

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Funds Usage (verbatim from application)
Cowboy Country	CC-23-01-001	Cowboy Country Territory	Administration	\$3,000.00	\$3,000.00	\$3,000.00	The Administration Grant helps us to perform daily duties 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	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.
Cowboy Country	CC-23-01-003	City of Carlin	Carlin Events to Drive Tourism	\$12,887.00	\$0.00	\$95,000.00	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.
Cowboy Country	CC-23-01-004	City Of West Wendover	2022 Salty & Stupid Cycling Events	\$5,000.00	\$5,000.00	\$10,000.00	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.

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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	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.
Cowboy Country	CC-23-01-006	City Of West Wendover	Destination West Wendover, Television	\$20,000.00	\$0.00	\$40,000.00	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.

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Cowboy Country	CC-23-01-007	City Of West Wendover	National/ International Print Marketing Grant	\$30,000.00	\$15,000.00	\$60,000.00	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.
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	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!
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 is looking to effectively promote tourism to the area and enhance the economic vitality of Elko.

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Cowboy Country	CC-23-01-010	Lander County Convention & Tourism Authority	LCCTA Marketing Package	\$29,394.00	\$9,394.00	\$58,787.00	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.
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	Project will generate food and lodging in NE Nevada. The Trail Center also hosts numerous programs and adventures attended by visitors and locals alike.
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	Project will generate food and lodging in NE Nevada. The Trail Center also hosts numerous programs and adventures attended by visitors and locals alike.
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	Project will generate food and lodging in NE Nevada. The Trail Center also hosts numerous programs and adventures attended by visitors and locals alike.

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Cowboy Country	CC-23-01-015	Western Folklife Center	2023 National Cowboy Poetry Gathering Marketing	\$10,000.00	\$5,000.00	\$22,144.00	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.
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	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.
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	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.
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 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.
Indian Territory	IT-23-01-003	Indian Territory	Indian Territory Promotional Items	\$4,500.00	\$2,000.00	\$4,500.00	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.
Indian Territory	IT-23-01-004	Indian Territory	Indian Territory Website Maintenance	\$4,800.00	\$4,800.00	\$4,800.00	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.

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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	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.
Indian Territory	IT-23-01-006	Indian Territory	Nevada's Indian Territory Powwow Promotion	\$20,000.00	\$10,000.00	\$20,000.00	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.
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	Aligns directly by helping to fund administrative expenses as we have no other incoming funds except for memberships
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 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.
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	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.
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 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.
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	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 collecting room tax.
Las Vegas Territory	LV-23-01-006	Las Vegas Territory	Travel and Adventure Consumer Shows 2023	\$22,000.00	\$0.00	\$22,000.00	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.

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Las Vegas Territory	LV-23-01-007	Las Vegas Territory	Southern Nevada Fam and Tourism Showcase	\$29,656.25	\$0.00	\$29,656.25	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.
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	This project aligns with Travel Nevada's mission to enhance the economic vitality while improving the quality of life of all Nevadans.
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	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.
Las Vegas Territory	LV-23-01-010	City of Mesquite	Go Mesquite Nevada	\$2,662.50	\$2,662.50	\$2,662.50	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
Las Vegas Territory	LV-23-01-011	Destination Services Association	Destination Services Association Trade shows	\$9,000.00	\$0.00	\$18,000.00	We really pursue 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.
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	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.
Las Vegas Territory	LV-23-01-013	Laughlin Tourism Commission	Laughlin/Bullhead Airshow	\$25,000.00	\$0.00	\$225,000.00	Positive Economic Impact to the region, it employees and their families. Portrays a community united with a river running through it.

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Las Vegas Territory	LV-23-01-014	Laughlin Tourism Commission	Billboard Campaign for extended drive markets	\$30,000.00	\$0.00	\$30,000.00	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.
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	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.
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	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.
Las Vegas Territory	LV-23-01-017	Moapa Valley Revitalization Project	Destination Moapa Valley	\$30,000.00	\$15,000.00	\$60,000.00	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.
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	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.
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	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.

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Nevada Silver Trails	NS-23-01-003	Beatty Chamber of Commerce	Travel Nevada Magazine	\$9,000.00	\$4,500.00	\$17,600.00	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.
Nevada Silver Trails	NS-23-01-004	Beatty Chamber of Commerce	Spirit of the West Magazine	\$5,800.00	\$0.00	\$11,600.00	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.
Nevada Silver Trails	NS-23-01-005	Beatty Chamber of Commerce	Certified Folder Display	\$3,250.00	\$3,250.00	\$6,450.00	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.
Nevada Silver Trails	NS-23-01-006	Beatty Chamber of Commerce	American Road Magazine	\$6,000.00	\$6,000.00	\$11,981.00	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.

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Nevada Silver Trails	NS-23-01-007	Beatty Chamber of Commerce	English Rack Cards	\$3,000.00	\$3,000.00	\$5,850.00	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.
Nevada Silver Trails	NS-23-01-008	Beatty Chamber of Commerce	Newspaper	\$7,650.00	\$0.00	\$15,300.00	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.
Nevada Silver Trails	NS-23-01-009	Beatty Chamber of Commerce	Radio	\$19,500.00	\$10,000.00	\$49,460.00	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.
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	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.
Nevada Silver Trails	NS-23-01-011	Friends of Gem Theater	Gem Theater Promotional Video	\$2,800.00	\$0.00	\$5,600.00	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.

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Nevada Silver Trails	NS-23-01-012	Lincoln Communities Action Team (LCAT)	Advertising & Marketing	\$54,477.00	\$0.00	\$89,749.00	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.
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	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.
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 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.
Nevada Silver Trails	NS-23-01-015	Town of Pahrump	Website Rebuild	\$21,000.00	\$10,500.00	\$42,000.00	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.
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 project meets the criteria of utilizing existing programs and leveraging new partnerships with Nevada markets and increasing southern California traffic.

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Nevada Silver Trails		Town of Tonopah	Tonopah Print & Digital Marketing FY 23	\$23,827.50	\$12,000.00	\$47,655.00	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.
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	YES
Pony Express Territory	PE-23-01-002	Pony Express Territory	PET Online Marketing	\$38,576.00	\$19,288.00	\$38,576.00	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.
Pony Express Territory	PE-23-01-003	Pony Express Territory	Digital Billboard	\$40,000.00	\$20,000.00	\$40,000.00	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.
Pony Express Territory	PE-23-01-004	Pony Express Territory	PET Television ads	\$40,000.00	\$10,000.00	\$40,000.00	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.
Pony Express Territory	PE-23-01-005	Pony Express Territory	Funding for tradeshows & Travel	\$10,000.00	\$0.00	\$10,000.00	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.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Funds Usage (verbatim from application)
Pony Express Territory	PE-23-01-006	Pony Express Territory	PET Brochure Printing and Distribution	\$21,692.00	\$11,000.00	\$21,692.00	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.
Pony Express Territory	PE-23-01-007	Pony Express Territory	Print Ads	\$53,996.00	\$27,000.00	\$53,996.00	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.
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	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.
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	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.
Pony Express Territory	PE-23-01-010	Fallon Convention & Tourism Authority	Public Relations & Social Media	\$25,000.00	\$12,500.00	\$50,000.00	By promoting Fallon and the Pony Express Territory we are able to contribute to overall Nevada awareness, tourism, and more.
Pony Express Territory	PE-23-01-011	Fallon Convention & Tourism Authority	Print Campaign	\$10,000.00	\$7,500.00	\$20,000.00	By promoting Fallon and the Pony Express Territory we are able to contribute to overall Nevada awareness, tourism, and more.
Pony Express Territory	PE-23-01-012	Fallon Convention & Tourism Authority	Ongoing Paid Media Campaign	\$30,000.00	\$12,500.00	\$60,000.00	By promoting Fallon and the Pony Express Territory we are able to contribute to overall Nevada awareness, tourism, and more.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Funds Usage (verbatim from application)
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	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
Pony Express Territory	PE-23-01-014	Nevada Northern Railway Foundation	Social Media Management Agency	\$11,250.00	\$0.00	\$22,500.00	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.
Pony Express Territory	PE-23-01-015	Nevada Northern Railway Foundation	Media Relations	\$22,000.00	\$0.00	\$44,000.00	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.
Pony Express Territory	PE-23-01-016	Nevada Northern Railway Foundation	Nevada Northern Railway Website Overhaul	\$18,500.00	\$0.00	\$33,000.00	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.
Pony Express Territory	PE-23-01-017	Nevada Northern Railway Foundation	Virtual Historic Train Ride	\$10,000.00	\$0.00	\$20,000.00	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.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Funds Usage (verbatim from application)
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 Chamber of Commerce Marketing project will support businesses in Austin, Kingston, and Gillman Springs by promoting tourism and economic development.
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	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.
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	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.
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	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.
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 administrative grants makes it possible for the territory to work closely with the state and continue the functions of the territory.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Funds Usage (verbatim from application)
Reno-Tahoe Territory	RT-23-01-002	Reno-Tahoe Territory	Integrated Marketing, Public Relations Campaign	\$55,400.00	\$27,700.00	\$55,400.00	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.
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 opportunity to work collaboratively through the territory directly correlates to the economic vitality of the state through additional tourism efforts.
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 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.
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	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.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Funds Usage (verbatim from 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	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 Cason 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
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	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.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Funds Usage (verbatim from application)
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	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).
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	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.
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	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.
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	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.
Reno-Tahoe Territory	RT-23-01-012	LTBC	Lake Tahoe Paper Bike Trail Map	\$5,625.00	\$2,800.00	\$11,250.00	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.
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	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.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Funds Usage (verbatim from application)
Reno-Tahoe Territory	RT-23-01-014	Piper's Opera House	2023 Entertainment Marketing	\$5,000.00	\$1,000.00	\$10,000.00	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.
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	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!

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Funds Usage (verbatim from application)
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	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
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	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.

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Funds Usage (verbatim from application)
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	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.
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	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.
State-wide	SSW-23-01-002	Wild Horse Preservation League	NEW QUESTIONS - WHPL TOURISM BROCHURE	\$3,000.00	\$0.00	\$6,000.00	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.
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	