

Agenda Item: G

America 250 Grant Recommendations Nevada Commission on Tourism Public Meeting – September 10, 2025

Overview

- Total Applications Received: 31
- Total Awards Recommended: 14
- Total Amount Requested: \$846,833
- Total Amount Awarded: \$250,000

Grant Recommendations Summary

Awardee	Requested	Awarded	Rational
Latino Arte and Culture	\$15,616	\$15,616	Committee recommended full funding due to strong cultural representation of diverse Nevada communities and voter education opportunities.
Laughlin Tourism Commission	\$35,000	\$35,000	Seven-month celebration across Nevada, Arizona, and California highlighting heritage and boosting regional economic vitality.
St. Mary's Art Center	\$11,000	\$5,000	Funding supports content creation promoting historic arts venue, scaled back from full request.
Nevada Cowboy Country Territory	\$21,055	\$10,000	Supports marketing California Trail Days with partnerships from Native communities, reduced to balance budget.
Visit Carson City	\$20,000	\$18,000	Supports Points of Unity public art trail celebrating Nevada values, partially funded to ensure sustainability.
Town of Pahrump	\$5,000	\$5,000	Main Street mural and youth arts legacy project fully funded for its strong community engagement and educational impact.
Pony Express Territory	\$49,954	\$49,954	Supports Re-Ride Celebration and Highway 50 Passport, directly tied to America 250 heritage storytelling.
White Pine Main Street Association	\$22,000	\$18,000	Supports documentary on Ely's copper heritage and July 4th celebrations, reduced to essential components.
Washoe Valley Alliance	\$712	\$712	Interactive Comstock Lode heritage map fully funded for strong alignment with heritage tourism objectives.
Carson Valley Visitors Authority	\$4,110	\$4,110	Supports Genoa Americana Celebration expansion and heritage maps reproduction, fully aligned with America 250.
City of Sparks	\$26,000	\$25,785	Supports mural and celebration highlighting Sparks' railroad history, nearly fully funded.
Clark County Parks & Recreation	\$21,423	\$21,423	Supports Signal Box Project turning utility boxes into historical landmarks, strong educational and visual impact.
Visit Fallon	\$39,900	\$39,900	Supports year-long heritage and arts celebration including murals, fireworks, and Chalk Festival, fostering civic pride.
Town of Tonopah	\$2,408	\$1,500	Supports brochures for historic walking tours, reduced funding covering essential promotional materials.