

FY2026 RURAL MARKETING GRANT PROGRAM RECOMMENDATIONS

TOTAL NUMBER OF REQUEST:

50

TOTAL NUMBER OF AWARD RECOMMENDATIONS:

45

TOTAL AMOUNT REQUESTED:

\$3,103,426

TOTAL AMOUNT AWARDED:

\$1,500,000

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Territory	Grant ID	Organization	Total Request Amount from Rural Marketing Grants	Travel Nevada Recommend Award Amount	Total Budget	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Comments
Cowboy Country Territory	CC-26-01-001	Nevada Cowboy Country Territory	\$94,944	\$86,571	\$0	These projects will enhance tourism in rural Nevada's Cowboy Territory by implementing targeted digital marketing, leveraging social media and authentic storytelling through Shrpa, and engaging directly with potential visitors at trade shows. A new user-friendly website along with strategic partnerships will drive increased awareness and visitation to our fifteen communities, ultimately boosting their economic impact. Success will be measured through website analytics, social media engagement, and lead generation.	1 - Sparklight (paid advertising) 2-Sparklight (website design & hosting) 3-Strategic Plan 4-Shrpa 5-Herrman Global 6- International Sportsman Expo SLC 7-TrueWest Magazine 8-Promotional Materials 9-American Bus Association Conference	The funds to be used to pay the day to day expenses of the territory, travel, office supplies, domain. (admin).The funds to be used to continue work with Sparklight. For the Territories website development and paid advertising. Leveraging Shrpa's AI and Herrman Global. Promotional Materials. Including ABA conference participation. Reviewers agreed to decline funding for TrueWest Magazine and Sportman Expo attendance, for the magazine recommendations are to see more advertising to audience such as families, millennials, Gen Z interest based markets, like history, arts and culture. For the expo these only target only a small demopgraphic and seem to only focus on Elko and Northeastern Nevada region.
Cowboy Country Territory	CC-26-01-002	Elko Desert Sunrise Community Fund: DBA Ruby Roubaix Gravel Fondo	\$54,800	\$33,870	\$5,000	Grant funding will support promotion of the Ruby Roubaix Gravel Fondo, a premier cycling event in Lamoille, Nevada. Your review committee may choose from two distinct proposals: (1) a national media campaign with Outside Inc. to boost tourism and economic impact through immersive storytelling, or (2) a targeted digital ad campaign by Stanfill Consulting; Both proposals aligned with Travel Nevada's branding, to drive year-round tourism exposure and elevate the event's profile using high-impact visual assets.	Outside Pkg (Outside Tier 2 + Creative Design Proposal by Jessica Soparlo) Stanfill Consulting Pkg	The funds to be used for Stanfill Consulting. It will aim to increase athlete registrations through a comprehensive digital marketing strategy. Through Meta and google,engaging storytelling via social media and local businesses collaboration. The Outside Pkg was a worthy project, however to due financial limitations led to unable to fund project.
Cowboy Country Territory	CC-26-01-003	California Trail Heritage Alliance	\$30,000	\$20,000	\$40,000	Building on previous accomplishments, the California Trail Heritage Alliance plans on a combined effort using the internet, social media, and highway billboards to inform and entice visitors to stop and visit the California Trail Interpretative Center in Elko, and California Trail related historical sites throughout Nevada and Cowboy Country. Since pandemic-related shortfalls, visitation anecdotally to events at the Center have grown 3-4 fold, in part due to Heritage Alliance advertising efforts.	1) Highway Billboards 2) Social Media	The funds to be used for Highway Billboards that have potential to influence travelers to visit the facility. They did a great job in surveying and collecting quantifiable visitor data to track billboard impact. Unfortunately, unable to fund Social Media. Our recommendation to continue to use social to expand, include more details and targeting socials(what markets/areas are your focus).

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Cowboy Country Territory	CC-26-01-004	Ruby Mountain Hot Air Inc.	\$11,850	\$1,000	\$10,000	Ruby Mountain Hot Air Inc. is looking to bring in pilots and attendees from other states to grow our Festival not only for flights and education, but we are in talks with Elko Visitors and Convention Authority to add events to the town with a Hot Air Balloon theme.	Get website up and running.  Add pictures and videos to attract more visitors to Elko Ruby Mountain Balloon Festival meaning pilots crews , our public as well as all those who share the love of ballooning .	The funds to be used for Photography Assets to develop a robust library to use in marketing for the long term. Our recommendation is to seek funding from Travel Nevada on our Event Sponsorship Program to assist in building up event.
Cowboy Country Territory	CC-26-01-005	Rides & Rods	\$20,000	\$2,000	\$5,000	Rides and Rods Elko Classic Car Show is a three-day, family-friendly event showcasing classic and custom vehicles. Attractions include a Poker Run, burnout contest, live music, contests, food trucks, and local vendors. With 377 vehicles in 2024, the show continues to grow, drawing visitors to Elko from across the region. Proceeds support youth sports, suicide prevention, and cancer assistance. We aim to expand marketing efforts to attract more attendees and boost local tourism.	1. Paid Advertising Our top priority is increasing visibility and attendance through paid social media campaigns, regional radio ads, and printed flyers/posters. These tools are essential for reaching a broader audience, especially outside Elko. 2. Travel Trade Attending in-state and out-of-state car shows is a key part of our grassroots outreach. Meeting vehicle owners and enthusiasts face-to-face allows us to personally invite them and build long-term participation in our event. 3. Organizational Assets Capturing new photo and video content (including drone footage) will help us promote the event both this year and into the future, while reinforcing the quality and professionalism of our brand. 4. Public Relations Hosting media at the event and distributing press releases will increase our visibility in state-wide and regional tourism outlets. While important, this works best once we've strengthened our core advertising and outreach tools. This year's efforts carry extra meaning as it's the first show I'm organizing without my husband and co-founder, Jeff Remington. Every piece of this project honors his memory and continues the legacy we built together for our community that we both love.	This project funds to be used for Photography, to develop photo content throughout the event that can be utilize for advertising, website content and social media promotion. Our recommendation is to seek additional funding from Travel Nevada on our Event Sponsorship Program to assist in building up event.
Cowboy Country Territory	CC-26-01-006	Cowboy Arts & Gear Museum	\$115,600	\$17,500	\$16,671	With support from Travel Nevada, the Cowboy Arts & Gear Museum plans to produce an in-depth video series profiling the region's most notable gear makers and authentic characters—shaped by Nevada's vibrant Western history—and examining their impact on cowboy and ranching culture. Each episode is uniquely positioned to introduce urban audiences to authentic Western storytelling and generate scalable growth of out of state visitors across rural communities surrounding the museum and greater region of Elko, Nevada.	1. Video Docu-Series Project 2. Paid Advertising 3. PR - social media campaigns	The funds to be used for all Paid Advertising and PR social media campaigns. This project aims to enhance visibility for the museum's events and programming through targeted print and digital advertising in regional and national publications. Their social media strategy will support the launch of 2025 Made for the Ride challenge engaging cowboy community and potential visitors. Unfortunately, with funding constraints we are unable to fund the Video Docu Series, which was highly recommended. We hope to see this project for future funding.

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Cowboy Country Territory	CC-26-01-007	Friends of Black Rock - High Rock	\$6,500	\$5,000	\$0	General Promotion and Conference assistance for FY 2026	Fly Ranch Nature Walks Event Promotion Wild & Scenic Film Festival Tabling at Events Rural Roundup assistance (we can take this in any form, does not need to be cash. Rooms, for example would help)	The project funds to be used for Event advertising for FY26, Public Awareness to have a PR firm assist in promoting Fly Ranch Nature Walks along with assistance in Attending Rural Roundup Conference to better develop their marketing and receive proper training.
Cowboy Country Territory	CC-26-01-008	Elko Convention & Visitors Authority	\$79,069	\$43,185	\$627,000	This project will boost Nevada tourism through enhanced digital engagement. We'll create compelling marketing videos and photos, an interactive visitor passport, and live streaming content. These tools will showcase Nevada's attractions, driving increased visitor interest and engagement, ultimately leading to higher tourism revenue.	1- Trespasser, 2- Spectrum 3-Bandwango, 4-Shrpa	The funds to be used for Tresspasser Productions, that will include photography, cinematography, that will capture ghost towns, trails,Ruby Valley, and landscapes. Overall the proposal was a strong candidate and prioritize their top request due to limited funding resources.
<b>TOTAL COWBOY COUNTRY</b>			<b>\$412,763</b>	<b>\$209,126</b>	<b>\$703,671</b>			
Nevada Indian Territory	IT-26-01-001	Nevada's Indian Territory	\$98,700	\$90,181	\$61,600	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 opportunities. NIT measures success through three sustainable pillars - Economic, Environmental, and Social-cultural.	1. NIT Administrative Grant 2. Charter Advertising/Design, Inc. 3. VisitWidget 4. Powwow Marketing grant 5. American Indigenous Tourism Conference Choctaw, Mississippi 6. Herrmann Global Tourism Insights & Marketing 7. Pyramid Lake Museum Interpretive Signs 8. Pyramid Lake Museum Murals 9. IPW International Trade Show Orlando, Florida 10. Moving Forward Powwow Fallon, Nevada 11. American Bus Association Trade show 12. Reno Tahoe International Art/Trade show 13. Rural Round-up	The funds to be used to pay the day to day expenses of the territory, travel, office supplies, domain, equipment. (admin). Funds to be used to launch the Explore Native Nevada navigation app, marketing campaign that utilizes paid social media influencers, showcasing Nevada's tribal cultural events with supporting Fallon Tribe with marketing for the Moving forward cultural event. With paid content development, website management and digital experience. Funds will be used for Conference attendance to American Indigenous Tourism conference, Rural Roundup, IPW, ABA, (but with reduced funding for participation for only two attendenees). Declined funding for Reno Tahoe Art/Trade show, as it didnt meet criteria for tourism related initiative. Declined Cultural interpretive signate and murals as it is out of scope with the guidlines due to infrastructure .

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Nevada Indian Territory	IT-26-01-002	Reno-Sparks Indian Colony	\$60,000	\$45,000	\$30,000	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 or sponsored by RSIC.	1) Online (Targeted Digital and Display) 2) Billboard (2 Digital Boards + Static) 3) Social Media Advertising 4) YouTube Ads / Pre-Roll Video 5) TV Advertising (30 sec commercials to include streaming) 6) Radio Advertising (30 sec) 7) Print 8) Bus Lines Sponsorship - Transit Services to Historical Sites Pyramid Lake 9) Bus Lines Sponsorship - Transit Services to Historical Sites Lake Tahoe 10) Sponsorship of 25th Annual NATHPO Conference	Overall a strong proposal. Funds to be used to reach two primary audience, Native Americans and Non Natives interested in the Native culture through a comprehensive marketing strategy that includes targeted digital ads, billboards, social media, YouTube, videos, local tv, radio spots and print. Utilizing geo-fencing the project aims to drive attendance to events like the Numaga Indian Days Powwow and collect data on conversions. The project focuses on promoting cultural event attracting local and international audience to enhance engagement and participation. Only Declined funding for Sponsorship as it is an ineligible cost in the guidelines.
TOTAL NEVADA INDIAN TERRITORY			\$158,700	\$135,181	\$91,600			
Las Vegas Territory	LV-26-01-001	Las Vegas Territory	\$464,287	\$146,305	\$0	Promote tourism in the extended destinations surrounding Las Vegas through active participation in sales missions, FAM trips, PR Outreach, paid advertising projects, website enhancement, social media campaigns, marketing collateral, membership growth campaigns, e-newsletters, and increased visibility of the destination through co-op opportunities with other professional travel sources.	Travel Trade, FAMS & PR Missions Organizational Assets - Website Expansion + Refresh + Aggressive (or less aggressive) Itinerary Creation Content for Website Expansion + Refresh Paid Advertising Social media + Sign up & Itinerary ads Organizational Assets E-Newsletters PR Influencer initiatives and Media Outreach & Visits + Content assist Paid Advertising Mobile billboards Co-op Herrmann's Travel Co-op Co-opTravel Zoo - Story Social Media NextStar Organizational Assets - Important if name change is FY26 is required Collateral for trade shows + Promo items Strategic Plan Conferences	The funds will be used to pay the day to day expenses of the territory, travel, office supplies, domain, equipment. (admin). Funds to be used for Co-op opportunities with Travelzoo and Herrmann Global. Encourage sign-ups for newsletters and promote adventure itineraries. Enhance visibility and storytelling. Enhance itinerary and travel inspiration through blog content by collaborating with compass digital to produce engaging articles that spotlight members and destinations. Newsletters will deploy to target consumers, sales promotion and driving engagement. Funds for Go West Fam participation, reduced cost for ABA FAM, Sales missions participation to only reflect one domestic and two international. PR missions reduce to one in state and one out of state participation. Reduced funds to reflect one person to attend Spotlight NV

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Las Vegas Territory	LV-26-01-002	Laughlin Tourism Commission	\$180,000	\$25,000	\$0	The Laughlin Tourism Commission and Laughlin Chamber will launch an integrated campaign pairing Talisman Magic's expert content creation, website development, and influencer storytelling with LocalIQ's data-driven digital distribution and branded content. This approach will elevate Laughlin's online presence, attract diverse regional visitors, and increase overnight stays through compelling, authentic experiences. Robust analytics will track performance, delivering immediate impact and sustained growth for Laughlin's tourism economy in alignment with Travel Nevada's rural destination marketing priorities.	1. Build Sustainable Digital Infrastructure 2. Drive Measurable Visitor Growth 3. Promote Laughlin's Affordable and Unique Rural Identity 4. Empower Local Businesses and Partners 5. Enhance Regional and National Visibility (Expand Laughlin's reach across Southwest and national audiences by leveraging milestone celebrations like the Route 66 Centennial, USA 250th Birthday and Davis Dam's 75th Anniversary.)	The funds to be used for 1 of the 4 organization assests to create a visually immersive website, that drives booking, enhances SEO, and elevates branding. Elements like an extensive regional event calendar, interactive adventure planning, booking intergrations and an AI travel concierge. Unfortunately we had to decline social media marketing, video prduction, social media ad, SEO, and travel blogging/content marketing due to financial constrains. However, a well done and though out propasal. Recommendation to apply for America 250 grant through Travel Nevada. And RMG next year.
Las Vegas Territory	LV-26-01-003	Boulder City Chamber of Commerce	\$46,800	\$46,800	\$50,000	The Boulder City Chamber of Commerce seeks \$93,600 to promote Boulder City's outdoor adventure, tourism, and small businesses. This includes: \$20,000 to wrap two tour buses with bold "Vegas' Backyard" branding, \$43,000 to upgrade our visitor-facing website, and \$30,000 for expanded podcast production and influencer engagement. These components work together to increase overnight visitation, promote economic development, and elevate Boulder City's visibility statewide and beyond.	Website Upgrade – The website is the hub for all digital traffic; an optimized user experience is foundational to tourism growth. Podcast Expansion – Amplifies reach, promotes local businesses, and integrates seamlessly with all other marketing efforts. Tour Bus Wraps – High visibility and cost-effective awareness, though more passive than digital components.	The project funds to be used to enhance Chamber's outreach and engagment through monthly podcast production and distribution, while promoting content across social media. The Chamber will have a complete rebuild of their website and focus on SEO, tourism features, and itinerary builder and event calendars. The wrap on the buses would promote initiative to enage audiences.
TOTAL LAS VEGAS TERRITORY			\$691,087	\$218,105	\$50,000			

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Nevada Silver Trails	NS-26-01-001	Nevada Silver Trails	\$183,615	\$127,527	\$0	We will create and update content to market our territory using various marketing projects such as print, digital, social media, website, blog, Google Display, etc. to best showcase our over 20 communities, 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 generating sales, gas, and room tax revenue.	1. admin, 2. website maintenance & partner emails, 3. social media, 4. tourism e-newsletter, 5. travel to conferences, 6. travel to trade shows/missions, 7. ad design, 8. google display & search engine, 9. Desert Companion & American Road, 10. YouTube, 11. collateral updates, 12. radio, 13. blog	The funds to be used to pay the day to day expenses of the territory, travel, office supplies, domains, zoom, equipment. (admin). The funds will be used enhance online engagement and visibility through daily management of social meida accounts, consistent posting and ad creation, alongside producing two blogs each month. It also focuses on maintaining the website with updated content. Targeted advertising efforts on google and youtube along with quarterly e-newsletters to subscribers. Conference attendance for ABA, Go West. Attendance to participate for only one in-state media mission and one out of state. Reduced costs to reflect two attendee participation for Govcon, Rural Roundup. Declined brochures, both magazines, and radio. NST has a great digital presense and we felt the focus should be to continue to build that up.
Nevada Silver Trails	NS-26-01-002	Esmeralda County	\$2,000	\$2,000	\$0	Esmerald County's FY26 project goals are continuing to update organizational assets and Conferences that allow for education, and professional development in tourism. Focusing on these will allow continued networking and tourism development while working on creating a continuing budget for marketing.	1.Conferences 2.One Pager 3.Event Flags 4.rack cards 5.brochures	The project aims to create a newly designed brochures and rack cards that showcase local self-guided amenities. Event flags to inform visitors about ongoing events and a one-pager to be developed to highlight county assets for businesses and assistance in Conference attendance for Rural Roundup and Govcon. Full funding recommended.
Nevada Silver Trails	NS-26-01-003	Goldfield Main Street	\$15,211	\$3,000	\$800	Goldfield Main Street will use seven different marketing activities to reach multiple target markets to better promote Goldfield. These include a updated brochure, promotional items, video shorts, influencers, and a photo opportunity at the famous Car Forest. By using this diverse mix, we hope to make the best of our very limited budget on reaching our various target markets.	1. Brochure Update and Printing 2. Social Media Ads 3. Influencers 4. Video Production (12 shorts) 5. Promotional Items 6. Rural Roundup Conference 7. Car Forest Photo Op	The funds to be used for brochure update and printing only. Overall the strategy and detail in the proposal was impressive. Due financial limitations we are unable to fund additional projects.



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Nevada Silver Trails	NS-26-01-004	Goldwell Open Air Museum	\$5,000	\$5,000	\$600	Tourism is a cornerstone of Beatty, Nevada and the surrounding rural economy. Goldwell Open Air Museum proposes to install highly visible roadside signs to improve way-finding, increase visitor traffic, and boost engagement with the museum, which it currently lacks. This way-finding project will enhance visibility to drive tourism, increase donations for preservation efforts, and support the local rural economy by drawing more visitors to the region.	1. Wayfinding sign production and schedule installation of signs 2. Install QR codes at the museum for surveyed data collection 3. Collect the data from in person and digital surveys 3a. Prepare a schedule of information that will be displayed in the museum entrance display case 4. Track changes in visitation and individual donations 5. Communicate with Beatty Chamber of Commerce and Town Advisory Board with outcome and data changes 6. Continue to market Goldwell Open Air Museum in a clear and concise manner easing the confusion of who we are and why we exist in the Amargosa desert 7. Document the installation and share on website/social media promoting of all those who helped with the project 8. Schedule a reveal of the signs and dedicate them to our support system	The project funds to be used to enhance visitor interaction at the museum by updating their signage featuring the Goldwell logo and message center sign. QR codes will be placed around the museum to facilitate visitor engagement through surveys and informational materials. Full funding recommended.
Nevada Silver Trails	NS-26-01-005	Town of Pahrump (Visit Pahrump)	\$35,000	\$3,000	\$205,000	This campaign will revamp VisitPahrump’s digital identity with a complete website overhaul and enhanced marketing efforts. The redesign will improve accessibility, user experience, and engagement while leveraging social media, SEM, and updated visuals. By modernizing the brand, the initiative aims to increase tourism and boost the local economy. Funding is needed for web development, marketing, and outreach to ensure a strategic and impactful redesign..	1. Website Redesign 2. Content Library - Creative Assets 3. Paid Digital Campaign - Google 4. Paid Digital Campaign - Social 5. Certified Folder Display	Funds to be used to develop High Quality photography and videography and create a content library to be able to use for future marketing. Respectfully, we had to decline all other request due to financial constraints in funding.
Nevada Silver Trails	NS-26-01-006	Beatty Chamber of Commerce	\$38,510	\$17,200	\$46,314	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.	1. Social Media & Digital Presence 2. Radio 3. Print 4. Brochure 5. SWAG Distributuion	The funds is to be used for American Road Magazine, Meta advertising, ER creative, scenic395 and certified folder display that leverage raido advertising, digital ads. Promoting with brochures. Using targeting platforms like facebook and instagram. Respectfully, all other materials were declined, due to limited funding.
Nevada Silver Trails	NS-26-01-007	Lincoln Communities Action Team, Inc.	\$108,474	\$69,471	\$0	Our project goal aims to enhance visibility to rural tourism assets and events, especially unknown hidden gems through authentic stories, and creating adventures to extend visitor stays with evidence-based marketing strategies. By working collaboratively with partners, and offering training on social media marketing skills, this initiative seeks to boost tourism, collect impact data, foster vital economic growth for underserved communities, and expand destination development through targeted promotion and strategic outreach.	1. Paid advertising – Print & Digital Keep message fresh from last grant 2. Paid advertising – Social Media Expand efforts in a working platform 3. PR – Blogs & Newsletters Create STORY to enrich above mktg, keep communities informed 4. Organizational – Billboard Refresh Won’t really last another year and is looking bad 5. Organizational – Vehicle Signage Needed to promote Adventure Outpost (support 3D investment) 6. PR – Earned Media Potential for larger audience with bigger publications 7. PR – Paid Influencer Professional travel tour w/quality imagery and story 8. Organizational – Promotional New brand materials to create ambassadors, provide income stream 9. Conferences – Social Media Marketing TrainingValuable partner training for tourism support & growth	The funds to be used for event promotion through paid print and digital ads, social media posts and the creation of bi-weekly blog contend and monthly newsletters. Funds to be used to transform the adventure outpost van and cargo trailer into mobile message centers and replace billboard. Great application, well throughout marketing strategy, unfortunately due to funding constraints not all projects could be funded.

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Nevada Silver Trails	NS-26-01-008	Town of Tonopah	\$96,571	\$22,744	\$89,000	Exciting things are happening in Tonopah! As part of a two-year tourism strategy, we're launching a vibrant campaign highlighting outdoor adventures, paranormal intrigue, historic charm, and rural experiences. Efforts include refreshed photography, influencer partnerships, social media, radio, Google Ads, and print outreach. We're also reintroducing a dedicated tourism coordinator to lead promotions and attend key events. These initiatives will boost visibility, extend visitor stays, and reestablish Tonopah as a destination in Nevada's rural tourism scene.	-Travel (our budget for travel for FY 26 is \$3,000) -PR: Paid Influencers -Organizational Assets-Photography -Paid Advertising -Rock & Bottle Show advertising -Paid Advertising-Social Media Posts to Promote Outdoor Activities -Paid Advertising-Social Media Posts to Promote Spooky Tonopah -Paid Advertising-Social Media Posts to Promote Rock & Bottle Show -Paid Advertising-Targeted Google Ads -Paid Advertising-Social Media Posts to Promote Jim Butler Days -Paid Advertising-Social Media Posts to Promote Nevada State Mining Championships -Paid Advertising-Radio Posts to Promote Outdoor Campaign, Spooky Tonopah, Jim Butler Days, Rock & Bottle Show -Organizational Assets-Mining Park Brochures	The funds to be used to boost tourism in Tonopah by utilizing paid ads on Meta and TikTok to promote outdoor activities.Targeteted google ads in the Las Vegas and Reno Markets. Conference attendance for Rural Roundup, ABA, and Go West only
Nevada Silver Trails	NS-26-01-009	Tonopah Development Corporation DBA Tonopah Main Street	\$6,258	\$4,401	\$4,000	Promote Tonopah as a tourism destination year-round by highlighting our murals and monuments, small businesses, our historic downtown, unique events, quirky attractions, and family-friendly activities. We will use social media, interactive maps, and targeted print ads to promote our Town is those areas from which travelers are most likely to visit. Additionally, we will use historic storytelling to bring visitors to our Old Cemetery and Historic Downtown.	1. Social Media Marketing 2. Interactive Maps 3. Pahrump Valley Times 4. Tonopah Times Bonanza	The funds to be used for Social media ads for monthly and event ads through Facebook and instagram. Interactive Maps for website and events, Pahrump Valley times to have a quarter page ads. Decliend Tonopah Times Bonanza as initiatives above will better reflect visitor engagment.
Nevada Silver Trails	NS-26-01-010	Pioche Chamber of Commerce	\$41,150	\$17,050	\$500	The Pioche Chamber of Commerce is launching a strategic marketing initiative designed to increase visitation to Pioche and enhance rural tourism in Nevada. This project will showcase the town's historic character, scenic landscapes, and local charm through high-quality visual storytelling and targeted digital outreach.	1. Influencer Marketing - Public Relati0ns 2. Digital Marketing - Online Ads - Paid Advertising 3. Photography - Organizational Assets 4. Social Media Management - Organizational Assets 5. North Sign - Organizational Assets 6. Aerial Photography - Organizational Assets 7. Printed Brochures - Organizational Assets	The funds to be used for Paid ad on social media channels for events, content creator to manage social media channels,New signage to direct traffic to Pioche. Along with printed brochures to feature local amenities.
<b>TOTAL NEVADA SILVER TRAILS</b>			<b>\$531,789</b>	\$271,393	<b>\$346,214</b>			
Pony Express Territory	PE-26-01-001	Pony Express Territory	\$213,745	\$125,800	\$220,000	This project implements a comprehensive marketing program for Pony Express Territory, aligned with its Strategic Plan, to boost tourism in rural Nevada. Through a mix of digital advertising, social media, public relations, video, photography, and print distribution, it targets key markets in Northern California and Western Utah. The campaign promotes PET as an adventure destination, highlights its rich history, and supports local events—ultimately driving increased visitation, community engagement, and economic impact across all participating communities.	1) Website 2) Digital Advertising Campaign 3) Visual Assets: Photography & Video 4) PR Fam Tour 5) American Road Campaign 6) SocialVenu Video Program 7) Social Media Campaign 8) Contract & Consulting 9) Brochure Printing 10) Print Advertising 11) E-newsletter 12) Social Media Ads 13) Administrative Funding	The funds to be used to pay the day to day expenses of the territory, travel, office supplies, domains, zoom, equipment. (admin). Funds to be used for digital advertising by monthly digital ad buys and banner ads that complement print ad, while targeting specific market segments using geofencing. Including Photography and Video. Rebranding of the website to incorporate an interactive map. Conference participation for Trade shows.

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Pony Express Territory	PE-26-01-002	Fallon Festival Association, INC	\$19,378	\$17,300	\$30,038	Fallon Cantaloupe Festival marketing expansion and economic impact assessment for continued growth.	1. Video and Photography assets 2. Conference allowance 3. Economic Impact and Trend Study	The funds to be used for Video and Photography to build assets and continue with the Economic Impact and Trend study for the Festival. Conference allowance declined due to limited funding available.
Pony Express Territory	PE-26-01-003	Austin Chamber of Commerce	\$29,868	\$6,500	\$0	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 Austin Chamber of Commerce will also use updated billboards to boost our events and tourism by directing our billboards to our website.	1.Targeted Geofencing for Austin Wine Walk and Gridley Days Rodeo 2.Billboards (Highway 376) update and create for Austin and Kingston to promote tourism and local events.	Funds to go towards Targeted Geofencing for the Austin Wine Walk and Gridely Days. Declined billboards due to finical constraints to fund all projects.
Pony Express Territory	PE-26-01-004	Churchill Arts Council	\$40,000	\$20,370	\$15,000	The Churchill Arts Council will launch a strategic marketing initiative to promote cultural tourism at the Oats Park Art Center in Fallon. The project includes paid advertising across print, digital, and social media; the development of a new website and multimedia assets; and strategic planning with PD Consulting. These efforts will enhance visibility, increase attendance, and strengthen the organization's long-term impact, aligning with Travel Nevada's goal of supporting rural tourism through the arts.	1. Paid Advertising 2. Organization assets 3. Market Research/Strategic Planning 4. Conferences	The funds to go towards Strategic Planning consulting to focus aid in developoment and implementation for Churchill Arts Council Marketing plan.
Pony Express Territory	PE-26-01-005	Visit Fallon	\$72,350	\$44,750	\$180,000	Visit Fallon will expand its Enter the Oasis campaign through immersive content generation including new storyteller videos, influencer activations and blog itineraries. This initiative positions Fallon as a rural destination offering unique experiences targeting regional road-trippers from Reno, Lake Tahoe, Sacramento, San Francisco, Las Vegas and Utah. The project aims to boost year-round visitation, mid-week stays and local spending demonstrating the campaign's longevity and impact on Nevada tourism.	1.) Paid Media 2.) Video Production 3.) Influencer Relations (Paid Influencers)	The project funds to go towards Paid Media. To include raising awarness of Fallon's cultural and outdoor experiences. To target social media and video ads, retargeting efforts and QR code displays in hotels. With budget constraints video production and influencer relations were declined.
Pony Express Territory	PE-26-01-006	Great Basin National Park Foundation	\$20,975	\$14,975	\$3,000	The Great Basin National Park Foundation supports the park by funding staff, programs, and exhibits, especially critical during current budget and staffing shortfalls. To boost sustainable tourism and economic impact, GBNPF is launching a campaign to promote off-peak visitation, increase visibility, and encourage investment. Efforts include expanding media assets, digital marketing, and a Nevada Day initiative, with a goal of increasing shoulder season tourism by 5% and supporting long-term park and community health.	NPR advertising graphic design photo library	The project funds to go towards professional photography of Great Basin National Park to create a comprehensive library of digital assets for long-term marketing use. Along with graphic design services to be utlitized to enhance promotional materials for the park and tourism events.
Pony Express Territory	PE-26-01-007	Cowboy Fast Draw Association, Non-Profit Organization	\$15,000	\$3,374	\$7,500	Fastest Gun Alive - World Championship of Cowboy Fast Draw is an event we have held in Fallon, NV since we moved it from Deadwood, SD in 2008. It is the World Championship of our entire sport and has attracted between 200 & 300 contestants from the USA Coast to Coast, Europe, and Canada. Our event has been featured on the History Channel and has been covered several times by the Outdoor Channel.	1. Production of the 30 -45 Minute Show. We feel that this will have a further reaching benefit in promoting our event and the Northern Nevada rural area for hosting events. 2. Ads in Reno Media Market.	Partial funding available for TV and Radio ads. Our recommendation is to work on understanding the specifics of your audience to further target them in the future with social media ads. We also recommend to apply for the Event Sponsorship program through Travel Nevada.

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Pony Express Territory	PE-26-01-008	White Pine Main Street	\$10,000	\$10,000	\$60,000	White Pine Main Street will contract with the Abbi Agency to develop a new visitor experience in the downtown and market it to address the need for more activities during the shoulder season.	We are applying for one project. We really hope it gets funded.	Project funds to go towards a collaboration with Abbi Agency to launch a campaign to include digital passport or trail map that encourage exploration of historic sites and local offerings and to stimulate travel and community engagement during low occupancy months.
Pony Express Territory	PE-26-01-009	White Pine County Tourism and Recreation	\$20,000	\$16,000	\$120,000	We are requesting money to continue our contract with Placer.ai visitor data software. We have used this heavily to assess usage data for all attractions in the county. The second project will be to contract with the Abbi Agency to create an online visitor quiz to identify traveler personas and create custom itineraries based off of interest, Finally, we are wanting to update the antiquated museum marketing material to reflect new attractions, events, and offerings.	1. Visitor Persona Quiz 2. Placer.ai 3. Museum/ History Brochure	The funds to go towards the promotion of a new online quiz to create custom itineraries along with the continued succes of Placer.ai Data software.
Pony Express Territory	PE-26-01-010	Eureka Restoration Enterprise	\$5,136	\$3,086	\$6,000	To help with promoting and marketing the annual Art Wine & Music Fest to be held September 20, 2025 in historic Eureka, Nevada.	Marketing Design - 1st Social Media advertising - 2nd Print Advertisement - 3rd Radio Advertisement - 4th Photography - 5th	Project funds to go towards paid advertising in a Travel and Entertainment guide in Everything Elko. Logo design and digital assets along with social media marketing and radio advertising.
Pony Express Territory	PE-26-01-011	Fernley ACES	\$60,000	\$33,000	\$25,000	The music, Murals, and Margaritas Festival boosts tourism by showcasing Fernley's unique blend of live music, public art, and local flavor. Visitors are drawn to the vibrant downtown scene, lasting mural installations, and lively atmosphere. The festival enhances Fernley's reputation as a cultural destination, encouraging out-of-town guests to explore, stay, and return throughout the year.	1. Deliver a High-Quality, Free Community Event Top priority is to provide a free, high-quality, and memorable experience for residents and visitors. This fulfills our mission of community celebration, accessibility for all, and strong local pride. 2. Boost Tourism and Economic Impact for Fernley Bring new visitors into Fernley, helping drive spending at local businesses, hotels, restaurants, and shops. Strengthen Fernley's image as a vibrant rural destination worth exploring. 3. Showcase and Support Local Artists, Musicians, and Nonprofits Feature diverse musicians and muralists to enrich cultural offerings and highlight local talent. Through the Margarita Contest, directly support local nonprofits by returning earnings from votes to them. 4. Maximize Media Exposure and Brand Awareness Use PR, paid media, and earned media to get regional and statewide visibility. Strengthen Fernley's association with arts, culture, and unique rural experiences in alignment with Travel Nevada's goals. 5. Build Long-Term Community Engagement Beyond the Festival Keep the community connected after the event through social media, email newsletters, and future event opportunities. Establish Fernley as a recurring cultural destination. 6. Deliver Measurable Marketing Success (Analytics and Reporting) Track all advertising efforts — social, digital, SEO, print, radio, TV — to measure ROI and growth.	The funds to go towards to utilize paid advertising across TV, social media, SEO, streaming and radio to promote festival. A professional content creator will produce engaging social meida videos for platforms like YouTube, TikTok, Instagram, and Facebook to enahce their digital presence and online engagement. Media ad will run 6 months before the festival.
TOTAL PONY EXPRESS TERRITORY			\$506,452	\$295,155	\$666,538			

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Reno-Tahoe Territory	RT-26-01-001	Reno-Tahoe Territory	\$234,000	\$156,422	\$0	Reno-Tahoe Territory's FY 2026 grant request is a continued effort in our strategic plan that includes public relations, sales, and a website re-design. All of this will be done to increase awareness and visitation to the territory.	1. Public Relations (PR Management Communications Plan Implementation) 2. Sales Mission Support (1. Domestic and 2. International) 3. PR/Media FAM Trips 4. ABA Sponsorship/Support 5. Pre/Post FAM Go West Summit 6. Website Update 7. Trade Shows/Conferences Attendance (1. ABA, 2. Go West Summit, 3. NTA) 8. Mega FAM - Partnering with Las Vegas Territory and Travel Nevada RTT believes all proposed projects for this year are impactful; however, if funding reductions become necessary, RTT has identified specific projects within each category that could be scaled back. If possible, RTT would prefer to avoid eliminating entire categories of work. Further details can be provided during the TAC meeting.	The funds will be used to pay the day to day expenses of the territory, travel, office supplies, domains, equipment. (admin). Fund to go towards to implment adventure day for ABA, Go West Pre FAM, PR media missions reduce to only two out of state and one in state participation. KPS3 contracts, Sales Missions to include Mexico, Canada, and one Domestic, Participation for Spotlight NV, ABA and Go West.
Reno-Tahoe Territory	RT-26-01-002	Western Nevada College Foundation	\$10,000	\$0	\$0	Western Nevada College's Jack C. Davis Observatory offers unforgettable stargazing experiences powered by state-of-the-art telescopes and expert-led programming. These captivating events draw astronomy lovers from across the region, making it a unique destination for educational tourism, family adventure, and celestial discovery—right here under Nevada's dark, dazzling skies. WNC Foundation seeks funding to spread the word about this unique opportunity in northwestern Nevada.	1. Social media advertising 2. Search engine advertising 3. Direct email campaign	We must respectfully decline this project. Without a clear understanding of your target audience, we are unable to effectively tailor your advertising strategy. Our recommendation is to consider a focus on familes or individuals who are outdoor enthusiast.
Reno-Tahoe Territory	RT-26-01-003	The Fowl Life Productions	\$30,000	\$0	\$100,000	Through TV episodes, podcasts, and digital media, The Fowl Life showcases Nevada's landscapes, wildlife, and outdoor communities, promoting the state as a premier destination for sportsmen and women. Our content drives travel, supports local economies, and fosters appreciation for Nevada's natural resources and rural culture. By sharing authentic stories from the field, we invite visitors to experience the wild side of Nevada while supporting conservation and sustainable tourism efforts.	1. Highlight Nevada's Rural Landscapes and Public Land Access 2. Drive Measurable Tourism to Nevada Through National Exposure 3. Create Timeless Content with Long-Term Tourism Value 4. Elevate Local Voices and Businesses 5. Maximize Reach with Targeted Paid Advertising 6. Offer High-Level Promotional Value Beyond Traditional Models	Application did not pass the first round of completeness checks, Organization is for profit and not eligible as stated in the Rural Marketing Grant Guidelines.
Reno-Tahoe Territory	RT-26-01-004	Brewery Arts Center	\$12,000	\$5,000	\$0	Brewery Arts Center has identified a large number of regular commuters from the Bishop/Mammoth Lakes area who make day trips for costco supply runs but don't stay the night or take time to explore the many cultural offerings of Carson City. If they were aware of the multiple free city wide events produced by Brewery Arts Center they would be inclined to turn a day into a weekend and add room nights to their trip.	1. Levitt AMP Carson City Music Series 2. Murals & Music Festival 3. Cinco De Mayo	The project funds to go towards Levitt AMP Paid For Advertising to promote through social media channels. Our recommendation is to work close with The City of Carson City and Visit Carson and continue to leverage with them for additional promotion.
Reno-Tahoe Territory	RT-26-01-005	Virginia City Tourism Commission	\$73,000	\$20,000	\$766,500	Develop, promote, educate and sustain public awareness of the cultural and historical experiences found in Virginia City, Nevada. A chance for the public to "get a little out there" and learn about mining conditions, ore processing, religious influences, significant social events, and historical landmarks that are available to experience on the slopes of Mt Davidson. This project will bring a greater awareness to the experiences and touristic strengths of Virginia City.	1. Printed Attraction Guide 2. Website pages support of Attraction Guide with QR Code connection 3. San Jose DMA exposure through outdoor media for Virginia City attractions 4. San Jose, Sacramento and San Francisco market social and OOH media exposure.	The funds to go towards a detailed fold-out brochure that includes a map highlighting the location of attractions and features business and attractions that will include a QR code to drive visitors back to their website pages. Due financial limitations led to unable to fund all projects.

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Reno-Tahoe Territory	RT-26-01-006	Travel North Tahoe Nevada	\$30,000	\$15,000	\$450,000	Travel North Tahoe Nevada would like to take advantage of the Datafy Co-op program through Travel Nevada. As current Datafy subscribers, we value the data provided to help validate visitor analytics. The plan we subscribe to does not include attribution. With the Travel Nevada co-op program level, we would have the opportunity to add attribution tracking for digital advertising to show the impact of visitors being exposed to ads and spending in the destination.	Datafy Co-op	Project funds to go towards Datafy Co-Op. Funds requested the full amount of project. Travel Nevada will only be able to assist in half. Our recommendation to discuss reimbursement process with Industry Development Specialist.
Reno-Tahoe Territory	RT-26-01-007	NV Commission for the Reconstruction of the V&T Railway	\$8,863	\$8,863	\$60,000	The project aims to redesign the V&T Railway website, a historical railroad and train ride adventure. Its goals are to modernize the website for an improved visitor experience, enrich content to showcase the railway's cultural significance, and foster collaboration with local communities. By boosting tourism and strengthening community engagement, the project aims to preserve and celebrate the V&T Railway's heritage, ensuring its historical importance is honored and shared with future generations.	Website content creation and population	The funds to go towards implementing the website content creation for the V&T Railway
Reno-Tahoe Territory	RT-26-01-008	Carson Valley Visitors Authority	\$110,237	\$77,023	\$580,495	The FY 2025-26 Travel Nevada Rural Marketing Grant application outlines key initiatives to boost tourism in Carson Valley, including expanding digital advertising, leveraging user-generated content, and enhancing travel trade engagement. Other efforts focus on activity-based content, professional development, and co-op marketing opportunities with Expedia and Datafy. Additionally, Carson Valley plans to partner with Bandwango to offer engaging visitor experiences and rebrand its mobile visitor center.	Visit Carson Valley, as a small Destination Marketing Organization (DMO), is deeply mindful of the responsibility that comes with requesting funds through this grant. Our top priority is the investment in analytics, attribution, and advertising—specifically through Datafy and our out-of-market media campaign with CCMedia. These tools are foundational to our core function as a DMO and are essential to our ability to make data-driven marketing decisions that enhance visibility and drive visitation. (Priority 1, 2 & 3) Following that, we place importance on partnerships with Bandwango and Crowdriff (Priority 4 & 5). Both platforms offer long-term value and are key components of what we see as an evolving and sustainable business model for Visit Carson Valley. We would next prioritize the cooperative marketing opportunity with Expedia (Featured Tier) (Priority 6), which not only supports our local lodging partners but also has the potential to increase revenue to our organization through the Transient Occupancy Tax. Concurrently, the development of organizational assets through First Track Productions (Priority 7) remains important to our continued growth on social media platforms. Given our small team of three, the integration of Mindtrip AI (Priority 8) represents a major opportunity. It would allow us to better serve visitors with timely, personalized information while enabling them to build itineraries and book reservations directly through our website. We value being forward-thinking in our approach, and knowing that Travel Nevada may also be exploring a partnership with Mindtrip AI reinforces our confidence in this tool. As we continue to shift away from expensive, attribution-free print advertising, we would next prioritize the foodie influencer	The project funds to go towards Datafy Co-op including Advertising w/Datafy to measure the effectiveness of digital media ads in the Las Vegas and Seattle markets. Photo/Video Assets w/First Track productions for promotional use and social media. Replacing the graphic wrap on the VCV trailer. Out of Market Media Ad Campaign w/CC Media. Participation for ABA, Spotlight NV, Domestic Sale mission, Rural Roundup, Govcon, and participation for One West Alliance- Education Summit only.
Reno-Tahoe Territory	RT-26-01-009	Friends of Dangberg Home Ranch	\$1,705	\$1,705	\$150	This application requests funding to assist with the re-design of the website for Dangberg Home Ranch Historic Park, which Friends of Dangberg operates in cooperation with Douglas County. The re-design will improve functionality and provide better information for potential visitors, including enhanced visual appeal that makes a stronger connection to the park's appeal to visitors interested in heritage tourism.	1. Website design services.	Funds to go towards website design services.

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Reno-Tahoe Territory	RT-26-01-010	UC Davis Tahoe Environmental Research Center	\$23,390	\$10,850	\$5,000	Funds would be used to market our new Aquatic Invasive Species (AIS) Prevention exhibit at the UC Davis Tahoe Science Center. This exhibit has two goals: first, to teach visitors about the negative impacts AIS currently have on Lake Tahoe, and second, to teach visitors how to avoid transporting new AIS into the lake. This will support tourism by helping ensure Lake Tahoe remains beautiful even with 15 million visitors to the area annually.	Our top priority is the CAP Radio campaign. We know that advertising on CAP radio is reaching our target audience and has increased visitor numbers in past years. Our second priority is the advertising at the Reno-Tahoe airport. This is our chance to make the most geographically diverse audience aware of the Tahoe Science Center and the importance of our new AIS exhibit. Our third priority is the ad buy in Moonshine Ink to reach residents of Truckee and the California side of Lake Tahoe. Our fourth priority is advertising in the visitor guides that are distributed to businesses and visitor centers around the lake. Last is leasing a space to put a poster at the Catamount condos in Northstar Ski Resort, California.	Funds to go towards production of 4 vinyl ads and rental ads for 6 month advertising in Reno-Tahoe Airport as an exposure to potential visitors, researchers and collaborators.
Reno-Tahoe Territory	RT-26-01-011	Visit Carson City	\$67,000	\$37,250	\$330,000	Visit Carson City (VCC) seeks to participate in Travel Nevada’s FY26 co-op marketing programs with Expedia, Future Partners, Datafy, and TripScout to boost overnight visitation and elevate brand visibility. By leveraging data-driven advertising, conversion tracking, and high-intent travel platforms, this campaign will target qualified audiences, showcase Carson City as a vibrant destination, and drive measurable economic impact through increased lodging, trip planning, and visitor engagement.	All proposed co-op programs offer significant value to VCC, with the following ranked by relative importance to current goals, the highest priorities are listed first: - Datafy Advanced Analytics Package - Datafy Advertising Buy - Future Partners Website User & Conversion Study - Expedia 2026 Spring Campaign - TripScout Creator Investment Opportunity	The funds to go towards Datafy Co-op along with Datafy Advertising Buy.
Reno-Tahoe Territory	RT-26-01-012	Northern Nevada Bluegrass Association	\$2,545	\$0	\$8,000	The 39th Annual Bowers Bluegrass Festival in Washoe Valley, NV. will be held on Aug. 22-24, 2025. It's a 3-day music festival, and we have seen significant post-Covid growth. Last year's attendance exceeded 2,000 people. Previous years' attendance figures have been between 800 - 1500. We seek to expand our audience in 2025, and have already begun a national marketing campaign with ads in Festival Guides and Bluegrass Music Publications.	2 month radio ad run on KUNR 1 month radio ad run on KVMR	Our recommendation for the event is to seek out funding for the Event Sponsorship program. Event is Reno heavy to be eligible to promote overnight stays. We respectfully decline.
Reno-Tahoe Territory	RT-26-01-013	Mile High Jazz Band Association, Inc.	\$2,000	\$0	\$6,000	Our project, Jazz & Beyond 2025, is a 10-day summer music festival consisting of about 30 admission-free performances at several locations in Carson City for people of all ages. It attracts residents and tourists to experience Carson City's and northern Nevada's developing reputation an arts and culture community. The grant request is to market the festival, especially outside the local area, to expand the audience and bring overnight visitors to Carson City.	1. Enrich the cultural life of our community for residents and visitors. 2. Present a 10-day music festival that showcases Carson City as an arts hub. 3. Provide performance opportunities for outstanding local and regional musicians. 4. Entertain and educate the community about jazz and other music genres.	Our recommendation is to continue to leverage your support with Visit Carson City and the City of Carson for continued promotion and advrtsment. With budget constraints not all projects can be funded.
Reno-Tahoe Territory	RT-26-01-014	Nevada Museum of Art	\$153,353	\$0	\$201,596	The Nevada Museum of Art proposes a multi-faceted marketing and communications strategy to spark excitement, curiosity, and wonder about Nevada by pushing tourism to sites in rural counties, which in turn, encourage visitors to engage with exhibitions, artworks and installations on view at the Museum. Through a unique cross-promotional approach, the Museum will utilize print and digital assets to engage two distinct target audiences: K-12 students and adults 20-65.	1. Increase Museum visitation as a result of paid advertising campaigns 2. Increase knowledge of the Museum as a resource of intellectual, cultural and place-based knowledge 3. Increase attendance in the School Tours program to 8,000 through additional students from rural counties	The proposal was well thoughtout program. We respectfully decline the project as it appears to focus more local education initiatives rather than tourism-related activities. Our recommendation is to continue to seek out funding to our Nevada Museums and Arts Council.
TOTAL RENO-TAHOE TERRITORY			\$758,093	\$332,113	\$2,507,741			

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Statewide	SWT-26-01-001	OM NAMO	\$41,150	\$38,927	\$7,000	Om Namo’s events focus on sharing history, sustainable ways of life, eco-tourism, and land stewardship. Buckaroo Traditions Gathering (BTG) in Winnemucca celebrates Nevada's Buckaroo heritage, while Moving Forward Together Cultural Gathering (MFT) in Fallon honors Native American culture. These events foster cultural exchange and promote tourism, bringing together diverse communities to preserve heritage. With targeted marketing efforts, we anticipate a substantial increase in attendance and economic impact, contributing to local tourism and community engagement statewide.	Paid Advertising (BTG YouTube Livestream) Paid Advertising (Billboard) Organization Assets (Podcast Materials) Paid Advertising (Social Media, Digital & Print Ads) Market Research/Stragegles Paid Advertising (Radio) Organization Assets (Event Signage) Organization Assets (Website) Organization Assets (Booklets) Conferences	The funds to go towards all Paid Ad Social Media campaign, regional radio campaign ads in KVLV, Reno Media Group. Digital print ads in Western Horseman, Western Life Today, winnemucca publishing, Print Campaign, Website and Youtube. Along with Organizational assests with the exception of Podcast Materials and partial funding for Conference attendance.
Statewide	SWT-26-01-002	Nevada Outfitters & Guides Association	\$3,392	\$0	\$6,000	The proposed projects are to promote Nevada to the outdoor enthusiast through contact with members of Nevada Outfitters & Guides Association Activities include but are not limited to hunting, fishing, trail rides, photography and anything nature and outdoors related.	#1--Travel/Trade Show #2-Advertising	We respectfully decline the project. The program continues to seek same advertng efforts Nevada Hunt Magazine and Website on Monster Muleys. Our recommendation is to explore additional marketing channels or efforts that would enhance overall impact.
TOTAL STATEWIDE REPRESENTATIVE			\$44,542	\$38,927	\$13,000			
FY 2026 RURAL MARKETING GRANT TOTAL			\$3,103,426	\$1,500,000	\$4,378,764			