

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

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

What they requested: This project will strengthen the foundation of Mesquite's tourism marketing through the development of professional visual assets, establishment of a tourism business network, and creation of a landing page. Together, these efforts will enhance Mesquite's visibility, improve visitor engagement, and support regional and statewide tourism promotion.

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

Evaluation committee recommendation/rationale: The reviewers recommend fully funding the proposed projects: landing page development, visual brand identity development, creation of a business directory, photography and videography assets, and print materials. The proposal was well-organized and demonstrated careful thought throughout the application. The reviewers commend the applicant on the inclusion of local businesses and organizations' support in the application.

Detailed budget snapshot from attached budget template:

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