

Travel Nevada FY 2023 Rural Marketing Grants Cycle 1

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Cowboy Country	CC-23-01-001	Cowboy Country Territory	Administration	\$3,000	\$3,000	\$3,000	The funds received from NDOT will be used for everyday operations of the Territory. Postage, office supplies, travel, training, education, etc.
Cowboy Country	CC-23-01-002	Cowboy Country Territory	Marketing and Advertising, Trade/Travel Show	\$147,356	\$40,000	\$147,356	NDOT funds will be used to cover the costs of Cowboy Country Territory's ongoing marketing efforts. Our intent is to continue with our current "In Your Backyard" Television Campaigns in Reno and Salt Lake City, and the Digital Billboards in Reno. These campaigns will be seen by over 6 million people. Also, seeking funds for a new website design for Cowboy Country. Consumer and Travel Shows have been a phenomenally successful marketing tool for us. 300,000+ people attend these shows, and over 5,000 pieces of literature are distributed. These funds will be used for booth rentals and travel expenses. Cowboy Country will utilize the internet through social media (Facebook and Instagram) and display ads. To date, CCT has received over 730,000 impressions for a 3-month period. We would like to partner with Travel Nevada on international sales missions, travel or trade shows and developing business relations in different countries promoting Nevada and CCT. Also, Cowboy Country would like to be included in any domestic travel or trade shows. The funds will cover costs for registration fees, travel associated with these events and to host FAM tours through Cowboy Country. CCT wants to continue its excellent partnership that it has with Travel Nevada and promote Nevada and Northern Nevada. Also plan to purchase advertising space in Nevada Magazine and various publications. Our objective is to promote Nevada and attract guests to visit rural Nevada increasing overnight stays in our communities.

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Cowboy Country	CC-23-01-003	City of Carlin	Carlin Events to Drive Tourism	\$12,887	\$0	\$95,000	<p>The goal of this project is to attract out of area visitors to Carlin events, bringing in lodging tax dollars to the immediate area, and benefiting businesses along the I-80 corridor through print, radio, social media, and bulletin board advertising, while also attracting some families to move to the Carlin and Elko area, growing the population, the workforce, and increasing the base support for these events to keep on making them bigger and better, and attracting even more people from our efforts. This grant is requesting funding for six events: the Carlin Ranch Hand Rodeo, the ATV Rodeo, the Tom Tomera Memorial Branding, the Carlin Sho 'N' Shine, the Carlin Chinese Garden Spook Walk, and the Carlin Sugar Plum Village. The main goal of our advertising is to use the bullet board and radio advertising to attract tourists that are driving along I-80 corridor to our events, then use the print advertising to reach the niche horseman audience for our Equestrian Park events, and use Facebook ads to reach families across Idaho, California, Utah, and Oregon. This project supports the Carlin Master Plan by diversifying our industry. Right now, most of our industry relies on gold mining, but these project funds would market events that support the tourism industry in Carlin and Elko County, bringing in visitors along the I-80 corridor that would support hotels, gas stations, and other businesses, while luring them to other attractions along the way, like the Carlin Museum, or the California Trail Interpretive Center, or even the recreational opportunities in Lamoille Canyon. This also supports sustainable growth in our city by showcasing Carlin as a potential community to relocate to, slowly growing our population and the base of the community that supports these events through participation (including</p>

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Cowboy Country	CC-23-01-004	City Of West Wendover	2022 Salty & Stupid Cycling Events	\$5,000	\$5,000	\$10,000	The funds will be used to promote and help host the event. West Wendover will provide help with staging points and class winner prizes. Working with the Salty & Stupid Cycling event coordinators. The project will target the adventure traveler and cycling enthusiasts, benefit the community by providing higher visibility of West Wendover and Northeastern Nevada. By sponsoring our community, with this event, we will have a greater impact on the amount of visitors that come to our area and the State of Nevada. With the success of the events previous out come over the last 2 years. The Stupid Pony Ride and the Salty Lizard has evolved into the Salty & Stupid Cycling two day event of 2022 with up to 450 cyclists.
Cowboy Country	CC-23-01-005	City Of West Wendover	Park to Park Road Trip Marketing Grant	\$4,750	\$0	\$9,500	West Wendover, located halfway between Yellowstone and Yosemite National Parks. Utilizing this type of media outlet gives us a great opportunity to inform national travelers considering a national park vacation. Giving a better understanding of what they might see on their way from one park to the next. Our location is a great stopping point for overnight travelers, highlighting the area with this brand of media coverage can lead to extended stays. The package would include assessment and itinerary integration. Creating a story with social media posts, that will cover most national targets, 250,000 road trip travelers. USA Parks research to identify with the highest potential visitor markets. This develops a strategy to reach and inspire potential visitors, ultimately generate overnight stays. Amplify this content via posts and retargeting ads on Visit USA Parks and Facebook/Instagram/Pinterest/Google. They measure tourism impact metrics and ROI for our community.

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Cowboy Country	CC-23-01-006	City Of West Wendover	Destination West Wendover, Television	\$20,000	\$0	\$40,000	<p>The 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), 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 to allow flexibility in the constantly changing market. This has increased 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.</p>

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Cowboy Country	CC-23-01-007	City Of West Wendover	National/International Print Marketing Grant	\$30,000	\$15,000	\$60,000	<p>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.</p>

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Cowboy Country	CC-23-01-008	Cowboy Arts & Gear Museum	Web Page Hosting, NV Magazine Ad, Rack Card Printing & Distribution	\$9,220	\$5,000	\$19,027	<p>The Cowboy Arts & Gear Museum opened in late January, 2018, in G.S. Garcia's 1907 Saddle and Harness Shop in downtown Elko. This museum honors and preserves the legacy, heritage and craftsmanship of the American cowboy. By advertising in Nevada Magazine, a highly respected and widely distributed publication, visitors will learn of the Cowboy Arts & Gear Museum as well as other cultural, historical and cowboy legacy opportunities in northeastern Nevada. (Western Folklife Center, Northeastern Nevada Museum, California Trail Center, Elko Chamber of Commerce, Lamoille Canyon, Angel Lake, Ruby Marshes as well as downtown Elko.) The rack cards describing the Cowboy Arts & Gear Museum will be distributed in hotels and motels in western Nevada I80, in Sun Valley, Idaho and in the Salt Lake Valley. These interested visitors will come to Elko, spend several nights in Elko and have a fantastic time visiting the Cowboy Arts & Gear Museum and other places. They will return home with glowing reports, and tell their friends, neighbors, family and co-workers of their experiences. This will result in returning new and returning visitors! Now that the Covid pandemic is winding down, visitors are ready to get out and explore and we are ready to greet them! Hosting our webpage will help with our web site as well as with Social Media posting.</p>

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Cowboy Country	CC-23-01-009	Elko Convention & Visitors Authority	Leisure Digital Marketing Campaign	\$20,000	\$10,000	\$40,000	<p>The ECVA will be using these key components to showcase Elko as a leisure tourism destination to create overnight stays. CTV/OTT -- targeting a specific audience through streaming TV on any device \$6,000 INTENT TARGETING/Programmatic Display -- contextual, behavioral, demographic, and keyword targeting under one umbrella and served on apps, websites, etc.. \$6,000 SITE RETARGETING -- Targeting users who have previously visited our website \$1,200 Programmatic Audio -- targeting streaming audio listeners by age, gender, location, and musical interest \$5,122 PPC: targeting relevant keywords on Google search \$10,839 YouTube TrueView: targeting relevant customers on YouTube \$10,839. The ECVA will receive additional bonus television spots at no additional cost in the Boise, Twin Falls, Idaho Falls and Pocatello markets.</p>

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Cowboy Country	CC-23-01-010	Lander County Convention & Tourism Authority	LCCTA Marketing Package	\$29,394	\$9,394	\$58,787	We are asking for a funding match for the following mediums; Priority (1) rent 5 Billboards during FY 22-23 on I-80 from Lake Point ,UT to Lovelock, Nevada that will promote our area, website and Travel Nevada through the targeted messaging with a matching grant of \$13,500. Priority (2) We are also asking for a matching grant to help fund our 2023 Visitor Guide that we use to promote Battle Mountain, Austin and Kingston amenities, events and outdoor recreation opportunities at a match of \$7,000. Priority(3) TownSquare Targeting Geo-Fencing Campaign for a matching grant of \$4,500 we can promote 2 of our largest events to specific audiences that we have chosen. It directs them to call, email or visit our website to find out more information. Priority(4) we are asking for Travel Nevada to provide matching funds for our website that markets to 70+ online directories, that has already achieved 90,000 lifetime views for a \$2,394 match. Priority (5) NV & Oregon Small Game Guide-we are asking for matching funds in the amount of \$2,000 so that we can advertise to the exact audience that we need at our Chukar Tournament. We now have a 73% of out-of-town participation rate. Our goal is to to achieve a 90% out-of-town participation for this wildly popular event , which is celebrating its 20th Anniversary this year. All of the projects I have mentioned are the base of LCCTA's targeted FY 22-23 marketing plan. So that we may achieve the greatest benefit for Lander County
Cowboy Country	CC-23-01-011	Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation	Nevada Visitor Guide 2023	\$3,500	\$1,750	\$7,000	The California Trail Interpretive Center is a \$20M world class attraction providing economic growth to the State of Nevada. In 2020, the California Trail Interpretive Center realized a 10% increase in visitation as a result of an enhanced marketing effort, of which the Nevada Visitor Guide was a part. The requested funding will be used to continue the print marketing portion of our strategy. The Trail Center has become a corner stone in converting travelers along the I-80 corridor into multiple day visitors augmenting and diversifying the economy of northeastern Nevada.

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Cowboy Country	CC-23-01-012	Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation	California Trail Center Social Media	\$3,000	\$3,000	\$6,000	In past years, amplified use of Google ads and optimization expanded our reach to a larger social networking audience. In 2023 we would like to strengthen our marketing position through the use of Google and Facebook web ads. Promoting the California Trail Interpretive Center through social media marketing is consistent with how most individuals prefer information these days. Our goal is to have a greater presents on social media making it easier for interested persons to discover us. A targeted social media campaign for
Cowboy Country	CC-23-01-013	Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation	Billboards 2023	\$9,811	\$9,811	\$19,622	The California Trail Interpretive Center is a \$20 million dollar world class attraction providing economic growth to the State of Nevada. The requested funding will be used to renew six-month contracts on six existing billboard ads which are strategically located to increase awareness of the Center for those traveling the I-80 corridor. Our billboard advertising directs travelers to compelling social media websites for more expanded information. A recent market survey revealed 70% of our visitors learned about 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 cornerstone in converting travelers along the I-80 corridor into multiple day visitors augmenting and diversifying the economy of northeastern Nevada.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Cowboy Country	CC-23-01-015	Western Folklife Center	2023 National Cowboy Poetry Gathering Marketing	\$10,000	\$10,000	\$22,144	The Western Folklife Center will invite visitors to “come back to Elko” in coordination with our promotion of the 38th National Cowboy Poetry Gathering. After two years of cancellations testing our resources and resourcefulness, we are happy to announce the next live, in-person Gathering will take place January 30 through February 4, 2023. This renewed visibility for Elko as a cultural destination presents an opportunity to re-engage 7000+ past attendees and to begin converting our ever-expanding virtual audiences into Gathering visitors. In 2022, we found novel ways to continue our mission of bringing western culture to the world. Staff pivoted quickly to produce a live and livestream programming series. The hybrid approach aimed to raise Elko's profile, broadcasting our cultural programs across a greater geographical reach. Our resolve led to new, innovative ideas to engage far-flung patrons, supporters, and community. As we return to an in-person Gathering, we will leverage our well-known event to solidify our established national and international audience and to engage our developing audiences, young and old. We are requesting funding for a two-pronged promotional approach using two media with strongest potential for conversion into tourism dollars among our varied demographics. We are planning (1) newly designed print collateral for direct mail (a “save the date to return to Elko” postcard mailer), and (2) video ad campaigns on our social media, new streaming app platforms, and two websites. The objective is to ramp up Gathering ticket sales and to reach pre-pandemic levels of Gathering-related revenue in the local Elko economy (measured through “heads in beds”). We also hope to layer this approach with radio ads, press releases, and email
Cowboy Country	CC-23-01-016	Winnemucca Convention & Visitors Authority	2022/23 Nevada Magazine & Visitors Guide	\$8,000	\$4,000	\$13,800	The WCVA's function is to promote and market Winnemucca as a destination for out-of-area visitors. We have found advertising in Nevada Magazine as a very cost-effective way to reach a large number of potential visitors because they have already expressed an interest in what Nevada has to offer.
Cowboy	Subtotal			\$315,918	\$115,955	\$551,236	

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Indian Territory	IT-23-01-001	Indian Territory	Indian Territory Administrative Grant	\$5,000	\$5,000	\$5,000	Because the Indian Territory does not have a local room tax entity to house its operations and spans statewide with tribes in very rural and remote parts of the state, the Indian Territory is requesting the same level of funding to cover travel to these areas and or to provide travel to those tribes who would like to attend Territory-sponsored meetings and trainings. This effort will allow the Indian Territory to be more inclusive of Nevada's Tribes and tribal members and will also assist in increasing membership numbers. Funds will also be utilized for items related to Territory meetings and operations.
Indian Territory	IT-23-01-002	Indian Territory	Indian Territory Website Itinerary Development and Design	\$4,250	\$4,250	\$4,250	The Indian Territory website is the main source of collected information on Nevada Tribal attractions, cultural events, and heritage (art and crafts). The Indian Territory has developed 4 itineraries that are inclusive of all four Great Basin Tribes (Washoe, Northern Paiute, Southern Paiute and Western Shoshone). Out-of-state visitors wanting authentic Nevada experiences use the website as a tool as part of their destination planning and artificial intelligence for smart tourism. Last year our website has over 23,000 visits from over 100 countries and all 50 U.S. states. The website is carefully monitored and maintained by Charter Advertising/Design. To increase the website visits for www.NevadaIndianTerritory.com the Indian Territory has developed several additional itineraries that is inclusive of Nevada's Indian Country. In addition, this project will add in videos, pictures, maps, stories and traditional place names to enhance the additional itineraries. This project will also benefit the other Nevada Territories through tourism and economic stimulus. The main objective of the project is to upgrade the website so that it provides indigenous and ecotourism that is inclusive of all Nevada Tribes and promotes cultural identity and cultural awareness. The second objective is to promote economic development for Nevada Tribes through the use of the integration of itineraries and website enhancement with a significant use of social media. The Indian Territory would like to see the website's use increased by visitors and passive consumers. Both will increase cultural awareness, inclusion and economic development through tourism and product development by the Indian Territory.

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Indian Territory	IT-23-01-003	Indian Territory	Indian Territory Promotional Items	\$4,500	\$2,000	\$4,500	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 tradeshow. 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. The Indian Territory has received a lot of positive feedback on our promotional items. Our promotional map of all 27 Nevada tribes has received the most feedback and is now used by other media groups as part of Nevada Tourism promotions. These items will be distributed at events, Nevada tourism destinations and visitor centers, conventions, meetings, conferences and trade shows.
Indian Territory	IT-23-01-004	Indian Territory	Indian Territory Website Maintenance	\$4,800	\$4,800	\$4,800	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 itineraries of the Nevada's Indian Territory. The goals of this project include making the site as informative and user-friendly as possible, relevant to search engines that generate the majority of traffic, and maintaining a site that is fresh and exciting for visitors. In addition to website maintenance, this project includes support for the Indian Territory social media networks including Flickr, Facebook and YouTube. The website must be well maintained so that we may share information on Nevada's first people, increase visitor usage and further develop tribal tourism for the state of Nevada.

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Indian Territory	IT-23-01-005	Indian Territory	American Indian Tourism Conference and IPW Tourism Conference	\$8,898	\$5,540	\$8,898	This funding will allow Nevada's Indian Territory to attend the American Indian Tourism Conference and IPW 2023 (May) along with having a booth that is intended to increase awareness of Nevada Tribes, tribal attractions, events and promote our website with itineraries while traveling throughout the state of Nevada. Attendance at these conferences is essential to the Indian Territory as members will gain knowledge of tourism industry trends and information as it pertains to Indian Country and Nevada tourism. Knowledge and contacts made at this conference will assist the Indian Territory with ideas and future product development that can be shared with Nevada Tribes and rural tourism. In addition, attendance at these conferences will help the Indian Territory to develop tourism attractions and destinations while promoting existing attractions, events and website itineraries in Nevada's Indian Country.
Indian Territory	IT-23-01-006	Indian Territory	Nevada's Indian Territory Powwow Promotion	\$20,000	\$0	\$20,000	This project will help to provide assistance to market and promote Indian Territory cultural events (powwows) and destination attractions throughout Nevada's Indian Country. International and domestic tourism for tourists seeking authentic cultural experience is very popular and is a current trend. The Nevada's Indian Territory would like to assist Nevada's Tribes with marketing and promotion of these trending authentic cultural experiences. The requested funds would be equally distributed to Nevada's Indian Territory to help fund marketing and promotion of these popular tourist attractions that are open to the public. This project will provide financial support so the Indian Territory can assist Nevada Tribes with promoting the American Indian experience in Nevada; an area that has not previously been widely promoted. This project will also help to provide economic stimulus for both Nevada Tribes and surrounding communities.
Indian	Subtotal			\$47,448	\$21,590	\$47,448	

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Las Vegas Territory	LV-23-01-001	Las Vegas Territory	Administrative Grant 2023	\$3,500	\$3,500	\$3,500	This is a routine grant request to cover all administrative costs for the Chairperson to carry out the organizational mission. Administrative costs are primarily for supplies (computer materials, paper, ink, etc) as well as for Chairperson's travel to TAC Meetings in Carson City, NV. and other rural outlets. The reason for the slight increase in requested funding to \$3500 is to accommodate the inflationary increase in travel expenses.
Las Vegas Territory	LV-23-01-002	Las Vegas Territory	REVISED: Las Vegas Territory Digital Marketing Initiatives Phase 2 " 2022/23	\$36,720	\$20,000	\$36,720	This grant continues to build an engaged digital and social community of travel enthusiasts with real conversations and messaging through visually stunning, trustworthy, and quality content. It expands the successful launch of the territory's goal to increase digital presence in 2021. Las Vegas Territory is seen as an expert resource for travelers and travel providers seeking adventure beyond the neon lights of southern Nevada. The campaign inspires tourists to embark on a stunning visual tour of neon to nature with road trip itineraries, and travel experiences focused on the regions Las Vegas Territory supports: Boulder City, Henderson, Jean/Primm/Goodsprings, Laughlin, Las Vegas/Downtown, Mesquite, Moapa Valley and everything in between. Through digital and social channels including, but not limited to the Las Vegas Territory e-newsletter, website blogs and the @lvterritory social pages, photo and video diaries of neon to nature activities will showcase vibrant, unique experiences, behind the scenes vignettes, events and attractions. Content will highlight arts, cultural, history and colorful people stories to encourage rural tourism beyond the neon. The thread of compelling stories, must do "lists' travel tips and news captures the audience into wanting to experience adventure using Las Vegas as the basecamp to explore rural Southern Nevada.

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Las Vegas Territory	LV-23-01-003	Las Vegas Territory	Las Vegas Territory Website Renovation Phase 2 2022	\$20,000	\$20,000	\$20,000	Las Vegas Territory continues the growth of its travel marketing website to expose more travelers and travel providers to things to do in Southern Nevada by highlighting member products and destinations within the territory. In phase two, there will be options to keep building and updating content pages and management to market southern Nevada. This includes, but not limited to the following services: monthly maintenance management, enhanced membership directory, event database and calendar integration, preferred product sales for activities and tours, and expanded blog page technology.
Las Vegas Territory	LV-23-01-004	Las Vegas Territory	Las Vegas Territory Marketing Videos Updates 2022	\$25,000	\$15,000	\$25,000	This is a plan for refreshing the content on marketing videos Aardvark Video produced in 2017, 2019 and 2020 for the Las Vegas Territory organization. These videos consist of not only information to publicize Territory venues, but the areas themselves. Currently these videos consist of an overview of Mesquite, Moapa Valley, Downtown Las Vegas, LV Strip, Henderson, Boulder City, Primm area and Laughlin. Since 2020 members and venues of the organization and areas have changed and these videos will update content.. Aardvark Video is uniquely positioned for this project due to our history working with and understanding Las Vegas Territory goals and objectives, as well as having content available from prior projects. These videos can be purposed for: 1) Online and Website Marketing, 2) Event Promotion, 3) Sales Missions and Trade Shows, 4) Other purposing Las Vegas Territory considers appropriate

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Las Vegas Territory	LV-23-01-005	Las Vegas Territory	Go West Summit Anchorage, AK, Fe 27-Mar 2, 2023	\$5,804	\$0	\$5,804	Go West 2023 in Anchorage, AK is the premier appointment based travel show in the western United States that is comprised of both domestic and international buyers and sellers. Go West Summit provides face to face networking opportunities and is based on technology that matches requested buyers and sellers which can be revised on a daily basis. This is the greatest opportunity for members to showcase their products and market all the rural communities as exciting places to visit . Las Vegas Territory has already secured international business that was finalized at the 2022 Go West Summit.
Las Vegas Territory	LV-23-01-006	Las Vegas Territory	Travel and Adventure Consumer Shows 2023	\$22,000	\$0	\$22,000	Las Vegas Territory intends to use these funds to attend Travel & Adventure Consumer Shows in key Nevada marketplaces, Boston, Chicago and Los Angeles that have previously displayed fervent interest in the many attractions, events, museums and non-gaming lodging in the destination, directly supporting the mission. In addition, intent is to produce a stage event in Los Angeles (#1 drive in market) focusing on rural southern Nevada as exciting, outdoor places to visit outside of Las Vegas. In addition, ultimate goal is to feature and sell members products at these shows.

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Las Vegas Territory	LV-23-01-007	Las Vegas Territory	Southern Nevada Fam and Tourism Showcase	\$29,656	\$0	\$29,656	The Southern Nevada Fam & Tourism Showcase will consist of hosting 50 pre-qualified clients and media in Clark County for the purpose of introducing them to Hotel, Tours, and Attractions Partners within the rural destinations, educating them on new and extensive offerings in the surrounding Las Vegas valley for itinerary development, and to generate new business. The 3-night, 4-day program will include overnight stays in hotels, participatory activities highlighting each destinations unique features, networking social events for client engagement with Suppliers, and a trade show for other tourism businesses unable to participate in the FAM program offerings. The trade show will be open to rural area Suppliers in Clark County at no charge to give every business regardless of size the opportunity to showcase their product or service to potential clients. Each area has something special that will appeal to every market segment: outdoor enthusiasts, families, eco-tourism, naturalists, corporate retreats, sporting events, festival attendees, adventurers, history buffs, ghost hunters, weddings, reunions and more.
Las Vegas Territory	LV-23-01-008	Las Vegas Territory	Hey Explorer, it's me Southern Nevada!	\$50,000	\$0	\$50,000	Understanding the climate of our travelers as we navigate through the ongoing pandemic of not only the safety of our experiences but the economic impact it has had on our tour operators, small activity operators, and small/local restaurant operators the last 2 years. Our job is to promote the safety and assurance of viable businesses that offer experiences in our Southern Nevada rural areas outside of the Las Vegas Strip. Offering day and overnight excursions to domestic travelers and soon international fly and drive travelers. Adding visible digital components to our neighboring states, engaging all demographics types on major roadways leading to Southern Nevada. Adding tangible, well marketed, and updated printable collateral available at all major gas/food stops as well as hotels and restaurants in surrounding and local areas.

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Las Vegas Territory	LV-23-01-009	Boulder City Chamber of Commerce	Boulder City Marketing Spectrum	\$38,375	\$38,375	\$76,750	Spectrum is a band of colors, as seen in a rainbow, produced by separation of the components of light by their different degrees of refraction according to wave length. The Boulder City Chamber of Commerce views their 2022-2023 comprehensive marketing and advertising strategy as a full spectrum of opportunity through colorful and rich components and mediums that will refract, in varying degrees, visitation to Boulder City, Southern Nevada, and at length, the entire State of Nevada. A rainbow of tourism and economic impact. This Marketing Spectrum is represented by travel industry magazine/print media, live streaming content services across multiple devices, professionally-produced commercial distribution, drive market radio advertising, tourist centric rack card distribution, and worldwide web engaging enhancements,

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Las Vegas Territory	LV-23-01-010	City of Mesquite	Go Mesquite Nevada	\$2,663	\$2,663	\$2,663	Mesquite provides safe, equitable, and inclusive access to community parks, trails, and recreational areas. In January 2022, Mesquite added an OHV (Off-Highway Vehicle) staging area, which provides a safe location for visitors to park their towing vehicles and trailers while they explore the beautiful mountains that surround Mesquite and the Virgin River that runs through Mesquite. The OHV staging area is a prime egress point to trails in Nevada and Arizona. Another recent recreational addition to our City was a pickleball court complex, which has been an enormous success since its grand opening on March 1, 2022. Kiosks to market local and surrounding businesses, such as hotels, restaurants, retail establishments, etc., will be placed at the OHV staging area and pickleball complex, which will be vital in generating increased revenue. The City of Mesquite was awarded grant funding for FY 2022 from Nevada Commission on Tourism to be used for a billboard and printed collateral to distribute along I-15. Our intention of this grant funding is to rent an additional billboard to continue advertising the City of Mesquite as the ultimate destination. The billboard advertisement will provide constant exposure to travelers. Approximately 3 million travelers will see the billboard in a six-month period. The billboard advertisement is crucial to get the word out that Mesquite, Nevada, is not only a weekend or overnight stay destination but the ultimate destination for outdoor recreation.
Las Vegas Territory	LV-23-01-011	Destination Services Association	Destination Services Association Trade shows	\$9,000	\$0	\$18,000	Travel shows to the trade, travel shows to the public, sports and adventure, golf and bridal shows. We market the latest and best of S. Nevada, including river rafting, race cars, wineries, breweries, and adventure tours, with Laughlin, Mesquite, Boulder City, Primm and Mt. Charleston all included. This will be my 13th year doing these shows. I see many repeat customers. Of all the shows that I do, no one else from Nevada ever attends.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Las Vegas Territory	LV-23-01-012	Friends of Gold Butte	2022-23 Friends of Gold Butte marketing and promotion	\$2,158	\$0	\$9,438	<p>The goal of this project is to promote Gold Butte National Monument (GBNM) to national and international audiences, regional residents in gateway communities, and outdoor adventure seekers passing through Las Vegas. This cycle's funding will be used to connect visitors and tourists to information resources and activities that we provide. Friends of Gold Butte (FoGB) holds regularly scheduled activities such as hikes, monument tours, photography tours, trash cleanups, special events, stewardship projects and an educational speaker series. Advertising and marketing supported by this grant will connect visitors to available GBNM recreational and volunteer opportunities. This often results in overnight stays in Mesquite and return visits. Mesquite's close proximity to GBNM and its abundance of quality lodging and entertainment make it a natural stopover while exploring the monument. We encourage visitors of the FoGB Visitor Center and the Mesquite Welcome Center (MWC) to join our email newsletter list. We have potential visitors from all over the U.S. contact us for information on the monument, and who frequently join already scheduled activities as they visit the area. FoGB volunteers have committed to help support the MWC by providing murals, displays and GBNM promotional materials. We are also staffing the MWC on a volunteer basis one day per week. The MWC is one of the locations where our GBNM Travel Toolkit is being distributed which includes recreational and educational information, maps, local emergency contacts, and lists of items to bring while visiting the monument (or any desert environment) to ensure the safety and preparedness of those visitors who may be visiting the desert for the first time. As there are multiple community events at the MWC in addition to</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Las Vegas Territory	LV-23-01-013	Laughlin Tourism Commission	Laughlin/Bullhead Airshow	\$25,000	\$0	\$225,000	The Laughlin Tourism Commission has received a commitment from the City of Bullhead City, AZ to co-sponsor the first AIRSHOW in our Colorado River Valley. Its a unique opportunity to expose the region to an event that entertains from the sky at our shared international airport IFP (international fun place) for viewing from the festival site on the airport property, resorts, Riverwalk, beaches, river vessel, auto or off-road vehicle. The airshow will include static ground exhibits, tours, a festival, VIP tent, food and beverage concessions, speakers and veterans, sky performers from the military and private sector including divers and helicopter repelling. It is believed that we will attract a new type of visitor that can use our convenient airport to fly in for a visit, has the time and expendable income.
Las Vegas Territory	LV-23-01-014	Laughlin Tourism Commission	Billboard Campaign for extended drive markets	\$30,000	\$0	\$30,000	The Laughlin Tourism Commission has experienced some increased interest in the destination from the previous billboard campaign placed in known drive markets within 300 miles and Las Vegas. We desire to place static and digital billboards in the extended markets beyond 300 miles to capture the drive market and remind them that Laughlin's resorts are on the banks of the Colorado River and provides a better value for getaways that include water recreation, street adventures, competitive rooms rates, assorted gaming choices, excellent dining and night club experiences, and big city concert entertainment.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Las Vegas Territory	LV-23-01-015	Laughlin Tourism Commission	40th US Open at Laughlin “Lake Mohave	\$30,000	\$0	\$130,567	<p>The Laughlin Tourism Commission has received the gift of potentially relocating the 40th U.S. Open Bass Tournament to Lake Mohave. The U.S. Open has been offered at Lake Mead for the last 39 years however, the water levels are presently not at a height that promotes water safety or desirable fishing conditions. This opportunity comes with some challenges in ensuring that all historical anglers have knowledge that the event is moving south in a lake that is full, has a quality marina, docks that are floating, and the capability for professional anglers to show off (and safely release) giant trophy-sized bass. Lake Mohave was tested by the anglers in March and the comments were very positive, and the catches were giant. The water conditions at Lake Mohave are dynamic for all sorts of angling techniques, the docks are clean and safe, the event logistics are perfect and fish care is easy to practice due to the proximity of the weigh-in station and event streaming tent.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Las Vegas Territory	LV-23-01-016	Mesquite Chamber of Commerce	Mesquite Chamber 2023 Business and Destination Guide	\$13,000	\$15,000	\$43,100	Proposal: Mesquite Chamber 2023 Business and Destination Guide Grant Need: Our guide is 81 pages and is a high-quality marketing piece. This guide will also be used in swag bags when LV Territory and LVCVA have tourism professionals in Mesquite getting acquainted with Mesquite. We order 20,000 of these each year and we distribute all of them. We use professional people who only focus on Tourism/Chamber of Commerce publications to help us with this project. The cost of paper, printing and shipping continues to escalate thus the need for grant assistance with the guide. Chamber Mission: “Support members to encourage and promote tourism which will strengthen the local economy and in turn create a successful business atmosphere in Mesquite” One third of our Chamber members are tourism related and we anticipate that percentage to increase. Goals: Publish a high-quality guide that promotes all of the tourism related things to do in Mesquite such as Golf, ATV Riding, Gaming, Dining, Hiking and Biking. We will feature an array of activities that are also free and family friendly so that everyone can have a good time no matter what their budget is. This guide helps to showcase our tourism related businesses which generate revenue for our local and state economy. Objectives: Mesquite hosts a variety of sporting events, festivals and more that draw people from 100+ miles and out of state. The Chamber has approximately 12 magazine racks that we regularly fill during the heavy tourism season. Visitors take the guides and then return for a vacation or another event. It is not unusual to go through at least 750 copies in one weekend and we are finding that we run out of copies about 2 months before the next issue is ready. It is our goal to be sure that as many of our
Las Vegas Territory	LV-23-01-017	Moapa Valley Revitalization Project	Destination Moapa Valley	\$30,000	\$13,000	\$60,000	Our request for ongoing support for our advertising campaign using Certified Folders. The contract ends the end of December 2022. To have expected results, we need at least another 6 months of service and an additional printing of destination guides to evaluate the effectiveness of this campaign. In addition we need an upgrade of our website, search engine tuning and social media integrations.
Las Vegas Territory	Subtotal			\$372,876	\$127,538	\$788,198	

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Nevada Silver Trails	NS-23-01-001	Nevada Silver Trails	NST Administration FY 23	\$5,000	\$5,000	\$5,000	Nevada Silver Trails Territory is the largest Territory, apart from Indian Territory, covering about one third of the State. We serve over 20 diverse and unique communities such as Pahrump, Beatty, Goldfield, Tonopah, Hawthorne, Yerington, Berlin, Belmont, Rachel, Pioche, Caliente, and Alamo. Our Territory board is comprised of many volunteers who donate their time to help with accounting, grant applications, vendor communication, payments, meeting planning, meeting minutes, marketing content for print and digital ads, etc. Nevada Division of Tourism funds will be utilized to pay for the Territory's operating cost to include accounting software, checks, envelopes, postage, office supplies, domain and other subscription fees, as well as travel costs for Territory board members to attend meetings, conferences, etc.
Nevada Silver Trails	NS-23-01-002	Nevada Silver Trails	NST Print & Digital Marketing FY 23	\$173,929	\$50,000	\$173,929	Funds will be utilized to design and place print and digital ads in the Nevada Magazine Visitor Guide, Desert Companion, American Road, and the Nevada Hunting and Fishing Regulations Guides. Additionally, we will place Google Display, Google Search Engine, and Facebook ads. We will maintain and expand our website, add a blog, create content for the blog, and continue our very successful social media maintenance and campaigns. Furthermore, we will have our RV/ATV and Ghost Town brochures reprinted and distributed through Certified Folder. We will also continue our quarterly email newsletter. Nevada Silver Trails is the largest Territory in the State serving over twenty (20) communities of which only two have a paid tourism department. Without the Territory marketing, many of the communities, as well as other attractions such as parks, wildlife refuges, museums, ghost towns, etc., would not be promoted at all. Many of these communities and attractions are in convenient driving distance to Las Vegas and have the potential to draw many overnight visitors into our Territory. This very efficient combination of various marketing projects can substantially increase room tax collections in our Territory.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Nevada Silver Trails	NS-23-01-003	Beatty Chamber of Commerce	Travel Nevada Magazine	\$9,000	\$4,500	\$17,600	<p>Beatty is a hub. Visitors can go in any direction from here and find history and adventure. Travel Nevada Magazine is a quarterly issued print and monthly digital magazine that serves the state of Nevada and the country by introducing travelers to the amenities, history and outdoor adventures to be experienced within our state, catering to the smaller, rural towns. This grant would fund half of the \$14000,00 cost of a half-page print ad and the artwork to produce it in each of the 4 issues annually. On the digital side, half of the \$3600.00 will fund the 250x250px square box ad and ad development for the digital magazine. The print issue boasts quarterly sales of 11,500 magazines, with a hand-off readership of 3.4 times that's over 135,000 people every 3 months. Add to that the digital magazine with an average 20-25k pageviews each month and there are over 640,000 people exposed to our ad annually. These ads will feature Beatty as the base camp for family-oriented adventure travel. With emphasis on Responsible Outdoor Adventures, Off-Road, Mountain Biking, Hiking and Rockhounding. We offer historic old mining towns, the Ghost Town of Rhyolite and others, Petroglyphs, Fossil areas, hundreds of miles of Off-Road trails, and Family Friendly Events in and around the Beatty area. Placing these ads promotes travel to our town and gets people thinking about other rural towns in Nevada. Benefitting the economic communities of Beatty, our surrounding area and the entire state. Beatty exists on tourism dollars. The average family vacation in our area is 3 nights/4 days of supporting our lodgings, restaurants, RV parks, fuel/electric stations, local businesses and visitor attractions. (This is based on information gathered from visitors to our Chamber of Commerce Visitor Center). The</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Nevada Silver Trails	NS-23-01-004	Beatty Chamber of Commerce	Spirit of the West Magazine	\$5,800	\$0	\$11,600	<p>We will be taking out a half-page ad in each of the bi-annual magazine publications, maintain a video presentation on their website and an advertorial and banner ad in their online newsletter, which is published twice monthly. (Called a newsletter, it is really a protracted version of the magazine e-published bi-monthly). For a total cost of \$11,600.00 including ad production costs. Spirit of the West is the premier German language magazine, promoting travel, lifestyle, and adventure in the American West. Single copy direct sales, subscriptions, airline partners and free distribution combined reaches 150,000 readers. A partner of CONDOR German Airline, the magazine is distributed on all non-stop flights from Frankfurt to Las Vegas, NV; Anchorage, AK; and Seattle, WA, offering a unique, high-profile presence. Via a professional distribution system, this magazine is sold at newsstands (airports, train stations, bookstores, etc.) in Germany, Austria, Switzerland, Italy and Spain. It is also available by subscription and e-download. In the U.S. it is available by subscription, at consulates, chambers of commerce and Goethe-Institutes. Several thousand copies are distributed every year at travel and trade shows. By advertising in this magazine and their online presence, we are making Beatty and rural Nevada destination points for the European traveler. The typical reader of this magazine is between 25 and 66 yrs. old with an average age of 48. These visitors are typically interested in Outdoor Adventure Trips, Hiking and Motorcycle Touring, Wilderness, Wineries, Arts, and the Cowboy Lifestyle. All these interests are available in and around the Beatty area. The American West is one of the favorite places for travelers from Germany, Austria, Switzerland, and Italy to come when visiting America.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Nevada Silver Trails	NS-23-01-005	Beatty Chamber of Commerce	Certified Folder Display	\$3,250	\$3,250	\$6,450	<p>The total Budget for this project is \$6500.00. We are asking for \$3250.00 in Grant funding. This project is to hire Certified Folder Display Service to distribute our English version Rack Cards to over 300 locations. 225 sites in the Las Vegas Valley, 74 sites along Bishop/US Hiway 395 in California, the terminal 1 baggage area in the Las Vegas/McCarren International Airport, and the Mammoth Lakes Visitors Center, Mammoth Lakes, California. These brochures will be placed in areas heavily visited by tourists. This is a very cost-effective way to get our information to the millions of people who come into Nevada through the Airport and travelers who come from other tourist areas in California. Especially those who might be headed to Death Valley National Park. Most visitors who visit these areas don't realize how close they already are to Beatty. We are 7 miles from the entrance to Death Valley, less than 2 hours from Las Vegas and 3 hours from Mammoth Lakes. With these brochures they will learn how close they are and what we have to offer in the way of outdoor adventures and activities, history, hiking, biking, birdwatching, off-road trails, camping and more. We invite them to stay in and explore around our area. Through the distribution of our tourism brochures, we are able to introduce Beatty and the surrounding area to thousands of tourists who otherwise might not know of us and the amenities of rural Nevada.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Nevada Silver Trails	NS-23-01-006	Beatty Chamber of Commerce	American Road Magazine	\$6,000	\$6,000	\$11,981	\$8481.00 will be for the print and digital advertising in American Road Magazine. \$1500.00 will be for production of ad copy. \$2000.00 to offset the cost of postage to send the information packages to opt-in readers. (These mailings do not qualify for bulk mailing rates and the cost of each package is \$1.96 with the average number of requests per month of 130). This advertising package will include 4 half page ads, a 2-page Getaway Guide Listing and downloadable pdf. on the American Road Website; monthly social network posts on Twitter, Instagram, Facebook, etc. Each post includes a hyperlink with click tracking, a hotlink in the Digital edition, digital reader response pages, an opt-in for print information, and a postage paid tear out card in the magazine for requesting information. We feel this is an excellent use of advertising dollars due to the diversification and different platforms they provide. American Road Magazine is an award-winning quarterly, full color, 68-page periodical, covering all corners of the United States. This magazine captures an important niche market in the heritage tourism industry by offering multiple venues for a growing travel category. Heritage tourism is one of the fastest growing industries in the U.S. The number of individuals interested in the Heritage tourism industry is comparable to the number of people who golf (24 million), fish (41 million), and camp (43 million). This magazine specializes in introducing their audience to hiways, byways, backroads and trails for their vacations. It fits perfectly with the objectives of Beatty as a destination. Beatty and the surrounding areas cater to the outdoor recreationist, and camping adventurer. We offer hundreds of miles of off-road trails for OHV, dirt bikers, mountain bikers and hikers. We are surrounded by ghost towns,
Nevada Silver Trails	NS-23-01-007	Beatty Chamber of Commerce	English Rack Cards	\$3,000	\$3,000	\$5,850	The funds for this project will be used to reprint 50,000 copies, with updates and revisions, of our Signature Brochure: 360 degrees of Adventure

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Nevada Silver Trails	NS-23-01-008	Beatty Chamber of Commerce	Newspaper	\$7,650	\$3,825	\$15,300	<p>The city of Las Vegas has world-wide appeal with over 40 million visitors annually. The Las Vegas Review Journal is the largest circulating daily newspaper in Nevada with a readership of over 225,000. Beatty is a distance of 125 miles from Las Vegas, a short 2-hour drive. By advertising in this newspaper, we will feature our small western town, with the intent of attracting more visitors who want to experience rural Nevada and enjoy a slower pace than the city. We offer lots of outdoor adventure, mining and western history and the natural beauty and intrigue of the desert. Our ads will include family fun and adventures to be experienced with off-road riding, mountain biking and hiking, with highlighting and inviting participation in our yearly special events such as Beatty Days, Burning Man, 4th of July Picnic in the Park with Fireworks, the Bullfrog Mining District Poker Run and the Tinker Classic Mountain Bike Festival. We would appeal not only to the tourists but to the Las Vegas/Southern Nevada residents as well. Many of these events are 2-3 days, requiring an overnight stay which will increase our room tax revenues, restaurants, fuel and electric charging stations and local business economies. We are asking for \$7,600.00 to fund half of the cost to advertise a minimum of once per month and our special events.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Nevada Silver Trails	NS-23-01-009	Beatty Chamber of Commerce	Radio	\$19,500	\$10,000	\$49,460	<p>This project has the potential to reach over 3 million people. The radio stations we have chosen broadcast both AM & FM and live streaming simultaneously into 6 states, Nevada, California, Arizona, Utah, Colorado and Idaho. We have advertised for the past year and a half on all of these stations and the response has been better than we expected. We have had people visiting Beatty who said they had heard our ads in their state. This project includes advertising on 3 radio stations we feel gives the best broadcast range for our dollar. \$21,000.00 will be used to attract radio listeners from 6 states who are from a couple of hours to a day's drive of Beatty. KIBS-FM/KOBV-AM Bishop, CA., Lotus Broadcasting 97.1 The Point AM/FM Las Vegas, NV. and KSL-AM News Radio, Salt Lake City, UT. These are major AM/FM simulcast stations that reach over 3 million listeners and millions more through internet streaming. We have researched and chosen these stations for several reasons: The proximity of the broadcast area to Beatty is from 2 hours to a comfortable day's drive. The listening audience are outdoor enthusiasts and Beatty has much to offer in that venue. Much of the broadcast area is already a heavy tourist area and we will be reaching people who are looking for a new place or adventure. The advertising packages were very reasonably priced for the listenership we will reach. Where one station leaves off another one comes into range, we will be with the listener for hundreds of miles throughout 6 states, California, Nevada, Utah, Idaho, Colorado and Arizona. After the Covid-19 shutdowns people are traveling again and they are looking for wide open spaces, fresh air and freedom of movement. Beatty has all that and more, hundreds of miles of OHV and hiking trails, our mountain biking trails are</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Nevada Silver Trails	NS-23-01-010	Boys & Girls Clubs of Mason Valley	Take a Kid to a Car Show	\$3,000	\$0	\$10,000	<p>Take a Kid to a Car Show is Boys & Girls Clubs of Mason Valley's latest family-friendly fundraiser. With the goal of 150 vehicles at this year's show, along with live music, a free carnival, artisan and vendor booths and a homebrew contest held by Yerington Theater for the Arts, this partnership event is expected to triple in size from the inaugural event in 2021. We will consider the event a success if we reach 150 cars, 25 vendors, a crowd of 1,000 or more people and at least \$5,000 in net profits for our organization. The funds granted to us from the Nevada Division of Tourism will go directly toward advertising efforts. With the grant, we'll purchase banners to hang out our clubhouses in Mineral and Lyon County, posters to place in the greater Northern Nevada/Northern California area, social media advertising in the same area and cover our website upkeep costs so potential participants can sign up regardless of their proximity to our organization. As a non-profit, unrestricted funds like those raised at the Take a Kid to a Car Show are vital for our mission. They allow us to keep our doors open and the lights on as many grants, foundations and donors don't typically fund things like general operational costs. When we can keep our clubhouses clean, active and fully functional, we ensure members enter a safe, enriching space full of professionally trained staff and impact-driven and results-proven programs.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Nevada Silver Trails	NS-23-01-011	Friends of Gem Theater	Gem Theater Promotional Video	\$2,800	\$0	\$5,600	The Gem Theater has been closed since 2002 and the first visible exterior improvement to the building has been the repair and rehabilitation of the neon marquee, benefitting the organization's mission of returning the sparkle to the Gem and reopening it as a movie theater. This first scope was achieved from a grant from the USDA Rural Business Development program. We'd like to begin promoting the site online and its newly refurbished sign and welcome visitors to Lincoln County. The award will fund a marketing video clip that can be used on social media and via tourism sites to attract guests to the tourist attraction and the town. Our goal is to increase foot traffic and attract greater interest and support for the town and the theater.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Nevada Silver Trails	NS-23-01-012	Lincoln Communities Action Team (LCAT)	Advertising & Marketing	\$54,477	\$0	\$89,749	<p>LCAT is a 100% volunteer organization and is not directly funded by any government or room tax entity. We found that a lack of focused advertising to promote the wonderful assets and events in Lincoln County was degrading room stays and the local economies. The LCAT group of volunteers has been building a foundation that promotes tourism in ALL of the county, as much for economic development as to share the plethora of attractions and the unique destinations throughout, to an audience that doesn't know of their existence. // LCAT works with many event and service organizations (Memorial Day, 4th of July, Mountain Bike Trail Alliance, Pioche Chamber of Commerce, Lincoln County Regional Development Authority, NDOR, county businesses, etc.) as well as our county located State Parks and Wilderness Areas, to promote them whenever possible and to help smaller organizations become self-sustaining by promoting for increased attendance. // Grants from NCOT help us spread the word, and encourage visitation and longer stays. This grant request is a combined application that includes website maintenance & marketing; associated social media postings and boosts to targeted markets for attractions and events, advertising campaigns to vertical markets (biking, hiking, off-roading, hunting, camping, etc.) as well as general marketing that promotes park visits and profiles the wide-open spaces that rural Nevada has to experience. // LCAT targets visitors from populations in all of southern Nevada and southwest Utah. Our marketing is reaching as far as Salt Lake City on a regular basis. // Our goal with Cycle 1 funding is to continue to support and maintain our web presence; create more paid boosts on Social Media and expand our presence; publish</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Nevada Silver Trails	NS-23-01-013	Tonopah Development Corporation dba Tonopah Main Street	Tonopah Social Media Marketing FY 22/23	\$1,200	\$1,200	\$2,400	<p>Funds will be utilized to place regular ads on Facebook and Instagram promoting businesses, attractions, murals and monuments, and events in Tonopah that will include website links and direct booking opportunities. We will work closely with the Town of Tonopah on coordinating content, so our marketing projects complement each other. While the Town as a government entity will provide general/broader information and direct visitors to the Town website, we will be able to provide direct links to hotel/motel booking sites, event booking opportunities, our own website, etc. Our current Facebook/Instagram promotions had just over 91,000 impressions and over 1,000 link clicks in only six months. We expect to substantially increase our reach, hotel/motel bookings, and event ticket sales by changing our ad content. Our nonprofit will ensure that our marketing is in line with Travel Nevada's marketing campaigns such as "Discover Your Nevada" and the "Nevada Pride Shopping Guide". About two-thirds of all tourism-related businesses in Tonopah are partners of the Main Street program. We believe that shows the local support of the program and what we as an organization can provide for small businesses serving the hospitality industry and providing a quality tourism experience. We serve over 50 tourism-related brick and mortar businesses in Tonopah. Many of these businesses barely survived the lockdown in 2020 and are still recovering. They have to rely on us to drive visitors to their businesses.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Nevada Silver Trails	NS-23-01-014	Town of Beatty	Beatty Town Social Media Campaign 07/01/22 – 06/30/23	\$14,994	\$5,000	\$29,988	<p>Our goal is to continue to increase our tourism dollars in Beatty and the State of Nevada. We have projected that our room tax collection will be up by 9% in FY 22 over FY21. We attribute that increase in part to our digital marketing outreach. Our objective is to grow our footprint in the digital space and bring more visitors to Beatty, its neighboring communities, and the State of Nevada. The Town's digital marketing campaign works hand in hand with the Beatty Chamber of Commerce's print and radio advertising. Our mission to become an outdoor recreation destination began in earnest in 2013 with the digital mapping and promotion of off-road routes in and around Beatty and our neighboring communities. We now have hundreds of miles of multi-modal trails with points of interest for our visitors to enjoy. We advertise that Beatty is the place to be for all types of outdoor enthusiasts. We invite people to come explore the outdoors in a variety of ways, motorized vehicle, biking, hiking, or on horseback. We are creating a place in the digital space where people can learn about all of the things we have to offer. We believe our proximity to Las Vegas a National and International tourism destination and major metropolitan area positions us as a potential ecotourism leader in the State. The COVID 19 pandemic showed us just how important the digital space is. The 100% funded 2020 CARES Grant made it possible for Beatty to start its digital marketing campaign. NCOT's continued support through additional grant funding has made it possible for us to continue our work which we believe is a major component of our economic recovery. The campaign has been a remarkable success in reaching people in our State, across the Nation and the Globe.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Nevada Silver Trails	NS-23-01-015	Town of Pahrump	Website Rebuild	\$21,000	\$10,500	\$42,000	<p>The benefits of a great website include 24/7 online, global presence, conversions, advertising, search engine optimization, first impressions, and information exchange. The Town of Pahrump, Tourism intends to rebuild the outdated, existing website, creating a new, vibrant actionable site to provide the traveler with the information they need to visit and book a room. Conversions are achieved through interest and action. The website will feature an interactive display of Pahrump's many outdoor activities and points of interest with a booking engine to book your stay. The ability for stakeholders to purchase ad spaces will build community relationships and add new revenue. The ecommerce element, with a simple Shopify page, will enable the traveler to purchase logo'd gear and gifts. The continual update of relevant information will assist with SEO strategy and build a bond with the traveler by creating a magical first impression. The traveler is looking for adventure and we intend to convey that information and include a call to action to book your stay. The additional benefit of a rebuild is ADA regulation compliance and enhanced security. Tourism completed a production grant last cycle to capture our everyday moments and special events, in photography and video. The assets will offer a warm and exciting visual welcome to the website user. The storytelling will be engaging, authentic and fulfilling. Additionally, Pahrump tourism has created a new visitor guide, produced annually, called Highway 160 Magazine, and we will display the digital version on the website. The effort to increase room night bookings, special event attendance, and overall increased visitation and to create additional revenue streams, stipulates the creation of this website. The product is completely measurable and trackable. For that reason, we</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Nevada Silver Trails	NS-23-01-016	Town of Pahrump	Print and Digital Media Promotion	\$19,875	\$19,875	\$39,750	<p>This digital and print media grant is built to expose the Nevada and California markets to Pahrump and the outlying areas of Nevada. The grant includes a powerful print selection in Nevada Magazine and Visitor Guide along with a new addition of print and digital in Power Play Marketing's gameday programs, and our own (VisitPahrump) social media and Google digital display ad program. Nevada Magazine and Visitor Guide allows us a print presence in view of industry leaders, visitor guide requestors, distribution channels via Certified Folder Display racks, and magazine subscribers. We value the travel Nevada partnership and seek to expand with a digital ad presence. We also realize, as international travel increases, the guide will be a useful destination booking tool in numerous countries. Power Play Marketing offers us a presence at 81 home games in the Dodgers gameday program in print and online. This is an economical and exciting tool to reach the desired Southern California market and those who enjoy outdoor activities, travel, and discretionary income. The product includes similar market profile matches in the Las Vegas market. The Vegas Golden Knights have 41 home games and the Las Vegas Raiders 10 home games, in print and digital gameday guides. The out of state market attendance for both the Knights and the Raiders is proven popular, giving an excellent opportunity for overnight stays. The digital component allows a "click thru", directly to, VisitPahrump.com. Visit Pahrump's paid social media ads will be leveraged to gain exposure for the Visit Pahrump Power Plays digital campaign. This social ad campaign, provided by the grant, will be designed to create incremental awareness to ultimately drive room nights into our destination. The campaign messaging and creative assets</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Nevada Silver Trails	NS-23-01-017	Town of Tonopah	Tonopah Print & Digital Marketing FY 23	\$23,828	\$12,000	\$47,655	Funds will be utilized to design and place full-page print ads in three issues of the Nevada Magazine Visitor Guide, as well as digital ads on NevadaMagazine.com and within the Nevada Magazine monthly newsletter. The digital ads will allow for tracking of generated clicks. Furthermore, we will update the design and content of our websites TonopahNevada.com and TonopahMiningPark.com and create specific landing pages for our ads to allow for better success-tracking. Additionally, we will place digital ads on four Facebook accounts and two Instagram accounts. Our current grant-funded projects had 1,291,804 impressions on Facebook/Instagram in only six months. We have found that our unique local attractions, one-of-a-kind activities, as well as family-friendly events are very appealing for many visitors, especially from Las Vegas and bordering California towns. We want to continue informing Nevadans about how to "Discover Your Nevada" and keep our marketing in line with Travel Nevada's messaging. Tonopah has increased its room tax collections by 45% in only five fiscal years since the Town has begun its advertising which was only possible through Travel Nevada grant funds. We know that in order to continue increasing visitation and therefore increasing tax collections for the Town of Tonopah, Nye County, and the State of Nevada, as well as increasing revenue for our local businesses, we have to actively promote our unique attractions and activities as mentioned above. By working in cooperation with local non-profits that tie into the tourism sector, we can further the reach of our campaigns. If the Town were to not receive grant funds, it would be detrimental not only to the Town but to most of its businesses that are in
Nevada Silver	Subtotal						
Nevada Silver	Subtotal			\$374,303	\$134,150	\$564,312	
Pony Express Territory	PE-23-01-001	Pony Express Territory	Admin grant	\$4,000	\$4,000	\$4,000	This funding will be used to offset the expenses encumbered for the administration of the Territory. It is used to pay postage, cover travel, and printing costs of stamps for guides and other general needs for the Territory,

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Pony Express Territory	PE-23-01-002	Pony Express Territory	PET Online Marketing	\$38,576	\$19,288	\$38,576	Pony Express Territory has managed a successful online marketing program for over fifteen years. This program yields the strongest return on investment and includes Website Maintenance, Social Media Management, TripAdvisor Advertising, Google Ad word Advertising, and the Territory's e-newsletter. All campaigns include tracking statistics and in-depth metrics. The primary marketing tool for the Territory is its website, LoneliestRoad.us (PonyExpressNevada.com). The site continues to grow each year, and statistic from 2021 compared to 2020 showed the following: users increased by 72.13%, new users increased by 72.91%, sessions increased by 72.03%, and pageviews increased by 66.09%. Visitations from 116 countries and all fifty states demonstrate the importance of the site. Grant funding pays for all web maintenance, event calendar listing updates, web software updates, security updates, SEO optimization, all subscriptions (forms, calendar, and digital brochure rack), custom template (Divi) and uploading new e-newsletters, photography, and content development. The Territory's strong social media program provides a wide online presence and drives traffic to LoneliestRoad.us. The social media networks routinely maintained include Facebook (at least 5 posts per week), Instagram, Flickr (photo library), and YouTube (video channel). Ad buys on Facebook and Instagram are launched prior to the summer travel season. TripAdvisor Advertising and Google Ad word campaigns further augment these online marketing efforts, with ads that feature each community within the Territory. The Territory's e-newsletter follows "Nevada's Highway 50, America's Loneliest Road" branding used in all the PET print advertising and web marketing efforts. Each PET community is featured throughout the
Pony Express Territory	PE-23-01-003	Pony Express Territory	Digital Billboard	\$40,000	\$20,000	\$40,000	PET is continuing the digital billboard campaign by using digital billboards, with 13 different geographic locations in Sacramento area and 8 premium locations in Reno Nv and including the biggest one, the one on the Spaghetti bowl on 395/180. Digital is very cost effective as there is no extra charge for changing ads, they can be rotated out on a weekly basis allowing us to promote every community along Hwy 50. This also allows for promotion of special events as they come up for each of the communities.
Pony Express	PE-23-01-004	Pony Express Territory	PET Television ads	\$40,000	\$10,000	\$40,000	PET will be running TV campaigns in the Reno Metro Market on CBS and NBC.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Pony Express Territory	PE-23-01-005	Pony Express Territory	Funding for tradeshows & Travel	\$10,000	\$0	\$10,000	Every year Travel Nevada offers the opportunity to go to assorted Sales missions and trade shows and developing business relations in different countries. PET would also like to be included in some of the domestic travel and trade shows. The funds will cover costs for registration fees and travel associated with these events
Pony Express Territory	PE-23-01-006	Pony Express Territory	PET Brochure Printing and Distribution	\$21,692	\$11,000	\$21,692	This project assures that Pony Express Territory can continue its successful brochure distribution program. It includes printing 55,000 copies of the Territory's brochure and distributing it in strategic locations by Certified Folder. The brochure continues the Territory's "Loneliest Road in America, Nevada's Highway 50" branding campaign and is distributed in Reno/Carson City, the Salt Lake City area, California's Gold Country as well as the Truckee Visitor Center and Pier 39 Visitor Center in San Francisco. These main distribution areas are considered "gateways" to Pony Express Territory, and the two additional Visitor Center locations have performed strongly in the past. The brochure is also used as a fulfillment piece and is handed out at trade shows. A digital version is available online at the Territory's website, LoneliestRoad.us, and the piece is also used and referred to in social media posts. This brochure is an important tool for the Territory's marketing and outreach efforts, and benefits the towns of Dayton, Fernley, Fallon, Austin, Eureka, Kingston, Ely, and Baker. To the west, Carson City and its surrounding communities also benefit, and to the east, communities in the Great Basin National Heritage Area will benefit.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Pony Express Territory	PE-23-01-007	Pony Express Territory	Print Ads	\$53,996	\$27,000	\$53,996	This project continues the print advertising campaign that is already in progress. It includes new creative direction with an updated advertising campaign that includes new design and creative for the print and online ads. This campaign will maintain the Pony Express branding guidelines and also focus on everything to see and do along Highway 50, "America's Loneliest Road," and highlight each individual community. In addition to focusing on the Northern California market, this campaign also targets western Utah. In addition, most all of the publications in this media buy have an online advertising component.
Pony Express Territory	PE-23-01-008	Dayton Area Chamber of Commerce & Visitors Center	33rd Annual Dayton Valley Days	\$15,016	\$5,000	\$25,000	Dayton Valley Days is an annual family friendly Street Fair where people from Dayton and the surrounding areas come together to enjoy our historic downtown. Visitors are treated to arts and crafts and food from over 120 vendors as well as specialty events, such as a two day cornhole tournament, Comstock Gold Panning, Great Basin basket weavers, Eagle Wing Indian dancers, historic tours and more! Our goal is to attract and promote travel and tourism in Dayton and promote our

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Pony Express Territory	PE-23-01-009	Eureka Restoration Enterprise	Eureka Restoration's Art Wine & Music Fest	\$6,400	\$3,200	\$15,000	Funds requested through this grant will be used to promote, create, and market the annual Wine Art & Music Festival that is organized by Eureka Restoration Enterprise. This is our annual fundraising effort. Each year we offer a different theme for the event based on our most current activity in the community. This year we are celebrating the near-completion of the restoration of a 1879 building that ERE purchased in 2018 and has been working on restoring since then. Revenue generated from this event has been going towards restoration expenses for the past five years that ERE has owned this building. This year's theme is the opening of the art and dance studio which is located in the rear portion of this building. We are naming this studio the Lani & Repetto Dance Hall in recognition of prior owners who had the Land & Repetto Brewery here in the late 1880's. Grant funds will be used to design a logo centered around the dance hall theme -- a brewery and saloon in the late 1800s. This logo will be used on marketing materials such as flyers, posters, mugs, and signage. Funds will also be used to promote the event on radio, print, and social media. In addition funds will be used to hire a photographer. Each year we utilize photos from the event to promote the event on social media. This form of advertising has been successful in the past. This event in which grant money is to be used for promotion and marketing ties back into our mission in several ways: it promotes art and artists by providing a space for art vendors to display and sell their work; it provides an avenue of revenue for ERE's restoration projects (one of which includes installing a mural on the north side of the building; it brings people to our Main Street who then shop in our local businesses (gas stations, hotels, restaurants, gift shops); it also engages
Pony Express Territory	PE-23-01-010	Fallon Convention & Tourism Authority	Public Relations & Social Media	\$25,000	\$12,500	\$50,000	Visit Fallon's public relations and social media strategies also integrate all of Fallon's promotional efforts relative to special events both in person and virtually, as well as regular events and promotion of Fallon informational pieces such as the TravelStorys app episodes, Oral Histories, and more. Without proper strategic marketing toward events such as these, there is less tie in with the overall Visit Fallon goals, and ensuring that an integrated effort is put forth, there are more opportunities for success in more visitation, increased length of stays, and overall interest in visiting Fallon.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Pony Express Territory	PE-23-01-011	Fallon Convention & Tourism Authority	Print Campaign	\$10,000	\$7,500	\$20,000	In an ongoing effort to encourage city pride and value to the visitors who are within the area, we will be strategically approaching print items such as tourism based flags, billboards, signs, posters, collateral pieces and more in line with the new Visit Fallon campaign.
Pony Express Territory	PE-23-01-012	Fallon Convention & Tourism Authority	Ongoing Paid Media Campaign	\$30,000	\$12,500	\$60,000	Visit Fallon intends to use the funds provided for ongoing Paid Media Campaign dollars to promote tourism and visitation to the areas within Fallon city limits as well as throughout the Pony Express Territory - continuing the tie in of opportunities to Visit Fallon and amazing rural Nevada communities across the board.
Pony Express Territory	PE-23-01-013	Great Basin National Park Foundation	Great Basin National Park Photo Library	\$16,390	\$12,000	\$39,890	We are requesting funds to hire a professional photographer (Michael Okimoto Photography) to shoot images that will showcase the outstanding allure of Great Basin National Park as a tourism destination. We are growing our social media and digital presence but lack a library of images for digital and print use. We will use the newly acquired images to grow interest, support, and visitation to GBNP.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Pony Express Territory	PE-23-01-014	Nevada Northern Railway Foundation	Social Media Management Agency	\$11,250	\$0	\$22,500	<p>The railroad has been somewhat successful on social media. We have 116,175 likes on our Facebook page, our following on Instagram is increasing too. But, we were threw a curve ball recently. One of the comments on our Facebook page stated, "You guys hit Reddit's front page this morning. Next time I'm in Nevada I will definitely come visit! Hi Dirt - you are my favorite railroad cat." GREAT NEWS! And what is Reddit? And this is the challenge that the awarding of this grant would address. Social media is developing, there are new platforms and the old platforms are evolving. For instance, Facebook now has Top Fans, great, but how do we leverage the Top Fans? Facebook tells me, that our page has, "Been Selected To Start Earning With Fan Subscriptions!" Great, we are always looking for new revenue streams. Is this a good idea? Fan Subscriptions? I don't know. The more I research I do on social media, the more questions I have. The goal of this grant is to allow the Foundation to hire a social media management agency to assist and train us on how to find our way through the social media jungle. We have had some fabulous successes, our bacon video is at almost 2,000,000 views and world famous Dirt, our engine house cat has a great following too! The question is how do we leverage these assets and develop future assets? We want to know: What are the best practices? What are the platforms we should be using and how should we be using them? How can we leverage Dirt and our bacon video? This grant will allow us to hire a social media management agency to guide and train us so we can maximize our social media investment.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Pony Express Territory	PE-23-01-015	Nevada Northern Railway Foundation	Media Relations	\$22,000	\$0	\$44,000	<p>This grant was funded in 2013, 2014, 2015, 2016, 2017, 2018 and 2019. It needs to be funded again. The results have been outstanding. The media outreach was dazzlingly, staggeringly effective too! In the past few years, we have been featured in 44 different publications including the Washington Post, New York Times, CBS Sunday Morning, VIA Magazine, the Los Angeles Times, Trains Magazine, Travel Pulse, Trailer Life and Google Adwords, to mention a few. Furthermore, this grant has created great publicity for the Nevada Northern Railway and the State of Nevada. Examples include: “CBS Sunday Morning” on Christmas morning 2016 https://www.cbsnews.com/news/on-the-trail-the-brilliance-of-the-night-sky/ “</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Pony Express Territory	PE-23-01-016	Nevada Northern Railway Foundation	Nevada Northern Railway Website Overhaul	\$18,500	\$0	\$33,000	<p>This grant will overhaul and renovate our existing website. Our website is in sore need of updating. The last time it was done, was twelve years ago; in the digital world this is a lifetime. The scope of work will update our website design and integrate 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 will 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. The website is protected in that we would not be allowed to edit anything that would render the site inoperative. This is the key reason why our 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. This will encourage people to visit Nevada and the railroad. We are experiencing a very significant upturn in business so far this year. Last year was the largest year the Museum ever experienced; we broke all records. Updating the website will allow us to increase visitation 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 ; which maintains our inventory of train tickets, memberships and our online gift store. Having an up-to-date website will improve our online sales system, which handles almost 80% of all sales that we receive. Having a streamlined, easy to use, mobile friendly website, is critical to promote and improve visitation to Nevada and the railroad.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Pony Express Territory	PE-23-01-017	Nevada Northern Railway Foundation	Virtual Historic Train Ride	\$10,000	\$0	\$20,000	The purpose of this project is to create a video about the history and development of the Nevada Northern Railway, including the stories of immigrant workers, the development of the communities and the lasting impact of the railroad and copper mines to White Pine County. This video will utilize virtual 3-D models of a 1930s passenger train which is being created as a virtual time machine. Through the use of the virtual models, interviews, artifacts and archival materials, it is the intent of this project to build greater awareness about the Nevada Northern Railway National Historic Landmark. This is a new and different way for us to engage possible visitors. Additionally we will have a VR set up in the depot and a portable one that we can take to travel shows. This awareness will increase visitation to the railroad and Nevada.
Pony Express Territory	PE-23-01-018	The Greater Austin Chamber of Commerce	Austin Chamber of Commerce Marketing Package	\$6,482	\$3,500	\$12,964	The Austin Chamber of Commerce will use the Travel Nevada funds for website maintenance, geo fencing, as well as an ad in the Spring edition 2023 Nevada Magazine Visitor Guide. The funds will also be used to maximize our presence across a wide variety of sites by running a geo fence media plan to increase brand awareness and visitation to Southern Lander County. We hope that by defining our target audience we can increase the awareness of our event as well as increase our visitors to the events. The Austin Chamber of Commerce intends through our targeted marketing package to promote Southern Lander County, which includes, Austin, Kingston, and Gillman Springs, to promote overnight visitation and as well as our unique outdoor recreations. Austinnevada.com serves as a primary communication mechanism for Southern Lander County. For an investment of \$12,964, we estimate 328,204 impressions. Of that, we expect a moderate 2% of 6,564 people will visit our area because of this investment. The average daily spending per person (via Travelnevada.biz) is \$140.00. That gives us a total of \$918,960 R.O.I from the \$12,964 of the grant funding.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Pony Express Territory	PE-23-01-019	White Pine County Tourism Recreation Board	Seasonal Event Card Mailer	\$3,400	\$3,400	\$6,800	We have received support from Travel Nevada in the past for similar campaigns. Based off of the success of past mailer campaigns we are requesting money to create and send 2 seasonal mailers, a Fall/Winter event mailer and a spring summer event mailer. We will use grant money to design, print, and mail a 6
Pony Express Territory	PE-23-01-020	White Pine County Tourism Recreation Board	Horseback Trail Riding Content, Map, and Marketing	\$4,250	\$4,250	\$8,500	White Pine County Tourism will use the grant budget to create content and resources for travelers with horses. We will also use grant money to promote horse bases assets through targeted social media campaigns. The content that we will produce will include a map of trails, trail heads, campgrounds, facilities, and service providers specific to horse based travelers. This map would then be printed to go in the 3rd and final spot on the downtown trailhead kiosk as well as in a newly designed brochure. Grant money will be used in the design and print of these 2 items. Content will also include creating needed photography which will be used in the brochures and in the social media campaign. Grant money will be used to create social ads and boosted posts targeted to this particular market.
Pony Express Territory	PE-23-01-021	White Pine County Tourism Recreation Board	Nevada Magazine Advertising	\$6,000	\$3,000	\$12,000	We are so happy with the new direction of the quarterly Nevada Magazine/Visitors Guide. Each edition so far has been an exceptional representation of the state of Nevada. We appreciate the copies to distribute to our partners and tourist locations. Last year, we were only able to commit to 4- quarter page ads. After seeing the quality of the publication and how well our community received it, we want to have a bigger presence. With this grant money we would upgrade our quarter page ads to half page ads. As a four season mountain town with ample arts, history, outdoor recreation, and events, we certainly can fill the extra space.
Pony Express	Subtotal			\$392,952	\$158,138	\$577,918	

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-001	Reno-Tahoe Territory	Administration	\$3,000	\$3,000	\$3,000	The administration grant allows us to carry out the business of the territory for the next year. The costs include but are not limited to travel expenses for the chair or representative to attend all require meetings, administrative costs associated with running the territory.
Reno-Tahoe Territory	RT-23-01-002	Reno-Tahoe Territory	Integrated Marketing, Public Relations Campaign.	\$55,400	\$27,700	\$55,400	Each of the key components tie back to the RTT mission to support Travel Nevada, increase awareness, support Territory members and generate traffic through the various channels. Website Marketing and Maintenance, and Google Ads: Grant funds support the ongoing website maintenance and marketing efforts of RenoTahoe.com through a solid content strategy and paid Google Ads campaign. The goal, to increase visitation to the website by ensuring all content is accurate while also driving traffic through a paid ad campaign. Thanks to Travel Nevada grants, what started with a modest investment of \$250 per month, now is \$850 and the results are evident with a steady increase of clicks, impressions and website visits. With this, RTT has flexibility to adjust the efforts in response to the environment, especially as we continue to see an increase in travel (business, sales, and leisure) post-pandemic. Earned Media, and Content Creation: RTTs public relations program generates earned media coverage for the region and its partners for five years. For FY 2021-22, featured coverage includes national-level outlets (Forbes and others); since 2020, 170+ million in online readership has been generated. The objectives is to reach an audience of 250 million through earned media coverage, increasing coverage by 10% over prior year and increase website organic search ranking. Media Hosting: Throughout the pandemic, the Reno-Tahoe Territory has maintained a robust communications strategy thanks to the support of Travel Nevada. This is accomplished by hosting journalists from major outlets to high-yielding online publications, who want to visit and write about experiences. As such a strong component of the program continues to be inviting media to visit the destination and hosting them while they are here, having the costs

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-003	Reno-Tahoe Territory	RTT Sales Opportunities 2022-23	\$35,500	\$10,000	\$35,500	The intent of this grant is to support sales opportunities presented by Travel Nevada, participate in NTA through sightseeing days in the whole territory, attend NTA and ABA and provide additional support to territory members for sales FAMs. The funds will be specifically used to support the sales efforts that Travel Nevada is planning/hosting including West Coast receptive event, East Coast Sales mission, Latin American mission and Canada Mission. The NTA sightseeing day is to be focused in the Reno Tahoe Territory and each DMO member will have a group in their community, the funds from the grant will assist in the hosting of NTA attendees. Additionally, we will send a representative to NTA and ABA. This is an excellent way to showcase RTT to a broader audience which they could not reach on their own.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-004	Brewery Arts Center	Levitt AMP Carson City 2022	\$5,000	\$2,500	\$104,600	<p>We are requesting funding to promote the Levitt AMP Carson City Free Summer Concert Series at the Brewery Arts Center's two block campus in Carson City's historic downtown core which takes place every Saturday from June 25 through Aug. 27, 2022. The event is complete with food trucks, bars, children's activities, lawn games and new community created mural each week. These weekly concerts have helped Carson City build their growing reputation as a boutique live music destination. In the summer months, the formerly underused space between our two historic buildings comes alive as we host the Levitt AMP Carson City Free Summer Concert Series. 2022 will be the sixth year of the series funded by local sponsors and an award from the Mortimer and Mimi Levitt Foundation, a national non-profit dedicated to strengthening the social fabric of America through the power of free, live music. This 10 week series has grown from 800-1200 average attendance in its first year to between 2000-3000 in its most recent year. This series has become the cornerstone of everything we do as it has allowed every community member to experience the joy of free live music at the highest levels. Bands like Big Bad VooDoo Daddy, Grammy winners as well as emerging artists have performed at this series over these last five seasons and a diverse line up ensures something for everyone, bringing all sectors out of their silos to enjoy community together.</p> <p>“The diversity that accompanies a vibrant music scene is an economic necessity for growth in this fast paced, creative economy in which we live.”</p> <p>Richard Florida</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-005	Brewery Arts Center	Traveling Rock n' Roll Exhibit for Artisan Gallery	\$5,000	\$0	\$60,000	Brewery Arts Center continues to build upon its reputation for innovation with another traveling exhibition, this time with Stage 9 Exhibitions' Rock U. Rock U takes interactivity...and cranks it up to eleven, featuring 23 interactive stations, artifacts, rock and radio history, original rock photography and displays you won't find anywhere else in the world and it will be in Carson City for three months. Locals and visitors can find their inner rock star with electric guitars, drums and percussion they can actually play! This exhibit is relevant and fun for all ages with many "postable" and "selfie" opportunities to promote the exhibit and unique experiences rural Nevada has to offer. This exhibit will also coincide with the free Levitt AMP Carson City concert series creating an immersive atmosphere of music, creativity and fun.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-006	Carson City Culture & Tourism Authority	Visit Carson City Marketing & Advertising	\$41,250	\$41,250	\$91,740	Visit Carson City (VCC) plans to use grant funds for multiple marketing and advertising efforts throughout this fiscal year. VCC's diverse media plan and strategy is imperative this year as the organization's first full-scale integrated marketing campaign is launching in July. If all funds are granted, these are the 4 projects, listed with highest priorities first, that grant funds will be used for in FY23, a total ask of \$41,250; fall and winter photo and video shoots for VCC's new advertising campaign, streaming TV (OTT) services, a fall Travel Nevada Expedia Co-op, and a domestic advertising co-op with Hotel Beds targeting travel agents. A funding request for \$25,000 is asked to complete photo and video shoots this fall and winter so that VCC has seasonal assets to use year-round in their new integrated marketing campaign. As part of the integrated marketing campaign \$7,500 is asked to implement streaming TV (OTT) services in VCC's primary markets providing further reach for the new campaign. The two exciting co-op opportunities are important as VCC would not be able to do direct ad buys on Hotel Beds or Expedia without grant funding. \$3,750 in grant funding for Hotel Beds and \$5,000 for Expedia will allow for a competitive, impactful buy driving trackable room nights in Carson City.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-007	Carson Valley Visitors Authority	Carson Valley Integrated Destination Marketing Program	\$50,000	\$25,000	\$266,300	The most efficient and effective approach for this grant cycle is offered for our destination here. Our core objective is and will remain the generation of new eyes/leads. The three pillars to this plan are advertising (both traditional and digital), public relations and social media. This project will be planned and executed with professional guidance by a valued contractor team working directly with our office. Advertising - Our core creative brand campaign playfully presents the various "Legends" of Carson Valley, offering a vast array of experiences -- from adrenaline rushes to capturing a long-sought after image of a wild horse. Storytelling helps us to connect people with the place. By both digital and traditional means, we will expand our reach out-of-market during all four seasons. Funds used in this category will be for actual media ads. Public Relations - Diligent efforts in this category consistently pay off. Working closely with a professional PR firm to develop custom pitches, we continue with the deeper storytelling to generate increased earned media coverage, YOY. Staying abreast with travel trends, we will develop new and relevant direction. Funds will pay a professional PR firm for both development and monthly project management. Social Media "this plan element is the 3rd central tool utilized to connect with our customers or potential customers. We will develop a more aggressive lead collection and follower platform. Utilizing all forms of content created marketing is a core strategy here. Additional processes focusing on a longer shelf life, like YouTube, blogs, and podcasting contribute. Funds will be utilized for posting, message development and calendaring on an aggressive monthly schedule. There is significant leverage available to Travel Nevada in the ratio of support vs

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-008	Carson Valley Visitors Authority	Blue Skies “ Aviation Roundup Major Event	\$10,000	\$10,000	\$25,000	<p>Aviation Roundup is the largest signature event for Carson Valley (and it extends throughout the region in positive impact as is fully outlined here). After a 4-year hiatus, due to the pandemic, and the scheduling for the lead act, the Blue Angels and Aviation Roundup, are returning Oct 1 & 2, 2022. The event represents multiple high flying aeronautical acts, as well as a festival format on the airport's tarmac. The last Aviation Roundup held in 2018 recorded upwards of 35k attendees from local and mostly drive market states. The core purpose of this request is to establish a commensurate advertising budget to appropriately match the size/scope of the event. Funds will be directed to an advertising campaign targeting families, couples/individuals and air enthusiast audiences. This media plan will effectively be fulfilled by a combination of digital and traditional media. The Travel Nevada funding will help us to extend our reach further to key areas in the west coast - NV and CA. Our platforms will include - digital, programmatic, social media ads, online TV, out-of-home/Billboards (subject to availability), newsprint, and a separate website (not part of this request) dedicated to the event. The website will serve as central fulfillment for event information and online ticket sales. The Minden Tahoe Airport is the 4th largest airport in the state (by inbound and outbound traffic). Not only do people gain awareness and visit the airport during Aviation Roundup, but it has grown in both size and reputation to fulfill an ever-growing demand within private aviation and certainly year around. In short, the impacts and exposure coming from this effort extend well beyond the event itself. As one example, overnight stays during the event will occur outside of the Carson Valley due to an anticipated demand higher than</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-009	Comstock Foundation for History & Culture	“Life on the Comstock” Marketing Campaign	\$7,500	\$1,500	\$38,000	The project Life on the Comstock involves two components Making Headlines and Follow the Lead. Historic newspaper articles titled Making Headlines will be published bi-monthly beginning November 2022 through October 2023 in cooperation with regional newspapers, The Comstock Chronicle, and The Dayton Dispatch as well as social media platforms and The Foundation's website. The articles are researched and analyzed by Alexia Sober, the humanities scholar for this project. Follow the Lead invites Northern Nevadans to reenact stories from Comstock's significant historical period 1860's through 1890's. Leveraging Kyle Blanchard's expertise as a micro-influencer and curating 15 seconds to 3-minute-long videos is the foundation of the project. Using the articles as the script for the videos formatted as short comical skits targets a youthful demographic on Tik-Tok, Facebook, Instagram, and YouTube. The videos, published bimonthly from November 2022 to October 2023, emphasize well-stated historical-cultural themes including Women's Topics, Technological Innovations, Literature, Industry, and Overland Transportation through reenacting the stories and creating content that appeals to youth-focused learning meeting the needs of the age group through collective expression, social connection, authenticity, and peer-to-peer sharing in preferred spaces as individual modes of expression.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-010	Comstock Foundation for History & Culture	ComstockFoundation.org Website Maintenance	\$4,800	\$1,500	\$9,600	<p>This project involves contracting with a webmaster to provide a year-long maintenance service. This service includes updating and adding new information, calendar events, copy revisions, photography, and video updates. Building up to two new pages is also included in the program. The foundation continues to grow, and the website was built to offer visitors new updated information throughout the year. This maintenance program also includes security updates, and consistent monitoring of the site for any needed work to ensure that the system is up to speed and is as secure as possible. Physical backup of all files are maintained by the webmaster and offsite programmer. The website augments the foundation's social media program. Funding will be used to contract a webmaster to manage and secure ComstockFoundation.org for one year. This year the website will be highlighting its new project, the Comstock Foundation Mining and Milling Museum, and opening the Donovan Mill for regularly scheduled tours. Many new pages will need to be built, so these funds will also be used for website development. Maintenance services include making any needed updates, calendar entries, photo/copy revisions, and monitor the site for any needed updates. The webmaster will also ensure that the system is up to speed and as secure as possible, troubleshoot any database errors, make sure that the site is updated with the newest versions of WordPress and the latest plugins, review traffic on a monthly basis, prevent hacking attempts, physical backup of all files to the webmaster's computer and an offsite programmer's computer (Reno), and hosting the site. The website augments the foundation's brochure campaign, and new social media program.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-011	Comstock Foundation for History & Culture	Social Media Marketing Campaign	\$6,000	\$1,500	\$12,000	The Comstock Foundation for History and Culture launched an aggressive social media marketing program in 2019 in order to expand its online visibility. This strong social media program yields the highest return on investment for the organization and also drives more traffic its website, ComstockFoundation.org. This grant will fund the cost to continue maintaining this valuable online marketing effort for the organization. The social media networks routinely maintained include TikTok, Twitter (about 5 posts per week), Facebook (at least 5 posts per week), Instagram, Pinterest, Flickr (photo library), and YouTube (video channel). The company contracted to oversee these networks requires little or no input by the organization, and services include all project management and network maintenance.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-012	LTBC	Lake Tahoe Paper Bike Trail Map	\$5,625	\$2,800	\$11,250	The Lake Tahoe Bicycle Coalition strives to regularly update the only regional paper map to provide the most up-to-date trail information to visitors and trail users. This project will include updating the 2023 bike map design, print, and distribution of more than 10,000 Tahoe bike maps to Nevada visitor centers, bike shops, and others. The Lake Tahoe Bike Map is the only bike trail map in the entire Tahoe region distributed for free to users. The map is a highly sought after tourist resource used by visitor centers, chambers of commerce, bike shops, lodging properties, and resorts in an area where transient occupancy taxes are collected. The Tahoe region has an immense and ever-growing bicycle network of trails and bikeways. The Tahoe Transportation District, TRPA, NDOT, Nevada State Parks, U.S. Forest Service, and other agencies are aligned with the purpose of creating a bicycle-friendly region in which there is a connected network of trails that reduces the dependence on the automobile, daily trips, and air pollutant emissions. The Lake Tahoe Bike Map delivers a highly valued and tangible resource promoting the Tahoe/Reno region for biking, hiking and all the auxiliary services: lodging, retail, and entertainment. Its objectives are clear: increase tourism, overnight stays, and retail sales. The bike map provides relevant information to help facilitate visitor decision making on where to go, stay, and shop. Cycling is consistent with Nevada's adventure branding and fits into Tahoe's environmental thresholds by reducing air pollutant emissions and traffic congestion caused by automobiles. Tahoe continues to attract thousands of cyclists each year seeking to participate in events, ride world-class trails, and otherwise experience the beauty and vistas Tahoe provides, all while
Reno-Tahoe Territory	RT-23-01-013	Mile High Jazz Band Association	Jazz & Beyond " August 2022 Music & Art Festival	\$1,800	\$1,800	\$25,000	Jazz & Beyond is a 17-day summer music and art festival consisting of performances, art shows, studio tours, lectures, and films for people of all ages. Most events are admission free. Our goal is to present live music, entertain and educate the community and visitors about jazz and other music styles, provide performance opportunities for local and regional musicians, celebrate local artists, and collaborate with businesses and other arts organizations for the benefit of the community. The objective of our grant request is to market the festival, especially outside the local area, thereby increasing audience and overnight visitors to Carson City.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-014	Piper's Opera House	2023 Entertainment Marketing	\$5,000	\$1,000	\$10,000	<p>A noteworthy stop on the western theater circuit is Piper's Opera House, the center of culture and civic pride. Our vision is to transition this historic landmark in to a regionally recognized performing arts center to carry forward the legacy of historically recognized performers. The opera house sets the stage to weave history into art and culture positively shaping and influencing everyday lives. Live performances on this celebrated stage bring the Piper's Opera House to life and amplifies the living history and unique culture throughout the town. Today, Piper's Opera House serves as a utility venue and hosts a variety of standing annual performances and civic events which include walking tours, plays, lecture series, weddings, meetings, music videos, dance recitals, country dancing, bingo, mixology classes and more. Grant funds support our integrated marketing and results driven approach through a mix of traditional and digital marketing tactics to create and drive awareness through key branding messages and outreach campaigns. We will amplify messaging through key communication vehicles. The plan is to invest \$500 in print, \$500 in streaming audio/radio, \$3,000 in social media spend, \$2,000 in Google Ads, \$1,000 in website maintenance and optimization and \$3,000 for marketing, public relations and website agency costs to promote and attract current and new events hosted at Piper's Opera House. This will enhance and increase venue rentals targeting visitors to Virginia City and the region.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-015	UC Davis Tahoe Environmental Research Center	Tahoe Science Center New Exhibit Marketing	\$9,015	\$0	\$18,030	<p>Nevada Division of Tourism marketing funds will be used to promote two new exhibits at the UC Davis Tahoe Science Center located at Incline Village, Nevada, on the north shore of Lake Tahoe. We will work to draw additional visitors into the Tahoe Science Center and share information about how to protect Lake Tahoe and other lakes around the world. Leveraging an existing federally funded IMLS grant project, we are creating a new "Underwater Lake Tahoe" exhibit room to provide a space for learning about aquatic ecosystems, organisms, human impacts, and stewardship. This exhibit will also feature an Augmented Reality app/game called "Find Tahoe Tessie" for kids and families to learn more about lake ecosystems. This "Tahoe Science Center Marketing" project continues implementation of our Tahoe Science Center Marketing Plan to inform potential visitors about this available community resource located in Incline Village, Nevada.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-016	Virginia City Tourism Commission	2023 Airport Marketing & Advertising Campaign (Application 3 of 3 ranking 3rd in reference to grant requests and award priority.)	\$10,000	\$0	\$20,000	Grant funds are utilized to expand target audience reach and drive top of mind awareness to increase visitation, fuel growth, and support sustainability of the region. With the regions explosive growth, the Reno-Tahoe International Airport (RTAA) is the state's second largest, busiest, and a fast-expanding passenger and business airport. With 4.45 million annual passengers, airport advertising creates an impactful opportunity to support destination marketing by meeting frequent travelers where they are. Our vision for the future is to use innovative approaches to create awareness and brand recall which will drive visitation to town, creating ambassadors for the Comstock. This new media program enhances the ability to reach a growing traveler base through the introduction of immersive new digital media. A Nielsen study confirms airport advertising drives sales and is a highly effective media platform. Ads served to frequent flyers, tourists and business travelers raise brand awareness while driving sales to local and national businesses. Nielsen reveals "80% of travelers take action as a result of airport advertising" as it increases brand awareness and drive in foot traffic. In addition, 90% are likely to visit your storefront after seeing airport ads. Airport advertising options are selected through a partnership with Lamar and are based on grant award which include opportunities to place ads in: Baggage Claim Digital Networks, Concourse Digital Networks, Overhead Spectacular Video Walls, Concourse Tension Fabric Displays, Baggage Claim Spectacular Tension Fabric Displays or Parking Garage Banner with an estimated cost of approximately \$4000 for 4 weeks. However, we will receive a discount of 30-40% of approximately \$3000.00 a month for 7 months is \$20,000. This

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-017	Virginia City Tourism Commission	2023 Historic Facility Rental & Venue Plan (Application 2 of 3 ranking 2nd in reference to grant requests and award priority.)	\$5,000	\$5,000	\$10,000	Newly acquired historic properties present an opportunity to increase visitation to Virginia City. With this opportunity, we plan to create and promote packages to rent out facilities to host corporate meetings, conferences, summits, marketing retreats, summer picnics and more. This is a new market for Virginia City. Most current visitors come to Virginia City to witness the living history, enjoy the beautiful scenery and experience that “step back in time” By offering conference space, we can attract a new category of visitor – the business traveler. This type of traveler will go beyond seasonal travel. It will spur year-round business which will support multiple night lodging, restaurants, business owners, attractions, and other town stakeholders. This application has two components. First, content creation and agency costs \$2,000 to support marketing of package communication plan and printed materials. Second, ad spend for platforms such as LinkedIn \$2,000, Google Ads \$5,000, and Twitter \$1,000 to create awareness, network with professionals and drive traffic to a group landing page that will educate and inform the prospective conference organizer about facilities available to rent and event venue package options.

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
Reno-Tahoe Territory	RT-23-01-018	Virginia City Tourism Commission	2023 Marketing Campaign (Application 1 of 3 ranking 1st in reference to grant requests and award priority.)	\$55,000	\$17,000	\$110,000	Take a scenic drive through N. Nevada mountains and you will discover a town like no other. Virginia City's integrated marketing plan drives awareness and brand recall through key media touchpoints to influence visitation creating ambassadors for the Comstock. Tourism funds will be expended through a marketing mix yielding the highest ROI. Efficient and effective results driven marketing mix tactics include print \$10,000, social media \$18,000, Google Ads \$10,000, YouTube \$8,000 email blasts, \$6,000, website maintenance and optimization \$5,000, creative \$10,000 , PR \$7,000 and agency costs \$30,000. Through these tactics we tell the story to bring to life VC's rich history, promote and support local business and attractions which helps enhance the development of tourism. Furthermore, our marketing programs continue to attract a high volume of tourists that aid in recovery from negative economic impacts in VC, the heart of Northern Nevada. Content creation through an innovative approach is a key component to effectively educate and inform travelers positioning VC as the ultimate destination for freedom, fun and a memorable experience for the entire family. A top goal is to promote multiple night stays through programs such as the Comstock Adventure Weekend creating awareness around the endless event experiences, historic tours, restaurants, attractions, lodging, souvenirs and more. Using research and data we ideate and create content through informed decisions centered around tactic ROI then weave communications through different media consumption channels and styles. Messaging will inform, educate and attract visitors to the town's natural beauty, history and culture. By positioning VC as a desirable tourist destination, the financial health and
Reno-Tahoe	Subtotal			\$314,890	\$151,550	\$905,420	

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Territory	Grant ID	Organization	Project Name	Request Amount	Rec/Awd Amt	Total Budget	Project Overview (verbatim from application)
State-wide	SSW-23-01-001	Nevada Outfitters & Guides Association	Website Advertising and Banner Ads	\$800	\$800	\$1,000	Grant money will be used to purchase advertising on a well known hunting website and publication to increase interest in hunting fishing and outdoor recreation participation in Nevada. Advertising promotes Nevada Outfitters & Guides Association (NOGA), it's website, NOGA members and their websites as well as Associate Members and Travel Nevada. Advertising on a website was NOGA's main advertising outlet in 2021 as Sport Shows were cancelled. Website advertising reaches so many people that don't attend Sport Shows. It is a great avenue to reach the outdoor enthusiast.
State-wide	SSW-23-01-002	Wild Horse Preservation League	NEW QUESTIONS " WHPL TOURISM BROCHURE	\$3,000	\$0	\$6,000	In 2009, WHPL designed and produced a brochure to promote wild horse tours. This brochure was named "Wild Horse Adventure of Nevada," and has served as a valuable promotional and awareness tool for thirteen years. The piece features a locator map, complete listing of wild horse tour operators, details of each tour, and high-quality professional photographs. The supply of these brochures is depleted, and a reprint is required. In addition, the brochure is in need of updated information and revised copy and information. This project includes a thorough review of this very popular piece, copyediting, photography revisions, and reprinting of 10,000 brochures. It also includes an online version, with page-turning and .pdf download features. Additionally, The Wild Horse Preservation League presently has two websites: wildhorsepl.org and wildhorseadventure.net. The organization has integrated the information on these two sites with links to the listed tour operators and lodging providers in a downloadable format.
Statewide	Subtotal			\$3,800	\$800	\$7,000	
GRAND				\$1,822,187	\$709,721	\$3,441,532	