

Territory	Grant ID	Organization	Request Amount	Recommend/ Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Cowboy Country Territory	CC-24-01-001	Cowboy Country Territory	\$ 197,050.00	\$120,000.00	\$ 197,050.00	<p>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. Because we currently do not have any video footage of Jackpot, we plan to shoot on location of previously selected areas of the area in northern Cowboy Country. This footage will be included in our current video library.</p> <p>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.</p> <p>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 the Go West Summit that will be held in Lake Tahoe, 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. Cowboy Country would like to start an Awareness and Conversion Campaign using a combination of strategies that include display, mobile, social, and video marketing simultaneously improving our ROI 500%.</p> <p>Our objective is to promote Nevada and attract guests to visit rural Nevada increasing overnight stays in our communities and all of Nevada.</p>	Cowboy Country should be funded because it promotes all the communities in northern Nevada.	Recommend Funding for admin costs, TV, half of Sparklight, and Trade FAM. Please prioritize based on available funds. Travel Nevada wants to confirm logo is correct for "In Your Backyard." Would like to see additional vendor quotes to be provided for organizational assets for future funding.
Cowboy Country Territory	CC-24-01-002	California Trail Heritage Alliance	\$ 14,000.00	\$7,500.00	\$ 60,500.00	<p>Building on previous accomplishments, the California Trail Heritage Alliance plans on a combined effort using the internet, interstate billboards, broadcast and print media to inform and entice visitors to stop and visit the California Trail Center in Elko, and California Trail related historical sites throughout Northeast Nevada and Cowboy Country. Since pandemic-related shortfalls, visitation to events at the Center have grown 3-4 fold in 2022 & 2023, in part due to Heritage Alliance advertising efforts. We anticipate, with this requested more aggressive and farther reaching funding proposal this trend to continue and grow.</p>	The CTHA project will assist the Trail Center in bringing more people to the Elko community and free up funds that will be used to enhance events for Trail Center visitors. Finding ways to encourage people to stop in Elko is a must in order to boost the local economy.	Recommend Partial funding. Nevada Magazine is ineligible for grant funding.
Cowboy Country Territory	CC-24-01-003	Cowboy Arts & Gear Museum	\$ 5,793.00	\$4,500.00	\$ 135,000.00	<p>The Cowboy Arts & Gear Museum (a 501(c)(3)), is requesting funding to pay for the printing and distribution of rack cards. These are prominently placed in lodging lobbies of the traveling public. The area of distribution is along I80 across Nevada (180 sites), Salt Lake City (194 sites) and in Sun Valley/Twin Falls, Idaho (24 sites). The purpose of these cards is to attract, inform, and educate visitors to come visit the Cowboy Arts & Gear Museum in Elko. These cards give a brief history of the museum as well as our location and photos of the facility. WHEN visitors arrive in Elko after learning of us through the rack cards, they will learn of other cultural places in the area – Western Folklife Center, Northeastern Nevada Museum, California Trail Center, downtown Elko, and other places. AND, then these same visitors will tell others who will visit as well! We have a lot to offer, see and do, here in Elko County! The Cowboy Arts & Gear Museum opened in early February 2018, in G.S. Garcia's 1907 Saddle and Harness Shop in downtown Elko. This museum's mission is: "Guardians of the western tradition-preserving the heritage and craftsmanship of the cowboy of the American West." The museum features displays and exhibits of cowboy gear ranging from saddles and branding irons and bits. Also on display are photos showing historic aspects of cowboy and ranching heritage. Here in northern Nevada, we want to show that the cowboy legacies and their traditions are alive and thriving. Their heritage and craftsmanship endures and is quite similar to that 100 years ago.</p>	The Cowboy Arts & Gear is a 501(c)(3). This is our only source of advertising money. We receive no tax dollars from room tax monies. The rack cards are essential to our marketing and advertising cycle-they are a physical item that visitors will hold in their hands to see what we is in our museum.	Recommend Partial funding for rack cards. Travel Nevada logo to be updated (changed in 2019). Recommend to provide quotes from other printing sources and printing a lower quantity.

Territory	Grant ID	Organization	Request Amount	Recommend/Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Cowboy Country Territory	CC-24-01-004	Elko Convention & Visitors Authority	\$ 96,049.00	\$46,000.00	\$ 400,000.00	Placer.ai - Analytics and Data Placer's mobile location data will allow us to get highly accurate counts of visitors to our events and destinations, as well as where they live/work, where else they go (what the economic impact of that visit is!), what they're like demographically and psychographic ally, the routes they took to get there, and what types of places they like in general so that we know what we need to market and/or attract. Placer can even provide all those datapoints for people who are driving through the Elko area and not even stopping to help understand how to better market to that group we're currently missing. Google Prospecting & Responsive Display & Choozle Connected TV / OTT The Google Prospecting & Responsive Display ads will include 3 sets seasonal/Halfway to Yellowstone and video's focused on the Northern California markets. This campaign will use Connected TV / OTT and will promote the ECVA branded video message to give potential visitors a full screen ad experience during TV app activity or streaming. Combined with IP matching technology, remarketing to those previous viewers on mobile and desktop devices connected to the home location where the ad was delivered. NBC & ABC Television Campaign This television campaign is designed to reach out to a major "feedermarket", Salt Lake Metro, as a push to increase tourism visits for Elko. This campaign will display already produced 30 second commercials highlighting events and what Elko has to offer to the traveler. Certified Folder Rack Card This campaign will focus on placing rack cards in lodging properties in the Reno/Carson City/South Lake Tahoe, Salt Lake City, Sun Valley/Twin Falls, Evanston/Rock Springs, and Boise markets. We ran a similar campaign last year and went through 60k of our rack cards during the 12 month distribution.	The ECVA's marketing budget has been decrease by 141,000 dollars due to other obligations out of our control. Any support from the Travel Nevada grant program will help to ensure our marketing programs continue and to ensure that our data is efficient and effective.	Recommend Partial funding for Sparklight Comprehensive Campaign and TripAdvisor proposal. Majority of the projects were funded previous cycle. Would like to see how Placer.ai results have potentially led to strategic changes.
Cowboy Country Territory	CC-24-01-005	Friends of Black Rock High Rock	\$ 30,000.00	\$0.00	\$ 255,793.00	Nevada's rapid growth comes with a diverse population encompassing various ages, genders, races, incomes, and interests. To ensure that this growth doesn't result in irreversible damage to our public lands, Friends of Black Rock High Rock (FBRHR) is dedicated to providing newcomers and visitors with interpretation, information, and support in exploring our territory. Our objectives revolve around accelerating innovation and economic development in the Gerlach-Empire area, establishing it as a hub for responsible recreation on public lands, and fostering a deeper connection to the community through storytelling across different media and live events. With the support of the Travel Nevada Rural Marketing Grant, we aim to promote tourism and collaborate with the Gerlach-Empire community to enhance economic opportunities and create unique experiences for visitors. Our initiatives include interpretive guided and self-guided E-Bike tours, historic district walking tours, dark skies campouts, citizen science field trips, geocache challenges, hot springs-Emigrant trails tours, and the development of a Black Rock Country Story App that offers visitors GPS-triggered oral histories, podcasts, pictures, and stories related to the area's historical districts and the Black Rock National Conservation Area. The grant will enable our small staff to accelerate program development by investing in upgraded organizational assets and targeted paid advertising. Through these efforts, we will effectively showcase the region's history, beauty, and cultural heritage, attracting mindful travelers and promoting sustainable growth. The focus on organizational assets involves creating multimedia products that engage potential visitors, providing them with comprehensive resources to plan and support their adventure in Black Rock Country.	This area is highly vulnerable and attractive to visitors. Our projects focus on responsible practices, environmental monitoring, education, and conservation initiatives that are necessary to mitigate the potential negative effects of human activity on this community & valuable natural landscape.	Declined. Retainer fee ineligible. Please refer to Grant Guidelines section I. 5. d. Recommend to provide a list of expected deliverables and breakout costs in future applications.
Cowboy Country Territory	CC-24-01-006	Lander County Convention & Tourism Authority	\$ 34,825.00	\$34,825.00	\$ 50,000.00	We are requesting matching funds for our billboard marketing. We rent 5 billboards along I-80 as well as our new acquired sign going to Oregon on Hwy. 95. Right now, we promote one of our events, the website and Travel Nevada with those billboards The other sign advertises Austin and our websites. We would like to change 4 of the vinyl's out for a dual messaging ad. Austin has a newly revamped event, Gridley Days, that we would like to advertise on their billboard, with new messaging. Three of the other billboards advertise our Chukar Tournament. We would like to use a new design to advertise our 2 largest events in Battle Mountain, the Chukar Tournament, a 2-day event and The World Human Powered Speed Challenge, teams stay in our hotels for our 10-day event with a large number of the lower elevation participants coming 2 weeks early to get acclimated to our high elevation. Direct local spending for these events is around \$550,000. The billboards also direct the visitor to our website, gobattlemountainnevada.com. as well Travel Nevada's website. Traffic count for all the billboards 50,000 cars per day and a total in of 18,250,000 per year. Total cost for this medium is \$29,500. We are requesting a matching grant of \$14,750. We would like to request matching funds to produce a new Visitor Guide. The last one was funded through Travel Nevada in 2016. A lot has changed since the last one was produced, and we feel with only 4 boxes left of the old one, this project will be a high priority for LCAT this year. We would like to utilize the same company as before. The costs are about the same as in 2016, they also include the free go guide as an added value, to utilize on our website. It has tremendously cut down on our mailing cost to send out the brochures. They are very popular at the tourism shows we attend as well as a recruiting tool to attract new employees to our area.	As small C.V.A. our room tax revenue is only \$230,000 a year. We rely on the matching funds to be able to compete for room nights with the surrounding areas in Northeastern Nevada. Without it we are only able to do half of our projects with our limited budget.	Recommend Funding.

Territory	Grant ID	Organization	Request Amount	Recommend/ Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Cowboy Country Territory	CC-24-01-007	North Central NV Historical Society/Humboldt Museum	\$ 10,350.00	\$0.00	\$ 241,298.00	Visiting North Central Nevada Historical Society's Humboldt Museum, which has been in operation for 46 years, is the number one thing to do in Winnemucca according to TripAdvisor. Winnemucca and Humboldt County have embraced Humboldt Museum as a true community stakeholder and partner, recognizing the value history, culture, historic preservation and interpretation bring to local tourism, civic pride and economic vitality. Further promotion of the museum will only boost the museum's already growing annual visitor counts, thus exposing more people to this areas culture and history while also helping to bring business to local restaurants and stores. If this rural marketing grant application is approved, the funds will be used to purchase three billboards (one on US95 and two on I-80) encouraging automobile-traveling public to take a break in Winnemucca and visit Humboldt Museum.	NCNHS and Humboldt Museum have not received funding from Travel Nevada since 2018. Museum visitor counts since then have grown by nearly 38% to 4,909/year. (2022 visitor total) Humboldt Museum has proven sustainability and contributes to local economy.	Declined. Travel Nevada would like to see other strategies to measure outreach
Cowboy Country Territory	CC-24-01-008	Om Namo	\$ 10,000.00	\$5,000.00	\$ 80,000.00	Buckaroo Traditions Gathering will effectively promote statewide tourism to increase the economic vitality of Nevada. Travel Nevada funds will be used to cover the cost of an extensive marketing plan intended to build audience and competitor attendance, locally, statewide and nationally. We will create our marketing exposure to drive our attendance, improve reach, increase brand recognition, identify target audiences, increase overnight stays, and generate metrics. Marketing efforts will include a \$7,000 out-of-area television campaign that will reach over 185,000 men and women and families (501,000 + selling impressions), a \$1,000 media production and internet streaming campaign that will be hosted by several internet channels (attracting 1000 viewers per event day), to channels like Cowboy Channel, RFD, Direct TV, YouTube, which will reach over 10 million viewers. The possibilities to reach a large number of viewers by streaming is evolving rapidly. The Buckaroo Traditions Gathering (BTG) event will be live-streamed and accessible for later viewing throughout the year. The marketing campaign will also include approximately \$8,000 for ad-placement in various publications, including: NV Appeal, Record Courier, Lahontan Valley News, Northern Nevada Business Week and the Nevada Rancher Magazine. Others include Working Ranch Magazine, Elko Daily News, Range Magazine, and Western Horseman. Others may be added or substituted, with an anticipated exposure over 50,000. Marketing will also appear on a billboard located on Interstate-80 near Winnemucca for 60 days. Cost is \$500 per week approx. \$2,000 with exposure to over 270,000 vehicles.	With rising interest in Cowboy shows, like Yellowstone & events, like World's Greatest Horseman & Art of the Cowgirl; There is no other event like it in Nevada. We expect this event to bring in visitors and competitors from all over the US and Canada & be a positive economic asset to local economy.	Recommend Partial funding. Travel Nevada would like to see a comprehensive plan with anticipated results or growth. Funding not recommended to prioritize influencer.
Cowboy Country Territory	CC-24-01-009	Silver State Stampede Association	\$ 15,000.00	\$15,000.00	\$ 392,500.00	Our promotional efforts aim to reach individuals within a 300-mile radius of Reno, Salt Lake City, and Boise. Although not everyone within this radius is a rodeo enthusiast, many are country music fans or social media users on platforms like Facebook and Instagram. Therefore, our advertisements will be visible to a significant number of people. Pro Rodeo News is a widely read publication across the country, and advertising with them will give us national exposure for rodeo enthusiasts. Additionally, our tickets are exclusively available through rodeoticket.com, which has a strong reputation for marketing rodeos nationally. Our focus is not just on rodeo fans but first time rodeo attendees who will want to come back year after year. The receipt of funds would enable us to redirect the funds we usually allocate for rodeo promotion towards other expenses. This includes increasing the prize money for athletes, covering additional operating costs such as the transportation of livestock to the rodeo, and meeting the higher costs of insurance, security, and ambulance services, among other operating expenses. By obtaining data from the City Clerk, we found that our efforts had a positive impact on the community during our event last year, as hotel room occupancy increased compared to the weekends before and after. We are currently collaborating with local hotels and casinos to develop new partnerships that will allow us to fill their rooms and attract more fans to our rodeo in 2023. We have observed a consistent year after year increase in hotel occupancy rates. The local restaurants, casinos, and stores have informed us that their businesses experienced a significant surge in activity during our rodeo weekend. In 2022, we had ticket sales from NV, CT, NY, PA, SC, FL, TN, KY, OH, MI, WI, MN, SD, MT, IL, MO, KS, TX, CO, WY, ID, UT, AZ, CA, HI, OR, WA, AK, in addition to Great Britain, Denmark and Canada.	The SSSA deserves priority funding compared to other requests because it has now achieved a top 35 national ranking for rodeos, thanks to the substantial prize money offered. With the help of this grant, we have been able to promote the rodeo effectively, thereby ensuring its continued growth.	Recommend Funding. Recommend event to consider advertising with NFR in Las Vegas.

Territory	Grant ID	Organization	Request Amount	Recommend/ Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Cowboy Country Territory	CC-24-01-010	Western Folklife Center	\$ 10,000.00	\$10,000.00	\$ 1,553,119.00	<p>We are seeking funding to conduct a study that will allow us to identify audience segmentation and develop personas that will allow us to refine our messaging and marketing strategies to expand our existing reach to new audiences, grow existing ones, and more effectively communicate to our local community how important tourism is to Elko and the state of Nevada and the role we play in it. This study will contribute to our ongoing strategic planning process and create a foundation for data-driven decisions in programming and marketing for years to come. We held a lively and successful National Cowboy Poetry Gathering in 2023 after two years without an in-person event because of the pandemic. After the cancellation of our 2022 event, we embarked on a journey that had us producing regular shows and other events each month. Nearly all of these were livestreamed, first through Facebook and our website, and then eventually on our streaming service, Western Folklife TV, which is available on Apple, Android, Roku, and Amazon. Our quick pivot ensured that enthusiasm for our mission did not wane, but those two years without the Gathering created a financial hardship for the Western Folklife Center that we are working hard to overcome.</p> <p>There is always a silver lining and ours is that the disruption to revenue and our regular routines created an opportunity for both staff and board to re-imagine the possibilities for our organization, and not just for our iconic event, but for everything we do and all year long. It also gave us a chance to experiment with new technologies, like the 4k television study we put in our theater, thanks to the E. L. Wiegand Foundation right before the beginning of the pandemic. We have tested it many times now, and have successfully livestreamed a couple dozen shows to the world from right here in Elko.</p>	<p>We have an established track record in drawing people to Nevada. We are highly regarded around the world. Building on previous efforts, we are now at an inflection point where we are seeking to dramatically increase our audience. Having the right data and research is key to our strategic planning.</p>	<p>Recommend Funding as a statewide level project. Recommend as a one-time study.</p>
TOTAL COWBOY COUNTRY TERRITORY			\$ 423,067.00	\$ 242,825.00	\$ 3,365,260.00			
Las Vegas Territory	LV-24-01-001	Las Vegas Territory	\$ 202,000.00	\$167,800.00	\$ 202,000.00	<p>Las Vegas Territory's primary objective is to promote rural tourism in Southern Nevada and connect providers of excellent adventure in our state to each other, and travelers and travel providers. We propose to do this in the following ways for the grant cycle.</p> <p>Create and host a sales mission in a high-traffic Vegas bound market</p> <p>Participate in Travel Nevada events Meet and greet events in the rural areas Host our own FAM trip(s) with vetted travel providers, media Social media campaigns PR outreach and content creation Marketing collateral Website industry portal expansion and upgrades</p> <p>Each line item of the grant works together in achieving our goal to message: extend a Vegas vacation and adventure beyond the neon. Our hub, lasvegasterritory.com, inspires travel, and promotes extended visitation to some of the desert's most magical places. It connects visitors to potential excursions of varying adventures and thus, brings business to our members and all tourism entities in Southern Nevada. Following Travel Nevada pillars as our guideline, stories are conceptualized and brought to life by putting our best foot forward in promoting the uniqueness of our rural areas.. Our methods have proven to be successful. A few highlights: 30-45% booking success rate from previous sales missions 7.5% increase in newsletter subscribers since November 2022 94% increase in Instagram following since January 2023</p> <p>2,900 unique visitors on average per month since new website and marketing initiatives began in 2021. For tracking purposes, social media, newsletters and website analytics reports are compiled to ensure effectiveness. For events like sales missions and FAM trips, a survey will be created and sent to participants - giving a reasonable amount of time after the initial event to gather data with a series of booking questions.</p>	<p>We need Las Vegas tourists to see rural Southern Nevada as a viable option for travel before promoting any one business, chamber, etc. Las Vegas Territory maximizes funding by providing cohesive destination marketing beyond the neon, and to cross-promote travel into neighboring territories.</p>	<p>Recommend Funding for all but Portland Sales Mission and Go Marketing LV. Need to discuss items in quote and how to pull out what is needed and prioritize based on available funds.</p>

Territory	Grant ID	Organization	Request Amount	Recommend/ Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Las Vegas Territory	LV-24-01-002	Boulder City Chamber of Commerce	\$ 45,500.00	\$45,500.00	\$ 250,000.00	<p>"Come for the History. Stay for the Fun." This proven campaign allows us to illustrate the historical significance and rich contribution Boulder City has provided for the American landscape, as well as shine a light on the memories visitors will be able to build by partaking in the many recreational activities Boulder City has to offer. The Boulder City Chamber of Commerce will build its 2023-2024 comprehensive marketing and advertising strategy on the "Come for the History. Stay for the Fun." concept by using current video assets in a targeted social media campaign and advertising opportunities in high-traffic locations to encourage visitation to Boulder City and Southern Nevada. As grateful recipients of the last grant cycle, we developed an excellent video that was successfully distributed to a limited audience due to grant funds being fully expended on its creation. We are now excited about the prospects of expanding our efforts to digital advertising such as screens in DMVs across the State, shared on social influencer media pages, and development of a new visitor's information kiosk system that will be mobile and placed at special events. This is a very exciting collaboration with the City of Boulder City and could prove to be replicated across the State inexpensively for rural communities. Each of the components in our marketing spectrum has trackable, measurable result markers and will allow us to be responsible for the tax-payer dollars provided to us via the Travel Nevada grant. Although not part of this grant request, we also intend to continue our relationship with partners across the State, such as Nevada Magazine, to leverage Travel Nevada's marketing strategy and brand pillars of uninhibited freedom, inspiring discoveries, rewarding adventures, and unexpected diversity. This year, we are embarking on capitalizing on the Raider's enthusiastic fans and will be advertising in their home-game publications and on their team websites.</p>	Our chamber is the only agency in BC that manages economic development, tourism, and business support. With these great responsibilities, comes the need for additional financial support to convey a message of a strong local economy supporting tourism that other non-profit applicants may not have.	Recommend Funding. Travel Nevada appreciates marketing efforts by experimenting new ideas.
Las Vegas Territory	LV-24-01-003	Laughlin Tourism Commission	\$ 75,000.00	\$75,000.00	\$ 715,000.00	<p>The LTC is requesting advertising and marketing support of a 2nd year airshow event that is open to the public. The Laughlin Bullhead Airshow is a premier one-day aviation extravaganza to be held on April 6th, 2024, to celebrate United States Aviation Heritage & History. The family-friendly airshow will feature aerobatic acts, static aircraft displays, military exhibits, VIP viewing, a vendor area and concessions. The goals are to drive visitation and incremental room nights in Laughlin, introduce a new visitor demographic to the region, continue to establish a signature annual event that will be self-sustaining, and to position Laughlin as a military and family friendly destination. Over the past five years, at least one-third of Laughlin visitors originated from Southern California. Arizona is second with 23 percent and in 2022, visitors from Greater Las Vegas increased to 21% (well above the 3-6% in the previous five years). Western states account for 85 percent of all visitors. Compared to previous years, the overall 2022 visitor appears to be younger, more educated with a higher household income, married and employed. Nearly half (47%) of visitors reported an annual household income of \$80,000 or more which is 21 percent more than the previous years. The average age decreased for the fifth reported year from 58 to 52.7. More visitors reported being employed (63%) than retired (35%). College graduates accounted for most visitors (46%) and marital status reported was 79% married. Regarding reasons for traveling to Laughlin, more visitors than before the pandemic said they were visiting to attend a special event (11%). Four in ten repeat visitors (41%) said they had visited Laughlin in the past for a special event, consistent with past results. From a financial perspective all program quotes are attached and the Airshow is expected to attract over 10,000 tourists, many from the prior noted inter-state city centers and beyond.</p>	Southern Nevada - Laughlin is an important gateway for travelers from the 3 border states of AZ, CA, UT. This project is a broad-based partnership of communities and organizations attracting over 10,000 out-of-town visitors, filling over 6,000 hotel beds in Laughlin and developing regional tourism.	Recommend Funding Recommend seeking deeper funding sources.
Las Vegas Territory	LV-24-01-004	Mesquite NV Chamber of Commerce	\$ 22,000.00	\$8,750.00	\$ 295,654.96	<p>Proposal 1 - 2024 Business and Destination Guide - This guide is produced annually with partners who specialize in Tourism and Chamber of Commerce publications. We order 20,000 copies annually and deplete the entire supply. These magazines are also placed in hotels and casinos to make it easier for visitor's to navigate around Mesquite and surrounding areas. We now have approximately 15 magazine racks that are filled regularly by employees to keep up with the demand of tourists visiting Mesquite now and in the future. Staff uses this magazine as a tool when tourists visit our office. We also provide them with a local map and a State of Nevada map that Travel Nevada provides to us. Average time spent with a visitor is 30 minutes. The magazine highlights activities to do in Mesquite and other cities in Nevada. These magazines are also used when there are FAM tours scheduled through LV Territory or the LVCVA. We also provide an online version so that we can talk with over the phone with folks looking to travel to Mesquite. Pictures taken for our magazine are also available to Travel Nevada so that it is current content. Mesquite's most popular activities are Golf, Gaming, OHV Riding, Bicycling, Dining and Hiking. Our magazine is sure to cover all of those activities for the best visitor experience. We track the number of visitors by website, in person visits, social media and phone calls. Pictures also gathered for this project can be used on our tv in our new reception area. Proposal 2 - 2024 Map of Mesquite NV - the map is only produced every other year but is one of the most requested items from the Chamber.</p>	We are a rural community with no other sources of funding. The Destination Guide and Map are the best pieces of marketing material that Mesquite has, without this there is very little to offer to folks who want to come and visit. We use these pieces in the planning of visitor's vacations here.	Recommend Partial funding. Fund usage to go towards Map.

Territory	Grant ID	Organization	Request Amount	Recommend/ Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Las Vegas Territory	LV-24-01-005	Moapa Valley Revitalization Project	\$ 49,140.00	\$30,000.00	\$ 90,000.00	Moapa Valley Revitalization Project's goal is to create a whole new marketing design, collaborating closely with our stakeholders and partners. This will be accomplished by building concepts and planning with Travel Nevada, Las Vegas Territory and Nevada rural communities through attendance of conferences, national and international tradeshows, monthly Las Vegas Territory meetings, trainings, tours and related events. Travel Nevada Division of Tourism funds will be used for this marketing goal objective. Funds will be used for the above-mentioned collaborations and reach out to the tourism market. This will assist in educating national and local tourists to branch outside of Las Vegas for day trips and stay-cations in beautiful Moapa Valley where they find quality, diversity of experiences and more 'bang for their buck'. This will bolster economic growth, diversify regional economies, and create sustainability. Measurable goals: Closer Partnerships and support in education of MVRP and goals Clear and effective presentation of Moapa Valley and what it has to offer. Delivery system that influences a broader base Past successful projects through partnerships with Travel Nevada include: Marketing video media exhibiting the diverse offerings in our area has been valuable for use by businesses, travel agencies, presentations, and the public. Marketing and distribution of publication materials that have been useful in stores, events and displays to educate tourists. Beautification of downtown Overton with custom art benches and trash receptacles.	To partner and capitalize on the abundant assets in Moapa Valley, these grant funds are key. Las Vegas and Mesquite use the Moapa Valley and Valley of Fire as a tourist destination with no financial return to MV. MV doesn't qualify for casino room tax benefits that other rural communities receive.	Recommend Partial funding. Recommend early registration for Rural Roundup to cut conference registration costs. Recommend looking at small investment in collateral with a more substantial and integrated plan.
Las Vegas Territory	LV-24-01-006	Virgin River Coalition	\$ 49,500.00	\$0.00	\$ 74,980.00	We are requesting funds to develop a website and app that would provide residents and visitors to the Lower Virgin River in Nevada (Mesquite, Gold Butte, NE Clark County and parts of Lincoln County) with easily accessible information on recreational opportunities and tourism services in the Lower Virgin River watershed while educating them about the ecology of the watershed and how to safely recreate. The website and app is unique in that it will include a broad range of recreational opportunities including OHV, mountain biking, road biking, hiking, climbing, birdwatching, and exploring the region's history, and be structured to access information by activity rather than a site. The structure of the website/app has been designed, with a home page listing of activities, with a page for each route including description, map, trail type, trail use, length, difficulty, points of interest, and pictures and videos, with the route tracked by GPS (see attached file). Information on local tourism businesses will be linked, as well as a link to the City of Mesquite web site and travelnevada.com. An important aspect of the website and app is that it will be locally curated to effectively promote statewide tourism to enhance the economic vitality of Nevada. An explicit outcome of the project is to increase the economic vitality of the recreation and recreation support sectors in Mesquite. Currently the Coalition has members from the local bike shop and OHV dealership, as well as from several hiking and OHV groups. These members were involved in the conceptual design of the App and will provide trail and trip information for the App. The App will include links to recreational business websites, providing the user with information for supplies, support, and repairs. There will also be links to service sector businesses, including hotels and restaurants.	It will develop a unique in-expensive tool for Nevada rural communities to comprehensively provide information about valued recreational opportunities in their area and make it available as part of their community/locations website.	Declined. Workshop was not attended does not qualify.
TOTAL LAS VEGAS TERRITORY			\$ 443,140.00	\$327,050.00	\$ 1,627,634.96			
Nevada Indian Territory	IT-24-01-001	Nevada's Indian Territory	\$ 107,465.00	\$102,875.00	\$ 42,000.00	The purpose of the Nevada's Indian Territory (NIT) grants request is to strengthen cultural awareness and cultural identity through eco-cultural tourism, while being environmentally responsible, inclusive of the Great Basin Indigenous People, and provide economic development opportunities. NIT measures success through 3 sustainable pillars: 1. Economic - Supporting economic opportunities and growth for the 28 Nevada Tribes, local communities and partnerships. 2. Environmental - Protection of natural resources and promote a sustainable environmental. 3. Social-cultural - Improve cultural awareness and quality of life through a combination of inclusive tourism and responsible tourism that provides health/wellness for the 28 Nevada Tribes (healthy land & healthy people). NIT's guiding principles: Destination planning & marketing authentic indigenous tourism and sustainable eco-cultural tourism. Awareness of Great Basin Indigenous culture while improving quality of life and respecting cultural identity. Acknowledge to be stewards of "Mother Earth" and protect the Great Basin biodiversity. Wellness and transformative experiences through responsible and inclusive tourism (healthy land & healthy people).	NIT aligns with Travel Nevada's Pillars through inspiring discoveries of hidden cultural treasures of the Great Basin Indigenous People and the possibility of authentic and transformative experiences through adventurous eco-cultural tourism, while strengthen cultural awareness and cultural identity.	Recommend Funding with the exception of IPW. Breakout is off by \$2325; please check future applications to ensure all funding requests are correct.
TOTAL NEVADA INDIAN TERRITORY			\$ 107,465.00	\$102,875.00	\$ 42,000.00			

Territory	Grant ID	Organization	Request Amount	Recommend/ Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Nevada Silver Trails	NS-24-01-001	Nevada Silver Trails	\$ 158,910.00	\$125,490.00	\$0.00	Funds will be utilized for administrative costs of the Territory, as well as to maintain and expand our website content, continue our partner e-blast, add a website blog, continue our very successful social media campaigns on Facebook, Instagram, and Twitter, as well as design and place print and digital ads in the Desert Companion and American Road Magazine. Additionally, we will continue our Google Display and Online (Facebook) Marketing and Google Search Engine Marketing. Furthermore, we will fully update our RV/ATV brochure and continue our quarterly travel email newsletter. We would like to add radio broadcast advertising on Coyote Country Station. Lastly, we would like to request funds for our territory volunteers to attend trade shows, both domestic and international, and purchase branded giveaways for this purpose. Nevada Silver Trails is the largest Territory in the State serving over twenty (20) communities of which only three have a paid tourism department. Without the Territory marketing, many of the communities, as well as activities and attractions such as parks, museums, ghost towns, etc., would not be promoted at all. Many of these communities and attractions are within convenient driving distance to Las Vegas and have the potential to draw many overnight visitors into our Territory. This very efficient combination of various marketing projects can substantially increase room tax collections in our Territory.	We have proven that we can be extremely successful with our chosen projects and continuously evaluate each project's ROI. We adjust projects as needed so our marketing is the most efficient. We want to continue increasing visitor numbers to NST with our successful marketing.	Recommend Funding for admin costs. Please prioritize based on available funds. Please provide results on past successes for more complete assessment of comprehensive plan. Note that creative services for Nevada Magazine are not allowable for grant reimbursement.
Nevada Silver Trails	NS-24-01-002	Beatty Chamber of Commerce	\$ 26,000.00	\$26,000.00	\$ 27,000.00	Beatty, NV is a hub and has a story. Visitors can go in any direction from here and find History, Excitement, Outdoor Adventure, & another Rural Town with a story. The marketing dollars we are seeking will help reach across the country and across the world. Our advertising goal is "Beatty as a Destination"; however, a traveler must go several hundred miles to get here from most roads of entry into Nevada. So, to get to Beatty, travelers are spending thousands of dollars along the way to enhance the economies in many areas of rural Nevada. Tourism has been strengthening the Beatty economy for over 90 years. Since Death Valley became a National Park in 1933, Beatty has been known as the "Gateway to Death Valley", enticing visitors to stay here when visiting the park. Tourism has a great impact on, and relevance to our community. Tourism elevates the quality of life in Beatty and surrounding area by fueling the economy and helping our businesses to succeed and grow. But, Beatty has much more to offer on it's own than just being a gateway to a National Park. The Beatty Chamber of Commerce is committed to continue advertising and augmenting the support and awareness of "Beatty as a Destination" to travelers through advertising. Beatty as a destination offers a wide variety of outdoor adventures, from birding and hiking to mountain biking and off-roading. We offer geocachers and rockhound enthusiasts discoveries in our hills and trails, and history buffs can find a story around every corner. We have carefully chosen the magazines and radio broadcast stations that provide the broadest coverage for the demographics of those who would most likely visit our area. These media also offer, Live Streaming, Facebook, Twitter, Instagram, and Direct Mailing. We know this works because we get between 85 to 220 inquiries each month from people who have seen or heard of us through our chosen media.	The projects we seek to fund will almost certainly bring travelers' dollars to many rural communities in Nevada and not Beatty alone. Our advertising will include information for road trips and tours throughout our Silver Trails Territory. Enhancing the economy for all along the way	Recommend Partial funding. Recommend working with Travel Nevada's International Market Manager to secure best costs and strategy for international marketing. Please provide results from past successes on future applications.
Nevada Silver Trails	NS-24-01-003	Goldfield Chamber of Commerce	\$ 9,976.88	\$6,000.00	\$ 12,938.84	This grant request includes Paid Advertising, Public Relations, Organizational Assets, and one Conference. We feel that this combination of marketing tactics will best allow us to reach our objective which is to increase attendance on our current event Goldfield Days, and add one new event for 2024. We are targeting local Las Vegas residents who might enjoy a weekend getaway to Goldfield. Goldfield could be to Las Vegas, as Virginia City is to Reno/Sparks/Carson City. Since Goldfield is a seasonal town that partially closes down during the winter, we will be doing most of the advertising in Spring and Summer. We have reached out to Kyle at Travel Nevada and gotten some numbers on our past Goldfield Days attendance numbers (2022 were not available), which we hope to increase by 10% in 2024. We can continue to measure our goal with Travel Nevada's help, and by checking on room tax receipts with the county. This marketing plan and the grant funds will help develop, promote and improve tourism.	Unfortunately, Nevada is often seen by out of state/country guests as only having Las Vegas and Reno. Nevada Division of Tourism should stop over funding established sites and should really be investing in creating new events and destinations. Invest in a diversified Nevada!	Recommend Partial funding. Funding to go towards rack cards and Rural Roundup 2024 attendance. Road signs for FREE RANGE ART are not eligible or available for partners.

Territory	Grant ID	Organization	Request Amount	Recommend/Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Nevada Silver Trails	NS-24-01-004	Lincoln Communities Action Team, Inc. (LCAT)	\$ 100,259.00	\$40,000.00	\$ 165,805.19	<p>LCAT is a 100% volunteer organization that is not directly funded by any government or room tax entity. With the increased marketing efforts generated from previous NCOT grants, people are becoming more aware of the tourism assets found in Lincoln County. Our hospitality businesses have expressed recognition of the success of our campaigns and support LCAT and encourage us to keep the efforts moving forward. We need NCOT's rural marketing grants to continue bringing visitors into rural Nevada.</p> <p>Lincoln County is a gateway county that has long been "a place you drive through on your way to somewhere else." Our marketing efforts utilizing web, social media, print, digital and YouTube channel experiences are changing that trend by introducing first time visitors to our exciting assets and new adventures, and return visitors finding out about more reasons to stay.</p> <p>LCAT is struggling a little from the re-branding that we underwent recently. Our previously recognizable trademark character has yet to be replaced. We are beginning to incorporate our new tagline "Escape the Chaos" and testing some visual attention grabbers to once again make us stand out. NCOT funds will help us continue the conversion through eye-catching marketing. The funding provides a means to keep us moving ahead to expand the visitor invitation to come and enjoy our wide open spaces, off-beat adventures, hidden treasures, and great (still expanding) trail assets. Because we represent over 10,000 square miles, some of our attractions are difficult to find. This year we are asking to fund the building of a digital bucket list passbook through Bandwango. It will allow visitors to find out-of-the-way adventures with unbridled independence and, more importantly, it will give us a method to build statistical visitor data.</p>	Without NCOT and LCAT's volunteers, our area would get lost in the noise of larger, well-funded attractions. In a county that is 98% public land, and a DMO that is not funded by the county or city, our destination would not be able to promote consistently, or at all, without NCOT funding.	Recommend partial funding to prioritize updated assets and collateral and event advertising.
Nevada Silver Trails	NS-24-01-005	Mineral County	\$ 20,000.00	\$0.00	\$ 302,123.00	We plan on using these funds to bring a country concert to Mineral County. This would bring in people from surrounding areas to view who is performing. The funds would be used for the performance and production of the concert. This would be the first time that Mineral County would be having a concert. Our goal is to bring in individuals so that they plan a stay in Hawthorne. Once here they will be able to go to our local businesses, museums, and then the performance. This would also fill our hotel rooms.	We expect to have around 300 people for the event. The first year will be small and free admission to try and get as many people from surrounding areas as possible. We will build on this and make it a bigger each year to the point where we can start bringing in thousands of people to town.	Declined, as Travel Nevada does not fund event infrastructure, only promotion. Application does not have details around a fully-planned event.
Nevada Silver Trails	NS-24-01-006	Pioche Chamber of Commerce	\$ 22,900.00	\$9,000.00	\$ 5,000.00	Pioche Chamber of Commerce will seize upon the mega jump of tourism dollars of a greater than 14 percent increase spent in Lincoln County in 2020 to 2021 year-over-year comparison, by moving beyond the traditional tourist draw of Clark County and Southern Utah this year and dip into the international reach by advertising in outdoor recreation tourism giant, Outside magazine. The goal is to expand awareness and attract new visitors to Pioche by tapping into larger theme-appropriate publications outside of our usual markets. In previous years, we were successful in building a branding campaign that refreshed our logo and tagline, featuring local businesses and attractions on digital billboards. This year, we aim to target Outside magazine's print and digital ad spaces, as well as attract viewership from well-known social media influencers in the outdoor recreation industry to boost tourism and revenues by more than 25 percent in year-over-year comparison. Combined with new short digital video clips to be produced and boosted in our social media space, we are confident that we can meet Travel Nevada's mission in promoting our eastern Nevada cultural and heritage attractions to increase interest in our part of the State. The videos will offer fun glimpses into Pioche destinations to fit various itinerary interests. We estimate we will see an increase of 15 percent in County lodging numbers and approximately 25 percent boost in tourism-related revenue through Fiscal Year 2024.	Pioche Chamber is a partner in Lincoln County Authority for Tourism (LCAT) and the Destination Development 3D program effort. Investing in the project will strengthen the organizational value we lend to LCAT and the 3D effort and support the momentum of rapid tourism growth for the County.	Recommend Partial funding for video production only.
Nevada Silver Trails	NS-24-01-007	Tonopah Main Street	\$ 1,200.00	\$1,200.00	\$ 7,300.00	Funds will be utilized to place regular ads on Facebook and Instagram promoting businesses, attractions, murals and monuments, activities, and events in Tonopah that will include website links and direct booking opportunities. We will work closely with Nevada Silver Trails on our content and will-cross promote. We have been the only active social media marketing entity in Tonopah in the past year and we understand how important effective social media marketing is to bring visitors to our Town and keep them here longer so that they spend more time and money. Our current Facebook/Instagram promotions had a reach of over 100,000/almost 18,000, almost 250,000 impressions, and almost 3,500 link clicks in 9 months. We ensure that our content is engaging and relevant. Our event attendance from out of town has been an average of 21%. Additionally, we make sure that our marketing is in line with Travel Nevada's marketing campaigns such as "Discover Your Nevada", "The Weirdest, Wildest West", and the "Nevada Pride Shopping Guide". We serve over 50 tourism-related brick and mortar businesses in Tonopah that add to a quality tourism experience. Even if only 1% (3,500) of the people who see our ads in one year (350,000) actually visit Tonopah, we could generate \$896,000 in revenue per overnight visitor (per Nevada Territory Visitor Facts: Nevada Silver Trails 2017-2021). Given that the average travel group to our Territory is 3.1, we have to assume that each person who sees our ad brings two additional travelers with them, hence generating a total of \$2.68 million in revenue per year.	We have proven that we can be extremely successful with a very modest budget that generates incredible results. We want to continue increasing visitor numbers with our successful social media marketing. We are currently the only entity in Tonopah with paid social media ads.	Recommend Funding to go towards paid advertising.

Territory	Grant ID	Organization	Request Amount	Recommend/ Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Nevada Silver Trails	NS-24-01-008	Visit Pahrump NV	\$ 45,500.00	\$35,825.00	\$ 859,000.00	Pahrump, Nevada is a fiercely independent community with unbridled outdoor adventures. We are located only 60 miles west of Las Vegas and 60 miles east of Death Valley National Park, situated at the most traveled entrance to Death Valley's Ryan Mine Entrance, located near Furnace Creek. The freedom of wide-open spaces is what we are all about. We have prepared a grant request to exceed all expectations for Pahrump tourism, our community residents, and Travel Nevada. Our goal is to increase visitation and overnight stays while enhancing the community offerings for the locals. We begin with a strategic planning project. As a community and destination management office we are ready for a fresh set of plans to meet the post pandemic reset. We know what we are doing is working well. We set out with a goal to increase RV Resort occupancy to 50% and we have attained 72% in the past year. Our overnight visitor ratio is 72% of our visitors indicating we have increased overnight stays by 22% since pre pandemic. Fifty percent of our visitors are from within the state of Nevada and 50% are from out of state. This indicates our programs aligned with "Discover Your Nevada" as we intended and continue to strive for this year. We will keep building on our Power Play Partnership with Vegas Golden Knights and Las Vegas Raiders. We have expanded the program to include the Los Angeles Dodgers with 81 games and program advertising to impact that Southern California market that has such a high propensity for spending in our community. Zartico indicates Los Angeles has a 15% higher spending capacity than our Las Vegas Market and we will take that and increase it. Digital and print advertising enabled us to maintain the previous 22% increase, which is quite an accomplishment. Those programs include Good Sam RV Guide, Certified Folder Display, Nevada Magazine, Oh Ranger DVNP Guide, and Social Media promotion. The Trade and Travel partnership with Travel Nevada	These projects are defined as promotional projects that will garner brand exposure for Pahrump as well as Nevada and it's many beautiful rural communities. Partnerships with LV Territories will create better working relationships as well as exposure.	Recommend Funding with the exception of Nevada Magazine as it is not allowable for grant reimbursement.
TOTAL NEVADA SILVER TRAILS			\$ 384,745.88	\$243,515.00	\$ 1,379,167.03			
Pony Express Territory	PE-24-01-001	Pony Express Territory	\$ 231,231.00	\$155,000.00	\$ 5,000.00	This grant request is being used to help to promote more travel along Highway 50, "the Loneliest Road" We are targeting potential visitors from The Reno/Carson/Minden areas along with the foothills of the Sierras. We are also marketing to the people with the most disposable income, the snowbirds, they are always looking for new routes and new things to see and do. They can spend time traveling and we want them to come see us!! PET always uses their grant funds to promote bringing more visitors across Highway 50, which in turn helps bring more traffic to all of Nevada as our Territory goes east and west across the entire state. We advertise in publications, do television ads, radio ads, digital billboards and have a great web presence already and hope to continue with this. Our social media is doing really well, and we continue to bring in more followers. Our objective is and has always been to bring more visitors to our great state and more precisely along Highway 50 to visit our communities, do our attractions, come to our events and support our economy, thus encouraging them to spend several nights and spend lots of money. Heads in beds equal more room tax revenue. Our past results have been awesome, we see an increase in web traffic almost monthly, with lots of new and unique visitors, they search out the events we promote, they request more information, and stop in our visitor centers to gather brochures and ask questions. WE ARE getting the word out. This year we are requesting funds in new areas: Geofencing for PET all along Highway 50. we are updating our marketing materials; they are 10 years outdated with the wrong Travel Nevada logos etc. on them. We are doing a Fam tour in partnership with Las Vegas Territory the Go-West in Tahoe We are adding a booth space for Go-West to support Lake Tahoe hosting and to support Nevada. We need to update all our video of the communities as most of it is also outdated.	PET helps promote our great state and works to bring more visitors across Highway 50, by doing this each of the communities continue to have economic growth. By bringing them into the center of the state, they have to travel through other parts of the state or fly into one of our major airports.	Recommend Partial funding. Funding available for admin. Funds available with the exception of newspapers, half funding for video. Recommend less frequency and higher impact/size in magazine ads and VG.
Pony Express Territory	PE-24-01-002	Austin Chamber of Commerce	\$ 8,687.00	\$1,782.00	\$ 29,000.00	The Austin Chamber of Commerce will use the Travel Nevada funds for website maintenance and geofencing. The funds will be used to maximize our presence across a wide variety of sites by running a geofence 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 events as well as increase our visitors to our 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 \$8687, we estimate 278,204 impressions. Of that, we expect a moderate 2%, 5,564, of people will visit our area because of this investment. The average daily spending per person (via TravelNevada.biz) is \$140. That gives us a total of \$778,960 R.O.I from the grant funding.	We would like to increase our brand awareness to a specific audience. With matching funds from the State of Nevada and Lander County Convention and Tourism we will be able to complete our target marketing campaign. Without matching funds, we will not be able to complete this campaign.	Recommend Partial funding for website refresh.

Territory	Grant ID	Organization	Request Amount	Recommend/ Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Pony Express Territory	PE-24-01-003	Eureka Business Network	\$ 85,000.00	\$0.00	\$ 30,000.00	The Eureka Business Network in partnership with Eureka Tourism and Eureka County intend to use these funds to update our Visiteurekanevada.net website and create a new advanced web based App for Eureka County. We are wanting to work with the Estipona Group to design, program and create content for a walking tour app that will work with IOS and Android platforms. The app will initially feature 20 historic building sites throughout the historic downtown area. The sites will have a text narrative as well as a video docent Chautauqua character providing a narrative. Visitors can go on a self- guided tour scanning a QR code at each of the 20 featured sites throughout the community. in addition to the walking tour, the visitor will also be able to access lodging, trail maps, restaurants, and calendar information with a feature to link back to the visiteurekanevada.net. site for more information, and later use augmented reality. This is a first time doing a web based app. The goal is to increase visitor stops in Eureka by at least 10 percent to start, this app will also feature geo location and collect data and information on who is using the app and where they are from. We do not have past results as this is a first time project. We will also feature a link going to Travel Nevada as well as logos throughout the app. Thank you for your consideration.	Eureka Nevada will be the first rural community to use a web based app to showcase our historic community. This will help Eureka attract and educate more visitors and may in the process, help other rural communities be able to use the same technology to grow and attract more visitors.	Declined. Recommend a solid visitor facing website as a first step before any investment in mobile app.
Pony Express Territory	PE-24-01-004	Eureka Restoration Enterprise	\$ 7,000.00	\$2,000.00	\$ 20,000.00	The grant request is to help with funds to advertise and promote Eureka Restoration Enterprise's main fund raising effort - the annual Art Wine & Music Fest. We intend to advertise statewide in the Nevada magazine and, specifically the greater Reno area, through KUNR public radio. We also hope to bring in attendees from northeast Nevada through advertising in an Elko and a Winnemucca publication. Our goal is to bring people from throughout the State to our local community. We intend to utilize print, radio, and social media as our advertising modes. Measurable goals include surveying the local motels and restaurants to see if the event has made an impact on these businesses by increasing business.	This is the 8th time that Eureka Restoration has held and organized this event. Funds from this event are put back into our community in terms of restoration, preservation and beautification projects on Main Street. These projects that are a result of funding created by this event bring in tourism.	Recommend Partial funding. Nevada Magazine is not allowable for grant reimbursement. Recommend small-batch social advertising.
Pony Express Territory	PE-24-01-005	Fernley ACES	\$ 39,039.00	\$0.00	\$ 59,785.00	We intend to use the grant funds to enhance our ability to reach more visitors from inside and outside of our local area to attract more tourists to Fernley and to encourage more participation in our community-enhancing events. Our main events are a Haunted House in October, a Christmas Village in December, a community art project called "The Board Project," and a Music, Murals, and Margaritas Festival in May. We also host a number of smaller events like a Comedy Night, community dances, and community plays, with hopes to add more to enhance the culture and arts in Fernley. We want to use magazines, radio, TV, internet, and newspapers to increase our reach and promote tourism to make Fernley a destination rather than a pit-stop. Through our events and our organization we strive to enhance the quality of life for those who live and visit here, and to continue to support the growth and economic vitality of our community. Our projects have a lasting effect on our community, like the murals which will last for years to come and give visitors and residents alike joy and an appreciation for art and our community. Last year for the Music, Murals, and Margaritas we had around 1,500 people come through and we aim to increase that and see 3,000 people attend this year. For the Haunted House last year, we held it for a total of 3 days and had 729 people come through. We hope to add on 3 more days this year and to see close to 1,500 visitors. The haunted house is a popular fall activity which encourages visitors to come to Fernley to see this seasonal attraction. We are aiming to have a community event at least once a month to enhance the quality of life in Fernley. Our events continue to grow, Comedy Night saw 79 people the first time, the second we held it, we had 132 people. 2 community dances last year hosted a total of 123 people.	As a very small nonprofit organization in a small, rural city, we could really use the boost to help get the word out about our events. The funds will go very far for us compared with larger events with an existing following, and it covers many events. We hope to help put Fernley on the map!	Declined. Recommend to work with Territory to obtain asserts and create an organic social media plan to boost.

Territory	Grant ID	Organization	Request Amount	Recommend/Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Pony Express Territory	PE-24-01-006	Great Basin National Park Foundation	\$ 18,301.00	\$18,301.00	\$ 250,000.00	Leveraging Great Basin National Park's Gold Tier Dark Sky status, we will utilize social media and marketing techniques to increase astro-tourism to White Pine County. We will promote the region's dark skies as an ongoing, always-accessible resource, as well as specific events, such as Great Basin National Park (GBNP) astronomy programs, the GBNP Astronomy festival, the Nevada Northern Railway Star Train, and the annular eclipse that will take place on October 14, 2023. We know that a visit to Great Basin National Park is not only a visit to Baker; it is a visit to the many vibrant rural communities along Highway 50. We will ensure that visitors appreciate the true breadth of resources and experiences that rural Nevada has to offer. As the official nonprofit partner of GBNP, Great Basin National Park Foundation (GBNPF) communicates to the public about the Park through social media, our website, and email newsletters. Only 2% of Americans can see the Milky Way from where they live; White Pine County's pristine night skies are truly a unique resource and a major draw for tourism. We will undertake several social media and PR initiatives over the course of the coming year. These will include: hiring social media consultants to undertake two ad campaigns and one follower campaign, continued strategic marketing via email and website updates, hiring a search engine optimization consultant, and hiring a contractor to manage our social media. Due to our very small size, these projects will increase our ability to engage with potential visitors without exceeding our organizational capacity. We will utilize Nevada Division of Tourism funds and a portion of our annual budget to enable these projects. The overall goal of all of these projects is to shape our online presence so that we can promote Nevada's dark skies in a sustained, ongoing manner to a growing audience for years to come.	We are not promoting a one-time event, but rather an ongoing opportunity to experience the cosmos from White Pine County. An investment in our social media to promote this message will increase year-round tourism which will provide consistent support to the economies of rural Nevada towns.	Recommend Funding. Recommend White Pine to invest in strategies around the park.
Pony Express Territory	PE-24-01-007	Historical Society of Dayton Valley	\$ 5,400.00	\$0.00	\$ 20,000.00	The Historical Society of Dayton Valley (HSDV) redesigned their website, daytonnhistory.org, in December, 2020. The site has continued to grow each year. HSDV would like to perform a website refresh not only to continue this growth, but also to increase visitation by expanding the capabilities of the site and creating more pages and photographic images. This project includes adding an event calendar, additional content development, expanded web software/security updates to ensure an engaging user experience, SEO optimization, and uploading new photography. HSDV plans to establish website analytics, thus providing future metrics to measure which features attract the most user attention. By offering a more interesting website, HSDV expects to attract more visitors to the historic town of Dayton, thus increasing potential customers for local businesses and for attractions in nearby Carson City.	HSDV has been drawing visitors to the area for over 15 years. Our guests have come not only from other parts of NV, but also from other states and countries. Our main vehicle for attracting people is our website. Expanding the content and features will allow us to continue to entice visitors.	Declined. Not all projects can be funded.
Pony Express Territory	PE-24-01-008	Visit Fallon - Fallon Convention & Tourism Authority	\$ 50,000.00	\$50,000.00	\$ 900,000.00	In order to build personal connections with Visit Fallon's key audiences and share the authentic local culture and history, Visit Fallon will build a storytelling content campaign featuring the stories of four local characters. Combining compelling and emotion-driven video content with thoughtful digital storytelling, the content campaign will be aimed to connect with target travelers who share passions and interests in connection to Visit Fallon's brand pillars and the greater Fallon/Churchill County, as well as throughout the Pony Express Territory increasing the shared interests in promoting tourism throughout the entire state of Nevada. The campaign will also reimagine the consumer content experience for Visit Fallon by developing rich and engaging multimedia blogs featuring the four local characters. Content will be anchored by Visit Fallon's brand pillars and target key audience segments while also tapping into potential new demographics who are looking for trip-planning ideas. The integrated campaign will include amplification across social media channels and digital advertising channels. Goals: Increase website visitation by 18 % compared to FY 2023. Increase average session duration by 5% compared to FY 2023. Increase social media engagement by 45% compared to FY 2023. Objectives: The new content campaign is designed to perform by generating engagement on Visit Fallon's social media channels, increase traffic to the website and readership of the blog, and ultimately drive visitation to the destination for overnight stays or the desire to lengthen stay.	The content campaign is a story of unexpected experiences and the people behind those moments. It is a deep dive into the cultural fabric, history and personalities of Fallon, introducing visitors to a deeper understanding of what makes the rural communities special and a place to visit and explore.	Recommend Funding. Appreciate move to account management with deliverables rather than retainer fee.

Territory	Grant ID	Organization	Request Amount	Recommend/ Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Pony Express Territory	PE-24-01-009	White Pine County Tourism	\$ 22,150.00	\$22,150.00	\$ 1,800,000.00	White Pine County Tourism is very excited about 2 potential projects we ask Travel Nevada to partner with us on. Dark Skies are a major part of not just our destinations brand but the brand of the state as a whole. We notice there is little video footage promoting that. We have been approached by ZZZ to production and distribute a dark/night sky tourism promotional videos. Night time photography requires special equipment and skills, night sky videography is even more difficult. That is why you don't see many dark sky promotional videos. We would like to produce 3 different videos focusing on the night sky and the experiences visitors can have from Ely to Great Basin National Park. These videos will play a major role in developing our edge over other dark sky communities and give the state the assets they need to continue their work promoting dark skies to our broader market. The second potential project is a campaign conducted by the Abbi Agency. With the help of Travel Nevada grants White Pine County Tourism has produced many videos over the last 5 years. We would like to contract with Abbi Agency to edit and redistribute our video assets across social media, to influencers, and media outlets. The videos produced are still relevant and with the help of the Abbi Agency we can use that content to continue to expand our market and increase destination awareness.	WPC Tourism values it's partnership with Travel Nevada. We have executed grants successfully in the past and shown success in our campaigns. As a 3D grant recipient these proposals align with the direction that our consultants are leading us and we feel there will be major impact from these projects	Recommend Funding. Please refer to the grant guidelines for photo and video assets to ensure assets are provided to Travel Nevada for future usage.
Pony Express Territory	PE-24-01-010	White Pine Main Street Association	\$ 9,000.00	\$4,353.00	\$ 77,000.00	The White Pine County Every Door Direct Mailers to specific residential zip codes in the Las Vegas area will promote tourism and enhance the economic vitality of Nevada. There will be two EDDM mail drops in FY24 comprised of 22,000 pieces each. Previous EDDM mail drops have netted a significant increase of tourists that travel to White Pine County to participate in the specific events featured. The goal is for Las Vegas residents to stay and play in White Pine County.	The White Pine County Events EDDM mailers promoting the many events, attractions, outdoor recreation and art/culture venues available in White Pine County are a sure-bet in ROI to entice Las Vegas residents to come to stay and play. The mailers are the most cost effective means to promote tourism.	Recommend Partial funding. Please provide data on past successes, visitation from targeted zip codes, specific to mail drop targeting. Recommend a multi-step plan with follow up marketing via social or digital targeting.
Pony Express Territory	PE-24-01-011	WILD HORSE PRESERVATION LEAGUE	\$ 4,800.00	\$2,337.00	\$0.00	Funds will be used to refresh the new Wild Horse Preservation League websites WildHorsePL.org and WildHorseAdventures.net. The program includes making any needed updates, calendar entries, photo/copy revisions, monitoring the site, hosting the site on a secure server, ensuring that the system is up to speed and as secure as possible. Services also include troubleshooting database errors, keeping the site updated with the newest versions of WordPress and the latest plugins, reviewing traffic monthly, deter hacking, and make physical backups of all files. The project seeks to increase in the number of unique visitors to the site and includes the addition of new content and copy on each page, plus the addition of fresh content on new pages. WHPL's goal is to increase visitors to our state to enjoy seeing, photographing, and enjoying our mustangs! Tour businesses, lodging facilities, complimentary recreational activities, and food service businesses benefit from the FREE listings we offer them on our tourism website wildhorseadventure.net. Our wildhorsepl.org site provides more information about the history of mustangs and their contributions to Nevada's Western heritage. In the years we have operated these sites we have received numerous inquiries about how to see the wild horses, where to stay, and who can take families and photographers out for the adventure of a lifetime! 1. this project supports small businesses, especially in the rural areas 2. this project encourages travelers from every state and many other countries 3. besides ecotourism revenue, many visitors enjoy gambling! 4. lodging ecotourism visitors usually involves multi-overnight stays, since spectacular sunrise and sunset opportunities are demanded by both photographers and wildlife lovers!	The Wild Horse Preservation League tourism website has a proven track record of generating ecotourism visitors to Nevada! The quality of our areas state map and downloadable brochure would also be an asset to TravelNevada.com's places to go and things to do - only in Nevada! Wild Horses? Where else?	Recommend Partial funding. Note that tourism product should be available on noted websites if brochures are sending people to those sites for visitor information.
TOTAL PONY EXPRESS TERRITORY			\$ 480,608.00	\$255,923.00	\$3,190,782.00			

Territory	Grant ID	Organization	Request Amount	Recommend/ Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Reno-Tahoe Territory	RT-24-01-001	Reno-Tahoe Territory	\$ 168,000.00	\$168,000.00	\$ 80,000.00	Reno-Tahoe Territory's (RTT) grant request includes public relations (PR), sales and a data-informed analytics platform subscription to increase destination awareness and understanding of its visitors to and within the territory, adding value for current members as well as potential members. The PR plan will leverage the recent momentum achieved by boosting overall destination awareness of the RTT, securing regional/national stories with impactful media, and elevating solid collaborations with our DMO partners and Travel Nevada. Our aim is to effectively use the budget to oversee, execute, and track the program, as well as allocate travel FAM hard costs and/or fees for 8-12 visiting journalists, writers and/or influencers/content creators for the 12-month period with a minimum of three destinations represented in each opportunity, targeting the leisure traveler in northern Nevada's key drive and fly markets. In 2023 to date, the PR program has produced a strategic plan that has been put into action starting in February. Results have included a FAM visit in March (Teresa Bitler, freelancer and associate editor for Nonstoplife, Allegiant Magazine's inflight publication), attendance at the Travel Nevada LA media mission in March, aided in coordinating with the RSCVA on a Mexico influencer FAM and campaign, where the content creators visited all six RTT areas on their trip in April, quarterly PR Alliance meetings, a mention from Ashley Colburn, broadcast influencer talking about RTT and its American West amenities on "Good Morning San Diego", multiple deskside meetings with journalists, and several new FAMs in the pipeline for the coming months. Also included with this request is a robust sales component, to support opportunities presented by Travel Nevada, attend NTA and ABA, provide support to territory members for Go West Summit being in the territory, and other support for territory FAM opportunities. All of these elements will enable RTT to maximize their sales efforts/initiatives	The Reno-Tahoe Territory works to promote a larger area with 6 DMOs represented. The territory is able to attend shows, participate in state-run opportunities and additional marketing efforts that our individual members couldn't attend or manage on their own. We are a very collaborate territory.	Recommend Funding. Detailed and integrated plan provided in application.
Reno-Tahoe Territory	RT-24-01-002	Carson Valley Visitors Authority	\$ 51,250.00	\$51,250.00	\$ 891,250.00	The following information highlights three integrated components for our grant request and a portion of our overall strategic direction for fiscal year 2023-24. Two important steps have led to a more refined and focused plan for 2023-24. In June of 2022, we signed up for a comprehensive Zartico data reporting program. Coupled with securing a dedicated contract data analyst, we are maximizing the information we're receiving related to visitation insights, customer spending, and web traffic data. The second key step in the past 6 months has been the launch of our newly presented website - www.visitcarsonvalley.org. Our website visitation grew 12.5% YOY from 21-22 to 22-23 and we expect similar results in the coming year. Our overnight TOT collections are similarly up by over 6% year over year (and representing the highest collections of the past 5 years). The first project for which we are seeking support is within multi-media advertising. Integrated with our core branding "Legends," these efforts are foundational to our overall marketing. The plan is an integrated mix of OTT, billboard, and a highly directed list centered in web platforms (digital). Our objective is to refine and increase spending, and therefore increase website traffic. The potential partner agency has dug much deeper into all of our analytics and is presenting a more targeted effort. The emphasis is on growing travel markets, representing the potential for higher spending and longer stays (such as LA, Vegas), as well as further reach efforts in both SLC and Seattle (new to our ad plans). Our budget for ads in total will be \$166,972 (net) for the year (asking \$30k in Travel Nevada funding). To compliment our media buying, we desire to pursue 3 influencer visits during 3 separate seasons (fall, winter and spring). We will target similar geographic areas to our media campaign and combine 3 unique lifestyles in their messaging (outdoor recreation, family and history/culture).	One of the central aspects of the campaign is the call to action – to visit our website. We have completely overhauled our website. The ad message and influencer project will match the delivery through our website in all ways. The research will help us to be more strategic and well directed.	Recommend Funding. Application was easy to follow and organized.
Reno-Tahoe Territory	RT-24-01-003	Main Street Gardnerville	\$ 22,025.00	\$0.00	\$ 31,550.00	In 2021, Main Street, Gardnerville, completed a redesign of their website, MainStreetGardnerville.org, thanks to a Nevada Division on Tourism grant. The site is built on a WordPress platform and continues to perform very well. This project is aimed at expanding the capabilities and implementing new updated branding elements. With new pages and features, the site can continue to increase visitations and attract potential visitors to Main Street, Gardnerville. This project includes all management including event calendar listing updates, content development, web software updates, security updates, SEO optimization, all subscriptions (forms, calendar, and digital brochure rack), custom template (Divi) and uploading new photography. In addition to this web effort, Main Street, Gardnerville is also planning to further develop and integrate its branding and messaging across all platforms. This project includes a review of existing branding assets, making any needed updates and creative changes, and implementing them into the website. A print ad buy in Wise Buy Magazine will further promote this effort by utilizing the updated branding and driving traffic to the website.	Main Street Gardnerville events have grown in popularity and have expanded their reach beyond the local demographic. The draw to these events brings spending to the downtown and also to our surrounding communities and region. A website consistent with our mission is essential to share our mission.	Declined. Recommend other funding sources for projects that are more locally-focused.

Territory	Grant ID	Organization	Request Amount	Recommend/ Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Reno-Tahoe Territory	RT-24-01-004	Mile High Jazz Band Association, Inc.	\$ 1,800.00	\$1,800.00	\$ 32,780.00	Jazz & Beyond 2023 is an 11-day summer music festival consisting of admission-free performances at several locations in Carson City for people of all ages. 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, 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. During the pandemic, attendance was down, and these funds are intended to help us continue to build the audience to pre-pandemic levels. Jazz & Beyond will 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 past years, 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. Our 2022 audience survey showed 93% bought a meal, 50% shopped, and 57% purchased fuel for their vehicle in Carson City in connection with attending festival events.	We have produced a successful annual festival since 2004. In audiences surveys, 97% rated the quality as very good/outstanding. The festival enriches the community culturally and economically, and it has potential to expand by adding venues, inviting more music groups, and extending the schedule.	Recommend Funding.
Reno-Tahoe Territory	RT-24-01-005	Nevada Commission for the Reconstruction of the V&T Railway	\$ 38,266.00	\$0.00	\$ 1,383,600.00	V&T Railway is excited to bring back our Toast of the Canyon series for the first time since 2019. Launching with wild popularity, our series was quickly halted due to the pandemic followed by budget constraints just as the event was starting to gain traction. With 4 events scheduled in 2023 for this series, participants enjoy libations and light bites as they travel on a 45-minute trip south of Carson City's Eastgate Depot into the Carson River Canyon aboard a historic steam or diesel train in our coach or VIP cars. Docents pour wine and conductors chat history as riders see a glimpse of the route not seen every day. With our inaugural 2019 Toast of the Canyon series welcoming 688 passengers, this year's series has the capacity to welcome just over 1,000 passengers with an anticipated 48% from out-of-market audiences based on overall ridership numbers from the V&T Railway's ticketing database. Yes, you read that right. In 2022, 48% of our passengers purchased tickets at the V&T Railway with a credit card registered outside of Carson City and Washoe County – our most immediate geographic locations. While the overall mission of V&T Railway is to welcome riders of all ages in the preservation of Nevada history, the goals of our Toast of the Canyon series are two-fold – to grow the demographic of train enthusiasts while raising money to continue train operations. This series will specifically pique the interest of both Millennials and Generation Z through this interactive and experience-based attraction. If ridership goals are met, the series will net around \$5,000 for the preservation of the railway; however, programming will encourage donations to keep the train chugging along while attracting a whole new audience to the track. Our approach to this campaign is to first establish a new, current brand that speaks multi-generational yet feels fresh and relevant in honoring our past.	The V&T Railway Commission actually receives no state funding. The railway runs on a very thin and limited budget. The funds from this grant would enable us to implement this program and use it as a vehicle to raise awareness of the need for donations and funds to keep operating the railway.	Declined. Funding for event infrastructure is ineligible.
Reno-Tahoe Territory	RT-24-01-006	Travel North Tahoe Nevada	\$ 2,308.50	\$1,155.00	\$ 2,200,000.00	This project is the third revision and reprint of our #1 requested brochure "Trails of Lake Tahoe" (first introduced in 2015). This version will allow imperative content changes and improvements to keep it accurate and relevant. The Trails of Lake Tahoe brochure is one of our most popular resources shared with visitors. At our Welcome Center, we regularly need to restock Trails of Tahoe in our lobby brochure racks, outdoor pamphlet area, and front desk. Tahoe City, CA Visitor's Center and two Nevada State Parks in our region (Sand Harbor and Spooner Lake) specifically requested and now stock this brochure due to its popularity and valuable information. An invaluable and essential update would omit the name "Squaw" from the map and in descriptions of certain trails. This imperative edit is because the term "Squaw" is considered universally offensive by Indigenous groups in America and Canada as it demeans Native American women. In addition, more information will be added about the most popular of the 25 trails highlighted in response to questions asked by those intently using the pamphlet. Needed revisions to the content cannot happen without printing an update. Rural Marketing Grant funds, with Travel North Tahoe Nevada's match, would give the project enough funding to complete both the design updates and printing. Both sides of this project must happen together to make it viable. New visitors, repeat guests, and those wishing to learn more about what the area has to offer seek this asset. We regularly receive calls asking about featured trails from many desiring to learn more about the opportunities in the popular Lake Tahoe region. Those who have access to the Trails of Lake Tahoe brochure learn more about all the places that are accessible and easy to explore. Resources like this ensure repeat visitors and word of mouth advertising for our region and all it has to offer.	The Trails of Tahoe brochure has turned out to be extremely popular with guests, and, as a result, is the number one brochure requested by other agencies to stock and feature in their locations. The Trails of Lake Tahoe brochure promotes adventure in the Lake Tahoe Basin that is easily accessible.	Recommend Partial funding for re-print due to name change is necessary and within our guidelines.

Territory	Grant ID	Organization	Request Amount	Recommend/ Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Reno-Tahoe Territory	RT-24-01-007	The Comstock Foundation for History and Culture	\$ 38,600.00	\$0.00	\$ 37,000.00	Nevada Division of Tourism funds will be used to refresh the Comstock Foundation for History and Culture's website and continue its successful online marketing program. This plan consistently yields very strong results and offers a high return on investment (statistics below). The program continues to be the main marketing tool for the Foundation and offers updated information and historical content to potential visitors to the Comstock and surrounding areas (Virginia City, Silver City, Dayton, Carson City, Sutro and Reno). In 2022, the Foundation's website, comstockfoundation.org, had visitors from 126 countries and all 50 states. The demographic profiles were well balanced in both age and gender, showing that there is a wide interest in Comstock mining history. Google statistics highlights for 2022 compared to 2021 show the following increases: Users, up 49.99%; New Users, up 50.61%; Sessions, up 46.94%; and Page views, up 29.00%. The social media program augments this online effort. The networks routinely maintained include Facebook (at least 5 posts per week), Instagram, and YouTube (video channel). Ad buys on Facebook and Instagram are launched prior to the summer travel season. Facebook Post reach - 11,727, Post engagement - 3,804, New Page likes - 34, New Page Followers - 62.) (Instagram Post reach - 788, increased 242.2%). This project is aimed at continuing these strong measurable goals. This project includes all web management, 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 plan also includes website security, and off-line backups are performed on a monthly basis. Additional pages are needed, as well as restructuring existing pages, and this project includes this needed work.	By developing and executing a results-driven integrated marketing and PR program that compels consumer visitation and spending in the area and improves economic vitality. Without support, the Comstock Foundation will not be able to continue this highly successful project.	Declined. Recommend working with DMO.
Reno-Tahoe Territory	RT-24-01-008	UC Davis Tahoe Environmental Research Center	\$ 16,385.00	\$16,385.00	\$ 956,806.00	Tahoe Science Center is located in the international tourist destination of Incline Village, a short 12-minute drive from California. The Tahoe Science Center is a place where tourists and residents can learn how to protect Lake Tahoe and other lakes around the world. The Nevada Division of Tourism funds will be used to promote two high-tech exhibits at the science center: Underwater Lake Tahoe and Find Tahoe Tessie. The Underwater Lake Tahoe exhibit, funded by a federal IMLS grant, leverages new augmented reality technology to make native and non-native Lake Tahoe species come to life through a new mobile app. The exhibit features a four-wall mural that makes the viewer feel as if they are under Lake Tahoe, swimming with the lake's aquatic species. The Find Tahoe Tessie app, which also utilizes augmented reality, quizzes users on the impacts of climate change on Lake Tahoe and teaches them about environmental stewardship. These new exhibits make the Tahoe Science Center, the only science center in the basin, competitive as the technology is novice and enticing to visitors. Specifically, the funds will be used to update visual media marketing materials such as videos, brochures, vinyl banners, four Tahoe Tessie stand-up characters, distribute new materials throughout the Tahoe, Truckee, Reno, and Sacramento region, and promote the new exhibits through radio broadcasting and social media campaigns. Marketing these exhibits will further express the Tahoe Science Center's mission as these exhibits provide interactive educational activities that inspire visitors to stay curious about conservation, stewardship, and freshwater resources.	Our detailed Marketing Plan targets explorers, experience seekers, and facilitators (museum visitors). Previous marketing efforts have resulted in a 14% increase and we will draw visitors across the state line and bring in more international and neighboring state visitors to Tahoe Science Center.	Recommend Funding. Recommend seeking other funding sources in the future.
Reno-Tahoe Territory	RT-24-01-009	Virginia City Tourism Commission	\$ 70,000.00	\$20,000.00	\$ 1,669,052.00	Over the past couple of years, we have developed a more solid online presence and developed assets for digital purposes, as a result we have invested more into digital advertising and by doing so are able to make better and more informed decisions from a marketing perspective. Digital advertising has proven to be one of the strongest tools for Virginia City's Marketing for several reasons - trackability, direct connection to the attractions, ticket page and other trackable sources as well as supporting the community's investment to convert visitors. Trackable sources include website visits, clicks and impressions and conversions. Funds from the Nevada Rural Grant program allow us to increase our budget more effectively in reaching travelers on a more consistent basis and in areas that we know can bring more visitors to our state, the Reno-Tahoe region and ultimately Virginia City. As we continue to invest into these areas, our brand recognition increases and the number of visits from these markets will not only grow but develop into longer stays and have a larger economic impact over the long term. This of course also adds to increased lodging and sales tax revenues. The funds also help us reach more markets and solidify relationships with our visitors throughout the year in an effort to garner visits. Annually, we generate more than 12 million impressions across our multiple digital platforms, and we continue to see growth. The digital strategy includes paid advertising with streaming services (TV, devices, online, radio), display ads, social media ads, SEM, digital outdoor and electronic direct mail. These programs drive new and returning visitors to our website.	We measure the results in order to develop effective marketing tactics. These tactics move visitors from awareness to action. We rely on visitors to stay overnight and generate tax revenues for our community by spending money locally. This supports the region and the state. It's a good investment.	Recommend Partial funding. Quote shows full amount requested rather than half. Recommend revisiting the entire budget to reallocate towards marketing .

Territory	Grant ID	Organization	Request Amount	Recommend/ Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Recommendation Comments
Reno-Tahoe Territory	RT-24-01-010	Visit Carson City	\$ 69,222.00	\$69,222.00	\$ 1,771,954.00	Visit Carson City's (VCC) FY24 goals are rooted in bringing more awareness of Carson City nationally and internationally and attracting visitors to stay several nights in Nevada's capital. VCC's grant funding requests leverage its internal Strategic Visitor Experience Outline and Guidance to optimize its marketing funnel from awareness to conversions through the use of data analytics to track progress and inform decision making. These eight projects attract, inform, convert and engage potential visitors to stay overnight in Carson City. 1) VCC is seeking grant funding to partner with Datafy to gain platform access for one year, in addition to making a significant media buy within the platform that will generate awareness of Carson City and strategically track how those ads are driving visitors to Carson City and what they are engaging with in-market. 2) Grant funding is sought to improve the "attraction" part of the funnel, to make edits to VCC's integrated marketing campaign commercial so that it will include all four seasons attracting visitors year-round. Funding would be used to make Video edits, create a new script and voice-over with the same production company that created the beautiful commercial last year. 3-6) To drive additional awareness and overnight stay conversions, VCC seeks grant funding to participate in four Travel Nevada co-op opportunities with Priceline, Expedia, TravelSpike, and HotelBeds. 7) Additional grant funding is requested to pilot Ripe to drive non-commissioned room-night bookings in Carson City through VCC's own website, visitcarsoncity.com, so that VCC can have a trackable booking conversion from its website, benefiting lodging partners at no cost to them. 8) VCC requests grant funding for its IPW booth and single delegate book expenses to be in the Travel Nevada pavilion, bringing awareness of Carson City to in-bound tour operators. All requests are new, with the exception of the Expedia and HotelBeds co-ops and the Datafy platform partnership.	Without grant funding, the Datafy platform/media buying, and the commercial editing wouldn't be possible. Others are limited without funding. Proceeding at the levels desired wouldn't be possible. VCC hopes the attention to detail and follow-through on past grants will be taken into consideration.	Recommend Funding Appreciate the detail in the proposal and consideration of more data-informed strategies.
TOTAL RENO-TAHOE TERRITORY			\$ 477,856.50	\$327,812.00	\$ 9,053,992.00			
FY 2024 RURAL MARKETING GRANT TOTAL			\$ 2,319,207.38	\$1,500,000.00	\$ 18,658,835.99			