

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Award Comments
Cowboy Country	CC-23-01-001	Cowboy Country Territory	Administration	\$3,000.00	\$3,000.00	\$3,000.00	The funds received from NDOT will be used for everyday operations of the Territory. Postage, office supplies, travel, training, education, etc.	The Administration Grant helps us to perform daily duties of the territory.	Funding necessary for administrative functions of the territory.
Cowboy Country	CC-23-01-002	Cowboy Country Territory	Marketing and Advertising, Trade/Travel Show	\$147,356.00	\$45,000.00	\$147,356.00	NDOT funds will be used to cover the costs of Cowboy Country Territory's ongoing marketing efforts. Our intent is to continue with our current "In Your Backyard" Television Campaigns in Reno and Salt Lake City, and the Digital Billboards in Reno. These campaigns will be seen by over 6 million people. Also, seeking funds for a new website design for Cowboy Country. Consumer and Travel Shows have been a phenomenally successful marketing tool for us. 300,000+ people attend these shows, and over 5,000 pieces of literature are distributed. These funds will be used for booth rentals and travel expenses. Cowboy Country will utilize the internet through social media (Facebook and Instagram) and display ads. To date, CCT has received over 730,000 impressions for a 3-month period. We would like to partner with Travel Nevada on international sales missions, travel or trade shows and developing business relations in different countries promoting Nevada and CCT. Also, Cowboy Country would like to be included in any domestic travel or trade shows. The funds will cover costs for registration fees, travel associated with these events and to host FAM tours through Cowboy Country. CCT wants to continue its excellent partnership that it has with Travel Nevada and promote Nevada and Northern Nevada. Also plan to purchase advertising space in Nevada Magazine and various publications. Our objective is to promote Nevada and attract guests to visit rural Nevada increasing overnight stays in our communities.	Our Territory is tasked with promoting all the communities in Northern Nevada. Because of this project, thousands of people will be exposed to Nevada thus increasing the number of overnight stays in our communities.	Approval based on commitment to developing a territory-level strategic plan. Half-year funding is only available at this time. "In Your Backyard" will need logo update. Funding for VG/NV Magazine will not be available in 2023. Rather than update the entire website, explore updating the landing page. See Travel Nevada for potential cost- and resource-saving collaboration. Must use brand guidelines appropriately - logo use is far outside compliance. Future grants will not be funded if logo non-compliance continues.
Cowboy Country	CC-23-01-003	City of Carlin	Carlin Events to Drive Tourism	\$12,887.00	\$0.00	\$95,000.00	The goal of this project is to attract out of area visitors to Carlin events, bringing in lodging tax dollars to the immediate area, and benefiting businesses along the I-80 corridor through print, radio, social media, and bulletin board advertising, while also attracting some families to move to the Carlin and Elko area, growing the population, the workforce, and increasing the base support for these events to keep on making them bigger and better, and attracting even more people from our efforts. This grant is requesting funding for six events: the Carlin Ranch Hand Rodeo, the ATV Rodeo, the Tom Tomera Memorial Branding, the Carlin Sho 'N' Shine, the Carlin Chinese Garden Spook Walk, and the Carlin Sugar Plum Village. The main goal of our advertising is to use the bullet board and radio advertising to attract tourists that are driving along I-80 corridor to our events, then use the print advertising to reach the niche horseman audience for our Equestrian Park events, and use Facebook ads to reach families across Idaho, California, Utah, and Oregon. This project supports the Carlin Master Plan by diversifying our industry. Right now, most of our industry relies on gold mining, but these project funds would market events that support the tourism industry in Carlin and Elko County, bringing in visitors along the I-80 corridor that would support hotels, gas stations, and other businesses, while luring them to other attractions along the way, like the Carlin Museum, or the California Trail Interpretive Center, or even the recreational opportunities in Lamoille Canyon. This also supports sustainable growth in our city by showcasing Carlin as a potential community to relocate to, slowly growing our population and the base of the community that supports these events through participation (including entering their car into the Carlin Sho 'N' Shine, competing in the Carlin Ranch Rand Rodeo, building a cubby for the Chinese Gardens Spook Walk), selling food or merchandise as vendors, or volunteering. Events need a balance of each to be truly successful and attracting new community members is one of the prime ways to grow our events and attract even more visitors to come back year after year.	This project helps support annual events that are proven to be successful and helps support the tourism industry in an area that has a focus on the mining industry. This project creates an economic impact along I-80 while also showcasing different lifestyles and supporting events after COVID shuttered them in 2020. These events help support the passions and hobbies of citizens of Northern Nevada. Horsemen from near and far get to compete in rodeos and branding competitions, while showcasing the ranching lifestyle. Car enthusiasts get to congregate at the Carlin Sho 'N' Shine to show off their newest project or spread their hot rod knowledge. Artists get to put their creativity to work and sell their crafts at the Art in the Park that coincides with the Sho 'N' Shine. Halloween enthusiasts get to either create a spooky cubby or get scared at the Carlin Chinese Garden Spook Walk. And Christmas lovers get to enjoy a light show and fireworks at the Carlin Sugar Plum Village. All of these events improve the lives of citizens of Northern Nevada and with this funding we would like to spread the joy and invite other visitors to join in on our fun.	City of Carlin states rooms are currently taken for long-term rentals. Event promotion would be local. Recommend regional partnerships with neighboring destinations and territories.
Cowboy Country	CC-23-01-004	City Of West Wendover	2022 Salty & Stupid Cycling Events	\$5,000.00	\$5,000.00	\$10,000.00	The funds will be used to promote and help host the event. West Wendover will provide help with staging points and class winner prizes. Working with the Salty & Stupid Cycling event coordinators. The project will target the adventure traveler and cycling enthusiasts, benefit the community by providing higher visibility of West Wendover and Northeastern Nevada. By sponsoring our community, with this event, we will have a greater impact on the amount of visitors that come to our area and the State of Nevada. With the success of the events previous our come over the last 2 years. The Stupid Pony Ride and the Salty Lizard has evolved into the Salty & Stupid Cycling two day event of 2022 with up to 450 cyclists.	Targeting the adventure traveler and cycling enthusiasts. This project is to strengthen and build upon the Salty & Stupid Cycling event. Providing immediate exposure to potential location in Northern Nevada. With increase in visitor traffic, that will result in a sustaining or even increasing level of employment in our community directly and indirectly related to the tourism industry. With the direct spending associated with each visitor, the local and state tax base will increase. The groups that choose to place events in our community or those that establish themselves within West Wendover will add to an overall increase in the taxes. Thus giving a positive impact on the State and the quality of life for the Nevadans in the West Wendover area.	Event aligns well with Travel Nevada brand/strategic efforts. Highly recommend linking to DMO with accommodations information to complete visitation messaging.
Cowboy Country	CC-23-01-005	City Of West Wendover	Park to Park Road Trip Marketing Grant	\$4,750.00	\$0.00	\$9,500.00	West Wendover, located halfway between Yellowstone and Yosemite National Parks. Utilizing this type of media outlet gives us a great opportunity to inform national travelers considering a national park vacation. Giving a better understanding of what they might see on their way from one park to the next. Our location is a great stopping point for overnight travelers, highlighting the area with this brand of media coverage can lead to extended stays. The package would include assessment and itinerary integration. Creating a story with social media posts, that will cover most national targets, 250,000 road trip travelers. USA Parks research to identify with the highest potential visitor markets. This develops a strategy to reach and inspire potential visitors, ultimately generate overnight stays. Amplify this content via posts and retargeting ads on Visit USA Parks and Facebook/Instagram/Pinterest/Google. They measure tourism impact metrics and ROI for our community.	This project will benefit the community and the state, by improving visibility that will lead to increased visitor counts, growing revenue for the community and the State of Nevada. Herrmann Global, Researches, identify and connect with visitor markets with the highest potential of visiting our destination. They develop a strategy to reach and inspire potential visitors to see Nevada as a bucket list destination, and ultimately generate overnight stays. By creating and publish engaging content highlighting the unique aspects of our destination, with emphasis on responsible travel to the West Wendover area and Northern Nevada. Amplify this content via posts and retargeting ads on Visit USA Parks and Facebook/Instagram/Pinterest/Google. Then measuring the tourism impact metrics and ROI for our community and the State of Nevada.	There are a number of projects with the same name "Park to Park." Recommend differentiating branding. Not funded due to limited focus and limited audience.
Cowboy Country	CC-23-01-006	City Of West Wendover	Destination West Wendover, Television	\$20,000.00	\$0.00	\$40,000.00	The objective of this project is to use prime broadcast networks in the Salt Lake City, metropolitan area the TV Stations (KUTV, KTVX, NSTU, and KSTU), to reach our potential market for West Wendover. That market being from Utah, Southern Idaho and the Wyoming area. By utilizing mainstream networks, it increases our presence in these northern states. West Wendover is adapting new strategies to allow flexibility in the constantly changing market. This has increased a large return of repeat visitors to the Northeastern Nevada area. This strengthens our place in the tourism industry increasing the volume of visitors to provide a larger return on this investment. West Wendover's goal is to saturate the market and cement in the minds of visitors the value of Nevada style entertainment in West Wendover as well as promote the recreational venues outside of the gaming environment.	Through this grant's assistance we are certain to continue capturing the intermountain area market. Giving more awareness to travelers wishing to include West Wendover in their vacation plans insures longer stays and repeat visits. Thus, increasing our economic base with each overnight stay, dinner, or resort experience. The direct effects from the initial spending creates additional activity in the local economy. Indirect effects are the results of business-to-business transactions indirectly caused by the direct effects. Businesses initially benefiting from the direct effects will subsequently increase spending at other local businesses. The indirect effect is a measure of this increase in business-to-business activity (not including the initial round of spending, which is included in the direct effects). Induced effects are the results of increased personal income for Nevada residents. Businesses experiencing increased revenue from the direct and indirect effects will subsequently increase payroll expenditures (by hiring more employees, increasing payroll hours, raising salaries, etc.). Households will, in turn, increase spending at local businesses.	Unsure of what the advertising spot promotes; is this primarily gaming or is the messaging aligned with a greater state brand? Metrics from past performance should be included in future applications for consideration.
Cowboy Country	CC-23-01-007	City Of West Wendover	National/ International Print Marketing Grant	\$30,000.00	\$15,000.00	\$60,000.00	Nevada Division of Tourism dollars will be utilized to pay for advertisements in the Salt Lake Visitor Guide, American Road, City Weekly, and the new Nevada Magazine & Visitor Guide, and if funds are available, other publications that help promote northern Nevada and West Wendover. The funds will be used to develop and place magazine advertisements. American Road Magazine represents a strong readership in the United States heritage tourism market, along with their international markets in Canada, Germany, New Zealand, France, Turkey and Australia. American Road is in 500 overseas US Military Bases that has resulted in direct information requests from overseas military personnel along with a strong online presents. With our long standing relationship with this magazine, we have been able to negotiate for print and social media at a great price point. The Salt Lake Visitors Guide places our advertisements into Salt Lake City's tourism market giving us a national and international placement with a larger return on the investment. City Weekly and UTGW, reminds our primary market to get away for a weekend, increasing our presence in the minds of our targeted market the Salt Lake City area. In the past few years we have seen a large surge in off-road activity in directly related to ad placements.	Giving more awareness nationally to travelers wishing to include West Wendover in their vacation plans insures longer stays and repeat visits. Thus, increasing our economic base with each overnight stay, dinner, or resort experience. The direct effects from the initial spending creates additional activity in the local economy. Indirect effects are the results of business-to-business transactions indirectly caused by the direct effects. Businesses initially benefiting from the direct effects will subsequently increase spending at other local businesses. The indirect effect is a measure of this increase in business-to-business activity (not including the initial round of spending, which is included in the direct effects). Induced effects are the results of increased personal income caused by the direct and indirect effects. Businesses experiencing increased revenue from the direct and indirect effects will subsequently increase payroll expenditures (by hiring more employees, increasing payroll hours, raising salaries, etc.). Households will, in turn, increase spending at local businesses.	Half-year of funding available. Funding for VG/NV Magazine will not be available in 2023. City website does not support call-to-action for visitors, link difficult to find and includes logo from 2015. Logo must be updated before project starts.

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Cowboy Country	CC-23-01-008	Cowboy Arts & Gear Museum	Web Page Hosting, NV Magazine Ad, Rack Card Printing & Distribution	\$9,220.00	\$5,000.00	\$19,027.00	The Cowboy Arts & Gear Museum opened in late January, 2018, in G.S. Garcia's 1907 Saddle and Harness Shop in downtown Elko. This museum honors and preserves the legacy, heritage and craftsmanship of the American cowboy. By advertising in Nevada Magazine, a highly respected and widely distributed publication, visitors will learn of the Cowboy Arts & Gear Museum as well as other cultural, historical and cowboy legacy opportunities in northeastern Nevada. (Western Folklife Center, Northeastern Nevada Museum, California Trail Center, Elko Chamber of Commerce, Lamoille Canyon, Angel Lake, Ruby Marshes as well as downtown Elko.) The rack cards describing the Cowboy Arts & Gear Museum will be distributed in hotels and motels in western Nevada 180, in Sun Valley, Idaho and in the Salt Lake Valley. These interested visitors will come to Elko, spend several nights in Elko and have a fantastic time visiting the Cowboy Arts & Gear Museum and other places. They will return home with glowing reports, and tell their friends, neighbors, family and co-workers of their experiences. This will result in returning new and returning visitors! Now that the Covid pandemic is winding down, visitors are ready to get out and explore and we are ready to greet them! Hosting our webpage will help with our web site as well as with Social Media posting.	This project is a perfect partner with the Travel Nevada mission of promoting a vibrant and sustainable economy. The past two years have been dismal in rural Nevada. By promoting the "other Nevada," visitors will come, stay and explore our rural area and return again with more friends! The Cowboy Arts & Gear Museum not only is eager to promote our own facility but we want to encourage others to visit as a "package" with other cultural institutions locally Western Folklife Center, California Trail Interpretive Center, Northeastern Nevada Museum and Lamoille Canyon. There's a LOT to see and come back for additional visits. We want to encourage this as a collaborative effort with our community!	Half-year of funding available at this time for rack cards and VG. Funding for VG/NV Magazine will not be available in 2023. Website maintenance will no longer be funded through grants as it's will be considered an ongoing organization expense. Highly recommend the media plan be inclusive of other similar publications.
Cowboy Country	CC-23-01-009	Elko Convention & Visitors Authority	Leisure Digital Marketing Campaign	\$20,000.00	\$10,000.00	\$40,000.00	The ECVA will be using these key components to showcase Elko as a leisure tourism destination to create overnight stays. CTV/OTT -- targeting a specific audience through streaming TV on any device \$6,000 INTENT TARGETING/Programmatic Display - contextual, behavioral, demographic, and keyword targeting under one umbrella and served on apps, websites, etc. \$6,000 SITE RETARGETING -Targeting users who have previously visited our website \$1,200 Programmatic Audio - targeting streaming audio listeners by age, gender, location, and musical interest \$5,122 PPC: targeting relevant keywords on Google search \$10,839 YouTube TrueView: targeting relevant customers on YouTube \$10,839. The ECVA will receive additional bonus television spots at no additional cost in the Boise, Twin Falls, Idaho Falls and Pocatello markets.	The ECVA is looking to effectively promote tourism to the area and enhance the economic vitality of Elko.	Half-year funding available at this time.
Cowboy Country	CC-23-01-010	Lander County Convention & Tourism Authority	LCCTA Marketing Package	\$29,394.00	\$9,394.00	\$58,787.00	We are asking for a funding match for the following mediums; Priority (1) rent 5 Billboards during FY 22-23 on I-80 from Lake Point, UT to Lovelock, Nevada that will promote our area, website and Travel Nevada through the targeted messaging with a matching grant of \$13,500. Priority (2) We are also asking for a matching grant to help fund our 2023 Visitor Guide that we use to promote Battle Mountain, Austin and Kingston amenities, events and outdoor recreation opportunities at a match of \$7,000. Priority(3) TownSquare Targeting Geo-Fencing Campaign for a matching grant of \$4,500 we can promote 2 of our largest events to specific audiences that we have chosen. It directs them to call, email or visit our website to find out more information. Priority(4) we are asking for Travel Nevada to provide matching funds for our website that markets to 70+ online directories, that has already achieved 90,000 lifetime views for a \$2,394 match. Priority (5) NV & Oregon Small Game Guide-we are asking for matching funds in the amount of \$2,000 so that we can advertise to the exact audience that we need at our Chukar Tournament. We now have a 73% of out-of-town participation rate. Our goal is to achieve a 90% out-of-town participation for this wildly popular event, which is celebrating its 20th Anniversary this year. All of the projects I have mentioned are the base of LCCTA's targeted FY 22-23 marketing plan. So that we may achieve the greatest benefit for Lander County	LCCTA's Marketing package exposes 19,633,500 people to our communities of Battle Mountain, Austin and Kingston and the one of a kind events, which includes the World Human Powered Speed Challenge that brings in over 200 participants from 12 different countries from around the world, who stay on average of 11-15 days before traveling back across America to fly back to their home countries. The economic benefit of just this one event is tremendous for Battle Mountain not to mention Nevada. Our mission is to bring room nights to our lodging establishments and well as providing grants and support for our local non-profits. We also promote our amazing outdoor adventures like the Shoshone O.H.V. Trail system located just outside the town Battle Mountain that has over 45 miles of maintain trails, to view all the natural beauty of the landscape, with safe trails for every level of experience. We also promote the challenging Austin-Toiyabe Mountain Bike Trail with different levels of difficulty on each trail. Our goal is also to promote the local economy for Lander County's sustainability in the future.	Funding available for the VG and Small Game guide for first half of the year only. VG should be budgeted expense in future and will no longer qualify for marketing grants. The same goes for the website - web hosting is considered part of the an organizational budget and will no longer qualify for marketing grants moving forward.
Cowboy Country	CC-23-01-011	Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation	Nevada Visitor Guide 2023	\$3,500.00	\$1,750.00	\$7,000.00	The California Trail Interpretive Center is a \$20M world class attraction providing economic growth to the State of Nevada. In 2020, the California Trail Interpretive Center realized a 10% increase in visitation as a result of an enhanced marketing effort, of which the Nevada Visitor Guide was a part. The requested funding will be used to continue the print marketing portion of our strategy. The Trail Center has become a corner stone in converting travelers along the I-80 corridor into multiple day visitors augmenting and diversifying the economy of northeastern Nevada.	Project will generate food and lodging in NE Nevada. The Trail Center also hosts numerous programs and adventures attended by visitors and locals alike.	Half-year funding available at this time. Funding for VG/NV Magazine will not be available in 2023.
Cowboy Country	CC-23-01-012	Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation	California Trail Center Social Media	\$3,000.00	\$3,000.00	\$6,000.00	In past years, amplified use of Google ads and optimization expanded our reach to a larger social networking audience. In 2023 we would like to strengthen our marketing position through the use of Google and Facebook web ads. Promoting the California Trail Interpretive Center through social media marketing is consistent with how most individuals prefer information these days. Our goal is to have a greater presents on social media making it easier for interested persons to discover us. A targeted social media campaign for	Project will generate food and lodging in NE Nevada. The Trail Center also hosts numerous programs and adventures attended by visitors and locals alike.	Highly recommend partnership with Explore Elko to provide stronger visitor information on website as call to action.
Cowboy Country	CC-23-01-013	Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation	Billboards 2023	\$9,811.00	\$9,811.00	\$19,622.00	The California Trail Interpretive Center is a \$20 million dollar world class attraction providing economic growth to the State of Nevada. The requested funding will be used to renew six-month contracts on six existing billboard ads which are strategically located to increase awareness of the Center for those traveling the I-80 corridor. Our billboard advertising directs travelers to compelling social media websites for more expanded information. A recent market survey revealed 70% of our visitors learned about the Trail Center through outdoor ads and highway signage. Nielsen Media Research determined a 32% interaction rate by the public when directed to social media through outdoor advertising. The Trail Center has become a cornerstone in converting travelers along the I-80 corridor into multiple day visitors augmenting and diversifying the economy of northeastern Nevada.	Project will generate food and lodging in NE Nevada. The Trail Center also hosts numerous programs and adventures attended by visitors and locals alike.	While Travel Nevada understands the importance of presence for drop-in traffic, we highly recommend partnering with the destination on a stronger ROI for overnight visitation in area, to maximize economic impact (free museum).
Cowboy Country	CC-23-01-015	Western Folklife Center	2023 National Cowboy Poetry Gathering Marketing	\$10,000.00	\$5,000.00	\$22,144.00	The Western Folklife Center will invite visitors to "come back to Elko" in coordination with our promotion of the 38th National Cowboy Poetry Gathering. After two years of cancellations testing our resources and resourcefulness, we are happy to announce the next live, in-person Gathering will take place January 30 through February 4, 2023. This renewed visibility for Elko as a cultural destination presents an opportunity to re-engage 7000+ past attendees and to begin converting our ever-expanding virtual audiences into Gathering visitors. In 2022, we found novel ways to continue our mission of bringing western culture to the world. Staff pivoted quickly to produce a live and livestream programming series. The hybrid approach aimed to raise Elko's profile, broadcasting our cultural programs across a greater geographical reach. Our resolve led to new, innovative ideas to engage far-flung patrons, supporters, and community. As we return to an in-person Gathering, we will leverage our well-known event to solidify our established national and international audience and to engage our developing audiences, young and old. We are requesting funding for a two-pronged promotional approach using two media with strongest potential for conversion into tourism dollars among our varied demographics. We are planning (1) newly designed print collateral for direct mail (a "Save the date to return to Elko" postcard mailer), and (2) video ad campaigns on our social media, new streaming app platforms, and two websites. The objective is to ramp up Gathering ticket sales and to reach pre-pandemic levels of Gathering-related revenue in the local Elko economy (measured through "heads in beds"). We also hope to layer this approach with radio ads, press releases, and email campaigns. With your support, we will craft print and video to encourage visitors to "come back to Elko" in 2023 using our growing media channels and multigenerational reach.	We believe that our (1) place on the national stage as a highly-respected cultural presenter with a reputation for artistic quality, (2) extensive social media reach (about 2.5 million people a month), and (3) regular, high profile programming and high-quality filming, editing, and production values give us the ability to not only put Elko back on the national stage, but to also raise its profile as a desirable destination across multi-generational audiences. This project not only supports Nevada's economic vitality by encouraging rural and statewide tourism, but also supports vibrant quality of life for Nevadans by keeping a cherished cultural event that is unique to Nevada relevant and vibrant.	Travel Nevada supports this event coming back in person, but cannot provide full request due to limits of available funding this cycle. It is also understood that Elko is generally oversold for this event.
Cowboy Country	CC-23-01-016	Winnemucca Convention & Visitors Authority	2022/23 Nevada Magazine & Visitors Guide	\$8,000.00	\$4,000.00	\$13,800.00	The WCVA's function is to promote and market Winnemucca as a destination for out-of-area visitors. We have found advertising in Nevada Magazine as a very cost-effective way to reach a large number of potential visitors because they have already expressed an interest in what Nevada has to offer.	By reaching travelers interested in unique events in Winnemucca, they will be drawn to visit and spend money both on the event and local businesses. Additionally, they will stop along the way to visit other Nevada Cities and Attractions.	Half-year funding available at this time. VG/NV Magazine funding will not be available in 2023.
TOTAL COWBOY COUNTRY				\$315,918.00	\$115,955.00	\$551,236.00			
Indian Territory	IT-23-01-001	Indian Territory	Indian Territory Administrative Grant	\$5,000.00	\$5,000.00	\$5,000.00	Because the Indian Territory does not have a local room tax entity to house its operations and spans statewide with tribes in very rural and remote parts of the state, the Indian Territory is requesting the same level of funding to cover travel to these areas and or to provide travel to those tribes who would like to attend Territory-sponsored meetings and trainings. This effort will allow the Indian Territory to be more inclusive of Nevada's Tribes and tribal members and will also assist in increasing membership numbers. Funds will also be utilized for items related to Territory meetings and operations.	The project supports tribal tourism development and promotion, which will have a positive economic impact on tribes and the surrounding communities. Continued promotion of tribal tourism attractions and destinations is vital as the impact of COVID-19 has disproportionately impacted tribal communities in this state and across the country.	Funding necessary for administrative functions of the territory.

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Indian Territory	IT-23-01-002	Indian Territory	Indian Territory Website Itinerary Development and Design	\$4,250.00	\$4,250.00	\$4,250.00	The Indian Territory website is the main source of collected information on Nevada Tribal attractions, cultural events, and heritage (art and crafts). The Indian Territory has developed 4 itineraries that are inclusive of all four Great Basin Tribes (Washoe, Northern Paiute, Southern Paiute and Western Shoshone). Out-of-state visitors wanting authentic Nevada experiences use the website as a too as part of their destination planning and artificial intelligence for smart tourism. Last year our website has over 23,000 visits from over 100 countries and all 50 U.S. states. The website is carefully monitored and maintained by Charter Advertising/Design. To increase the website visits for www.NevadaIndianTerritory.com the Indian Territory has developed several additional itineraries that is inclusive of Nevada's Indian Country. In addition, this project will add in videos, pictures, maps, stories and traditional place names to enhance the additional itineraries. This project will also benefit the other Nevada Territories through tourism and economic stimulus. The main objective of the project is to upgrade the website so that it provides indigenous and ecotourism that is inclusive of all Nevada Tribes and promotes cultural identity and cultural awareness. The second objective is to promote economic development for Nevada Tribes through the use of the integration of itineraries and website enhancement with a significant use of social media. The Indian Territory would like to see the website's use increased by visitors and passive consumers. Both will increase cultural awareness, inclusion and economic development through tourism and product development by the Indian Territory.	The Indian Territory website will reach countless potential visitors and help to promote Nevada's Indian Tribes, tribal cultural events, tribal artisans, tribal attractions and destinations, and tribal economic development.	Itinerary and tourism-facing information is highly encouraged and necessary.
Indian Territory	IT-23-01-003	Indian Territory	Indian Territory Promotional Items	\$4,500.00	\$2,000.00	\$4,500.00	Promotional items displaying the Indian Territory logo are needed to help promote Nevada's Indian Territory and will be distributed through many outlets including events, conventions, meetings, conferences and tradeshows. The funds will be used to design and order promotional items for Nevada's Indian Territory. All promotional items will include the Territory logo and website address. The Indian Territory has received a lot of positive feedback on our promotional items. Our promotional map of all 27 Nevada tribes has received the most feedback and is now used by other media groups as part of Nevada Tourism promotions. These items will be distributed at events, Nevada tourism destinations and visitor centers, conventions, meetings, conferences and trade shows.	The project will promote an increased awareness of American Indian culture in Nevada and will attract visitors who are interested in learning and traveling to destinations, cultural events and tourist attractions for Nevada Indian Country.	Awarding a portion of request, with the focus on providing items with QR codes as the call to action. Revisit next cycle when additional events take place. Recommend broader strategy to align with website information updates.
Indian Territory	IT-23-01-004	Indian Territory	Indian Territory Website Maintenance	\$4,800.00	\$4,800.00	\$4,800.00	This project will continue the work necessary to maintain the success of NevadaIndianTerritory.com. The site was revised throughout the year and contains a wealth of information on the Territory and Nevada Tribes including events, artists and itineraries of the Nevada's Indian Territory. The goals of this project include making the site as informative and user-friendly as possible, relevant to search engines that generate the majority of traffic, and maintaining a site that is fresh and exciting for visitors. In addition to website maintenance, this project includes support for the Indian Territory social media networks including Flickr, Facebook and YouTube. The website must be well maintained so that we may share information on Nevada's first people, increase visitor usage and further develop tribal tourism for the state of Nevada.	The Indian Territory website will reach countless potential visitors and help to promote Nevada's Indian Tribes, tribal events, tribal artisans and tribal attractions. This in turn will draw visitors to Nevada assuring that they will contribute to local economy.	Future conversations must consider ongoing website maintenance as part of Territory budget. Consider goals of consumer-facing website long-term.
Indian Territory	IT-23-01-005	Indian Territory	American Indian Tourism Conference and IPW Tourism Conference	\$8,898.00	\$5,540.00	\$8,898.00	This funding will allow Nevada's Indian Territory to attend the American Indian Tourism Conference and IPW 2023 (May) along with having a booth that is intended to increase awareness of Nevada Tribes, tibal attractions, events and promote our website with itineraries while traveling through the state of Nevada. Attendance at these conferences is essential to the Indian Territory as members will gain knowledge of tourism industry trends and information as it pertains to Indian Country and Nevada tourism. Knowledge and contacts made at this conference will assist the Indian Territory with ideas and future product development that can be shared with Nevada Tribes and rural tourism. In addition, attendance at these conferences will help the Indian Territory to develop tourism attractions and destinations while promoting existing attractions, events and website itineraries in Nevada's Indian Country.	Grant funds are essential to allow the Indian Territory to participate in tribal tourism at the national level. Attendance at this Conference is very important because it keeps the Indian Territory up-to-date on what is happening in tribal tourism and with a booth space, will allow Nevada tribal events, attractions, tourism and marketing opportunities throughout the nation. Without these funds the Territory would be unable to participate. Furthermore, attending these conferences will bring awareness to the traveling public and travel professionals about the Washoe, Northern and Southern Paiute and Western Shoshone people on a nationwide level. Finally, this exposure will help bring travelers to the American Indian communities, create jobs and spur economic development.	Award to be applied to the American Indian Tourism Conference in October. Re-apply for IPW in May 2023 in next cycle.
Indian Territory	IT-23-01-006	Indian Territory	Nevada's Indian Territory Powwow Promotion	\$20,000.00	\$10,000.00	\$20,000.00	This project will help to provided assistance to market and promote Indian Territory cultural events (powwows) and destination attractions throughout Nevada's Indian Country. International and domestic tourism for tourists seeking authentic cultural experience is very popular and is a current trend. The Nevada's Indian Territory would like to assist Nevada's Tribes with marketing and promotion of these trending authentic cultural experiences. The requested funds would be equally distributed to Nevada's Indian Territory to help fund marketing and promotion of these popular tourist attractions that are open to the public. This project will provide financial support so the Indian Territory can assist Nevada Tribes with promoting the American Indian experience in Nevada; an area that has not previously been widely promoted. This project will also help to provide economic stimulus for both Nevada Tribes and surrounding communities.	The project supports tribal tourism development and destination marketing, which will have a positive economic impact on tribes and the surrounding communities. Continued promotion of tribal tourism attractions, cultural events, and destinations is vital as the impact of COVID-19 has disproportionately impacted tribal communities in this state and across the country.	Encourage proceeding with promotion of Powwows to gauge interest of these experiences; reporting will be key. Promotion should include trackable activities, not local-only/flyers. Approval based on commitment to developing a territory-level strategic plan.
TOTAL INDIAN TERRITORY				\$47,448.00	\$31,590.00	\$47,448.00			
Las Vegas Territory	LV-23-01-001	Las Vegas Territory	Administrative Grant 2023	\$3,500.00	\$3,000.00	\$3,500.00	This is a routine grant request to cover all administrative costs for the Chairperson to carry out the organizational mission. Administrative costs are primarily for supplies (computer materials, paper, ink, etc.) as well as for Chairperson's travel to TAC Meetings in Carson City, NV. and other rural outlets. The reason for the slight increase in requested funding to \$3500 is to accommodate the inflationary increase in travel expenses.	Aligns directly by helping to fund administrative expenses as we have no other incoming funds except for memberships	Currently, \$3,000 is allowable for territory expenses. Inflation will be considered in revising this cap.
Las Vegas Territory	LV-23-01-002	Las Vegas Territory	REVISED: Las Vegas Territory Digital Marketing Initiatives Phase 2 - 2022/23	\$36,720.00	\$20,000.00	\$36,720.00	This grant continues to build an engaged digital and social community of travel enthusiasts with real conversations and messaging through visually stunning, trustworthy, and quality content. It expands the successful launch of the territory's goal to increase digital presence in 2021. Las Vegas Territory is seen as an expert resource for travelers and travel providers seeking adventure beyond the neon lights of southern Nevada. The campaign inspires tourists to embark on a stunning visual tour of neon to nature with road trip itineraries, and travel experiences focused on the regions Las Vegas Territory supports: Boulder City, Henderson, Jean/Primm/Goodsprings, Laughlin, Las Vegas/Downtown, Mesquite, Moapa Valley and everything in between. Through digital and social channels including, but not limited to the Las Vegas Territory e-newsletter, website blogs and the @lvterritory social pages, photo and video diaries of neon to nature activities will showcase vibrant, unique experiences, behind the scenes vignettes, events and attractions. Content will highlight arts, cultural, history and colorful people stories to encourage rural tourism beyond the neon. The thread of compelling stories, must do lists, travel tips and news captures the audience into wanting to experience adventure using Las Vegas as the basecamp to explore rural Southern Nevada.	This project will bolster awareness through various threads of messaging with the ultimate action to explore southern Nevada. The goal: to increase the quality visitation and tourism travel to our rural areas throughout the project timeframe.	Approval based on commitment to developing a territory-level strategic plan. Highly recommend further discussion with Travel Nevada of consumer-facing goals for call-to-action in digital marketing. Future applications will require metrics to show improvement in the program.
Las Vegas Territory	LV-23-01-003	Las Vegas Territory	Las Vegas Territory Website Renovation Phase 2 in 2022	\$20,000.00	\$20,000.00	\$20,000.00	Las Vegas Territory continues the growth of its travel marketing website to expose more travelers and travel providers to "things to do in Southern Nevada" by highlighting member products and destinations within the territory. In phase two, there will be options to keep building and updating content pages and management to market southern Nevada. This includes, but not limited to the following services: monthly maintenance management, enhanced membership directory, event database and calendar integration, preferred product sales for activities and tours, and expanded blog page technology.	The Las Vegas Territory website is a necessary marketing resource that provides awareness (and in phase 2 and 3, direct booking opportunities to support Nevada suppliers) on the many activities and events available beyond the Las Vegas strip and into the rural parts of southern Nevada. The goal: to increase the quality visitation and tourism travel to our rural areas throughout the project timeframe.	Approval based on commitment to a territory-level strategic plan. Highly recommend further discussion with Travel Nevada of consumer-facing goals for the territory website.
Las Vegas Territory	LV-23-01-004	Las Vegas Territory	Las Vegas Territory Marketing Videos Updates 2022	\$25,000.00	\$15,000.00	\$25,000.00	This is a plan for refreshing the content on marketing videos Aardvark Video produced in 2017, 2019 and 2020 for the Las Vegas Territory organization. These videos consist of not only information to publicize Territory venues, but the areas themselves. Currently these videos consist of an overview of Mesquite, Moapa Valley, Downtown Las Vegas, LV Strip, Henderson, Boulder City, Primm area and Laughlin. Since 2020 members and venues of the organization and areas have changed and these videos will update content.. Aardvark Video is uniquely positioned for this project due to our history working with and understanding Las Vegas Territory goals and objectives, as well as having content available from prior projects. These videos can be purposed for: 1) Online and Website Marketing, 2) Event Promotion, 3) Sales Missions and Trade Shows, 4) Other purposing Las Vegas Territory considers appropriate	This project clearly aligns with Travel Nevada's mission and vision as the video products clearly portray rural southern Nevada as an attractive area to visit.	Approval to concentrate on places that need visitation. Video content must be provided to Travel Nevada to complete reimbursement.
Las Vegas Territory	LV-23-01-005	Las Vegas Territory	Go West Summit Anchorage, AK, Fe 27-Mar 2, 2023	\$5,804.00	\$0.00	\$5,804.00	Go West 2023 in Anchorage, AK is the premier appointment based travel show in the western United States that is comprised of both domestic and international buyers and sellers. Go West Summit provides face to face networking opportunities and is based on technology that matches requested buyers and sellers which can be revised on a daily basis. This is the greatest opportunity for members to showcase their products and market all the rural communities as exciting places to visit. Las Vegas Territory has already secured international business that was finalized at the 2022 Go West Summit.	The mutual goal is to attract more visitors in this post pandemic era, sell product and promote greater exposure of rural communities with end result filling rooms and colleting room tax.	Recommend applying in the next cycle for programs in the second half of the year

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Award Comments
Las Vegas Territory	LV-23-01-006	Las Vegas Territory	Travel and Adventure Consumer Shows 2023	\$22,000.00	\$0.00	\$22,000.00	Las Vegas Territory intends to use these funds to attend Travel & Adventure Consumer Shows in key Nevada marketplaces, Boston, Chicago and Los Angeles that have previously displayed fervent interest in the many attractions, events, museums and non-gaming lodging in the destination, directly supporting the mission. In addition, intent is to produce a stage event in Los Angeles (#1 drive in market) focusing on rural southern Nevada as exciting, outdoor places to visit outside of Las Vegas. In addition, ultimate goal is to feature and sell members products at these shows.	As the goal is to increase visitation throughout the post pandemic, end result will be more room nights to be occupied generating increase of gaming and non-gaming revenue through room tax.	Recommend applying in the next cycle for programs in the second half of the year
Las Vegas Territory	LV-23-01-007	Las Vegas Territory	Southern Nevada Fam and Tourism Showcase	\$29,656.25	\$0.00	\$29,656.25	The Southern Nevada Fam & Tourism Showcase will consist of hosting 50 pre-qualified clients and media in Clark County for the purpose of introducing them to Hotel, Tours, and Attractions Partners within the rural destinations, educating them on new and extensive offerings in the surrounding Las Vegas valley for itinerary development, and to generate new business. The 3-night, 4-day program will include overnight stays in hotels, participatory activities highlighting each destinations unique features, networking social events for client engagement with Suppliers, and a trade show for other tourism businesses unable to participate in the FAM program offerings. The trade show will be open to rural area Suppliers in Clark County at no charge to give every business regardless of size the opportunity to showcase their product or service to potential clients. Each area has something special that will appeal to every market segment: outdoor enthusiasts, families, eco-tourism, naturalists, corporate retreats, sporting events, festival attendees, adventurists, history buffs, ghost hunters, weddings, reunions and more.	How does this project align with Travel Nevada's mission and vision? This program educates sellers of travel on the variety of lodging, dining, attractions, and tour options available to their clients in the rural areas of Southern Nevada for the purpose of extending existing itineraries for additional room nights and creating new itinerary programs. Revenue will be generated by this program in the rural destinations from room nights, meals, attractions, tours, and ancillary expenditures by participants which will support the local economy. Future bookings from participating clients will continue to bring new revenue into the destinations.	Recommend collaborating with Travel Nevada in include in state-led receptive programs and FAMs
Las Vegas Territory	LV-23-01-008	Las Vegas Territory	Hey Explorer, it's me Southern Nevada!	\$50,000.00	\$0.00	\$50,000.00	Understanding the climate of our travelers as we navigate through the ongoing pandemic of not only the safety of our experiences but the economic impact it has had on our tour operators, small activity operators, and small/local restaurant operators the last 2 years. Our job is to promote the safety and assurance of viable businesses that offer experiences in our Southern Nevada rural areas outside of the Las Vegas Strip. Offering day and overnight excursions to domestic travelers and soon international fly and drive travelers. Adding visible digital components to our neighboring states, engaging all demographics types on major roadways leading to Southern Nevada. Adding tangible, well marketed, and updated printable collateral available at all major gas/food stops as well as hotels and restaurants in surrounding and local areas.	This project aligns with Travel Nevada's mission to enhance the economic vitality while improving the quality of life of all Nevadans.	Application is missing full plan with goals. Highly recommend Chamber works with territory on a refined plan with tangible and trackable goals in future grant submissions.
Las Vegas Territory	LV-23-01-009	Boulder City Chamber of Commerce	Boulder City Marketing Spectrum	\$38,375.00	\$38,375.00	\$76,750.00	Spectrum is a band of colors, as seen in a rainbow, produced by separation of the components of light by their different degrees of refraction according to wave length. The Boulder City Chamber of Commerce views their 2022-2023 comprehensive marketing and advertising strategy as a full spectrum of opportunity through colorful and rich components and mediums that will refract, in varying degrees, visitation to Boulder City, Southern Nevada, and at length, the entire State of Nevada. A rainbow of tourism and economic impact. This Marketing Spectrum is represented by travel industry magazine/print media, live streaming content services across multiple devices, professionally-produced commercial distribution, drive market radio advertising, tourist centric rack card distribution, and worldwide web engaging enhancements,	Advertising contracts entered into by the Boulder City Chamber, pay local businesses to provide valuable marketing to our future guests, who in turn come here to spend. NCOT's taxpayer dollars that make up the marketing grant funds are essentially redistributed back into many of the business owners pockets that are paying those taxes as well as adding to the tourism cycle. When we all join together in advertising via many different mediums all over the State, we build successful businesses that service our guests and we build positive experiences that bring repeat customers to Nevada.	Application has stated goals and approach. Please include full marketing plan with Grant Agreement for context.
Las Vegas Territory	LV-23-01-010	City of Mesquite	Go Mesquite Nevada	\$2,662.50	\$2,662.50	\$2,662.50	Mesquite provides safe, equitable, and inclusive access to community parks, trails, and recreational areas. In January 2022, Mesquite added an OHV (Off-Highway Vehicle) staging area, which provides a safe location for visitors to park their towing vehicles and trailers while they explore the beautiful mountains that surround Mesquite and the Virgin River that runs through Mesquite. The OHV staging area is a prime egress point to trails in Nevada and Arizona. Another recent recreational addition to our City was a pickleball court complex, which has been an enormous success since its grand opening on March 1, 2022. Kiosks to market local and surrounding businesses, such as hotels, restaurants, retail establishments, etc., will be placed at the OHV staging area and pickleball complex, which will be vital in generating increased revenue. The City of Mesquite was awarded grant funding for FY 2022 from Nevada Commission on Tourism to be used for a billboard and printed collateral to distribute along I-15. Our intention of this grant funding is to rent an additional billboard to continue advertising the City of Mesquite as the ultimate destination. The billboard advertisement will provide constant exposure to travelers. Approximately 3 million travelers will see the billboard in a six-month period. The billboard advertisement is crucial to get the word out that Mesquite, Nevada, is not only a weekend or overnight stay destination but the ultimate destination for outdoor recreation.	We currently do not have enough funding in our budget to cover this project completely. If awarded grant funding, we will be able to proceed with the billboard rental	Would like to see more results included in future applications based on the reported successes of past efforts.
Las Vegas Territory	LV-23-01-011	Destination Services Association	Destination Services Association Trade shows	\$9,000.00	\$0.00	\$18,000.00	Travel shows to the trade, travel shows to the public, sports and adventure, golf and bridal shows. We market the latest and best of S. Nevada, including river rafting, race cars, wineries, breweries, and adventure tours, with Laughlin, Mesquite, Boulder City, Primm and Mt. Charleston all included. This will be my 13th year doing these shows. I see many repeat customers. Of all the shows that I do, no one else from Nevada ever attends.	We really purse the venues in Pahrump and Mesquite. I try on sell them on spending at least one night in each if they have 4 nights or more, and they have nothing else planned. With over 75 venues represented at the shows, they all have plenty to pick form.	This effort is duplicative of Las Vegas Territory programs. Suggest working with Las Vegas Territory for future efforts.
Las Vegas Territory	LV-23-01-012	Friends of Gold Butte	2022-23 Friends of Gold Butte marketing and promotion	\$2,157.96	\$0.00	\$9,437.96	The goal of this project is to promote Gold Butte National Monument (GBNM) to national and international audiences, regional residents in gateway communities, and outdoor adventure seekers passing through Las Vegas. This cycle's funding will be used to connect visitors and tourists to information resources and activities that we provide. Friends of Gold Butte (FoGB) holds regularly scheduled activities such as hikes, monument tours, photography tours, trash cleanups, special events, stewardship projects and an educational speaker series. Advertising and marketing supported by this grant will connect visitors to available GBNM recreational and volunteer opportunities. This often results in overnight stays in Mesquite and return visits. Mesquite's close proximity to GBNM and its abundance of quality lodging and entertainment make it a natural stopover while exploring the monument. We encourage visitors of the FoGB Visitor Center and the Mesquite Welcome Center (MWC) to join our email newsletter list. We have potential visitors from all over the U.S. contact us for information on the monument, and who frequently join already scheduled activities as they visit the area. FoGB volunteers have committed to help support the MWC by providing murals, displays and GBNM promotional materials. We are also staffing the MWC on a volunteer basis one day per week. The MWC is one of the locations where our GBNM Travel Toolkit is being distributed which includes recreational and educational information, maps, local emergency contacts, and lists of items to bring while visiting the monument (or any desert environment) to ensure the safety and preparedness of those visitors who may be visiting the desert for the first time. As there are multiple community events at the MWC in addition to the regular center hours, this is an ideal venue to promote GBNM. The MWC is a highly visible traveler stop on I-15 as travelers cross into Nevada westbound.	While the Covid pandemic had a substantial negative impact on area visitation and tourism focused businesses, it also created a renewed interest nationally in outdoor recreation. Visitation to GBNM is up substantially as judged by anecdotal information. Now that national and international travel is opening back up, this represents an opportunity for GBNM to bring new visitors seeking outdoor experiences into the area. This grant supports connecting local, regional, national and international audiences with informational and educational materials promoting GBNM and southeastern Nevada communities. Non-local visitors to GBNM most frequently stay multiple nights in Mesquite hotels and casino resorts while exploring GBNM on day trips.	Unfortunately, the conditions to get to this area of the state are not ideal. Recommend more infrastructure/safety improvements before more promotion occurs.
Las Vegas Territory	LV-23-01-013	Laughlin Tourism Commission	Laughlin/Bullhead Airshow	\$25,000.00	\$0.00	\$225,000.00	The Laughlin Tourism Commission has received a commitment from the City of Bullhead City, AZ to co-sponsor the first AIRSHOW in our Colorado River Valley. Its a unique opportunity to expose the region to an event that entertains from the sky at our shared international airport IFP (international fun place) for viewing from the festival site on the airport property, resorts, Riverwalk, beaches, river vessel, auto or off-road vehicle. The airshow will include static ground exhibits, tours, a festival, VIP tent, food and beverage concessions, speakers and veterans, sky performers from the military and private sector including divers and helicopter repelling. It is believed that we will attract a new type of visitor that can use our convenient airport to fly in for a visit, has the time and expendable income.	Positive Economic Impact to the region, it employees and their families. Portrays a community united with a river running through it.	Rural marketing grants are exclusive to the promotion of an event rather than its operations. Recommend applying for event promotion in the future.
Las Vegas Territory	LV-23-01-014	Laughlin Tourism Commission	Billboard Campaign for extended drive markets	\$30,000.00	\$0.00	\$30,000.00	The Laughlin Tourism Commission has experienced some increased interest in the destination from the previous billboard campaign placed in known drive markets within 300 miles and Las Vegas. We desire to place static and digital billboards in the extended markets beyond 300 miles to capture the drive market and remind them that Laughlin's resorts are on the banks of the Colorado River and provides a better value for getaways that include water recreation, street adventures, competitive rooms rates, assorted gaming choices, excellent dining and night club experiences, and big city concert entertainment.	Positive Economic Impact to the region, it's employees and their families. Portrays a community vibrant with lots of opportunities for travelers and weekend warriors.	Request is large in effort and potential return. Application noted three states in the region will benefit, however there was no indication that the other states are funding the effort. Laughlin has received LVCVA funding in the past. Recommend clearer stated goal of effort with call-to-action and results attached for future consideration.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Award Comments
Las Vegas Territory	LV-23-01-015	Laughlin Tourism Commission	40th US Open at Laughlin - Lake Mohave	\$30,000.00	\$0.00	\$130,567.00	The Laughlin Tourism Commission has received the gift of potentially relocating the 40th U.S. Open Bass Tournament to Lake Mohave. The U.S. Open has been offered at Lake Mead for the last 39 years however, the water levels are presently not at a height that promotes water safety or desirable fishing conditions. This opportunity comes with some challenges in ensuring that all historical anglers have knowledge that the event is moving south in a lake that is full, has a quality marina, docks that are floating, and the capability for professional anglers to show off (and safely release) giant trophy-sized bass. Lake Mohave was tested by the anglers in March and the comments were very positive, and the catches were giant. The water conditions at Lake Mohave are dynamic for all sorts of angling techniques, the docks are clean and safe, the event logistics are perfect and fish care is easy to practice due to the proximity of the weigh-in station and event streaming tent.	Positive Economic Impact to the region, it's employees and their families. Portrays a community united and happy to welcome new anglers to the area.	Rural marketing grants are exclusive to the promotion of an event rather than its operations and cannot grant a waiver for a for-profit event. Travel Nevada will help promote the event through its own assets.
Las Vegas Territory	LV-23-01-016	Mesquite Chamber of Commerce	Mesquite Chamber 2023 Business and Destination Guide	\$13,000.00	\$13,000.00	\$43,100.00	Mesquite Chamber 2023 Business and Destination Guide is 81 pages and is a high-quality marketing piece. This guide will also be used in swag bags when LV Territory and LVCVA have tourism professionals in Mesquite getting acquainted with Mesquite. Total 20,000 quantity is distributed annually. We use professional people who only focus on Tourism/Chamber of Commerce publications to help us with this project. The cost of paper, printing and shipping continues to escalate thus the need for grant assistance with the guide. Chamber Mission: Support members to encourage and promote tourism which will strengthen the local economy and in turn create a successful business atmosphere in Mesquite. 1/3 of our Chamber members are tourism related and we anticipate that percentage to increase. Goals: Publish a high-quality guide that promotes all of the tourism related things to do in Mesquite such as Golf, ATV Riding, Gaming, Dining, Hiking and Biking. We will feature an array of activities that are also free and family friendly so that everyone can have a good time no matter what their budget is. This guide helps to showcase our tourism related businesses which generate revenue for our local and state economy. Objectives: Mesquite hosts a variety of sporting events, festivals and more that draw people from 100+ miles and out of state. The Chamber has approximately 12 magazine racks that we regularly fill during the heavy tourism season. Visitors take the guides and then return for a vacation or another event. It is not unusual to go through at least 750 copies in one weekend and we are finding that we run out of copies about 2 months before the next issue is ready. It is our goal to be sure that as many of our hotel rooms are filled as possible on an ongoing basis. Another goal is to have more people come here for a destination wedding and honeymoon. Weddings typically bring pre-party events and guests in from out of town. Plan of Action: Start photography for guide, find writers and contributors for interesting articles, conduct interviews, update information and look for new and exciting tourism related things for visitors to do once the grant is approved and per the Travel Nevada guidelines.	Impact: Tourists are excited that they can receive our guide in print or online. Often times we find that they end up doing extra things they didn't know about until after viewing our guide. Our Chamber office has the most tourism related information in Mesquite and we have knowledgeable staff who are always willing to find the information for our visitors. We are also asked by travel partners to share our photos for websites they maintain for Nevada which cuts down on costs for everyone and we are certainly happy to do that. People visit Mesquite to step away from the hectic day to day life and relax. Visits to rural Mesquite allow visitors to do as much or as little as they like. We offer a variety of activities which creates revenue to the State of Nevada and the City of Mesquite. Our guide entices people to want to take that relaxing vacation and keep returning.	Travel Nevada recommends partnering with the Visitor Center, as Mesquite's tourism authority, on future visitor-centric efforts. Reprints of a VG should be included in future known budgets.
Las Vegas Territory	LV-23-01-017	Moapa Valley Revitalization Project	Destination Moapa Valley Project	\$30,000.00	\$15,000.00	\$60,000.00	Our request for ongoing support for our advertising campaign using Certified Folders. The contract ends the end of December 2022. To have expected results, we need at least another 6 months of service and an additional printing of destination guides to evaluate the effectiveness of this campaign. In addition we need an upgrade of our website, search engine tuning and social media integrations.	Our country is experiencing challenges on every level. Maintaining our sanity and economic independence is vital to Nevada and aligns with Travel Nevada's mission and vision.	Funding is approved for brochure design, printing, and distribution. Highly recommend working with Travel Nevada to on a more comprehensive effort for the region in the future.
TOTAL LAS VEGAS TERRITORY				\$372,875.71	\$127,037.50	\$788,197.71			
Nevada Silver Trails	NS-23-01-001	Nevada Silver Trails	NST Administration FY 23	\$5,000.00	\$5,000.00	\$5,000.00	Nevada Silver Trails Territory is the largest Territory, apart from Indian Territory, covering about one third of the State. We serve over 20 diverse and unique communities such as Pahrump, Beatty, Goldfield, Tonopah, Hawthorne, Yerington, Berlin, Belmont, Rachel, Pioche, Caliente, and Alamo. Our Territory board is comprised of many volunteers who donate their time to help with accounting, grant applications, vendor communication, payments, meeting planning, meeting minutes, marketing content for print and digital ads, etc. Nevada Division of Tourism funds will be utilized to pay for the Territory's operating cost to include accounting software, checks, envelopes, postage, office supplies, domain and other subscription fees, as well as travel costs for Territory board members to attend meetings, conferences, etc.	In order for the Territory to provide support, exchange, and marketing for all its communities and attractions, it is vital that the operating costs are covered so the Territory can continue to exist. The Territory is essential in connecting Travel Nevada with the many partners in the State. The Territory helps Travel Nevada in their efforts and provides support, opportunities for exchange, disseminates information, and partners with Travel Nevada on various projects.	Funding necessary for administrative functions of the territory.
Nevada Silver Trails	NS-23-01-002	Nevada Silver Trails	NST Print & Digital Marketing FY 23	\$173,929.34	\$85,104.50	\$173,929.34	Funds will be utilized to design and place print and digital ads in the Nevada Magazine Visitor Guide, Desert Companion, American Road, and the Nevada Hunting and Fishing Regulations Guides. Additionally, we will place Google Display, Google Search Engine, and Facebook ads. We will maintain and expand our website, add a blog, create content for the blog, and continue our very successful social media maintenance and campaigns. Furthermore, we will have our RV/ATV and Ghost Town brochures reprinted and distributed through Certified Folder. We will also continue our quarterly email newsletter. Nevada Silver Trails is the largest Territory in the State serving over twenty (20) communities of which only two have a paid tourism department. Without the Territory marketing, many of the communities, as well as other attractions such as parks, wildlife refuges, museums, ghost towns, etc., would not be promoted at all. Many of these communities and attractions are in convenient driving distance to Las Vegas and have the potential to draw many overnight visitors into our Territory. This very efficient combination of various marketing projects can substantially increase room tax collections in our Territory.	The Territory provides the marketing that most of our communities and attractions cannot coordinate and afford. By bringing visitors into these communities, we help increase sales, gas, and room tax collections for these communities, the various counties, and the State of Nevada. By increasing tax collections, these communities are able to improve local facilities such as attractions, outdoor recreation facilities, parks, roads, etc. Without the increase of visitation, many communities would not be able to afford these improvements, so we are actively helping improve the quality of life for Nevadans.	Approval based on commitment to developing a territory-level strategic plan. Half year funding available at this time. Funding for VG/NV Magazine will not be available in 2023. Would like to see comprehensive marketing and media placement plan.
Nevada Silver Trails	NS-23-01-003	Beatty Chamber of Commerce	Travel Nevada Magazine	\$9,000.00	\$4,500.00	\$17,600.00	Beatty is a hub. Visitors can go in any direction from here and find history and adventure. Travel Nevada Magazine is a quarterly issued print and monthly digital magazine that serves the state of Nevada and the country by introducing travelers to the amenities, history and outdoor adventures to be experienced within our state, catering to the smaller, rural towns. This grant would fund half of the \$14,000 cost of a half-page print ad and the artwork to produce it in each of the 4 issues annually. On the digital side, half of the \$3600.00 will fund the 250x250px square box ad and ad development for the digital magazine. The print issue boasts quarterly sales of 11,500 magazines, with a hand-off readership of 3.4 times that's over 135,000 people every 3 months. Add to that the digital magazine with an average 20-25k pageviews each month and there are over 640,000 people exposed to our ad annually. These ads will feature Beatty as the base camp for family-oriented adventure travel. With emphasis on Responsible Outdoor Adventures, Off-Road, Mountain Biking, Hiking and Rockhounding. We offer historic old mining towns, the Ghost Town of Rhyolite and others, Petroglyphs, Fossil areas, hundreds of miles of Off-Road trails, and Family Friendly Events in and around the Beatty area. Placing these ads promotes travel to our town and gets people thinking about other rural towns in Nevada. Benefitting the economic communities of Beatty, our surrounding area and the entire state. Beatty exists on tourism dollars. The average family vacation in our area is 3 nights/4 days of supporting our lodgings, restaurants, RV parks, fuel/electric stations, local businesses and visitor attractions. (This is based on information gathered from visitors to our Chamber of Commerce Visitor Center). The average cost per night for lodging is \$160.00 (considering RV parks and motels), the room tax that is generated comes directly back to us to fund the Town Board, Chamber of Commerce, Museum, and Parks & Recs. However, the money generated in sales for the economy is much more. An increase of 1 person each night for a year equals a minimum infusion to our economy of \$80,300.00, (1 night, 1 meal and \$40.00 in fuel); this is money that comes directly into our town. Our businesses pay taxes that benefit the county and state, they pay employees to better their quality of life, and they purchase goods and services for their businesses, boosting the economy from within. The goal of this project is to lift Beatty from a Fuel Stop to a Destination. The total budget for this project is \$17,600.00 and we are asking for \$9000.00 in grant funding.	Tourism is the mainstay of the economy of Beatty. Advertising our area is the best way to let people know we are here, what we have to offer, and that we welcome them to visit. Fuel tax money from our 3 fuel stations (2 gas, 1 electric) is what repairs our roads. Room tax money generated through tourism is what funds this town. Our Chamber of Commerce, Town Board, Museum, Parks & Recs. are all directly funded by tourism dollars. Without them, we would become just another Nevada ghost town. Only by increasing tourism can we increase the amount of room tax collected, thereby increasing the quality of life for Beatty.	Half-year funding available at this time. Funding for VG/NV Magazine will not be available in 2023.
Nevada Silver Trails	NS-23-01-004	Beatty Chamber of Commerce	Spirit of the West Magazine	\$5,800.00	\$0.00	\$11,600.00	We will be taking out a half-page ad in each of the bi-annual magazine publications, maintain a video presentation on their website and an advertorial and banner ad in their online newsletter, which is published twice monthly. (Called a newsletter, it is really a protracted version of the magazine e-published bi-monthly). For a total cost of \$11,600.00 including ad production costs. Spirit of the West is the premier German language magazine, promoting travel, lifestyle, and adventure in the American West. Single copy direct sales, subscriptions, airline partners and free distribution combined reaches 150,000 readers. A partner of CONDOR German Airline, the magazine is distributed on all non-stop flights from Frankfurt to Las Vegas, NV; Anchorage, AK; and Seattle, WA, offering a unique, high-profile presence. Via a professional distribution system, this magazine is sold at newsstands (airports, train stations, bookstores, etc.) in Germany, Austria, Switzerland, Italy and Spain. It is also available by subscription and e-download. In the U.S. it is available by subscription, at consulates, chambers of commerce and Goethe-Institutes. Several thousand copies are distributed every year at travel and trade shows. By advertising in this magazine and their online presence, we are making Beatty and rural Nevada destination points for the European traveler. The typical reader of this magazine is between 25 and 66 yrs. old with an average age of 48. These visitors are typically interested in Outdoor Adventure Trips, Hiking and Motorcycle Touring, Wilderness, Wineries, Arts, and the Cowboy Lifestyle. All these interests are available in and around the Beatty area. The American West is one of the favorite places for travelers from Germany, Austria, Switzerland, and Italy to come when visiting America. Pre-Covid, German travelers to the U.S. reached close to 2 million annually and with travel restrictions lifting they are coming back. This magazine features stories and articles on Western Destinations and Adventures, Cowboy lifestyle and Native American issues, these topics, and more appeal to the spirit of freedom, adventure, and independence of German speaking travelers. We seek to increase their interest in visiting our area through advertising in a magazine that is available in their homeland. We feel that the Spirit of the West Magazine would be an excellent venue to promote our area and increase the visitors stay by supplying them with information about the advantages, adventures, history, and outdoor fun to be experienced with travel to Beatty and Rural Nevada. The budget for this project is \$11,600.00 and we are asking for \$6000.00 in Grant funding.	Tourism is the mainstay of our economy. Advertising our area is the best way to let visitors know we are here, what we have to offer, and that we welcome them. Fuel tax money from our 3 fuel stations (2 gas, 1 electric) is what repairs our roads. Room tax money generated through tourism is what funds our Chamber of Commerce, Town Board, Museum, Parks & Recs. Our lodgings, restaurants and local businesses are all directly affected by tourism dollars. Without them, we would become just another Nevada ghost town. Only by increasing tourism can we increase the amount of room tax collected and keep our town offices and businesses open, thereby increasing the quality of life for Beatty.	This is considered a large cost for small return. Recommend more regional efforts when considering international placements.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Award Comments
Nevada Silver Trails	NS-23-01-005	Beatty Chamber of Commerce	Certified Folder Display	\$3,250.00	\$3,250.00	\$6,450.00	The total Budget for this project is \$6500.00. We are asking for \$3250.00 in Grant funding. This project is to hire Certified Folder Display Service to distribute our English version Rack Cards to over 300 locations. 225 sites in the Las Vegas Valley, 74 sites along Bishop/US Hiway 395 in California, the terminal 1 baggage area in the Las Vegas/Harry Reid International Airport, and the Mammoth Lakes Visitors Center, Mammoth Lakes, California. These brochures will be placed in areas heavily visited by tourists. This is a very cost-effective way to get our information to the millions of people who come into Nevada through the Airport and travelers who come from other tourist areas in California. Especially those who might be headed to Death Valley National Park. Most visitors who visit these areas don't realize how close they already are to Beatty. We are 7 miles from the entrance to Death Valley, less than 2 hours from Las Vegas and 3 hours from Mammoth Lakes. With these brochures they will learn how close they are and what we have to offer in the way of outdoor adventures and activities, history, hiking, biking, birdwatching, off-road trails, camping and more. We invite them to stay in and explore around our area. Through the distribution of our tourism brochures, we are able to introduce Beatty and the surrounding area to thousands of tourists who otherwise might not know of us and the amenities of rural Nevada.	Tourism is the mainstay of our economy. Advertising our area is the best way to let visitors know we are here, what we have to offer, and that we welcome them. Fuel tax money from our 3 fuel stations (2 gas, 1 electric) is what repairs our roads. Room tax money generated through tourism is what funds our Chamber of Commerce, Town Board, Museum, Parks & Recs. Our lodgings, restaurants and local businesses are all directly affected by tourism dollars. Without them, we would become just another Nevada ghost town. Only by increasing tourism can we increase the amount of money that comes into our town and keep our town offices and businesses open, thereby increasing the quality of life for Beatty.	Approved for the distribution of rack cards through Certified.
Nevada Silver Trails	NS-23-01-006	Beatty Chamber of Commerce	American Road Magazine	\$6,000.00	\$6,000.00	\$11,981.00	\$8481.00 will be for the print and digital advertising in American Road Magazine. \$1500.00 will be for production of ad copy. \$2000.00 to offset the cost of postage to send the information packages to opt-in readers. (These mailings do not qualify for bulk mailing rates and the cost of each package is \$1.96 with the average number of requests per month of 130). This advertising package will include 4 half page ads, a 2-page Getaway Guide Listing and downloadable pdf. on the American Road Website; monthly social network posts on Twitter, Instagram, Facebook, etc. Each post includes a hyperlink with click tracking, a hotlink in the Digital edition, digital reader response pages, an opt-in for print information, and a postage paid tear out card in the magazine for requesting information. We feel this is an excellent use of advertising dollars due to the diversification and different platforms they provide. American Road Magazine is an award-winning quarterly, full color, 68-page periodical, covering all corners of the United States. This magazine captures an important niche market in the heritage tourism industry by offering multiple venues for a growing travel category. Heritage tourism is one of the fastest growing industries in the U.S. The number of individuals interested in the Heritage tourism industry is comparable to the number of people who golf (24 million), fish (41 million), and camp (43 million). This magazine specializes in introducing their audience to highways, byways, backroads and trails for their vacations. It fits perfectly with the objectives of Beatty as a destination. Beatty and the surrounding areas cater to the outdoor recreationist, and camping adventurer. We offer hundreds of miles of off-road trails for OHV, dirt bikers, mountain bikers and hikers. We are surrounded by ghost towns, historical mill and mine sites petroglyphs and western history for the /history/heritage enthusiast. And we are located just 7 miles from the entrance to Death Valley National Park. The total budget for this project is \$11981.00 and we are asking for \$6000.00.	Tourism is the mainstay of the economy of Beatty. Advertising our area is the best way to let people know we are here, what we have to offer, and that we welcome them to visit. Fuel tax money from our 3 fuel stations (2 gas, 1 electric) is what repairs our roads. Room tax money generated through tourism is what funds this town. Our Chamber of Commerce, Town Board, Museum, Parks & Recs. are all directly funded by tourism dollars. Without them, we would become just another Nevada ghost town. Only by increasing tourism can we increase the amount of room tax collected, thereby increasing the quality of life for Beatty.	This publication is a great audience for Nevada's local communities. Will need to include results from extensive value add and leads in the evaluation.
Nevada Silver Trails	NS-23-01-007	Beatty Chamber of Commerce	English Rack Cards	\$3,000.00	\$3,000.00	\$5,850.00	The funds for this project will be used to reprint 50,000 copies, with updates and revisions, of our Signature Brochure: 360 degrees of Adventure	Tourism is the mainstay of our economy. Advertising our area is the best way to let visitors know we are here, what we have to offer, and that we welcome them. Fuel tax money from our 3 fuel stations (2 gas, 1 electric) is what repairs our roads. Room tax money generated through tourism is what funds our Chamber of Commerce, Town Board, Museum, Parks & Recs. Our lodgings, restaurants and local businesses are all directly affected by tourism dollars. Without them, we would become just another Nevada ghost town. Only by increasing tourism can we increase the amount of room tax collected and keep our town offices and businesses open, thereby increasing the quality of life for Beatty.	Approved for reprint costs this time however, reprints of a VG should be included in future known budgets.
Nevada Silver Trails	NS-23-01-008	Beatty Chamber of Commerce	Newspaper	\$7,650.00	\$0.00	\$15,300.00	The city of Las Vegas has world-wide appeal with over 40 million visitors annually. The Las Vegas Review Journal is the largest circulating daily newspaper in Nevada with a readership of over 225,000. Beatty is a distance of 125 miles from Las Vegas, a short 2-hour drive. By advertising in this newspaper, we will feature our small western town, with the intent of attracting more visitors who want to experience rural Nevada and enjoy a slower pace than the city. We offer lots of outdoor adventure, mining and western history and the natural beauty and intrigue of the desert. Our ads will include family fun and adventures to be experienced with off-road riding, mountain biking and hiking, with highlighting and inviting participation in our yearly special events such as Beatty Days, Burning Man, 4th of July Picnic in the Park with Fireworks, the Bullfrog Mining District Poker Run and the Tinker Classic Mountain Bike Festival. We would appeal not only to the tourists but to the Las Vegas/Southern Nevada residents as well. Many of these events are 2-3 days, requiring an overnight stay which will increase our room tax revenues, restaurants, fuel and electric charging stations and local business economies. We are asking for \$7,600.00 to fund half of the cost to advertise a minimum of once per month and our special events.	Tourism is the mainstay of our economy. Advertising our area is the best way to let visitors know we are here, what we have to offer, and that we welcome them. Fuel tax money from our 3 fuel stations (2 gas, 1 electric) is what repairs our roads. Room tax money generated through tourism is what funds our Chamber of Commerce, Town Board, Museum, Parks & Recs. Our lodgings, restaurants and local businesses are all directly affected by tourism dollars. Without them, we would become just another Nevada ghost town. Only by increasing tourism can we increase the amount of room tax collected to keep our town offices and businesses open, thereby increasing the quality of life for Beatty.	Not all applications can be awarded with available funding. Recommend negotiating with LVRJ for more digital placements in future applications to increase reach and support better tracking.
Nevada Silver Trails	NS-23-01-009	Beatty Chamber of Commerce	Radio	\$19,500.00	\$10,000.00	\$49,460.00	This project has the potential to reach over 3 million people. The radio stations we have chosen broadcast both AM & FM and live streaming simultaneously into 6 states, Nevada, California, Arizona, Utah, Colorado and Idaho. We have advertised for the past year and a half on all of these stations and the response has been better than we expected. We have had people visiting Beatty who said they had heard our ads in their state. This project includes advertising on 3 radio stations we feel gives the best broadcast range for our dollar. \$21,000.00 will be used to attract radio listeners from 6 states who are from a couple of hours to a day's drive of Beatty. KIBS-FM/KOBV-AM Bishop, CA., Lotus Broadcasting 97.1 The Point AM/FM Las Vegas, NV. and KSL-AM News Radio, Salt Lake City, UT. These are major AM/FM simulcast stations that reach over 3 million listeners and millions more through internet streaming. We have researched and chosen these stations for several reasons: The proximity of the broadcast area to Beatty is from 2 hours to a comfortable day's drive. The listening audience are outdoor enthusiasts and Beatty has much to offer in that venue. Much of the broadcast area is already a heavy tourist area and we will be reaching people who are looking for a new place or adventure. The advertising packages were very reasonably priced for the listenership we will reach. Where one station leaves off another one comes into range, we will be with the listener for hundreds of miles throughout 6 states, California, Nevada, Utah, Idaho, Colorado and Arizona. After the Covid-19 shutdowns people are traveling again and they are looking for wide open spaces, fresh air and freedom of movement. Beatty has all that and more, hundreds of miles of OHV and hiking trails, our mountain biking trails are one of the best in the state. We offer geocaching, birdwatching, ghost town exploring and an outdoor museum with exhibits of worldwide fame. Radio is a medium capable of stirring emotion. Beatty has Adventure to sell, and radio can instill excitement for the Adventure. Beatty is full of Outdoor History, and radio can Awaken Curiosity. Beatty has Western Hospitality to offer, and radio can get that message out with Sincerity. With radio our message is front and center in the listener's attention span when it's on the air. Radio is the only true mobile medium, in the car, at work, at play, radio is there, a companion and an advertising force wherever you go. With word pictures and emotion-provoking sounds, radio's theater-of-the-mind stimulates the most emotion-filled pictures the mind can comprehend. Curiosity will get them here, our hospitality, history, adventure and the excitement of our great outdoors will keep them coming back. The total budget for this project is 49,460.00 and we are asking for \$19,500.00 in grant funding.	Tourism is the mainstay of the economy of Beatty. Advertising our area is the best way to let people know we are here, what we have to offer, and that we welcome them to visit. Fuel tax money from our 3 fuel stations (2 gas, 1 electric) is what repairs our roads. Room tax money generated through tourism is what funds this town. Our Chamber of Commerce, Town Board, Museum, Parks & Recs. are all directly funded by tourism dollars. Without them, we would become just another Nevada ghost town. Only by increasing tourism can we increase the amount of room tax collected, thereby increasing the quality of life for Beatty.	Half-year funding available now. If applying for this in the future, would like to see more results and recommend other digital audio placements for better targeting and tracking.
Nevada Silver Trails	NS-23-01-010	Boys & Girls Clubs of Mason Valley	Take a Kid to a Car Show	\$3,000.00	\$0.00	\$10,000.00	Take a Kid to a Car Show is Boys & Girls Clubs of Mason Valley's latest family-friendly fundraiser. With the goal of 150 vehicles at this year's show, along with live music, a free carnival, artisan and vendor booths and a homebrew contest held by Yerington Theater for the Arts, this partnership event is expected to triple in size from the inaugural event in 2021. We will consider the event a success if we reach 150 cars, 25 vendors, a crowd of 1,000 or more people and at least \$5,000 in net profits for our organization. The funds granted to us from the Nevada Division of Tourism will go directly toward advertising efforts. With the grant, we'll purchase banners to hang out our clubhouses in Mineral and Lyon County, posters to place in the greater Northern Nevada/Northern California area, social media advertising in the same area and cover our website upkeep costs so potential participants can sign up regardless of their proximity to our organization. As a non-profit, unrestricted funds like those raised at the Take a Kid to a Car Show are vital for our mission. They allow us to keep our doors open and the lights on as many grants, foundations and donors don't typically fund things like general operational costs. When we can keep our clubhouses clean, active and fully functional, we ensure members enter a safe, enriching space full of professionally trained staff and impact-driven and results-proven programs.	The funds raised for our organization at this event will directly benefit more than 1,500 youth and their families in Lyon and Mineral County. Our Club and its services greatly increases the quality of life for members along with provided them vital life skills, such as workforce development and financial literacy.	Rural marketing grants are exclusive to the promotion of an event rather than its operations. This event is mostly for local audience and out-of-market flyers are not trackable.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Award Comments
Nevada Silver Trails	NS-23-01-011	Friends of Gem Theater	Gem Theater Promotional Video	\$2,800.00	\$0.00	\$5,600.00	The Gem Theater has been closed since 2002 and the first visible exterior improvement to the building has been the repair and rehabilitation of the neon marquee, benefitting the organization's mission of returning the sparkle to the Gem and reopening it as a movie theater. This first scope was achieved from a grant from the USDA Rural Business Development program. We'd like to begin promoting the site online and its newly refurbished sign and welcome visitors to Lincoln County. The award will fund a marketing video clip that can be used on social media and via tourism sites to attract guests to the tourist attraction and the town. Our goal is to increase foot traffic and attract greater interest and support for the town and the theater.	Boosting visits to the Gem furthers the economic activity of the region, resulting in increased lodging and sales tax revenues to the County. The tax revenues support local schools, roads, and more, benefitting those who live and work in Lincoln County.	Call to action is to the website for donations. Rural marketing grants are for promotional efforts to drive tourism. The Gem is not currently open to receive visitors. Travel Nevada would love to see the Gem restored and committed to promoting the Gem through all its channels when the Gem reopens.
Nevada Silver Trails	NS-23-01-012	Lincoln Communities Action Team (LCAT)	Advertising & Marketing	\$54,477.00	\$0.00	\$89,749.00	LCAT is a 100% volunteer organization and is not directly funded by any government or room tax entity. We found that a lack of focused advertising to promote the wonderful assets and events in Lincoln County was degrading room stays and the local economies. The LCAT's group of volunteers has been building a foundation that promotes tourism in ALL of the county, as much for economic development as to share the plethora of attractions and the unique destinations throughout, to an audience that doesn't know of their existence. // LCAT works with many event and service organizations (Memorial Day, 4th of July, Mountain Bike Trail Alliance, Pioche Chamber of Commerce, Lincoln County Regional Development Authority, NDOR, county businesses, etc.) as well as our county located State Parks and Wilderness Areas, to promote them whenever possible and to help smaller organizations become self-sustaining by promoting for increased attendance. // Grants from NCOT help us spread the word, and encourage visitation and longer stays. This grant request is a combined application that includes website maintenance & marketing; associated social media postings and boosts to targeted markets for attractions and events, advertising campaigns to vertical markets (biking, hiking, off-roading, hunting, camping, etc.) as well as general marketing that promotes park visits and profiles the wide-open spaces that rural Nevada has to experience. // LCAT targets visitors from populations in all of southern Nevada and southwest Utah. Our marketing is reaching as far as Salt Lake City on a regular basis. // Our goal with Cycle 1 funding is to continue to support and maintain our web presence; create more paid boosts on Social Media and expand our presence; publish supporting materials in magazines and newspapers (both print & digital); and, update literature to convince visitors to spend several days or multiple trips to our area.	LCAT is well aware of the impact tourism has on economic development and is motivated by the knowledge. We attempt to be watchdogs in promoting tourism growth without impacting the rural lifestyle that tourism destinations have been built around. Organized, well-advertised events not only bring in outsiders, they help the local economy prepare and benefit.	Travel Nevada is unable to fund advertising efforts for this project until brand and logo are updated.
Nevada Silver Trails	NS-23-01-013	Tonopah Development Corporation dba Tonopah Main Street	Tonopah Social Media Marketing FY 22/23	\$1,200.00	\$1,200.00	\$2,400.00	Funds will be utilized to place regular ads on Facebook and Instagram promoting businesses, attractions, murals and monuments, and events in Tonopah that will include website links and direct booking opportunities. We will work closely with the Town of Tonopah on coordinating content, so our marketing projects complement each other. While the Town as a government entity will provide general/broader information and direct visitors to the Town website, we will be able to provide direct links to hotel/motel booking sites, event booking opportunities, our own website, etc. Our current Facebook/Instagram promotions had just over 91,000 impressions and over 1,000 link clicks in only six months. We expect to substantially increase our reach, hotel/motel bookings, and event ticket sales by changing our ad content. Our nonprofit will ensure that our marketing is in line with Travel Nevada's marketing campaigns such as "Discover Your Nevada" and the "Nevada Pride Shopping Guide." About two-thirds of all tourism-related businesses in Tonopah are partners of the Main Street program. We believe that shows the local support of the program and what we as an organization can provide for small businesses serving the hospitality industry and providing a quality tourism experience. We serve over 50 tourism-related brick and mortar businesses in Tonopah. Many of these businesses barely survived the lockdown in 2020 and are still recovering. They have to rely on us to drive visitors to their businesses.	As mentioned before, our many small businesses play a vital role in providing a quality tourism experience. Without these many businesses, Tonopah would not be able to thrive. These businesses generate sales tax, gas tax, and room tax for the Town of Tonopah, Nye County, and State of Nevada. By promoting these businesses, highlighting what they have to offer, and directly linking to booking sites, we help these businesses be successful, hence providing jobs for Nevadans, bettering our local, county, and State economy, and bettering the life of all Tonopah and surrounding areas residents. By promoting events, we give Nevadans an opportunity to enjoy life and experience new things. Arts and Culture is one of Travel Nevada's pillars and Tonopah Main Street has curated all but one of the downtown murals and monuments in Tonopah and has created a self-guided walking tour to keep visitors in Tonopah longer while enjoying our free public art.	This is a modest budget for efforts. Highly recommend collaboration with Town of Tonopah for cross-promotion and targeted efforts moving forward.
Nevada Silver Trails	NS-23-01-014	Town of Beatty	Beatty Town Social Media Campaign 07/01/22 - 06/30/23	\$14,994.00	\$5,000.00	\$29,988.00	Our goal is to continue to increase our tourism dollars in Beatty and the State of Nevada. We have projected that our room tax collection will be up by 9% in FY 22 over FY21. We attribute that increase in part to our digital marketing outreach. Our objective is to grow our footprint in the digital space and bring more visitors to Beatty, its neighboring communities, and the State of Nevada. The Town's digital marketing campaign works hand in hand with the Beatty Chamber of Commerce's print and radio advertising. Our mission to become an outdoor recreation destination began in earnest in 2013 with the digital mapping and promotion of off-road routes in and around Beatty and our neighboring communities. We now have hundreds of miles of multi-modal trails with points of interest for our visitors to enjoy. We advertise that Beatty is the place to be for all types of outdoor enthusiasts. We invite people to come explore the outdoors in a variety of ways, motorized vehicle, biking, hiking, or on horseback. We are creating a place in the digital space where people can learn about all of the things we have to offer. We believe our proximity to Las Vegas a National and International tourism destination and major metropolitan area positions us as a potential ecotourism leader in the State. The COVID 19 pandemic showed us just how important the digital space is. The 100% funded 2020 CARES Grant made it possible for Beatty to start its digital marketing campaign. NCOT's continued support through additional grant funding has made it possible for us to continue our work which we believe is a major component of our economic recovery. The campaign has been a remarkable success in reaching people in our State, across the Nation and the Globe.	Our digital marketing campaign will reach and expose more Nevadans to the variety of wonderful outdoor activities Beatty has to offer and invites them to explore their home State retaining more tourism dollars in Nevada. Connecting with nature is known to improve physical and mental wellbeing and enhances quality of life.	While social media is a great method of communication for this area, Travel Nevada highly recommends collaboration with the City to align messaging and goals to efficiently spend funds.
Nevada Silver Trails	NS-23-01-015	Town of Pahrump	Website Rebuild	\$21,000.00	\$10,500.00	\$42,000.00	The benefits of a great website include 24/7 online, global presence, conversions, advertising, search engine optimization, first impressions, and information exchange. The Town of Pahrump, Tourism intends to rebuild the outdated, existing website, creating a new, vibrant actionable site to provide the traveler with the information they need to visit and book a room. Conversions are achieved through interest and action. The website will feature an interactive display of Pahrump's many outdoor activities and points of interest with a booking engine to book your stay. The ability for stakeholders to purchase ad spaces will build community relationships and add new revenue. The ecommerce element, with a simple Shopify page, will enable the traveler to purchase logo'd gear and gifts. The continual update of relevant information will assist with SEO strategy and build a bond with the traveler by creating a magical first impression. The traveler is looking for adventure and we intend to convey that information and include a call to action to book your stay. The additional benefit of a rebuild is ADA regulation compliance and enhanced security. Tourism completed a production grant last cycle to capture our everyday moments and special events, in photography and video. The assets will offer a warm and exciting visual welcome to the website user. The storytelling will be engaging, authentic and fulfilling. Additionally, Pahrump tourism has created a new visitor guide, produced annually, called Highway 160 Magazine, and we will display the digital version on the website. The effort to increase room night bookings, special event attendance, and overall increased visitation and to create additional revenue streams, stipulates the creation of this website. The product is completely measurable and trackable. For that reason, we are asking for an NCOT grant match to complete this expansive project in fiscal year 23.	The website is an economic driver, display of a vibrant Nevada and depiction of life in a rural community. The booking engine will increase overnight stays and the interactive visualization of daytrips and special events will contribute to the economic wealth of Nevada Silver Trails Territory.	Half year funding approved for updates to the website for ecommerce and other ways to generate additional funds. Moving forward, website maintenance should be part of ongoing budget. Recommend working more closely with Travel Nevada on how some upgrades may be achieved without full website rebuild.
Nevada Silver Trails	NS-23-01-016	Town of Pahrump	Print and Digital Media Promotion	\$19,875.00	\$19,875.00	\$39,750.00	This digital and print media grant is built to expose the Nevada and California markets to Pahrump and the outlying areas of Nevada. The grant includes a powerful print selection in Nevada Magazine and Visitor Guide along with a new addition of print and digital in Power Play Marketing's gameday programs, and our own (VisitPahrump) social media and Google digital display ad program. Nevada Magazine and Visitor Guide allows us a print presence in view of industry leaders, visitor guide requestors, distribution channels via Certified Folder Display racks, and magazine subscribers. We value the travel Nevada partnership and seek to expand with a digital ad presence. We also realize, as international travel increases, the guide will be a useful destination booking tool in numerous countries. Power Play Marketing offers us a presence at 81 home games in the Dodgers gameday program in print and online. This is an economical and exciting tool to reach the desired Southern California market and those who enjoy outdoor activities, travel, and discretionary income. The product includes similar market profile matches in the Las Vegas market. The Vegas Golden Knights have 41 home games and the Las Vegas Raiders 10 home games, in print and digital gameday guides. The out of state market attendance for both the Knights and the Raiders is proven popular, giving an excellent opportunity for overnight stays. The digital component allows a "click thru" directly to, VisitPahrump.com. Visit Pahrump's paid social media ads will be leveraged to gain exposure for the Visit Pahrump Power Plays digital campaign. This social ad campaign, provided by the grant, will be designed to create incremental awareness to ultimately drive room nights into our destination. The campaign messaging and creative assets will be positioned to inspire attendees of the Raiders games, Vegas Golden Knights games and the Dodgers games to make overnight visits. We will be creating geographical-based audiences for each campaign. Flight dates of campaign are July 1, 2022 - June 30, 2023. Additionally, we have created a Google key word search campaign and a social media campaign designed to drive traffic to the website, VisitPahrump.com. We have exhibited a precise, measurable program of print and digital media. The program combines new and well proven marketing tools to promote Pahrump, Nevada. We are asking Travel Nevada to grant match this product for fiscal year 23.	This project meets the criteria of utilizing existing programs and leveraging new partnerships with Nevada markets and increasing southern California traffic.	While most media buys may be able to apply later in the year, this application is front-loaded for the fall and includes a heavy presence in sports programs. Travel Nevada is supportive of audience targets in this application.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Award Comments
Nevada Silver Trails		Town of Tonopah	Tonopah Print & Digital Marketing FY 23	\$23,827.50	\$12,000.00	\$47,655.00	Funds will be utilized to design and place full-page print ads in three issues of the Nevada Magazine Visitor Guide, as well as digital ads on NevadaMagazine.com and within the Nevada Magazine monthly newsletter. The digital ads will allow for tracking of generated clicks. Furthermore, we will update the design and content of our websites TonopahNevada.com and TonopahMiningPark.com and create specific landing pages for our ads to allow for better success-tracking. Additionally, we will place digital ads on four Facebook accounts and two Instagram accounts. Our current grant-funded projects had 1,291,804 impressions on Facebook/Instagram in only six months. We have found that our unique local attractions, one-of-a-kind activities, as well as family-friendly events are very appealing for many visitors, especially from Las Vegas and bordering California towns. We want to continue informing Nevadans about how to Discover Your Nevada and keep our marketing in line with Travel Nevada's messaging. Tonopah has increased its room tax collections by 45% in only five fiscal years since the Town has begun its advertising which was only possible through Travel Nevada grant funds. We know that in order to continue increasing visitation and therefore increasing tax collections for the Town of Tonopah, Nye County, and the State of Nevada, as well as increasing revenue for our local businesses, we have to actively promote our unique attractions and activities as mentioned above. By working in cooperation with local non-profits that tie into the tourism sector, we can further the reach of our campaigns. If the Town were to not receive grant funds, it would be detrimental not only to the Town but to most of its businesses that are in the hospitality sector.	As mentioned before, our many small businesses play a vital role in providing a quality tourism experience. Without these many businesses, Tonopah would not be able to thrive. These businesses generate sales tax, gas tax, and room tax for the Town of Tonopah, Nye County, and State of Nevada. By promoting Tonopah as a tourism destination, we help these businesses be successful, hence providing jobs for Nevadans, bettering our local, county, and State economy, and bettering the life of all Tonopah and surrounding areas residents. Many of Tonopah's attractions are free to anyone and we provide every Nevadan with a multitude of opportunities to enjoy their residency in Tonopah or their temporary stay in our Town.	Half year of funding available. VG/NV Magazine funding not available in 2023.
TOTAL NEVADA SILVER TRAILS				\$374,302.84	\$165,429.50	\$564,312.34			
Pony Express Territory	PE-23-01-001	Pony Express Territory	Admin grant	\$4,000.00	\$4,000.00	\$4,000.00	This funding will be used to offset the expenses encumbered for the administration of the Territory. It is used to pay postage, cover travel, and printing costs of stamps for guides and other general needs for the Territory.	YES	Funding necessary for administrative functions of the territory.
Pony Express Territory	PE-23-01-002	Pony Express Territory	PET Online Marketing	\$38,576.00	\$19,288.00	\$38,576.00	Pony Express Territory has managed a successful online marketing program for over fifteen years. This program yields the strongest return on investment and includes Website Maintenance, Social Media Management, TripAdvisor Advertising, Google Ad word Advertising, and the Territory's e-newsletter. All campaigns include tracking statistics and in-depth metrics. The primary marketing tool for the Territory is its website, LoneliestRoad.us (PonyExpressNevada.com). The site continues to grow each year, and statistic from 2021 compared to 2020 showed the following: users increased by 72.13%, new users increased by 72.91%, sessions increased by 72.03%, and pageviews increased by 66.09%. Visitations from 116 countries and all fifty states demonstrate the importance of the site. Grant funding pays for all web maintenance, event calendar listing updates, web software updates, security updates, SEO optimization, all subscriptions (forms, calendar, and digital brochure rack), custom template (Divi) and uploading new e-newsletters, photography, and content development. The Territory's strong social media program provides a wide online presence and drives traffic to LoneliestRoad.us. The social media networks routinely maintained include Facebook (at least 5 posts per week), Instagram, Flickr (photo library), and YouTube (video channel). Ad buys on Facebook and Instagram are launched prior to the summer travel season. TripAdvisor Advertising and Google Ad word campaigns further augment these online marketing efforts, with ads that feature each community within the Territory. The Territory's e-newsletter follows Nevada's Highway 50, "America's Loneliest Road" branding used in all the PET print advertising and web marketing efforts. Each PET community is featured throughout the campaign, with a focus on upcoming events, places to see, and things to do. Each e-newsletter highlights the many reasons to spend more time in Pony Express Territory, and this program is the only follow-up mechanism for inquiries on the Territory's website. The cost includes database management, data collection, newsletter composition, copy writing, design, and all coordination.	PET's marketing efforts benefit all the communities along Nevada's Highway 50 by creating more visitations and adding to a positive economic impact. PET's marketing direction also aligns with Travel Nevada's 10 Nevada Road Trips campaign: Burner Byway, Cowboy Corridor, Death Valley Rally, Extraterrestrial Highway, Free-Range Art Highway, Great Basin Highway, Lake Tahoe Loop, Loneliest Road in America, Neon To Nature, Rubies Route.	Half-year funding available at this time. Approval based on commitment to developing or submitting a territory-level strategic plan.
Pony Express Territory	PE-23-01-003	Pony Express Territory	Digital Billboard	\$40,000.00	\$20,000.00	\$40,000.00	PET is continuing the digital billboard campaign by using digital billboards, with 13 different geographic locations in Sacramento area and 8 premium locations in Reno Nv and including the biggest one, the one on the Spaghetti bowl on 395/180. Digital is very cost effective as there is no extra charge for changing ads, they can be rotated out on a weekly basis allowing us to promote every community along Hwy 50. This also allows for promotion of special events as they come up for each of the communities.	PET's marketing efforts benefit all the communities along Nevada's Highway 50 by creating more visitations and adding to a positive economic impact. PET's marketing direction also aligns with Travel Nevada's 10 Nevada Road Trips campaign: Burner Byway, Cowboy Corridor, Death Valley Rally, Extraterrestrial Highway, Free-Range Art Highway, Great Basin Highway, Lake Tahoe Loop, Loneliest Road in America, Neon To Nature, Rubies Route.	Half-year funding available at this time. Recommend larger conversation around call-to-action and trackable efforts.
Pony Express Territory	PE-23-01-004	Pony Express Territory	PET Television ads	\$40,000.00	\$10,000.00	\$40,000.00	PET will be running TV campaigns in the Reno Metro Market on CBS and NBC.	PET's marketing efforts benefit all the communities along Nevada's Highway 50 by creating more visitations and adding to a positive economic impact. PET's marketing direction also aligns with Travel Nevada's 10 Nevada Road Trips campaign: Burner Byway, Cowboy Corridor, Death Valley Rally, Extraterrestrial Highway, Free-Range Art Highway, Great Basin Highway, Lake Tahoe Loop, Loneliest Road in America, Neon To Nature, Rubies Route.	Partial funding available at this time. Travel Nevada would like to see proposed media schedule and more information around the Utah markets. Logo update required for "In Your Backyard" segments which must be submitted with evaluation.
Pony Express Territory	PE-23-01-005	Pony Express Territory	Funding for tradeshow & Travel	\$10,000.00	\$0.00	\$10,000.00	Every year Travel Nevada offers the opportunity to go to assorted Sales missions and trade shows and developing business relations in different countries. PET would also like to be included in some of the domestic travel and trade shows. The funds will cover costs for registration fees and travel associated with these events	PET's marketing efforts benefit all the communities along Nevada's Highway 50 by creating more visitations and adding to a positive economic impact. PET's marketing direction also aligns with Travel Nevada's 10 Nevada Road Trips campaign: Burner Byway, Cowboy Corridor, Death Valley Rally, Extraterrestrial Highway, Free-Range Art Highway, Great Basin Highway, Lake Tahoe Loop, Loneliest Road in America, Neon To Nature, Rubies Route.	Recommend re-applying in next cycle when events take place.
Pony Express Territory	PE-23-01-006	Pony Express Territory	PET Brochure Printing and Distribution	\$21,692.00	\$11,000.00	\$21,692.00	This project assures that Pony Express Territory can continue its successful brochure distribution program. It includes printing 55,000 copies of the Territory's brochure and distributing it in strategic locations by Certified Folder. The brochure continues the Territory's "Loneliest Road in America, Nevada's Highway 50" branding campaign and is distributed in Reno/Carson City, the Salt Lake City area, California's Gold Country as well as the Truckee Visitor Center and Pier 39 Visitor Center in San Francisco. These main distribution areas are considered gateways so Pony Express Territory, and the two additional Visitor Center locations have performed strongly in the past. The brochure is also used as a fulfillment piece and is handed out at trade shows. A digital version is available online at the Territory's website, LoneliestRoad.us, and the piece is also used and referred to in social media posts. This brochure is an important tool for the Territory's marketing and outreach efforts, and benefits the towns of Dayton, Fernley, Fallon, Austin, Eureka, Kingston, Ely, and Baker. To the west, Carson City and its surrounding communities also benefit, and to the east, communities in the Great Basin National Heritage Area will benefit.	PET's marketing efforts benefit all the communities along Nevada's Highway 50 by creating more visitations and adding to a positive economic impact. PET's marketing direction also aligns with Travel Nevada's 10 Nevada Road Trips campaign: Burner Byway, Cowboy Corridor, Death Valley Rally, Extraterrestrial Highway, Free-Range Art Highway, Great Basin Highway, Lake Tahoe Loop, Loneliest Road in America, Neon To Nature, Rubies Route.	Half-year of funding available at this time for brochure reprints and distribution.
Pony Express Territory	PE-23-01-007	Pony Express Territory	Print Ads	\$53,996.00	\$27,000.00	\$53,996.00	This project continues the print advertising campaign that is already in progress. It includes new creative direction with an updated advertising campaign that includes new design and creative for the print and online ads. This campaign will maintain the Pony Express branding guidelines and also focus on everything to see and do along Highway 50, "America's Loneliest Road," and highlight each individual community. In addition to focusing on the Northern California market, this campaign also targets western Utah. In addition, most all of the publications in this media buy have an online advertising component.	PET's marketing efforts benefit all the communities along Nevada's Highway 50 by creating more visitations and adding to a positive economic impact. PET's marketing direction also aligns with Travel Nevada's 10 Nevada Road Trips campaign: Burner Byway, Cowboy Corridor, Death Valley Rally, Extraterrestrial Highway, Free-Range Art Highway, Great Basin Highway, Lake Tahoe Loop, Loneliest Road in America, Neon To Nature, Rubies Route.	Half-year funding available. Please provide full media plan with a signed Grant Agreement.
Pony Express Territory	PE-23-01-008	Dayton Area Chamber of Commerce & Visitors Center	33rd Annual Dayton Valley Days	\$15,016.00	\$5,000.00	\$25,000.00	Dayton Valley Days is an annual family friendly Street Fair where people from Dayton and the surrounding areas come together to enjoy our historic downtown. Visitors are treated to arts and crafts and food from over 120 vendors as well as specialty events, such as a two day cornhole tournament, Comstock Gold Panning, Great Basin basket weavers, Eagle Wing Indian dancers, historic tours and more! Our goal is to attract and promote travel and tourism in Dayton	This project aligns well with the mission of Travel Nevada as Dayton Valley Days promotes economic and community activity, rural tourism, not only for our vendors but for the local restaurants, stores, and gas stations thus increasing and improving the quality of life for Nevadans.	Majority of efforts focus on local promotion in the application. Funding should be focused to promote event along with potential overnight stays. Highly recommend collaborating with local communities that have overnight options to generate and trace overnight stays.

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Pony Express Territory	PE-23-01-009	Eureka Restoration Enterprise	Eureka Restoration's Art Wine & Music Fest	\$6,400.00	\$3,200.00	\$15,000.00	Funds requested through this grant will be used to promote, create, and market the annual Wine Art & Music Festival that is organized by Eureka Restoration Enterprise. This is our annual fundraising effort. Each year we offer a different theme for the event based on our most current activity in the community. This year we are celebrating the near-completion of the restoration of a 1879 building that ERE purchased in 2018 and has been working on restoring since then. Revenue generated from this event has been going towards restoration expenses for the past five years that ERE has owned this building. This year's theme is the opening of the art and dance studio which is located in the rear portion of this building. We are naming this studio the Lani & Repetto Dance Hall in recognition of prior owners who had the Land & Repetto Brewery here in the late 1880's. Grant funds will be used to design a logo centered around the dance hall theme -- a brewery and saloon in the late 1800s. This logo will be used on marketing materials such as flyers, posters, mugs, and signage. Funds will also be used to promote the event on radio, print, and social media. In addition funds will be used to hire a photographer. Each year we utilize photos from the event to promote the event on social media. This form of advertising has been successful in the past. This event in which grant money is to be used for promotion and marketing ties back into our mission in several ways: it promotes art and artists by providing a space for art vendors to display and sell their work; it provides an avenue of revenue for ERE's restoration projects (one of which includes installing a mural on the north side of the building; it brings people to our Main Street who then shop in our local businesses (gas stations, hotels, restaurants, gift shops); it also engages young people to be involved in our community (we have at least 20 volunteers from the community who help put this event on and we like to find young artists to create our logo each year who are from our area).	This event (and the marketing and promotion of the event) definitely helps enhance Eureka's economy. Each year the event brings people to Eureka which in turn stay at our motels, fill up their cars at the gas stations. shop locally, eat locally. An additional 300 plus people to a small town (less than 1,000 population) is a great boon to our economy.	Event is in seventh year and has strong community support. Funding approved for non-local promotions to encourage overnight visitation to grow event.
Pony Express Territory	PE-23-01-010	Fallon Convention & Tourism Authority	Public Relations & Social Media	\$25,000.00	\$12,500.00	\$50,000.00	Visit Fallon's public relations and social media strategies also integrate all of Fallon's promotional efforts relative to special events both in person and virtually, as well as regular events and promotion of Fallon informational pieces such as the TravelStories app episodes, Oral Histories, and more. Without proper strategic marketing toward events such as these, there is less tie in with the overall Visit Fallon goals, and ensuring that an integrated effort is put forth, there are more opportunities for success in more visitation, increased length of stays, and overall interest in visiting Fallon.	By promoting Fallon and the Pony Express Territory we are able to contribute to overall Nevada awareness, tourism, and more.	Half-year of funding available at this time. Please provide hard cost/media spend with Grant Agreement. Rural marketing grants will not be awarded for retainers or fees for established agencies in the future.
Pony Express Territory	PE-23-01-011	Fallon Convention & Tourism Authority	Print Campaign	\$10,000.00	\$7,500.00	\$20,000.00	In an ongoing effort to encourage city pride and value to the visitors who are within the area, we will be strategically approaching print items such as tourism based flags, billboards, signs, posters, collateral pieces and more in line with the new Visit Fallon campaign.	By promoting Fallon and the Pony Express Territory we are able to contribute to overall Nevada awareness, tourism, and more.	Half-year of funding available at this time. Please provide hard cost/media spend with Grant Agreement. Rural marketing grants will not be awarded for retainers or fees for established agencies in the future. Approval priority for flags in order to facilitate updated brand.
Pony Express Territory	PE-23-01-012	Fallon Convention & Tourism Authority	Ongoing Paid Media Campaign	\$30,000.00	\$12,500.00	\$60,000.00	Visit Fallon intends to use the funds provided for ongoing Paid Media Campaign dollars to promote tourism and visitation to the areas within Fallon city limits as well as throughout the Pony Express Territory - continuing the tie in of opportunities to Visit Fallon and amazing rural Nevada communities across the board.	By promoting Fallon and the Pony Express Territory we are able to contribute to overall Nevada awareness, tourism, and more.	Ongoing campaign includes heavy focus on day trips. Please include full media plan with past results along with Grant Agreement.
Pony Express Territory	PE-23-01-013	Great Basin National Park Foundation	Great Basin National Park Photo Library	\$16,390.00	\$12,000.00	\$39,890.00	We are requesting funds to hire a professional photographer (Michael Okimoto Photography) to shoot images that will showcase the outstanding allure of Great Basin National Park as a tourism destination. We are growing our social media and digital presence but lack a library of images for digital and print use. We will use the newly acquired images to grow interest, support, and visitation to GBNP.	Great Basin National Park (GBNP) is a hidden jewel in Nevada and drives the majority of the tourism to this area. The Park, located in eastern Nevada near the Utah border attracts 150,000 visitors annually. A 2019 National Park Service report showed that visitors to GBNP spent \$7.8 million in communities near the park; supported 108 jobs in the local area; and had a cumulative benefit to the local economy of \$8 million. There is still room for sustainable growth, especially through widening the tourist season. Great Basin National Park Foundation supports park visitor services, such as astronomy programs, cave tours, and wayside exhibits. We also support education to White Pine County elementary, middle, and high school students, and outreach and engagement with three local tribal communities (Ely Shoshone, Duckwater Shoshone, and Goshute). Through this project we will acquire a photo library that helps us to 1. Extend and widen the tourism season through marketing and promotion, 2. Gain new support for the park through growing our audience, and 3. Continue our work of promoting the dark sky initiative of the park which benefits both natural and cultural heritage stewardship, local quality of life, and the economic vitality of the area which is known for the darkest skies in the contiguous United States and draws astro-tourists from around the world.	Project aligns with goals and needs of Travel Nevada. Please insure past assets have been delivered prior to reimbursement request. Recommend collaboration with Travel Nevada on asset requests and licensing to ensure efforts are not duplicated.
Pony Express Territory	PE-23-01-014	Nevada Northern Railway Foundation	Social Media Management Agency	\$11,250.00	\$0.00	\$22,500.00	The railroad has been somewhat successful on social media. We have 116,175 likes on our Facebook page, our following on Instagram is increasing too. But, we were threw a curve ball recently. One of the comments on our Facebook page stated, "You guys hit Reddit's front page this morning. Next time I'm in Nevada I will definitely come visit! Hi Dirt - you are my favorite railroad cat." GREAT NEWS! And what is Reddit? And this is the challenge that the awarding of this grant would address. Social media is developing, there are new platforms and the old platforms are evolving. For instance, Facebook now has Top Fans, great, but how do we leverage the Top Fans? Facebook tells me, that our page has, "Been Selected To Start Earning With Fan Subscriptions!" Great, we are always looking for new revenue streams. Is this a good idea? Fan Subscriptions? I don't know. The more I research I do on social media, the more questions I have. The goal of this grant is to allow the Foundation to hire a social media management agency to assist and train us on how to find our way through the social media jungle. We have had some fabulous successes, our bacon video is at almost 2,000,000 views and world famous Dirt, our engine house cat has a great following too! The question is how do we leverage these assets and develop future assets? We want to know: What are the best practices? What are the platforms we should be using and how should we be using them? How can we leverage Dirt and our bacon video? This grant will allow us to hire a social media management agency to guide and train us so we can maximize our social media investment.	The Nevada Northern Railway enhances the tourism business in White Pine County. Recently a Holiday Inn Express was built in Ely. One of the reasons for the investment was the increase in tourism generated by the railroad's visitors. Last year, using Travel Nevada's figures, the railroad brought in \$6,194,750 in tourist dollars to Nevada. These tourist dollars created 2.5 jobs at the railroad and additional tourism jobs in the area.	Nevada Northern is not in compliance with the Division of Tourism according to item 3e listed in grant guidelines.
Pony Express Territory	PE-23-01-015	Nevada Northern Railway Foundation	Media Relations	\$22,000.00	\$0.00	\$44,000.00	This grant was funded in 2013, 2014, 2015, 2016, 2017, 2018 and 2019. It needs to be funded again. The results have been outstanding. The media outreach was dazzlingly, staggeringly effective too! In the past few years, we have been featured in 44 different publications including the Washington Post, New York Times, CBS Sunday Morning, VIA Magazine, the Los Angeles Times, Trains Magazine, Travel Pulse, Trailer Life and Google Adwords, to mention a few. Furthermore, this grant has created great publicity for the Nevada Northern Railway and the State of Nevada. Examples include: "CBS Sunday Morning" on Christmas morning 2016 https://www.cbsnews.com/news/on-the-trail-the-brilliance-of-the-night-sky .	The Nevada Northern Railway enhances the tourism business in White Pine County. Recently a Holiday Inn Express was built in Ely. One of the reasons for the investment was the increase in tourism generated by the railroad's visitors. Last year, using Travel Nevada's figures, the railroad brought in \$6,194,750 in tourist dollars to Nevada. These tourist dollars created 2.5 jobs at the railroad and additional tourism jobs in the area.	Nevada Northern is not in compliance with the Division of Tourism according to item 3e listed in grant guidelines.
Pony Express Territory	PE-23-01-016	Nevada Northern Railway Foundation	Nevada Northern Railway Website Overhaul	\$18,500.00	\$0.00	\$33,000.00	This grant will overhaul and renovate our existing website. Our website is in sore need of updating. The last time it was done, was twelve years ago; in the digital world this is a lifetime. The scope of work will update our website design and integrate a new, more reliable platform upon which the site will operate. A major improvement is that within certain parameters the site would be editable by our staff. We will be able to add or edit content. In other words, Foundation staff could edit the content (copy and photos) allowing us to maintain and update the site 24/7. The website is protected in that we would not be allowed to edit anything that would render the site inoperative. This is the key reason why our website needs an overall. While our current vendor is quick, they are not quick enough. We need to be able to post changes to our website as events happen. Being able to edit and update the website in real time, we can provide visitor information immediately. This will encourage people to visit Nevada and the railroad. We are experiencing a very significant upturn in business so far this year. Last year was the largest year the Museum ever experienced; we broke all records. Updating the website will allow us to increase visitation to Nevada and the railroad. We use our website for more than just showcasing the railroad. Our website is linked to our point of sale provider DoubleKnot ; which maintains our inventory of train tickets, memberships and our online gift store. Having an up-to-date website will improve our online sales system, which handles almost 80% of all sales that we receive. Having a streamlined, easy to use, mobile friendly website, is critical to promote and improve visitation to Nevada and the railroad.	The Nevada Northern Railway enhances the tourism business in White Pine County. Recently a Holiday Inn Express was built in Ely. One of the reasons for the investment was the increase in tourism generated by the railroad's visitors. Last year, using Travel Nevada's figures, the railroad brought in \$6,194,750 in tourist dollars to Nevada. These tourist dollars created 2.5 jobs at the railroad and additional tourism jobs in the area.	Nevada Northern is not in compliance with the Division of Tourism according to item 3e listed in grant guidelines.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Award Comments
Pony Express Territory	PE-23-01-017	Nevada Northern Railway Foundation	Virtual Historic Train Ride	\$10,000.00	\$0.00	\$20,000.00	The purpose of this project is to create a video about the history and development of the Nevada Northern Railway, including the stories of immigrant workers, the development of the communities and the lasting impact of the railroad and copper mines to White Pine County. This video will utilize virtual 3-D models of a 1930s passenger train which is being created as a virtual time machine. Through the use of the virtual models, interviews, artifacts and archival materials, it is the intent of this project to build greater awareness about the Nevada Northern Railway National Historic Landmark. This is a new and different way for us to engage possible visitors. Additionally we will have a VR set up in the depot and a portable one that we can take to travel shows. This awareness will increase visitation to the railroad and Nevada.	The Nevada Northern Railway enhances the tourism business in White Pine County. Recently a Holiday Inn Express was built in Ely. One of the reasons for the investment was the increase in tourism generated by the railroad's visitors. Last year, using Travel Nevada's figures, the railroad brought in \$6,194,750 in tourist dollars to Nevada. These tourist dollars created 2.5 jobs at the railroad and additional tourism jobs in the area.	Nevada Northern is not in compliance with the Division of Tourism according to item 3e listed in grant guidelines.
Pony Express Territory	PE-23-01-018	The Greater Austin Chamber of Commerce	Austin Chamber of Commerce Marketing Package	\$6,482.00	\$4,500.00	\$12,964.00	The Austin Chamber of Commerce will use the Travel Nevada funds for website maintenance, geo fencing, as well as an ad in the Spring edition 2023 Nevada Magazine Visitor Guide. The funds will also be used to maximize our presence across a wide variety of sites by running a geo fence media plan to increase brand awareness and visitation to Southern Lander County. We hope that by defining our target audience we can increase the awareness of our event as well as increase our visitors to the events. The Austin Chamber of Commerce intends through our targeted marketing package to promote Southern Lander County, which includes, Austin, Kingston, and Gillman Springs, to promote overnight visitation and as well as our unique outdoor recreations. Austinnevada.com serves as a primary communication mechanism for Southern Lander County. For an investment of \$12,964, we estimate 328,204 impressions. Of that, we expect a moderate 2% of 6,564 people will visit our area because of this investment. The average daily spending per person (via Travelnevada.biz) is \$140.00. That gives us a total of \$918,960 R.O.I from the \$12,964 of the grant funding.	The Chamber of Commerce Marketing project will support businesses in Austin, Kingston, and Gillman Springs by promoting tourism and economic development.	Half-year funding available at this time. Funding for VG/NV Magazine will not be available in 2023. Travel Nevada requests further detail on geofence marketing to be submitted with Grant Agreement.
Pony Express Territory	PE-23-01-019	White Pine County Tourism Recreation Board	Seasonal Event Card Mailer	\$3,400.00	\$3,400.00	\$6,800.00	We have received support from Travel Nevada in the past for similar campaigns. Based off of the success of past mailer campaigns we are requesting money to create and send 2 seasonal mailers, a Fall/Winter event mailer and a spring summer event mailer. We will use grant money to design, print, and mail piece.	Our past mailer campaigns have been very successful and resulted in visitation. This is a good investment based off of those successes. Events are a great catalyst to get people to town to enjoy the rest of our assets. Being as remote as we are, travelers to Ely pass through multiple smaller rural communities benefiting their economy as well.	This application includes results from last mailer demonstrating success. Affordable project that yields positive outcomes.
Pony Express Territory	PE-23-01-020	White Pine County Tourism Recreation Board	Horseback Trail Riding Content, Map, and Marketing	\$4,250.00	\$4,250.00	\$8,500.00	White Pine County Tourism will use the grant budget to create content and resources for travelers with horses. We will also use grant money to promote horse bases assets through targeted social media campaigns. The content that we will produce will include a map of trails, trail heads, campgrounds, facilities, and service providers specific to horse based travelers. This map would then be printed to go in the 3rd and final spot on the downtown trailhead kiosk as well as in a newly designed brochure. Grant money will be used in the design and print of these 2 items. Content will also include creating needed photography which will be used in the brochures and in the social media campaign. Grant money will be used to create social ads and boosted posts targeted to this particular market.	Exploring the Nevada landscape by horseback is not just a part of our culture its our roots. In White Pine County we have multiple horse friendly campgrounds and trail heads. There are 2 facilities for boarding and exercise and many equine events throughout the year. Materials and marketing promoting these assets is underdeveloped compared to our other assets. This project fills that gap and gives the community and the state material to use to promote recreational diversity and Nevada culture.	Travel Nevada is supportive of projects that extend reach beyond current audiences.
Pony Express Territory	PE-23-01-021	White Pine County Tourism Recreation Board	Nevada Magazine Advertising	\$6,000.00	\$3,000.00	\$12,000.00	We are so happy with the new direction of the quarterly Nevada Magazine/Visitors Guide. Each edition so far has been an exceptional representation of the state of Nevada. We appreciate the copies to distribute to our partners and tourist locations. Last year, we were only able to commit to 4- quarter page ads. After seeing the quality of the publication and how well our community received it, we want to have a bigger presence. With this grant money we would upgrade our quarter page ads to half page ads. As a four season mountain town with ample arts, history, outdoor recreation, and events, we certainly can fill the extra space.	Nevada Magazine is the state's Visitors Guide and Quarterly Tourism Magazine. it is important that the communities support it and have a presence in it. White Pine County has a vast array of uniquely Nevadan experiences and we want to be a part of each publication and ensure that the quality writing and photography continues and represents the state well.	Half year funding available at this time. Funding for VG/NV Magazine will not be available in 2023.
TOTAL PONY EXPRESS TERRITORY				\$392,952.00	\$159,138.00	\$577,918.00			
Reno-Tahoe Territory	RT-23-01-001	Reno-Tahoe Territory	Administration	\$3,000.00	\$3,000.00	\$3,000.00	The administration grant allows us to carry out the business of the territory for the next year. The costs include but are not limited to travel expenses for the chair or representative to attend all require meetings, administrative costs associated with running the territory.	The administrative grants makes it possible for the territory to work closely with the state and continue the functions of the territory.	Funding necessary for administrative functions of the territory.
Reno-Tahoe Territory	RT-23-01-002	Reno-Tahoe Territory	Integrated Marketing, Public Relations Campaign	\$55,400.00	\$27,700.00	\$55,400.00	Each of the key components tie back to the RTT mission to support Travel Nevada, increase awareness, support Territory members and generate traffic through the various channels. Website Marketing and Maintenance, and Google Ads: Grant funds support the ongoing website maintenance and marketing efforts of RenoTahoe.com through a solid content strategy and paid Google Ads campaign. The goal, to increase visitation to the website by ensuring all content is accurate while also driving traffic through a paid ad campaign. Thanks to Travel Nevada grants, what started with a modest investment of \$250 per month, now is \$850 and the results are evident with a steady increase of clicks, impressions and website visits. With this, RTT has flexibility to adjust the efforts in response to the environment, especially as we continue to see an increase in travel (business, sales, and leisure) post-pandemic. Earned Media, and Content Creation: RTTs public relations program generates earned media coverage for the region and its partners for five years. For FY 2021-22, featured coverage includes national-level outlets (Forbes and others); since 2020, 170+ million in online readership has been generated. The objectives is to reach an audience of 250 million through earned media coverage, increasing coverage by 10% over prior year and increase website organic search ranking. Media Hosting: Throughout the pandemic, the Reno-Tahoe Territory has maintained a robust communications strategy thanks to the support of Travel Nevada. This is accomplished by hosting journalists from major outlets to high-yielding online publications, who want to visit and write about experiences. As such a strong component of the program continues to be inviting media to visit the destination and hosting them while they are here, having the costs covered makes it an easy conversation to have. The goal is to secure 8 media visits in FY 2022-23.	Website Marketing and Maintenance, and Google Ads: As a Territory, our goal is to align with Travel Nevada by adding an additional level of support with a more boots on the ground approach. Through the website and the ads, the Territory is able to add an additional level of support to the DMO members, but more importantly to the approximately 75 other members while also aligning with Travel Nevada's mission. These efforts directly support the region through more impressions and greater awareness. Public/Media Relations and Earned Media, and Content Creation. As a Territory, we are in lockstep with Travel Nevada by adding additional support to the state's efforts. Generating awareness and growing impressions is one of the primary and most vital ways we can contribute to the Territory, the DMOs and the members. By securing valuable third-party endorsements as generated through earned media and the resulting coverage, the Territory adds to the collective voice for the region and state. The coverage generated supports the region's continued growth and that of our tourism related businesses that are the backbone and economic drivers for the state's economy. It goes without saying that the last two years have been tough for many businesses and these efforts provide that added level of outreach and media coverage that lasts long after more traditional forms of paid media. Media Hosting: As a Territory, we are aligned with Travel Nevada in many ways, but especially in promoting the state and its varied offerings. We do this by garnering earned media coverage as a result of media visiting and seeing all our area has to offer firsthand. The primary mission of the media outreach effort is to draw journalists from major outlets to high-yielding online publications who want to visit and write about their experiences. With the resulting coverage the Territory is able to add an additional level of exposure to the DMOs as well as the approximately 75 other members. This directly supports Travel Nevada's mission to enhance our state's economic vitality and improving the quality of life for Nevadans by driving awareness of and to the places that visiting journalists write about.	Approval based on commitment to developing a territory-level strategic plan. Half-year funding available at this time. Recommend larger discussion around territory website as part of the strategic plan.
Reno-Tahoe Territory	RT-23-01-003	Reno-Tahoe Territory	RTT Sales Opportunities 2022-23	\$35,500.00	\$20,000.00	\$35,500.00	The intent of this grant is to support sales opportunities presented by Travel Nevada, participate in NTA through sightseeing days in the whole territory, attend NTA and ABA and provide additional support to territory members for sales FAMs. The funds will be specifically used to support the sales efforts that Travel Nevada is planning/hosting including West Coast receptive event, East Coast Sales mission, Latin American mission and Canada Mission. The NTA sightseeing day is to be focused in the Reno Tahoe Territory and each DMO member will have a group in their community, the funds from the grant will assist in the hosting of NTA attendees. Additionally, we will send a representative to NTA and ABA. This is an excellent way to showcase RTT to a broader audience which they could not reach on their own.	The opportunity to work collaboratively through the territory directly correlates to the economic vitality of the state through additional tourism efforts.	Funding available for events earlier in the fiscal year, like NTA and Canada Mission. Recommend applying in next cycle for events in 2023.
Reno-Tahoe Territory	RT-23-01-004	Brewery Arts Center	Levitt AMP Carson City 2022	\$5,000.00	\$2,500.00	\$104,600.00	We are requesting funding to promote the Levitt AMP Carson City Free Summer Concert Series at the Brewery Arts Center's two block campus in Carson City's historic downtown core which takes place every Saturday from June 25 through Aug. 27, 2022. The event is complete with food trucks, bars, children's activities, lawn games and new community created mural each week. These weekly concerts have helped Carson City build their growing reputation as a boutique live music destination. In the summer months, the formerly underused space between our two historic buildings comes alive as we host the Levitt AMP Carson City Free Summer Concert Series. 2022 will be the sixth year of the series funded by local sponsors and an award from the Mortimer and Mimi Levitt Foundation, a national non-profit dedicated to strengthening the social fabric of America through the power of free, live music. This 10 week series has grown from 800-1200 average attendance in its first year to between 2000-3000 in its most recent year. This series has become the cornerstone of everything we do as it has allowed every community member to experience the joy of free live music at the highest levels. Bands like Big Bad VooDoo Daddy, Grammy winners as well as emerging artists have performed at this series over these last five seasons and a diverse line up ensures something for everyone, bringing all sectors out of their silos to enjoy community together. "The diversity that accompanies a vibrant music scene is an economic necessity for growth in this fast paced, creative economy in which we live."Richard Florida	We know the arts are vital to the economic development of our city and we know the arts are the key to building community, therefore, we approach the curation of this series with that in mind. This series, now in its 6th season, has become a legacy event for Carson City bringing together 2000-3000 locals and visitors downtown each week creating community and building human connections that extend into daily life. This is our role in the community and it is one we take very seriously and implement passionately.	Event is great for area, is well-funded and efforts are primarily concentrated on the local audience. Highly recommend inclusion of destination and accommodations on website to encourage visitation and overnight stays.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Award Comments
Reno-Tahoe Territory	RT-23-01-005	Brewery Arts Center	Traveling Rock 'n' Roll Exhibit for Artisan Gallery	\$5,000.00	\$0.00	\$60,000.00	Brewery Arts Center continues to build upon its reputation for innovation with another traveling exhibition, this time with Stage 9 Exhibitions' Rock U. Rock U takes interactivity...and cranks it up to eleven, featuring 23 interactive stations, artifacts, rock and radio history, original rock photography and displays you won't find anywhere else in the world and it will be in Carson City for three months. Locals and visitors can find their inner rock star with electric guitars, drums and percussion they can actually play! This exhibit is relevant and fun for all ages with many "postable" and "selfie" opportunities to promote the exhibit and unique experiences rural Nevada has to offer. This exhibit will also coincide with the free Levitt AMP Carson City concert series creating an immersive atmosphere of music, creativity and fun.	We know the arts are vital to the economic development of our city and we know the arts are the key to building community, therefore, we know that it takes all forms of art to create a vibrant city core. The civic pride that will occur as we are able to have an exhibition of this caliber in our rural community will be palpable and residents will want to post about it and promote it to out of area visitors. All of these elements promote not only economic development but also improve the quality of life for Carson City.	Exhibit should be included in promotion of Leavitt in the previous application.
Reno-Tahoe Territory	RT-23-01-006	Carson City Culture & Tourism Authority	Visit Carson City Marketing & Advertising	\$41,250.00	\$41,250.00	\$91,740.00	Visit Carson City (VCC) plans to use grant funds for multiple marketing and advertising efforts throughout this fiscal year. VCC's diverse media plan and strategy is imperative this year as the organization's first full-scale integrated marketing campaign is launching in July. If all funds are granted, these are the 4 projects, listed with highest priorities first, that grant funds will be used for in FY23, a total ask of \$41,250; fall and winter photo and video shoots for VCC's new advertising campaign, streaming TV (OTT) services, a fall Travel Nevada Expedia Co-op, and a domestic advertising co-op with Hotel Beds targeting travel agents. A funding request for \$25,000 is asked to complete photo and video shoots this fall and winter so that VCC has seasonal assets to use year-round in their new integrated marketing campaign. As part of the integrated marketing campaign \$7,500 is asked to implement streaming TV (OTT) services in VCC's primary markets providing further reach for the new campaign. The two exciting co-op opportunities are important as VCC would not be able to do direct ad buys on Hotel Beds or Expedia without grant funding. \$3,750 in grant funding for Hotel Beds and \$5,000 for Expedia will allow for a competitive, impactful buy driving trackable room nights in Carson City.	Though the obvious answer may be that these projects driving room nights in return helps Travel Nevada fulfill their mission, these projects fulfill so much more beyond that. As a destination that truly started robust marketing efforts just 3 years ago (that included a pandemic), every small or large project Visit Carson City continues to produce is one step farther in the journey of driving larger awareness of Carson City, which brings more visitors to town and provides positive economic impact to the community. More visitors support the small businesses and restaurants that have held on by a thread through COVID, it helps Stewart Indian School tell their untold stories of American history to more people. More visitors mean more awareness to the arts, culture and heritage of the city, the beautiful trails allow visitors to wander and wonder, it provides opportunity for new businesses to be confident to open in the capital city. Projects like the photo shoots have shocked and awed thousands and educated people about the attractions and the beauty in Carson City when they thought Carson City was just an "old west town." Streaming TV makes it affordable to put Carson City in the living room of families thinking about their next vacation where they'll create unforgettable memories, and OTA co-ops put Carson City lodging top of mind and make it possible to track room nights and provide reporting to our stakeholders that has never been done before. Visit Carson City continues to build their brand year after year and these grants make large projects and ad buys possible, ultimately making a significant impact in not just marketing efforts but in the community. Carson City is a small part of Nevada but grant projects allow VCC to slowly grow and continually contribute to the economic vitality of the state and the residents of Carson City and Nevada. These 4 projects, they couldn't be more aligned with Travel Nevada's vision and mission.	Application includes full details and past results. Ad placements occurring in first half of year, so recommendation is to fully fund grant.
Reno-Tahoe Territory	RT-23-01-007	Carson Valley Visitors Authority	Carson Valley Integrated Destination Marketing Program	\$50,000.00	\$25,000.00	\$266,300.00	The most efficient and effective approach for this grant cycle is offered for our destination here. Our core objective is and will remain the generation of new eyes/leads. The three pillars to this plan are advertising (both traditional and digital), public relations and social media. This project will be planned and executed with professional guidance by a valued contractor team working directly with our office. Advertising - Our core creative brand campaign playfully presents the various "Legends" of Carson Valley, offering a vast array of experiences -- from adrenaline rushes to capturing a long-sought after image of a wild horse. Storytelling helps us to connect people with the place. By both digital and traditional means, we will expand our reach out-of-market during all four seasons. Funds used in this category will be for actual media ads. Public Relations - Diligent efforts in this category consistently pay off. Working closely with a professional PR firm to develop custom pitches, we continue with the deeper storytelling to generate increased earned media coverage, YOY. Staying abreast with travel trends, we will develop new and relevant direction. Funds will pay a professional PR firm for both development and monthly project management. Social Media: this plan element is the 3rd central tool utilized to connect with our customers or potential customers. We will develop a more aggressive lead collection and follower platform. Utilizing all forms of content created marketing is a core strategy here. Additional processes focusing on a longer shelf life, like YouTube, blogs, and podcasting contribute. Funds will be utilized for posting, message development and calendaring on an aggressive monthly schedule. There is significant leverage available to Travel Nevada in the ratio of support vs total spending. Conservatively, \$1 spent by Travel Nevada is matched with \$4 spent by CVVA.	Improving the quality of life for Nevadans means bringing customers through the doors of our businesses, providing our communities the support needed to thrive in this gradual return to a robust economic climate. Using our current strategy/funding, tourism in Carson Valley brings more than \$75M per year in economic impact/spending. From website surveys and other industry metrics it is conservatively estimated 20% of the impact is related directly to results from the efforts of CVVA. Considering CVVA's budget is less than \$1M (800k), we consider it an excellent return on investment. Travel Nevada's help takes that effort one crucial step further. We have seen a consistent increase in the valley's TOT in the last several months (surpassing any prior year performances by 10%). Additional funding provided by Travel Nevada, can increase that number by leveraging a more robust marketing plan. Of course, nothing happens in a silo. We strive to extend the vitality occurring in Carson Valley out to the region (particularly via our robust partnership with the Reno-Tahoe Territory) and our state, via Travel Nevada.	Half-year of funding available at this time. Please provide hard cost/media spend with Grant Agreement. Rural marketing grants will not be awarded for retainers or fees for established agencies in the future.
Reno-Tahoe Territory	RT-23-01-008	Carson Valley Visitors Authority	Blue Skies "Aviation Roundup Major Event	\$10,000.00	\$10,000.00	\$25,000.00	Aviation Roundup is the largest signature event for Carson Valley (and it extends throughout the region in positive impact as is fully outlined here). After a 4-year hiatus, due to the pandemic, and the scheduling for the lead act, the Blue Angels and Aviation Roundup, are returning Oct 1 & 2, 2022. The event represents multiple high flying aeronautical acts, as well as a festival format on the airport's tarmac. The last Aviation Roundup held in 2018 recorded upwards of 35k attendees from local and mostly drive market states. The core purpose of this request is to establish a commensurate advertising budget to appropriately match the size/scope of the event. Funds will be directed to an advertising campaign targeting families, couples/individuals and air enthusiast audiences. This media plan will effectively be fulfilled by a combination of digital and traditional media. The Travel Nevada funding will help us to extend our reach further to key areas in the west coast - NV and CA. Our platforms will include - digital, programmatic, social media ads, online TV, out-of-home/Billboards (subject to availability), newsprint, and a separate website (not part of this request) dedicated to the event. The website will serve as central fulfillment for event information and online ticket sales. The Minden Tahoe Airport is the 4th largest airport in the state (by inbound and outbound traffic). Not only do people gain awareness and visit the airport during Aviation Roundup, but it has grown in both size and reputation to fulfill an ever-growing demand within private aviation and certainly year around. In short, the impacts and exposure coming from this effort extend well beyond the event itself. As one example, overnight stays during the event will occur outside of the Carson Valley due to an anticipated demand higher than available rooms.	This event has a region wide positive impact for visitors and residents. Most air events of this size and scope occur in major metropolitan markets. There often lacks any centralized venue or added aspects well executed in Minden and on the ground at the airport. Travelers will stay in all of the nearby communities (Carson Valley, Tahoe, Carson City and Reno) as reported during prior years. Using a small sampling in 2017, Travel Nevada helped to conduct an intercept research survey. That study revealed close to 50% of the attendees were from outside the area. Their spending was estimated as an average of \$425 per traveler while they were in the area. For this year, we are targeting a goal of 35-40k attendees over the two-day event. Our purpose in hosting the event extends beyond the 2-day event towards building positive awareness and visitation through the Minden Tahoe Airport (the 4th largest airport in the state and a major private aviation center).	Promotion of event is crucial for a signature event. Recommend collaboration with other nearby towns to promote overnight stays and support room night demand.
Reno-Tahoe Territory	RT-23-01-009	Comstock Foundation for History & Culture	"Life on the Comstock" Marketing Campaign	\$7,500.00	\$0.00	\$38,000.00	The project Life on the Comstock involves two components Making Headlines and Follow the Lead. Historic newspaper articles titled Making Headlines will be published bi-monthly beginning November 2022 through October 2023 in cooperation with regional newspapers, The Comstock Chronicle, and The Dayton Dispatch as well as social media platforms and The Foundation's website. The articles are researched and analyzed by Alexia Sober, the humanities scholar for this project. Follow the Lead invites Northern Nevadans to reenact stories from Comstock's significant historical period 1860's through 1890's. Leveraging Kyle Blanchard's expertise as a micro-influencer and curating 15 seconds to 3-minute-long videos is the foundation of the project. Using the articles as the script for the videos formatted as short comical skits targets a youthful demographic on Tik-Tok, Facebook, Instagram, and YouTube. The videos, published bimonthly from November 2022 to October 2023, emphasize well-stated historical-cultural themes including Women's Topics, Technological Innovations, Literature, Industry, and Overland Transportation through reenacting the stories and creating content that appeals to youth-focused learning meeting the needs of the age group through collective expression, social connection, authenticity, and peer-to-peer sharing in preferred spaces as individual modes of expression.	These marketing efforts benefit the areas in and around the Comstock region of Nevada, including Dayton, Virginia City, Silver City, Reno, and Carson City. The Foundation aligns with Travel Nevada's mission by developing and executing a results-driven integrated marketing and PR program that compels consumer visitation and spending in the area and improving economic vitality.	Project denied because it's not tourism-focused. Highly recommend working with DMO for appropriate collaboration.
Reno-Tahoe Territory	RT-23-01-010	Comstock Foundation for History & Culture	ComstockFoundation.org Website Maintenance	\$4,800.00	\$1,500.00	\$9,600.00	This project involves contracting with a webmaster to provide a year-long maintenance service. This service includes updating and adding new information, calendar events, copy revisions, photography, and video updates. Building up to two new pages is also included in the program. The foundation continues to grow, and the website was built to offer visitors new updated information throughout the year. This maintenance program also includes security updates, and consistent monitoring of the site for any needed work to ensure that the system is up to speed and is as secure as possible. Physical backup of all files are maintained by the webmaster and offsite programmer. The website augments the foundation's social media program. Funding will be used to contract a webmaster to manage and secure ComstockFoundation.org for one year. This year the website will be highlighting its new project, the Comstock Foundation Mining and Milling Museum, and opening the Donovan Mill for regularly scheduled tours. Many new pages will need to be built, so these funds will also be used for website development. Maintenance services include making any needed updates, calendar entries, photo/copy revisions, and monitor the site for any needed updates. The webmaster will also ensure that the system is up to speed and as secure as possible, troubleshoot any database errors, make sure that the site is updated with the newest versions of WordPress and the latest plugins, review traffic on a monthly basis, prevent hacking attempts, physical backup of all files to the webmaster's computer and an offsite programmer's computer (Reno), and hosting the site. The website augments the foundation's brochure campaign, and new social media program.	These marketing efforts benefit the areas in and around the Comstock region of Nevada, including Dayton, Virginia City, Silver City, Reno, and Carson City. The Foundation aligns with Travel Nevada's mission by developing and executing a results-driven integrated marketing and PR program that compels consumer visitation and spending in the area and improving economic vitality.	Partial award with a strong recommendation to collaborate with DMOs on focused efforts. Highly recommend including links to DMOs and accommodations to encourage visitation and overnight stays.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Award Comments
Reno-Tahoe Territory	RT-23-01-011	Comstock Foundation for History & Culture	Social Media Marketing Campaign	\$6,000.00	\$1,500.00	\$12,000.00	The Comstock Foundation for History and Culture launched an aggressive social media marketing program in 2019 in order to expand its online visibility. This strong social media program yields the highest return on investment for the organization and also drives more traffic to its website, ComstockFoundation.org. This grant will fund the cost to continue maintaining this valuable online marketing effort for the organization. The social media networks routinely maintained include TikTok, Twitter (about 5 posts per week), Facebook (at least 5 posts per week), Instagram, Pinterest, Flickr (photo library), and YouTube (video channel). The company contracted to oversee these networks requires little or no input by the organization, and services include all project management and network maintenance.	These marketing efforts benefit the areas in and around the Comstock region of Nevada, including Dayton, Virginia City, Silver City, Reno, and Carson City. The Foundation aligns with Travel Nevada's mission by developing and executing a results-driven integrated marketing and PR program that compels consumer visitation and spending in the area and improving economic vitality.	Partial award with a strong recommendation to collaborate with DMOs on focused efforts. Highly recommend including links to DMOs and accommodations to encourage visitation and overnight stays.
Reno-Tahoe Territory	RT-23-01-012	LTBC	Lake Tahoe Paper Bike Trail Map	\$5,625.00	\$2,800.00	\$11,250.00	The Lake Tahoe Bicycle Coalition strives to regularly update the only regional paper map to provide the most up-to-date trail information to visitors and trail users. This project will include updating the 2023 bike map design, print, and distribution of more than 10,000 Tahoe bike maps to Nevada visitor centers, bike shops, and others. The Lake Tahoe Bike Map is the only bike trail map in the entire Tahoe region distributed for free to users. The map is a highly sought after tourist resource used by visitor centers, chambers of commerce, bike shops, lodging properties, and resorts in an area where transient occupancy taxes are collected. The Tahoe region has an immense and ever-growing bicycle network of trails and bikeways. The Tahoe Transportation District, TRPA, NDOT, Nevada State Parks, U.S. Forest Service, and other agencies are aligned with the purpose of creating a bicycle-friendly region in which there is a connected network of trails that reduces the dependence on the automobile, daily trips, and air pollutant emissions. The Lake Tahoe Bike Map delivers a highly valued and tangible resource promoting the Tahoe/Reno region for biking, hiking and all the auxiliary services: lodging, retail, and entertainment. Its objectives are clear: increase tourism, overnight stays, and retail sales. The bike map provides relevant information to help facilitate visitor decision making on where to go, stay, and shop. Cycling is consistent with Nevada's environmental thresholds by reducing air pollutant emissions and traffic congestion caused by automobiles. Tahoe continues to attract thousands of cyclists each year seeking to participate in events, ride world-class trails, and otherwise experience the beauty and vistas Tahoe provides, all while spending dollars for lodging and retail. Cycling is one of the few low-cost activities the entire family can enjoy together.	This project supports visitation to the Lake Tahoe region and thus enhances Nevada's economically. The trail map is also used widely by local Nevada residents navigating the Basin's trail network.	Product is well-received by visitors, who are primarily locals and already in-market. Partial funding awarded with the expectation that other funding support would be coming from other stakeholders who benefit from the piece (i.e. California).
Reno-Tahoe Territory	RT-23-01-013	Mile High Jazz Band Association	Jazz & Beyond - August 2022 Music & Art Festival	\$1,800.00	\$1,800.00	\$25,000.00	Jazz & Beyond is a 17-day summer music and art festival consisting of performances, art shows, studio tours, lectures, and films for people of all ages. Most events are admission free. Our goal is to present live music, entertain and educate the community and visitors about jazz and other music styles, provide performance opportunities for local and regional musicians, celebrate local artists, and collaborate with businesses and other arts organizations for the benefit of the community. The objective of our grant request is to market the festival, especially outside the local area, thereby increasing audience and overnight visitors to Carson City.	Events such as Jazz & Beyond bring people out to experience Carson City's and northern Nevada's developing reputation an arts and culture community. Our numerous performances, art events, and educational programs fulfill Travel Nevada's mission to enhance the quality of life. In 2018, we used the Arts & Economic Prosperity Calculator from Americans for the Arts to estimate the economic impact of the festival on our community. It estimated a total impact of \$158,354.	This is a large event for Carson City. While funding is not typically used for ongoing long-standing events, Travel Nevada will support the promotion of this event and the return of in-person events to encourage overnight stays.
Reno-Tahoe Territory	RT-23-01-014	Piper's Opera House	2023 Entertainment Marketing	\$5,000.00	\$1,000.00	\$10,000.00	A noteworthy stop on the western theater circuit is Piper's Opera House, the center of culture and civic pride. Our vision is to transition this historic landmark in to a regionally recognized performing arts center to carry forward the legacy of historically recognized performers. The opera house sets the stage to weave history into art and culture positively shaping and influencing everyday lives. Live performances on this celebrated stage bring the Piper's Opera House to life and amplifies the living history and unique culture throughout the town. Today, Piper's Opera House serves as a utility venue and hosts a variety of standing annual performances and civic events which include walking tours, plays, lecture series, weddings, meetings, music videos, dance recitals, country dancing, bingo, mixology classes and more. Grant funds support our integrated marketing and results driven approach through a mix of traditional and digital marketing tactics to create and drive awareness through key branding messages and outreach campaigns. We will amplify messaging through key communication vehicles. The plan is to invest \$500 in print, \$500 in streaming audio/radio, \$3,000 in social media spend, \$2,000 in Google Ads, \$1,000 in website maintenance and optimization and \$3,000 for marketing, public relations and website agency costs to promote and attract current and new events hosted at Piper's Opera House. This will enhance and increase venue rentals targeting visitors to Virginia City and the region.	This project aligns with Travel Nevada's mission and vision since it is a measurable and results-driven marketing channel orchestrating a meaningful and impactful opportunity to create top of mind awareness, brand recognition as well as discover one of the most unique destinations in a variety of special experiences offered throughout the state of Nevada. In addition, this program will drive trackable engagement through results-driven marketing and PR program earning high profile media coverage, media interviews, online readership, impressions, new social media followers, social shares, website visits, email opens and more augmenting the current drive market to increase visitation and lodging across Northern Nevada. This drive market is key as it influences visits through access points creating visitation leads for Carson City, Lake Tahoe, Reno, Sparks, and more enhancing Travel Nevada's marketing efforts. Moreover, visits to Virginia City boost the economic vitality of Nevada through its unique historical art and culture travel experience. While surrounding regions catapult visitors in to the 21st century, we are a step back in time. Whether you are visiting Virginia City to immerse yourself in the living history, art and culture, an authentic event celebration, scenic drive or rent one of our historic properties for a gathering there is something inspiring and meaningful for everyone. Additionally, mining history builds understanding through studying the lives and struggles of the great minds of the past. Virginia City visitation positively impacts and improves the quality of life as the past teaches us about the present. This marketing program combined with Virginia City's visitor experience compels consumer purchase decisions and public perception further complimenting Travel Nevada's marketing efforts. These tactics will be a key component to our integrated marketing program driving awareness to positively influencing behavior which in turn bolsters and diversifies economies.	A portion of the request recommended. Highly recommend more collaboration with the DMO to include links for accommodations that supports visitation and overnight stays. Funds should not be used for ongoing web and agency fees, were listed as half the total spend in this request.
Reno-Tahoe Territory	RT-23-01-015	UC Davis Tahoe Environmental Research Center	Tahoe Science Center New Exhibit Marketing	\$9,015.00	\$0.00	\$18,030.00	Nevada Division of Tourism marketing funds will be used to promote two new exhibits at the UC Davis Tahoe Science Center located at Incline Village, Nevada, on the north shore of Lake Tahoe. We will work to draw additional visitors into the Tahoe Science Center and share information about how to protect Lake Tahoe and other lakes around the world. Leveraging an existing federally funded IMLS grant project, we are creating a new "Underwater Lake Tahoe" exhibit room to provide a space for learning about aquatic ecosystems, organisms, human impacts, and stewardship. This exhibit will also feature an Augmented Reality app/game called "Find Tahoe Tessie" for kids and families to learn more about lake ecosystems. This "Tahoe Science Center Marketing" project continues implementation of our Tahoe Science Center Marketing Plan to inform potential visitors about this available community resource located in Incline Village, Nevada.	Again, our goal is to provide science-based information about the Lake Tahoe region to foster responsible action and stewardship. By having increased and more engaged visitation to the Tahoe Science Center and sharing an interactive experience while learning about climate change, we hope to increase visitor awareness and knowledge of impacts on the environment. The longer-term goal is to influence responsible stewardship behaviors and community resilience in the face of expanding visitation to the region. We need to work together to minimize the negative impacts of tourism due on the natural environment through education and unique offerings. Tourism must be eco-friendly to be sustainable so that we don't love this beautiful place to death!	While Travel Nevada is supportive of the stewardship mission of this project, the request is primarily for in-market outreach. Highly recommend including California's financial contribution and support as part of the application for future requests and consideration.
Reno-Tahoe Territory	RT-23-01-016	Virginia City Tourism Commission	2023 Airport Marketing & Advertising Campaign (Application 3 of 3 ranking 3rd in reference to grant requests and award priority.)	\$10,000.00	\$0.00	\$20,000.00	Grant funds are utilized to expand target audience reach and drive top of mind awareness to increase visitation, fuel growth, and support sustainability of the region. With the regions explosive growth, the Reno-Tahoe International Airport (RTAA) is the state's second largest, busiest, and a fast-expanding passenger and business airport. With 4.45 million annual passengers, airport advertising creates an impactful opportunity to support destination marketing by meeting frequent travelers where they are. Our vision for the future is to use innovative approaches to create awareness and brand recall which will drive visitation to town, creating ambassadors for the Comstock. This new media program enhances the ability to reach a growing traveler base through the introduction of immersive new digital media. A Nielsen study confirms airport advertising drives sales and is a highly effective media platform. Ads served to frequent flyers, tourists and business travelers raise brand awareness while driving sales to local and national businesses. Nielsen reveals "80% of travelers take action as a result of airport advertising" as it increases brand awareness and drive in foot traffic. In addition, 90% are likely to visit your storefront after seeing airport ads. Airport advertising options are selected through a partnership with Lamar and are based on grant award which include opportunities to place ads in: Baggage Claim Digital Networks, Concourse Digital Networks, Overhead Spectacular Video Walls, Concourse Tension Fabric Displays, Baggage Claim Spectacular Tension Fabric Displays or Parking Garage Banner with an estimated cost of approximately \$4000 for 4 weeks. However, we will receive a discount of 30-40% of approximately \$3000.00 a month for 7 months is \$20,000. This partnership incorporates complimentary ad ideation and development by Lamars creative team. If the content they produce is not on brand we may incur costs from our marketing and creative agencies. Last, depending on the ad location there is an option to add a QR to creative to track engagement and drive traffic to the website.	This project aligns with Travel Nevada's mission and vision since it is a measurable and results-driven marketing channel. 4.45 million annual travelers from all over the world pass through the RTAA. This presents a meaningful and impactful opportunity to create top of mind awareness, brand recognition as well as discover one of the most unique destinations in a variety of special experiences offered throughout the state of Nevada. In addition, this program will drive trackable engagement through QR Codes and website traffic augmenting the current drive market to increase visitation and lodging across Northern Nevada. This drive market is key as it influences visits through access points creating visitation leads for Carson City, Lake Tahoe, Reno, Sparks and more enhancing Travel Nevada's marketing efforts. Moreover, visits to Virginia City boost the economic vitality of Nevada through its unique historical art and culture travel experience. While surrounding regions catapult visitors in to the 21st century, we are a step back in time. Whether you are visiting Virginia City to immerse yourself in the living history, art and culture, an authentic event celebration, scenic drive or rent one of our historic properties for a gathering there is something inspiring and meaningful for everyone. Additionally, mining history builds understanding through studying the lives and struggles of the great minds of the past. Virginia City visitation positively impacts and improves the quality of life as the past teaches us about the present. This airport marketing program combined with Virginia City's visitor experience compels consumer	Travel Nevada thinks this is great placement, but targets in-market audiences. Highly recommend expanding strategy and consider re-applying in the next cycle with more detail.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Award Comments
Reno-Tahoe Territory	RT-23-01-017	Virginia City Tourism Commission	2023 Historic Facility Rental & Venue Plan (Application 2 of 3 ranking 2nd in reference to grant requests and award priority.)	\$5,000.00	\$5,000.00	\$10,000.00	Newly acquired historic properties present an opportunity to increase visitation to Virginia City. With this opportunity, we plan to create and promote packages to rent out facilities to host corporate meetings, conferences, summits, marketing retreats, summer picnics and more. This is a new market for Virginia City. Most current visitors come to Virginia City to witness the living history, enjoy the beautiful scenery and experience that "step back in time." By offering conference space, we can attract a new category of visitor: the business traveler. This type of traveler will go beyond seasonal travel. It will spur year-round business which will support multiple night lodging, restaurants, business owners, attractions, and other town stakeholders. This application has two components. First, content creation and agency costs \$2,000 to support marketing of package communication plan and printed materials. Second, ad spend for platforms such as LinkedIn \$2,000, Google Ads \$5,000, and Twitter \$1,000 to create awareness, network with professionals and drive traffic to a group landing page that will educate and inform the prospective conference organizer about facilities available to rent and event venue package options.	This project aligns with Travel Nevada's mission and vision since it is a measurable and results-driven marketing channel orchestrating a meaningful and impactful opportunity to create top of mind awareness, brand recognition as well as discover one of the most unique destinations in a variety of special experiences offered throughout the state of Nevada. In addition, this program will drive trackable engagement through results-driven marketing and PR program earning high profile media coverage, media interviews, online readership, impressions, new social media followers, social shares, website visits, email opens and more augmenting the current drive market to increase visitation and lodging across Northern Nevada. This drive market is key as it influences visits through access points creating visitation leads for Carson City, Lake Tahoe, Reno, Sparks and more enhancing Travel Nevada's marketing efforts. Moreover, visits to Virginia City boost the economic vitality of Nevada through its unique historical art and culture travel experience. While surrounding regions catapult visitors in to the 21st century, we are a step back in time. Whether you are visiting Virginia City to immerse yourself in the living history, art and culture, an authentic event celebration, scenic drive or rent one of our historic properties for a gathering there is something inspiring and meaningful for everyone. Additionally, mining history builds understanding through studying the lives and struggles of the great minds of the past. Virginia City visitation positively impacts and improves the quality of life as the past teaches us about the present. This marketing program combined with Virginia City's visitor experience compels consumer purchase decisions and public perception further complimenting Travel Nevada's marketing efforts. These tactics will be a key component to our integrated marketing program driving awareness to positively influencing behavior which in turn bolsters and diversifies economies.	Recommendation based on the submission of a more detailed venue strategy to be included with the Grant Agreement as the understanding is to build and support outreach. Please also provide more detail around room nights/ability to support facilities.
Reno-Tahoe Territory	RT-23-01-018	Virginia City Tourism Commission	2023 Marketing Campaign (Application 1 of 3 ranking 1st in reference to grant requests and award priority.)	\$55,000.00	\$17,000.00	\$110,000.00	Take a scenic drive through N. Nevada mountains and you will discover a town like no other. Virginia City's integrated marketing plan drives awareness and brand recall through key media touchpoints to influence visitation creating ambassadors for the Comstock. Tourism funds will be expended through a marketing mix yielding the highest ROI. Efficient and effective results driven marketing mix tactics include print \$10,000, social media \$18,000, Google Ads \$10,000, YouTube \$8,000 email blasts, \$6,000, website maintenance and optimization \$5,000, creative \$10,000, PR \$7,000 and agency costs \$30,000. Through these tactics we tell the story to bring to life VC's rich history, promote and support local business and attractions which helps enhance the development of tourism. Furthermore, our marketing programs continue to attract a high volume of tourists that aid in recovery from negative economic impacts in VC, the heart of Northern Nevada. Content creation through an innovative approach is a key component to effectively educate and inform travelers positioning VC as the ultimate destination for freedom, fun and a memorable experience for the entire family. A top goal is to promote multiple night stays through programs such as the Comstock Adventure Weekend creating awareness around the endless event experiences, historic tours, restaurants, attractions, lodging, souvenirs and more. Using research and data we ideate and create content through informed decisions centered around tactic ROI then weave communications through different media consumption channels and styles. Messaging will inform, educate and attract visitors to the town's natural beauty, history and culture. By positioning VC as a desirable tourist destination, the financial health and sustainability of the town is enhanced, its local businesses align with historic perseverance efforts to bring to life historic Virginia City, the living legend. Last, attend Travel Trade Show to connect with travel enthusiasts, represent and increase exposure of Nevada, learn up to date tourism and travel information, and attend workshops (\$6,000 lodging, food, booth, room, car rental, shipping materials and etc.).	This project aligns with Travel Nevada's mission and vision since it is a measurable and results-driven marketing channel orchestrating a meaningful and impactful opportunity to create top of mind awareness, brand recognition as well as discover one of the most unique destinations in a variety of special experiences offered throughout the state of Nevada. In addition, this program will drive trackable engagement through results-driven marketing and PR program earning high profile media coverage, media interviews, online readership, impressions, new social media followers, social shares, website visits, email opens and more augmenting the current drive market to increase visitation and lodging across Northern Nevada. This drive market is key as it influences visits through access points creating visitation leads for Carson City, Lake Tahoe, Reno, Sparks and more enhancing Travel Nevada's marketing efforts. Moreover, visits to Virginia City boost the economic vitality of Nevada through its unique historical art and culture travel experience. While surrounding regions catapult visitors in to the 21st century, we are a step back in time. Whether you are visiting Virginia City to immerse yourself in the living history, art and culture, an authentic event celebration, scenic drive or rent one of our historic properties for a gathering there is something inspiring and meaningful for everyone. Additionally, mining history builds understanding through studying the lives and struggles of the great minds of the past. Virginia City visitation positively impacts and improves the quality of life as the past teaches us about the present. This marketing program combined with Virginia City's visitor experience compels consumer purchase decisions and public perception further complimenting Travel Nevada's marketing efforts. These tactics will be a key component to our integrated marketing program driving awareness to positively influencing behavior which in turn bolsters and diversifies economies.	Partial funding available. Please provide hard cost/media spend with Grant Agreement and relevant media plan with past results. Rural marketing grants will not be awarded for retainers or fees for established agencies in the future. Ongoing costs like website, creative, emails, etc. should be included in DMO budget moving forward.
TOTAL RENO-TAHOE TERRITORY				\$314,890.00	\$160,050.00	\$905,420.00			
State-wide	SSW-23-01-001	Nevada Outfitters & Guides Association	Website Advertising and Banner Ads	\$800.00	\$800.00	\$1,000.00	Grant money will be used to purchase advertising on a well known hunting website and publication to increase interest in hunting fishing and outdoor recreation participation in Nevada. Advertising promotes Nevada Outfitters & Guides Association (NOGA), it's website, NOGA members and their websites as well as Associate Members and Travel Nevada. Advertising on a website was NOGA's main advertising outlet in 2021 as Sport Shows were cancelled. Website advertising reaches so many people that don't attend Sport Shows. It is a great avenue to reach the outdoor enthusiast.	Outdoor recreation is second to gambling in tourism revenue in the State of Nevada. The economic benefit from sportsmen to Nevada is over 1 billion a year (www.ndow.org Governors 2016-2017 budget) and supports over 5000 jobs. Money spent by sportsmen go to support Nevada's economy in purchase of Outfitter/Guides services, fuel, lodging, food and a myriad of other items. If funding is not received from NCoT...promotion of Nevada Outfitters & Guides Assoc. and the State of Nevada would be limited.	Travel Nevada supports this outreach to a relevant and targeted audience.
State-wide	SSW-23-01-002	Wild Horse Preservation League	NEW QUESTIONS - WHPL TOURISM BROCHURE	\$3,000.00	\$0.00	\$6,000.00	In 2009, WHPL designed and produced a brochure to promote wild horse tours. This brochure was named "Wild Horse Adventure of Nevada" and has served as a valuable promotional and awareness tool for thirteen years. The piece features a locator map, complete listing of wild horse tour operators, details of each tour, and high-quality professional photographs. The supply of these brochures is depleted, and a reprint is required. In addition, the brochure is in need of updated information and revised copy and information. This project includes a thorough review of this very popular piece, copyediting, photography revisions, and reprinting of 10,000 brochures. It also includes an online version, with page-turning and .pdf download features. Additionally, The Wild Horse Preservation League presently has two websites: wildhorsepl.org and wildhorseadventure.net. The organization has integrated the information on these two sites with links to the listed tour operators and lodging providers in a downloadable format.	If this project produces 412 overnight visitors as calculated above, and the average non-gaming and gaming trip expenditure per overnight visitor is \$164.00, the total revenues generated would equal \$67,568.00. If this project produces 454 overnight visitors as calculated above, and the average Non-gaming and gaming trip expenditure per overnight visitor is \$164.00, the total revenues generated would equal \$74,456.00.	Outreach is for a limited audience that is not visitor-focused.
TOTAL STATE-WIDE				\$3,800.00	\$800.00	\$7,000.00			
FY 2023 EDA GRANT TOTAL				\$1,822,186.55	\$760,000.00	\$3,441,532.05			