

FISCAL YEAR 2022 2ND CYCLE RURAL MARKETING GRANT RECOMMENDATIONS

December 2, 2021

TOTAL NUMBER OF REQUESTS:	102
TOTAL NUMBER OF AWARDS:	91
TOTAL AMOUNT REQUESTED:	\$983,748.25
TOTAL AMOUNT AWARDED:	\$760,000.00

FY2022 2nd Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Cowboy Country	CC-22-02-001	Cowboy Country Territory	Digital Billboard Campaign: Reno	\$20,000.00	\$20,000.00	\$20,000.00	This project is a continuation of the successful digital billboard campaign in the Reno-Sparks metro market that was funded through the Rural Recovery Grants and NDOT. The 8 billboards are located in some of the highest traffic locations in this market. Included in this campaign is 1 design that will rotate to a new location every 2 weeks for 8 weeks. There will be a location between Carson City and Minden for 4 weeks and the Spaghetti Bowl for 5 weeks. Each community in Cowboy Country has their own message in rotation and copy can be changed at any time giving flexibility for special events and specific messages. Reno-Sparks is a short drive to communities located in Cowboy Country. The objective of this grant is to send a message that CCT has many recreational opportunities and local attractions for those who might be planning their next road trip along I-80 creating overnight stays in our communities.	Grant funds will be used to expand Cowboy Country's successful Digital Billboard campaign an additional 10 weeks.
Cowboy Country	CC-22-02-002	Cowboy Country Territory	Maximum Utilization of Video Content	\$13,500.00	\$13,500.00	\$13,500.00	Using existing video footage we will first produce a 30 sec. video consisting with a common "Open" and "Close" for CCT, each 7.5 sec. Then we produce a 15 second spot for all 9 communities. Those spots go between the Open & Close to produce a 30 second video / TV spot. Now let's look at our elements: Our 9 x 30 sec. "Donuts", a 7.5 sec. open and a 7.5 sec. Close, 9 x 15 second videos which can run stand alone or as "Bookends" during a TV commercial break, the first commercial and last commercial seen, making it harder to miss us. And, there's OTT content devices and providers such as Hulu, Roku, Netflix, Apple TV, Amazon Prime Video / Your desktops, cells, tablets etc.	Grant funds will be used to produce new videos utilizing existing footage for Cowboy Country Territory as well as each individual community.

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Cowboy Country	CC-22-02-003	Cowboy Country Territory	TV Campaign: Reno Market Phase 5	\$20,000.00	\$20,000.00	\$20,000.00	The funds will be used to continue to promote our "In Your Backyard" TV campaign in the Reno market that began in the summer of 2018. CBS will air a total of 191 commercials over an 8 week period of time achieving a total of 1,715,000 selling impressions with men and women 25+ who will see the commercials on an average of 7.8 times. The cost to reach 1,000 viewers with this campaign is a mere \$5.83. NBC will air a total of 303 commercials over a 8 week period of time achieving a total of 1,189,189 selling impressions with men and women 25+ who will see the commercials on an average of 8.6 times. The cost to reach 1,000 viewers with this campaign is \$7.24. *Includes 30,000 spots on various Streaming services. This campaign is designed to run in conjunction with a sister campaign with the Pony Express Territory to promote all of Northern Nevada.	Grant funds will be used for television advertising of the "In Your Backyard" Campaign in the Reno market.
Cowboy Country	CC-22-02-004	Cowboy Country Territory	TV Campaign: Salt Lake City Market Phase 5	\$20,000.00	\$20,000.00	\$20,000.00	The funds will be used to continue to promote our "In Your Backyard" TV campaign in the Salt Lake City metro market that began in the summer of 2018. The CBS station will air a total of 90 commercials over a 8 week period achieving a total of 2,053,000 selling impressions with men and women 25+ who will see the commercials on an average of 7.6 times. The cost to reach 1,000 viewers with this campaign is a mere \$5.00. The NBC station will air a total of 183 commercials over the same period of time reaching 1,409,100 selling impressions with men and women 25+ who will see the commercials on an average of 3.6 times. The cost to reach 1,000 viewers with this campaign also a mere \$7.10. This campaign is designed to run in conjunction with a sister campaign for the Pony Express Territory to promote all of Northern Nevada.	Grant funds will be used for television advertising of the "In Your Backyard" Campaign in the Salt Lake City market.

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Cowboy Country	CC-22-02-005	City Of West Wendover	Destination West Wendover, Television and Radio	\$20,000.00	\$5,000.00	\$40,000.00	This objective of this project is to use prime broadcast networks in the Salt Lake City, metropolitan area the TV Stations (KUTV, KTVX, NSTU, and KSTU), Radio Stations (KAAZ, KODJ, KZHT, KJMY, KNRS, KBEE, KUBL, KKAT, KENZ, KBER) to reach our potential market for West Wendover. That market being from Utah, southern Idaho and the Wyoming area. By utilizing mainstream networks, it increases our presence in these northern states. West Wendover is adapting new strategies that allow flexibility in this constantly changing market. We have a partnership with the Peppermill Resorts of Wendover, directly increasing our buying power. We have seen in the past a large return of repeat visitors to the Northeastern Nevada area. This strengthens our place in the tourism industry increasing the volume of visitors to provide a larger return on this investment. West Wendover's goal is to saturate the market and cement in the minds of visitors the value of Nevada style entertainment in West Wendover as well as promote the recreational venues outside of the gaming environment.	Grant funds will be used to continue West Wendover's television campaign that was partially funded in the first cycle 2022.
Cowboy Country	CC-22-02-006	City Of West Wendover	West Wendover, National/International Print Marketing Grant	\$10,000.00	\$5,000.00	\$20,000.00	Nevada Division of Tourism dollars will be utilized to pay for advertisements in the Salt Lake Visitor Guide, American Road, City Weekly, and the new Nevada Magazine & Visitor Guide, and if funds are available, other publications that help promote northern Nevada and West Wendover. The funds will be used to develop and place magazine advertisements. American Road Magazine represents a strong readership in the United States heritage tourism market, along with their international markets in Canada, Germany, New Zealand, France, Turkey and Australia. American Road is in 500 overseas US Military Bases that has resulted in direct information requests from overseas military personnel along with a strong online presents. With our long standing relationship with this magazine, we have been able to negotiate for print and social media at a great price point. The Salt Lake Visitors Guide places our advertisements into Salt Lake City's tourism market giving us a national and international placement with a larger return on the investment. City Weekly and UTGW, reminds our primary market to get away for a weekend, increasing our presence in the minds of our targeted market the Salt Lake City area. In the past few years we have seen a large surge in off road activity in directly related to ad placements.	Grant funds will be used to continue West Wendover's print marketing campaign that was partially funded in the first cycle 2022.

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Cowboy Country	CC-22-02-007	Elko Convention & Visitors Authority	ExploreElko.com Content Development & Implementation	\$30,188.00	\$25,000.00	\$60,376.00	Grant funds will enable the ECVA to contract with marketing firm to write content (optimized for relevant keywords) and implement pages (including photos and following ADA guidelines) for up to fifty (50) additional pages of the ExploreElko.com website, which will cover most of the new site to be developed. Also secures support for content implementation and image formatting as needed for content/pages developed by ECVA personnel. The ECVA does not currently have in-house resources to create the volume of content recommended, nor does it have in-house expertise on website development and management. Grant funds will ensure an optimal final product in the website redesign as well as create opportunity for development and learning from experts on content development and implementation for ECVA personnel.	Grant funds will be used to add additional pages to Elko's website re-vamp.
Cowboy Country	CC-22-02-008	Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation	Billboards 2022	\$9,750.00	\$0.00	\$19,500.00	Travel Nevada funds are leveraged with local matching funds to renew contracts on six compelling billboard ads along the I-80 corridor that attract travelers to visit the California Trail Interpretive Center and other related historical sites. The primary target market are those out-of-state residents traveling to and from Central California and the Wasatch Front. Visitor surveys reveal 70% were enticed to tour the Trail Center through outdoor ads and highway signage. Nielsen Media Research determined a 32% interaction rate by the public when directed to social media through outdoor advertising. The Trail Center has become a corner stone in converting travelers along the I--80 corridor into multiple day visitors augmenting and diversifying the visitor economy of Nevada.	Funds were already awarded for this project with the same dates 1st Cycle 2022.

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Cowboy Country	CC-22-02-009	Silver State Stampede Association	Silver State Stampede PRCA Rodeo	\$15,000.00	\$10,000.00	\$295,150.00	<p>The Silver State Stampede is at a point in which we could make our rodeo significantly better and draw many more visitors to Northeastern Nevada. We are now featured on The Cowboy Channel which is putting the Silver State Stampede in with the top rodeos across the nation. The Nevada Division of Tourism funds will be used to market Idaho, Utah and Nevada rodeo fans to come watch the best of the best in Elko. The Silver State Stampede is wanting to become a PRCA Pro Tour Rodeo this year which would put us in the top 50 in the nation. As a Pro Tour rodeo, we will attract all the national champions and championship qualifiers to our community. With these professional athletes, we would like to attract their families and fans to come watch them and enjoy what Northern Nevada has to offer. Elko has so much to offer and we feel that the marketing funds will assist us in making this event a destination event for many visitors and athletes for many years to come.</p>	<p>Grant funds will be used to market the Silver State Stampede, with the goal of becoming a PRCA Pro Tour Rodeo, which would increase visitors as well as place national attention on Elko. No local advertising will be reimbursed.</p>

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Cowboy Country	CC-22-02-010	Town of Jackpot, NV Tourism	Jackpot Website Rebuild	\$26,800.00	\$25,490.00	\$54,669.00	<p>Nevada Division of Tourism funds will pay for the rebuild of Jackpot's website. Rebuilding this website is the foundation of marketing Jackpot as an ecotourism and outdoor recreation destination. Currently, our outdoor recreational opportunities are underutilized because of their obscurity. With proper marketing this is a feature that preserves the feeling of being in the wilderness while remaining geographically close to civilization. At this point, however, people just don't know that these opportunities exist. We are actively working with the Bureau of Land Management to improve the amenities available at these sites, but we still need a way to market them. This website rebuild will focus heavily on ecotourism and outdoor recreation. This will include adding visitor information regarding ecotourism and outdoor recreation. As our work with the Bureau of Land Management brings outdoor recreational accommodations like camp sites, hiking and mountain biking trails, and non-motorized watercraft launch sites online, we will be able to update and expand the website. This will provide a platform for not only advertising our amenities, but also educating visitors about sage grouse and its habitat preservation. Included in the CivicPlus service agreement is a website rebuild every four years which ensures that our website will always be fresh and engaging. We will link directly to our local hotel and gaming establishments' websites facilitating easy booking for rooms, dining, and entertainment. Local events designed to encourage visitors will be easily advertised through the ability to link our website to our social media platforms. Our advertising efforts will be able to focus on driving traffic to our website where we can not only provide information and cultivate our image, but also track the effectiveness of our advertising campaigns. In addition to attracting a new demographic of tourists, this website will also be key to bringing in new businesses. Our planned improvements will provide ample opportunity for outfitters and tour operators to build businesses in Jackpot. The quality of our town website will reassure potential business owners and investors that Jackpot is a community that takes ecotourism and outdoor recreation seriously. We will actively support small businesses that align with our tourism goals. During the COVID-19 shutdown, Jackpot became keenly aware of many weaknesses that had been overlooked for years. Armed with this new perspective, this community is determined to cultivate resilience and vitality. This requires a complete paradigm shift regarding Jackpot's identity. We are already working on creating this shift physically as we plan and execute our development of outdoor recreation. Funding this website rebuild will facilitate this shift virtually. The first face of Jackpot seen by the world is its online presence. Successfully marketing our brand begins with our website.</p>	<p>Grant funds will be used to rebuild Jackpot's website into a tourism-focused website with regular updates and maintenance.</p>

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Cowboy Country	CC-22-02-011	Western Folklife Center	Transition Existing Website to Content Destination Part 2	\$6,000.00	\$6,000.00	\$20,400.00	<p>Funds will be used to hire a web user experience and development expert to increase findability of westernfolklife.org (through SEO improvements) and to improve site navigation. This will allow us to integrate more media content into our website and make it more widely accessible and discoverable beyond Facebook. We plan to make westernfolklife.org a content destination featuring a blog and video playlists. We will keep our companion nationalcowboypoetrygathering.org site devoted to ticket purchasing and information about attending the Gathering event. And, we will streamline the overall navigation of both sites, improving how users move between the two websites, and increasing awareness of the Western Folklife Center not only as the home of the Gathering, but also as an enticing destination year-round. Traffic to the home site is currently low and we believe that increasing the findability, with more content available once the website is "found" will create an incentive for more people to visit and explore. Once they're here, we have a better chance of telling them about our organization and its mission, not to mention Elko and the surrounding region, increasing the chances they might visit. A pilot blogroll format can be seen already at westernfolklife.org. Our recently produced videos can be found on our Vimeo page (https://vimeopro.com/westernfolklifecenter/travel-nevada-the-national-cowboy-poetry-gathering-1). The findability recommendations concerning site navigation and SEO can be found in the website audit we submitted at the conclusion of phase 1.</p>	<p>Grant funds will be used to streamline integration between the Cowboy Poetry website and Western Folklife Center's website, ensuring visitors are aware of all the Center's events and offerings.</p>

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Cowboy Country	CC-22-02-012	Winnemucca Convention & Visitors Authority	2022 Ranch Hand Rodeo Covid-19 Recovery Marketing Blitz	\$8,500.00	\$8,500.00	\$27,297.00	<p>NCOT funds will be used to share in the cost of a comprehensive marketing blitz designed to not only rebuild participation and attendance lost as a result of Covid-19 but to substantially expand our marketing exposure to a level needed to drive attendance in the future. Marketing efforts will include a \$4500 out-of-area television campaign that will reach over 177,000 men and women 25 years and older (602,239 selling impressions), a \$10,500 rodeo media production and internet streaming campaign that will be hosted by several internet channels ranging from Rodeoing.tv, attracting 1000 viewers per event day, to channels like Cowboy Channel Plus which boasts over 8 million viewers for their rodeo series. The possibilities to reach a large number of viewers by streaming is evolving rapidly. The rodeo media production is required to video, edit, and to upload the content to be live-streamed and accessible for later viewing throughout the year. The increase in attendance as a result of the streaming marketing campaign will be minimal for the 2022 Ranch Hand Rodeo. The noticeable spike in attendance will be realized during the 2023 Ranch Hand Rodeo and beyond.</p> <p>Additionally, 1000 copies of the horse sale catalog will be printed and direct mailed to out-of-area potential buyers promoting the event, for a printing cost of approximately \$2,800 plus postage to mail.</p> <p>The marketing campaign will also include approximately \$7,600 for ad placement in various publications, including Horsemen News, California Cattlemen's Association, Progressive Rancher, Western Livestock Journal, and Wyoming Livestock Roundup. Others may be added or substituted. (Exposure to over 10,000)</p> <p>Marketing will also appear on a west-facing billboard located on Interstate-80 near Lovelock for 90 days. Cost is \$1,897 with exposure to over 405,000 vehicles.</p> <p>The entire marketing package detailed above will be substantially enhanced through aggressive use of social media, Facebook accounts, and our own website.</p>	Grant funds will be used to market the Ranch Hand Rodeo in order to rebuild after losing attendance due to COVID. No local advertising will be reimbursed.
			Total	\$199,738.00	\$158,490.00	\$610,892.00		

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Indian Territory	IT-22-02-001	Indian Territory	Indian Territory Website Maintenance	\$4,800.00	\$4,800.00	\$4,800.00	Nevada Division of Tourism funds will be used to provide website maintenance for the Indian Territory website. These funds will be used to attract tourists to Nevada.	Grant funds will be used for website maintenance of the Indian Territory's website.
Indian Territory	IT-22-02-002	Pyramid Lake Paiute Tribe	Promotion of Pyramid Lake as Tourist Destination	\$5,000.00	\$5,000.00	\$10,000.00	Funds will be utilized to continue a print marketing campaign in magazines with a West Coast distribution area. The Pyramid Lake Paiute Tribe will purchase advertisements in print magazines with a high readership of fishing/outdoors enthusiasts living within the West Coast distribution reach. It is anticipated that these ads will run about \$1,600.00 each. There are three publications that request our ads with which there is seasonal contact: California Sportsman, Ritz Hospitality, and Fish Sniffer.	Grant funds will be used to promote Pyramid Lake as a fishing destination, including information about limitations set by the Pyramid Lake Paiute Tribe.
			Total	\$9,800.00	\$9,800.00	\$14,800.00		

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Las Vegas Territory	LV-22-02-001	Las Vegas Territory	Dallas and Bay Area Travel and Adventure Shows 2022	\$12,100.00	\$11,844.00	\$11,844.04	This project allows Las Vegas Territory to participate in consumer shows at two major marketplaces for visitation to our destination. Dallas/Ft Worth and Bay area have furnished a combined visitation of over two million in the past and it is vitally important that our representation at these consumer shows take place to update future visitors	Grant funds will be used to attend the Dallas and Bay Area Travel and Adventure Shows.
Las Vegas Territory	LV-22-02-002	Las Vegas Territory	Los Angeles Sales Mission	\$11,000.00	\$10,715.00	\$10,715.00	Cost breakdown as follows: a. Rooms rental at venue= \$2500; b. wellness drinks for 100 (2 drinks each, 2 x \$6 x 100)=\$1200; c. All inclusive dinner price \$55 each x 100 \$5500; d. 3 rooms at \$150 each =\$450; e. ground transport - \$150; f. Collateral shipments and storage = \$200; and g. Round trip air for 3, \$237.96 x 3 - \$713.88. Total estimated cost \$10, 715. As previously stated, LVCVA may contribute dollars to this sales mission and Spirit most likely will furnish round trip air to all Las Vegas Territory exhibitors. Exhibitors are responsible for their lodging, ground transportation, and air if not furnished by Spirit.	Grant funds will be used to host a Los Angeles Sales Mission with various partners.
Las Vegas Territory	LV-22-02-003	Las Vegas Territory	NYC Travel & Adventure Show Jan 27-30, 2022	\$6,850.00	\$6,801.00	\$6,801.00	The funds requested in this grant request will be utilized for registration as well as air travel, lodging, ground transportation, collateral shipping and per diem expenses for two representatives. It is essential to have two representatives to cover a show of this magnitude.	Grant funds will be used to attend the New York City Travel and Adventure Show.
Las Vegas Territory	LV-22-02-004	Las Vegas Territory	Travel Nevada Western Canada Mission Partner Support Spring 2022	\$3,800.00	\$0.00	\$3,788.00	Funds for this project as follows: a. Air Transportation \$1205.78; b. Hotel lodging: \$713.00; c. Per Diem (\$70 per day x 6 days) \$420; d. Ground Transportation (undocumented) \$200; e. Collateral shipment/storage \$500; f. Mission cost: \$750, for total estimated expenses of \$3788. This is for one person only.. As no set itinerary for this mission has been yet established by Travel Nevada, we have provided expenses based on a sample sales mission to four Canadian destinations. Once again, these are estimated costs.	Denied - Duplicate application.
Las Vegas Territory	LV-22-02-005	Las Vegas Territory	Travel Nevada Western Canada Mission Partner Support Spring 2022	\$4,000.00	\$3,788.00	\$3,788.00	The Nevada Division of Tourism funds will be utilized for the following estimated expenses: 1. Air Transportaion \$1205.78; 2. Hotel Lodging \$713.00; 3. Per Diem (\$70 per day x 6 days) \$420.00; 4, Ground Transportation \$200.00; 5. Collateral shipments and storage \$500; 6. Mission Cost \$750.00 for a total of \$3788.00. Grant request will be \$4000 to cover any unknown expenses to include unexpected price increases of all previously mentioned.	Grant funds will be used to attend the Western Canada Mission with Travel Nevada.

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Las Vegas Territory	LV-22-02-006	Boulder City Chamber of Commerce	Boulder City Video Production	\$9,500.00	\$9,500.00	\$19,000.00	<p>The richness of Boulder City's history is well known and a natural draw for tourism. The outdoor amenities are not as well-known but are always a wonderful discovery for people who have made Boulder City a destination during their visit to Southern Nevada. This campaign will inform potential tourists by highlighting the history and fun in a clever and unexpected way that we hope will keep Boulder City top of mind when planning a trip.</p> <p>The idea is to have Grandma and Grandpa take their grandson and granddaughter on a little getaway to Boulder City. Once they arrive, the children are drawn to the rich history Boulder City has to offer while Grandma and Grandpa take part in the outdoor activities. This role reversal contrast will allow us to create fun and memorable imagery.</p> <p>We will create a full-length video telling this story and showcasing many aspects of the various activities available to visitors and locals alike. Additional videos will be made using the same footage for social media and/or television commercials. The video campaign will be supported by a print and digital campaign.</p>	Grant funds will be used to produce a story-telling video showcasing what Boulder City has to offer.
Las Vegas Territory	LV-22-02-007	Boulder City Chamber of Commerce	Nevada Magazine Advertising Program	\$2,000.00	\$2,000.00	\$4,000.00	<p>The Boulder City Chamber and the Nevada State Welcome Center want to be a part of this new endeavor with the Nevada Magazine and Visitor Guide, and believe the new format and distribution plan will not only benefit our community but all communities of the State of Nevada.</p> <p>This grant request is for just a quarter page in two issues, but it would be our intent to advertise annually with the Nevada Magazine and Visitor Guide.</p>	Grant funds will be used to advertise in the Travel Nevada Magazine.

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Las Vegas Territory	LV-22-02-008	City of Mesquite	Destination Mesquite Nevada	\$4,863.00	\$4,863.00	\$9,726.00	The Nevada Division of Tourism funds will be used for advertisement branding the City of Mesquite as the ultimate destination for outdoor recreation. The city of Mesquite is constructing a safe staging area for OHV (Off-Highway Vehicles) towing vehicles and trailers at a prime egress point to trails in Nevada and Arizona. The staging area is surrounded by the breathtaking mountains surrounding the city and the beautiful Virgin River that runs through the city. The staging area will contain kiosks with information regarding Mesquite sources of hotels, food, shopping, golf, etc. The city and it's surrounding areas are ideal for bicycling, hiking, nature viewing, OHV riding, and outdoor learning. To advertise, the city will rent a billboard for a period of 6 months located off Interstate 15 near Beaver UT; the billboard will be designed to show Mesquite Nevada as the ultimate destination for all, including OHV tourists. The billboard will be seen by 3.15 million travelers in the 6 month time frame. The city would also like to purchase 5,000 tent cards that will have a similar advertisement as the billboard and they will be placed in hotels, restaurants, and convenient stores off the Interstate 15 from San Diego, CA to Salt Lake City, UT. By advertising with the billboard and tent cards, the word will be out that Mesquite Nevada is not only a weekend or overnight stay destination, but the ultimate destination for outdoor recreation.	Grant funds will be used for a billboard and printed collateral to be distributed along I-15.
Las Vegas Territory	LV-22-02-009	Destination Services Association	Destination Services Association	\$9,000.00	\$4,000.00	\$18,000.00	Funds pay for airfare, hotel, food, booths, rooms and car rental along with shipping materials. We already have all of our personal rack cards, table covers and prize giveaways which always include two grand prizes to Las Vegas, with rooms, shows each night and museum tours. We are almost always the grand prize giveaway for any show	Grant funds will be used to attend consumer shows and promote rural Southern Nevada.

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Las Vegas Territory	LV-22-02-010	Friends of Gold Butte	2021-22 Friends of Gold Butte Marketing and Promotion project, 2nd Cycle	\$2,834.00	\$2,834.00	\$8,812.00	<p>The 2021 Gold Butte National Monument marketing project will include advertising, publications, and promotional activities in the region (southeastern Nevada, southwestern Utah, northwestern Arizona). Each will promote GBNM, Mesquite as the gateway to Gold Butte, Friends of Gold Butte organization and activities, and the safe and sustainable use of the monument by permanent residents, part-time seasonal residents, area visitors and tourists. Nevada Division of Tourism funds will be used to market Gold Butte National Monument and the gateway city of Mesquite, Nevada as a travel destination. We are requesting funds for four items: 1) To support advertising GBNM in the ViewOn magazine publication that reaches potential visitors from Nevada and surrounding states. ViewOn Magazine is published 6 times per year. We try to advertise in all 6 issues, with a 1/3 page ad. For this grant we are requesting funds for 1/3 page ads for the Jan-Feb, Mar-Apr and May-Jun issues. 2) Printing costs for 500 additional copies of an already existing Gold Butte National Monument brochure (11x17) to be distributed at both the MWC and FoGB visitor centers. 3) Printing costs for 1000 copies (8.5x11) of our two-sided map depicting GBNM and the City of Mesquite. 4) Printing costs for 500 (8.5x11) Pack List cards for visitors to the monument, to be distributed at both the MWC and the FoGB visitor center.</p>	Grant funds will be used to advertise in ViewOn Magazine and print brochures.

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Las Vegas Territory	LV-22-02-011	Laughlin Tourism Commission	Laughlin Open at Katherine Landing (Bass Tournament)	\$20,650.00	\$10,000.00	\$60,650.00	NDT Funds will be utilized to market this event in our weekly publication to our 40K subscribers Running 5 months of weekly house ads to promote the event and Laughlin as a fishing destination and event destination. It will be spent on Social Media campaigns as well as banner placements on affiliate websites. Producing POS materials such as banners, signage, and PR literature. Running social, radio, and podcast promotions prior to and leading up to the event. It will be used to produce a turn-key video, promoting the event and destination to be shared on all platforms preceding the event and leading up to the annual event the following year. It will provide funding for our 3 day LIVE WEBCAST production. This is broadcasted during the event on multiple social media platforms Facebook, YouTube, Twitch, and could be shared on LTC platforms as well. Live webcasts will also be available perpetually on all platforms to viewers who might have missed the action at the time.	Grant funds will be used to advertise the Laughlin Open Bass Fishing Tournament.
Las Vegas Territory	LV-22-02-012	Mesquite Chamber of Commerce	Mesquite Chamber 2022 Map	\$6,000.00	\$6,000.00	\$15,350.00	The funds will be used to assist in payment for publication of 10,000 maps which will have hotel/motel advertisement/contact information on them along with activities for tourists. We are a rural Chamber and do not receive any outside funding. The maps will be distributed to Chambers located in Northern UT and other Chambers/Tourism Centers such as Boulder City and Laughlin which are located over 100 miles away from Mesquite, NV. The map will be online as well.	Grant funds will be used to update, re-print and distribute the Mesquite Map.
Las Vegas Territory	LV-22-02-013	Moapa Valley Revitalization Project	Rebranding Moapa Valley II	\$10,500.00	\$9,000.00	\$11,500.00	Tourism funds will be expended on updating, printing and distribution of Visitor Destination Guides along a heavily traveled interstate corridor. We will target visitors rediscovering the experience of outdoor recreation . This collateral will educate vacationers about attractions, events and venues to entice them to choose Moapa Valley as their destination. We are the ultimate tourist destination in safe distancing, where people feel safe to enjoy freedom from confinement and will choose to make multiple night stays while spending money in our community for lodging, tours, meals, souvenirs, gas and more.	Grant funds will be used to print rack cards and distribute them.
Total				\$103,097.00	\$81,345.00	\$183,974.04		

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Nevada Silver Trails	NS-22-02-001	Nevada Silver Trails	American Road Magazine	\$11,000.00	\$11,000.00	\$11,000.00	Nevada Division of Tourism funds will be used to run 1 half-page (1/2) print ads with multiple ad insertions, online itineraries which can be changed out monthly. Creative & Design Fees to develop and/or manage the print ads and online itineraries, where applicable. Because of previous encouraging activity and a circulation of 1.55-million, Nevada silver Trails wants to continue advertising in American Road Magazine. Our previous ad runs have produced great results in responses, including increased click activity on our web site and itinerary downloads. American Road's readership is focused on those who like road trips, which dovetails nicely with our Territory as almost 50% of visitors use their personal vehicle to explore NST. It is a tried-and-true advertising outlet for us with its continued focus on heritage tourism and the open road coupled with it's easy-to-use online trip planning tools and resources.	Grant funds will be used to advertise Nevada Silver Trails and its communities in American Road Magazine with both a print and digital component.
Nevada Silver Trails	NS-22-02-002	Nevada Silver Trails	Desert Companion Magazine	\$15,080.00	\$15,080.00	\$15,080.00	Nevada Division of Tourism funds will be used to pay for multiple full pages print ads in the Desert Companion Magazine issues to run throughout FY22. We intend to run online banner advertising on publication website with over 40,000 impressions per month. Using our new branding campaign in the multiple magazine issues in Desert Companion Magazine, will allow us to get an even closer match to those interested in our Territory and what our communities offer. Our campaigns cover our multi-county Territory and its various attractions and landscapes. When paired with other Nevada Magazine's readership and circulation, we can achieve significant exposure and coverage for minimal costs.	Grant funds will be used to advertise Nevada Silver Trails and its communities in Desert Companion Magazine, with both a print and digital component.
Nevada Silver Trails	NS-22-02-003	Nevada Silver Trails	Discount Web Page	\$4,000.00	\$4,000.00	\$4,000.00	Nevada Division of Tourism funds will be used to create a simple and straight forward way to add/edit/delete discounts and offers, across all the territories, for any businesses within, and to pay a representative to manage the discounts and offers of each territory. The running and upkeep of the page is imperative for laying a foundation to build up our digital footprint this fiscal and help other territories and businesses with discounts and offers. It provides the landing page for our multi-county Territory where site visitors can link out discounts and offers.	Grant funds will be used to create and add an offers/discounts page to the existing website, as well as keep it updated.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Nevada Silver Trails	NS-22-02-004	Nevada Silver Trails	Nevada Hunting and Fishing Regulations Guide	\$6,200.00	\$6,200.00	\$6,200.00	Nevada Division of Tourism funds will be used to pay for one half-page print ads in each of 3 annuals fishing and hunting publications. We intend to create new ads to attract new visitors to the area by showcasing a specific focused audience/reader into the outdoors and by marketing in these publications we are hitting our demographic directly. With this new project, we can get a large exposure to local and international travelers that are fishing/hunting enthusiasts with just these three publications.	Grants funds will be used to advertise in the Nevada Hunting and Fishing Regulations Guide with both a print and digital component.
Nevada Silver Trails	NS-22-02-005	Nevada Silver Trails	Nevada Magazine Print Ad Design Only	\$1,800.00	\$1,800.00	\$1,800.00	Nevada Division of Tourism funds will be used to pay for a total of three (3) ad placements in the Nevada Magazine to run throughout FY22. Our campaigns cover our multi-county Territory and its various attractions and landscapes. When paired with Nevada Magazine's readership and circulation, we can achieve significant exposure and coverage for minimal costs.	Grant funds will be used to create print ads for Travel Nevada Magazine.
Nevada Silver Trails	NS-22-02-006	Nevada Silver Trails	RV/ATV Brochure Update and Reprint	\$1,800.00	\$1,800.00	\$1,800.00	Nevada Division of Tourism funds will be utilized to update 30,000 RV/ATV Guide brochures for distribution via our Certified Folder channels (CA,UT, So & No NV); to our Territory members for distribution at their local visitor centers and chambers; and for distribution, as needed, at various trade/travel shows we attend in conjunction with the Division of Tourism. We have found that the use for brochures is still a very popular distribution methodology, especially with our Baby Boomer demographic, as they provide an convenient way to get activity, lodging, and dining information. We always strive to print a quality product on durable stock so visitors can keep them for reference during their travels and as a souvenir afterwards.	Grant funds will be used to update Nevada Silver Trails' RV/ATV brochures.
Nevada Silver Trails	NS-22-02-007	Goldfield Historical Society	Goldfield Cemetery Brochure	\$500.00	\$500.00	\$1,000.00	These funds will be used to print the Cemetery brochures on high gloss paper. A graphics designer will be used to create the artwork, with the information that we provide, to give it a professional appearance and appeal. They will be placed in our Visitor Center and our local businesses. The more information that we can provide to our visitors, we feel will enhance their experience and hopefully their interest in contributing to our efforts. Pioneer cemeteries, such as the one in Goldfield, are of interest to many travelers. By giving people more of a reason to explore our area, leads to more time spent in town, to visit our businesses which contributes to the towns economy.	Grant funds will be used to create and print Goldfield Cemetery Brochures. The brochure must also be placed on Goldfield Historical Society's website.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Nevada Silver Trails	NS-22-02-008	Lincoln Communities Action Team (LCAT)	Advertising & Marketing	\$9,600.00	\$3,700.00	\$9,600.00	Advertising Lincoln County as the outdoor adventure center of Eastern Nevada has worked to increase visitation. The Nevada Magazine is capable of reaching a far larger and expanded market area, which would draw new visitors from all over the United States. To achieve this, we would have a nominal cost in developing the actual ads, however, the majority of the cost goes straight to the print and digital costs associated with hitting new market areas via the Nevada Magazine.	Grant funds will be used to advertise in Travel Nevada Magazine. The new LCAT logo must be used.
Nevada Silver Trails	NS-22-02-009	Mineral County Convention & Tourism	TV PSA campaign for very early spring 2022	\$10,000.00	\$10,000.00	\$20,000.00	<p>This project will be to show the people of Northern Nevada on Network TV that there are plenty of OHV Dirt Road and Dirt Trail possibilities (about 1,000 miles of them) in Mineral County for them to come adventure on. Also that there is a huge lake (Walker Lake) for them to come boating on, along with world class Fishing, nearby on the Walker River while visiting Ghost Towns and seeing tremendous Wildlife (particularly Big Horn Sheep close to the Highway).</p> <p>This project will be accomplished by Television Advertising in the Reno Metro Market utilizing 2 major TV affiliates (CBS & NBC) to promote tourism. These commercials will air from 2/28/22 to 4/17/22.</p> <p>This very early Spring TV campaign is more specifically described as in the Reno Metro Market on CBS and NBC. This "Welcome Back / Mineral County 1,000 miles of Dirt Roads & Trails/ Walker Lake" campaign will air on CBS with a total of approximately 191 commercials over a 7 week period of time, achieving a total of 1,715,000 selling impressions with men and women who will see the commercials on an average of 7.8 times. The cost to reach 1,000 viewers with this campaign is a mere \$5.83. NBC will air a total of approximately 303 commercials over a 7 week period of time achieving a total of 1,189,189 selling impressions with men and women 25+ who will see the commercials on an average of 8.6 times. The cost to reach 1,000 viewers with this campaign is \$7.24.* Includes 30,000 spots on various Streaming services.</p>	Grant funds will be used to promote Mineral County on television in the Reno Market.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Nevada Silver Trails	NS-22-02-010	Pioche Chamber of Commerce	Pioche Advertising Campaign and Re-Branding Project	\$7,500.00	\$7,500.00	\$15,000.00	This project will allow the Pioche Chamber of Commerce to further develop its marketing efforts by providing fresh advertising and messaging. Pioche's marketing efforts have continued to grow and produce strong results the past two years, and new advertising creative is needed for the upcoming year. A series of advertisements (at least five ads) will be produced and used for print, digital and outdoor applications. This project also includes a modest re-branding effort, with new logo tagline and modifications to the graphic components and overall messaging.	Grant funds will be used to re-brand Pioche and create new advertisements.
Nevada Silver Trails	NS-22-02-011	Pioche Chamber of Commerce	Pioche Digital Outdoor Advertising Campaign	\$12,250.00	\$12,250.00	\$24,500.00	Funds will be used to design the ad content and place an ad buy with Las Vegas Billboard for 3-month display and with Lincoln County Authority for Tourism (LCAT) for 6 months.	Grant funds will be used for digital billboard marketing.
Nevada Silver Trails	NS-22-02-012	Town of Beatty	Beatty Town Social Media Campaign 01/01/22-06/30/22	\$7,497.00	\$7,497.00	\$14,994.00	The funds will be used to continue Beatty's digital marketing campaign by helping to pay for the management of our Facebook page and our digital marketing ad budget. We have found that the ability to target individuals with interest in outdoor recreation is very effective in bringing new people to town and their much needed tourism dollars to our local businesses. It is critical that we continue this outreach and maintain our digital exposure, we fear that if we do not we may lose our momentum in this space. Staying top of minds with US residents is critical to communities like ours in part because foreign visitors are still under COVID restrictions making travel for them very difficult if not impossible.	Grant funds will be used to market Beatty through social media and digital marketing in calendar year 2022. The grant awarded 1st cycle 2022 did not include January-June, 2022.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Nevada Silver Trails	NS-22-02-013	Town of Pahrump	Greenspun Media Group	\$5,000.00	\$5,000.00	\$10,000.00	This project includes a partnership with Greenspun Media Group to impact the southern Nevada community by brand awareness of the Town of Pahrump and a multi-tiered marketing strategy to educate the readers about all that's happening in Pahrump from wineries to off highway vehicles to events. The following items are included: 2 each half page print ads in the Las Vegas weekly;(1x) Social Media Giveaway - Las Vegas Weekly, Dedicated E-blast to 41,000+ locals, Boosted on Las Vegas Weekly Facebook - 80,000-120,000 impressions, Posted on IG & Twitter, Hosted on LasVegasWeekly.com for one week, Pre-check opt in to collect emails, Bounce-back offer; (3x) Weekly Fix Email Marquee Banner; Display / Video Advertising & CTV Programmatic Package, 187,500 Display Banner Impressions & 37,500 Video Impressions; ADDED VALUE (8x) LasVegasWeekly.com homepage sliding billboard with bounce-back offer email and pre-check opt-ins with giveaway.	Grant funds will be used to partner with Greenspun Media to promote Pahrump in Las Vegas and the surrounding areas.
Nevada Silver Trails	NS-22-02-014	Town of Pahrump	Media Campaigns	\$3,750.00	\$3,750.00	\$7,500.00	These digital campaigns will be designed to create awareness to ultimately drive room nights into our destination and the surrounding area. The deliverables include: Google Display Ad Campaign to drive audiences to VisitPahrump.com with 2,900,000 impressions and 3,750 clicks; Google Search Campaign to purchase keywords and generate clicks to website, 25,000 impressions and 4,250 clicks; and Facebook and Instagram Campaign to drive ongoing brand awareness, ROI and loyalty as well as increased website traffic with customized messaging to southwest audiences with daily reach of 1,800-5,200, daily clicks of 55-160 and overall impressions of 9,200,000.	Grant funds will be used for Google Ad and Google Search campaigns.
Nevada Silver Trails	NS-22-02-015	Town of Pahrump	SunCruiser Media Magazine	\$1,595.00	\$1,595.00	\$3,190.00	The funds will be used on contract with SunCruisermedia for a full page color ad in the Pahrump, Nevada section with a digital bundle, in 3 separate magazine issues. The monthly page has over 60,000 viewers and the magazine has an audience of over 88,000. Our objective is to promote lodging properties, increase awareness and entice the reader to log on to visitpahrump.com to book an RV site. Pahrump is also a primary destination for the Death Valley National Park RVers. The funds will be used for contract to fulfill goals of FY21/FY22 to continue a relationship with RV rental and sales companies for referrals.	Grant funds will be used to advertise in SunCruiser Media Magazine, with both a print and digital component.
Total				\$97,572.00	\$91,672.00	\$145,664.00		

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Pony Express Territory	PE-22-02-001	Pony Express Territory	Can You Survive? Hwy 50 Koozie Campaign	\$4,093.40	\$4,093.00	\$4,093.40	For the past several years PET has been giving out swag to visitors that stop and have their passports stamped in the various communities. This is a continuation of this program. Each community receives 300 and each community has a different color so they are encouraged to get them from more than one community, making it a positive experience, and something to look forward to while traveling. This has been very successful in the past.	Grant funds will be used to produce collateral to distribute to visitors as they travel along highway 50, with different colors for each community, encouraging visitors to visit each town.
Pony Express Territory	PE-22-02-002	Pony Express Territory	Digital Billboard in Sacramento Market	\$20,000.00	\$20,000.00	\$20,000.00	We will be doing digital billboards in the Sacramento Metro Market utilizing 13 different geographical locations / billboards. Location to be rotated on a weekly bases.. The message will rotate, promoting each community individually and Hwy 50 as a whole. This project will encourage travelers to visit Highway 50, the most direct route across Nevada. When you Travel the Loneliest Road, you are seeing the real Nevada. With all the camp grounds and acres of open space to see. People are tired of being "shut-in" they need to get out and experience fresh air, open space and room to roam. Central Nevada is the ideal place to refresh and rejuvenate, enjoying all we have to offer.	Grant funds will be used for digital billboards in the Sacramento market.
Pony Express Territory	PE-22-02-003	Pony Express Territory	Expedia Co-op ad	\$10,000.00	\$10,000.00	\$10,000.00	The money will be used in a co-op ad The project is part of the continued efforts of the Territory to provide more effective ways to provide and distribute information to the visitors that want to travel Hwy 50 and visit our communities. By joining the State Co-Op with the Expedia group will help increase traffic along the Loneliest Hwy through hotel room stays, restaurant sales and other business activities. The funds will be used to invest in the Expedia group Co-Op campaigns combines display advertising with custom landing page to enable PET to promote our Territory in yet another venue, bringing visitors across Nevada.	Grant funds will be used to participate in a co-op through Expedia with Travel Nevada and other partners.
Pony Express Territory	PE-22-02-004	Pony Express Territory	Funding for Travel and Trade shows	\$9,000.00	\$9,000.00	\$9,000.00	PET plans on participating with Travel Nevada on international sales missions, travel or trade shows and developing business relations in different countries. PET would also like to be included in any domestic travel or trade shows. The funds will cover costs for registration fees, travel associated with these events	Grant funds will be used to attend travel and trade shows in partnership with Travel Nevada.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Pony Express Territory	PE-22-02-005	Pony Express Territory	Nevada Magazine 2	\$5,500.00	\$5,500.00	\$5,500.00	This project is run a series of full page ad ads in Nevada Magazine through out the year to promote PET. Promoting travel on The Loneliest Highway and outdoor recreation potential.	Grant funds will be used to continue advertising in Travel Nevada Magazine through the end of FY2022, upgrading their ads from 1/4 to a full page.
Pony Express Territory	PE-22-02-006	Pony Express Territory	PET Itinerary/Sales Sheet	\$2,350.00	\$0.00	\$2,350.00	This project will produce an easy-to-use and eye-catching sales sheet that features itineraries throughout Pony Express Territory. It is a printed piece that can be used at tradeshow and provided to tour operators. The Territory is presently does not have a piece like this, and is already putting together a list of itineraries to use. It will also be available for download on LoneliestRaod.us. This campaign follows the "Nevada's Highway 50, America's Loneliest Road" branding used in all the PET print advertising and web marketing efforts, ensuring that a consistent message is maintained. It highlights each PET community, with a focus on what to see in the Territory.	Not all projects can be funded, this project was considered a lesser priority.
Pony Express Territory	PE-22-02-007	Pony Express Territory	PET Northern California/Gold Country Ad Campaign	\$8,085.00	\$8,085.00	\$8,085.00	Funds will be used to book print advertising in Gold Country Media, in Northern California. This project follows new creative direction already developed and leverages that effort by rotating ad messaging. The total circulation of this program exceeds 40,000 in print, and 40,000 in e-blasts. The "Living 50 Plus" reaches a targeted Northern California audience that includes full distribution to Folsom, El Dorado Hills, Granite Bay, Roseville, Rocklin, Lincoln, Loomis, Auburn and Colfax This campaign will maintain the Territory's "Nevada's Highway 50, America's Loneliest Road" branding direction, and focuses on everything to see and do along Highway 50. This project also includes updated creative direction, leveraging efforts with Travel Nevada's Road Trip/Highways promotions.	Grant funds will be used to advertise Pony Express Territory through Gold Country Media, using both print and digital.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Pony Express Territory	PE-22-02-008	Pony Express Territory	PET Northern Nevada/Utah Advertising	\$16,250.00	\$12,000.00	\$16,250.00	Funds will be used to place "Nevada Highway 50, America's Loneliest Road" ads in the northeastern area of Nevada to capture potential visitors from that area, as well as travelers driving Highway 80. This three-month advertising campaign will rely on digital outdoor advertising on or near I-80 (26,037 impressions), newspaper print advertising in the Elko Daily Free Press (78,000 circulation), digital ads on elkodaily.com (45,000 impressions), and :30 video ads elkodaily.com (45,000 impressions). The combined circulation exceeds 190,000. The digital ad buy also includes :30 video spots that the Territory already has produced.	Grant funds will be used to advertise in Northern Nevada and Utah, using both print and digital.
Pony Express Territory	PE-22-02-009	Pony Express Territory	PET Video	\$13,000.00	\$10,000.00	\$13,300.00	We plan to take existing video and edit it, making new commercials to use for PET 22-01-008 along with using them on the various social media platform. We are saving a lot of money by revamping footage already in the can, and making it into new ads.	Grant funds will be used to create new videos for all communities within Pony Express Territory utilizing existing footage.
Pony Express Territory	PE-22-02-010	Pony Express Territory	Survival Guide Reprint	\$5,500.00	\$5,500.00	\$5,500.00	PET will start helping with the printing of the Survival Guides to help with supply and demand. We will distribute them to the 7 communities along Hwy 50 and Travel Nevada will just use theirs for requests to their office. This will cut down on the demand on the mail room. We plan to start with 15 cases, 400 in each box for the first year to see how many are needed. We will always follow Travel Nevada's artwork and design so everything is cohesive on this promotion.	Grant funds will be used to reprint the very successful Highway 50 Survival Guide.
Pony Express Territory	PE-22-02-011	Churchill County Museum	The Maine Street Experience	\$9,275.00	\$9,275.00	\$18,550.00	The Nevada Division of Tourism funds will be used to advertise the Maine Street Experience to attract non-local visitors in four regional magazines and a non-local weekly newspaper. Advertisements will be added to spring through mid-summer issues of the magazines aimed at attracting civic groups and summer vacationers to visit Fallon, Nevada.	Grant funds will be used to market the Maine Street Experience created by the Churchill County Museum.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Pony Express Territory	PE-22-02-012	Dayton Area Chamber of Commerce & Visitors Center	Outdoor Recreation Brochure and Dayton Map Distribution	\$27,653.35	\$17,653.00	\$30,153.35	The Dayton Area Chamber of Commerce & Visitors Center has produced and printed two high visibility brochures to highlight the historical Dayton area. Our request is to expand and continue the already successful distribution of the two pieces to over 524 locations throughout North Lake Tahoe (Super Cities), South Lake Tahoe (Super Cities), Reno/Carson City, Gold Country in California, Welcome Center Truckee, CA, Welcome Center Mammoth Lakes, CA and Welcome Center in El Dorado Hills, CA. There is a 15% discount per brochure contract if two brochures are on the racks. The grant proposal also increases publication to 40,000 brochures.	Grant funds will be used to distribute Dayton's collateral, and print additional collateral if needed.
Pony Express Territory	PE-22-02-013	Eureka Business Network	Eureka 2022 Magazine Advertising	\$10,053.00	\$10,000.00	\$20,106.00	The Eureka Business Network, The The Eureka County Tourism and Recreation Board and its partner the Nevada Division of Tourism will give a total of \$20,106.00 to be used to purchase two full page ads in two different publications. 1st Publication is the fabulous, Travel Nevada Magazine/Visitors Guide. This is quarterly publication. This will be for a full page, full color ad using their design team. The ad is for all three of the 2022 quarterly publications. Feb-Mar-April, May-June-July, August-Sept-Oct. Cost: \$14,400.00 The ad will showcase our monthly events, Website, Facebook and Instagram 2nd publication: The beautiful, Everything Elko Magazine. This is a monthly publication. The ad is for 12 months, full page, full color ad using their design team. Starting in January 2022 ending in December. 2022 Cost: \$5,706.00 The ad will showcase our monthly events, Website, Facebook and Instagram	Grant funds will be used for print advertising.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Pony Express Territory	PE-22-02-014	Fallon Convention & Tourism Authority	Annual Events Marketing	\$8,000.00	\$8,000.00	\$16,000.00	Post-2020, this is more important than ever to encourage people to visit the City of Fallon as well as engage with the events online and virtually where available and/or necessary. The reach for promotion of events city-wide will be beneficial for the whole city and will help with tourism efforts and heads in beds. Funds for this project will be used for marketing and promotion of each event, and events as a whole in the City of Fallon. This will look like paid media ads, PR efforts, and other content-driven marketing strategies to get the message out about when, where, and how to engage with these events.	Grant funds will be used to market Fallon's annual events.
Pony Express Territory	PE-22-02-015	Fallon Convention & Tourism Authority	Annual Influencer and Familiarization Trip	\$10,000.00	\$0.00	\$20,000.00	Funds will be used to cover expenses surrounding travel, activities within the city and greater Fallon, and more to provide a full tour of the City of Fallon and ensure that staff can tour the visitors around each key location to truly understand Fallon.	Not all projects can be funded, this project was considered a lesser priority.
Pony Express Territory	PE-22-02-016	Fallon Convention & Tourism Authority	Video Asset Collection & Digital Marketing	\$25,000.00	\$25,000.00	\$50,000.00	These funds will be used to maximize the reach of our advertising and marketing. This means that we will have the opportunity to reach larger audiences at a higher frequency to increase tourism and visitation to the City of Fallon. With the video assets collected throughout the state leading into Fallon, we have a unique opportunity to promote the Oasis of Nevada in a way that will bring tourism up a notch and encourage travelers from all over with a variety of interests to visit the City of Fallon. This will be promoted through digital marketing efforts and will bring a larger awareness campaign to the forefront for marketing.	Grant funds will be used to create additional much needed video assets and distribute them through digital marketing.
Pony Express Territory	PE-22-02-017	Motor Sports Safety Inc	Top Gun Dragstrip 2022	\$10,000.00	\$5,000.00	\$50,000.00	The intended use for the Nevada Division of Tourism funds will be to market Top Gun Dragstrip with a range of media, including the Web, Print, Broadcast, and outdoor. The Dragstrip will continue significant work on our branding, website, social media platforms, and search engine outreach.	Grant funds will be used to promote the Top Gun Dragstrip's racing season, including hosting a National Hot Rod Association's National Open event.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Pony Express Territory	PE-22-02-018	Nevada Northern Railway Foundation	Media Relations	\$22,000.00	\$0.00	\$44,000.00	<p>Nevada Division of Tourism funds will be used to hire East River Public Relations. This investment will continue a winning media relations program that has proven results. Due to their efforts, Nevada's Dark Skies have been featured twice on CBS This Morning. The most recent segment was called "American Wonders," exploring places that make America wonderful, from majestic natural landscapes to spectacular creations. Here's the link to the story. https://www.cbsnews.com/news/nevadas-great-basin-star-train-american-wonders/. This generated almost five minutes of national exposure for Nevada, our Dark Skies and the Nevada Northern Railway National Historic Landmark. This highly successful endeavor brings tourists to Nevada. Our proof? Our Star Trains sell out a year in advance. Their media outreach was a dazzlingly, effective too. Previously East River Public Relations efforts have generated stories in 44 different publications including the New York Times, CBS Sunday Morning (twice), VIA Magazine, the Los Angeles Times, Trains Magazine, Travel Pulse, Trailer Life and Google Adwords to mention a few. The Nevada Northern Railway was also featured on an episode of The Big Bang Theory. This grant allows us proactive media communications. East River is constantly pitching stories for us. When a media outlets wants more information East River is there to provide it immediately. This is essential for building credibility with the media. It also builds our trustworthiness with travelers too. When they see stories on the railroad in the LA Times or on CBS News, it projects an image that we are the "real deal" and worth the trip. Awarding this grant will allow us to continue our well-executed, strategic media relations program that is helping us achieve awareness with millions of possible visitors. It is vital for us to generate awareness about this Nevada treasure and encourage people to visit, especially now since there is a pent up demand for travel in 2021. We are experiencing a very significant upturn in business so far this year. June 2021 broke all records. It was not only the largest June we have had in 34 years but it was also the largest summer month we have ever had and it looks like July will be bigger yet. This grant will help us get the word out.</p>	<p>Organization is not in compliance with a contract, policy, or agreement with a State of Nevada department or division.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Pony Express Territory	PE-22-02-019	Nevada Northern Railway Foundation	Nevada Northern Railway Website Overhaul	\$18,500.00	\$0.00	\$33,000.00	<p>This grant will provide funds for the overhaul and renovation our existing website. Our website is in sore need of updating. The last time it was done was eleven years ago, in the digital world this is a lifetime. Our website is core to our online sales system, which handles almost 80% of all sales that we receive. Having a streamlined, easy to use website is critical to promote and improve visitation to Nevada and the railroad. This combination will drive additional bookings for 2021, resulting in additional visitation to Nevada and the railroad. The scope of work will replicate our current website structure, while updating the design and integrating a new more reliable platform upon which the site will operate. A major improvement is, that within certain parameters the site would be editable by our staff. We would be able to add or edit content. In other words, Foundation staff could edit the content (copy and photos) allowing us to maintain and update the site 24/7. To protect the website, we would not be allowed to edit anything that would render the site inoperative. This is a key reason why the website needs an overall. While our current vendor is quick, they are not quick enough. We need to be able to post changes to our website as events happen. Being able to edit and update the website in real time, we can provide visitor information immediately. We are experiencing a very significant upturn in business so far this year. We are experiencing a very significant upturn in business so far this year. June, July and September 2021 broke all records. These were the largest months we have had in 34 years. Not only that, but they were also the largest summer months we have ever had. We have sold out trains. When that happens, we try to add unscheduled trains. We need to respond faster than we are currently doing. By not responding quickly, we are losing possible visitors to Nevada and the railroad. We use our website for more than just showcasing the railroad. Our website is linked to our point of sale provider DoubleKnot. This is key to the overhaul. DoubleKnot maintains our inventory of train tickets, memberships and our online gift store. One part of the project would be to basically create an Editable front to the website and link to the structural backend provided by DoubleKnot for all purchasing and credit card functions. This will be updated too.</p>	Organization is not in compliance with a contract, policy, or agreement with a State of Nevada department or division.
Pony Express Territory	PE-22-02-020	Nevada Northern Railway Foundation	Social Media Management Agency	\$11,250.00	\$0.00	\$22,500.00	<p>Nevada Division of Tourism funds will be used to hire a social media management agency to assist and train us in how to maximize our investment in social media.</p>	Organization is not in compliance with a contract, policy, or agreement with a State of Nevada department or division.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Pony Express Territory	PE-22-02-021	Nevada Northern Railway Foundation	Virtual Historic Train Ride	\$10,000.00	\$0.00	\$20,000.00	Nevada Division of Tourism funds will be utilized to create a virtual world of the Nevada Northern Railway. A visitor will be able to experience the railroad in either virtual reality or a standard non-vr home experience. HFX Studios will create a user experience that begins on the train platform as the steam locomotive idles. The user may inspect the train from the platform and is surrounded by the East Ely rail depot. From there the user boards the train just aft of the tender, entering the baggage car. Once aboard, the train begins moving. The user works their way aft finding various digital artifacts, including letters and personal affects, most of which are sourced from real life artifacts in the railroad's collection. These artifacts can be picked up and inspected, often with an accompanying voice actor either reading the contents or telling a brief story. HFX Studios will create a digital train where every car tells a different story relating to Nevada, East Ely and the railroad. We will aim to have approximately 5 artifacts in each rail car. The train will consist of: The baggage car with Railroad workers The coach cars telling the story of immigrants crossing the ocean, then crossing the country, and making a new life in Ely. The first class car telling the story of the people who run Ely, Nevada, etc The executive Cobre car telling the story of the people who run the railroad, and the story of the railroad itself. HFX Studios has done a similar program as Titanic: Honor and Glory. Here's a video that shows what they are capable of https://www.youtube.com/watch?v=8siMOieE6mE In short, HFX Studios will build an exact digital representation of a Nevada Northern Railway train that will allow people take a digital trip in virtual reality.	Organization is not in compliance with a contract, policy, or agreement with a State of Nevada department or division.
Pony Express Territory	PE-22-02-022	White Pine County Tourism Recreation Board	Mountain Bike Influencer/ Media Campaign	\$10,000.00	\$10,000.00	\$20,000.00	We will contract with an agency that specializes in influencers and media in the outdoor industry and specifically mountain biking. Money awarded will cover 2 things: Agency fees and costs associated with the influencer/media.	Grant funds will allow White Pine County to work with a PR company to bring influencers and media to the destination. This is considered a priority as SNPLMA has awarded a grant to create 50 new miles of trails.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Pony Express Territory	PE-22-02-023	White Pine County Tourism Recreation Board	National Park Marketing Campaign	\$7,000.00	\$0.00	\$14,000.00	<p>To contract with Hermann Global to conduct a comprehensive campaign to domestic and international audiences. All content (photography, stories, etc) created as part of this project will be available to Travel Nevada for their marketing purposes.</p> <p>Campaign Overview: (email quote) Visit USA Parks Travel Ambassador visit, 2nights/3 days in-destination, Photography package, Rights released to client organization in perpetuity, 1 custom inspirational destination story, Dark Sky experiences, 1 custom inspirational destination story, Biking (domestic) Train (international) experiences, 3 custom social media posts via Visit USA Parks, 2 retargeting ad campaigns via Visit USA Parks, Optimized to connect with road trip audiences, and generate visitor leads for community website, Translation of all developed content, German, Ad budget to amplify content distribution Target Markets: USA, Germany Timing: Spring2022 - Ambassador Visit/Content Development, Spring/Summer 2022 - Content Distribution via Visit USA Parks, Summer 2022 - Final Report Delivered Estimated KPIs: Impressions - 150k-250k, Engagement Rate - 10%-20%, Website leads generated from retargeting - Minimum 4k Budget: \$14,000</p>	Not all projects can be funded, this project was considered a lesser priority. Additionally, 1st Cycle 2022 grant funds were awarded to the Great Basin National Park Foundation to promote the park and its events for the 100th anniversary, so there is some duplication of efforts.
Pony Express Territory	PE-22-02-024	White Pine County Tourism Recreation Board	Shellraiser Music Festival Marketing Campaign	\$6,000.00	\$6,000.00	\$12,000.00	<p>To support the efforts of the event coordinator, White Pine County Tourism and Recreation will design and purchase ad space in the Reno News and Review, The Las Vegas News and Review, and the Boise News and Review, all local news and entertainment publications. We will also underwrite radio programing on public radio and independent radio stations in the Reno-Tahoe and Las Vegas areas to get the word out to an audience more targeted and loyal than other larger radio stations. We will target those same areas with promoted social media posts showcasing the band bios/videos, destination videos, and general festival hype. We will also work with our PR company to create a Press Release to be sent to media and influencers. Finally and most importantly, we will hire a professional videographer to produce short social media marketing pieces for future marketing and we well hire a professional photographer to get images for future marketing.</p>	Grant funds will be used to market a new event - a four day music festival.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Pony Express Territory	PE-22-02-025	White Pine County Tourism Recreation Board	Trail Running Events Marketing Campaign	\$4,000.00	\$4,000.00	\$8,000.00	<p>We will use money granted to conduct a comprehensive marketing campaign targeting running enthusiast in our drive market (Reno/Tahoe, Las Vegas, St. George, Salt Lake City, Elko). The campaign will include multiple e-blast to a curated runner contact list. We will design a hand bill showcasing the entire event series but focused on highlighting the 3 signature events (Bristlecone Birkinbeiner, The Ward Mountain Trail Run, and Take It To The Lake). The hand bill will also be used as a direct mailer (purchased list). The design of the hand bill/mailer will be mirrored in the event poster to be distributed in our targeted drive market. We will design an ad keeping with the same branding as the other print pieces. We will run this ad in places like, but not limited to, Adventure Sports Journal. All of this work will be complimented by social media promotions directed at our target market.</p> <p>The Ely Outdoor Enthusiasts have always had great awards and prizes. They will supply those incentives and are not included in this grant proposal. All money will be used for marketing purposes.</p>	Grant funds will be used to market White Pine County's three signature trail running events.
Pony Express Territory	PE-22-02-026	White Pine Main Street Association	50 Fabulous Places to Visit in White Pine County Guidebooks	\$3,000.00	\$3,000.00	\$6,000.00	<p>Nevada Division of Tourism funds will be utilized to print 5,000 copies of 50 Fabulous Places to Visit in White Pine County Guidebooks. The guidebook is 5.25" x 6.25", a size that easily fits in a purse, backpack or vehicle. The 60-page guidebook includes a Welcome, Know Before You Go, Table of Contents, map of White Pine County with the 50 places numbered, list of annual events, and index. Each page includes the website for the specific place and a color picture of the location. This one-of-a-kind guidebook will provide 50 reasons to play and stay in White Pine County!</p>	Grant funds will be used to re-print and distribute the successful guidebook.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Pony Express Territory	PE-22-02-027	White Pine Main Street Association	Hollywood in the High Desert	\$6,000.00	\$6,000.00	\$12,000.00	Ely Film Festival's objective is to create a five to six hour drive-in radius marketing and advertising campaign for the Hollywood in the High Desert Film, Art, and Music Festival event in order to increase out-of-area stays in Ely and White Pine County during a period of the calendar year with the lowest tourism and visitation. To accomplish this, Nevada Division of Tourism funds will be utilized by contracting the services of a professional marketing specialist, to aid the Ely Film Festival in implementing targeted digital and print advertising that encourages out of area tourists to visit Ely and White Pine County, Nevada, for the weekend-long Hollywood in the High Desert Film, Art, and Music Festival. Implementing digital marketing plans, such as branded email campaigns, prior to, during, and after the event, this project will promote local businesses, eateries, and not to miss notable sites in Ely and White Pine County. Boosted posts on multiple social media platforms, creating and managing Google listings, search engine optimization, and the tracked effectiveness of marketing, are additional strategies that we will use to highlight the Nevada Northern Railway, a National Historic Landmark, the Hotel Nevada, and the historic Ely Central Theatre, as the centers of the cultural arts and cinematic opportunity available in Ely and White Pine County.	Grant funds will be used for a targeted digital campaign promoting The Ely Film Festival's event Hollywood in the High Desert.
Pony Express Territory	PE-22-02-028	White Pine Main Street Association	Park to Park in the Dark: Brochures	\$3,000.00	\$3,000.00	\$6,000.00	Nevada Division of Tourism funds will be utilized to print and distribute Park to Park in the Dark astro-tourism map brochures. The astro-tourism map brochures will be used to promote and protect Nevada's dark night sky so in can be shared with visitors from around the globe. The Park to Park in the Dark route runs from Death Valley National Park to Great Basin National Park through Beatty, Goldfield, Tonopah, Ely and Baker. Visitors will discover and enjoy the "Starry-est Road in America"! The project will allow for the printing of 30,000 astro-tourism map brochures to be distributed along the Park to Park in the Dark route, a 313 mile journey, and communities throughout Highway 50 and Highway 93. Printed map brochures are needed to guide visitors due to the spotty cell and internet service throughout rural Nevada.	Grant funds will be used to print and distribute Park to Park in the Dark brochures. The brochures may not be printed and distributed until the grant-funded website has launched.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Pony Express Territory	PE-22-02-029	White Pine Public Museums	Cave Bear Club	\$3,200.00	\$2,000.00	\$3,200.00	The Travel Nevada funds will allow us to reach outside of our small community and invite people from the larger metropolitan areas to get away from the hustle and bustle of big city life. We offer a slower pace with tons of adventure. Our little Museum is small but amazingly unique. We offer something for everyone. There is so much to do in White Pine County, we just need to get the word out. With these funds, we can promote not only the WPPMuseum but all the other sights in our county. Everyone will benefit.	Grant funds will be used for social media and radio advertising.
			Total	\$297,709.75	\$193,106.00	\$499,587.75		

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Reno-Tahoe Territory	RT-22-02-001	Reno-Tahoe Territory	Go West Summit, Reno	\$6,000.00	\$6,000.00	\$6,000.00	To allow Reno-Tahoe Territory to secure a sponsorship for the Go West Summit which will take place in Reno in February 2022. This sponsorship would allow RTT to showcase area attractions through tours on Adventure Day, February 17, 2022. Participants would include qualified buyers and media. In addition, RTT would negotiate registration (value \$2,795) for one RTT representative to have pre-scheduled appointments with up to 24 tour operators interested in the destination. Although RTT could just buy a registration and send a delegate, going the sponsorship route allows us far greater exposure for the destination and our members. Being a present partner at GWS while it is in our territory is a visible sign of support for the region and the state as a whole.	Grant funds will be used to become a Go West sponsor, which includes registration.
Reno-Tahoe Territory	RT-22-02-002	Reno-Tahoe Territory	RenoTahoe.com ADA Compliance	\$10,000.00	\$10,000.00	\$10,000.00	Travel Nevada funds would be used to hire a local agency to analyze and update the RenoTahoe.com website against the standards for ADA compliance under the Web Content Accessibility Guidelines (WCAG).	Grant funds will be used to update Reno-Tahoe Territory's website, making it ADA compliant.
Reno-Tahoe Territory	RT-22-02-003	Reno-Tahoe Territory	RTT Media Hosting	\$10,000.00	\$10,000.00	\$10,000.00	The funds would be used to cover hard costs only including air travel, fuel reimbursements and rental car or vehicle for hire services. The responsibility for lodging, dining and attractions is covered by the host DMO. No account fees are included in this. It's strictly to reimburse traveling media for hard costs associated with travel to the territory.	Grant funds will be used to host media, complimenting the Earned Media grant Reno-Tahoe Territory was awarded 1st Cycle 2022.
Reno-Tahoe Territory	RT-22-02-004	Reno-Tahoe Territory	RTT Support of Travel Nevada's Sales/Mission Strategy	\$19,500.00	\$19,500.00	\$19,500.00	Funds would be used to send a Reno-Tahoe Territory representative to support Travel Nevada on Sales Missions and Receptive events as outlined in the opportunities document shared with constituents. Expenses would include, participation fees, travel, and creation and shipping of collateral.	Grant funds will be used to participate with Travel Nevada on various missions and events.
Reno-Tahoe Territory	RT-22-02-005	Reno-Tahoe Territory	RTT Website Marketing	\$8,000.00	\$6,600.00	\$8,000.00	Grant funds would be used to support the ongoing marketing efforts of RenoTahoe.com via a paid Google AdWords campaign. Keywords and search terms would be adapted to follow travel trends and prospective markets, allowing RTT to continue to make the best use of the funds throughout the campaign while driving quality traffic to the site, the Territory and its members.	The Google Adwords portion of this grant was funded 1st cycle 2022. However, initial data is showing the need to adjust and increase into larger markets to continue to reach new audiences.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Reno-Tahoe Territory	RT-22-02-006	Reno-Tahoe Territory	Tourism Cares North American Summit North Lake Tahoe	\$4,000.00	\$4,000.00	\$4,000.00	NV Division of Tourism Funds would be used to cover the cost of registration and expenses to the Tourism Cares North American Summit in North Lake Tahoe for RTT member volunteers, and for a modest level of conference sponsorship for additional exposure for Reno-Tahoe Territory.	Grant funds will be used for registration, sponsorship, and to participate in the Tourism Cares Summit.
Reno-Tahoe Territory	RT-22-02-007	Brewery Arts Center	Snoopy & the Red Baron A Traveling exhibition from the Charles M. Schulz Museum	\$10,000.00	\$3,500.00	\$29,500.00	We will use marketing dollars to target audiences primarily on the West Coast, Bay Area, Sacramento using lookalike audience-based interactions over the last 180 days. A secondary target audience is northern Nevada including communities along the I80 and Highway 50 corridor identified through the secondary social media and public relations tactics. Specifically , of the \$10,000 requested funds we will use \$7,500 for paid advertising to include out-of-market paid social media content and other digital channels. This will involve the creation and implementation of a paid digital online program to reach potential visitors about the exhibition with over 350,000 impressions over the course of the campaign. This will include digital ads combining display, retargeting and search ads and digital radio targeting genres in out-of-market DMAs, paid social media with action-oriented ad sets using conversions, traffic and remarketing objectives reaching 150,000 impressions and organic educational, informational and ticket messaging designed to reach the audiences. These funds will also be used for design and photography for use in our digital ads. We will use \$2,500 for public relations outreach, securing placed articles, media outreach, photography as well as professional account management.	Grant funds will be used to advertise the traveling art exhibition.
Reno-Tahoe Territory	RT-22-02-008	Carson City Culture & Tourism Authority	Expedia Spring 2022 Co-Op	\$5,000.00	\$5,000.00	\$10,000.00	The Nevada Division of Tourism funds will be used toward Visit Carson City's buy-in to purchase the Featured Tier option in the Co-Op. The previous Co-Ops VCC participated in with Expedia were incredibly successful for Carson City and truly made an impact for Carson City's lodging properties. VCC hopes to continue the momentum created with Expedia. Without these funds, VCC would not be able to participate at the Featured Tier level, which VCC feels is necessary truly make an impact in the Carson City community and for VCC lodging partners and stakeholders.	Grant funds will be used to participate in a co-op through Expedia with Travel Nevada and other partners.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Reno-Tahoe Territory	RT-22-02-009	Carson City Culture & Tourism Authority	IPW	\$4,000.00	\$0.00	\$8,000.00	The Nevada Division on Tourism funds will be used to cover registration, booth, and travel fees to attend the IPW in Florida in June 2022 as a partner with Travel Nevada. Visit Carson City (VCC) is focusing on attracting partnerships with domestic and international tour operators. IPW is the largest inbound tour operator marketplace to meet with domestic and international tour operators to build on VCC's sales efforts. Current tour operators attending IPW Orlando already exceeds 700 and is expected to increase between November 2021 and June 2022.	Not all projects can be funded, this project was considered a lesser priority.
Reno-Tahoe Territory	RT-22-02-010	Carson City Culture & Tourism Authority	Marketing Campaign Photo and Video Shoot	\$20,000.00	\$20,000.00	\$74,391.00	The Nevada Division of Tourism funds will be used for the video production for Visit Carson City's (VCC) new marketing campaign. Visit Carson City has made great strides in the last three years to build a tourism brand and create the first fully integrated marketing campaign for Carson City. The Creative Brand Campaign Ad/Copy Testing grant received in the first grant cycle FY22 provided VCC the ability to test two potential marketing concepts. Once a concept is chosen in January 2022, a photo/video shoot is the last key piece that will bring the entire project to fruition and into the market in front of potential visitors to Carson City. To build on the foundation of the brand built thus far, this caliber and quality of photo/video production is pivotal in transforming VCC's marketing. This grant allows VCC to hire the most qualified company to do this photo/video shoot at the level needed to complete the new marketing campaign that will be used for a least the next 2-3 years that will drive overnight visitation to Carson City.	Grant funds will be used to create video and a marketing campaign based on research completed with a prior Rural Marketing Grant.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Reno-Tahoe Territory	RT-22-02-011	Carson Valley Visitors Authority	Carson Valley Ad Campaign Expand Drive Market Reach	\$15,000.00	\$15,000.00	\$30,000.00	<p>With the help of Travel Nevada, we will target travelers within drive distance originating from Southern California and Southern Nevada (areas not developed previously by any joint project this DMO has done with Travel Nevada). We are excited to expand our ad campaign beyond that proposed previously in 2021-22. In other words, we will continue with our intent to run a campaign directed at Northern CA and Northern NV (\$161k supported by a \$20k grant originally requesting \$32,500) and add this effort to reach new markets through digital media - Google SEM, Social Media Ads (Facebook and Instagram) and DV 360 Programmatic (with specific affinity interests that match our destination such as outdoor recreation, retargeting and other customer refinement).</p> <p>We will continue to negotiate the best possible rates and placements through the various media outlets with the help of a contracted media buying firm. With Travel Nevada's support, we believe we have a solid strategy worth extending further with a welcoming, experience-based message. Visit Carson Valley will continue to pursue our core Northern California and Northern Nevada market, yet this addition extends our reach and expected impact. We will deliver on the promise - Northern Nevada is a destination well worth seeking. Independent of this request, we plan to launch an updated website in Q1 2022 to help support the call to action generated here. In summary, these funds will be used for media buying, negotiated agency commissions and related results reporting.</p>	<p>Grant funds will be used to continue and expand the digital advertising awarded 1st cycle 2022. That project was cut significantly, and initial data from the campaign is showing a need to expand.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Reno-Tahoe Territory	RT-22-02-012	Carson Valley Visitors Authority	Imagery Speaks Volumes (Experience Video and Photos)	\$5,500.00	\$5,500.00	\$11,000.00	<p>The funding support from Travel Nevada will help us to fulfill our full need for unique visual content beyond our core branded ad campaign. We want to tell the entire destination story. The funds would be applied to plan and contract execution for five days of shooting immersive destination content activities and experiences. Our current needs for more content include but are not limited to outdoor recreation (especially winter), more content overall from Topaz Lake, museum and historical points of interest, advancing arts projects, expanding upon scenic points of interest and other miscellaneous gaps (such as downtown boutique shopping). The contemplated contractor possesses skills in both still photography and video creation, giving us the opportunity to combine this endeavor into one project and maximize efficiency. The estimate also entails professional editing, which will include abbreviated segments for different subjects that can be used in a variety of media and marketing opportunities. Partial or no funding would lead to severely abbreviated project completion.</p>	<p>Grant funds will be used to create additional video and photography assets.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Reno-Tahoe Territory	RT-22-02-013	Carson Valley Visitors Authority	Travel Stories Extended	\$6,125.00	\$6,125.00	\$12,250.00	<p>Herrmann Global's travel platforms, Untraveled and Visit USA Parks, reach over 10 million road trippers, as well as a built-in and engaged social media audience. When combined with our 25,000+ social media followers, the content will be shown to people who are looking for travel inspiration and are ready to act. The distribution of the custom content occurs in a phased approach to identify and retarget the audience that demonstrates interest in, and is, most likely to visit our destination. We expect our efforts will further integrate and tie directly into Travel Nevada's "Discover Your Nevada" campaign. This project is done in three ways; 1) Visual Social Media Posts - Engagement of these posts develops a custom profile that will be utilized in building an expanded audience for the retargeting ads that are focused on those who are most likely to visit our community. 2) Retargeting Ads - The first stage of retargeting will drive traffic to the Nevada Loop Itinerary on VisitUSAParks.com where we can capture the audience that is interested in this route, via the Facebook pixel. 3) Call-to-Action Ads - This final round of ads will drive traffic to the ambassador story further hosted on Herrmann Global's destination website where travelers can also find additional information about visiting our area. Visit Carson Valley and Mainstreet Gardnerville will ensure further coverage of this effort through our own communication channels. The goal of this marketing collaboration is to highlight some of the newest and most unique experiences in our valley as well as to amplify our offerings of outdoor recreation, western heritage, and niche dining. Together we plan to advance our common cause of fostering a vibrant and thriving district and surrounding area. In summary, the key deliverables will be as follows: Research to identify and connect with visitor markets with the highest potential of visiting our destination. Collaborate with Herrmann Global to maximize a strategy to reach and inspire potential visitors to see Gardnerville and Carson Valley as a bucket-list destination, and ultimately generate overnight stays. The campaign will create and publish engaging content highlighting the unique aspects of our destination, with emphasis on road travel to our rural (wide-open) area. The campaign will further maximize this content via posts and retargeting ads on Visit USA Parks and Facebook/Instagram/Pinterest/Google. The photo and video assets developed during the ambassador visit will further be repurposed for other marketing materials/assets. And, finally tourism impact metrics will be measured to more fully identify and clarify project ROI. The budget outlined is inclusive of all anticipated costs and would be paid to Herrmann Global (based upon a mutually agreeable timeline with a final payment upon completion of all deliverables and project completion).</p>	<p>Grant funds will be used to target road trip enthusiasts through social media, retargeting ads, and call-to-action ads.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Reno-Tahoe Territory	RT-22-02-014	Classical Tahoe	Classical Tahoe Guest Artist Geofence Campaign	\$5,000.00	\$4,000.00	\$10,000.00	<p>Nevada Division of Tourism Funds will support a \$10,000 Geofence Campaign targeting concert patrons of high-profile musicians who will be Guest Artists at Classical Tahoe, July 22-August 6, 2022. The Guest Artists include Grammy-winning & Grammy-nominated musicians Isabel Leonard (100K social followers), Tessa Lark (40K followers), Aldo Lopez-Gavilan (10K followers), and Svet Stoyanov (3K followers). The campaign will geofence a concert hall targeting the specific concerts and venues that align with Classical Tahoe's Top Cities for brand recognition and broadcast engagement: CA (San Francisco & Los Angeles), NY (New York City), TX (Houston) between January-June 2022. The campaign will target highly-qualified patrons who have already made purchasing decisions around seeing a specific artist and reach them at exactly the time they are seeing that artist in concert. We will continue to retarget these partons into the future with rich media designed by Antos Agency to activate lead-capture, website engagement, and ticket sales for the Classical Tahoe Festival.Campaign Period: January-June 2022</p> <p>Campaign Budget: \$10,000 Match: 50% NCoT and 50% Classical Tahoe</p> <p>4 Guest Artists: Grammy-winner Isabel Leonard (80K followers),Bluegrass/Classical Violin phenom Tessa Lark (4oK followers), Cuban Pianist Aldo Lopez-Gavilan (10K followers), and Percussionist Svet Stoyanov (performing a world premiere by Jennifer Higdon - among the most anticipated premieres by the music press in 2022). 9 Geofenced Concerts. 5 Geofence Locations: Zellerbach Hall, Berkeley, CA. (capacity 2,689), Ambassador Theater, Pasadena, CA. (capacity 2,524), MET Opera, Lincoln Center, New York, NY. (capacity 3,800), San Mateo Center for the Performing Arts, San Mateo, CA (1,540), Jones Hall for the Performing Arts, Houston, TX. (capacity 8,736) 23,000 Potential Audience Reach, 1,000,000 Potential Impressions</p> <p>Activation measures include: ticket purchases, total impressions & brand awareness, average CTR & brand engagement, lead & form submittal, the total number of clicks to our website, and analytics on ClassicalTahoe.org's visitor page.</p>	Grant funds will be used for a geo-fencing campaign to target new potential attendees already attending concerts.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Reno-Tahoe Territory	RT-22-02-015	Comstock Foundation for History & Culture	Brochure Design, Printing, and Distribution	\$14,500.00	\$10,000.00	\$19,500.00	Brochures will be printed and distributed through Northern Nevada and California enticing visitors to want to travel to the area. Distribution includes California Gold Country (127 sites all over 100 miles distance from Virginia City and Dayton), Reno/Carson City, California Welcome Center El Dorado Hills (118 miles distance from Virginia City and Dayton), California Welcome Center Auburn (140 miles distance from Virginia City and Dayton). Visitors requesting more information are also sent these brochures by the organization. In addition, all of these brochures will be available on the organization's website, ComstockFoundation.org. The online versions will feature page-turning technology and circulation on Issuu digital publishing platform, and the capability of .pdf downloads.	Grant funds will be used to print and distribute brochures.
Reno-Tahoe Territory	RT-22-02-016	Friends of Dangberg Home Ranch	Chautauqua Promotion at Dangberg Home Ranch Historic Park	\$3,800.00	\$3,800.00	\$7,600.00	All awarded funds will be used towards the purchase of a quarter-page print advertisement in two issues (Spring and Summer 2022) of "Nevada Magazine & Visitor Guide." The advertising, part of a larger ad buy, will publicize Chautauqua programming at the publicly-owned Dangberg Home Ranch Historic Park, with the goal to increase visitation by both individuals and groups, including commercial tour operators.	Grant funds will be used to advertise Chautauqua programming in the Travel Nevada Magazine.
Reno-Tahoe Territory	RT-22-02-017	Friends of the Nevada State Railroad Museum	Great Western Steam Up 2022	\$5,000.00	\$5,000.00	\$172,500.00	The funds will be used to pay a portion of the promotional budget for the event. The promotional plan calls for social media and paid advertising in the Sacramento, San Francisco Bay Area and greater Los Angeles areas targeting railroad enthusiasts. A limited print ad campaign targeting railroad publications is also planned. Visit Carson City will be assisting and consulting with all the ad buying and will be running any paid social media through their respective channels. The Friends of the Nevada State Railroad Museum is confident that this event will draw hundreds of overnight visitors and burnish the image and reputation of the Nevada State Railroad Museum in Carson City for many years afterward. The event is planned to rotate the operation of equipment and the order of events (including a "pageant of the rails" displaying each of the visiting locomotives on the Museum's turntable) to encourage multi-day visitation. For example, over the four-day course of visitors will have to attend two days in order to ride behind each of the 8-9 operational locomotives and see them participate in the "pageant."	Grant funds will be used to advertise the Great Western Steam Up Festival through social media.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Reno-Tahoe Territory	RT-22-02-018	Lake Tahoe Visitors Authority	Advertising in Nevada Magazine & Visitors Guide	\$7,687.00	\$7,687.00	\$15,375.00	Nevada Division of Tourism funds will be utilized to secure full-page ads in three upcoming issues of Nevada Magazine & Visitor Guide. As the only tourism print publication in the state, the reach of the advertising will not only include the regular readers of former Nevada Magazine, but thanks to the distribution plan in place, it will have domestic and international reach like the previous Travel Nevada Visitor Guide which was a sought-after publication by leisure travelers, travel planners, and tour operators.	Grant funds will be used to advertise in the Travel Nevada Magazine.
Reno-Tahoe Territory	RT-22-02-019	Lake Tahoe Visitors Authority	Connect Sports Spring Marketplace	\$3,962.00	\$0.00	\$7,925.00	This grant is seeking support for expenses incurred on registration and travel for a staff member dedicated to selling the new Tahoe South Events Center in Stateline, NV to potential sporting groups, conventions and trade organizations.	Not all projects can be funded, this project was considered a lesser priority.
Reno-Tahoe Territory	RT-22-02-020	Lake Tahoe Visitors Authority	Spring 2022 Travel Nevada Expedia Co-op	\$5,000.00	\$5,000.00	\$10,000.00	NDOT funds would be used to enable Lake Tahoe Visitors Authority to participate and support the Travel Nevada Expedia Spring 2022 Co-op campaign at the Featured Tier level.	Grant funds will be used to participate in a co-op through Expedia with Travel Nevada and other partners.
Reno-Tahoe Territory	RT-22-02-021	Lake Tahoe Visitors Authority	Spring Marketing	\$15,000.00	\$8,000.00	\$40,000.00	Travel Nevada funds would be used to support digital marketing in the target markets utilizing: 1) Facebook/Instagram, 2) Display Ads, 3) Google ad words, 4) Newsletters/eTargeting	Grant funds will be used to promote Lake Tahoe during the slower spring season.
Reno-Tahoe Territory	RT-22-02-022	Lake Tahoe Visitors Authority	Tripadvisor Tourism Sentiment Index Program	\$7,500.00	\$7,500.00	\$15,000.00	NDOT funds would be used to support Tripadvisor advertising in key Nevada source markets and to gain access to the Tourism Sentiment Index to help us recover faster and stronger.	Grant funds will be used for a media buy with Trip Advisor. Included in the media buy is one year's access to the Tripadvisor Tourism Sentiment Index Program, allowing LTVA to make decisions and adjust their marketing based on real-time data.

FY2022 2nd Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Reno-Tahoe Territory	RT-22-02-023	Main Street Gardnerville	Main Street Gardnerville Website re-design	\$6,750.00	\$6,750.00	\$13,500.00	Main Street Gardnerville will contract a webmaster to design and build an easy to update website featuring an events calendar, business listing, and PayPal payment system. This site will help fulfill Main Street Gardnerville's tourism-marketing efforts and serve as a primary portal for providing visitor information. The updated site will better showcase the community events Main Street Gardnerville hosts that bring visitors into our community. This project is crucial as it will provide a more user-friendly platform to properly serve its business members and for visitors to interact, educate and plan their trips to Gardnerville and the Carson Valley.	Grant funds will be used to rebuild Main Street Gardnerville's website.
Reno-Tahoe Territory	RT-22-02-024	Piper's Opera House	Piper's Opera House Spring Performance Marketing	\$1,500.00	\$1,500.00	\$3,000.00	Funds from TravelNevada will be used to pay for additional social media advertising through streaming audio, digital social media, and digital online news sources. Streaming audio sources include both Pandora and Spotify in which we will have a 30 second spot and display ad. Pandora will average over 33k impressions for the four months it will be running. On Spotify, we will average over 23k impressions for the same amount of run time. Digital social media includes direct, remarketing, and targeted marketing through Facebook and Instagram. Digital online news sources include a combination of paid social ads on CarsonNow.org as well with a possibly allocation for sponsored posts and an article on ThisIsReno.com. The social ads would include direct, lookalike and remarketing. Carson Now would include a combination of billboard and in-story ads. Ultimately through this production, like other performances, we are exposing people not only to the opera house and what it was built for, but to Virginia City and the surrounding region. We are confident in increased exposure, ticket sales, and room stays.	Grant funds will be used to promote the Opera House's spring performances.
Reno-Tahoe Territory	RT-22-02-025	Tahoe Douglas Visitors Authority	Tahoe South Events Center Website & Collateral	\$14,000.00	\$9,000.00	\$36,000.00	Grant funds would be used for website design and development, and collateral design and printing.	Grant funds will be used to create a website and collateral for the new Events Center.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Reno-Tahoe Territory	RT-22-02-026	UC Davis Tahoe Environmental Research Center	Tahoe Science Center Marketing	\$12,382.50	\$5,000.00	\$24,765.00	<p>Nevada Commission on Tourism funds will be utilized for the implementation of the Tahoe Science Center marketing plan. Our current proposed marketing plan includes those media outlets that have previously shown positive results. We are also seeking professional assistance from a local Search Engine Optimization and Marketing consultant to review our integrated marketing plan, find the most captivating and cost-efficient opportunities, track campaign success, and develop and manage paid search and paid social media campaigns. TERC marketing efforts are designed to maximize the benefits of these platforms under a very limited budget. The marketing plan consists of a variety of marketing methods, such as print, radio, and online. We plan to update our brochure to include the changes (reservations, pricing) that have happened since COVID and target the audience that regularly visits our facility.</p> <p>Paid media will include: Internet Paid Search: Lake Tahoe and Nevada activity, attraction and things-to-do search terms geo-targeted to California residents. Campaign to run December to March and June to September (8 months); Social Media: For the first time, we plan to increase our social media advertising and create a social media outreach plan to reach a broader audience through regular Facebook and Instagram paid ad buys; Magazine: Print ads (discounted 1/2-page color ads) will be placed in the Official Annual North Lake Tahoe Visitors Guide and Lake Tahoe Visitor Guide both summer and winter featured in the Certified Folder Display cases that are provided free of charge at Visitor Centers throughout northern California; Radio: TERC will underwrite NPR's Capital Public Radio, based in Sacramento, and benefit from live reads each week airing in Sacramento, Truckee, and North Lake Tahoe, as well as through CPR online. This has proven a very successful method for bringing California visitors over to the Tahoe Science Center in Incline Village.</p> <p>While many of these marketing channels target tourists who are already in the Lake Tahoe Basin, interest in the Tahoe Science Center will bring visitors to Incline Village and the east shore of Lake Tahoe. These visitors otherwise might have spent their entire Tahoe vacation on the California side of the lake. Special events such as our annual Science Expo draws visitors from all around the lake and attract tourists with interest in museums, environmental science, and informal science education. The diversity of marketing media will allow TERC to reach a large number of potential visitors and increase traffic across the border to Incline Village, Nevada.</p>	Grant funds will be used to market the Tahoe Science Center. No local marketing.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
Reno-Tahoe Territory	RT-22-02-027	Virginia City Tourism Commission	An Ode to John Mackay - Marketing budget to promote the Documentary Music Video Featuring Local Musicians	\$15,500.00	\$15,500.00	\$31,000.00	This project will meld together our quirky side, our history and most importantly our local musical talent to create our very own Virginia City music video, documentary and song. Since music is a marketing tactic that aids in memorability and brand recall, we've been using online and streaming music platforms, such as Pandora and Spotify, to advertise over the past few years with great success. When we first starting advertising on streaming services, we produced a custom track created specifically for the platform that speaks the fun and quirky nature of the town in a way that is all Virginia City. It's time for a refresh to promote across digital platforms.	Grant funds will be used to promote the new video across digital platforms.
Reno-Tahoe Territory	RT-22-02-028	Virginia City Tourism Commission	Marketing a Legend in the 21st Century Digital Marketing	\$20,500.00	\$17,000.00	\$41,000.00	These funds will be used to expand on Virginia City's digital plan executed by our marketing team. Since the start of the pandemic, Virginia City has worked to remain top of mind with key audiences, however with adjustments, some of the larger items that we were wanting to utilize were cut. With this plan, the emphasis is on maximizing what works for the town in an effort to move the needle forward. The digital advertising and strategy focus on the town's rich history and authentic people and places the tales we can only tell.	Grant funds will be used for digital marketing.
Reno-Tahoe Territory	RT-22-02-029	Virginia City Tourism Commission	Print Partnerships	\$10,000.00	\$4,000.00	\$20,000.00	The funds from Travel Nevada will be used to create pieces for numerous publications reaching visitors in travel guides and as they search for things to do in the Reno-Tahoe region. Reno Tahoe Getaway Planner ad Reno Lake Tahoe Guestbook ad North Lake Tahoe Guidebook Virginia City Brochure redesign, print and distribution through Certified Folder Airport Brochure redesign, print and contract with Reno Tahoe International Airport	Grant funds will be used for print marketing.
			Total	\$271,206.50	\$220,962.00	\$699,806.00		

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim from Application)	Comments
State-wide	SW-22-02-001	Nevada Outfitters & Guides Association	Travel for Trade/Sport Shows	\$2,500.00	\$2,500.00	\$2,800.00	Funds will be used to reimburse NOGA's members that travel to staff booths at sport/trade shows. Funds will be used for their mileage, air flight, meals, lodging and incidentals. Members can travel at a minimum of 600 miles to Las Vegas and 500 miles to Reno. Expenses incurred during the time they staff the booths are reimbursed.	Grant funds will be used to attend sport/trade shows to promote Nevada as a hunting destination.
State-wide	SW-22-02-002	Wild Horse Preservation League	WildHorseAdventures.net Website Maintenance	\$2,125.00	\$2,125.00	\$4,250.00	Funds will be used to maintain the new Wild Horse Preservation League website WildHorseAdventures.net. The program includes making any needed updates, calendar entries, photo/copy revisions, monitoring the site, hosting the site on a secure server, ensuring that the system is up to speed and as secure as possible. Services also include troubleshooting database errors, keeping the site updated with the newest versions of WordPress and the latest plugins, reviewing traffic monthly, deter hacking, and make physical backups of all files. The project seeks to increase in the number of unique visitors to the site and includes the addition of new content and copy on each page.	Grant funds will be used for website maintenance of the tourism-focused website. No political content is allowed.
			Total	\$4,625.00	\$4,625.00	\$7,050.00		
			Grand Total	\$983,748.25	\$760,000.00	\$2,161,773.79		