

FY2018 2nd CYCLE RURAL MARKETING GRANT PROGRAM RECOMMENDATIONS

Nevada Commission on Tourism Recommendations

TOTAL NUMBER OF REQUESTS:

122

TOTAL NUMBER OF AWARDS:

104

TOTAL AMOUNT REQUESTED:

\$1,089,472.00

TOTAL AMOUNT AWARDED:

\$666,600.00

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Cowboy Country Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Cowboy Country	CC-18-30	Cowboy Country Territory	Mountain Resort TV Campaign	\$6,000.00	\$6,000.00	\$12,000.00	Funding to be used to purchase air time on Mountain Resort Television/KAME for a six-month period.	This is a joint advertising campaign featuring both Cowboy Country and Pony Express territories. Funding will allow them to run pre-existing 2-4 minute videos twice a week for six months in the news programming as a special segment called "Exploring the Adventures and History of Rural Northern Nevada".
Cowboy Country	CC-18-31	Cowboy Country Territory	TV Campaign: Reno Metro Market - Phase 2	\$20,000.00	\$18,000.00	\$20,000.00	Funds to be used to run a television ad campaign throughout the Reno Metro Market for May, June, July and August 2018.	This project is designed to promote Cowboy Country and its communities in the Reno Metro Market. There are currently 450,000 potential visitors that don't know how amazing the communities in this territory are. This campaign will be aired on a combination of major TV affiliates (ABC, NBC, CBS) and will reach viewers North to South from Susanville to Bridgeport and West to East from Auburn/Placerville to Ely.
Cowboy Country	CC-18-32	Pershing County Chamber of Commerce	Pershing Tourism Brochures	\$11,000.00	\$11,000.00	\$22,000.00	Funds will be spent on designing, printing and distributing brochures for tourists.	The last time Pershing County printed brochures was in 2005. Amount recommended is in line with similar projects funded under this grant program. Would like to see a digital version of the brochures on loverslock.com website and on the Cowboy Country website.
Cowboy Country	CC-18-33	Safe Haven Wildlife Sanctuary	Nevada Travel Guide & Digital Storytelling and Content Hub Campaign	\$8,000.00	\$0.00	\$10,500.00	Funding to be used to place a 1/4-page ad in the 2018 Nevada Travel Guide and a "Silver" 3-month Storytelling and Content Hub campaign through Madden Media.	Unfortunately the deadline for placing ads in the 2018 Travel Guide is October 2017 and funding awarded in this cycle will not be available for commitment or expenditure until December 4, 2017. Further more, the Storytelling and Content Hub campaign through Madden Media has been discontinued.
Cowboy Country	CC-18-34	North Central NV Historical Society - Humboldt Museum	Humboldt Museum Billboards	\$6,900.00	\$6,900.00	\$13,800.00	Specifically the funds will be used to pay for 12 months of billboard advertising on 3 different billboards for Humboldt Museum.	This organization has not applied for grant funding in over 10 years. They feel placing ads on strategically located billboards along the I-80 corridor would influence travelers to stop and visit their museum which in turn could drive food and lodging revenues.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Cowboy Country Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Cowboy Country	CC-18-35	Lander County Convention & Tourism Authority	FY2018 Marketing Grant	\$7,210.00	\$4,956.00	\$14,420.00	Funds to be used to place ads in magazines, newspapers and on the radio to promote Lander County events.	Funding to assist with magazine and radio advertising to promote their racing events.
Cowboy Country	CC-18-36	Lander County Convention & Tourism Authority	LCCAT Website Development	\$8,700.00	\$6,000.00	\$17,400.00	Funds will be used to update landercountrytourism.com and ensure it provides relevant information to visitors. It will cover the addition of 3 new pages and security for the site and a physical backup to the webmaster's computer and offsite programmer's site.	Funding to assist with website maintenance, SEO and Website Development.
Cowboy Country	CC-18-37	Lander County Convention & Tourism Authority	Madden Media Spring Insert	\$1,500.00	\$1,500.00	\$3,000.00	We will be purchasing a 1/2 page ad in the spring insert that will reach interested travelers and key markets at their peak planning time. I have done the spring and fall inserts several times now and have received thousands of leads and direct traffic to our website by these projects.	Funds to be used to place an ad in the spring insert through Madden Media.
Cowboy Country	CC-13-38	Lander County Convention & Tourism Authority	WHPSC Feasibility Study	\$17,500.00	\$17,500.00	\$40,000.00	Lander County Convention & Tourism would like to explore the possibility of creating a permanent year-round facility which will also house the World Human Powered Speed Challenge. We would like to use the funds to hire Better City to complete the feasibility study. Scope of work will include data acquisition, marketing research, feasibility analysis and implementation strategy.	The World Human Powered Speed Challenge has been held on Highway 305, just south of Battle Mountain, and possesses the unique traits necessary for these highly engineered bicycles to achieve top speeds. The high altitude and arrow straight section of pavement has drawn athletes worldwide to test their speed bike designs and sprinting abilities since 2000. There is no other place in the World this event is held! During the race they experience road closures which constrain the long term growth of the event. LCCAT would like to hire a company to explore the feasibility to create a permanent venue and training facility as well as identify similar, yet diversified events, competitions, and potential uses that could be developed to create a year-round usage at the Center.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Cowboy Country Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Cowboy Country	CC-18-39	City of Carlin	Carlin Summer Events 2018	\$16,000.00	\$8,000.00	\$125,000.00	The Nevada Division of Tourism Funds will be used for broadened, radio, and media advertising in Nevada, Idaho and Utah. We want to advertise all seven events in print media - including our local newspaper, but also specialized print sources like Nevada Magazine or Everything Elko. We also hope to use the funds to create commercials to be used for Facebook advertising.	Funds to be used to promote 7 summer events that have a proven track record to draw visitors from beyond a 100-mile radius. Amount awarded is considered "seed" money and will decrease each year until event(s) succeed or fail on their own. Awarded \$9,000 last year.
Cowboy Country	CC-18-40	National Historic California Emigrant Trails Interpretive Center Foundation	California Trail Billboards Spring 2018	\$10,000.00	\$8,000.00	\$20,000.00	Travel Nevada funds are leveraged with local matching funds to renew contracts on five 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.	The requested funding will be used to renew the contracts on existing billboards along the I-80 corridor. Grant funding should be used for the billboards that have the potential to influence the travelers decision to visit the facility and not for those within close proximity to the center.
Cowboy Country	CC-18-41	National Historic California Emigrant Trails Interpretive Center Foundation	Marketing Review & Analysis 2018	\$10,000.00	\$10,000.00	\$20,000.00	The California Trail Heritage Alliance and the Southern Nevada Conservancy will contract with a professional marketing firm to review our current marketing strategy then educate and advise us on the best promotional tactics for our future buys.	The NHCETICF currently has a fairly comprehensive ad campaign which includes trade shows, websites, display ads, outdoor advertising, videos, brochures and visitor guides. They believe it is important to have a professional review to make sure that their efforts are on target and are maximizing the investment.
Cowboy Country	CC-18-42	National Historic California Emigrant Trails Interpretive Center Foundation	Nevada Magazine Spring 2018	\$9,093.00	\$2,062.00	\$6,186.00	Nevada Tourism funds leveraged with Elko County Room Tax funds will be used to continue our marketing reach through Nevada Magazine. This grant will be used to contract three bi-monthly issues with Nevada Magazine during the Spring of 2018.	Funding to help cover expense to place ads in Nevada Magazine for their Mar/Apr and May/Jun editions.

FY2018 2nd Cycle Rural Marketing Grant Program

Staff Recommendations - Cowboy Country Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Cowboy Country	CC-18-43	National Historic California Emigrant Trails Interpretive Center Foundation	Print Language Translation 2018	\$1,500.00	\$1,500.00	\$3,000.00	The California Trail Alliance would hire an appropriate Chinese translator to develop a "History of the California Trail" marketing brochure in Chinese (Mandarin) language. The brochure would be distributed to new and existing Chinese-oriented tour companies which promote the California Gold Rush and related aspects of Nevada history. While primarily used for marketing, the brochures will also be suitable as souvenirs and marketing when travelers return to China.	The California Trail Alliance is interested in creating a California Trail Interpretive History brochure translated in Chinese (Mandarin) language. Tom Lester at the Elko Convention Visitor Authority is booking more and more bus tours of Chinese vacationers that stop at the Trail Center. They would like to embrace this development by providing a translated brochure for these special tourists from China. Request they also post on their website as a downloadable PDF.
Cowboy Country	CC-18-44	National Historic California Emigrant Trails Interpretive Center Foundation	Social Media Spring 2018	\$5,000.00	\$5,000.00	\$10,000.00	Travel Nevada grant funds will be leveraged with local matching dollars to contract for web ads and search optimization with Google and Facebook.	In 2018 they would like to strengthen their marketing position in social media through the use of Google and Facebook web ads. Promoting the California Trail Interpretive Center through internet marketing is consistent with how most individuals prefer to be informed these days. Their goal is to have a greater presence on the internet and make it easier for interested persons to find them.
Cowboy Country	CC-18-45	National Historic California Emigrant Trails Interpretive Center Foundation	Trail Days May 2018	\$3,500.00	\$3,500.00	\$7,000.00	The promotion of "Trail Days" has many parts which includes development and use of social media, display ads, videos, brochures, visitor guides and re-enactors. Our objective is to continually increase visitation along with the corresponding economic benefit of overnight stays in surrounding communities.	For those interested in American Western History, "Trail Days" is a portrayal of emigrant life along the California Trail commemorating the migration of pioneer emigrants crossing Nevada in the mid 1800's. The visiting public is invited to step back in time and experience the knowledge and practice of daily tasks like blacksmithing, Dutch oven cooking or sewing by hand, as a few examples. "Trail Days" is exactly the kind of attraction that Millennials, Generation X, and foreign visitors are seeking.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Cowboy Country Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Cowboy Country	CC-18-46	Elko Convention & Visitors Authority	Prospecting & Site Relargeting Meet Me in Elko Campaign	\$10,000.00	\$10,000.00	\$20,000.00	Funds will be used to help fund our marketing efforts by increasing our meeting and convention awareness to potential meeting planners which will create overnight stays in Elko.	The Elko CVA would like to continue their marketing efforts in 2018 to attract meetings and conventions to the Elko area. Elko is an unknown city with a lot to offer such as two great convention centers, over 2700 hotel rooms, regional airport with daily flights to Salt Lake City, 2 golf courses and many attractions. Results from similar projects in FY2016 and FY2017 reflect a high success rate.
Cowboy Country	CC-18-47	Wells Chamber of Commerce / Trail of the 49ers Interpretive Center	Wells Chamber of Commerce Marketing 2018	\$15,000.00	\$10,000.00	\$21,450.00	Funding pays for billboards, Nevada Magazine, radio, newspaper, direct mail, brochures, social media and website.	The objective is to entice travelers to explore and experience the Wells area, stay for more than a couple hours, rent rooms and return for more experiences. It is their intension to give people a memorable experience and hope that those people decide to explore because of the advertising that was viewed. Received \$10,000 for this project in FY2018 1st Cycle.
Cowboy Country	CC-18-48	High Desert Cruisers	Wells Fun Run 2018	\$7,800.00	\$3,000.00	\$32,000.00	We will use the funds for advertising (Radio-TV-Print- Mail), website maintenance, participation in three Trade Shows and purchase a new banner and Tent. We will promote our event and the Northeastern Nevada Region (Cowboy Territory).	The Wells Fun Run is the biggest economic weekend in Wells each year. They sell every Hotel and Motel Room and fill up the RV parks plus they put an additional 30 RVs on the soccer field at the park. Awarded \$4,000 last year.
Cowboy Country	CC-18-49	City of West Wendover	Destination West Wendover 2018	\$1,500.00	\$1,500.00	\$3,000.00	Funds will be used to update two 30-second quality commercial spots that aired last Winter/Fall on the Park City Hotel TV in-room advertisement channel. The grant will help cover the cost to run the commercials for six months. This will play at over 2,500 rooms nonstop for the interim of the contract.	The City of West Wendover is looking to reach more viewers and attract them successfully by showcasing lodging, dining, gaming, entertainment, attractions, activities and events. Creating a clear message to increase awareness about the area will enable a broader marketing and promotional reach.

FY2018 2nd Cycle Rural Marketing Grant Program
 Staff Recommendations - Cowboy Country Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Cowboy Country	CC-18-50	City of West Wendover	Go West Summit 2018	\$1,800.00	\$1,800.00	\$3,600.00	Funding will cover the cost to register and attend Go West Summit.	The City of West Wendover has not attended this show in over 10 years but feel this one will be ideal for them as it is being held in Salt Lake City which is a gateway for West Wendover. They should have an opportunity to participate in up to 25 one-on-one marketplace appointments during this show.
Cowboy Country	CC-18-51	City of West Wendover	West Wendover City Print Marketing Grant	\$15,000.00	\$0.00	\$30,000.00	Funds will be used to pay for advertisements in the Salt Lake Visitor Guide, American Road, City Weekly, Mountain Express Magazine, Nevada Magazine, and if funds are available, projects like Canadian Travel Press - Baxter Travel Media.	The City of West Wendover asked for and received \$20,000 for this exact project in the 1st cycle stating the funding would cover the entire fiscal year.
Total				\$187,003.00	\$136,218.00	\$454,356.00		

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Indian Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Indian Territory	IT-18-06	Indian Territory	2018 Nevada Tribal Tourism Training	\$7,200.00	\$7,000.00	\$7,200.00	Grant funds will be used to fund a familiarization tour, development and printing of save the date postcards, development and printing of training registration brochures, postage, and travel for tourism and tribal tourism professionals to provide training to participants.	This year is the 10th Anniversary for the training. The training is an opportunity for the Nevada tribes and their tribal members to increase their knowledge of tribal tourism initiatives and projects that exist across the nation and within the state. The Territory plans to expand upon the concepts and discussions that were identified in prior trainings.
Indian Territory	IT-18-07	Indian Territory	2018 Stewart Father's Day Powwow	\$2,500.00	\$1,000.00	\$5,000.00	The funds will be used for postage to mail the event flyers, social media ads and radio spots. Through this marketing strategy information on the Stewart Father's Day Powwow will reach numerous individuals, tribes, tribal members, businesses, colleges and universities, Stewart alumni and their descendants, and others that want to know more about and participate in the American Indian culture.	The Stewart Father's Day Powwow celebrates American Indian heritage and promotes visitation to the historic Stewart Indian School. Each year the Powwow takes places in Carson City, Nevada and the three day event attracts native artisans, drummers, dancers, alumni and visitors statewide, nationally and internationally to participate. This event has reached the end of its funding cycle since it has received funding since 2008.
Indian Territory	IT-18-08	Indian Territory	Indian Territory Promotional Items	\$4,500.00	\$4,500.00	\$4,500.00	The funds will be used to design and order promotional items for Nevada's Indian Territory. All promotional items will include the Territory logo and website address.	Promotional items displaying the Indian Territory logo are needed to help promote Nevada's Indian Territory and will be distributed through many outlets including events, conventions, meetings, conferences and trade shows.
Indian Territory	IT-18-09	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.	This project will continue the work necessary to maintain the success of NevadaIndianTerritory.com. The site was revised throughout the year and contains a wealth of information on the Territory and Nevada Tribes including events, artists and the Nevada Tribal Tourism Conference.
Indian Territory	IT-18-10	Pyramid Lake Paiute Tribe	Pyramid Lake Airport Digital Advertising	\$7,000.00	\$7,000.00	\$14,000.00	The grant funds will be used to purchase a one-year subscription for digital advertising at the airport.	The Pyramid Lake digital advertising project will give year-round advertising exposure to visitors arriving at the Reno-Tahoe Airport, through the use of digital video display in the arrivals area of the airport. These digital advertisements will focus on exposing visitors to the cultural, outdoor activities, and sport fishing available at Pyramid Lake. While many visitors are aware of Lake Tahoe, few know about the scenic beauty and tourism opportunities at Pyramid Lake.
Total				\$26,000.00	\$24,300.00	\$35,500.00		

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Las Vegas Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Las Vegas Territory	LV-18-29	Las Vegas Territory	Certified Folder Display Service Inc Visitor Marketing Program	\$14,500.00	\$14,500.00	\$14,500.00	Distribution of up to 100,000 newly created collateral rack cards to distribution areas throughout Southern California.	Primary objective is to promote and distribute newly revised Las Vegas Territory rack cards to the southern California drive markets for Las Vegas and Rural Southern NV.
Las Vegas Territory	LV-18-30	Las Vegas Territory	Website Maintenance	\$2,400.00	\$2,400.00	\$2,400.00	This is a 24 month maintenance program to support our existing website.	Funds to be used for website maintenance.
Las Vegas Territory	LV-18-31	Las Vegas Territory	Search Engine Marketing	\$17,000.00	\$8,500.00	\$17,000.00	To help increase traffic to our site for our existing members. Currently our percentage of visitors are extremely low.	Funds to be used for Search Engine Marketing specialist for remainder of FY2018. Organization should evaluate cost/benefit and apply for additional funding consideration should the results render a positive outcome.
Las Vegas Territory	LV-18-32	Las Vegas Territory	Midwest Travel Supplier Tradeshows	\$5,300.00	\$5,000.00	\$5,300.00	Funds to be used to cover registration and travel expenses to attend these shows.	The Las Vegas Territory has attended these shows in past years and feel they are extremely beneficial for their market and membership.
Las Vegas Territory	LV-18-33	Las Vegas Territory	Traveler's Passport Book Revision	\$5,000.00	\$0.00	\$5,000.00	Funds to be used primarily for the redesign, reformat and editing of this publication. Does not include printing.	Not all projects can be funded in this cycle and the Territory Chair felt this grant had less priority than other projects submitted for funding consideration.
Las Vegas Territory	LV-18-34	Destination Services Assoc	Destination Services Association	\$5,000.00	\$2,000.00	\$10,000.00	Funds to be used for securing the trade show booths, rental of display equipment and services, shipping of rack cards and supplies plus travel expenses.	Funding is to be used to attend travel/trade shows that are not being attended by the Las Vegas Territory and may not include bridal shows. Application lists several options including consumer shows, large food fest gatherings, and sports and adventure shows.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Las Vegas Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Las Vegas Territory	LV-18-35	Dam Short Film Society	Dam Short Film Festival	\$10,000.00	\$7,000.00	\$50,000.00	Funds will be used for the promotion of the Dam Short Film Festival. Specifically, the creation of promotional video spots to be used on website, social media, and as B-roll footage for broadcast news coverage, and photographing the event for publicity of the festival. Funds will also be used for paid media.	The 14th Annual Dam Short Film Festival is a four day event showcasing over 100 carefully selected films by independent filmmakers from around the world. In addition to over 20 screening programs, the festival also hosts numerous events and parties such as the Awards Gala, Filmmaker Panel, Film Market, Filmmaker Lounge, Dam Mixer, Filmmaker Meet and Greet, and more. This is the second request for funding for this event. Funds are to be used for the out-of-area advertising. Events funded through this grant program are given "seed money" that will decrease year-after-year, with the expectation the event will either succeed on its own or be discontinued if not profitable. Awarded \$8,000 for initial request.
Las Vegas Territory	LV-18-36	Mesquite Chamber of Commerce	Mesquite Chamber Business and Visitor Guide 2018	\$10,000.00	\$10,000.00	\$31,887.00	Chamber would like to contract with Nevada Magazine to publish our 2018 Guide. Nevada Division of Tourism funds will be utilized to assist in paying for the publication.	Mesquite Chamber of Commerce publishes an annual relocation/visitors guide which is placed in kiosks, gas stations and visitors centers along the I-15 corridor from Utah through Nevada to California. This funding request is to assist them with the design and layout of the publication.
Las Vegas Territory	LV-18-37	Mesquite Chamber of Commerce	Nevada Magazine Advertising 2018	\$6,750.00	\$0.00	\$6,750.00	Funds will be used to purchase 3 - 1/4 page ads in Nevada Magazine Events & Show's: M/A - M/J - J/A editions.	Applicant requested full amount of project without providing indication of match or requesting a waiver for the match. Request denied.
Total				\$75,950.00	\$49,400.00	\$142,837.00		

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Nevada Silver Trails

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-48	Nevada Silver Trails	Desert Companion Magazine	\$14,800.00	\$9,000.00	\$15,000.00	Funds to be used to advertise in Desert Companion Magazine.	Funding to cover costs for 3 full-page print ads in the Desert Companion Magazine plus 3 insertions of an article and an ad in their e-newsletter, including creative and design fees.
Nevada Silver Trails	NST-18-49	Nevada Silver Trails	Google Ads	\$4,200.00	\$4,200.00	\$4,400.00	Nevada Silver Trails has researched Google AdWords opportunities and is qualifying for a non-profit grant. There is no cost for Google AdWords advertising for non-profits so the cost of this project covers media placement and management. The manager will set demographic parameters for the ads, track results, make any needed adjustments and provide NST monthly updates. This is a very targeted effort and in addition to strengthening the promotional efforts for NST, the campaign will also provide the territory valuable demographic data that can be used for other marketing efforts.	This is a new marketing effort for Nevada Silver Trails and focuses on a Google AdWords media buy. Google AdWords is an online advertising service that enables advertisers to display brief advertising copy to web users, based in part on cookies, keywords, predefined by the advertisers, that might link the copy to the content of web pages shown to users. This is a pay-per-click program (PPC) and advertisers pay when users seek more information about the copy displayed. NST believes this very targeted program will help drive more visitor traffic to NevadaSilverTrails.com.
Nevada Silver Trails	NST-18-50	Nevada Silver Trails	Misc. Ad Updates and Resizes	\$2,000.00	\$0.00	\$2,200.00	Creative and design services to provide annual updates to print and banner ad resizes throughout the year for various publications including Nevada Magazine, American Road and others.	Not all projects can be funded in this cycle and this was considered a lesser priority than other projects submitted by this applicant.
Nevada Silver Trails	NST-18-51	Nevada Silver Trails	Newsletter On-Line	\$5,000.00	\$5,000.00	\$5,400.00	Funds will be used to compile and send a quarterly digital Territory newsletter to their subscriber database.	In today's world of instant information delivered on-demand, a digital newsletter is one of the most cost-effective ways to reach a target market with relevant and timely information on the Territory.
Nevada Silver Trails	NST-18-52	Nevada Silver Trails	Radio Advertising	\$25,000.00	\$12,500.00	\$25,200.00	174 one-minute radio and digital spots will be purchased from Lotus Broadcasting Group (stations KOMP-FM and KXPT-FM in Las Vegas) at a cost of \$22,500 to promote events in Nevada Silver Trails Territory during last half of fiscal year 2018.	Funding will allow the territory to fund radio spots for the rest of the fiscal year. Awarded \$12,188 in the first cycle to cover the first half of the period.
Nevada Silver Trails	NST-18-53	Nevada Silver Trails	RV travel.com	\$4,384.00	\$2,192.00	\$4,584.00	Funds to be used to place on-line banner ads in RV publications running from July to October 2018 and March to June 2019.	Application states banner ads would be placed from July - October 2018 and March - June 2019. Funds awarded to cover ad placement for July - October 2018 only.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Nevada Silver Trails

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-54	Nevada Silver Trails	Search Engine Optimization	\$2,760.00	\$2,760.00	\$3,000.00	Nevada Division of Tourism funding will be used to contract a company to develop the first stage of a basic search engine optimization program. The goal is to increase the visibility and ranking of NevadaSilverTrails.com on major search engines.	NevadaSilverTrails.com remains the major marketing tool for the territory, but lacks a search engine optimization program (SEO). The web site is performing fairly well because of social media referrals and other advertising leading people to the site, but it is not getting the volume of visits it needs for a robust tourism economy. This is most likely because the territory name has very little connection about who or where they are, therefore the need for SEO.
Nevada Silver Trails	NST-18-55	Lyon County Fair Board (Silver State & Expo Show)	Lyon County Fair and Rodeo and The Silver State Youth Livestock Show and Expo	\$8,000.00	\$2,000.00	\$123,000.00	The requested funds from this grant will assure the success of The Lyon County Fair and Rodeo and Silver State Youth Livestock Show and Expo by providing the advertising/marketing and electronic communication necessary to provide public awareness of our Livestock Show and the Lyon County Fair and Rodeo.	In an effort to increase the size, scope, sequence and visitor base of the Lyon County Fair, the Board continues to incorporate a Statewide/Regional Livestock Show and Expo (replacement for the Nevada State Fair Livestock Show) with the Lyon County Fair August 16 to 19, 2018. Awarded \$3,000 for 2017 Expo.
Nevada Silver Trails	NST-18-56	Tonopah Historic Mining Park Foundation	Newsletter Project Tonopah Historic Mining Park	\$1,200.00	\$1,200.00	\$2,400.00	Funds will be used to pay a contractor to evaluate and design the newsletter into more email-friendly format and to identify and contact all possible likely organizations and entities who might consider sharing email lists or sending the newsletter to their clients. The goal is to greatly extend the reach of the newsletter while reducing the overall costs of production.	This request proposes expanding the reach of a very popular newsletter, TAILINGS, via email. Tonopah Historic Mining Park prints 3,000 copies of TAILINGS, with two editions annually, Spring and Fall. Newsletters are printed and distributed to members, hotels and the public. The newsletter also appears on their website. This project proposes to expand the reach of TAILINGS by adding distribution via email while reducing the number of printed copies, which will lower their production costs.
Nevada Silver Trails	NST-18-57	Town of Tonopah	Convention Center Advertising	\$2,664.00	\$2,664.00	\$5,328.00	Funds to help pay for advertising in Nevada Business Magazine in order to promote Tonopah as a business meeting and conference destination.	The Town of Tonopah would like to promote their town as a destination for conferences and meetings "in the middle of everywhere" which would result in more bookings for the recently remodeled Convention Center, as well as more overnight stays in local hotels.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Nevada Silver Trails

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-58	Town of Tonopah	Convention Center Media Kit	\$1,000.00	\$1,000.00	\$2,600.00	Funds to be used to develop and print a Tonopah Convention Center Media Kit.	Having a digital media kit for the Tonopah Convention Center for online distribution, as well as a print media kit for distribution at trade shows, meetings, conferences, and mailings will allow for greater marketing of the Tonopah Convention Center. The Town of Tonopah is currently working on a print and online Convention Center advertisement campaign, and the media kit will be used in tandem with the advertising in order to promote the town and the Tonopah Convention Center as a convention and business meeting destination.
Nevada Silver Trails	NST-18-59	Town of Tonopah	Stargazing Advertising	\$1,230.00	\$1,230.00	\$2,460.00	Nevada Division of Tourism funds will be utilized to advertise in magazines specifically geared towards stargazing enthusiasts.	Tonopah was named the #1 Stargazing Destination in the United States by USA Today. The Town has decided to make stargazing a focal point, even incorporating the stars into the new Town logo. The Town of Tonopah recently installed the Tonopah Stargazing Park, where amateurs and professionals alike view the night sky, either with the naked eye or with telescopes.
Nevada Silver Trails	NST-18-60	Town of Tonopah	Tonopah Print Advertising 2018	\$4,623.00	\$4,623.00	\$9,245.00	Funds to be used for a print advertising campaign.	This project includes print ads in Nevada Magazine (Mar/Apr, May/Jun, Jul/Aug, Sep/Oct, Nov/Dec issues and the Jan/Feb 2019 issue; and an ad in the Big Map along with the Rides Guide, both published mid-year.
Nevada Silver Trails	NST-18-61	Town of Tonopah	Tonopah Radio Advertising 2018	\$1,800.00	\$1,800.00	\$3,600.00	Funds to be used for a radio advertising campaign.	This advertising promotes local attractions such as the Tonopah Historic Mining Park, Central Nevada Museum, the newly developed stargazing site, etc.; activities such as stargazing, ATV-riding, ghost hunting, etc.; and annual events like Jim Butler Days, Summer Rodeo, Wine Walk, Ghost Walk, etc. through website ads and radio spots placed at prime time.
Nevada Silver Trails	NST-18-62	Town of Tonopah	Tonopah Website Redesign	\$4,498.00	\$4,498.00	\$7,875.00	The Nevada Division of Tourism funds will be used to pay our website administrator for half the cost of the website redesign plus 28 hours (\$560) of in kind contribution.	The updated website will incorporate new photography, reorganized tabs that will be easier for tourists to navigate, new verbiage and added events/attractions, and it will be mobile friendly.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Nevada Silver Trails

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-63	Town of Amargosa Valley	Amargosa Days 2018	\$30,000.00	\$8,000.00	\$60,000.00	These funds will help us with marketing and advertisement to help promote the event outside of our local area. We want to hit the retirees and the people who like to have livestock in California, Idaho and Utah. Amargosa Valley Nevada is a great place for retirees.	This is a first time request for this 3-day event that has been taking place since 1968. This is the premier tourism event for the Town of Amargosa Valley.
Nevada Silver Trails	NST-18-64	Town of Pahrump	FAM Tours	\$750.00	\$0.00	\$1,500.00	The funds will be used to pay for accommodations, attractions and meals for the larger FAM trips and for individual influencer expenses and accommodations. This is a project we have done for 5 years and it has worked very successfully to increase room nights via social exposure and driving visitors to the website to book rooms	Not all projects can be funded in this cycle and this project was deemed less critical than other projects submitted by this applicant.
Nevada Silver Trails	NST-18-65	Town of Pahrump	Production and Photo Assets	\$4,000.00	\$4,000.00	\$8,000.00	The funds will be used to conduct photo shoots and buy rights to the photographs for special events, festivals, and scenic shoots. Our website has stock photos that are not of Pahrump and we are in desperate need of native photo assets.	This funding is vital to their photo asset bank and to their website and social media. They need a photo bank of authentic Pahrump photos. Grantee must also share unencumbered photos with TravelNevada for posting on the Industry Partner Digital Asset Management (DAM) system.
Nevada Silver Trails	NST-18-66	Town of Pahrump	Promotional Product	\$5,000.00	\$2,500.00	\$10,000.00	The funds will be utilized to purchase premium gifts for the specific visitor survey project as well as some swag for FAM and trade and travel shows.	Award to cover expenses for logo'd SWAG for travel/trade show distribution and will not cover costs for premium gifts.
Nevada Silver Trails	NST-18-67	Town of Pahrump	Trade and Travel Shows	\$5,000.00	\$5,000.00	\$10,000.00	These funds will be used for airfare, hotel, conference registration, booth registration, and transportation to attend Quartzsite in Arizona, DMA West Tech Summit in Spokane and a re-certification course in Destination Management in Anaheim.	This project includes attending travel, trade, and educational seminars. Attending shows helps Pahrump promote their RV Parks as well as the hotels and attractions. Attending education seminars enables them to stay current on industry trends which helps them stay relevant to the visitor.
Nevada Silver Trails	NST-18-68	Pahrump Valley Chamber of Commerce	Pahrump Magazine, Visitation & Relocation Guide	\$10,000.00	\$10,000.00	\$35,000.00	Funds will be spent on increasing the total number of magazines and maps printed and distributed from 10,000 to 20,000.	The magazine is the only visitors guide published in Pahrump and is one of the pieces distributed at travel/trade shows attended by the Town of Pahrump Tourism Director. Would like to see a digital version of the guide on the visitpahrump.com website and on the Nevada Silver Trails website.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Nevada Silver Trails

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-69	Lincoln Communities Action Team (LCAT)	Drone Event	\$15,500.00	\$8,000.00	\$17,500.00	Funds to be used for advertising in Utah, Las Vegas, northern Nevada and California through web banner ads and social media advertising. Ads will be placed in publications that target drone lovers. Clubs and groups in and from surrounding states will be contacted and connected.	This is a new 2-day event that will draw visitors from Nevada, Utah, California and Arizona to join with other drone fans and fly their units in the desert of Lincoln County. The participants will meet the first morning for introductions and gain an understanding of the event. In the afternoon different challenges will be available for flying their drones. The second day the participants will continue into different challenges and then will socialize and discuss their adventures in the afternoon. A drone company working in Lincoln County and local drone enthusiasts will assist in structuring the challenges. The participants will be offered event packages including accommodations and meal options.
Nevada Silver Trails	NST-18-70	Lincoln Communities Action Team (LCAT)	LCAT Lincoln County Photo Festival	\$16,500.00	\$6,500.00	\$18,500.00	Funds to be used for the design and printing of promotional posters and flyers, advertising in Utah, Las Vegas, northern Nevada and California through print ads, web banner ads, and social media advertising. Print ads will be placed in publications that target photographers and nature lovers. Funds will also be used to contract event marketing and coordination, participant food and refreshments, and the design and production of t-shirts and swag.	Lincoln County hopes to draw visitors from Nevada, Utah, California and Arizona for this 2-day event to photograph the scenic sites in Lincoln County. They ran a pilot event in September this year and feedback was all positive. Funding will assist with the paid media portion of the project (social media, banner ads and newspaper ads). Event scheduled to take place in April 2018.
Nevada Silver Trails	NST-18-71	Pioche Chamber of Commerce	Pioche 2018 Las Vegas Advertising Campaign	\$10,000.00	\$5,000.00	\$20,000.00	Funds will be used to pay for newspaper ad placement and online banner ads in the Las Vegas Review Journal. Cost includes all creative direction and ad design/production. In addition, the Pioche Chamber of Commerce would like to increase this effort by either advertising in another newspaper group (ex. Greenspun Media Group) or increasing the ad frequency in LVFJ.	This project focuses on newspaper advertising in the Las Vegas Review Journal's "Travel & Outdoors" section, and online digital banner ads. In 2017, Pioche ran an ad campaign in this publication that included both print and online banner ads. The advertisements promote the town's heritage, things to see and do, lodging, and Pioche's special events, including those held at the Thompson's Opera House. The goal is to increase visitor and audience numbers by advertising in Las Vegas, which is within a few hour's drive time.
Total				\$179,909.00	\$103,667.00	\$396,792.00		

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Pony Express Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-44	Pony Express Territory	Billboards	\$23,880.00	\$15,000.00	\$23,880.00	Funds will be used for annual leases, design installation, vinyl and commission for two billboards.	The goal is to encourage travelers to take "the road less traveled." They want to entice the leisure traveler, motorcyclist and the RVer to explore the "Loneliest Road." The billboards will help do this while complimenting their existing marketing campaigns.
Pony Express Territory	PE-18-45	Pony Express Territory	Deerfield Media News Joint Project	\$6,250.00	\$6,000.00	\$12,500.00	This will be a joint territory grant with Cowboy Country and Pony Express Territory to air already composed videos on television. The funding will pay for existing videos of both territories to air twice a week in the news programming in a special segment called "Exploring the Adventures and History of Rural Northern Nevada.	This is a joint advertising campaign featuring both Cowboy Country and Pony Express territories. Funding will allow them to run pre-existing 2-4 minute videos twice a week for six months in the news programming as a special segment called "Exploring the Adventures and History of Rural Northern Nevada".
Pony Express Territory	PE-18-46	Pony Express Territory	PET International Brochure Printing	\$3,500.00	\$3,500.00	\$3,500.00	Funds to be used to augment partially funded grant from FY2018 1st Cycle to complete this project.	Funds to help with production and translations of their walking brochure and their driving brochure into 6 languages.
Pony Express Territory	PE-18-47	Pony Express Territory	PET Media Relations and Social Media	\$15,000.00	\$10,000.00	\$15,000.00	Funds will be used to create and execute a comprehensive media relations and social media action plan to produce earned media and paid media opportunities promoting the territory.	Funds to be used to engage a public relations firm with proven experience and measurable outcomes within the PET to provide media relations and social media services.
Pony Express Territory	PE-18-48	Pony Express Territory	PET OHV Marketing	\$12,500.00	\$12,500.00	\$12,500.00	Funds will be used to promote the app in the following ways: 1. A Public Relations effort aimed at reaching influencers, blogging, creating partnerships with OHV groups, dealerships, and national manufacturers, creating a digital press kit, SEO and App Store optimization, and seeking awards and positive reviews from mobile app review sites. 2. In market promotion including restaurant table tops, posters and stickers applied to all territory fulfillment pieces. 3. Integrating the app on all territory social media platforms including a download icon on all community websites and tagging existing territory marketing and print ads with the app icon.	The PET OHV Trail app marketing project will grow awareness of Nevada's outstanding off-road trails that feature unique geology, scenery, and history. The outdoor recreation and OHV market is growing exponentially and Nevada can capitalize on this trend by helping to promote an app that lets visitors access these trails safely and efficiently.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Pony Express Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-49	Pony Express Territory	PET Online Marketing on TripAdvisor	\$10,050.00	\$10,050.00	\$10,050.00	Nevada Division of Tourism funds will be utilized to continue the online marketing efforts of Pony Express Territory with TripAdvisor. The Destination Marketing Organization Tourism Sponsorship includes highlighted PET community pages and online banner ads. All advertising follows PET branding guidelines ensuring that a consistent message is maintained. In addition, all efforts promote "America's Loneliest Road" and highlight the Highway 50 Survival Guide program.	This project will fund the Pony Express Territory online marketing effort with TripAdvisor (the current TripAdvisor contract expires in October 2017.) TripAdvisor is the World's largest online travel guide, global travel information provider, and travel review resource, and is the 3rd generator of web traffic to PonyExpressNevada.com. The TripAdvisor Destination Marketing Organization Tourism Sponsorship is an annual subscription that allows a DMO to sponsor prime placements on their destination's tourism page on TripAdvisor. TripAdvisor has over 35 million unbiased reviews and opinions and over 30,000 new reviews and opinions are created daily (21 per minute.) The cost also includes maintaining an aggressive social media program, with networks including Facebook, Pinterest, and Twitter.
Pony Express Territory	PE-18-50	Pony Express Territory	PET Print Media 2017-18	\$32,000.00	\$15,000.00	\$32,000.00	Travel Nevada funds will be used to continue ads in Utah Media Group, a new campaign in the Las Vegas Review Journal, Gold Country Media, American Road, Madden Media and True West and includes production.	This project continues the print advertising campaign that is already in progress, and augments the program funded in the first cycle. Pony Express Territory is at the midway point of their print advertising campaign for 2017-18. This campaign maintains the Pony Express branding and messaging, and highlights each individual community and what there is to see and do.
Pony Express Territory	PE-18-51	Pony Express Territory	PET Swag	\$4,775.00	\$4,775.00	\$4,775.00	Funds will be utilized to purchase different colored bandanas (per community) branded with the Pony Express and Travel Nevada logos. This cost also includes shipping and handling from the vendor to the various communities along Hwy 50.	The purpose of this campaign is to help bolster the current Highway 50, "The Loneliest Road in American" campaign. Each NV Hwy 50 community within the Pony Express Territory will offer a different colored bandana (branded with the Pony Express Territory and TravelNevada logos) for travelers to collect as they go, being encouraged to share out on social media, with fellow travelers, as well as with their friends and home communities.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Pony Express Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-52	Fallon Convention & Tourism Authority	Fallon Website Redesign	\$20,000.00	\$12,000.00	\$40,000.00	Funds to be used for a complete redesign of the FCTA website VisitFallonNevada.com.	A user-friendly, efficient, navigable and secure website is essential to the overall marketing of any tourism operation, most specifically to that of a rural Nevada community such as Fallon. In the past two years, the responsiveness, reliability and most specifically, security of the Visit Fallon website has been far less than optimal. This has adversely impacted their public relations as well as the delivery of their services, with negative ramifications in marketing the Fallon brand to visitors.
Pony Express Territory	PE-18-53	Fallon Convention & Tourism Authority	Summer Events Marketing	\$10,000.00	\$8,000.00	\$20,000.00	Funds will be used in conception, design and implementation of enhanced marketing campaigns for Fallon's summer season of events and special events. The funds will be used for media outreach that would include TV, radio, print, internet and social media outreach and possibly a summer media FAM focused on Fallon's special events.	This marketing program will aid and support the Fallon summer special event schedule with additional promotional dollars, public relations and ad campaigns. The objective is to fully penetrate various markets with extended radio and TV buys, public relations promotions/search engine ads, and social media push out combining the Fallon brand with specific special events and/or seasons. The Fallon tourism office provides grant support to special events, often leaving little money for additional advertising and marketing that could help the events and the Fallon tourism effort. Travel Nevada funding support will elevate and grow the advertising campaigns of all events and the area.
Pony Express Territory	PE-18-54	Fallon Convention & Tourism Authority	Top Gun Dragstrip	\$6,000.00	\$4,000.00	\$16,000.00	Funds will be used to market Top Gun Dragstrip with a range of media including the web, broadcast, print and outdoor. Funds will also be used for an extensive public relations and social media campaign.	Top Gun Dragstrip is one of Fallon's important visitor attractions, drawing racers from across the United States. This project seeks to promote the track and its racing season, and grow the number of racers and spectators who visit the track in 2018. Awarded \$5,000 last year.
Pony Express Territory	PE-18-55	Churchill Arts Council	Completion of Website Redesign & Marketing Enhancement	\$10,500.00	\$3,000.00	\$61,600.00	Funds will be utilized to complete the website redesign; to update On-Page Search Engine Optimization and Off-Page Optimization (SEO).	Award to help them complete the website redesign project which also received funding in the 1st cycle.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Pony Express Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-56	The Greater Austin Chamber of Commerce	Reprinting Brochures	\$7,450.00	\$7,000.00	\$8,450.00	These funds will be used to print 10,000 of each of these brochures: Historical Journey, Welcome to Austin Newspaper, Lost in Austin flyer, and Gold Venture Driving Tour.	The grant request is for the reprinting of four brochures for Austin, Nevada. They are running critically low on their most popular brochures for Austin. They will also be used for fulfillment requests. It is important to get these brochures in the hands of the travelling public to increase the awareness of Austin and Central Nevada.
Pony Express Territory	PE-18-57	Eureka Business Network	Eureka Internet and Social Media Marketing	\$4,200.00	\$0.00	\$8,200.00	Funds will be used to the launch Eureka's social media effort and maintain a year-long campaign.	The application was submitted by the vendor this organization wants to use for this project which is a conflict of interest. Suggest they reapply for funding consideration next cycle and have a member of their organization submit the grant.
Pony Express Territory	PE-18-58	Eureka Restoration Enterprise	Nevada State Old-Time Fiddlers' Contest	\$5,535.00	\$5,500.00	\$15,000.00	Funds will be utilized primarily to create a stand-alone website for the Nevada State Old-Time Fiddlers' Contest. This will enable the event to be linked to other Nevada tourism sites as well as other state and regional fiddler associations and contests. The rest of the funds will be used for a 1/4 page advertisement in the Mar.-Apr. 2018 issue of "Nevada Magazine" and 10 days of radio airtime on KUNR prior to the event.	The Nevada State Old-Time Fiddlers' Contest provides a venue for participants to compete against one another in their respective age groups for prize money and a chance to compete at the National Fiddler's Contest in Weiser, Idaho. More importantly, this event helps promote and perpetuate a unique American art form - old-time fiddling.
Pony Express Territory	PE-18-59	White Pine County Tourism & Recreation Board	Grand Circle Association 2018	\$5,000.00	\$4,400.00	\$7,000.00	The grant funding will once again be used to purchase an ad in the Grand Circle Travel Planner, renew our membership in the organization and for travel related expenses to attend the quarterly meetings.	The Grand Circle is the only marketing organization that targets domestic and international visitors interested in visiting the National Parks and Monuments of the Southwestern United States including the Great Basin National Park in Nevada. They also promote National Scenic Byways in the five states of Colorado, New Mexico, Arizona, Utah, and Nevada. The goal is to capture a small portion of the millions of visitors that travel into the National Parks in the Four Corners region of the U.S.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Pony Express Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-60	White Pine County Tourism & Recreation Board	Media Relations 2018	\$26,000.00	\$4,000.00	\$30,000.00	Funds will be used to develop a comprehensive time line to deliver press releases and web postings in order to garner targeted media exposure; build and use relationships to pitch regional, national and international tourism media coverage; and to create new and fresh releases for our many media platforms.	White Pine County Tourism & Rec Board (WPCTRB) would contract with a Media/Public Relations firm to develop a plan to support their marketing efforts to promote their special events and attractions.
Pony Express Territory	PE-18-61	White Pine County Tourism & Recreation Board	Social Media Development & Marketing 2018	\$13,000.00	\$2,000.00	\$15,000.00	Funds to be used to produce fresh content, ads, and social media boosts.	The overall goal of this project is to improve the effectiveness of social media and digital communications for the White Pine County Tourism & Recreation Board.
Pony Express Territory	PE-18-62	White Pine County Tourism & Recreation Board	Website Renovation & Maintenance 2018	\$12,000.00	\$5,000.00	\$20,000.00	We will use the grant funds along with our website budget to work with our webmaster to keep fresh content, optimize our site and place banner ads among many other options available, which will increase our website visits and visitors to our area.	In the complex world of internet marketing, the White Pine County Tourism & Rec Board feels they need to invest more resources to banner ads, Google AdWords, analytics and search engine optimization.
Pony Express Territory	PE-18-63	White Pine County Tourism & Recreation Board	White Pine County Tourism & Recreation Board International Marketing 2018	\$4,000.00	\$4,000.00	\$6,000.00	Nevada Division of Tourism funding will be used to translate, produce digital files, and print brochures to promote White Pine County to international markets. There will be two printed brochures, 2,500 each, for a total of 5,000. The brochures will be translated into French and German with Chinese and Korean on digital files. Digital files for each of these brochures will be available as a pdf download and page-turning format on www.ejnevada.net and promoted on all our social media networks.	According to the White Pine County Tourism & Rec Board, they continue to see more international visitors in their office and they are sure the National Park, Railroad and other visitor centers in the area are as well. The two highest non-English-speaking visitors are from Germany and France. They feel that having their brochure translated in these two languages will increase their length of stays in the area and perhaps the state.
Pony Express Territory	PE-18-64	White Pine County Tourism & Recreation Board	White Pine Visitors Guide 2018	\$6,000.00	\$6,000.00	\$8,000.00	We will use the grant to offset the costs of printing the extra copies we need, 15,000 to 20,000 (last year we had to do a reprint that cost us \$4,800 and it looks like we will have the same issue this year) to distribute throughout the year.	Ely is a relatively small community that relies on tourism to sustain and supplement their economy. Creating and printing the annual visitor's guide is paramount to their tourism efforts. They use this as their number one fulfillment piece for all inquiries and distribute them at all the Travel Shows they attend. They are also placed in all hotels, motels, RV parks and key visitor centers around the state.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Pony Express Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-65	Nevada Northern Railway Foundation	Only in Nevada Extraordinary Adventures Marketing	\$30,000.00	\$10,000.00	\$60,000.00	Because of the extraordinary uniqueness of our programs, we need to showcase and explain our programs to the traveling public. To do this we will use enthusiast's publications such as Classic Trains, Trains Preservation History, Tourist Train Directory, and Live Steam magazines. These publications are read by high income individuals. Additionally, we will use direct mail and social media to target these individuals to showcase our extraordinary offerings. With the economy improving now is the time to get our unique programs in front of the traveling public. Most of our participants fly to Las Vegas, spend a night there and rent a car and drive to Ely.	Funds will assist in promoting experiences on the Nevada Northern Railway that can only happen in Nevada through paid media and targeted direct mail advertising.
Pony Express Territory	PE-18-66	Nevada Northern Railway Foundation	Website Maintenance and Enhancements	\$8,200.00	\$4,400.00	\$16,400.00	Funds to be used for website maintenance and enhancements.	Funding to assist with 1/2 the expenses for website maintenance and enhancements based on FY2017 actuals.
Pony Express Territory	PE-18-67	White Pine Rodders	White Pine Rodders Car Show	\$7,500.00	\$7,000.00	\$15,000.00	Funds to be used for print and radio advertising all over Nevada, Utah, Idaho, Arizona, and California. We are planning to advertise in Hemmings car magazine and Mountain West Street News.	This is a 2-day car and truck show that attracts visitors from across Nevada and the surrounding states. This is the second year of funding for this well-attended event.
Pony Express Territory	PE-18-68	White Pine County Agricultural District 13	Rodeo, Horse Races, County Fair and Western Fun	\$3,500.00	\$3,500.00	\$7,000.00	Funds to be used for Social Media and Public Relations to promote the activities and attractions Ely has to offer over this 3-day weekend event.	The White Pine Horse Races have been expanded to a three-day weekend of horse racing, coupled with the Ranch Rodeo, White Pine County Fair and Ely Volunteer Firemen's Annual BBQ. The expanded weekend is filled with activities that can become even more successful in attracting new and returning visitors to White Pine County through a robust media relations and social media campaign to promote the authentic Western events.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Pony Express Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-69	Silver State Classic Challenge Inc	SSCC Media Marketing 2018	\$8,000.00	\$6,000.00	\$14,000.00	We plan on utilizing the grant funds to improve our social media reach, place ads in targeted motor sports publications and web sites, and to create flyers (post cards) and posters to be displayed and passed out at other motor sports events through our board members and racers to make our 30th anniversary and future race events grow. Along with the \$6,000 we received from White Pine County, we are updating our website and presence in the motor sports world.	This is the 30th anniversary of open road racing in Nevada which began in 1988. They hold two races each year, one in May and the other in September. These races have an economic impact on four eastern Nevada counties: Clark, Lincoln, Nye and White Pine.
Total				\$294,840.00	\$172,625.00	\$481,855.00		

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-34	Reno-Tahoe Territory	Reno-Tahoe Territory Photo Acquisition	\$18,500.00	\$18,500.00	\$18,500.00	To acquire photography which is owned by and licensed to the Reno-Tahoe Territory through a combination of commissioned photo shoots and stock photo purchases.	The Reno-Tahoe Territory needs to acquire photos which they own outright and can use at any time for any project. Currently the RTT Flickr account is filled with images of questionable ownership and use-rights. As they move forward with media and wholesaler/tour operator relationships, it is imperative that they are confident that photos provided to them for onward use are licensed as "unencumbered". In order to achieve this they need to commission a photo-shoot and/or make a significant purchase of stock photography. Photos must also be made available to TravelNevada for unencumbered use on their assets site.
Reno-Tahoe Territory	RT-18-35	Reno-Tahoe Territory	Reno/Tahoe China Co-op	\$10,000.00	\$0.00	\$100,000.00	Funds would contribute to the co-op for marketing to the Chinese and supporting travel, trade and media FAM expenses.	TravelNevada already spends a considerable amount of money to promote the territories in this market, funding this project would be redundant to those efforts.
Reno-Tahoe Territory	RT-18-36	Reno-Tahoe Territory	RTT Interactive Map for International Media Communication Outreach Program	\$4,680.00	\$0.00	\$4,680.00	Funding will be used to design and develop an online interactive map featuring each DMO within Reno-Tahoe Territory. The map will be included in RTT's new International Media Communication Outreach web pages, and will visually aid international web visitors. This map will provide an easy-to-use geo-focused element to the international effort, and disseminate information from the new press release web pages, including photography and videos.	The Reno-Tahoe Territory already has an interactive map on the www.renotahoe.com website. Suggest any enhancements identified through their needs assessment be added to the existing interactive map.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-37	Reno-Tahoe Territory	RTT Pocket Brochure for International Media Communication Outreach Program	\$24,900.00	\$0.00	\$24,900.00	Funding will be used to design, develop and copy write a pocket size brochure to feature each DMO within Reno-Tahoe Territory. The pocket brochure will be printed for handouts out by the international travel offices at trade shows to media and it will also be available to download on the RTT website. This brochure will provide a tangible deliverable to the international office need requests in order to help RTT to further disseminate information from the newly created press release web pages.	This project limits information about the territory to six DMOs and conflicts with the intent of the territory to represent all of its members. Producing six different brochures is very costly, suggest the territory re-evaluate this project and look at creating one brochure to cover the entire territory that can be translated into the 7 or 8 international languages they want to target. Additionally, International Offices are under contract with TravelNevada, distribution of any collateral needs to be approved by the appropriate TravelNevada Market Manager for budgetary purposes.
Reno-Tahoe Territory	RT-18-38	Lake Tahoe Visitors Authority	AMGEN - Professional Cycling Race	\$10,000.00	\$5,000.00	\$280,000.00	Funds will be directed towards digital advertising, social media and public relations. Since this event is viewed as a media event, PR is a primary focus and requires a dedicated PR professional for coordination pre-event, on site, and post-event.	This event is a UCI (top ranking) sanctioned cycling race, which puts Lake Tahoe on the map as a competitive cycling destination. The LTVA believes that being a host city to an internationally high profile cycling event raises awareness for the destination, the region and the state as a world-class cycling destination. The event promotes cycling as a lifestyle and promotes the destination as a place for recreational and elite cycling and training. In 2018 the LTVA has been invited to be the host city for the start and finish of Stage 3 of the Women's Race, and the finish for Stage 6 of the Men's Race. Both Races are expected to travel through the Carson Valley and through Stateline, NV. The cycling field will consist of the top Men and Women riders in the world, which will draw significant international attention to the event and the destination.

FY2018 2nd Cycle Rural Marketing Grant Program
 Staff Recommendations - Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-39	Lake Tahoe Visitors Authority	Tahoe South Meetings Marketing	\$16,500.00	\$15,000.00	\$50,000.00	<p>NDOT funds will be used to implement the marketing plan. The plan may include: digital display advertising, eblasts and newsletters, website page re-design, public relations, FAM trips and meeting-specific asset acquisition.</p>	<p>With the recent renovation and development of meetings capable lodging properties, the LTVA's constituents are asking for additional support to attract meetings/conventions of all sizes to the South Shore. This includes a wide range of properties and attractions, including Harrath's, Harveys, MontBleu, Hard Rock, The Ridge Tahoe, the new Edgewood Lodge, Heavenly, and Zephyr Cove Resort. In order to develop a sound meetings marketing strategy, the LTVA employed the services of Digital Edge, a company specializing in DMO consulting and strategy development in the meetings segment. Digital Edge will develop a meetings destination SWOT analysis and the LTVA hopes to implement a marketing plan based on their analysis of the market and where their best opportunities are to capture incremental group business.</p>
Reno-Tahoe Territory	RT-18-40	Lake Tahoe Visitors Authority	Tahoe South Special Events Advertising	\$15,000.00	\$10,000.00	\$105,000.00	<p>To promote events through the purchase of digital advertising to include, but not limited to, Digital Display/Re-targeting, email marketing and SEM.</p>	<p>The Tahoe South events brand continues to gain traction in the Northern California drive market and summer events, including up to 14 Harvey's Outdoor Arena concerts; at least two multi-day festivals at Hard Rock Hotel; and additional big name entertainment at MontBleu Resort; along with sporting and cultural events, will be the focus of the summer campaign.</p>

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-41	Lake Tahoe Visitors Authority	Tahoe South Spring Loaded	\$20,000.00	\$15,000.00	\$65,000.00	NDOT funds will be used to support 79 radio spots in the Orange County/Long Beach DMA's. Partners will provide prize vacation package elements including air, lodging, and lift tickets. Radio promotions will drive awareness of direct air service to the region and the south shore's winter product. Funds will also go to promoting this event via social media.	Lodging occupancy on the South Shore has continued to be flat during the "spring break" period and the onset of winter shoulder season. The LTVA has reviewed traditional spring break periods across the US and has determined that the spring break dates actually span over four weeks, depending upon the region. Looking to attract winter enthusiasts including families, couples, and college age students on break, the "Spring Loaded" period was identified to include three weekends and 16 days total. Assembling ski resort, lodging and attraction partners, the Spring Loaded event will provide a vehicle to promote a collection of events during that time period. Lodging partners have been asked to provide package incentives to provide a value/retail message. The goal is to drive incremental visits and overnight stays as the winter season winds down.
Reno-Tahoe Territory	RT-18-42	Lake Tahoe Visitors Authority	With IVCBVB - Most Beautiful Drive Brochure	\$8,750.00	\$8,750.00	\$17,500.00	To update print and distribute 75-100,000 copies of The Most Beautiful Drive in America brochure.	LTVA & IVCBVB are interested in reprinting the brochure "The Most Beautiful Drive in America". This brochure details the 72 mile drive around Lake Tahoe and showcases the National Scenic Byway which runs from Incline Village, along Hwy 28, to Stateline, NV. This route includes Crystal Bay, Mount Rose Lookout, Tahoe Center for Environmental Sciences, Sand Harbor, Spooner Lake, Cave Rock, and Zephyr Cove Resort. They plan to update the brochure with new information and hope to print 75-100,000 which should last 3-4 years. The large quantity is needed to support distribution through Certified Folder, local DMO's and Visitor Centers, regional hotels, etc.
Reno-Tahoe Territory	RT-18-43	6237 Adventures	DeCelle Memorial Lake Tahoe Relay	\$20,000.00	\$8,000.00	\$50,000.00	Funds to be used to promote this event to a target market in an effort to draw participation world-wide.	This is a first time request for this event. This will be the 54th annual running of the race and promises to bring in hundreds of participants and their support teams.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-44	Team Tahoe	Transform Destination Ecosystem	\$5,000.00	\$5,000.00	\$24,200.00	Nevada Division of Tourism funds underwrite the building and implementation of the campaign's core marketing outreach: geo-fencing, digital and social media advertising.	The goal of this project is to get more people riding bicycles to reduce environmental impacts, improve the Tahoe experience, and begin transforming the destination to become a more authentic and intimate community that differentiates itself from other destinations. Bike Tahoe Means Business: Transforming the Destination Ecosystem project places agency vision, goals and objectives on the ground with a practical approach focusing on the economic driver (commerce) to affect change. It brings together businesses and consumers (travelers) through incentives for both. This consumer-to-business engagement can influence a new community narrative, meet agency objectives, and help transform the destination - building a new sustainable brand identity.
Reno-Tahoe Territory	RT-18-45	Thunderbird Lodge Preservation Society	Website Redesign & Digital Marketing	\$23,000.00	\$12,000.00	\$47,000.00	The funds will be used to fund the complete redesign of our website which will incorporate more visitor-friendly web pages and shopping cart. A portion will be used to purchase video and display ads for our digital campaign, reaching travelers looking for local Lake Tahoe activities.	The Thunderbird Lodge website has not been upgraded since 2009, and they need to incorporate digital marketing elements into it to more effectively reach a national audience to promote the Thunderbird Lodge and the Lake Tahoe region.
Reno-Tahoe Territory	RT-18-46	UC Davis Tahoe Environmental Research Center	Lake Tahoe Science Center Marketing	\$8,790.00	\$8,790.00	\$17,580.00	Funds to be used for the Lake Tahoe Science Center Marketing Campaign including paid media, print, radio and television advertising.	Nevada Commission on Tourism funds will be utilized for the implementation of the Tahoe Environmental Research Center's (TERC) marketing plan based on media outlets that have previously shown positive results. TERC marketing efforts are designed to maximize the benefits of these platforms under a limited budget. 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.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-47	Sustainable Tahoe	Geotourism Series 1	\$25,000.00	\$0.00	\$50,000.00	Facilitation and coordination to identify, develop and promote the Geotracks in the Reno-Tahoe Territory. Promotion to include webpage and social media development, promotional and marketing collateral in all platforms with efforts to target new audiences.	This is a project that needs to be vetted through the territory to ensure their buy-in and successful implementation. Suggest this organization take the steps necessary to achieve those milestones before requesting funding for a project of this magnitude.
Reno-Tahoe Territory	RT-18-48	Carson Valley Visitors Authority	Social Media Ad & Promotional Program	\$5,500.00	\$5,500.00	\$11,000.00	Funds to be used for a Social Media Ad & Promotional Program to include Facebook Ad Plan, SEO and ID Remarketing.	The Carson Valley Visitors Authority will use funds to launch a Search Engine Marketing (Google SEM/AdWords) campaign around brand awareness of all activities and lodging options in Carson Valley, to maintain Visit Carson Valley's presence and increase year-round visitation and local bookings. The SEM objective and goal will be accomplished by establishing Visit Carson Valley in a prominent Ad Rank (position #1 - #2.5) in front of anyone in the target markets (Sacramento, Stockton, Modesto, Bay Area) searching on Google for activities and lodging options in the Carson Valley.
Reno-Tahoe Territory	RT-18-49	Carson Valley Visitors Authority	Video Content Development	\$12,050.00	\$11,050.00	\$24,100.00	Funds to be used to produce 3 "Legends of the Valley" vignettes to compliment their marketing plan.	Carson Valley desires to undertake a more comprehensive and wider distribution video project to support their overall messaging "Legends of the Valley". The concept is to share the experience of Carson Valley in an emotional way that connects the visitor to the valley beyond a traditional destination video, by showcasing both the people and places through brief vignettes.
Reno-Tahoe Territory	RT-18-50	Carson City Culture & Tourism Authority	24 Hours In The Old Pueblo	\$2,000.00	\$2,000.00	\$4,000.00	Funds will be used to cover travel expenses to attend this mountain bike event to be held in Tucson, Arizona in February 2018.	The Carson City Culture & Tourism Authority was the recipient of the "Top Mountain Bike Race in the Country" in 2017 and received a free booth at the 24 Hours in the Old Pueblo Mountain Bike Race to be held in Tucson AZ in February 2018. This is one of the largest 24-hour mountain bike races in the world. Grant funds to assist with travel expenses.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-51	Carson City Culture & Tourism Authority	NEA Big Read - True Gri - Marketing Campaign	\$5,000.00	\$3,000.00	\$10,000.00	Funds to be used to market a new event debuting in Carson City in May-June 2018.	The Carson City Cultural & Tourism Authority (CCCTA) received a "Big Read" grant from the National Endowment of the Arts for this month-long event showcasing the novel "True Gri". Events will take place at the Carson City Library, the Community Center, Fuji Park Fairgrounds, the Nevada State Museum, the Old Globe Saloon, and Stewart Indian School. There will be collections, demonstrations and activities around the "True Gri" theme. Funding to help with B-Roll and paid media.
Reno-Tahoe Territory	RT-18-52	Carson City Culture & Tourism Authority	Nevada Magazine Advertisement	\$5,000.00	\$0.00	\$10,000.00	The grant award will be used to design and publish advertisement in the Nevada Magazine.	Awarded funds for this project in the 1st Cycle.
Reno-Tahoe Territory	RT-18-53	Carson City Culture & Tourism Authority	Sea Otter Classic	\$3,000.00	\$3,000.00	\$6,000.00	Funds requested to be used to purchase booth space at this event to be held in Monterey, California in April 2018.	Carson City Cultural & Tourism Authority will be center stage at this highly attended trade show which draws 70,000 Spectators - 10,000 Athletes - 6,500 Campers - 700 Exhibitors - and 375 Journalists.
Reno-Tahoe Territory	RT-18-54	Carson City Culture & Tourism Authority	Social Media Tourism Symposium	\$2,500.00	\$0.00	\$5,000.00	The grant funds provided will help offset the cost of providing the free symposium. The benefit to Carson City is developing of a strong collaborative social media campaign along Hwy 50 (Eastern Gateway to Carson City), sharing content with visitors along the route.	Not all projects can be funded. This was considered a lesser priority than other requests.
Reno-Tahoe Territory	RT-18-55	Carson City Culture & Tourism Authority	Visitors Guide Reprint	\$5,000.00	\$5,000.00	\$10,000.00	The funds provided will be used to redesign the guide, create content, photos and printing costs.	The CCCTA will partner with Sierra Nevada Media to reprint the Carson City Visitors Guide. A total of 20,000 printed books will be distributed outside of 100 miles of Carson City. The CCCTA will include an E-book option for online users.
Reno-Tahoe Territory	RT-18-56	Carson City Symphony Assoc. Inc.	Carson City Symphony 2018 Pops Party Concert	\$1,300.00	\$1,300.00	\$3,650.00	Funds to be used to cover expenses for fliers, radio advertisements and printed programs.	Carson City Symphony will perform its 34th annual Pops Party concert in June 2018. The concert features the Symphony, Carson City Symphony Chorus, and a guest singer, to be determined. The event encourages local talent, develops new audiences, and enhances the cultural and economic life of the community.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-57	Mile High Jazz Band Assoc. Inc	Jazz & Beyond - 2018 Music & Art Festival	\$1,800.00	\$1,500.00	\$30,700.00	Tourism funds will be used to market the festival by newspaper, magazine, social media and radio advertising/underwriting in Nevada communities more than 100 miles from Carson City and outside Nevada, including the Sacramento Calif. area.	*Jazz & Beyond* is a summer music and art festival consisting of performances, art shows, lectures, workshops, films, and jam sessions for people of all ages. The objective of the grant request is to market the festival outside the local area, thereby increasing audience and overnight visitors to Carson City.
Reno-Tahoe Territory	RT-18-58	Northern Nevada Railway Foundation	E Commerce Tracking	\$1,000.00	\$1,000.00	\$2,000.00	INDOT funds will be used to develop an e commerce tracking program, to set up program and test users across multiple domains from online ads to the V&T website, and then to ActivityTickets.com, where the actual sales transaction takes place.	They need a more sophisticated tracking process set up in order to accurately track users across multiple domains from online ads to the V&T website and then to ActivityTickets.com, where the actual sales transaction takes place. Having this data will help them measure advertising performance, thus allowing them to make sound marketing decisions in terms of where to allocate marketing dollars based on performance.
Reno-Tahoe Territory	RT-18-59	Northern Nevada Railway Foundation	Off Season Marketing project for V&T Railway	\$2,000.00	\$2,000.00	\$4,000.00	Funds to be used for Facebook and Paid Search campaigns and email blasts to data base to promote gift certificates, photo gift items and to prompt planning for next season	They are planning marketing campaigns to maintain brand momentum during the off season and keep V&T top of mind when people are planning trips to the area. There will be two campaigns: November-December Facebook and paid search ad campaigns to promote V&T gift certificates during the holiday season, and email blasts to database to promote gift certificates and souvenir photo products as gift ideas. In January -March they plan to do email blasts with train trivia quiz and prize giveaway entry. They will also do email blasts with customer testimonials and promotion of V&T gift certificates.
Reno-Tahoe Territory	RT-18-60	Brewery Arts Center	Marketing for the BAC Outdoor Concert Series	\$8,000.00	\$7,000.00	\$103,000.00	Funds to be used to promote BAC Outdoor Concert Series events through advertisements in magazines, newspapers, radio and social media.	The Brewery Arts Center Summer Concert series will begin its 3rd season next summer. They were awarded the Levitt "AMP" award to help offset expenses and have the support of the entire downtown community. Funding to help with paid media to promote events.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-61	Virginia City Tourism Commission	Lifestyle Photography Shoot	\$3,000.00	\$3,000.00	\$5,000.00	Grant funds will be used to offset the cost of hiring an established photographer for a shoot, talent for photos if needed, and editing hours.	With an Updated website being created and continuous growth in marketing endeavors, the VCTC wanted to invest in the visual part of its tool belt. The goal of this grant and the previously funded website grant is to engage with their audience the way they want to see things. VCTC will utilize these photos in all marketing campaigns including print, social media, online, Google redirect. These photos will highlight the characters and culture of Virginia City across the region. Photos must also be made available for unencumbered use by TravelNevada.
Reno-Tahoe Territory	RT-18-62	Piper's Opera House	Attracting the 395 Gold Country Cultural Heritage Visitor	\$10,000.00	\$0.00	\$22,000.00	Funds to be used for media buys to promote our underwritten season to reach out to regional markets 100-200 miles from Virginia City.	Before launching into a major advertising campaign such as this project, it is felt grant funding would be better spent developing and launching a website for this attraction. Currently they do not have a website.
Reno-Tahoe Territory	RT-18-63	Piper's Opera House	Bringing the 1885 Piper's Opera House Into The Social Media Age	\$5,000.00	\$0.00	\$10,000.00	Grant funds will be used to enhance the social media presence of Piper's through social media outreach and paid and promoted posts.	Before launching into a major social media campaign such as this project, it is felt grant funding would be better spent developing and launching a website for this attraction. Currently they do not have a website.
Reno-Tahoe Territory	RT-18-64	Piper's Opera House	Walking tour App to Virginia City and Environs	\$7,500.00	\$0.00	\$25,000.00	This project requires technical expertise that we cannot find in our community or schools. We will use tourism dollars for a search to find the best person or firm to create this app.	While the concept for this project is intriguing, it is felt they need to do more research to define the specific parameters of the project then solicit suppliers to deliver the project. Once that has been accomplished, suggest they reapply for funding consideration in a future grant cycle.
Reno-Tahoe Territory	RT-18-65	Piper's Opera House	Website Update	\$12,000.00	\$12,000.00	\$24,000.00	Funds to be used to develop a website for this historic venue.	Piper's Opera House currently has no functioning website. The proposed website will feature a full calendar of events, a history of Piper's Opera House and its architecture, and a media press kit packed with stories of the many famous individuals who peopled this National Historic Landmark. There will be videos and social media links. Once active, the site will allow them to sell performance tickets online and serve as their membership drive mechanism as well.

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-66	Historic Fourth Ward School Foundation	Museum Membership and Information Handout	\$1,000.00	\$0.00	\$1,500.00	Funds will help pay for the design and printing of updated membership and museum information pamphlets.	Applicant is requesting funds to update and produce a membership brochure to help grow their membership base. Unfortunately, this is not a marketing grant eligible project.
Reno-Tahoe Territory	RT-18-67	Silver Dollar Court	Silver Dollar Court Coronation 43	\$6,000.00	\$0.00	\$13,500.00	The funds received from the Nevada Division of Tourism will be utilized to assist in the expenses of the location room charge, printing of advertising materials for distribution at out-of-town events and the chronicle publication of the fiscal year events printing.	The Rural Marketing Grant Guidelines state that organizations in cities with a population of 100,000 or more are not grant eligible. This organization is based in Reno which has a population of more than 240,000.
Reno-Tahoe Territory	RT-18-68	The Rotary Club of Reno Sunrise	2018 Edible Pedal 100 Bicycle Ride	\$2,000.00	\$2,000.00	\$93,000.00	All \$2,000 will be used to purchase web-based ads focused on northern California residents. If they search for terms such as "bicycle rides" the Edible Pedal 100 will appear as one of the possible alternatives for the user to "click" on.	The objective of this project is to promote visiting Northern Nevada to Northern California residents who are of similar demographic population that already participate in the Edible Pedal 100. They plan to use "Facebook" or other web-based advertising as the basis of their campaign. Web-based advertising funded from TravelNevada in 2017 helped increase their out-of-state ridership from 8% of total riders to 10% of their total riders. Received \$3000 last year.
Total				\$310,770.00	\$165,390.00	\$1,271,810.00		

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - State-Wide

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
State-Wide	SW-18-07	Carson City CVB	Nevada's Single-track Mountain Bike Adventure Phase II	\$15,000.00	\$15,000.00	\$60,000.00	Funds to be used to complete Phase II of the Single-track Mountain Bike Adventure campaign.	Nevada's Single-track Mountain Bike Adventure (NSMBA) Single track trails are the most desirable trails to ride for mountain bikers of all ability levels. With Nevada's vast open space, communities with intricate single track trail systems have a unique opportunity to tap into the mountain bike enthusiasts as they drive across the state in any direction. Using the Hwy 50/93 corridor, travelers on the NSMBA will have the opportunity to experience the communities along the loneliest road in America much more intimately as the campaign encourages stopping for the day to ride each community's trails. The communities that will be a part of phase 1 of the campaign include: Carson City (Ash to Kings Trail), Austin (Toiyabe Crest Trail), Ely (Cave Lake State Park), and Caliente (MBA Trails). With the short drives between these communities, travelers will get a chance to be on their bike longer than they are in the car. As part of the campaign not only will the stories of Highway 50 and 93 be told but the services specific to mountain bikers needs, like tacos, craft beer, and hot springs to soak in at the end of the day. Funds will assist with video production, photography and website design. Funding covers Phase II of this state-wide project.
Total				\$15,000.00	\$15,000.00	\$60,000.00		
Grand Total				\$1,089,472.00	\$666,600.00	\$2,843,150.00		

