social Media Project	\$9,710.00	\$9,710.00	\$9,710.00	We are on a month to month agreement with our marketing and public relations company and these funds will help us to pay for two additional months of services and also pay for the digital design work and online media costs.	Grant funds will be used to promote the V&T Railbike and Hike Tours and Santa's Drive-Thru Village as open for visitors utilizing google ads, banner ads, and email blasts.
Reno-Tahoe Territory	RT-CRF-049V	V and T Railway, Northern Nevada Railway Foundation	V&T Railbike & Hike Tours	\$6,952.00	\$0.00	\$6,952.00	\$3,352 for materials for foot crossings for railbikes, \$1,600 for labor and equipment needed to build the crossing, \$1,200 for commentary and historian consulting fees, and \$800 for the production and installation of the metal historic mill informational signage.	This project was determined to be better suited to the VIP program - please see VIP recommendations.

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Reno-Tahoe Territory	RT-CRF-050	Virginia City Tourism Commission	Christmas on the Comstock	\$7,500.00	\$4,000.00	\$7,500.00	The funds from the Nevada Division of Tourism will be used to invite our region to experience a hometown Christmas full of joy and hope during these unusual times. The campaign will be to market that we are open, still celebrating but in a safe manner following all guidelines including occupancy. Our hope is to accurately convey that we have increased the availability of events and functions to offset the lower occupancy levels, have more outside offerings and you will still feel like you are in a Christmas wonderland. Our marketing campaign will consist of social media, digital retargeting, banner ads, e-blasts, billboards, radio and tv advertising as funds allowed.	Grant funds will be used to promote Virginia City's Christmas on the Comstock as open for visitors utilizing media buys and digital ads. Christmas on the Comstock is a month long event that is suitable for both locals and visitors.
Reno-Tahoe Territory	RT-CRF-051	Virginia City Tourism Commission	Covid-19 Photo Assets	\$1,500.00	\$1,500.00	\$1,500.00	The funds from Travel Nevada will be used to hire a local photographer. They will be directed to take candid photos of visitors/models enjoying the open town and following guidelines. This will include mask-wearing, washing hands, etc. They will also be asked to take photos of town that have signage depicting an open and safe message as well as stores with staff cleaning and following proper safety measures. The assets will then be used to market that our community is open and welcoming visitors to our town. Encouraging them to partake it all the town has to offer including overnight stays.	Grant funds will be used to produce photo assets showing Virginia City is open and following safety guidelines.
Reno-Tahoe Territory	RT-CRF-052	Virginia City Tourism Commission	Paid Media Enhancement Buy	\$42,000.00	\$27,000.00	\$42,000.00	<p>The funds for the project will be utilized to purchase space on outdoor digital boards in a 100-500 mile radius of Virginia City including the Reno-Tahoe Territory, the I80 corridor and along 580. It will also be used to fund two separate TV placements, one through Nevada Broadcasters and Sinclair Broadcasting partnership with Travel Nevada.</p> <p>We plan to have digital boards so that we can have various messages running including open now, safety measures and an overall welcoming voice to those looking to travel now. The use of digital messaging makes it so we can change our visuals quickly and pivot the campaign for any changes in the guidelines.</p> <p>The TV broadcasting will use similar messaging and creative as the outdoor boards: we are open and ready for you to come check out the town. We will utilize creative assets that show we are safe, following protocols and guidelines but in the fun, quirky Virginia City way we are known for.</p>	Grant funds will be used for television ads promoting Virginia City as open and safe. Reno-Tahoe Territory will have digital billboards that will include Virginia City and their chosen messaging, so the billboard portion of the application is denied due to duplication of efforts.

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Reno-Tahoe Territory	RT-CRF-053	Wild Horse Children's Theater	Safe Holiday Event for Families	\$2,750.00	\$1,000.00	\$5,000.00	<p>For the past 6 months, there have been no live entertainment events in Nevada due restrictions to reduce the spread of COVID-19. On September, 29, 2020, Governor Sisolak released new guidance which allowed for live performances with strict adherence to the safety and infection prevention measures included here: <a href="https://nvhealthresponse.nv.gov/wp-content/uploads/2020/09/Nevada-Guidance-for-Safe-Gatherings-Celebrations-Ceremonies-and-Events.pdf">https://nvhealthresponse.nv.gov/wp-content/uploads/2020/09/Nevada-Guidance-for-Safe-Gatherings-Celebrations-Ceremonies-and-Events.pdf</a></p> <p>This is great news for Nevada as arts and culture production accounts for just over \$6 billion or 4.4 percent of Nevada's economy and arts and culture value added (GDP-by-industry) in Nevada ranks fourth among all sectors, at \$6,160,920,000 annually.</p> <p>In light of that data, Wild Horse Productions is excited to be part of restarting the arts and culture economy with one of the first live performing arts events in our area since the start of the pandemic: a one-of-a-kind live holiday show at the Brewery Arts Center in Carson City. This event will be geared towards youth and families and will include singing, dancing, and possibly even a visit from Santa Claus. Families have dealt with the cancellation of many youth activities and events this year, and they are eager for safe activities for their children. This will be even more true as the weather gets colder in northern Nevada. We believe this event will provide a much-needed event for the community during this time and will bring out families from all over northern Nevada.</p> <p>The funds will be used solely for marketing this event to families and youth from the surrounding areas in northern Nevada. Specifically, we are requesting funds for:</p> <ol style="list-style-type: none"> <li>1. The creation of a large banner which will announce the "Safe Holiday Event." This banner will be hung over Carson Street if a weekly slot is available at the time of this grant funding, or it will be hung at the Brewery Arts Center in downtown Carson City. This banner will primarily be used to promote the "Safe Holiday Event," however, an added bonus is that new information may be added to the banner at a later date which will allow us to re-use this banner to promote other shows in the coming year and bring even more visitors to the area for future shows and events.</li> <li>2. Hiring a professional graphic designer to redesign and update our Wild Horse Productions website to and handle all of the marketing for the "Safe Holiday Event." The website redesign will add new features such as a splash page and other content that will highlight that Wild Horse Productions is "Open and Safe" and creating new live performing arts opportunities and events. The marketing will include social media, press releases, posters, and ticketing.</li> </ol>	Grant funds will be used to promote a performance at the Brewery Arts Center as open for visitors through website redesign and updates, a banner, and social media. Grant funds may not be used to print tickets.
<b>TOTAL</b>				<b>\$927,145.60</b>	<b>\$443,922.00</b>	<b>\$1,196,045.60</b>		

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Territory	Grant ID	Organization	Project Name	Request	Award	Total Budget	Funds Usage (Pulled From Application Verbatim)	Comments
State-wide	SW-CRF-001	Wild Horse Preservation League	Safe Recreation Ideas during COVID-19	\$65,598.65	\$5,000.00	\$65,598.65	1. Tourism brochure reprint, quantity 10,000, to include a sticker that says something like "Social Distance across Nevada's wide open spaces with your friends, family, camera gear, and off road vehicle, or book a tour with one of our guides listed inside this brochure, for the Wild Horse Adventure of a Lifetime!" 2. Use Certified Tahoe and Nevada distribution locations for the brochures. 3. Reach new retired travelers with an ad in Gold Country Media (NorCal) Living 50 Plus print and email half page - full color Quarterly Issue - Winter 4. Engage Search Engine Optimization tools to promote our existing website, wildhorseadventure.net, and attract travelers to our wild horse venues.	Grant funds will be used for Search Engine Optimization to promote Wild Horse Adventures as open and safe.
<b>TOTAL</b>				<b>\$65,598.65</b>	<b>\$5,000.00</b>	<b>\$65,598.65</b>		
<b>GRAND TOTAL</b>				<b>\$3,376,079.48</b>	<b>\$1,650,000.00</b>	<b>\$3,736,408.44</b>		