

Territory	Grant ID	Organization	Request Amount	Recommendation	Total Budget	Project Summary Funds Usage (verbatim from application)	Recommendation Comments
Cowboy Country Territory	CC-25-01-001	Cowboy Country Territory	\$ 167,148.00	\$ 101,122.00	0.00	Proposed projects for Cowboy Country Territory: Maintaining & Hosting Cowboy Country Website; TV Campaigns in Reno & Salt Lake City; Digital Billboards in Reno; Attending Consumer Travel Shows; Advertising on Social Media for the Speed Challenge; Facebook ads and posting. Expected results: Increase overnight stays in Northern Nevada.	Overall, reviewers felt the application lacked detail and the explanation provided was too brief. Reviewers would have liked to see more clear justification for the requested items. Our recommendations would be for admin and paid advertising, including TV campaigns for SLT, except Reno TV and billboards. Townsquare Media and Sparklight to advocate for the speed challenge event held in Battle Mountain. Travel Trade, attendance for only the ISE conference in SLT.
Cowboy Country Territory	CC-25-01-002	California Trail Heritage Alliance	\$ 14,000.00	\$ 9,000.00	\$ 67,310.00	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.	The proposal was easy to follow. Surveying to gather insights on how people heard of the organization would be invaluable in shaping a strategic plan that focuses on the most impactful channels. Our recommendation would be to fund paid advertising except for billboards.
Cowboy Country Territory	CC-25-01-003	City of Carlin	\$ 5,855.00	\$ 4,150.00	\$ 5,355.36	We plan on using \$1000 in social media advertising and \$4150 for billboard advertising.	The proposal presented some challenges in terms of clarifying and comprehensive information. Print and radio advertising were mentioned as channels; however, they only provided detailed information on social media and the use of billboards. There was no quote justification for the social media advertising. If a billboard is funded, Travel Nevada would like to see reported success on how the billboard efforts have increased visitation such as community involvement by surveys. I recommend funding for paid advertising for billboards only.
Cowboy Country Territory	CC-25-01-004	Elko Convention & Visitors Authority	\$ 100,000.00	\$ 30,350.00	\$ 951,850.00	ECVA Proactive Rebranding Project: After COVID-19, it was clear the ECVA of Elko, Nevada needed to reconnect with visitors, address new visitor and tourism dynamics. This is an opportunity to grow, innovate, tap into new customers, their new ideals of vacations, visits and tourism and reconnect with destination users.	The ECVA's application failed to provide specific details for the assets being applied for. While the project summary provides a decent foundation, more specifics are needed in the paid advertising and organizational sections. The request for branded collateral is mentioned but not elaborated on. Our recommendation is to partially fund the Standfill Consulting proposal except for the Maintenance stated within the proposal.

Cowboy Country Territory	CC-25-01-005	Nevada Outfitters & Guides Assoc	\$ 5,043.50	\$ 1,000.00	\$ 3,000.00	The proposed projects are to promote Nevada to the outdoor enthusiasts and to promote Outdoor recreation. Activities include but are not limited to hunting, fishing, trail rides, photography and anything nature and outdoors related.	The proposal presented some areas for improvement in terms of providing detailed information for the advertising portion. The reviewers would have liked more details on measuring the campaign's successes. We recommend funding for Monster Mulevs. Travel Nevada will find receiving a report on the campaign's successes valuable based on your call to action to drive visitation to your website. The information will help us determine the effectiveness of the advertising efforts.
Cowboy Country Territory	CC-25-01-006	Elko Desert Sunrise Community Fund: DBA Ruby Roubaix Gravel Fondo	\$ 25,919.20	\$ 22,680.00	\$ 5,000.00	On Saturday, June 22, 2024, our Rotary Club will host the 4th annual Ruby Roubaix Gravel Fondo cycling event. The cyclists begin and end their ride in Lamoille, Nevada. This fundraiser attracts new visitors traveling along I-80 and draws them in for a weekend visit.	The application demonstrated excellent attention to detail. Specific metrics accompanied each element presented, and benchmarks showcased a thorough understanding of the project's goals. The reviewers recommended more effective marketing methods than Billboards. We recommend funding all organizational assets and paid advertising, except for the Yesco billboard.
Cowboy Country Territory	CC-25-01-007	Cowboy Arts and Gear Museum	\$ 66,741.00	\$ 46,991.00	0.00	The Cowboy Arts and Gear Museum seeks funding for a marketing plan promoting its museum and the Annual Bit, Spur, and Rawhide Rein and Romal Contest and Auction. The plan aims to increase awareness, drive participation, and foster community engagement through digital campaigns, outreach, and website enhancement.	Travel Nevada expresses appreciation for the efforts taken to enhance the Cowboy Arts and Gear Museum's marketing channels, as per our recommendation from the previous grant cycle. The grant application was well prepared, and efforts were made within the application itself, including a marketing plan and providing specific methods that will be used for their marketing needs. We recommend funding paid advertising, except for Juice Box and Yesco billboards.
Cowboy Country Territory	CC-25-01-008	Lander County Convention & Tourism Authority	\$ 22,721.00	\$ 16,250.00	\$ 50,000.00	Through our targeted marketing efforts, we are reaching out to our targeted audiences. By showcasing the unique features, attractions, and experiences available in Lander County, we hope to attract not only event attendees but also other travelers who may be inspired to visit Lander County in the future.	The application would have benefited from providing more detailed information on their marketing channels within their paid advertising section. The reviewers would have liked to see specific metrics or justification for selecting these channels. Overall, the event promotion of Lander County's Chukar Tournament and World Human Powered Speed Challenge is a great outlook, and we hope to continue to see growth. Our recommendation is partial funding for paid advertising.
TOTAL COWBOY COUNTRY TERRITORY			\$ 407,427.70	\$ 231,543.00	\$ 1,082,515.36		

Nevada's Indian Territory	IT-25-01-001	Nevada's Indian Territory	\$ 78,888.00	\$ 61,600.00	\$ 102,875.00	The purpose of the Nevada's Indian Territory Eco-cultural Tourism (NITET) project 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 three sustainable pillars - Economic, Environmental, and Social-cultural.	Reviewers desired a clearer understanding of the project goals and objectives, so the application should emphasize the intended accomplishments. The recommendations would be as follows: Paid advertising with Charter Ad/design INC. Conferences, Powwow, and American Indian Tourism. Co-op with Herman Global, as they show significant growth potential. Organizational assets photography Little Buck Harjo.
Nevada's Indian Territory	IT-25-01-002	Reno-Sparks Indian Colony	\$ 20,000.00	\$ 20,000.00	\$ 25,000.00	Reno-Sparks Indian Colony will implement a strategic plan to increase tourism within Washoe County and bring recognition of our culturally enriched history of the Washoe, Paiute, and Shoshone Tribal Nations that celebrate and support history, arts, culture, and traditions reaching larger populations to attend multiple events hosted by RSIC.	The marketing plan provides strategic initiatives to increase tourism and amplify the promotion of various tribal events. Overall, the marketing points highlight the cultural exchange and indigenous artists. Our recommendation is to fully fund.
TOTAL NEVADA'S INDIAN TERRITORY			\$ 98,888.00	\$ 81,600.00	\$ 127,875.00		
Las Vegas Territory	LV-25-01-001	Las Vegas Territory	\$ 225,200.00	\$ 149,949.00	0.00	Promote tourism in the extended destinations surrounding Las Vegas through participation in sales missions, FAM trips, PR outreach, paid advertising with SEO optimization, website enhancement, social media campaigns, marketing collateral, meet and greet events, e-newsletter, and training to travel professionals on how to book Nevada vacations that include extended destinations.	The application effectively explains the need for paid advertising assets and a targeted approach. Reviewers recommended reducing costs by removing rack cards, passport booklets, and visitor guides, allowing marketing amplification in other areas. PR is key for consumer education. Website enhancements are justified for SEO impact. We recommend the admin, paid advertising with Happy Bird studio except for rack cards, passport book, and visitors guide. We recommend proceeding with AAMP and Compass Digital. PR Fam and PR mission for TN participation. Travel Trade partial recommendation to support RTT joint FAM, LVT transportation FAM, TN sale missions, and GO west. Recommend Co-op for Hermmann Global. A video quote of \$27,500 was not included and could not be justified.

Las Vegas Territory	LV-25-01-002	Boulder City Chamber of Commerce	\$ 96,000.00	\$ 59,200.00	\$ 100,000.00	BC Chamber seeks funding to enhance tourism initiatives in alignment with NCOT's mission. Goals include increasing overnight stays/spending, enhancing awareness of outdoor recreation, and promoting economic development. Past results include a 15% increase in footfall, 30% rise in engagement. Specific contracts focus on professional management, expanding reach, and amplifying visibility.	Our reviewers found the application well organized and appreciated the detailed breakdown of costs within the proposal itself. Reviewers found the podcast information presented to be a unique and innovative approach. We recommend funding for paid advertising except for the Boulder City Review Journal. Our recommendations for partial funding for Imagine Communication as the marketing and communications piece requires a retainer, and those are ineligible costs and the exception of the Best Dam Podcast, reviewers would have preferred to see the overall number of listeners the podcast generates rather than just the growth percentage to assess the efficiency of investment.
Las Vegas Territory	LV-25-01-003	Visit Pahrump NV	\$ 34,000.00	\$ 15,000.00	\$ 1,690,359.00	This project leverages innovative digital marketing strategies and rack card distribution to promote Pahrump as a preferred destination for adventure tourism, special events, and winery visits. Our goal is to have a positive economic impact via tourism and enhance our area's reputation as a diverse and exciting travel destination.	Our recommendation is to allocate funds toward paid advertising through Avante Interactive. The application primarily emphasizes the goal and objectives of the digital media campaign and the expected outcomes.
TOTAL LAS VEGAS TERRITORY			\$ 355,200.00	\$ 224,149.00	\$ 1,790,359.00		
Nevada Silver Trails	NS-25-01-001	Nevada Silver Trails	\$ 192,760.00	\$ 144,860.00	0.00	We will create content and market our territory using various channels and outlets to best showcase our assets, attractions, and experiences. Our content will be engaging and will entice viewers to want to "learn more", increasing the chances of taking action and traveling to and within our territory.	Nevada Silver Trails Grant application effectively justifies the need for marketing funds as they play a crucial role in promoting communities in the territory. Our reviewers enjoyed the fact that the marketing proposal focuses on online and digital strategies. We recommend outlining the target audience and focusing on campaign strategies. Reviewers saw the focus on outdoor target audiences. They expressed a desire to understand how the campaign would be executed to reach and resonate with this demographic effectively. Reviewers would have liked to see a marketing plan. We recommend funding for the admin and paid advertising except for all magazine proposals, radio, and blog to optimize and better focus resources on other channels.
Nevada Silver Trails	NS-25-01-002	Lincoln Communities Action Team, Inc.; dba Lincoln County Authority of Tourism	\$ 67,626.00	\$ 59,232.00	0.00	The Rural Marketing Grant will expand awareness, assist in visualization, data capture, and provide advertising & marketing for tourism assets and events throughout Lincoln County that would otherwise not be promoted. Through this grant, tourism, as an economic driver, will encourage greater visitation to help support our underserved communities.	Our recommendation is to fund paid advertising, Nevada Central Media, to enhance the website and implement digital advertising strategies. While the proposal may not include still images, it does highlight video content, which can be an impactful medium for showcasing the destination and its offerings.

Nevada Silver Trails	NS-25-01-003	Goldfield Main Street	\$ 10,000.00	\$ 10,000.00	\$ 1,000.00	A multi pronged marketing plan to include a brochure/map, promotional video, advertisement, and influencer partnership to reach our target markets in the Las Vegas/southern Nevada area..	Overall, Goldfield showed a willingness to embrace innovative advertising approaches and provided evidence of past successes in terms of views and community engagement. Goldfield has made a compelling case for their necessity and integration within their overall plan. Our recommendation is to fully fund.
Nevada Silver Trails	NS-25-01-004	Esmeralda County	\$ 4,000.00	\$ 2,000.00	\$ 2,000.00	Building our organization asset is the first step to promoting Esmeralda County as "The Nevada Gem".	Our recommendation is to partially fund organizational assets. Travel Nevada recommends advertising QR codes in brochures or Rack cards to drive visitation back to your organization's website and report on successes.
Nevada Silver Trails	NS-25-01-005	Beatty Chamber of Commerce	\$ 52,357.00	\$ 40,354.00	\$ 40,500.00	To attract visitors to Beatty, the adventures, history, discoveries, and excitements we offer, we will launch a coordinated, comprehensive, multi-faceted advertising campaign. Utilizing print, radio, digital/social media, travel destination marketers and internet with a call to action and/or website link targeting the traveler whose interests can be satisfied in Beatty.	The reviewers appreciate the proactive approach of incorporating QR codes to draw attention to Beatty. Our recommendation would be to consider reducing the budget allocated for brochure printing and certified folders. We recommend focusing on digital marketing, radio and magazine advertising. Along with the co-op with Sojern and Herrman Global, it will provide an opportunity for increased advertising exposure.
Nevada Silver Trails	NS-25-01-006	The Goldfield Historical Society	\$ 6,830.00	\$ 6,830.00	0.00	Our Walking Tour booklets provide a self-guided tour of our historical district along with detailed descriptions and maps and are very well received.	It would have been beneficial to have a clearer understanding of the demand for these guides by knowing the number of guides distributed annually. Recommend including a call to action to drive visitors to the website to monitor the impact of the booklets.
Nevada Silver Trails	NS-25-01-007	Tonopah Development Corporation DBA Tonopah Main Street	\$ 1,900.00	\$ 1,900.00	\$ 4,000.00	Promote Tonopah on social media as a tourism destination 365 days of the year by highlighting our murals and monuments, small businesses, historic hotels, unique events, and family-friendly activities. Additionally, we will use historic storytelling to bring visitors to our Old Cemetery and Historic Downtown.	The proposal provides a comprehensive and detailed plan for advertising, indicating that the organization has a strong understanding of the Key Metrics and effectiveness of its marketing efforts.
Nevada Silver Trails	NS-25-01-008	Town of Tonopah	\$ 19,039.00	\$ 19,039.00	\$ 65,000.00	Marketing Tonopah as a tourism destination through TravelZoo. Advertising Tonopah's yearly events and creating a 2nd edition brochure of the Old Tonopah Cemetery 1901-1911.	The application was well-prepared. The Town of Tonopah wants to improve its marketing through co-op opportunities with Travel Zoo, event advertising and updated marketing materials. The reviewers recommend adding a call to action for email signups and using QR codes. Overall, the recommendation is to fully fund.

Nevada Silver Trails	NS-25-01-009	Pioche Chamber of Commerce	\$ 50,381.00	\$ 35,250.00	\$ 300.00	Our project aims to develop immersive cultural tourism experiences across the diverse landscapes of Pioche. By showcasing local heritage and attractions, the project seeks to attract visitors, boost economic growth, and foster community engagement. Anticipated outcomes include increased visitor numbers, prolonged stays, and heightened appreciation for Pioche's unique cultural offerings.	Overall, the proposal included enough details in the paid advertising plan with detailed metrics. NV Magazine is an ineligible cost. Our recommendation is to award online marketing, photography, and Website build.
TOTAL NEVADA SILVER TRAILS			\$ 404,893.00	\$ 319,465.00	\$ 112,800.00		
Pony Express Territory	PE-25-01-001	Pony Express Territory	\$ 233,076.00	\$ 174,302.00	\$ 1.00	Pony Express Territory promotes all of Highway 50 and its communities from Dayton to Baker. Grant funds are used to attract travelers to Highway 50 and spend tourism dollars. The Pony Express Territory marketing plan adopts an integrated approach incorporating print, digital, website, social media, podcasts, and direct mail strategies.	Overall, the proposal provided both traditional and new advertising methods. We see the work the territory has put into in advocating HWY 50. The reviewer's concerns were marketing efforts could have duplicative elements in the proposal. Social Venu and social media marketing co-op with Herrmann Global raised concerns about the multiple initiatives simultaneously. The reviewers believed that the value of the direct mail campaign was not effectively demonstrated; our recommendation is to fund the Charter advertising proposal except for the direct mail campaign, Lake Tahoe Travel Guide, Reno Tahoe Visitors Guide, and Brochure marketing Campaign. Reviewers Recommend funding for the VisitWidget as a unique planning system to help boost engagement in HWY 50. We recommend proceeding with Herrman Global and Travel Missions, including the Admin.
Pony Express Territory	PE-25-01-002	Austin Chamber of Commerce	\$ 9,000.00	\$ 9,000.00	0.00	The Austin Chamber of commerce will use Geo-targeting through Townsquare Ignite's extended network to maximize our presence in market across a wide variety of sites to increase our brand awareness. This also includes performance tracking for our campaign.	The proposal initiative to conduct market research on their event is commendable and will help them better understand their target audience. Setting specific goals shows their commitment to measuring the impact of their efforts. We recommend full funding.
Pony Express Territory	PE-25-01-003	Wild Horse Preservation League	\$ 32,709.00	0.00	0.00	Funds will be used to refresh the Wild Horse Preservation League downloadable tourism brochures at WildHorseAdventures.net and WildHorsePL.org. 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 secure.	Overall, the proposal requests funding for website and brochure updates but needs more evidence on visitor engagement and website traffic. The assumption that horse visitors will also contribute to the local economy is unsupported. Travel Nevada recommends to Decline.

Pony Express Territory	PE-25-01-004	White Pine County Tourism	\$ 39,000.00	\$ 32,000.00	\$ 2,000,000.00	The grant projects applied for in this round support the results of the Destination Development Plan by combining history and recreation, telling new stories, partnering with giants to elevate our brand reputation, and then helps us get accurate data to see how well campaigns are working.	The proposal missed to included key details on paid advertising. The reviewers would have liked to see justification for Placer.ai's usage for Placer.ai such as specific metrics that will be measured using the data. It is a great start for the destination to implement and share data metrics with partners. Video initiative has a positive outlook for destination promotion. We recommend funding organizational assets, video production, and Placer a.i.
Pony Express Territory	PE-25-01-005	Visit Fallon - City of Fallon	\$ 70,000.00	\$ 60,400.00	\$ 150,000.00	Visit Fallon's integrated marketing and advertising strategies are aimed at increasing awareness of Fallon as a vibrant travel destination. By aligning with Travel Nevada's objectives, Visit Fallon's initiatives will contribute to the broader promotion of Nevada as a diverse and compelling travel destination.	The proposal for paid advertising demonstrates a high level of thoroughness and organization. Fallon has effectively collaborated with the Abbi Agency to create a comprehensive paid advertising plan. However, website maintenance is an ineligible cost and is only for Territories. Recommend funding the full amount except for the website maintenance in the proposal of \$9,600
Pony Express Territory	PE-25-01-006	White Pine Main Street	\$ 5,000.00	\$ 5,000.00	\$ 100,000.00	Work with a professional creative agency to create video content around our downtown, its attractions and events to be used for tourism promotion and business development.	The proposal suggests developing video assets that can be utilized on various channels and for multiple purposes. This approach allows for maximizing the reach and impact of the videos. The recommendation is to fully fund them.
Pony Express Territory	PE-25-01-007	Fallon Festival Association, Inc.	\$ 40,100.00	\$ 10,000.00	\$ 27,000.00	Fallon Cantaloupe Festival marketing expansion and economic impact assessment for continued growth.	The reviewers agreed the application has a great strategy in using an economic impact analysis to better understand their marketing efforts. This has the potential to better structure their marketing efforts for future funding. Our recommendation is to allocate funding to the University Center of Economic Impact.
Pony Express Territory	PE-25-01-008	Great Basin National Park Foundation	\$ 26,132.00	\$ 11,132.00	\$ 281,605.00	We will increase tourism to White Pine County and Great Basin National Park through marketing the area's unique natural resources. Additionally, we will create a new Strategic Plan to help us grow a bold identity to support our mission, the Park, and tourism to the WPC area.	The application had great intentions regarding their goals and how they planned to measure their successes. The reviewers recommend narrowing down what their specific requests are. Parts of the application were just filled out, and no additional funding was requested from Travel Nevada. Recommendation for Organizational assets for marketing material and graphic design consultant. Unable to justify quote for the Strategic Plan Consultant only their scope of work. The reviewers would have liked to see the pricing breakdown of what would have been implemented.
TOTAL PONY EXPRESS TERRITORY			\$ 455,017.00	\$ 301,834.00	\$ 2,558,606.00		

Reno-Tahoe Territory	RT-25-01-001	Reno-Tahoe Territory (RTT)	\$ 163,500.00	\$ 163,500.00	0.00	Reno-Tahoe Territory's grant request encompasses public relations, sales, data platform subscription and the continued fulfillment of our new strategic plan. All of this is to increase destination awareness and understanding of our visitors in the territory.	The application is well executed and outlines the territory's needs and initiatives effectively. The PR aspect of the application included measurable metrics to evaluate its success. The reviewers agreed that utilizing PR channels is needed for the territories as it helps consumers relate to the advertising campaign and media outlets. We commend the collaboration between the Territories in doing a Mega Fam and hope to see the initiatives with all territories. Our recommendation is to award full funds.
Reno-Tahoe Territory	RT-25-01-002	CITY OF CARSON CITY	\$ 5,000.00	\$ 5,000.00	0.00	Promotion of the 2nd Annual Carson City Murals & Music Festival, featuring vibrant murals and live music, promises to captivate tourists and foster community engagement. Attendees witness artists at work, mural tours, artist talks, and more. This is expected to boost tourism in Nevada, stimulating	The project's paid advertising selection is well thought out, using digital channels for targeted tracking. Collaboration efforts with partners show a proactive initiative to leverage resources and maximize impact. We recommend the full award amount.
Reno-Tahoe Territory	RT-25-01-003	NV Commission for the Reconstruction of the V&T Railway	\$ 19,375.00	\$ 13,375.00	\$ 50,000.00	The project aims to redesign, using an open-source project, the V&T Railway website, a historical railroad and train ride adventure. Goals include modernizing the site, for a better visitor experience, enhancing content, and collaborating with the communities involved. The expected impact includes increased tourism and preservation of railway heritage.	The project's goal is to build a website to attract potential visitors. This website can serve as a strong foundation for future marketing endeavors. We recommend funding the website except for web maintenance, which is stated in the proposal.
Reno-Tahoe Territory	RT-25-01-004	Virginia City Tourism Commission	\$ 68,590.00	\$ 50,500.00	\$ 641,000.00	Develop, promote, educate and sustain public awareness of the architectural diversity, artistic nature and cultural influence of Virginia City, Nevada. A chance for the public to "get a little out there" in art and architecture, this project will enhance the historical touristic strengths of Virginia City.	The application needed to include details in the paid advertising section. The project Narrative section provided more information. The reviewers would have liked to see more details on the scope of paid advertising. The reviewers recommend expanding their target markets versus only targeting a specific age range. We recommend funding the website, video, and half funding for DMA.
Reno-Tahoe Territory	RT-25-01-005	Brewery Arts Center	\$ 5,000.00	\$ 2,500.00	\$ 7,500.00	Mark Twain Days invites visitors far and wide to celebrate the literary arts against the stunning high desert backdrop of Carson City and Virginia City. The festival highlights notable institutions across the region through collaborative events including free days at all local museums, a bowtie ball, and V&T's Twain Train.	The proposal for paid advertising demonstrates the organization's collaborative approach. The reviewers would have liked to see a stronger call to action and a more informative strategic marketing plan. The media plan will help with digital advertising, allowing a high reach of potential visitors. Travel Nevada looks forward to the anticipated results in the event's growth. Our recommendation is to fund paid advertising partially.

Reno-Tahoe Territory	RT-25-01-006	Carson Valley Visitors Authority	\$ 58,655.00	\$ 58,655.00	\$ 561,161.00	Our grant application for FY 2024-2025 comprises four components, derived from thorough data research and analysis. By implementing a comprehensive yet focused marketing strategy, augmented by ongoing investments in influencer engagement, fresh content creation, and staff training, we aim to amplify our visibility and attract more visitors.	The proposal presented is commendable for its thoroughness and organization. The reasoning and justification behind each aspect of the application are clearly demonstrated. While there could have been more measurable data provided for paid media and a stronger call to action, overall, the proposal is well executed. We recommend fully funding it.
Reno-Tahoe Territory	RT-25-01-007	Visit Carson City	\$ 43,607.00	\$ 43,607.00	\$ 290,000.00	Visit Carson City's six projects aim to drive overnight stays utilizing three co-op opportunities, to promote Carson City to tour operators at IPW, create new evergreen media/marketing assets to share with partners, and continue its data analytics platform partnership with Datafy to make data informed marketing and event sponsorship decisions.	The proposal presented a straightforward, goal-oriented project. It is evident that these co-ops have yielded positive results, and the organization is seeking to expand on them. Organizational assets such as video and photography have a long-lasting impact and effectively showcase the destination. Travel Trade for IPW for VCC was able to justify their appointments and present their economic impact calculations. Datafy has been a valuable partner for VCC. Our Recommendation amount would be to fully fund.
TOTAL RENO-TAHOE TERRITORY			\$ 363,727.00	\$ 337,137.00	\$ 1,549,661.00		
Statewide	SW-25-01-001	OM NAMO	\$ 28,554.00	\$ 4,272.00	\$ 80,000.00	The Buckaroo Traditions Gathering event in Winnemucca celebrates Nevada's Buckaroo heritage. Moving Forward Together Powwow event in Fallon honors Native American culture. By promoting and showcasing these diverse traditions in different regions, we will attract visitors, promote cultural exchange, and boost tourism, fostering economic growth and community cohesion statewide.	The application excelled in using multiple marketing channels. Its goals were actionable and showed an understanding of its target market. Travel Nevada recommends funding paid advertising for Western Horseman Magazine, Ranch World Ad, Meta, and TikTok. With the exception of billboards and Rack Cards. We recommend prioritizing digital advertising as it offers greater potential for reaching and engaging your targeted audience.
TOTAL STATEWIDE			\$ 28,554.00	\$ 4,272.00	\$ 80,000.00		
FY 2025 RURAL MARKETING GRANT TOTAL			\$ 2,113,706.70	\$ 1,500,000.00	\$ 7,301,816.36		