

Territory	Grant ID	Organization	Total Request Amount from	Total Matching	Travel Nevada Recommended Award	Project Overview (verbatim from application)	Funds Usage (verbatim from application)	Comments
Cowboy Country Territory	CC-27-01-001	Nevada Cowboy Country Territory	\$70,320	\$0	\$64,320	This comprehensive marketing initiative for Nevada Cowboy Country integrates high-impact international campaigns with authentic storytelling. Partnering with Brand USA's "America the Beautiful" and Herrmann Global's "Visit USA Parks," the project targets high-value travelers. Content creation through Shrpa provides 100+ media assets and mobile-friendly itineraries, while Sparklight digital services and ongoing website maintenance ensure a seamless user experience. Together, these elements drive measurable travel intent and overnight stays.	<ol style="list-style-type: none"> 1. Sparklight 2. Shrpa 3. Brand USA 4. Herrmann Global 	The reviewers recommend funding: Sparklight, Brand USA and SHRPA. The proposal focuses on Facebook and Instagram digital ads. The reviewers recommend looking at showcasing Cowboy Country Territory's unique offerings through diverse advertising strategies, such as a influencer partnership and participating in Travel Nevada Trade and media missions to enhance additional visibility, in FY28.
Cowboy Country Territory	CC-27-01-002	Om Namu	\$180,107	\$21,861	\$26,160	The Buckaroo Traditions Gathering is the premier Big Loop roping and buckaroo heritage event in the United States, celebrating Nevada's living buckaroo traditions through ranch horse competitions, storytelling, and community gatherings in Winnemucca. This project will expand tourism marketing and launch the Buckaroo Stories documentary and podcast series, preserving oral storytelling traditions while promoting Nevada's growing agritourism landscape through experiences that connect visitors to ranching, agriculture, and the working landscapes of the Great Basin.	Paid Advertising - Livestream WEC Paid Advertising - Billboards Paid Advertising - Western Horseman Market Research/Strategies - McFarland Productions Paid Advertising Social Media Paid Advertising - Range Magazine Paid Advertising - Winnemucca Publishing Paid Advertising- Ranch World Ads Paid Advertising - Working Ranch Magazine Paid Advertising- Spotify Paid Advertising - Fallon Media Group Organization Assets - Branded Video/Photo Ads - Sporting Chef Productions Organization Assets - Event Signage Public Relations - Cultured Cowgirl Public Relations - Influencer- Nick Dowers	The reviewers recommend funding: social media and magazine ads to effectively evaluate their impact before expanding efforts further. The proposal was highly detailed, yet the reviewers expressed concerns regarding the non-functioning website link and the ambitious \$120,000 marketing push aimed at attracting 650 attendees. There is uncertainty about the ability to draw new participants from outside the existing community, especially given the limited staff available for execution.
Cowboy Country Territory	CC-27-01-003	Pershing County Marzen House Museum	\$25,000	\$25,000	\$15,000	The Pershing County Marzen House Museum seeks FY27 Rural Marketing Grant support to promote the museum through commercials, billboards, brochures, and digital advertising that highlight its historic significance and well-known ghost tours. The project will increase awareness of the museum as a unique rural Nevada attraction, expand visitation from regional and out-of-area travelers, and encourage more visitors to stop in Lovelock for heritage, culture, and memorable tourism experiences.	Commercial production and placement Billboard advertising Digital/social media advertising Brochure design and printing	The reviewers recommend funding: billboard design and placement, Facebook/Instagram, digital display ad and brochure design and printing. This proposal offers a compelling marketing strategy, however the reviewers question the effectiveness of using a TV commercial for reaching road trippers and young people as online advertising may be a more targeted option. Refining their target audience could future enhance its impact.

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Cowboy Country Territory	CC-27-01-004	Humboldt Museum	\$20,187	\$20,187	\$4,360	Through strategic communication upgrades across multiple channels, this project will increase museum visibility and strengthen local and visitor engagement. Funding will support the development of a new website, installation of highway, building, and local signage and expand visual assets through film equipment and production. Together, these improvements will improve wayfinding, promote programs and events, foster community connection, encourage patronage in downtown Winnemucca, and allow Humboldt Museum to share northern Nevada's historical narratives more effectively.	<ol style="list-style-type: none"> 1. New Website Design 2. Videography 3. Audio Visual Equipment 4. Art Mural Plaques 5. Highway Signage 	The recommendation for this proposal is to allocate funding for website development and Highway signage. Prioritizing a new website design and highway signage will be beneficial, as it will ensure that the website effectively attracts visitors while preserving the appeal of the in-person experience. Funding for the plaques fell outside of the grant parameters.
Cowboy Country Territory	CC-27-01-005	Elko Convention & Visitors Authority	\$25,000	\$25,000	\$25,000	This project will revitalize Elko's tourism through a strategic, multi-channel marketing approach. By leveraging Expedia's booking data and Spectrum Reach's targeted streaming ads in Reno, we will capture regional domestic travelers. Internationally, partnering with Visit the USA will expand our global reach. This campaign promotes Elko's premier outdoor recreation and Western heritage, driving overnight stays and stimulating local economic growth by positioning the city as a must-visit destination.	<ol style="list-style-type: none"> 1. Spectrum 2. Expedia 3. Brand USA: America the Beautiful 	The reviewers recommend fully funding all Co-op proposals, as each provides a detailed overview with a clear focus on effectively tracking and reaching the target audience. The proposal outlines three co-op opportunities: Spectrum, Expedia, and Brand USA.
Cowboy Country Territory	CC-27-01-006	Winnemucca Convention & Visitors Authority	\$34,825	\$34,825	\$26,000	This project supports rural tourism growth through strategic marketing and digital improvements. The first project is a targeted billboard campaign along key travel corridors to increase awareness of Winnemucca and encourage travels to stop and visit. The second project is the development of a new Ranch Hand Rodeo website that will enhance user experience, streamline event logistics and serve as a marketing platform to attract visitors and increase overnight stays.	<ol style="list-style-type: none"> 1. Billboard Campaign 2. New Ranch Hand Rodeo Website 	The reviewers recommend funding the billboards. The proposal for billboard ads was stronger in terms of location. There were concerns regarding why the existing Ranch Hand Rodeo website cannot be improved instead of creating a new one. The reviewers suggest prioritizing updates to the existing website and reducing the number of billboards in the future. It was noted future applications would be strengthened with more details on target audience, project potential to drive visitation and increase overnight stays.

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Cowboy Country Territory	CC-27-01-007	Cowboy Arts and Gear Museum	\$23,785	\$11,893	\$7,385	The Cowboy Arts and Gear Museum will position Elko as the premier cowboy town through its Master Craftsman Workshops, Made for the Ride Challenge, and the 2027 Gear Show. Using targeted magazine advertising, social media campaigns, email marketing, professional photography, and organic strategy CAGM will attract visitors seeking authentic Western heritage experiences and hands-on skill development. This comprehensive marketing campaign will drive extended multi-day visitor stays and economic impact while preserving cowboy arts and craftsmanship.	PRIORITY 1: GEAR SHOW MARKETING (January 2027) PRIORITY 2: MASTER CRAFTSMAN WORKSHOPS (Jul 2026 - Jun 2027) PRIORITY 3: MADE FOR THE RIDE CHALLENGE (Fall 2026)	The grant proposal offers a promising opportunity for CAGM, but the reviewers recommend focusing on a streamlined ad for magazine ads and workshop promotions. Reviewers suggest a clearer strategy for social media campaigns and more details on the events and their impact.
Cowboy Country Territory	CC-27-01-008	California Trail Heritage Alliance	\$28,500	\$28,500	\$0	The CTHA will market and assist the California Trail Interpretive Center in offering an interactive experience that immerses visitors in the unforgettable histories of those who endured a 2,000 mile trek. CHTA will combine a comprehensive intercept marketing campaign, creating awareness, consideration, conversion and retention tactics. Focusing on reaching travelers while they are already on the road, removing friction, and clearly communicating that this is an easy, worthwhile stop that adds meaning to their journey.	#1: DOOH #2: Social Display (Geofenced Banners) #3: Social Media (Paid + Organic #4: Google Ads (Search + RGD) #5 I-80 Billboards	Declined, No project timeline/workplan uploaded. Budget template was uploaded 3 times within the application.
Cowboy Country Territory	CC-27-01-009	Ruby Mountain Hot Air Inc.	\$10,000	\$0	\$0	The Ruby Mountain Balloon Festival proudly celebrates its 25th anniversary this year, a milestone for one of Elko's most beloved community events. In partnership with the Elko Chamber of Commerce, the festival continues to promote tourism, local business, and community pride. This year we have teamed up with Skyfair to help elevate the event for pilots and spectators. Organizers are also working with the Elko Veterans Corps to bring back the meaningful POW/MIA balloon tribute.	1. **Expand Pilot Participation and Event Experience:** Increase participation from hot air balloon pilots to grow the overall scale of the festival and attract additional attendees. For the 25th anniversary, the goal is to host at least 25 balloon pilots, creating a larger and more engaging event while enhancing the overall visitor experience through expanded activities and promotional items. 2. **Strengthen and Expand Community Partnerships:** Continue collaboration with key community partners, including the Elko Chamber of Commerce and the Elko Veterans Corps, while developing a growing partnership with Skyfair. The festival will also maintain and support	Declined, applicant did not submit a letter of support from the Territory Chair by the close of the application.
TOTAL COWBOY COUNTRY TERRITORY			\$417,724	\$167,266	\$168,225			
Frontier Territory	FT-27-01-001	Frontier Territory	\$174,760	\$0	\$174,760	We will develop and continuously update strategic content to promote our territory through diverse marketing initiatives, including print, digital, social media, website, blog, and Google Display campaigns. These efforts will highlight our more than 20 communities, along with their assets, attractions, and experiences. Engaging and compelling storytelling will encourage audiences to learn more, inspiring travel to and within the region and ultimately driving economic impact through increased sales, fuel, and room tax revenue.	1. website updates & additions, partner e-communication 2. social media 3. tourism newsletter 4. travel to missions 5. updating brochures & one-pager 6. ad updates 7. google display & search engine 8. Trade show contract 9. blog 10. Desert Companion & American Road 11. YouTube 12. radio	The reviewers recommend fully funding the proposed projects. The proposal did a great job of explaining how the Frontier Territory helps all the cities in the region through their marketing initiatives and is reflected in their letters of support.

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Frontier Territory	FT-27-01-002	Goldfield Main Street	\$9,400	\$2,600	\$5,400	Our 2027 project will include updating and reprinting our Goldfield brochure, online social media marketing, and swag. We are awaiting our 3D plan and will have a better more precise marketing plan for 2028.	<ul style="list-style-type: none"> 1. Brochure Reprint 2. Social Media Advertising 3a. Kneck Gators (for promoting Goldfield to Off Roding Target Audience 3b. Bottle Openers 3c. Nail Files 	The reviewers recommend funding: the brochure reprint and swag. The grant proposal did not include sufficient detail, particularly regarding the effectiveness of social media ads and the distribution plan for brochures. To strengthen the proposal, it would benefit from a clearer focus on the target audience, as well as suggestions for alternative advertising's methods, such as billboards or local radio.
Frontier Territory	FT-27-01-003	Pioche Chamber of Commerce	\$44,100	\$1,000	\$35,000	Building on the strong success we've seen promoting Pioche through social media, the Chamber plans to expand these efforts through a coordinated digital marketing strategy. This project will utilize paid content creators, professional photography and videography, and dedicated social media management to showcase Pioche's unique history, events, and outdoor experiences. With growing interest in small-town travel, this initiative will position Pioche to capture increased tourism and bring new visitors to the community.	<ul style="list-style-type: none"> Social Media Manager Photography/Videography Paid Content Creation Paid Advertising 	The reviewers recommend funding: a social media manager, photography, and social media ads. The proposal has a commendable vision, while Pioche's marketing efforts are gaining traction. The reviewers recommend that once a social media manager is onboarded to consider participating in an in-state media mission with Travel Nevada to enhance media connections and leverage last year's momentum. It was also noted that the budget was submitted as a PDF, making it more difficult to review than if it were provided in Excel format.
Frontier Territory	FT-27-01-004	Esmeralda County	\$3,000	\$3,000	\$3,000	After working at updating and distributing our organizational assets. We are ready to continue to brand Esmeralda County "The Gem of Nevada " by leaning into "I didn't know about this place" and promoting to heritage and road-trip travelers. Showcasing our county to these types of travelers allows them to discover us! Leading them, organically, into a traveler that wants to authentically connect with the history, culture, and stories of our past and present.	<ul style="list-style-type: none"> 1. American Road magazine year AD 2. Email blast x 2 3. 30 Second Spot x 4 	The reviewers recommend fully funding: organizational assets, paid advertising, and market research. Reviewers commend the applicant's efforts to promote the area and recognize the county's goal to boost tourism. To further enhance their impact, reviewers suggest improving the destination's social media presence, which is currently difficult to find, and quarterly ads with varied themes to showcase a broader range of attractions and appeal to a diversity of heritage travelers.

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Frontier Territory	FT-27-01-004	Lincoln Communities Action Team, Inc.	\$181,780	\$44,600	\$78,280	Following the two-year foundational phase of destination development, which included the successful creation of new self-guided road trips, tours, and compelling local stories, our goal is to execute an intentional advertising and marketing strategy. This effort will utilize digital platforms and print materials to promote the new visitor products and achieve the goal of quadrupling visitation and doubling visitor spending by 2030 as stated in the comprehensive economic development strategy plan.	<ol style="list-style-type: none"> 1. Paid Advertising - Print/Digital 2. Paid Advertising - Social Media 3. Organizational Assets - Visitor Guide 4. Public Relations - Gravel Grinder Initiative - Phase I 5. Paid Advertising - Blog & eNewsletter marketing 6. Public Relations - Gravel Grinder Initiative - Phase II 7. Public Relations - Gravel Grinder Initiative - Phase III 8. Public Relations - Planning & Strategy 9. Public Relations - Influencer through PR Firm 10. Public Relations - FAM Option 1 11. Public Relations - FAM Option 2 	The proposal outlines a wide range of projects, however, reviewers recommend reconsidering the budget to better align with applicant's specific objectives. Concerns were raised regarding the limited audience for off-road attractions in relation to the high costs involved. Our recommendation is to direct funding towards paid advertising and organizational assets for a more focused approach.
Frontier Territory	FT-27-01-004	Tonopah Development Corporation DBA Tonopah Main Street	\$8,204	\$2,052	\$2,150	Promote Tonopah as a vibrant year-round destination by showcasing its murals, monuments, small businesses, historic downtown, signature events, quirky attractions, and family-friendly activities. Use strategic social media campaigns, interactive maps, and targeted print advertising to reach key travel markets most likely to visit. Complement these efforts with engaging historic storytelling that draws visitors to the Old Cemetery and Historic Downtown, fostering deeper connections and encouraging longer stays throughout every season of the year.	<ol style="list-style-type: none"> 1. Social Media Marketing 2. Interactive digital maps 3. Print ads in the Pahrump Valley Times 4. Print ads in the Tonopah Times Bonanza & Goldfield News 	The recommendation for this proposal is to allocate funding towards social media paid marketing and interactive maps, while highlighting key events that will drive visitation.
Frontier Territory	FT-27-01-005	Friends of Gem Theater	\$5,691	\$5,438	\$0	Historic Gem Theater Tours Story Board Highlights	1 project - Story board design and print.	Declined. Although Friends of the Gem Theater proposed a clear plan for the storyboard signage, its primary focus appears to be on enriching the experience for visitors rather than driving traffic. Especially since tours are limited to summer months. Additionally, making the print assets digital could provide opportunities for promotion on social media, further increasing visibility.

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Frontier Territory	FT-27-01-006	Yerington Main Street Committee	\$7,772	\$9,076	\$7,772	This project will implement a targeted tourism marketing campaign promoting Yerington through a map highlighting murals, historic sites, and regional assets; annual events flyer distributed to RV parks, hotels, and tourism partners; digital and print advertising; and a locally produced promotional video supported by Meta advertising campaign. This project will expand regional awareness, increase visitation to signature community events, support local businesses, and encourage travelers exploring rural Nevada to include Yerington in their travel plans.	<p>Project Priorities</p> <p>The proposed tourism marketing campaign in Yerington focuses on four primary project priorities designed to increase visitor awareness, promote community events, and encourage travelers to extend their stay while exploring rural Nevada. These coordinated marketing tools will help position 1. Visitor Map Development</p> <ul style="list-style-type: none"> The first priority of the project is the development and distribution of a comprehensive visitor map highlighting key destinations in and around Yerington. The map will feature historic sites, public art installations, parks, museums, Main Street businesses, and nearby recreation opportunities. A visitor map is one of the most requested resources at the local visitor center and will serve as an important tool for helping travelers navigate the community and discover attractions they may not have otherwise known about. By providing clear and engaging information about things to see and do, the map will encourage visitors to spend more time exploring the community. <p>2. Annual Event Flyer and Promotional Posters</p> <ul style="list-style-type: none"> The second priority is the creation of an annual events 	The reviewers recommend fully funding: the visitor map, annual event flyer, social media initiatives, digital marketing, and video production. Reviewers praised the well-thought-out proposal, emphasizing its focus on enhancing both digital assets. Upon reviewing website, it is evident that the applicants have effectively highlighted what the town has to offer.
Frontier Territory	FT-27-01-007	Town of Tonopah	\$35,589	\$35,589	\$5,418	Tonopah seeks support to develop new professional photo, video, and commercial assets to enhance its website and social media while creating content that promotes visitation. New signage will celebrate tourism specific events. Social media advertising will increase awareness and boost attendance at signature events, including: Jim Butler Days, a new music festival, and the Rock & Bottle Show. Travel to Go West will strengthen relationships with travel buyers and help attract more visitors to Tonopah.	<ol style="list-style-type: none"> CONTRACT / CONSULTING: Negative Phil: Photo and Video Assets for the town of Tonopah TRAVEL / TRADE: Attending the Go West Summit ORGANIZATIONAL ASSETS: 3 New banners to replace damaged banners, highlighting offerings of Tonopah PAID ADVERTISING: 2 Full Page Ads to Promote Rock & Bottle Show PAID ADVERTISING: Social Media to Promote "Music in the Mine" Festival in June 2027 PAID ADVERTISING: Social Media to Promote Jim Butler Days Festival in May 2027 PAID ADVERTISING: Social Media to Promote Mining State Championships in May 2027 PAID ADVERTISING: Social Media to Promote Outdoor Activities for the town of Tonopah 	The reviewers recommend funding: all paid advertising efforts and to attend Travel Show- Go West. While the relationship with the Atlanta influencer production team was a positive outcome from the Atlanta media mission, the reviewers felt there are more budget friendly methods to increase digital assets. The reviewers recommend partnering with local photographers and videographers for high-quality content at a reasonable cost, which could better meet Tonopah's creative needs.
Frontier Territory	FT-27-01-007	Beatty Chamber of Commerce	\$24,073	\$24,073	\$12,469	We will launch a coordinated, comprehensive, multi-faceted advertising campaign to attract visitors to Beatty to enjoy the adventures, the history, the discoveries, and the excitements we have to offer. Utilizing print, radio, digital/social media, travel destination marketers, and internet targeting the traveler whose interests can be satisfied in Beatty.	<p>Beatty Graphics Social Media Management</p> <p>Beatty Graphics Development of new website</p> <p>CPC Neutek Brochures</p> <p>CPC Neutek Visitors Guide</p> <p>Las Vegas Review Journal Newspaper Advertising</p> <p>Scenic 395 Magazine Advertising</p>	The reviewers recommend funding: Beatty Graphic's Social Media Management, Scenic 395 magazine, and the development of a new website. Reviewers noted the need for more details regarding content quality and type for the social media management, which specifies a minimum of 20 post per month, as prioritizing high-quality and curated content is essential for supporting social platforms. The purpose of the Visitor Guide and brochure is unclear, without more detailed information, it could not be funded. The reviewers recommend refining the target audience for Meta advertising, while reducing the number of visitor guides, which could streamline efforts and execute a more targeted marketing strategy.

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TOTAL FRONTIER TERRITORY			\$494,369	\$127,428	\$324,249				
Nevada Indian Territory	IT-27-01-001	Nevada's Indian Territory	\$127,782	\$0	\$106,033	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.	<ol style="list-style-type: none"> 1. Charter Advertising/Design, Inc. \$26,840 2. VisitWidget \$5,027 3. Powwow Marketing grant \$30,000 4. American Indigenous Tourism Conference - Tulalip Resort, Washington \$11,580 5. Herrmann Global Tourism Insights & Marketing \$9,500 6. Yerington Paiute Tribe Video Proposal \$25,000 7. IPW International Trade Show New Orleans, LA \$8,300 8. Travel Nevada "Sales Mission" 2 in state, 2 out of state \$4,786 9. Rural Roundup \$1,749 10. Brand USA "America The Beautiful" marketing campaign \$5,000 	The reviewers recommend funding: Charter ads, Visit Widgets, NIT Powwow marketing, American Indigenous Conference, Herman Global, Travel Nevada sales Mission, Brand USA, and IPW. The proposal expressed a desire to continue expanding the Territory's marketing efforts while maintaining existing efforts. Reviewers recommend using existing digital assets, but implementing new strategies to widen social media reach. While the digital assets are strong, reviewers would like to see a focus on the smaller towns where marketing efforts are needed more. Reviewers commend the Territory on its previous work building its website and widget. Now that these assets are in maintenance mode, the reviewers encourage the Territory to look towards the next steps outlined in strategic plans for future grant rounds. Reviewers also noted that the video request for Yerington Tribe seemed premature as the museum project has yet to break ground.	
Nevada Indian Territory	IT-27-01-002	Reno-Sparks Indian Colony	\$72,800	\$18,200	\$65,075	The Reno-Sparks Indian Colony will launch a comprehensive marketing strategy to boost tourism throughout Washoe County and statewide in Nevada while elevating public awareness of the history, heritage, and living cultures of the Washoe, Paiute, and Shoshone Tribal Nations.	<p>Rank Project Priorities: 1)Online (Targeted Digital and Display) All Sizes = \$10,000</p> <p>2)YouTube Ads / Pre-Roll Video = \$4300</p> <p>3)Billboard (2 Digital Boards + Static) = \$34,200</p> <p>4)Social Media Advertising = \$4000</p> <p>5)TV Advertising (30 sec commercials to include streaming) = \$10,000</p> <p>6)Video & Image Assets - History of RSIC in Northern NV & RSIC Hosted Events = \$21,000 7)Print Materials, such as brochures = \$3000</p> <p>8)Radio Advertising (30 sec) = \$1500</p> <p>9)Print 1/4 page or larger = \$3000 Total = \$91,000 Rank 1: Online (Targeted Digital and Display): 12 campaigns; 1 Audience of Native Americans, 18 years and older, powwow oriented, handgame oriented and lives in North America, but mostly the western hemisphere of the United States; 2nd Audience is Non-Native, 18 years and older, Native American Enthusiast, art collectors, family oriented, individuals interested in politics/news, history, western lovers, rib cook off attendees, interested in/visitors of burning man, etc.. We plan to also use a Geo-Fencing in our campaign to get actual data of conversions</p>	The reviewers recommend funding the following proposed projects: online targeted digital and display, billboards, social media, YouTube, radio, print, and video and image assets. Not funded: TV advertising, as other marketing initiatives demonstrate a stronger connection to the objectives than streaming commercials.	
TOTAL NEVADA'S INDIAN TERRITORY			\$200,582	\$18,200	\$171,108				

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Las Vegas Territory	LV-27-01-001	Las Vegas Territory	\$586,960	\$0	\$156,276	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.	Travel Trade, FAMS & PR Missions Conferences Organizational Assets - Website Audit & Expansion + Refresh + Aggressive (or less aggressive) Itinerary Creation Content for Website Expansion + Refresh Organizational Assets E-Newsletters, Video Content & Creation PR Influencer initiatives and Media Outreach & Visits + Content assist Co-op Herrmann's Travel Co-op Co-Op Brand USA- America The Beautiful Paid Advertising Social media/ Media Billboards Collateral for trade shows + Promo items Strategic Plan- Membership growth, rural branding	The proposal was ambitious, aiming to fund a comprehensive marketing program, but it could have benefited from more detailed explanations for individual line items, given the competitive nature of the grant funding. The reviewers saw the absence of letters of support from the small towns that are expected to benefit is a missed opportunity. The reviewer believe having a territory representative at Travel Nevada's PR missions and participating in events like Go West and the Jackpot Jamboree are excellent strategies. Our recommendation is for funding to go towards travel trade items, Jackpot, spotlight fam, ABA, Go West, One domestic mission, Canada and Mexico sales, Social media, Brand USA, PR missions, Website enhancements, Design Canopy, and Digital Assets.
Las Vegas Territory	LV-27-01-002	Boulder City Chamber of Commerce	\$65,415	\$28,035	\$33,600	This initiative focuses on three integrated marketing components: Destination storytelling through podcast production and digital promotion, regional digital advertising and sponsored tourism content, broadcast and streaming television advertising targeting regional audiences. Together, these programs will expand Boulder City's reach to new audiences, strengthen its position as a rural tourism destination, and encourage visitors to extend their stay in Southern Nevada by exploring Boulder City's historic downtown, outdoor recreation assets, and community events.	1) Podcast Centric 2) LV Weekly 3) KTNV ABC By promoting Boulder City as a gateway to Lake Mead National Recreation Area, Hoover Dam, and Southern Nevada's outdoor recreation landscape, this initiative strengthens Nevada's broader tourism network by encouraging visitors to explore rural destinations beyond the Las Vegas metropolitan area. The Boulder City Chamber of Commerce's commitment to a 50% local match ensures that Travel Nevada's investment is leveraged to maximize regional marketing reach and measurable tourism outcomes with a low risk and high return. Ultimately, this project supports the statewide goal of expanding visitation to rural communities while showcasing Nevada's natural assets, historic heritage, and authentic visitor experiences.	The reviewers recommend funding the podcast centric initiative. As for the additional advertising proposals, the reviewers raised concerns regarding the ads in the Las Vegas Sun and KTNV, as these outlets appear to cater to local audiences rather than out-state travelers.
Las Vegas Territory	LV-27-01-003	MORF Mesquite Opportunities Regional Fund	\$34,174	\$34,933	\$34,174	This project will strengthen the foundation of Mesquite's tourism marketing through the development of professional visual assets, establishment of a tourism business network, and creation of a dedicated destination website. Together, these efforts will enhance Mesquite's visibility, improve visitor engagement, and support regional and statewide tourism promotion. The project will position Mesquite to attract new visitors, extend stays, and increase economic impact through coordinated, high-quality marketing tools aligned with Travel Nevada's rural tourism goals.	1. Website/Visual Identity Development/Business Directory 2. Photography/videography 3. Print Materials	The reviewers recommend fully funding the proposed projects: website development, visual brand identity development, creation of a business directory, photography and videography assets, and print materials. The proposal was well-organized and demonstrated careful thought throughout the application. The reviewers commend the applicant on the inclusion of local businesses and organizations' support in the application.

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TOTAL LAS VEGAS TERRITORY			\$686,549	\$62,968	\$224,050			
Pony Express Territory	PE-27-01-001	Pony Express Territory	\$217,754	\$0	\$175,054	This project continues and expands Pony Express Territory's comprehensive tourism marketing program, guided by its Strategic Plan, to strengthen visitation in rural Nevada. The campaign builds on established success through coordinated digital advertising, social media, public relations, video, photography, and print distribution targeting key markets in Northern California and Western Utah. By promoting PET's adventure opportunities, historic resources, and local events, the program will increase awareness, drive visitation, and support economic impact across participating communities.	1)Web Content Development 2)Online Display Advertising 3)VisitWidget Pro-Plan 1 year contract 4)VisitWidget Content Development 5)Survival Guide Reward Buttons / Badges 6)Social Media Updates 7)Social Media Boosts 8)Herman Global 9)E-Newsletter (e-DM) 10)SocialVenu Video Program 11)Travel Trade shows 12)American Road Campaign 13)Fam Influencers 14)Print Media Marketing 15)America's Loneliest Road, Nevada's Highway 50 Brochure 16)Admin	The reviewers recommend funding: online display, print media, American Road, Hermann Global, social media updates, web content, e-newsletter, Highway 50 brochure, Visit widget, Social Venue, Reward Buttons and Badges, swag, and half of the travel trade costs. The proposal outlined the continued implementation of the Territory's strategic plan through phases to enhance its messaging. The reviewers suggest more letters of support from communities across the Territory to show community involvement. Requested administration funds are not eligible anymore; please refer to the Territory Challenge grant. Reviewers would have liked to see more explanation/justification for FAM influencers.
Pony Express Territory	PE-27-01-002	Churchill Arts Council	\$24,150	\$24,150	\$11,400	The Churchill Arts Council will continue marketing efforts to promote cultural tourism at the Oats Park Art Center through targeted paid advertising and the development of updated marketing assets. Based upon recent programming and audience engagement, the project will highlight arts/cultural events as part of the broader visitor experience in Fallon and Northern Nevada. These efforts will increase regional awareness, encourage visitation, and support Travel Nevada's goal of strengthening rural tourism through arts and culture.	Organization Assets Paid Advertising	The reviewers recommend funding: advertising campaign, pre-season and general programming, as well as event collateral. Reviewers suggest that the Churchill Arts Council leverage community resources and expand local collaboration to enhance their valuable services.
Pony Express Territory	PE-27-01-003	Visit Fallon / City of Fallon	\$50,000	\$50,000	\$50,000	The Spring Wings Bird Festival celebrates birding throughout the Lahontan Valley and Stillwater National Wildlife Refuge, inviting visitors to explore the region and discover its diverse, abundant bird species. The City will officially declare May as Birding Month in Fallon, launching the initiative in May 2027. To support it, Visit Fallon will launch a paid media campaign promoting the festival and encouraging visitors to explore the area, extend their stay, and support the local economy.	Paid Media	The reviewers recommend fully funding the proposed project: implementing the paid media approach for ongoing evergreen marketing and "Enter the Oasis" campaigns. The reviewers commend the proposal for its solid foundation, effective extension of their brand, and clear focus.

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Pony Express Territory	PE-27-01-004	Eureka Restoration Enterprise	\$5,300	\$6,045	\$5,300	This is the 11th annual Art Wine & Music Fest to be held Sept 19, 2026 in Eureka, Nevada. This event brings in nearly 300 tourists and community members to Eureka. This is the largest fundraiser for ERE and funds are used for restoration and revitalization projects on Main Street. The event's goals include promoting our small businesses through an increase in tourism to our small community. We also promote our unique history.	<ol style="list-style-type: none"> 1. Logo design and social marketing/ad development 2. Print advertising and radio advertising 3. Flyer distribution 4. Photography 	The recommendation for this proposal is to fully fund their Paid advertising, Public Relations and Organizational Assists. Reviewers acknowledged the strong support for the arts and local vendors within the proposal, noting its clarity and focus.
Pony Express Territory	PE-27-01-005	White Pine Chamber of Commerce	\$13,000	\$18,000	\$13,000	This Travel Nevada Rural Marketing Grant will support the creation of a PBS documentary film commemorating Great Basin National Heritage Area Partnership's 20th year preserving and supporting all of White Pine County Nevada and Millard County Utah, as a Nationally recognized 16,000 square mile heritage area. The video content will also become an organization asset to promote tourism into the Great Basin.	This project's priorities are not mutually exclusive. First and foremost to invigorate travel into The Great Basin National Heritage Area, with the dissemination of a well produced documentary. Through showcasing National Historic Landmarks, National Parks, State Parks, National Wildlife Refuges, and Historic architecture, museums, Indigenous cultures, and the 16,000 square miles of pristine hunting, fishing, biking, hiking, camping, and limitless nature-based activities that are available in Nevada, the results will be supporting the tourism economy of Eastern Nevada's high desert regions. Simultaneously, within this main priority will be the furthering of a collective awareness	The reviewers recommend to fully fund the creation of a PBS documentary film commemorating the Great Basin National Heritage Area. The reviewers expressed concerns about the involvement of Millard County UT and reviewers hope the film would primarily benefit White Pine County.
Pony Express Territory	PE-27-01-006	White Pine Main Street	\$6,750	\$6,750	\$6,750	We are partnering with the Ely Lions Club Renaissance Faire and Pumpkin festival to increase marketing reach for this year's event and create needed visual content for future marketing.	We are only asking for one project but within that project the video production will be the most impactful. The video will look better with lots of people in it so the advanced marketing of this years event is very important too.	The reviewers recommend fully funding the proposed project to expand the festival to a two-day event to drive overnight stays. The proposal outlines a strong community collaboration between White Pine Main Street, Ely Lions Club, the Renaissance Fair, and the Pumpkin Festival. The digital ad and social media strategy is well structured. The reviewers suggest investigating Salt Lake City as an additional target market, along with Reno and Vegas, and the development of 6/15/30 second social clips could be valuable.

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Pony Express Territory	PE-27-01-007	White Pine Tourism	\$22,925	\$22,925	\$22,925	We have 3 proposals. The first request is for money to grow 2 events in Ely, Tour De Schell gravel race and the Lund Rodeo, that have the potential to be major draws through enhanced content creation and marketing. The second is to work with A-List bike adventurer, Kurt Refshneider, on a cross territory Nevada adventure w/ coverage from outdoor media outlets. Final request is for funds to continue utilizing Placer.ai to track our outcomes.	Video and photo content for the Lund Rodeo and Tour de Schell gravel race #1 Adventures w/ Kurt Refsnider #2 Placer.ai software #3	The reviewers recommend fully funding the proposed projects as the application was organized, strategically focused, and provided a clear plan that effectively highlighted community engagement. White Pine Tourism and Recreation demonstrated a strong commitment to its community and destination. The influencer portion, particularly the mountain biking feature in "Get A Little Out There" with Alex Honnold, is an example of a strategic move that strengthens the Travel Nevada and White Pine Tourism partnership.
Pony Express Territory	PE-27-01-008	Fallon Festival Association Inc	\$17,000	\$17,000	\$0	Fallon Cantaloupe Festival marketing and advertising expansion	1. Contract with the Fallon Post for rural marketing and graphic design 2. Farmers Market Trailer Decals 3. Stage Trailer Decals	Declined, Budget Template was uploaded as a blank photo image of the budget template and does not reflect any budget breakdown to support the application in order for the reviewers to reference such as match contribution and details for each line item.
TOTAL PONY EXPRESS			\$356,879	\$144,870	\$284,429			
Reno-Tahoe Territory	RT-27-01-001	Reno-Tahoe Territory	\$208,915	\$0	\$172,523	The Reno-Tahoe Territory will implement a coordinated regional communications and sales program to increase visitation, expand destination awareness, and strengthen year-round tourism across its six partner destinations. Efforts will include public relations, travel trade sales missions, hosted media and familiarization tours, website support and design, a Satellite Media Tour, destination activations, and film-focused outreach. Together, these initiatives are designed to drive economic impact, elevate the region's visibility, and support long-term tourism growth throughout the Territory.	1. Public Relations (PR Management, SMT, Communications Plan Implementation, and PR/ Media FAM Trips) - \$107,181 This is the foundation of the project, supporting year-round visibility through earned media, strategic storytelling, influencer partnerships, media missions, a Satellite Media Tour, and hosted FAMs. Together, these efforts strengthen destination awareness, generate authentic multi-destination coverage, and amplify the impact of other grant-funded initiatives. 2. Sales Mission Support (Domestic and International) - \$11,073 Sales missions create direct opportunities to build relationships with tour operators, wholesalers, receptives, travel advisors, and other trade professionals who influence bookings and itinerary development. These efforts help expand RTT's reach in key domestic and international markets. 3. Trade Shows / Conference Attendance	The reviewers recommend funding: all PR projects, website support, the Jackpot Jamboree, and Travel Tradeshows. The proposal provides a comprehensive overview of its scope of work, focusing primarily on public relations, FAM tours, sales missions, and tradeshows. Reviewers did not fund NTA and website redesign, as reviewers noted that the current website appears relatively new and does not request redesign at this time.

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Reno-Tahoe Territory	RT-27-01-002	Dust and Wonder Trail (legal name in formation documents); Dust & Wonder Trail (Branded name of org)	\$84,000	\$35,812	\$0	The Dust & Wonder Trail will implement a targeted tourism marketing campaign promoting a newly launched digital itinerary and wayfinding platform connecting visitors to arts, culture, and history experiences across Virginia City, Gold Hill, Silver City, Carson City, and the Carson Valley. Out-bound and in-bound advertising will attract culturally motivated travelers from western drive markets while physical visitor collateral increases in-person engagement. The project encourages multi-destination travel, extends visitor stays, and supports rural businesses.	<ol style="list-style-type: none"> 1. Paid Search 2. Paid Social Media 3. Ad Creative Development 4. Media Management 5. Visitor Engagement Collateral 6. Destination Listing and Itinerary development 	Declined. The Dust & Wonder Trail didn't supply sufficient information on new widget and itineraries to validate the tools ability to be an effective trip planning resource for travelers. Before expanding into marketing elements, it would be beneficial to develop the arts & culture listing in the participating destinations, curated itineraries, and product development (i.e. packaging). Additionally, the proposal didn't include clarity on the campaign details and its costs, suggesting that the organizations might benefit from focusing on strengthening their core assets, such as the app, and conducting further research on their target audience before investing heavily in paid advertising.
Reno-Tahoe Territory	RT-27-01-003	Brewery Arts Center	\$20,000	\$20,000	\$9,500	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.	<ul style="list-style-type: none"> Levitt AMP paid advertising Levitt AMP organizational assets Loud As Folk Paid Advertising Mark Twain Days Paid Advertising Nevada Pride Paid Advertising Murals & Music Paid Advertising Tamale Festival Paid Advertising Cinco De Mayo Paid Advertising Plein Air Festival Advertising Silver & Snowflakes Paid Advertising 	Reviewers recommend funding for: Paid Ad and Organization Assets for Levitt AMP concerts and Murals & Music Festival. The budget was submitted as a PDF, making it more difficult to review than if it were provided in Excel format. While the proposal did not provide enough detail, we appreciate its focus on using paid ad to attract visitors to Carson City.
Reno-Tahoe Territory	RT-27-01-004	Virginia City Tourism Commission	\$16,500	\$16,500	\$0	Research, develop and distribute a presentational video to be used to educate the public on the diverse nature of Virginia City. Its historical background, influence on Nevada, the United States, and the United States.	1. This is Virginia City Informational Video	Declined. The reviewers felt the application presented an interesting idea, but it would have benefit from a more clear explanation of how the proposed video will lead to an increase of 200,000 visitors, the execution plan, strategies for targeting the audience, and desired outcomes could have been clearer. The reviewers also suggest enhancing future proposals with additional community support letters.
Reno-Tahoe Territory	RT-27-01-005	Travel North Tahoe Nevada	\$15,000	\$15,000	\$15,000	Travel North Tahoe Nevada requests participation in the Travel Nevada Datafy Co-op. As Datafy subscribers, we've used attribution for nine months and value the data validating visitor analytics. Continued participation in the co-op would sustain and expand our attribution tracking for digital advertising, demonstrating the measurable impact of ad exposure on visitation and destination spending.	Our priority is to be part of the Travel Nevada Datafy Co-op.	The reviewers recommend fully funding: the Co-op proposal for Datafy Essential Analytics, Datafy Advanced Analytics and Advertising, and Datafy Attribution.

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Reno-Tahoe Territory	RT-27-01-006	UC Davis Tahoe Environmental Research Center	\$13,190	\$6,595	\$8,000	To continue the advertising campaign at the Reno-Tahoe airport and to purchase advertising space in Moonshine Ink to bring California residents and visitors, as well as visitors from across the country, to the UC Davis Tahoe Science Center™ in Incline Village, NV to learn about the threat aquatic invasive species pose to Lake Tahoe and how they can take simple actions to keep the lake safe for generations to come.	1. Continuing the advertising at Reno-Tahoe Airport 2. Purchasing ads in California-based publications, such as Moonshine Ink.	The recommendation for this proposal is to fund ads at Reno-Tahoe Airport, as that is a strong strategic option.
Reno-Tahoe Territory	RT-27-01-007	Carson Valley Visitors Authority	\$119,267	\$289,267	\$78,167	Visit Carson Valley will implement a comprehensive tourism marketing program supported by the Travel Nevada Rural Marketing Grant to increase overnight visitation and strengthen the local lodging and hospitality economy. Initiatives include targeted digital advertising, destination video production, online booking integration, travel trade outreach, media and influencer engagement, OTA co-op campaigns, and regional sports venue advertising to attract high-value travelers to Carson Valley.	Carson Valley Visitors Authority approaches this grant request with genuine respect for Travel Nevada's funding constraints. Every initiative included in this application represents a deliberate investment decision. Nothing has been included as a placeholder or aspirational line item. Each program adds measurable value to our marketing strategy, and we are committed to full implementation of whatever level of funding is awarded. Our track record reflects this commitment: we have consistently deployed all grant funds awarded in prior cycles and have worked collaboratively with Travel Nevada to reallocate funding when circumstances required adjustment, ensuring that every dollar granted was put to productive use. With that context, we rank our project priorities from most to least as follows: 1) paid digital advertising through Datafy and CCMedia, 2) destination video production (scaled to fit within an overall project budget of approximately \$50,000 as described in the project narrative), 3) Expedia Group co-op campaigns (noting that one campaign cycle provides meaningful value and keeps momentum if two cannot be funded), 4) hosted Media FAM Tour, 5) travel trade participation, 6) Ripe booking platform integration.	The reviewers recommend funding: Datafy Co-op, Out of Market Media Ad, Expedia Co-op, FAM tours, Travel Trade shows, and Culinary Content. Reviewers noted that the culinary component is a significant draw and an effective strategy for marketing the destination. Reviewers suggest prioritizing shorter social media clips over a longer destination video. Overall, the plan is comprehensive and contains solid strategies for each project. Reviewers determined not to fund local advertising efforts within a 100-mile radius to expand beyond the immediate local market. Additional programming had to be cut due to total grant funds available.
Reno-Tahoe Territory	RT-27-01-008	Carson City Culture & Tourism Authority	\$52,749	\$52,750	\$44,749	Visit Carson City proposes four initiatives to strengthen destination marketing, increase overnight visitation, and enhance trip planning for potential travelers. Participation in the Datafy co-op (Option 2) includes advanced visitor analytics and a \$49,999 targeted digital advertising campaign designed to reach high-intent travelers. The project also includes a Presenting Tier Expedia co-op promoting Carson City lodging and the integration of the Mindtrip AI trip-planning platform on VisitCarsonCity.com to support itinerary development and visitor conversion.	1 - Datafy Co-Op Platform – \$24,500 (\$12,250 grant request) This platform provides the visitor intelligence and analytics foundation that informs all marketing decisions and is required to access the Datafy advertising program. 2 - Datafy Advertising Buy – \$49,999 (\$24,999 grant request) The advertising campaign directly drives visitor awareness and visitation by reaching high-intent travelers in key drive markets. 3- Expedia Presenting Tier Co-Op – \$15,000 (\$7,500 grant request) Expedia placements reach travelers during the booking phase and have demonstrated measurable results in generating overnight stays and room nights. 4 - Mindtrip - AI Integration – \$16,000 (\$8,000 grant request) Mindtrip enhances the visitor planning experience on VisitCarsonCity.com by providing personalized itinerary planning tools that help convert traveler interest into completed trips. Visit Carson City recognizes that grant awards may vary from the requested amounts and has prioritized these initiatives to ensure that even partial funding will support meaningful progress toward the	The reviewers recommend funding the Datafy Analytics Platform and advertising buy and the Expedia co-op. The proposal was clear and well-written, presenting a solid marketing plan that aligns with the products and services used by Travel Nevada. Reviewers would have liked to see more data/backup on why a tool like Mindtrip would be beneficial to support a funding request.

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Reno-Tahoe Territory	RT-27-01-009	Team Tahoe	\$6,000	\$6,000	\$0	Best of Bike 2026 is a comprehensive two-month-long (5/31-8/15/26) multi-media marketing campaign elevating public (visitors and residents) awareness about Tahoe's bicycle-related resources, and driving public engagement to those resources where people bike, shop, eat, socialize and stay. Project uses a public polling platform in which they can vote for a bike-related businesses and resources. The platform has two geographical regions: South Tahoe and North Tahoe/Truckee. The marketing reach of nearly 3 million impressions.	This is a high priority project with evidence given by the Letters of Support and the high credibility of longstanding expertise in media/polling marketing and bicycle advocacy. The data collection of public behaviors and interest builds a platform for regional marketing analysis and future planning. Failure to receive grant funding, at such a late award date, places the project in jeopardy of meeting specific media placement deadlines, and significantly diminishes stated values that may lead to cancelation. Thus, this request elevates to the highest priority to meet the combined goals and objective of sponsors and donors.	Declined, incorrect Budget Template was uploaded. Incorrect Project Timeline Template uploaded, they used special projects form not the RMG one. No letter of support from their Reno Tahoe Territory Chair
Reno-Tahoe Territory	RT-27-01-010	Friends of Black Rock High Rock	\$20,000	\$20,000	\$0	Building on the work completed through the 3D grant, Friends of Black Rock-High Rock will market existing tourism experiences that showcase the art, recreation, conservation, and cultural identity of the Black Rock-High Rock region. The project will promote Gerlach open golf-cart art tours, Guru Road, self-guided tours, Fly Ranch walking tours, conservation events, campouts, and the annual Wild & Scenic Film Festival to increase visitor awareness and strengthen rural tourism.	1. Seasonal Promotional Asset Package This is the top priority because it creates the core marketing content needed to promote all tours, events, and visitor experiences. Without these materials, the project would have limited ability to communicate effectively across channels.2.Seasonal Digital Promotion Digital promotion is the primary tool for reaching out-of-area audiences and driving awareness, engagement, and visitation. This is especially important for expanding the reach of the 3D grant work beyond existing audiences.3. Visitor-Facing Promotional Materials + QR Distribution Printed and QR-based materials are an important supporting priority because they help connect visitors to self-guided tours, events, and destination information once awareness has been established. These materials strengthen on-the-ground promotion and partner distribution, but are secondary to the core asset creation and digital outreach.	Declined, did not include a letter of support from the Territory Chair.
TOTAL RENO-TAHOE TERRITORY			\$555,621	\$461,924	\$327,939			
FY2027 RURAL MARKETING GRANT TOTAL			\$2,711,724	\$982,656	\$1,500,000			