

FY27 Rural Marketing Grant Recommendations

Commission Brief Organized by Territory

Decision Summary	Amount / Count
Total applications reviewed	42
Total requested from Rural Marketing Grants	\$2,711,724
Total recommended award amount	\$1,500,000
Applicant match / budget support shown in worksheet	\$772,231
Applications recommended for funding	34 (11 fully funded, 23 partially funded)
Applications not recommended	8
Recommended as percent of total requested	55%

How to Read the Recommendation Tables

- Requested Amount is the applicant's Rural Marketing Grant request from the application worksheet.
- Recommended Award is the evaluation committee's recommended funding amount.
- Applicant Contribution is the amount shown in the worksheet as matching funds or applicant-side budget support.
- Budget Elements summarize the submitted "Funds Usage" field. For LCAT, Yerington Main Street, and ECVA, a more detailed line-item budget snapshot is included because full budget templates were attached.
- Rationale condenses the evaluation committee comments into a Commission-facing explanation.

Territory-Level Summary

Territory	Applications	Requested	Recommended	% of Request	Applicant Contribution	Not Recommended
Cowboy Country Territory	9	\$417,724	\$168,225	40%	\$117,110	2
Frontier Territory	10	\$494,369	\$324,249	66%	\$55,739	1
Nevada Indian Territory	2	\$200,582	\$171,108	85%	\$18,200	0
Las Vegas Territory	3	\$686,549	\$224,050	33%	\$49,333	0
Pony Express Territory	8	\$356,879	\$284,429	80%	\$132,120	1
Reno-Tahoe Territory	10	\$555,621	\$327,939	59%	\$399,729	4

Cowboy Country Territory

Territory total: \$417,724 requested; \$168,225 recommended; \$117,110 applicant match / budget support shown in worksheet; 40% of requested amount recommended.

Grant ID	Applicant	Requested	Recommended	Status	Key Budget Elements / Use of Funds	Why This Amount Was Recommended
CC-27-01-001	Nevada Cowboy Country Territory	\$70,320	\$64,320	Partially funded	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.
CC-27-01-002	Om Namó	\$180,107	\$26,160	Partially funded	Paid Advertising - Livestream WEC Paid Advertising - Billboards Paid Advertising - Western Horseman Market Research/Strategies - McFarland Production...	The reviewers recommend funding: social media and magazine ads to effectively evaluate their impact before expanding efforts further.
CC-27-01-003	Pershing County Marzen House Museum	\$25,000	\$15,000	Partially funded	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.
CC-27-01-004	Humboldt Museum	\$20,187	\$4,360	Partially funded	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...
CC-27-01-005	Elko Convention & Visitors Authority	\$25,000	\$25,000	Fully funded	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.
CC-27-01-006	Winnemucca Convention & Visitors Authority	\$34,825	\$26,000	Partially funded	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 can...
CC-27-01-007	Cowboy Arts and Gear Museum	\$23,785	\$7,385	Partially funded	PRIORITY 1: GEAR SHOW MARKETING (January 2027) PRIORITY 2: MASTER CRAFTSMAN WORKSHOPS (Jul 2026 - Jun 2027) PRIORITY 3: MADE FOR THE RIDE CHALLENGE (...)	The grant proposal offers a promising opportunity for CAGM, but the reviewers recommend focusing on a streamlined ad for magazine ads and workshop promotions.
CC-27-01-008	California Trail Heritage Alliance	\$28,500	\$0	Not recommended	#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.
CC-27-01-009	Ruby Mountain Hot Air Inc.	\$10,000	\$0	Not recommended	1. **Expand Pilot Participation and Event Experience: ** Increase participation from hot air balloon pilots to grow the overall scale of the festival...	Declined, applicant did not submit a letter of support from the Territory Chair by the close of the application.

Applicant Detail Cards

CC-27-01-001 — Nevada Cowboy Country Territory

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$70,320	Recommended Award: \$64,320	Status: Partially funded
Applicant Contribution: \$0	Percent Recommended: 91%	Territory: Cowboy Country Territory

What they requested: 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 “Visit USA Parks,” the project targets high-value travelers.

Key budget/use-of-funds elements: 1. Sparklight 2. Shrpa 3. Brand USA 4. Herrmann Global

Evaluation committee recommendation/rationale: 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 an influencer partnership and participating in

Travel Nevada Trade and media missions to enhance additional visibility, in FY28.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Sparklight	\$43,320	\$43,320	\$0	\$0	Facebook/Insta Ads: Awareness: targeting Facebook and/or Instagram. Facebook and Inst. Premium: 12 posts, 15-day ad, Strategy Session, Campaign Optimization...
Paid Advertising	Hermann Global	\$6,000	\$6,000	\$0	\$0	Paid Social for US/UK/GERMANY: Advanced targeting: using content that driving destination. Reporting and analysis, Impressions and engagement...
Paid Advertising	Brand USA: America the Beautiful	\$10,000	\$10,000	\$0	\$0	America the Beautiful enhances the Nevada ATB site by offering more destinations, click and land on our site to explore more options. Trip planning assistance.
Public Relations	SHRPA	\$11,000	\$11,000	\$0	\$0	Destination Package: Access to the SHRPA platform Collaboration Hub, and Content Outpost. Site Integrations (Photo Walls, Adventure Walls, Adventure Preview) ...

CC-27-01-002 — Om Namu

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$180,107	Recommended Award: \$26,160	Status: Partially funded
Applicant Contribution: \$8,250	Percent Recommended: 15%	Territory: Cowboy Country Territory

What they requested: 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.

Key budget/use-of-funds elements: 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 Vid...

Evaluation committee recommendation/rationale: 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 reviewer’s 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Social Media Campaign	\$3,000	\$2,000.	\$1,000	\$0	Paid advertising on social media channels Instagram and Facebook (Meta), TikTock for BTG & Buckaroo Voices.
Paid Advertising	Western Horseman Ad Campaign	\$8,620	\$6,370	\$450	\$2,000	Ads with Western Horseman on website, social media and in print periodicals and blogs.
Paid Advertising	Range Magazine Print & Online Campaign	\$6,429	\$5,229	\$200	\$2,000	Ads with Range Magazine on website, social media and in print periodicals and blogs
Paid Advertising	Ranch World Ads Online Ad	\$1,500	\$1,500	\$0	\$0	12-month Banner ad on RWA Website
Paid Advertising	Working Ranch Magazine Campaign	\$8,061	\$7,461	\$0.00	\$600	3 Half-Page editorial and digital ads (1887 each) 6 Podcast and Radio 30-second Ad Spots (300 each)

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

						Media Coverage: 1 sponsored online and print editorial article
Paid Advertising	Spotify Ads Summer/Fall Campaign	\$7,461	\$7,000	\$461	\$0	4 In-Stream Video ads & 50 Audio ads on Targeted Spotify Audiences
Paid Advertising	Billboards	\$16,800	\$16,200	\$600	\$650	2 Billboards, 1-80 East in Elko and I-80 West in Lovelock/Rye Patch for 12 months plus vinyl changeout
Paid Advertising	Fallon Meida Co. Regional Newspaper & Online Campaign	\$994	\$594	\$200	\$200	Ads placed in regional newspapers within 200 miles of each event: 6 quarter-page ads in Fallon Post, Pershing Post, and Fernley Post (476) 2 web banner ads on Fallon Post and Fernley Post websites Media Coverage: 1-2 online and print editorial articles
Paid Advertising	Winnemucca Publishing Print and Online Campaign	\$1,886	\$2,500	\$0	\$800	Ads placed in regional newspaper with 200 miles of each event: 2 quarter-page NEVADA Rancher Magazine 3x3 Square in WSRRA event wrapper 4 1/4pg in Great Basin Sun Great Basin Sun Website – 1 week banner ad Media Coverage: 1-2 online and print editorial articles
Paid Advertising	BTG YouTube Livestream with Winnemucca Events Complex	\$5,600	\$3,600	\$1,000	\$1,000	Video production including streaming, recording, projecting to the Event Center displays and online live stream audience.
Organizational Assets	Event Signage: Banners	\$1,136	\$736	\$400	\$0	Vinyl banners & signs to be displayed throughout the outdoors and partners in Nevada regions to advertise events.
Organizational Assets	Branded Video/photo assets with Sporting Chef Productions	\$16,000	\$10,000	\$1,000	\$5,000	Sporting Chef Productions development, production, and delivery of 15-second and 30-second promotional/educational spots for BTG and Buckaroo Stories projects.
Public Relations	Dowers	\$1,300	\$1,000	\$0	\$300	Video campaign with social Influencer Nick Dowers to promote BTG initiatives on social media and online.
Public Relations	Copywriting & Strategic	\$6,000	\$4,000	\$0	\$2,000	Cultured Cowgirl Collective development and delivery of promotional and media-ready copywriting and messaging
Market Research	Research & Data Evaluation	\$9,000	\$7,000	\$0	\$2,000	McFarland Productions market research consulting and analysis for international and national tourism markets
Travel Trade	Rural Roundup Conference	\$1,187	\$2,374	\$1,187	\$0	To attend conference for 3 people
Travel Trade	Nevada's Governor's Conference	\$1,270	\$2,540	\$1,270	\$0	To attend conference for 2 people

CC-27-01-003 — Pershing County Marzen House Museum

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$25,000	Recommended Award: \$15,000	Status: Partially funded
Applicant Contribution: \$15,000	Percent Recommended: 60%	Territory: Cowboy Country Territory

What they requested: 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.

Key budget/use-of-funds elements: Commercial production and placement Billboard advertising Digital/social media advertising Brochure design and printing

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Commercial Video production	\$8,000	\$4,000	\$4,000	\$0	Produce a professional commercial highlighting the Marzen House Museum, historic setting, and ghost tour experience for tourism promotion.
Paid Advertising	TV/streaming commercial placement	\$12,000	\$6,000	\$6,000	\$0	Place the museum commercial on regional broadcast and/or streaming channels to reach travelers and heritage tourism audiences.
Paid Advertising	Billboard design and placement	\$12,000	\$6,000	\$6,000	\$0	Develop and place billboard advertising in key travel corridors promoting the museum and well-known ghost tours.
Paid Advertising	Facebook/Instagram advertising	\$8,000	\$4,000	\$4,000	\$0	Run targeted social media ads promoting museum visitation, events, and ghost tours to regional and out-of-area travelers.
Paid Advertising	Digital display advertising	\$6,000	\$3,000	\$3,000	\$0	Place targeted online display ads on tourism and social platforms to increase awareness and website/visit conversions.
Organization Assets	Brochure design and printing	\$4,000	\$2,000	\$1,000	\$1000	Design, print, and distribute visitor brochures featuring museum history, ghost tours, hours, location, and nearby attractions.

CC-27-01-004 — Humboldt Museum

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$20,187	Recommended Award: \$4,360	Status: Partially funded
Applicant Contribution: \$4,360	Percent Recommended: 22%	Territory: Cowboy Country Territory

What they requested: 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.

Key budget/use-of-funds elements: 1. New Website Design 2. Videography 3. Audio Visual Equipment 4. Art Mural Plaques 5. Highway Signage

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Organization Assets	New Website (contracted)	\$6,750	\$3,375	\$3,375	\$0	Complete website design by Factory Creatives

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

Organization Assets	Videography (contracted)	\$5,600	\$2,800	\$2,800	\$0	Video shoot and production by THS Visuals
Organization Assets	A/V equipment for website and social media	\$854.98	\$427.49	\$427.49	\$0	Camera, microphone, lighting
Paid Advertising	Art Mural Plaques	\$25,200	\$12,600	\$12,600	\$0	Out of home brass plaques by Unban Décor
Paid Advertising	Highway Signage	\$1,970	\$985	\$985	\$0	Three wayfinding highway signs off I-80 by Nevada Logos

CC-27-01-005 — Elko Convention & Visitors Authority

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$25,000	Recommended Award: \$25,000	Status: Fully funded
Applicant Contribution: \$25,000	Percent Recommended: 100%	Territory: Cowboy Country Territory

What they requested: 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.

Key budget/use-of-funds elements: 1. Spectrum 2. Expedia 3. Brand USA: America the Beautiful

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Spectrum: Co-op	\$20,000	\$10,000	\$10,000	\$0	Targeted: Audience & Addressable Streaming TV, Display & Online Video. Selection of Demographics, Age, Income Level, Travel Enthusiasts an...
Paid Advertising	Expedia: Co-op	\$20,000	\$10,000	\$10,000	\$0	Option 2: 3-4-month campaign; CVB Standalone: Data: targeting specific destination w/ top feeder states; Co-Branded Banners dedicated landi...
Paid Advertising	Brand USA: America the Beautiful	\$10,000	\$5,000	\$5,000	\$0	America the Beautiful enhances the Nevada ATB site by offering more destinations, click and land on our site to explore more options.

CC-27-01-006 — Winnemucca Convention & Visitors Authority

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$34,825	Recommended Award: \$26,000	Status: Partially funded
Applicant Contribution: \$26,000	Percent Recommended: 75%	Territory: Cowboy Country Territory

What they requested: 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 sop and visit.

Key budget/use-of-funds elements: 1. Billboard Campaign 2. New Ranch Hand Rodeo Website

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Billboard Campaign	\$52,000	\$26,000	\$26,000	\$0	Advertising along key travel corridors.
Paid Advertising	New Ranch Hand Rodeo Website	\$17,650	\$8,825	\$8,825	\$0	New website development.

CC-27-01-007 — Cowboy Arts and Gear Museum

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$23,785	Recommended Award: \$7,385	Status: Partially funded
Applicant Contribution: \$10,000	Percent Recommended: 31%	Territory: Cowboy Country Territory

What they requested: 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.

Key budget/use-of-funds elements: 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)

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	General Awareness Marketing & Workshop Promotion	\$2,100	\$1,100	\$1,000	\$0	Western Horseman advertising package
Paid Advertising	Gear Show Promotion & General Awareness	\$2,495	\$2,495	\$0	\$0	True West Magazine Digital Pro 1 package
Paid Advertising	Gear Show Advertising	\$2,890	\$2,890	\$0	\$0	Western Horseman Nov. Issue 1/2-page placement
Paid Advertising	2027 Workshop Ad Builds	\$2,000	\$2,000	\$0	\$0	The Branded Maverick - 2027 Workshops (4 @\$500 each)
Paid Advertising	2027 Workshop Ad Spend	\$2,000	\$2,000	\$0	\$0	Meta Ads - 4 @\$500 each ad spends campaigns
Paid Advertising	Made for Ride Ad Build	\$500	\$500	\$0	\$0	The Branded Maverick (1 ad build @\$500)
Paid Advertising	Made for Ride Ad Spend	\$1,500	\$1,500	\$0	\$0	Meta/Google Spend (\$1500)

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

Paid Advertising	Gear Show Ad Build	\$500	\$500	\$0	\$0	The Branded Maverick (1 ad build @\$500)
Paid Advertising	Gear Show Ad Spend	\$1,000	\$1,000	\$0	\$0	Meta Ads
Organization Assets	Made for Ride Photography	\$2,000	\$2,000	\$0	\$0	Nicole Poyo Photography
Organization Assets	Gear Show Photography	\$2,500	\$2,500	\$0	\$0	Nicole Poyo Photography
Organization Assets	Consistent Social Media Management for strong organic engagement	\$3,500	\$3,500	\$0	\$1,500	The Branded Maverick -5-month value
Organization Assets	Monthly Email Marketing	\$1,800	\$1,800	\$0	\$0	The Branded Maverick - 9-month value
Organization Assets	Gear Show Fundraising	\$0	\$0	\$0	\$10,000	Match Source

CC-27-01-008 — California Trail Heritage Alliance

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$28,500	Recommended Award: \$0	Status: Not recommended
Applicant Contribution: \$28,500	Percent Recommended: 0%	Territory: Cowboy Country Territory

What they requested: 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.

Key budget/use-of-funds elements: #1: DOOH #2: Social Display (Geofenced Banners) #3: social media (Paid + Organic #4: Google Ads (Search + RGD) #5 I-80 Billboards

Evaluation committee recommendation/rationale: Declined, no project timeline/workplan uploaded. Budget template was uploaded 3 times within the application.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Digital Out of Home (DOOH)	\$12,000	\$6,000	\$0	\$6,000	Awareness/Targeting: Location, audience
Paid Advertising	Social Display Banner	\$12,000	\$6,000	\$0	\$6,000	Awareness/Targeting: Location, demos, search, geofencing, site retargeting
Paid Advertising	Social Media Posting Facebook/Instagram	\$7,200	\$3,600	\$3,600	\$0	Awareness/Targeting Facebook and/or Instagram
Paid Advertising	Google Ads (SEM/PPC)	\$12,000	\$6,000	\$605	\$5,395	Awareness/Targeting Location, search, call assets
Paid Advertising	I-80 Billboards	\$13,800	\$6,900	\$6,900	\$0	Awareness/ I-80 Billboards for Cal. Trail Center

CC-27-01-009 — Ruby Mountain Hot Air Inc.

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$10,000	Recommended Award: \$0	Status: Not recommended
Applicant Contribution: \$0	Percent Recommended: 0%	Territory: Cowboy Country Territory

What they requested: 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.

Key budget/use-of-funds elements: 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.

Evaluation committee recommendation/rationale: Declined, applicant did not submit a letter of support from the Territory Chair by the close of the application.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	boost posts run social media ads	\$840	\$840	\$0	\$0	advertisements
Paid Advertising	In-person promoting and flyers	\$1,000	\$500	\$0	\$0	advertisements
Paid Advertising	Billboard	\$8,000	\$8,000	\$0	\$0	advertisements
Paid Advertising	Photography	\$350	\$350	\$0	\$0	advertisements
Paid Advertising	Ballon trading cards	\$1,200	\$1,200	\$0	\$0	advertisements

Frontier Territory

Territory total: \$494,369 requested; \$324,249 recommended; \$55,739 applicant match / budget support shown in worksheet; 66% of requested amount recommended.

Grant ID	Applicant	Requested	Recommended	Status	Key Budget Elements / Use of Funds	Why This Amount Was Recommended
FT-27-01-001	Frontier Territory	\$174,760	\$174,760	Fully funded	1. website updates & additions, partner e-communication 2. social media 3. tourism newsletter 4. travel to missions 5. updating brochures & one-pager...	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...
FT-27-01-002	Goldfield Main Street	\$9,400	\$5,400	Partially funded	1. Brochure Reprint 2. Social Media Advertising 3a. Kneck Gators (for promoting Goldfield to Off Roading Target Audience 3b. Bottle Openers 3c.	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 di...
FT-27-01-003	Pioche Chamber of Commerce	\$44,100	\$35,000	Partially funded	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.
FT-27-01-004	Esmeralda County	\$3,000	\$3,000	Fully funded	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...
FT-27-01-005	Lincoln Communities Action Team, Inc.	\$181,780	\$78,280	Partially funded	1. Paid Advertising - Print/Digital 2. Paid Advertising - Social Media 3. Organizational Assets - Visitor Guide 4. Public Relations - Gravel Grinder...	The proposal outlines a wide range of projects; however, reviewers recommend reconsidering the budget to better align with applicant's specific objectives.
FT-27-01-006	Tonopah Development Corporation DBA Tonopah Main Street	\$8,204	\$2,150	Partially funded	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...	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.
FT-27-01-007	Friends of Gem Theater	\$5,691	\$0	Not recommended	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...
FT-27-01-008	Yerington Main Street Committee	\$7,772	\$7,772	Fully funded	Project Priorities The proposed tourism marketing campaign in Yerington focuses on four primary project priorities designed to increase visitor aware...	The reviewers recommend fully funding; the visitor map, annual event flyer, social media initiatives, digital marketing, and video production.
FT-27-01-009	Town of Tonopah	\$35,589	\$5,418	Partially funded	1. CONTRACT / CONSULTING: Negative Phil: Photo and Video Assets for the town of Tonopah 2. TRAVEL / TRADE: Attending the Go West Summit 3.	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...
FT-27-01-010	Beatty Chamber of Commerce	\$24,073	\$12,469	Partially funded	Beatty Graphics Social Media Management Beatty Graphics Development of new website CPC Neutek Brochures CPC Neutek Visitors Guide Las Vegas Review Jo...	The reviewers recommend funding; Beatty Graphic's Social Media Management, Scenic 395 magazine, and the development of a new website.

Applicant Detail Cards

FT-27-01-001 — Frontier Territory

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$174,760	Recommended Award: \$174,760	Status: Fully funded
Applicant Contribution: \$0	Percent Recommended: 100%	Territory: Frontier Territory

What they requested: 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.

Key budget/use-of-funds elements: 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

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	website updates & partner e-blasts	\$12,350	\$12,350	\$0	\$0	website updates & maintenance, addition of new content specific to partner information, addition of map widget, partner emails via MailChimp
Paid Advertising	social media	\$40,000	\$40,000	\$0	\$0	daily posting on all channels (FB, IG, X), creating content/ sharing content, responding to messages/comment, paid ads
Paid Advertising	website blog posts	\$10,463	\$10,463	\$0	\$0	travel blog for our website twice a month
Paid Advertising	Desert Companion	\$15,400	\$15,400	\$0	\$0	multiple half-pages or full-page digital (and print) ads, insertions in e-newsletter, online banner advertising
Paid Advertising	American Road	\$11,300	\$11,300	\$0	\$0	multiple half-page digital (and print) ads, online itineraries, online video advertising
Paid Advertising	Ad development	\$3,500	\$3,500	\$0	\$0	update existing ads with new content, create 3 new ads that follow brand campaigns
Paid Advertising	Google Display & Online Marketing	\$14,000	\$14,000	\$0	\$0	targeted and retargeted display ads on Google and Facebook
Paid Advertising	Google Search Engine Marketing	\$15,500	\$15,500	\$0	\$0	paid-for and pay-per-click marketing on Google Search Engine
Paid Advertising	YouTube Marketing	\$16,000	\$16,000	\$0	\$0	video and motion graphics marketing on YouTube to be targeted and geo-targeted
Paid Advertising	E-newsletter	\$3,600	\$3,600	\$0	\$0	quarterly e-newsletter sent to currently 2,000 subscribers
Paid Advertising	Coyote Country Radio	\$12,700	\$12,700	\$0	\$0	60-second spots on Coyote Country Radio with a reach of 175,000-200,000 listeners
Paid Advertising	KNPR Radio	\$8,500	\$8,500	\$0	\$0	10-12 second sponsorship mentions on KNPR Radio to promote events in the Territory
Organization Assets	brochures	\$4,100	\$4,100	\$0	\$0	updating existing brochures, changing to new org/ adding content
Organization Assets	one-pager	\$450	\$450	\$0	\$0	updating existing one-pager, changing to new org/ additional content
Travel Trade	Media Mission Reno	\$638	\$0	\$0	\$0	Media Mission in state
Travel Trade	Media Mission Las Vegas	\$659	\$0	\$0	\$0	Media Mission in state
Travel Trade	Media Missions	\$3,100	\$0	\$0	\$0	2 Media Missions out of state, i.e. Atlanta, New York, San Francisco

FT-27-01-002 — Goldfield Main Street

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$9,400	Recommended Award: \$5,400	Status: Partially funded
Applicant Contribution: \$1,400	Percent Recommended: 57%	Territory: Frontier Territory

What they requested: 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.

Key budget/use-of-funds elements: 1. Brochure Reprint 2. Social Media Advertising 3a. Kneck Gators (for promoting Goldfield to Off Roading Target Audience 3b. Bottle Openers 3c. Nail Files

Evaluation committee recommendation/rationale: 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 advertng's methods, such as billboards or local radio.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Social Media Ads	\$5,000	\$4,000	\$0	\$1,200	Facebook/Meta
Organization Assets	Goldfield Brochure	\$5,500	\$4,200	\$0	\$1,100	Update/Reprint
Organization Assets	Promotional Items/Swag	\$1,500	\$1,200	\$0	\$300	K-neck Gators, bottle opener, and nail files

FT-27-01-003 — Pioche Chamber of Commerce

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$44,100	Recommended Award: \$35,000	Status: Partially funded
Applicant Contribution: \$1,000	Percent Recommended: 79%	Territory: Frontier Territory

What they requested: 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.

Key budget/use-of-funds elements: Social Media Manager Photography/Videography Paid Content Creation Paid Advertising

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Public Relations	Paid Influencers and Contend Creation	\$15,000	\$14,500	\$500	\$0	Working with contend creators to promote our town
Public Relations	Social Media Manager	\$12,000	\$12,000	\$0	\$0	A skilled social media manager will promote our marketing
Organization Assets	Photography	\$9,600	\$9,100	\$500	\$0	Professional photography to build our media gallery
Organization Assets	Videography	\$5,000	\$5,000	\$0	\$0	Aerial photography to build our media gallery
Paid Advertising	Social Meida Ads	\$3,500	\$3,500	\$0	\$0	Ads to promote all of our events on social media

FT-27-01-004 — Esmeralda County

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$3,000	Recommended Award: \$3,000	Status: Fully funded
Applicant Contribution: \$3,000	Percent Recommended: 100%	Territory: Frontier Territory

What they requested: 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.

Key budget/use-of-funds elements: 1. American Road magazine year AD 2. Email blast x 2 3. 30 Second Spot x 4

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	American Road Magazine	\$4,340	\$2,170	\$2,170	\$0	1/6-page ad x 4
Paid Advertising	American Road TripTalk	\$600	\$300	\$300	\$0	30second spot 4
Paid Advertising	A solo dedicated email blast	\$980	\$490	\$490	\$0	Email blast x2

FT-27-01-005 — Lincoln Communities Action Team, Inc.

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$181,780	Recommended Award: \$78,280	Status: Partially funded
Applicant Contribution: \$17,400	Percent Recommended: 43%	Territory: Frontier Territory

What they requested: 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.

Key budget/use-of-funds elements: 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 & E-newsletter marketing 6. Public Relations - Gravel Grinder Initiative - Phase II 7. Public Relations - Gravel Grinder Initiative - Phase III 8. Public Relations - Planning & Strategy 9.

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Print/Digital Advertising: Regional Placement (NV Magazine; American Road; SW T...	\$32,980	\$29,480	\$0	\$3,500	Market recently developed products for greater penetration (road trips, self-guided and guided tours, and compelling area stories)
Paid Advertising	Social Media Advertising - One year including content production and boosted po...	\$26,600	\$21,300	\$0	\$3,500	Emphasis on greater utilization of existing (recently produced) videos to drive targeted traffic to area stories and road trips
Paid Advertising	Blog & Newsletter Marketing	\$14,400	\$12,000	\$0	\$2,400	Newsletter and blog will focus on conversion for new website features.
Public Relations	Develop fresh PR Planning & Strategy with targeted PR campaign. 3-month program	\$27,200	\$22,000	\$0	\$5,200	Audience & messaging alignment, media list development, partnership identification; Strategic media pitches, media monitoring and reporting.
Public Relations	Influence Program by PR Firm	\$20,000	\$16,500	\$0	\$3,500	Partner with 2-3 influencers to create target specific experiences for promotion (such as: the ultimate Lincoln County Road trip, or MTB Ad...
Organization Assets	Visitor Guide Refresh	\$23,500	\$15,500	\$0	\$8,000	Refresh aging visitor guides with current information, add emphasis on new products (road trips, tours, dark skies, stewardship and preserve...
Public Relations	Gravel Grinding Initiative - Phase I Identify and create 3-5 route guides.	\$13,000	\$10,000	\$0	\$3,000	Part of our destination development is to bring underutilized assets into focus. Gravel Grinding represents a new market that will need a m...
Public Relations	Gravel Grinding Initiative - Phase II Experience development & media library us...	\$4,500	\$3,500	\$0	\$1,000	Once route guides are created, this phase will utilize Dirty Freehub's media library to create destination-based packages for trip planning...
Public Relations	Gravel Grinding Initiative - Phase III Marketing & Promotion	\$20,000	\$14,000	\$0	\$6,000	Launch campaigns to push route use; email marketing, earned media and webinars or events
Public Relations	Lincoln County FAM - Option 1	\$30,000	\$25,000	\$0	\$5,000	Develop and host a 3-day, 2-night FAM for asset operators and tour guides to highlight Lincoln County as a destination worth recommending o...
Public Relations	Lincoln County FAM - Option 2	\$16,000	\$12,500	\$0	\$3,500	Develop and host a 2-day, 1 night FAM for asset operators and tour guides to highlight Lincoln County as a destination worth recommending o...

FT-27-01-006 — Tonopah Development Corporation DBA Tonopah Main Street

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$8,204	Recommended Award: \$2,150	Status: Partially funded
Applicant Contribution: \$538	Percent Recommended: 26%	Territory: Frontier Territory

What they requested: 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.

Key budget/use-of-funds elements: 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

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Social Media Paid Marketing	\$2,400	\$1,920	\$480	\$0	monthly ads, events ads
Paid Advertising	Pahrump Valley Times	\$4,800	\$3,840	\$960	\$0	jumbo quarter page color ads to promote out-of-town event attendance
Paid Advertising	Tonopah Times Bonanza & Goldfield News	\$2,768	\$2,214	\$554	\$0	jumbo quarter page color ads to promote out-of-town event attendance
Organization Assets	Interactive Maps	\$288	\$230	\$58	\$0	various interactive maps for downtown & events, customizable, printable for event passports

FT-27-01-007 — Friends of Gem Theater

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$5,691	Recommended Award: \$0	Status: Not recommended
Applicant Contribution: \$5,438	Percent Recommended: 0%	Territory: Frontier Territory

What they requested: Historic Gem Theater Tours Story Board Highlights

Key budget/use-of-funds elements: 1 project - Story board design and print.

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Organization Assets	Gem Theater Tours Story Board	\$5,250	\$5,250	\$0	\$5,250	Design and curation
Organization Assets	Story board printing	\$235	\$235	\$0	\$84	Print
Organization Assets	Easels for story board display	\$206	\$206	\$0	\$104	Materials

FT-27-01-008 — Yerington Main Street Committee

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$7,772	Recommended Award: \$7,772	Status: Fully funded
Applicant Contribution: \$9,076	Percent Recommended: 100%	Territory: Frontier Territory

What they requested: 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.

Key budget/use-of-funds elements: Project Priorities 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.

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Visitor Map	\$6,319	\$3,193	\$0	\$3,126	Visitor Map Development
Paid Advertising	Annual Event Flyer	\$4,009	\$1,579	\$0	\$2,430	Annual event flyer, poster, mailings, and printed advertising
Paid Advertising	Social Media Event Boost	\$2,422	\$1,000	\$0	\$1,422	Boost up to 10 major local events
Organization Assets	Digital Marketing and Video Production	\$4,097	\$2,000	\$0	\$2,097	Digital Marketing and Video Production

FT-27-01-009 — Town of Tonopah

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$35,589	Recommended Award: \$5,418	Status: Partially funded
Applicant Contribution: \$5,418	Percent Recommended: 15%	Territory: Frontier Territory

What they requested: 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.

Key budget/use-of-funds elements: 1. CONTRACT / CONSULTING: Negative Phil: Photo and Video Assets for the town of Tonopah 2. TRAVEL / TRADE: Attending the Go West Summit 3. ORGANIZATIONAL ASSETS: 3 New banners to replace damaged banners, highlighting offerings of Tonopah 4. PAID ADVERTISING: 2 Full Page Ads to Promote Rock & Bottle Show 5. PAID ADVERTISING: Social Media to Promote "Music in the Mine" Festival in June 2027 6.

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Organization Assets	Downtown Décor- New Banners for Street Signs	\$10,088	\$5,044	\$5,044	\$0	3 new banner designs to replace damaged banners.
Paid Advertising	Print Advertising Rock & Gem Magazine	\$2,700	\$1,350	\$1,350	\$0	2 Full Page Advertisements in Rock & Gem Magazine to Promote the Annual Rock & Bottle Show. Rockhound \$2700 Rock & Gem \$1200
Paid Advertising	Social Media Paid Advertising for Key Events in Tonopah	\$2,000	\$1,000	\$1,000	\$0	Advertising to Promote: Music in the Mine
Paid Advertising	Social Media Paid Advertising for Key Events in Tonopah	\$500	\$250	\$250	\$0	Advertising to Promote: Jim Butler Days
Paid Advertising	Social Media Paid Advertising for Key Events in Tonopah	\$300	\$150	\$150	\$0	Advertising to Promote: Outdoor Enthusiasts / Outdoor Activities
Paid Advertising	Social Media Paid Advertising for Key Events in Tonopah	\$200	\$100	\$100	\$0	Advertising to Promote: Nevada State Mining Championship's

FT-27-01-010 — Beatty Chamber of Commerce

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$24,073	Recommended Award: \$12,469	Status: Partially funded
Applicant Contribution: \$12,469	Percent Recommended: 52%	Territory: Frontier Territory

What they requested: 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.

Key budget/use-of-funds elements: Beatty Graphics Social Media Management Beatty Graphics Development of new website CPC Neutek Brochures CPC Neutek Visitors Guide Las Vegas Review Journal Newspaper Advertising Scenic 395 Magazine Advertising

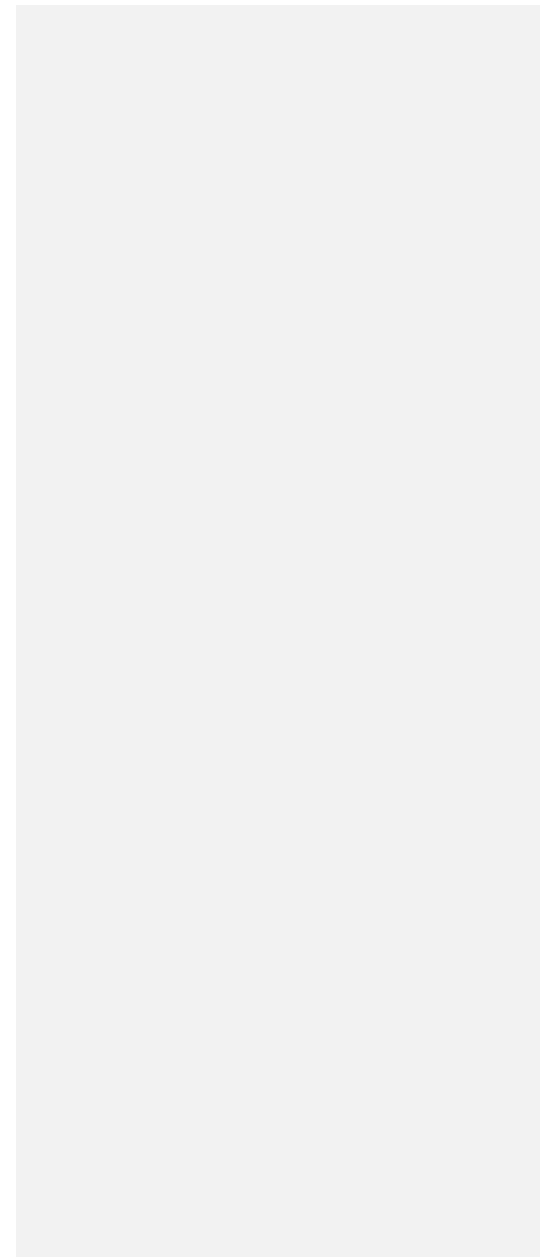
Evaluation committee recommendation/rationale: The reviewers recommend funding: Beatty Graphic's Social Media Management, Scenic 395 magazine, and the development of a new website. Reviewers noted the need for more details regarding content quality and type for the social media management, which specifies a minimum of 20 post per month, as prioritizing high-quality and curated content is essential for supporting social platforms.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Beatty Graphics	\$17,988	\$8,994	\$8,994	\$0	Social Media Management
Paid Advertising	Scenic 395	\$950	\$475	\$475	\$0	1/4 Page Advertisement in Magazine
Paid Advertising	Las Vegas Review Journal	\$3,700	\$1,850	\$1,850	\$0	Advertisement in Newspaper
Organization Assets	Certified Travel Media	\$6,994	\$3,497	\$3,497	\$0	Distribution of Brochures and Visitors Guide
Organization Assets	CPC Neutek	\$2,620	\$1,310	\$1,310	\$0	20,000 Brochures

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

Organization Assets	CPC Neutek	\$9,894	\$4,947	\$4,947	\$0	20,000 Visitors Guide
Organization Assets	Beatty Graphics	\$6,000	\$3,000	\$3,000	\$0	Development of New Website



Nevada Indian Territory

Territory total: \$200,582 requested; \$171,108 recommended; \$18,200 applicant match / budget support shown in worksheet; 85% of requested amount recommended.

Grant ID	Applicant	Requested	Recommended	Status	Key Budget Elements / Use of Funds	Why This Amount Was Recommended
IT-27-01-001	Nevada's Indian Territory	\$127,782	\$106,033	Partially funded	1. Charter Advertising/Design, Inc. \$26,840 2. VisitWidget \$5,027 3. Powwow Marketing grant \$30,000 4. American Indigenous Tourism Conference ...	The reviewers recommend funding: Charter ads, Visit Widgets, NIT Powwow marketing, American Indigenous Conference, Herman Global, Travel Nevada sales Mission, Brand USA, and IPW.
IT-27-01-002	Reno-Sparks Indian Colony	\$72,800	\$65,075	Partially funded	Rank Project Priorities: 1) Online (Targeted Digital and Display) All Sizes = \$10,000 2) YouTube Ads / Pre-Roll Video = \$4300 3) Billboard (2 Digital...	The reviewers recommend funding the following proposed projects: online targeted digital and display, billboards, social media, YouTube, radio, print, and video and image assets.

Applicant Detail Cards

IT-27-01-001 — Nevada's Indian Territory

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$127,782	Recommended Award: \$106,033	Status: Partially funded
Applicant Contribution: \$0	Percent Recommended: 83%	Territory: Nevada Indian Territory

What they requested: 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.

Key budget/use-of-funds elements: 1. Charter Advertising/Design, Inc. \$26,840 2. Visit Widget \$5,027 3. Powwow Marketing grant \$30,000 4. American Indigenous Tourism Conference - Tualap 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.

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Organization Assets	Charter Advertising Proposal	\$26,840	\$26,840	\$0	\$0	NIT website upgrade/enhancement
Organization Assets	Visit Widget Proposal - Navigation App	\$5,027	\$5,027	\$0	\$0	Nav. App annual fee Explore Native Nevada
Public Relations	NIT Powwow Marketing	\$30,000	\$30,000	\$0	\$0	Marketing numerous NIT cultural events
Travel Trade	American Indigenous Tourism Conference	\$11,580	\$11,580	\$0	\$0	Conference attendees for 3 NIT members
Paid Advertising	Herrmann Global, Inc -Influencer	\$9,500	\$9,500	\$0	\$0	Influencer for US/UK/GER/MEX
Organization Assets	Knowledge Tree Films - Video	\$25,000	\$25,000	\$0	\$0	Yerington Paiute Tribe cultural video

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

Travel Trade	Travel Nevada - Sales Mission	\$4,786	\$4,786	\$0	\$0	2 in-state 7 2 out of state, sales missions
Travel Trade	2027 Rural Roundup	\$1,749	\$1,749	\$0	\$0	3 members to attend conf. & display booth
Paid Advertising	America The Beautiful	\$5,000	\$5,000	\$0	\$0	Market NIT destinations
Travel Trade	IPW - 2027 New Orleans	\$8,300	\$8,300	\$0	\$0	Marketing authentic NIT destinations

IT-27-01-002 — Reno-Sparks Indian Colony

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$72,800	Recommended Award: \$65,075	Status: Partially funded
Applicant Contribution: \$18,200	Percent Recommended: 89%	Territory: Nevada Indian Territory

What they requested: 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.

Key budget/use-of-funds elements: Rank Project Priorities: 1) Online (Targeted Digital and Display) All Sizes = \$10,000 2) YouTube Ads / Pre-Roll Video = \$4300 3) Billboard (2 Digital Boards + Static) = \$34,200 4) Social Media Advertising = \$4000 5) TV Advertising (30 sec commercials to include streaming) = \$10,000 6) Video & Image Assets - History of RSIC in Northern NV & RSIC Hosted Events = \$21,000 7) Print Materials, such as brochures = \$3000 8) Radio Adve...

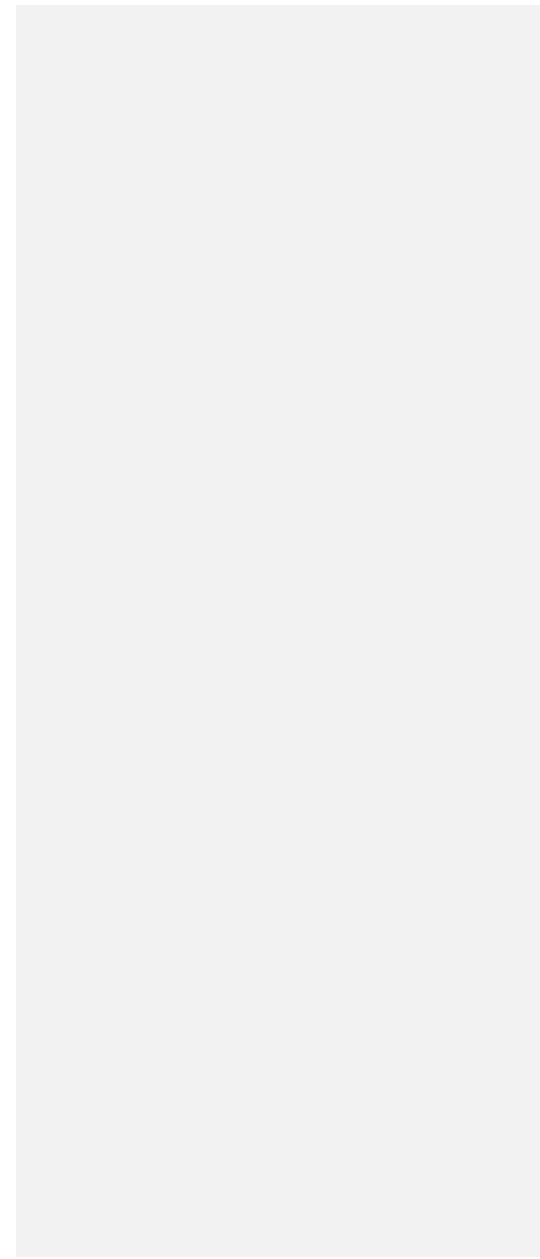
Evaluation committee recommendation/rationale: The reviewers recommend funding the following proposed projects: online targeted digital and display, billboards, social media, YouTube, radio, print, and video and image assets. Not funded: TV advertising, as other marketing initiatives demonstrate a stronger connection to the objectives than streaming commercials.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Online (Targeted Digital and Display)	\$2,275	\$7,725	\$2,022	\$0	We plan to also use a Geo-Fencing in our campaign to get actual data of conversions into the Numaga Indian Days Powwow and Hand game Grounds in Hungry Valley, NV.
Paid Advertising	Billboard (2 Digital Boards+ Static)	\$4,550	\$29,650	\$2,022	\$0	2 digital billboards on Hwy 580, 2-3 billboards on HWY 80 (1 eastbound, 1 westbound) 6-8 billboards out of market (Hwy 95, Eastern Sierras, CA, Hwy 50)
Paid Advertising	Social Media Advertising	\$2,275	\$1,725	\$2,022	\$0	2 Audiences on Facebook and Instagram; 1 Audience of Native Americans, 18 years and older, powwow oriented, hand game...
Organization Assets	YouTube Ads/Pre-Roll Video	\$2,275	\$2,025	\$2,022	\$0	This media will be used exclusively for Numaga Indian Days;
Paid Advertising	TV Advertising (30 Sec Commercials)	\$2,275	\$7,725	\$2,022	\$0	Local TV Stations to include KTVN Channel 2 News, KRNV Channel 4 News, and KOLO 8 News.
Paid Advertising	Radio Ad (30 Sec)	\$0	\$1,500	\$2,022	\$0	Identified Reno Media Group to include Sunny 106.9, Alice 96.5, The River, 103.7, Swag 104.9, TEN Country 97.3, The Zone 96.1/106.5, and will also add KBULL 98.1 separately
Organization Assets	Print	\$0	\$3,000	\$2,022	\$0	1/8 page or larger for Reno-Tahoe local newspapers

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

Organization Assets	Video and Image Assets - Numaga Short Doc or History of RSIC in Northern NV	\$4,550	\$16,450	\$2,023	\$0	To support the development of professional video and photographic assets for a short documentary that highlights the cultural significance of Numaga Indian Days...
Organization Assets	Print Materials, such as brochures	\$0	\$3,000	\$2,023	\$0	to create professional print materials, including brochures, to showcase the Colony's history, culture, and community events



Las Vegas Territory

Territory total: \$686,549 requested; \$224,050 recommended; \$49,333 applicant match / budget support shown in worksheet; 33% of requested amount recommended.

Project ID	Applicant	Amount Requested	Amount Recommended	Funding Status	Project Description	Reviewer Comments
LV-27-01-001	Las Vegas Territory	\$586,960	\$156,276	Partially funded	Travel Trade, FAMS & PR Missions Conferences Organizational Assets - Website Audit & Expansion + Refresh + Aggressive (or less aggressive) Itinerary...	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 na...
LV-27-01-002	Boulder City Chamber of Commerce	\$65,415	\$33,600	Partially funded	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 Ne...	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, a...
LV-27-01-003	MORF Mesquite Opportunities Regional Fund	\$34,174	\$34,174	Fully funded	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, an...

Applicant Detail Cards

LV-27-01-001 — Las Vegas Territory

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$586,960	Recommended Award: \$156,276	Status: Partially funded
Applicant Contribution: \$0	Percent Recommended: 27%	Territory: Las Vegas Territory

What they requested: 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.

Key budget/use-of-funds elements: 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, Brand USA- America The Beautiful Paid Advertising Social media...

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Social Media	\$32,500	\$32,500	\$0	\$0	Facebook, Instagram, TikTok reels
Co-op	Herrmann Global	\$15,500	\$15,500	\$0	\$0	Facebook, Instagram, TikTok reels as depicted in Las Vegas Territory
Co-op	Travel Zoo	\$25,000	\$25,000	\$0	\$0	An ambassador visits as outlined in the marketing plan. Quote also included.
Co-op	Brand USA	\$10,000	\$10,000	\$0	\$0	A story with a minimum of 45,000 page views.
Co-op	Discover Inland Empire	\$45,000	\$45,000	\$0	\$0	Brand USA will offer marketing distribution and expand and optimized audience campaign to all targeted markets

Commented [NO1]: Mesquite applied for website development - 3D project adjacent

Commented [RV1R2]: Are they allowed to do this? As this is for Rural Marketing Grant, it will look bad if we fund a website that competes with the mesquite website that the LVCVA runs. So no.

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

Co-op	Design Canopy	\$28,500	\$28,500	\$0	\$0	Post summit FAM tours of Southern California Asian tour operator and discover IE - State, Route 66 greater China Sales Mission.
Co-op	Wingman	\$46,000	\$46,000	\$0	\$0	Current contractor for video creation and social media content
Public Relations	Media Outreach & Visits	\$12,000	\$12,000	\$0	\$0	Influencer Tee George Hiking & Outdoors highlighting the surrounding areas of Las Vegas Strip, rural communities.
Public Relations	PR Missions	\$12,500	\$12,500	\$0	\$0	For one Las Vegas Territory member to represent at Travel Nevada PR missions - a minimum of 4.
Organization Assets	Website Enhancements & Expansion	\$12,000	\$12,000	\$0	\$0	Canopy Design our new provider included a quote to deliver new website modifications, enhancement and database maintenance.
Organization Assets	Design Canopy	\$9,000	\$9,000	\$0	\$0	Itinerary and Tripspiration blog content Work with Design Canopy to assist with additional blog content. Aggressive content with Destination Vegas articles highlighting
Organization Assets	Digital Assets	\$7,500	\$7,500	\$0	\$0	Digital assets development, newsletter, flyers, templates incorporating MailChimp.
Organization Assets	Website Enhancements & Expansion Content	\$65,000	\$65,000	\$0	\$0	Design Canopy based on website expansion for strategic rebrand. Quote included.
Organization Assets	Digital Assets/Video/SM Posting Maintenance	\$13,500	\$13,500	\$0	\$0	Facebook, Instagram, TikTok reels as depicted in Las Vegas Territory/no vendor proposal
Organization Assets	Marketing Materials for Trade Shows	\$6,500	\$6,500	\$0	\$0	With a new name comes the need for new marketing materials to highlight our brand at events.
Organization Assets	Promotional Items for Trade Shows	\$17,375	\$17,375	\$0	\$0	As in the proposal upload items like, hat, mug, pens, mints, etc...
Strategic Planning	Events to boost membership	\$15,000	\$15,000	\$0	\$0	Las Vegas Territory Board of Directors will put together up to 3 events to boost our partners and ultimately offerings on our Plan Your Trip pages to highlight things to do in our rural areas.
Admin (Territories only)	Las Vegas Territory	\$5,000	\$5,000	\$0	\$0	Admin
Other	Conferences	\$4,450	\$4,450	\$0	\$0	Rural Roundup (2p), GovCon (1p) Spotlight NV (2p), Travel Agent Forum (1p), Travel Nevada Retreats, (2p) Tourism Means More Day (1p)
Other	Bookkeeping	\$2,200	\$2,200	\$0	\$0	Manage the monthly books (based on minimum of \$100/mo.), end of year tax preparation (\$1,000)
Travel Trade	Familiarization Tour	\$25,000	\$25,000	\$0	\$0	Jackpot Jamboree
Travel Trade	Familiarization Tour	\$19,800	\$19,800	\$0	\$0	Spotlight pre-Fam
Travel Trade	Familiarization Tour	\$19,800	\$19,800	\$0	\$0	Travel Agent Forum Pre-Fam
Travel Trade	Trade Show	\$5,210	\$5,210	\$0	\$0	ABA Marketplace
Travel Trade	Trade Show	\$7,150	\$7,150	\$0	\$0	NTA Travel Exchange
Travel Trade	Trade Show	\$5,925	\$5,925	\$0	\$0	Go West Summit
Travel Trade	Trade Show	\$2,525	\$2,525	\$0	\$0	Spotlight Nevada attendance
Travel Trade	Sales Mission	\$3,200	\$3,200	\$0	\$0	TN East Coast

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

Travel Trade	Sales Mission	\$2,175	\$2,175	\$0	\$0	TN West Coast
Travel Trade	Sales Mission	\$2,900	\$2,900	\$0	\$0	TN South
Travel Trade	Sales Mission	\$2,800	\$2,800	\$0	\$0	TN Midwest
Travel Trade	Sales Mission	\$4,625	\$4,625	\$0	\$0	TN Mexico
Travel Trade	Sales Mission	\$5,825	\$5,825	\$0	\$0	TN Canada

LV-27-01-002 — Boulder City Chamber of Commerce

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$65,415	Recommended Award: \$33,600	Status: Partially funded
Applicant Contribution: \$14,400	Percent Recommended: 51%	Territory: Las Vegas Territory

What they requested: 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.

Key budget/use-of-funds elements: 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.

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Podcast Centric	\$48,000	\$33,600	\$14,400	\$0	Strategic outreach, community engagement, and destination promotion through professional podcasting and social sharing
Paid Advertising	Las Vegas Weekly	\$36,600	\$25,620	\$10,980	\$0	Digital and print website native story promotion advertising
Paid Advertising	KTNV ABC	\$8,850	\$6,195	\$2,655	\$0	Launch Right mainstream and livestream

LV-27-01-003 — MORF Mesquite Opportunities Regional Fund

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$34,174	Recommended Award: \$34,174	Status: Fully funded
Applicant Contribution: \$34,933	Percent Recommended: 100%	Territory: Las Vegas Territory

What they requested: 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.

Key budget/use-of-funds elements: 1. Website/Visual Identity Development/Business Directory 2. Photography/videography 3. Print Materials

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Organization Assets	Tourism website. Simple View	\$45,525	\$30,000	\$15,525	\$0	Website and licensing
Organization Assets	Development of Business Network Directory	\$2,784	\$0	\$0	\$2,784	Website content/business directory
Organization Assets	Visual Identity Development. Nicholson	\$4,500	\$2,500	\$0	\$2,000	Foundation for website and print materials
Organization Assets	Drone footage. Baeza	\$600	\$0	\$0	\$600	Website content
Organization Assets	Photography .Dudrow	\$12,500	\$0	\$0	\$12,500	Website content and print media (50 images)
Organization Assets	Videography. Johnson	\$600	\$450	\$0	\$150	Website content
Organization Assets	Printed Collateral. Clark County Printing	\$1,648	\$824	\$824	\$0	Branded printed media for tourist
Organization Assets	Photography. Corazinni	\$950	\$400	\$400	\$150	Website content

Pony Express Territory

Territory total: \$356,879 requested; \$284,429 recommended; \$132,120 applicant match / budget support shown in worksheet; 80% of requested amount recommended.

Grant ID	Applicant	Requested	Recommended	Status	Key Budget Elements / Use of Funds	Why This Amount Was Recommended
PE-27-01-001	Pony Express Territory	\$217,754	\$175,054	Partially funded	1) Web Content Development 2) Online Display Advertising 3) VisitWidget Pro-Plan 1 year contract 4) VisitWidget Content Development 5) Survival Guide...	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...
PE-27-01-002	Churchill Arts Council	\$24,150	\$11,400	Partially funded	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...
PE-27-01-003	Visit Fallon / City of Fallon	\$50,000	\$50,000	Fully funded	Paid Media	The reviewers recommend fully funding the proposed project: implementing the paid media approach for ongoing evergreen marketing and "Enter the Oasis" campaigns.
PE-27-01-004	Eureka Restoration Enterprise	\$5,300	\$5,300	Fully funded	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.
PE-27-01-005	White Pine Chamber of Commerce	\$13,000	\$13,000	Fully funded	This project's priorities are not mutually exclusive. First and foremost, to invigorate travel into The Great Basin National Heritage Area, with the d...	The reviewers recommend to fully fund the creation of a PBS documentary film commemorating the Great Basin National Heritage Area.
PE-27-01-006	White Pine Main Street	\$6,750	\$6,750	Fully funded	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 p...	The reviewers recommend fully funding the proposed project to expand the festival to a two-day event to drive overnight stays.
PE-27-01-007	White Pine Tourism	\$22,925	\$22,925	Fully funded	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 engagem...
PE-27-01-008	Fallon Festival Association Inc	\$17,000	\$0	Not recommended	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 refer...

Applicant Detail Cards

PE-27-01-001 — Pony Express Territory

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$217,754	Recommended Award: \$175,054	Status: Partially funded
Applicant Contribution: \$0	Percent Recommended: 80%	Territory: Pony Express Territory

What they requested: 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.

Key budget/use-of-funds elements: 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 High...

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Online Display Advertising	\$36,250	\$36,250	\$0	\$0	The campaign combines premium digital placements, newsletter promotion, social media amplification, and retargeted advertising to maximize visibility and drive qualified traffic to LoneliestRoad.us...
Paid Advertising	Print Media Marketing	\$23,665	\$23,665	\$0	\$0	This print media campaign strategically places advertisements in a diverse group of regional newspapers, travel guides, and lifestyle publications...
Paid Advertising	American Road Campaign	\$16,634	\$16,634	\$0	\$0	This campaign partners with American Road Magazine to deliver a multi-platform promotional package that combines broadcast, digital media, social engagement, and print expos...
Paid Advertising	Social Media Boosts	\$8,500	\$8,500	\$0	\$0	Pony Express Territory manages two coordinated social media initiatives that highlight Nevada’s iconic historic highways. The first promotes U.S. Route 50, widely known as “The Loneliest Road in America.”
Public Relations	Herman Global	\$7,750	\$7,750	\$0	\$0	Tap into Visit USA Parks’ social media audiences and digital content creation to position Pony Express Territory as an essential stop on a national park adventure, while highlighting the unique experiences awaiting visitors in the communities.
Public Relations	Fam Influencers	\$25,000	\$25,000	\$0	\$0	This initiative will host a curated influencer familiarization (FAM) tour along Nevada’s iconic U.S. Route 50, designed to generate high-quality digital storytelling that inspires travelers to experience the route firsthand.
Public Relations	Social Media Updates	\$12,000	\$12,000	\$0	\$0	Pony Express Territory’s (PET) ongoing social media program is a cornerstone of its digital marketing strategy, fostering brand awareness, connecting with target audiences, and bringing the Territory’s unique experiences to life.
Organization Assets	Web Content Development	\$7,650	\$7,650	\$0	\$0	This comprehensive project ensures that Pony Express Territory’s (PET) digital presence remains secure, up-to-date, and engaging for travelers and stakeholders alike...
Organization Assets	E-Newsletter (e-DM)	\$7,550	\$7,550	\$0	\$0	The Pony Express Territory (PET) e-newsletter is a critical communication and engagement tool, providing subscribers with timely updates, event announcements, travel inspiration...
Organization Assets	America’s Loneliest Road, Nevada’s Highway 50 Brochure	\$25,000	\$25,000	\$0	\$0	The “America’s Loneliest Road, Nevada’s Highway 50” brochure is a cornerstone of Pony Express Territory’s (PET) visitor outreach, providing travelers with detailed information on scenic stops...
Organization Assets	VisitWidget Pro-Plan 1 year contract	\$15,888	\$15,888	\$0	\$0	The Highway 50 Survival Guide will soon feature an upgraded interactive map and trip-planning platform powered by VisitWidget, streamlining itinerary creation for visitors while promoting engagement with Pony Express Territory’s attractions...
Organization Assets	VisitWidget Content Development	\$4,500	\$4,500	\$0	\$0	This project covers managing and maintaining VisitWidget. Responsibilities include overseeing platform administration, developing and uploading new content...
Organization Assets	SocialVenu Video Program	\$6,000	\$6,000	\$0	\$0	PET will continue its partnership with SocialVenu, a digital tool that showcases user-generated video content. Originally launched at the end of last year’s travel season, the program will be heavily promoted during summer 2025.
Organization Assets	SocialVenu Video Program	4,500.00	4,500.00	\$0	\$0	This project covers managing and maintaining SocialV. Responsibilities include overseeing platform administration, developing and uploading new content...

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

Organization Assets	Survival Guide Reward Buttons / Badges	\$3,667	\$3,667	\$0	\$0	This initiative leverages gamification and interactive engagement to enhance visitor participation and connection with Pony Express Territory (PET). Aligned with the VisitWidget interactive map platform (https://visitwidget.com).
Admin (Territories only)	Admin	5,200.00	5,200.00	\$0	\$0	A total of \$5,200 will support administrative and outreach expenses for the program. \$3,500 is allocated for postage to mail Highway 50 Survival Guide requests and "I Survived..."
Travel Trade	Trade Shows	\$8,000	\$8,000	\$0	\$0	Sales Missions, Conferences

PE-27-01-002 — Churchill Arts Council

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$24,150	Recommended Award: \$11,400	Status: Partially funded
Applicant Contribution: \$11,400	Percent Recommended: 47%	Territory: Pony Express Territory

What they requested: 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.

Key budget/use-of-funds elements: Organization Assets Paid Advertising

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	CAC Event Advertising Campaign	\$8,300	\$4,150	\$0	\$4,150	A planned full year campaign to advertise all events for the Churchill Arts Council Season...
Organization Assets	Pre-season and general programming marketing	\$9,500	\$4,750	\$1,950	\$2,800	Pre-season and general programming marketing to promote cultural events and encourage regional visitation.
Organization Assets	Event Collateral	\$5,000	\$2,500	\$0	\$2,500	Design and printing of event promotional materials including posters, flyers, direct mail postcards, and tickets to promote cultural programming and visitor attendance.
Organization Assets	Video and photo documentation	\$19,600	\$9,800	\$3,000	\$6,800	Video production, to include "Tiny Desk" inspired campaign to increase webs presence, along with photographers and/or more professional camera system so that equipment is on hand for high quality documentation.
Organization Assets	Assets for Tourism Marketing & Destination Promotion	\$5,900	\$2,950	\$1,000	\$1,950	The development of high-quality branded promotional items that promote the destination and its cultural programming...

PE-27-01-003 — Visit Fallon / City of Fallon

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$50,000	Recommended Award: \$50,000	Status: Fully funded

Grant Request	Committee Recommendation	Application Details
Applicant Contribution: \$50,000	Percent Recommended: 100%	Territory: Pony Express Territory

What they requested: 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.

Key budget/use-of-funds elements: Paid Media

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Campaign Paid Media Advertising	\$100,000	\$50,000	\$50,000	\$0	Media planning for FY 2027 to include digital channels and print partners to amplify the campaign throughout the year. Paid media spend to support awareness and drive visitation the event as well the city. Visit Fallon will match the grant and provide AR map creation, social media and project management support for the overall account.

PE-27-01-004 — Eureka Restoration Enterprise

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$5,300	Recommended Award: \$5,300	Status: Fully funded
Applicant Contribution: \$6,045	Percent Recommended: 100%	Territory: Pony Express Territory

What they requested: 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.

Key budget/use-of-funds elements: 1. Logo design and social marketing/ad development 2. Print advertising and radio advertising 3. Flyer distribution 4. Photography

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
----------	---------	--------------------	---------------	----------------	---------	-----------------------

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

Paid Advertising	Eureka Art Wine & Music Fest	\$7,816	\$3,000	\$4,016	\$0	Print newspaper, magazine and radio advertising
Public Relations	Eureka Art Wine & Music Fest	\$1,400	\$1,300	\$100	\$0	Logo Design and Social Marketing, Photography
Organization Assets	Eureka Art Wine & Music Fest	\$2,129	\$1,000	\$1,129	\$0	Personalized mugs and personalized misc., copy fees
Organization Assets	Eureka Art Wine & Music Fest	\$0	\$0	\$0	\$300	Design and creation of chalk board location signs
Organization Assets	Eureka Art Wine & Music Fest	\$0	\$0	\$0	\$500	Manning individual booths at event

PE-27-01-005 — White Pine Chamber of Commerce

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$13,000	Recommended Award: \$13,000	Status: Fully funded
Applicant Contribution: \$18,000	Percent Recommended: 100%	Territory: Pony Express Territory

What they requested: 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.

Key budget/use-of-funds elements: 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.

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Organization Assets	Great Basin National Heritage Area, PBS Documentary	\$31,000	\$13,000	\$18,000	\$0	Partnering with the Great Basin National, Heritage Area for the creation of a PBS Documentary, working with an experienced filmmaker, and retaining the digital asset for the marketing of White Pine County and advertising tourism opportunities in Nevada.

PE-27-01-006 — White Pine Main Street

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$6,750	Recommended Award: \$6,750	Status: Fully funded

Grant Request	Committee Recommendation	Application Details
Applicant Contribution: \$6,750	Percent Recommended: 100%	Territory: Pony Express Territory

What they requested: 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.

Key budget/use-of-funds elements: 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 year's event is very important too.

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Organization Assets	Video clips	\$5,000	\$2,500	\$2,500	\$0	Hire a videographer (e.g. David Purdy) to create videos to promote the Faire
Paid Advertising	Other market advertising	\$2,000	\$1,000	\$750	\$250	Purchase advertising in the Las Vegas & Reno markets (e.g. LVRJ, RGJ)
Organization Assets	Photography	\$500	\$250	\$0	\$250	Hire a photographer to take high quality photos at the faire
Paid Advertising	Local Radio Advertising	\$350	\$175	\$100	\$75	Engage local radio (KDSS) to promote faire
Paid Advertising	Amplified Digital / Elko Daily	\$4,650	\$2,325	\$1,000	\$1,325	Partner with White Pine Chamber for advertising with Amplified Digital & Elko Daily
Public Relations	Social Media	\$1,000	\$500	\$0	\$500	boost original posts multiple times per week on our social media to promote the event

PE-27-01-007 — White Pine Tourism

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$22,925	Recommended Award: \$22,925	Status: Fully funded
Applicant Contribution: \$22,925	Percent Recommended: 100%	Territory: Pony Express Territory

What they requested: 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.

Key budget/use-of-funds elements: Video and photo content for the Lund Rodeo and Tour de Schell gravel race #1 Adventures w/ Kurt Refsnider #2 Placer.ai software #3

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Organization Assets	Lund Rodeo Video and Photo	\$7,900	\$3,950	\$3,950	\$0	Photo and Video Content Creation
Organization Assets	Tour de Schell Video and Photo	\$8,700	\$4,350	\$4,350	\$0	Photo and Video Content Creation
Paid Advertising	Kurt Refsninder Great Basin Trail	\$8,000	\$4,000	\$4,000	\$0	Influencer Marketing and Storytelling
Market Research	Placer.ai	\$21,250	\$10,625	\$10,625	\$0	Visitor Data and Research

PE-27-01-008 — Fallon Festival Association Inc

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$17,000	Recommended Award: \$0	Status: Not recommended
Applicant Contribution: \$17,000	Percent Recommended: 0%	Territory: Pony Express Territory

What they requested: Fallon Cantaloupe Festival marketing and advertising expansion

Key budget/use-of-funds elements: 1. Contract with the Fallon Post for rural marketing and graphic design 2. Farmers Market Trailer Decals 3. Stage Trailer Decals

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Unable to provide, as Budget Template was not provided by this applicant.

Reno-Tahoe Territory

Territory total: \$555,621 requested; \$327,939 recommended; \$399,729 applicant match / budget support shown in worksheet; 59% of requested amount recommended.

Grant ID	Applicant	Requested	Recommended	Status	Key Budget Elements / Use of Funds	Why This Amount Was Recommended
RT-27-01-001	Reno-Tahoe Territory	\$208,915	\$172,523	Partially funded	1. Public Relations (PR Management, SMT, Communications Plan Implementation, and PR / Media FAM Trips) - \$107,181 This is the foundation of the proje...	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...
RT-27-01-002	Dust and Wonder Trail (legal name in formation documents); Dust & Wonder Trail (Branded name of org)	\$84,000	\$0	Not recommended	1. Paid Search 2. Paid Social Media 3. Ad Creative Development 4. Media Management 5. Visitor Engagement Collateral 6. Destination Listing and Itiner...	Declined. The Dust & Wonder Trail didn't supply sufficient information on new widget and itineraries to validate the tool's ability to be an effective trip planning resource for travelers.
RT-27-01-003	Brewery Arts Center	\$20,000	\$9,500	Partially funded	Levitt AMP paid advertising Levitt AMP organizational assets Loud as Folk Paid Advertising Mark Twain Days Paid Advertising Nevada Pride Paid Adverti...	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 t...
RT-27-01-004	Virginia City Tourism Commission	\$16,500	\$0	Not recommended	1. This is Virginia City Informational Video	Declined. The reviewers felt the application presented an interesting idea, but it would have benefit from a clearer explanation of how the proposed video will lead to an increase of 20...
RT-27-01-005	Travel North Tahoe Nevada	\$15,000	\$15,000	Fully funded	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.
RT-27-01-006	UC Davis Tahoe Environmental Research Center	\$13,190	\$8,000	Partially funded	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.
RT-27-01-007	Carson Valley Visitors Authority	\$119,267	\$78,167	Partially funded	Carson Valley Visitors Authority approaches this grant request with genuine respect for Travel Nevada's funding constraints.	The reviewers recommend funding: Datary Co-op, Out of Market Media Ad, Expedia Co-op, FAM tours, Travel Trade shows, and Culinary Content.
RT-27-01-008	Carson City Culture & Tourism Authority	\$52,749	\$44,749	Partially funded	1 - Datafy Co-Op Platform - \$24,500 (\$12,250 grant request) This platform provides the visitor intelligence and analytics foundation that informs all...	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 alig...
RT-27-01-009	Team Tahoe	\$6,000	\$0	Not recommended	This is a high priority project with evidence given by the Letters of Support and the high credibility of longstanding expertise in media/polling mar...	Declined, incorrect Budget Template was uploaded. Incorrect Project Timeline Template uploaded, they used special projects form not the RMG one.
RT-27-01-010	Friends of Black Rock High Rock	\$20,000	\$0	Not recommended	1. Seasonal Promotional Asset Package This is the top priority because it creates the core marketing content needed to promote all tours, events, and...	Declined, did not include a letter of support from the Territory Chair.

Applicant Detail Cards

RT-27-01-001 — Reno-Tahoe Territory

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$208,915	Recommended Award: \$172,523	Status: Partially funded
Applicant Contribution: \$0	Percent Recommended: 83%	Territory: Reno-Tahoe Territory

What they requested: 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.

Key budget/use-of-funds elements: 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.

Evaluation committee recommendation/rationale: The reviewers recommend funding: all PR projects, website support, the Jackpot Jamboree, and Travel Tradeshow. The proposal provides a comprehensive overview of its scope of work, focusing primarily on public relations, FAM tours, sales missions, and tradeshow. 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Public Relations	Public Relations and Communications Program	\$48,500	\$48,500	\$0	\$0	Ongoing public relations support to promote the region, including securing regional/national stories, coverage, and content with impactful media and/or influencers...
Public Relations	Hard Cost - Media Missions (In-State & Out of State)	\$3,681	\$3,681	\$0	\$0	Travel Nevada Media Mission locations & dates have not been announced yet. This estimated cost is based on our previous in-state and out-of-state average costs for four media missions, two out of state, one in Las Vegas and one in Reno. A member of the communications committee will attend each.
Public Relations	Satellite Media Tour	\$45,000	\$45,000	\$0	\$0	RTT plans to allocate \$45k for a cooperative Satellite Media Tour (SMT) in partnership with all six DMO partners. The SMT will secure broadcast placements in key television markets, leveraging shared messaging and B-roll to efficiently represent multiple destinations...
Public Relations	Strategic FAMs	\$10,000	\$10,000	\$0	\$0	Historically, individual FAMs have cost up to \$11k depending on the influencer or media outlet. For FY27, RTT has budgeted \$10k to support one to three strategic smaller FAMs...
Public Relations	Film FAM Support	\$5,500	\$5,500	\$0	\$0	Four separate film location scout FAM tours will occur throughout the territory, hosted by the Future Film Makers Foundation. Each tour will bring 3-7 film industry location scouts or production...
Public Relations	Cannes Film Mission	\$5,000	\$5,000	\$0	\$0	Supporting travel associated with the Cannes Intl Film Festival, allowing an official RTT representative to attend and promote the region as a film-friendly destination...
Organization Assets	Website Support	\$4,800	\$4,800	\$0	\$0	This initiative supports a dedicated bucket of support hours to address issues as they arise and implement small fixes that keep the site functioning smooth
Organization Assets	Website Redesign	\$32,400	\$32,400	\$0	\$0	Dedicated funding to revamping the design of renotahoe.com
Travel Trade	Jackpot Jamboree (Mega FAM)	\$25,000	\$25,000	\$0	\$0	After a successful inaugural Jackpot Jamboree, we plan to work with LVT to host another year. Due to rising costs and unexpected expenditures from year one we have increased our ask.
Travel Trade	Mexico Sales Mission	\$3,440	\$3,440	\$0	\$0	Sales Mission Attendance
Travel Trade	Canada Sales Mission	\$4,485	\$4,485	\$0	\$0	Sales Mission Attendance
Travel Trade	Domestic Sales Mission	\$3,148	\$3,148	\$0	\$0	Sales Mission Attendance
Travel Trade	Spotlight Nevada	\$2,990	\$2,990	\$0	\$0	Trade Show Attendance
Travel Trade	ABA Marketplace 2026	\$5,665	\$5,665	\$0	\$0	Trade Show Attendance
Travel Trade	Go West Summit 2026	\$5,314	\$5,314	\$0	\$0	Trade Show Attendance

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

Travel Trade	NTA Travel Exchange	\$3,992	\$3,992	\$0	\$0	Trade Show Attendance
--------------	---------------------	---------	---------	-----	-----	-----------------------

RT-27-01-002 — Dust and Wonder Trail (legal name in formation documents); Dust & Wonder Trail (Branded name of org)

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$84,000	Recommended Award: \$0	Status: Not recommended
Applicant Contribution: \$35,812	Percent Recommended: 0%	Territory: Reno-Tahoe Territory

What they requested: 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.

Key budget/use-of-funds elements: 1. Paid Search 2. Paid Social Media 3. Ad Creative Development 4. Media Management 5. Visitor Engagement Collateral 6. Destination Listing and Itinerary development

Evaluation committee recommendation/rationale: Declined. The Dust & Wonder Trail didn't supply sufficient information on new widget and itineraries to validate the tool's 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).

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Paid Search	\$36,000	\$31,000	\$5,000	\$0	Media dollars for paid search campaign
Paid Advertising	Paid Social Media	\$24,000	\$21,500	\$2,500	\$0	Media dollars for paid social campaign
Organization Assets	Ad Creative Development	\$8,000	\$4,000	\$0	\$4,000	Creation of static & video ads for paid campaigns
Paid Advertising	Media Management	\$24,000	\$20,000	\$0	\$4,000	Media buying, campaign strategy & management
Organization Assets	Visitor Engagement Collateral	\$10,000	\$7,500	\$2,500	\$0	Creation & printing of brochures, posters, table displays
Organization Assets	Destination Listing and Itinerary development	\$17,812	\$0	\$0	\$17,812	Volunteer assistance with content creation & itinerary development

RT-27-01-003 — Brewery Arts Center

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$20,000	Recommended Award: \$9,500	Status: Partially funded
Applicant Contribution: \$9,500	Percent Recommended: 48%	Territory: Reno-Tahoe Territory

What they requested: 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.

Key budget/use-of-funds elements: 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

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Cinco De Mayo	\$2,000	\$1,000	\$0	\$1,000	Paid advertising on social media channels/SEM/Digital Placements to promote and drive tourism.
Paid Advertising	Nevada Pride	\$4,000	\$2,000	\$0	\$2,000	Paid advertising on social media channels/SEM/Digital Placements to promote and drive tourism.
Paid Advertising	Levitt AMP	\$10,000	\$5,000	\$0	\$5,000	Paid advertising on social media channels/SEM/Digital Placements to promote and drive tourism.
Organization Assets	Levitt AMP	\$5,000	\$2,500	2500	\$0	Photos and Videos for future promotion of concert series
Paid Advertising	Plein Air Festival	\$2,000	\$1,000	\$0	\$1,000	Paid advertising on social media channels/SEM/Digital Placements to promote and drive tourism.
Paid Advertising	Murals & Music	\$4,000	\$2,000	\$0	\$2,000	Paid advertising on social media channels/SEM/Digital Placements to promote and drive tourism.
Paid Advertising	Mark Twain Days Festival	\$4,000	\$2,000	\$0	\$2,000	Paid advertising on social media channels/SEM/Digital Placements to promote and drive tourism.
Paid Advertising	Tamale Festival	\$2,000	\$1,000	\$0	\$1,000	Paid advertising on social media channels/SEM/Digital Placements to promote and drive tourism.
Paid Advertising	Silver & Snowflakes	\$2,000	\$1,000	\$0	\$1,000	Paid advertising on social media channels/SEM/Digital Placements to promote and drive tourism.
Paid Advertising	Loud As Folk Songwriter Series	\$5,000	\$2,500	\$0	\$2,500	Paid advertising on social media channels/SEM/Digital Placements to promote and drive tourism.

RT-27-01-004 — Virginia City Tourism Commission

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$16,500	Recommended Award: \$0	Status: Not recommended
Applicant Contribution: \$16,500	Percent Recommended: 0%	Territory: Reno-Tahoe Territory

What they requested: 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.

Key budget/use-of-funds elements: 1. This is Virginia City Informational Video

Evaluation committee recommendation/rationale: Declined. The reviewers felt the application presented an interesting idea, but it would have benefit from a clearer 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Organization Assets	This is Virginia City Comprehensive Video Production	\$20,000	\$10,000	\$10,000	\$0	Detail Video covering the numerous cycles of historic rise and falls of the Comstock load. Detailed photographs, living resident interviews, historical accounts, detailed fades of then and now overlays of specific viewpoints.
Organization Assets	This is Virginia City Comprehensive Video Script	\$8,000	\$4,000	\$4,000	\$0	Detailed script highlighting the featured era in history and locations.
Organization Assets	This is Virginia City Comprehensive Video Featured Characters & Actors	\$5,000	\$2,500	\$2,500	\$0	Professional actors and characters to play various parts in the telling the Virginia City Storey.

RT-27-01-005 — Travel North Tahoe Nevada

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$15,000	Recommended Award: \$15,000	Status: Fully funded
Applicant Contribution: \$15,000	Percent Recommended: 100%	Territory: Reno-Tahoe Territory

What they requested: 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.

Key budget/use-of-funds elements: Our priority is to be part of the Travel Nevada Datafy Co-op.

Evaluation committee recommendation/rationale: The reviewers recommend fully funding: the Co-op proposal for Datafy Essential Analytics, Datafy Advanced Analytics and Advertising, and Datafy Attribution.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Market Research	Datafy Co-op	\$30,000	\$15,000	\$15,000	\$0	Datafy Essential Analytics, Datafy Advanced Analytics and Advertising, Datafy Attribution.

RT-27-01-006 — UC Davis Tahoe Environmental Research Center

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$13,190	Recommended Award: \$8,000	Status: Partially funded
Applicant Contribution: \$4,000	Percent Recommended: 61%	Territory: Reno-Tahoe Territory

What they requested: 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.

Key budget/use-of-funds elements: 1. Continuing the advertising at Reno-Tahoe Airport 2. Purchasing ads in California-based publications, such as Moonshine Ink.

Evaluation committee recommendation/rationale: The recommendation for this proposal is to fund ads at Reno-Tahoe Airport, as that is a strong strategic option.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Advertisements at the Reno-Tahoe Airport - 4 locations July through October	\$8,000	\$8,000	\$0	\$4,000	Continuing to rent the space for the Art that has already been produced.
Paid Advertising	Half-page print ads in Moonshine Ink - July through December	\$4,200	\$4,200	\$0	\$2,100	Purchasing half page-print ads for the July through end of December
Paid Advertising	Inline Digital Ads	\$990	\$990	\$0	\$495	Inline, middle of the page Digital Ads July through the end of December

RT-27-01-007 — Carson Valley Visitors Authority

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$119,267	Recommended Award: \$78,167	Status: Partially funded
Applicant Contribution: \$248,167	Percent Recommended: 66%	Territory: Reno-Tahoe Territory

What they requested: 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.

Key budget/use-of-funds elements: 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.

Evaluation committee recommendation/rationale: The reviewers recommend funding: Datary 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Paid Advertising	Datafy Co-Op - Analytics & Attribution	\$36,500	\$18,250	\$18,250	\$0	Implement a Datafy-powered digital advertising campaign with advanced attribution analytics to target high-value travel markets and measure campaign performance and visitor conversion.

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

Paid Advertising	Datafy Co-Op - Advertising	\$50,000	\$25,000	\$25,000	\$0	Deploy targeted digital media advertising through Datafy in the Las Vegas and Seattle markets across social, display, and streaming platforms to increase Carson Valley awareness and drive qualified website traffic.
Paid Advertising	Out of Market Media Ad Campaign	\$200,000	\$15,000	\$185,000	\$0	Execute paid search marketing campaigns through CCMedia targeting Northern and Southern California to capture high-intent travelers actively searching for lodging, events, and travel experiences in Carson Valley.
Organization Assets	Destination Marketing Video Production	\$50,000	\$25,000	\$25,000	\$0	Produce a 2-minute Carson Valley destination video with 30-second and 15-second promotional versions for use in digital marketing and tourism promotion.
Paid Advertising	Expedia Co-Op	\$15,000	\$7,500	\$7,500	\$0	Advertise Carson Valley lodging through Expedia Group campaigns to reach high-intent travelers and generate overnight room night bookings.
Public Relations	Hosted Media FAM Tour	\$10,000	\$5,000	\$5,000	\$0	Conduct a satellite media tour featuring Carson Valley spokespeople to secure broadcast interviews that promote the destination to targeted travel markets.
Travel Trade	Travel Trade	\$4,834	\$2,417	\$2,417	\$0	Participate in key travel trade events to connect with tour operators and promote Carson Valley for group and packaged travel.
Paid Advertising	RIPE Booking	\$15,700	\$7,850	\$7,850	\$0	Implement a white-label lodging booking platform on visitcarsonvalley.com allowing travelers to search, compare, and book Carson Valley accommodations directly.
Public Relations	Culinary Content Creator Project	\$10,000	\$5,000	\$5,000	\$0	Host curated culinary itineraries for regional content creators to produce digital storytelling highlighting Carson Valley restaurants and food experiences.
Paid Advertising	Tahoe Knight Monsters	\$16,500	\$8,250	\$8,250	\$0	Advertise Carson Valley through in-arena and digital marketing with the Tahoe Knight Monsters to reach regional visitors and drive awareness of local lodging and experiences.

RT-27-01-008 — Carson City Culture & Tourism Authority

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$52,749	Recommended Award: \$44,749	Status: Partially funded
Applicant Contribution: \$44,750	Percent Recommended: 85%	Territory: Reno-Tahoe Territory

What they requested: 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.

Key budget/use-of-funds elements: 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.

Evaluation committee recommendation/rationale: 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.

Detailed budget snapshot from attached budget template:

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Market Research	Datafy Analytics Platform	\$24,500	\$12,250	\$12,250	\$0	Annual Subscription to visitor analytics dashboard

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

Paid Advertising	Datafy Advertising Buy	\$49,999	\$24,999	\$25,000	\$0	Datafy Advertising Buy Oct-March
Paid Advertising	Expedia	\$15,000	\$7,500	\$7,500	\$0	Spring Co-Op Participation at Featured Tier
Organization Assets	Mindtrip	\$16,000	\$8,000	\$8,000	\$0	AI Chat Integration Into VisitCarsonCity.com

RT-27-01-009 — Team Tahoe

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$6,000	Recommended Award: \$0	Status: Not recommended
Applicant Contribution: \$6,000	Percent Recommended: 0%	Territory: Reno-Tahoe Territory

What they requested: 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.

Key budget/use-of-funds elements: 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.

Evaluation committee recommendation/rationale: 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

Detailed budget snapshot from attached budget template:

Unable to provide, as the Incorrect Budget Template was not provided by this applicant.

RT-27-01-010 — Friends of Black Rock High Rock

Grant Request	Committee Recommendation	Application Details
Amount Requested: \$20,000	Recommended Award: \$0	Status: Not recommended
Applicant Contribution: \$20,000	Percent Recommended: 0%	Territory: Reno-Tahoe Territory

What they requested: 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.

Key budget/use-of-funds elements: 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.

Evaluation committee recommendation/rationale: Declined, did not include a letter of support from the Territory Chair.

Detailed budget snapshot from attached budget template:

FY27 Rural Marketing Grant Recommendations | Commission Brief by Territory

Category	Project	Anticipated Budget	Grant Request	Applicant Cash	In-Kind	Purpose / Description
Organization Assets	Seasonal promotional asset package	\$20,000	\$10,000	\$0	\$10,000	Create and package reusable photography, short videos, graphics, captions, and partner-ready promotional content highlighting Gerlach open golf-cart art tours, Guru Road, Fly Ranch walking tours, and signature conservation experiences.
Paid Advertising	Seasonal digital promotion	\$12,000	\$6,000	\$0	\$6,000	Run targeted seasonal digital campaigns during the April–October tourism season and Q1 Wild & Scenic Film Festival promotion window to increase awareness of tours, campouts, conservation events, and Fly Ranch experiences.
Organization Assets	Visitor-facing promo materials + QR distribution and web hosting	\$8,000	\$4,000	0	\$4,000	Produce simple promotional materials and QR-based distribution tools that direct visitors to existing tour information, event details, and itineraries for walking, bike, vehicle, and Fly Ranch experiences. Web-hosting costs for FBRHR website.

Workbook Cleanup Items Before Final Commission Packet

- Frontier Territory has duplicate Grant IDs in the draft worksheet: FT-27-01-004 and FT-27-01-007 appear more than once. Assign unique IDs before finalizing.
- The total row for Pony Express Territory is misspelled as “TERRIOTRY.” Correct before distribution.
- Consider renaming “Total Budget (matching funds)” to “Applicant Contribution” or clarifying what the number represents, since Commissioners may interpret it differently.
- Add a “Reason for Not Recommended” column for applications declined due to missing required attachments, blank/incorrect budget templates, or missing Territory Chair letters.
- Add a “Budget Snapshot Included?” column for applicants with separate detailed budget workbooks or applications expected to draw Commissioner questions.