

FY2022 1st Cycle Rural Marketing Grant Awards

Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Cowboy Country	CC-22-01-001	Cowboy Country Territory	Administration	\$3,000.00	\$3,000.00	\$3,000.00	The funds received from NDOT will be used for everyday operations of the Territory. Postage, office supplies, travel, training, education, etc.
Cowboy Country	CC-22-01-002	Cowboy Country Territory	Digital Billboard Campaign: Reno	\$20,000.00	\$20,000.00	\$20,000.00	This project is a continuation of the successful digital billboard campaign in the Reno-Sparks Metro Market that was funded through the Rural Recovery Grants and NDOT. The 8 billboards are located in some of the highest traffic locations in this market. Included in this new campaign is 1 design that will rotate to a new location every 2 weeks for 10 weeks. There will be a location between Carson City and Minden for 4 weeks and the Spaghetti Bowl for 5 weeks. Each community in Cowboy Country has their own message in rotation and copy can be changed at any time giving flexibility for special events and specific messages. Reno-Sparks is a short drive to communities located in Cowboy Country. The objective of this grant is to send a message that CCT has many recreational opportunities and local attractions for those who might be planning their next road trip along I-80 creating overnight stays in our communities. They will get to know "Our" Nevada! Upon completion of this campaign, over 3 million people will have viewed these messages.
Cowboy Country	CC-22-01-003	Cowboy Country Territory	Marketing and Advertising	\$24,000.00	\$24,000.00	\$24,000.00	NDOT funds will be used to cover the costs of Cowboy Country Territory's ongoing marketing efforts. Plan to advertise in 2 issues of Nevada Magazine (\$7,000), local newspapers and publications, newsletters (\$2,000). Utilize the internet through social media, display ads and TV streaming (\$10,000-Facebook; \$4,000-Expedia) and design and production of advertising (\$1,000).
Cowboy Country	CC-22-01-004	Cowboy Country Territory	Tourism Website Maintenance	\$2,500.00	\$2,500.00	\$2,500.00	Cowboy Country contracts with a Webmaster to maintain and update our website as needed. A portion of the funds are used to pay the yearly fees for keeping our domain names and web hosting.
Cowboy Country	CC-22-01-006	City of Carlin	Carlin Events	\$2,035.00	\$1,035.00	\$10,721.00	The Nevada Division of Tourism Funds will be used for social media advertising and radio advertising along the I 80 corridor an din adjacent states including: Utah, Idaho, Northern California, Oregon, and Wyoming. We are asking for \$1,500 in radio advertising and \$1,000 in social media advertising. We have had success with both of these medias in the past and are excited to include more funding for social media.

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Cowboy Country	CC-22-01-007	City Of West Wendover	Expedia Group Fall 2021 Co-Op	\$5,000.00	\$5,000.00	\$10,000.00	<p>The project is part of the continued efforts of the community to provide more effective ways to provide and distribute information to the visitor and public at large in regards to activities and events within our community. Joining the State Co-Op with the Expedia group will help increase our local economic, through hotel room stays, restaurant sales and other business activities. The funds will be used to invest in the Expedia group Co-Op campaigns combines display advertising with custom landing page to enable West Wendover to multiple and extend our marketing buying power.</p>
Cowboy Country	CC-22-01-008	City Of West Wendover	Park to Park Road Trip Marketing Grant	\$3,950.00	\$3,950.00	\$7,900.00	<p>West Wendover sits 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, social media posts, that will be covered most national targets, 250,000 road trip travelers.</p> <p>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.</p>

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Cowboy Country	CC-22-01-009	City Of West Wendover	Television and Radio, Destination West Wendover	\$15,000.00	\$10,000.00	\$30,000.00	<p>Nevada Division of Tourism funds will be utilized, by placing 30-second commercial spots in prime broadcast and radio networks within the Salt Lake City, metropolitan area. TV stations (KUTV, KTVX, NSTU, and KSTU). Radio stations (KAAZ, KODJ, KZHT, KJMY, KNRS, KBEE, KUBL, KKAT, KENZ, KBER) This will potentially reach the prospective market located in Utah, Nevada, Southern Idaho and the Western Wyoming, all within a day's drive of West Wendover. By utilizing mainstream radio and broadcast networks, it has increases our presence in these states. West Wendover has continuing to capture the market, and will safeguard our continued growth, beyond our current market. The exact number of spots we will be able to place will come down to fund, and placement times. TV combines the power of radio and newspaper by being able to promote our location, both with sight and sound. Television is the most effective advertising medium- According to a study by Market Share. Radio Advertising works with frequency and reaching your audience repeatedly. Radio is the perfect medium for this, being able to expose your ad to the audience repeatedly to build awareness. Also due to the loyalty of people listening to the same station, you are able to impact the same people more often.</p>
Cowboy Country	CC-22-01-010	City Of West Wendover	West Wendover, National/International Print Marketing Grant	\$15,000.00	\$10,000.00	\$30,000.00	<p>Nevada Division of Tourism dollars will be utilized to pay for advertisements in the Salt Lake Visitor Guide, American Road, City Weekly, Nevada Magazine, 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. 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 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 year's we have seen a large surge in off road activity in the area directly related to area ad placements.</p>

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Cowboy Country	CC-22-01-011	Elko Convention & Visitors Authority	Certified Folder Display	\$7,500.00	\$7,500.00	\$15,623.99	The rack cards will be placed in Certified Folder locations Reno/Carson City/South Lake Tahoe/Evanston/Rock Springs/Salt Lake City/Boise/Twin Falls/Sun Valley/Northern Nevada along I-80. \$425.00 will be used for the design of the new rack card that will include Elko attractions, murals, public art, contact information, annual events etc. \$3175.00 will be used to print 100,000 rack cards and pay for shipping to the various warehouses for distribution. \$12,023.99 will pay for the campaign starting 9-1-21-8-31-22. We feel that people are still attracted to road trips in this environment, so this is a great way to capture their attention and create additional room nights in Elko. From a similar campaign in 2019 we went through 57,500 brochures that went to consumers looking for things to do while traveling.
Cowboy Country	CC-22-01-012	Elko Convention & Visitors Authority	Digital Display Ad Campaign	\$4,500.00	\$4,500.00	\$9,500.00	Travel Nevada funds will be utilized to continue our Digital Display Ad campaign efforts starting Spring/Summer 2022. For the month of June 2021, Google prospecting brought in a total of 525,819 impressions with an above average CTR of 0.37% and over 1900 clicks to the ExploreElko.com website. This marketing opportunity will allow us to run digital display ads to find a new audience, based on particular behavioral & demographics targeting consumers that most suit our destination type of visitor, that will be planning road trips Spring/Summer 2022. The campaign will help increase site traffic to the ExploreElko.com website, to create a sense of awareness that Elko is open for business and an outdoor recreation destination. It will feature over 3.5 million impressions that will be strategically placed in the Northern California, Reno and Salt Lake City markets. We will receive monthly reporting from the awarded agency along with using existing data from the STR reports to analyze how effective our marketing efforts were.
Cowboy Country	CC-22-01-013	Elko Convention & Visitors Authority	State of Nevada: Expedia Group Co-Op	\$5,000.00	\$5,000.00	\$10,000.00	The grant funds will be utilized to participate with Travel Nevada and Expedia Group Media Solutions in their Fall Digital Media Campaign that will offer Nevada DMO's a discounted marketing opportunity that will maximize marketing spend, reach and impact. Our 2021 Summer Travel Nevada Co-op campaign with Expedia Group has generated over \$97,178 in gross bookings for a total of 859 room nights in Elko. From a similar campaign in 2020 we had over 3 million impressions with over 3100 click throughs to our website, This generated over 729 room nights with a total of \$62,407.17 in gross bookings.

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Cowboy Country	CC-22-01-014	Elko Convention & Visitors Authority	TV Streaming Marketing Campaign	\$10,000.00	\$10,000.00	\$20,250.00	Travel Nevada funds will be utilized to continue our streaming marketing efforts. This streaming campaign will be focused on Spring and Summer travel for 2022, that will help increase site traffic to the ExploreElko.com website and create a sense of awareness that Elko is open for business and an outdoor recreation destination. This marketing campaign will feature up to 166,000 impressions that will be strategically placed in the Northern California, Reno and Salt Lake City markets. This marketing strategy will utilize IP matching technology, to serve previously viewed video ads on mobile and desktop devices connected to the home location where the ads were delivered. This campaign will help put Elko in front of consumers, who will be planning their 2022 road trips along Interstate 80, increasing visitation and overnight stays in Elko.
Cowboy Country	CC-22-01-015	Friends of Black Rock High Rock	Website and Digital Management	\$5,335.00	\$4,135.00	\$8,235.00	Funds from this grant will be used to expand and extend our website and social media user base. Specifically we will use funds to improve our website, continue to generate content and optimize our website as well as boost posts to events and programs, pay for our Constant Contact, Flickr and Later accounts so that we can continue our outreach to members, volunteers and visitors to Black Rock Country towns (Gerlach, Nixon, Empire and Wadsworth) and the Black Rock National Conservation Area.
Cowboy Country	CC-22-01-016	Marzen House Museum	Getting the Word Out There	\$6,150.00	\$6,150.00	\$6,150.00	Our current brochures are out dated and we have need of a smaller brochure that we can mail letting people know that Museum is being revitalized and we will be open for business once again. We will be able to extend our open hours and give visitors room to wander and peruse all of our amenities that haven't been available before. New displays and collections will be spread out and encompass our whole grounds telling the story of how Pershing County and Lovelock use to be.
Cowboy Country	CC-22-01-017	Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation	Billboards Spring 2022	\$9,810.00	\$6,000.00	\$19,620.00	Travel Nevada funds are leveraged with local matching funds to renew contracts on six compelling billboard ads along the I-80 corridor that attract travelers to visit the California Trail Interpretive Center and other related historical sites. The primary target market are those out-of-state residents traveling to and from Central California and the Wasatch Front.

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Cowboy Country	CC-22-01-018	Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation	Social Media Spring 2022	\$3,000.00	\$2,500.00	\$6,000.00	Travel Nevada grant funds will be leveraged with local matching dollars to contract web ads and search optimization with Google and Facebook. Facebook web ads at \$500 per month, for six months is \$3,000. Google web ads and search optimization at \$500 per month, for six months is \$3,000. Total project cost is \$6,000. Post COVID, we need to re-emerge and re-invigorate Nevada tourism.
Cowboy Country	CC-22-01-019	Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation	Travel Nevada Magazine 2022	\$3,000.00	\$3,000.00	\$6,000.00	Travel Nevada grant funds will be equally leveraged with local room tax dollars to promote regional, national and international visitation of the California Trail Interpretive Center through Travel Nevada Magazine print marketing.
			Total	\$144,780.00	\$128,270.00	\$239,499.99	
Indian Territory	IT-22-01-001	Indian Territory	FY22 Indian Territory Administrative Grant	\$5,000.00	\$5,000.00	\$5,000.00	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 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.
			Total	\$5,000.00	\$5,000.00	\$10,025.00	
Las Vegas Territory	LV-22-01-001	Las Vegas Territory	Las Vegas Territory Administrative Grant 2021/2022	\$3,000.00	\$3,000.00	\$3,000.00	Funds will be used to cover administrative expenses associated with daily operations of Las Vegas Territory.
Las Vegas Territory	LV-22-01-003	Las Vegas Territory	Las Vegas Territory Digital Marketing Initiatives 2021/2022	\$18,000.00	\$18,000.00	\$18,000.00	This project will help fund the many digital marketing efforts that were successfully unveiled during the late 2020 Recovery Grant Program. The scope of work includes supporting the monthly newsletter, content creation, social media scheduling, monitoring and engagement, blog writing, brand strategy and brand cohesiveness. The campaign includes a schedule of six months development, editing and distribution.
Las Vegas Territory	LV-22-01-005	Las Vegas Territory	Marketing Grant 2021	\$6,425.00	\$6,425.00	\$6,425.00	Funds will be used to create, format, edit and distribute new collateral items with the Las Vegas Territory brand.

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Las Vegas Territory	LV-22-01-008	Boulder City Chamber of Commerce	BC Interactive Website	\$2,000.00	\$2,000.00	\$4,000.00	<p>Web development has proven to be the most significant improvement for all businesses. It is one of the cutting-edge marketing tools that drive each of us into the future of connection with whomever our potential client is. Proof that NCOT feels this is also a priority is revealed with the frequency of presenters addressing this topic at Rural Round-Up conventions. The BC Chamber listens and we've been pursuing the top trends in staying recognized by the large search engines, staying "cool" with the up-and-coming, and providing internet exposure benefits to our members. By using this interactive system, our members have a free landing page and free domain name to help increase their marketing and advertising. This one benefit alone has increased our membership numbers and strengthened the Chamber name in Boulder City. The LVCVA's 2008 Las Vegas Visitors Profile shows that 44% of those surveyed had used the Internet to plan their trip to the Las Vegas area. This is up from 39% in 2004 and 43% in 2006. It is obvious that the internet is the key to attracting guests to our area and educating, influencing, and enticing them prior to their arrival in our area. The Boulder City Chamber capitalizes on the Las Vegas tourist and we are grateful for our close proximity to this major tourist hub. The funds will be used for the promotion and maintenance of the website, via print and web links, to local and out-of-state markets. It will also apply to improve software and upgrades to the main system on a regular basis. It is imperative that we remain relevant to our communities and provide interesting and educational information to those searching to learn more about Boulder City and all it has to offer. The Travel Nevada logo and a direct link from our home page have and will continue to be present. In 2019, we built a new Itinerary Builder as well as new walking and driving tours that can also be accessed on their smartphone via the website and member database. We saw from the stats that these were an excellent addition and we plan to expand on those itineraries and maps for 2021- 2022. We will also be adjusting the site to more broadly represent the State of Nevada as the host of the Nevada State Welcome Center in Boulder City.</p>
Las Vegas Territory	LV-22-01-009	Boulder City Chamber of Commerce	Certified Folder Display: Colorado River Cities	\$2,300.00	\$2,300.00	\$4,608.34	<p>The Boulder City Chamber of Commerce has had years of evaluating the effectiveness of multiple marketing efforts for Boulder City. We have found that we continually return to the one solid way we know will draw room nights to Boulder City, our rack card program with Certified Folder Display. Utilizing testimonials from local hotels/motels as well as stats from guests coming into the Visitor Center after reading the suggestion to stop by on our rack cards, we would like to continue to keep these accounts active as we go into the beginning of more vehicular travel into our community. We are grateful for the long-standing relationship we have with Certified Folder Display and the Rural Marketing Grant program.</p>

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Las Vegas Territory	LV-22-01-010	Boulder City Chamber of Commerce	Nevada Magazine Advertising Program	\$1,275.00	\$1,275.00	\$2,550.00	The funds will pay for half of the expense of the Nevada Magazine contract. This will be a 1/6 page ad at \$850 each for Winter, Spring, and Summer of 2022. The Chamber has evaluated its relationship with Nevada Magazine over the many years they have partnered. In the evaluation process, we looked at other publications that we could afford and researched the effectiveness of those potential partners. We determined based on our data collected from the 800 number tracking program, that Nevada Magazine provides our Chamber and Southern Nevada a wonderful outlet for our information. We are also very impressed with its great reputation among other visitor centers throughout the state and in surrounding areas.
Las Vegas Territory	LV-22-01-012	Friends of Gold Butte	2021-22 Friends of Gold Butte Marketing and Promotion project	\$3,617.00	\$2,740.00	\$16,097.00	<p>The 2021 Gold Butte National Monument marketing project will include advertising, publications, and promotional activities in the region (southeastern Nevada, southwestern Utah, northwestern Arizona). Each will promote GBNM, Mesquite as the gateway to Gold Butte, Friends of Gold Butte organization and activities, and the safe and sustainable use of the monument by permanent residents, part-time seasonal residents, area visitors and tourists. Nevada Division of Tourism funds will be used to market Gold Butte National Monument and the gateway city of Mesquite, Nevada as a travel destination. We are requesting funds for three items:</p> <ol style="list-style-type: none"> 1) To support advertising GBNM in the ViewOn magazine publication that reaches potential visitors from Nevada and surrounding states. ViewOn Magazine is published 6 times per year. We try to advertise in all 6 issues, with a business card-sized ad in the summer and usually 1/3 page ad in the busier months. For this grant we are requesting funds for 1/3 page ads for the Sept-Oct, Nov-Dec and Jan-Feb issues. 2) Support for subscription fees "Mail Chimp" which is an email service for GBNM newsletters and announcements of activities and events. This is a monthly subscription service. For this grant we are requesting funds to support July-December service subscriptions. 3) Development of a promotional video for both Gold Butte National Monument and Friends of Gold Butte to highlight the value and tourism resources in the monument and the activities and resources provided by Friends of Gold Butte that are available to visitors. This will be a 3-5 minute video for posting and distribution on the FoGB YouTube channel, posted on the FoGB website, for loop display in the MWC and FoGB VC, and other future media and promotional uses.

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Las Vegas Territory	LV-22-01-013	Laughlin Tourism Commission	Drive Market Digital Billboards 2	\$23,000.00	\$16,000.00	\$28,000.00	The purpose of the digital billboard ads is to inspire new visitation during a traditionally slow period and to generate awareness that Laughlin provides visitors the opportunity to experience the destination through adventure, recreation, sports, entertainment, accommodations, dining, and life changing events, at a value. In December 2019, the average hotel occupancy was 43.7% with 133,800 room nights for the month. With nearly 8,774 open hotel rooms in the destination, using last year's average occupancy rate, the forecast is 118,861 room nights for December 2020 or 3,834 per day. Keeping in mind, the tremendous influence the current state of the COVID-19 virus has on traveler sentiment and the holiday season, the goal for this campaign is to not lose more visitor volume or room nights, but to have occupancy remain flat or possibly increase.
Las Vegas Territory	LV-22-01-014	Mesquite Chamber of Commerce	Mesquite Chamber 2022 Business and Destination Guide	\$10,000.00	\$9,000.00	\$44,500.00	The funds will be used to assist in paying for the publication of the Business and Destination Guide. Mesquite Chamber does not receive any outside funding from other any entities to assist us in this project. The Chamber will be funding the rest of the project. This has been the best piece of marketing material that Mesquite has for tourists.
Las Vegas Territory	LV-22-01-015	Moapa Valley Revitalization Project	Rebranding Moapa Valley	\$33,688.00	\$10,000.00	\$67,376.00	Tourism funds will be expended on marketing materials, advertisements, film ads, internet and social media promotions and distribution of Visitor Destination Guides along a heavily traveled interstate corridor. We will target visitors rediscovering the experience of outdoor recreation. This collateral will educate vacationers about attractions, events and venues to entice them to choose Moapa Valley as their destination. We are the ultimate tourist destination in safe distancing, where people feel safe to enjoy freedom from confinement and will choose to make multiple night stays while spending money in our community for lodging, tours, meals, souvenirs, gas and more.
			Total	\$103,305.00	\$70,740.00	\$194,556.34	

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Nevada Silver Trails	NS-22-01-001	Nevada Silver Trails	NST Administration FY 22	\$4,000.00	\$4,000.00	\$4,000.00	<p>Nevada Silver Trails Territory is the largest Territory, apart from Indian Territory, covering about one third of the State. We serve many 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. The Territory has started hosting in- person meetings again in June and meets every other month.</p>
Nevada Silver Trails	NS-22-01-002	Nevada Silver Trails	NST Print & Digital Marketing FY 22	\$79,650.00	\$46,000.00	\$79,650.00	<p>Nevada Division of Tourism funds will be utilized for four (4) full-page ads in the new Travel Nevada Magazine (print and digital version), as well as design of said ads. Additionally, it would include print and digital ads in the Desert Companion Magazine and American Road Magazine. Furthermore, we would like to continue targeted and retargeted google display ads and Facebook ads, as well as google search engine marketing and YouTube marketing. We would like to add a tourist-focused quarterly e-newsletter that informs visitors about events, special offers, travel ideas, historical facts, etc. Lastly, we would like to update our existing brochures so that the content is current. These projects were specifically selected in cooperation with our marketing partners as the most efficient ones for our Territory. They reach people in the drive market for our Territory and with an interest in what Nevada Silver Trails communities have to offer. We will continue our focus on ghost towns and outdoor activities, complementing the Travel Nevada "Discover Your Nevada" campaign. Many of our Territory communities have very limited marketing funds and have to rely on the Territory's promotion of their assets and activities. Our Territory is the largest territory in the State, apart from Indian Territory. We serve communities such as Pahrump, Beatty, Goldfield, Tonopah, Hawthorne, Yerington, Berlin, Belmont, Rachel, Pioche, Caliente, and Alamo. These communities are very unique and offer a wide array of attractions and activities. Due to the Territory's location close to Las Vegas, some of our marketing focus is on Las Vegas residents but also in publications that highlight many of the Territory's outdoor assets and unique attractions. We hope to entice a lot of people to take road trips to our Territory by marketing and visualizing the great assets of our Territory. We hope to show that the amazing outdoor areas of our Territory, as well as our small communities are a great way to get away from the crowds in the cities. Many of our communities are very easily accessible for daytrips or weekend getaways.</p>

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Nevada Silver Trails	NS-22-01-003	Nevada Silver Trails	NST Website & Social Media FY 22	\$39,500.00	\$35,500.00	\$39,500.00	<p>Nevada Division of Tourism funds will be utilized for ten (10) months of social media maintenance for Facebook, Instagram, and Twitter to include content development, pictures, and attendance of at least five (5) events in different communities. It would also include ten (10) months of website maintenance to include updating content, changing pictures, adding information, linking brochures and partner websites, etc. Additionally, we would like to create specific pages on our website for partners to submit events and special discounts in their communities. We anticipate improving our content not only on social media and our website with these two new features but also have more updated content for our print and digital marketing. We hope to engage our partners more actively in the Territory's content creation and marketing, getting a bigger return-on-investment for everyone. By more actively engaging our partners in the content creation and getting more up-to-date information from the many communities we serve, we hope to be able to increase visitation substantially. Many of our Territory communities have very limited marketing funds and have to rely on the Territory's promotion of their assets and activities. Our Territory is the largest territory in the State, apart from Indian Territory. We serve communities such as Pahrump, Beatty, Goldfield, Tonopah, Hawthorne, Yerington, Berlin, Belmont, Rachel, Pioche, Caliente, and Alamo. These communities are very unique and offer a wide array of attractions and activities. Due to the Territory's location close to Las Vegas, some of our marketing focus will be on Las Vegas residents. We hope to entice a lot of people to take road trips to our Territory by marketing and visualizing the great assets of our Territory such as the amazing outdoor areas of our Territory, ghost towns, outdoor art, as well as our small communities, unique attractions, events, etc. Many of our communities are very easily accessible for daytrips or weekend getaways.</p>

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Nevada Silver Trails	NS-22-01-004	Beatty Chamber of Commerce	American Road Magazine	\$4,005.00	\$4,005.00	\$8,010.00	<p>\$7260.00 will be used for print and digital advertising in the nationally circulated American Road Magazine. \$750.00 will be used for print and digital ad copy produced by ER Creative. This advertising package will include 3, 1/2 page ads in the Winter 2021, Spring and Summer 2022 editions of the American Road Magazine, a 2 page getaway Guide Listing and downloadable pdf in each issue, with monthly social networking posts (twitter, Facebook, Instagram, etc.), a Sweepstakes Sponsorship which includes print and online recognition and a virtual tour of our area on their website. Each post includes a hyperlink with click tracking, with reader response pages and tear out cards for the magazine to request additional information. American Road Magazine captures an important market in the heritage tourism category. This magazine specializes in introducing their audience to hiways, byways, backroads and trails for vacations. American Road inspires road trip travelers to experience authentic, intriguing, inspiring, surprising and off- the-beaten-path destinations; and Beatty certainly qualifies. Beatty offers hundreds of miles of trails for off-road vehicles, dirt bikes, mountain bikes, hikers and backpackers. With Ghost Towns to explore, an Outdoor Modern Art Museum in the desert and Western Mining and Railroad history, we are located just 7 miles from the entrance to Death Valley National Park. The readership of this magazine fits perfectly with the objectives of Beatty as a destination. Beatty and the surrounding area caters to the outdoor adventurer and history enthusiast. American Road's quarterly publications are rich in engaging content that takes readers to "I didn't know that" places and brings new perspective to iconic locations. They have a KRED score of 995/1000. This means readers trust the American Road Magazine when it comes to travel recommendations. We will be getting our message to an audience more likely to visit our area. According to a survey done by Quancast; the American Road audience has a 22.4 times higher affinity for travel than the average consumer. 100% of their readers take 2 or more road trips annually, 92% take 3 or more and 52% enjoy 7 or more trips per year. The object of advertising across the platforms of print, digital and social media is to attract as many travelers as possible across as many platforms and demographics as possible and invite them to find the beauty, excitement, adventure and history of Beatty and Rural Nevada.</p>
Nevada Silver Trails	NS-22-01-005	Beatty Chamber of Commerce	Certified Folder Display	\$2,713.00	\$2,713.00	\$5,426.00	<p>The funds from this grant will be used to assist with the costs of distributing our English Version Rack Brochures. Certified Folder Display Service will warehouse and distribute 43,000 of our English Rack Brochures to 300 sites in and around the Las Vegas Valley, the Las Vegas/McCarren International Airport and to the tourist centers along US Hiway 395 in Central California up to the Visitors Center in Mammoth Lakes, California. After the Covid-19 shutdowns, areas are opening up again and people are traveling. These distribution areas are very high tourist areas in California and Nevada and this is a great opportunity to introduce our area to visitors who are ready for outdoor adventures and excitement. Millions of people each year visit Death Valley National Park, the Las Vegas area and the Bishop to Mammoth Lakes corridor along US Hiway 395, and they don't realize we are in such close proximity. (2 hours drive from Las Vegas, 7 miles from the west gate of Death Valley, 3 hours from Mammoth Lakes, CA.) And it's much less expensive to stay here. This is an excellent way to get the word out about Beatty and rural Nevada.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Nevada Silver Trails	NS-22-01-006	Beatty Chamber of Commerce	English Rack Cards	\$3,103.00	\$3,103.00	\$6,206.00	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". This brochure is also produced in 5 other languages besides English and a Visitor's Guide, it is distributed throughout the Las Vegas Valley, the Las Vegas International Airport and at visitors centers, lodgings and businesses along U.S. Hiway 395 in Southern California to Mammoth Lakes, Ca. The last printing of this brochure was in 2019. We started this campaign 8 years ago with a distribution of 15,000 brochures increasing our numbers with each year. With the exception of 2020, our tourist numbers have increased each year as well. This is our most highly distributed brochure and our most successful marketing tool. In the last couple of years we have had some changes in Beatty, (businesses added, closed, name changes, location changes), and currently, besides being out of these brochures, we are in need of updating a lot if the information. We also distribute this brochure locally to restaurants, lodgings and businesses in Beatty, and to the surrounding areas of Amargosa, Pahrump and Goldfield as well as to everyone who comes into our visitors center. This brochure highlights the things to see and do in and around the Beatty area including but not limited to: Death Valley National Park, Rhyolite Ghost Town, Amargosa Opera House and The Big Dunes, OHV Trails, Birding, Mountain Biking, the Beatty Museum, Goldwell Open Air Museum and more. It includes a listing of our businesses, accommodations, restaurants, service organizations, museums and annual events. Also, Desert Travel Tips and logistical facts for Beatty. This is a very colorful and informative 4 fold brochure on glossy paper, it is the type of brochure that is taken home as a souvenir and shown around. We feel it is all-inclusive of information a traveler might need to pique their interest in Beatty and the surrounding area.
Nevada Silver Trails	NS-22-01-007	Beatty Chamber of Commerce	Nevada Magazine/Travel Guide	\$4,875.00	\$4,875.00	\$9,750.00	Travel Nevada Magazine is a new quarterly publication blending the best of the Travel Nevada Visitors Guide and Nevada Magazine, serving the State of Nevada by introducing travelers to the amenities, history and vacation adventures of Rural Nevada. By showcasing the intriguing, surprising, quirky, nostalgic, picturesque and off-the-beaten-path destinations within our state this publication is sure to be a hit. The ads will be 1/2 page in size and cost \$3000.00 each with art production costs roughly \$250.00 each based on past copy. By placing an ad in each edition of the new Travel Nevada Magazine we will be promoting travel to Beatty and rural Nevada. Additionally, we will receive a free digital ad on nevadamagazine.com for 3 months and we get an equal sized ad in the 6 editions of the Las Vegas Events & Show Guide from September 2021 through June 2022. This guide is found in over 150,000 Las Vegas Hotel and Motel rooms. Las Vegas is 120 miles southeast of Beatty and makes a great day trip or overnight getaway. After the long, sequestered year of 2020 we will be advertising a clean, healthy, safe place for people to visit. By combining these 2 publications, the direct distribution to subscribers, the distribution to Visitors Bureaus, Chambers of Commerce, Travel Agencies, AAA offices in Nevada and surrounding states and a 2.4 turnover per reader; the projected readership is over 1,300,000 people, that's less than 1 penny per reader. All our ads will feature Beatty as the base camp for 360 degrees of outdoor and healthy, family oriented adventure. North to Scotty's Castle (scheduled to open in 2022), Goldfield and the Oasis Valley Trails one of the largest Mountain Biking areas in Nevada; South to Amargosa Opera House, Ash Meadows Natural Wildlife Preserve and the endangered Death Valley Pupfish; East to Rachel and Alien Area 51; West to Rhyolite Ghost Town, Goldwell Open Air Museum, Death Valley National Park and all the splendor of the desert. All around Beatty and the Bullfrog mining district there are hundreds of miles Off Road and ATV Trails, Bird Watching, Geocaching, Ghost Towns, and Old Mining Districts full of history. Our ads will be inviting people from all walks of life, across Nevada and the country, to discover and enjoy the adventures available in Beatty and Rural Nevada.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Nevada Silver Trails	NS-22-01-009	Beatty Chamber of Commerce	Radio	\$10,500.00	\$7,000.00	\$21,000.00	<p>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 days 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 days 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 past year of Covid-19 shutdowns and isolation 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 one of the best in the state. We offer geocaching, birdwatching, ghost town exploring and an outdoor museum with exhibits of world wide fame. Radio is a medium capable of stirring emotion. Beatty has Adventure to sell and radio can instill Excitement for the Adventure. Beatty is full of Outdoor History, and radio can Awaken Curiosity. Beatty has Western Hospitality to offer and radio can get that message out with Sincerity. With radio our message is front and center in the listener's attention span when it's on the air. Radio is the only true mobile medium, in the car, at work, at play, radio is there, a companion and an advertising force wherever you go. With word pictures and emotion-provoking sounds, radio's theater-of-the-mind stimulates the most emotion-filled pictures the mind can comprehend. Curiosity will get them here, our hospitality, history, adventure and the excitement of our great outdoors will keep them coming back.</p>
Nevada Silver Trails	NS-22-01-011	Goldwell Open Air Museum	Bullfrog Biennial 2021	\$4,700.00	\$4,700.00	\$9,400.00	<p>NCOT funds will be used to purchase 30 15-second radio spots for the events of October 29-31, 2021 on Nevada Public Radio (KNPR) in the two weeks before the event. We purchase the spots at the nonprofit rate and receive a 1-1 match for spots purchased from KNPR for a total of 60 spots played during morning and evening drive time and during popular weekend programming. NCOT funds will also help support the cost of producing posters and postcards for promotion of the event and ads on Facebook and boosting. The Museum will match this amount with Google ad purchases as well as applicant cash.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Nevada Silver Trails	NS-22-01-012	Lincoln Communities Action Team (LCAT)	Advertising & Marketing	\$26,900.00	\$18,300.00	\$44,900.00	Advertising Lincoln County as the outdoor adventure center of Eastern Nevada has worked to increase visitation. We are now expanding our target area to draw new visitors from bordering states and entice past visitors to return more often. To achieve this we use the grant monies to: 1. Design and produce ads for placement online and in print. 2. Place banner ads on outdoor recreational websites ensuring our advertising is reaching our target audience. 3. Place print ads in surrounding area newspapers and outdoor guides. 4. Targeted blast advertising of upcoming events using social media. 5. Distribution of brochures and other advertising media to NV and UT visitor centers and appropriate outlets.
Nevada Silver Trails	NS-22-01-013	Lincoln Communities Action Team (LCAT)	Lincoln County Authority on Tourism Rebranding	\$15,000.00	\$5,473.00	\$15,000.00	LCAT will take a multi-pronged approach to begin the rebranding process. The plan is to contract with an agency that can start the process by executing brand sensitivity survey, and based on the results suggest multiple new branding options that will reflect and implement destination development efforts with focus on, but not limited to outdoor recreation. LCAT members will then vote on the logo options and select the one that will represent the best. Depending on available budget we hope to be able to re-print promotional and marketing materials with the new logo as well as change the logo on existing digital platforms and videos.
Nevada Silver Trails	NS-22-01-015	Lincoln Communities Action Team (LCAT)	Web & Social Media 2021-2022	\$8,639.00	\$8,000.00	\$17,289.00	In addition to continued maintenance, social media outreach, and enhancing content on the website, the funding will be used to make the site more appealing by rotating out images and events from main pages and showcasing the many wonderful places to visit in the area. Additional information will highlight the towns, state parks, off-roading, biking, historical landmarks, wildlife and other local attractions. The goal is for website visitors to gain a better understanding of the experiences they will have on a trip to Lincoln County and they will also be more likely to share the content with their friends.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Nevada Silver Trails	NS-22-01-016	Mineral County Convention & Tourism	3rd Airing of Walker Lake / MC Social Distance TV PSA ADs	\$8,500.00	\$8,500.00	\$17,000.00	<p>The project of the showing of these " Have fun at Walker Lake / Walker River Recreation Area and nearby towns while being easily able to social distance if you like" is what these PSA's are all about. The project will continue to show case that we have lots to do in big wide open spaces. And that we have the unique opportunity for Tourists to hang out right next to Hwy 95 while observing the habits of BigHorn Sheep often for hours at a time. All this without having to drive perhaps 30 miles down a dirt road without the slightest clue if they will actually see a herd of Bighorn sheep or not, as might be true in most other areas with BigHorn sheep viewing opportunities. Or if the Tourist wishes; that we have plenty of Businesses, 2 Museums, Casinos, Motels, RV Parks and attractions in the town of Hawthorne to rest at after watching the BigHorns for perhaps hours at a time.</p> <p>And while your here, you can go on over a 1,000 miles of open dirt roads and trails leading relatively nearby from and to the Lake and Walker River. As further justification of the project please note since the PSA's first aired we have seen great increases even over the fantastic room stay increases in the years before COVID. Also we have heard clearly from many people how they were moved positively by these recently shown over the Air TV PSA ads where it makes them want to come to Mineral County especially to see the BigHorns, Lake, River and 1,000 miles of open Dirt Roads.</p> <p>Please note we have removed the words "And Please wear a Mask" from the PSA's to update them to current conditions. Thus we greatly expect the re showing of these PSA's on yet another different network TV station will reach a different crowd and greatly encourage them to come to Mineral County to see the BigHorns and relax and vacation in our wide open county.</p>
Nevada Silver Trails	NS-22-01-018	Pioche Chamber of Commerce	Website Management for PiocheNevada.com	\$4,800.00	\$4,800.00	\$9,600.00	<p>Funding will be used to manage PiocheNevada.com and make needed design changes and additions. In 2020 as compared to the prior year, site visitations increased by 18.7%, pageviews increased by 19.66%, Sessions increased by 16.29% and the site was visited by viewers from 85 countries and all 50 states.</p> <p>This project includes tracking and reviewing statistics and making any needed changes in order to maintain successful website SEO (search engine optimization). Management includes updates, calendar entries, photography additions, copy revisions, and monitoring the site. The webmaster will ensure that the system is up to speed and as secure as possible, troubleshoot any database errors, keep the site updated with the newest versions of WordPress and the latest plugins, review traffic on a monthly basis, deter hacking, make physical backups of all files, and host the site.</p> <p>This website follows the Pioche Chamber's branding direction and its campaign, "A small, friendly Old West town with a huge backyard". It also continues the town's re-opening theme, We're open with plenty of room to roam".</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Nevada Silver Trails	NS-22-01-019	Town of Beatty	Beatty Town Social Media Campaign	\$3,748.00	\$3,568.00	\$7,497.00	<p>The funds will be used to continue Beatty's digital marketing campaign which introduces new people to Beatty resulting in more visitors to our town, increasing our tax revenue and providing new customers for our local businesses. The ability to target individuals with interest in outdoor recreation, we believe, makes this type of marketing a very effective use of town and grant funds.</p> <p>Historically the summer months bring foreign tourists to our town providing the much needed tourism dollars to our businesses. Current travel conditions have reduced the number of foreign visitors to almost zero to date and we do not anticipate a significant increase for the rest of this year.</p>
Nevada Silver Trails	NS-22-01-020	Town of Pahrump	Agency Creative Retainer	\$7,500.00	\$2,500.00	\$15,000.00	<p>The project includes professional graphic design services for the Pahrump Tourism Office. The objectives of the project include a brand promise, consistent creative, and brand awareness with multiple campaigns. The funds will be specifically used as an agency retainer for 10 months for professional creative digital and print ads.</p> <p>Some of the ad creation includes: RV Snowbird Magazine, Golden Knights Program, Pahrump Life, Las Vegas Weekly and various digital ads including Las Vegas Sun and social media.</p>
Nevada Silver Trails	NS-22-01-021	Town of Pahrump	Digital Media Advertising	\$7,500.00	\$7,500.00	\$15,000.00	<p>Digital media will be leveraged to gain exposure for the Pahrump adventure campaign. These digital campaigns will be designed to create awareness to ultimately drive room nights into our destination and the surrounding area. Objectives are creating campaign messaging and creative assets positioned to inspire travelers to make overnight visits. We will be creating intent-based, interest-based, and behavioral based audiences for each campaign. The deliverables include: Google Display Ad Campaign to drive audiences to VisitPahrump.com with 2,900,000 impressions and 3,750 clicks; Google Search Campaign to purchase keywords and generate clicks to website, 25,000 impressions and 4,250 clicks; and Facebook and Instagram Campaign to drive ongoing brand awareness, ROI and loyalty as well as increased website traffic with customized messaging to southwest audiences with daily reach of 1,800-5,200, daily clicks of 55-160 and overall impressions of 9,200,000.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Nevada Silver Trails	NS-22-01-024	Town of Pahrump	Nevada Magazine	\$6,000.00	\$6,000.00	\$12,000.00	The funds will be used for ad placement of four (4) one half (1/2) page, full color ads in the fall 21; winter 22; spring 22; summer 22 editions of Nevada Magazine. The project will feature brand awareness and outdoor adventure including off highway vehicle trips, wineries and events. The objective of the ads will be to entice our reader for an overnight visit to explore Pahrump and it's surrounding areas.
Nevada Silver Trails	NS-22-01-025	Town of Pahrump	Production	\$10,000.00	\$10,000.00	\$20,000.00	The project is a photo and video shoot including multiple photographers at different times during the year to capture the lifestyle of Pahrump, the scenic beauty and the events scene. We will capture shots during different seasons with multiple activities and emphasis on adventure. One shoot includes three 15 second videos, three 30 second videos and 30 still photography images. All production will be geared specifically to support ad campaigns about Nevada's Wine Country, Your Base Camp to Adventure and You'll Be Amazed What you Can Do in Pahrump. The second shoot will emphasize what there is to do in Pahrump with multiple 10 second video clips along with photos to build a stock library for advertising. All video includes raw (B roll) footage. In addition the shoot includes drone footage of the agricultural landscape, scenic and welcome sign, 3 30 second videos with music and graphics and one 60 second introductory video with music and graphics. All fees include, waivers, hard drives, models and formatting.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Nevada Silver Trails	NS-22-01-026	Town of Tonopah	Tonopah Print & Digital Marketing FY 22	\$19,150.00	\$19,150.00	\$38,300.00	<p>Nevada Division of Tourism funds will be utilized to place full-page print ads in four (4) issues of the Nevada Magazine, as well as digital "leaderboard" ads on NevadaMagazine.com for one year and within the Nevada Magazine monthly newsletter for one year. The digital ads will allow for tracking of generated clicks. Funds will also be utilized to have these ads designed by Nevada Magazine. Furthermore, we will place digital ads on five (5) Facebook accounts we manage for Tonopah, local attractions, local events, and local nonprofits, as well as two (2) Instagram accounts. Our recent grant-funded projects had 839,654 impressions on Facebook in only three (3) months. We have found that our local attractions such as the Clown Motel, haunted Old Cemetery, or Goldfield Car Forest and unique activities such as the Guided Polaris Tours at the Tonopah Historic Mining Park and stargazing are very appealing for many visitors, especially from Las Vegas and California. We want to continue informing Nevadans about how to "Discover Your Nevada" and keep our marketing in line with Travel Nevada's messaging.</p> <p>Tonopah has increased its room tax collections by 39% in only four (4) fiscal years since the Town has begun its advertising which was only possible through Travel Nevada grant funds. Our collections plummeted substantially in 2020 and have just begun to recover in April 2021. We know that in order to bring back visitors and increase collections, not only for the Town of Tonopah, but also for Nye County and the State of Nevada, as well as revenue for our local businesses, we have to actively promote our unique attractions and activities as mentioned above. Now is the time to draw Nevadans, as well as Californians, out of the large cities and get them to visit small towns like Tonopah. By working in cooperation with local non-profits that tie into the tourism sector, we can further the reach of our campaign. If the Town were to not receive grant funds, it would be detrimental not only to the Town but to the majority of its businesses that are in the hospitality sector.</p>
			Total	\$270,783.00	\$205,687.00	\$394,528.00	
Pony Express Territory	PE-22-01-001	Pony Express Territory	Admin grant	\$4,000.00	\$4,000.00	\$4,000.00	The funds will be used to pay all the expenses needed to maintain the Territory with respect to banking, PET meeting, office supplies, and other expenses from time to time.
Pony Express Territory	PE-22-01-002	Pony Express Territory	Digital Billboard in Reno NV	\$20,000.00	\$20,000.00	\$20,000.00	Digital Billboard Campaign in the Reno Metro Market on 8 premium locations, including 1 design that rotates to a new location every 2 weeks in the Reno Metro Market for 10 weeks. Also, a location between Carson City & Minden for 4 weeks and the area's biggest traffic location on the Spaghetti Bowl for 5 weeks. This Campaign starts 4.18.22 and runs through 6.26.22.
Pony Express Territory	PE-22-01-003	Pony Express Territory	Direct Mailer Campaign	\$20,000.00	\$10,000.00	\$20,000.00	Grant money will be used first by contracting with a designer to take all of the information gathered and create a highly marketable mailer piece. We will then work with Las Vegas Color and Graphics to print and mail the piece out to our target market. Every Door Direct Mail is the most cost effective way to get into people's mail boxes.

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Pony Express Territory	PE-22-01-004	Pony Express Territory	Highway 50 Itinerary Development	\$10,000.00	\$3,500.00	\$10,000.00	The Pony Express Territory will work with the DMOs to develop the day trip and weekend trip itineraries. We will use grant money to compile that information and design info graphics that can be used on social posts, eblasts, and website. Money will go to costs associated with updating the website and cost associated with the design and distribution of the eblast. Info graphics will be printed into cards that can be distributed in rack cards along the route. We will also use money to boost social media posts on Facebook and Instagram to get the word out to our target market.
Pony Express Territory	PE-22-01-005	Pony Express Territory	Lincoln Highway Social Media Campaign	\$7,500.00	\$7,500.00	\$7,500.00	The PET is spicing up its marketing campaigns by focusing on creating and/or compiling new content to be used on social media, email blasts, and the website. The Pony Express Territory has been a corridor for communication and travel from beginning days before Nevada was even a state. One of those historic travel routes is the Lincoln Highway. America's first transcontinental highway came right through the heart of the state on Nevada's Highway 50. The stories of the Lincoln Highway will be told in a social media campaign over 2 months to make potential travelers more aware of the historic significance and sites along the way. We are asking for money to boost the 15 post we will make on the chosen stories/attractions/locations to our target market. The posts will be boosted for a total of \$500 each between Facebook and Instagram. The market we are looking at boosting heavily in is the western slope of Utah all the way to western foothills of the Sierra. The goal is to increase activity on our social media to make us more relevant in influencing travel decisions.
Pony Express Territory	PE-22-01-006	Pony Express Territory	Nevada Magazine	\$21,200.00	\$11,000.00	\$21,200.00	Pony Express Territory will use the funds to produce and run full page ads in Nevada Magazine and to utilize the other funds for digital advertising monthly in the online version of Nevada Magazine.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Pony Express Territory	PE-22-01-007	Pony Express Territory	PET Publication Advertising	\$30,101.00	\$10,000.00	\$30,101.00	Funds will be used to place Highway 50 ads in a variety of publications including Reno Gazette Journal, Las Vegas Review Journal, Gold Country Media (Northern California), and Utah Media. These ads increase visitations to the Territory's website (resulted in a 250% increase in direct traffic in 2019) and all of the print ad buys feature a digital component as well (banner ads). Grant funding would assure a sustained campaign throughout 2021-22. This project also includes updated creative direction, leveraging efforts with PET's Itineraries campaign we are also applying for. These efforts will help to promote unique and special things to see and do all along Hwy 50. Combined circulation exceeds 500,000, plus digital ads (900,000 digital impressions). NOTE: This project was previously funded in both first and second cycles, for a total ranging from \$40,000.00 to \$55,000.00.
Pony Express Territory	PE-22-01-008	Pony Express Territory	PET Television Ads	\$20,000.00	\$20,000.00	\$20,000.00	We will be doing a series of tv commercials with NBC and CBS promoting Hwy 50 and our communities along the way. The CBS will air a total of 191 commercials over a 10 week period of time achieving a total of 1,715,000 selling impressions with men and women who will see the commercials on an average of 7.8 times. The nbc affiliate will air a total of 303 commercials over a 10 week period of time achieving a total of 1,189,189 selling impressions with men and women 25+ who will see the commercials on an average of 8.6 times. The cost to reach 1,000 viewers with this campaign is \$7.24. * Includes 30,000 spots on various Streaming services.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Pony Express Territory	PE-22-01-009	Pony Express Territory	Website Updates	\$7,500.00	\$7,500.00	\$7,500.00	<p>Funding will be used to manage the Territory's website, LoneliestRoad.us, make needed design changes, and market the site. In 2020, site visitations increased by 278.83%, pageviews increased by 282.57%, Sessions increased by 357.42% and the site was visited by 148 countries and all 50 states.</p> <p>This project includes enhanced tracking and features for website SEO (search engine optimization). Management includes making any needed updates, calendar entries, photography additions, copy revisions, and monitoring the site. The webmaster will ensure that the system is up to speed and as secure as possible, troubleshoot any database errors, keep the site updated with the newest versions of WordPress and the latest plugins, review traffic on a monthly basis, deter hacking, make physical backups of all files, and host the site.</p> <p>This website follows the Territory's branding guidelines, and the "America's Loneliest Road, Nevada's Highway 50" campaign. This creative direction aligns with Travel Nevada's Road Trip/Highways" promotional campaign.</p>
Pony Express Territory	PE-22-01-014	Fallon Convention & Tourism Authority	Fallon Print Campaign	\$8,000.00	\$8,000.00	\$16,000.00	<p>Nevada Department of Tourism funds will be used to support the design, production, placement, and measurement of the effectiveness of Fallon print advertising. Visit Fallon will plan to go after placements in state, regional, and national publications. Print ads that are planned for outreach to place are currently Nevada Magazine, Travel Nevada Visitors Guide, Reno- Tahoe and Carson City Visitors Guides, and more.</p>
Pony Express Territory	PE-22-01-016	Fallon Convention & Tourism Authority	Ongoing Public Relations and Social Media	\$12,000.00	\$12,000.00	\$24,000.00	<p>These funds will be used to generate content and visual assets to use across social channels, within PR pitches and press releases and throughout the marketing strategy. Social Media and PR both play a major role in encouraging visitors to travel to certain destinations, and over the years Fallon has grown to be a key factor in rural Nevada for social presence and media awareness.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Pony Express Territory	PE-22-01-017	Fallon Convention & Tourism Authority	Website Maintenance and Content Development	\$12,000.00	\$12,000.00	\$24,000.00	Funds will be used to make this site even more responsive and mobile-friendly, to support content generation and "green page" updates, webmaster updates, improvements, installation of data collection tools, and examination of data collected. This project will enable the SEO (search engine optimization) to continue as data and keywords, inbound and outbound links, landing page statistics, and social media inputs are examined and the site modified to capture and encourage more visits.
Pony Express Territory	PE-22-01-018	Great Basin National Park Foundation	Celebrating the 100th Anniversary of Lehman Cave at Great Basin National Park	\$26,700.00	\$12,000.00	\$67,036.00	Great Basin National Park is a hidden jewel in Nevada and drives the majority of the tourism in White Pine County. Yet even many Nevadans have never heard of their own iconic National Park, with the darkest skies, oldest trees, tallest peaks, and deepest caves. August 6, 2022, marks the 100th anniversary of Lehman Caves becoming a National Monument. We are planning events from January 2022 through August 2022 that will connect new audiences to the history, heritage, and natural and cultural wonder of the cave system and Park. Marketing and promotion will be key in reaching these audiences, encouraging attendance at events, and increasing awareness and motivating visitation to White Pine Co. Since Great Basin is remote, travelers must make multi-day accommodations in and around the Park. A Travel Nevada Rural Marketing grant is key to our marketing success. We will use funds to contract professional vendors for photography and videography; social media strategy, management, and outreach; and traditional and digital advertising buys. We will reach tens of thousands of individuals who were previously unaware of this extraordinary Nevadan National Park. We anticipate driving visitation and tourism revenue long after the Lehman promotion has ended.
Pony Express Territory	PE-22-01-023	White Pine County Tourism Recreation Board	Ely Arts Promo Video	\$3,000.00	\$3,000.00	\$6,000.00	Because we have to import talent to create videos to our standards, the cost of creating video is slightly higher because of travel and board. For the last 4 videos we have used 3 different videographers and the price is always quoted around \$6000. We will use money awarded to pay those costs and if the bill happens to come in cheaper then we will use the difference to increase the marketing campaign that will follow the release of the video.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Pony Express Territory	PE-22-01-024	White Pine County Tourism Recreation Board	Promotional Material Reprint	\$5,000.00	\$5,000.00	\$10,000.00	We will spend \$1000 on updating the information on the 3 marketing pieces. Then we will divide the rest evenly between the 3 pieces to reprint the updated versions.
Pony Express Territory	PE-22-01-026	White Pine County Tourism Recreation Board	White Pine Storytelling Campaign	\$3,000.00	\$3,000.00	\$6,000.00	Money awarded by Travel Nevada will be used to commission a writer to interview, conduct research, and create a minimum of 6 stories and photos for our storytelling campaign. We will put those stories on our website and pay to boost them across all of our social media platforms.
Pony Express Territory	PE-22-01-027	White Pine Main Street Association	Park to Park in the Dark: Website, Brochure and Integrated Marketing Plan	\$10,000.00	\$10,000.00	\$20,000.00	Nevada Division of Tourism funds will be utilized to build a website, brochure and integrated marketing plan for the Park to Park in the Dark astro-tourism route. The project will build upon the March 2021 Branding and Itinerary Development grant by creating materials that promote the route's destinations and give travelers information on where to stay, eat and explore along the way. The focal point of the material will be to provide pertinent information about both parks, the five towns, itinerary planning, guidelines for responsible recreation and information on Nevada's commitment to the preservation and conservation of dark skies. We will work with a photographer, content writer, website designer, layout designer and printing company to produce the website and brochure. Once the website is live, the Park to Park team will launch a robust social media campaign, press release, and eBlast that will target a wide audience in and outside of Nevada to promote all aspects of this astro-tourism route. With the overwhelming success of Travel Nevada's Road Trip Destinations, the goal of Park to Park in the Dark is to create Nevada's first astro-tourism route. We have been doing this by collaborating with a network of agencies and organizations in Esmeralda, Nye and White Pine Counties, from Death Valley National Park to Great Basin National Park, from Beatty to Baker, along routes US-95 and US-6. The Park to Park team is working together to promote and protect the dark night sky so it can be shared with visitors from around the globe. Travelers will experience Nevada's breathtaking natural and cultural landscape and the astronomical wonders above the horizon line on the "Starry-est Road in America". The best part about astro-tourism is that it virtually assures an overnight stay by visitors to these dark sky communities. The newly signed SB52 legislation (May 21, 2021) sponsored by the Lieutenant Governor, Kate Marshall, is designed to educate and inform the public about the values, benefits, and preservation of Nevada's dark night skies. These are important natural and cultural resources that, if stewarded carefully, represent an important opportunity and competitive advantage for the growing recreation economy in Nevada.
			Total	\$220,001.00	\$158,500.00	\$313,337.00	
Reno-Tahoe Territory	RT-22-01-001	Reno-Tahoe Territory	Administration	\$3,000.00	\$3,000.00	\$3,000.00	To cover administrative expenses associated with running the Territory, plus travel expenses for the Chair, or a representative, to attend required meetings.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Reno-Tahoe Territory	RT-22-01-002	Reno-Tahoe Territory	Explore Reno-Tahoe Territory Earned Media & Media Hosting	\$30,000.00	\$20,000.00	\$30,000.00	<p>This is a continuation of the successful public relations efforts started in 2019 and executed through June 2021 utilizing a combination of generating earned media coverage and hosting journalists. This targeted program will benefit the region by telling the story and integrating first-person accounts into what is available and how to travel responsibly to the Reno-Tahoe Territory. The following would be incorporated in the public relations contract as part of the scope of work:</p> <ul style="list-style-type: none"> -Public relations: Develop and distribute one press release and one media pitches per month focused on the Reno-Tahoe Territory and its members. These typically are roundups and have proven to generate media interest and coverage. -Media outreach and coordination: Develop a series of written communications that are specific, targeted and customized to key journalists inviting them to visit the region for feature stories. Includes coordination and planning for hosted media, travel arrangements as well as working with DMOs and RTT partners, developing supporting materials and providing the media with an online custom itinerary and results follow up. To continue our regional PR momentum, we would continue to push communications and messaging while hosting journalists in market. These important communication efforts are not part of any planned outreach and the goal for the in-market media visits would be to secure earned media coverage through consumer outlets, social media and blogs, and all for the benefit of our territory partners while driving attention to the territory website, https://renotahoe.com/, as a resource to learn more about our DMOs and industry partners. Additionally, an emphasis would be placed on safe travel and regional recovery using the information on our RenoTahoe.com page, https://renotahoe.com/know-before-you-go/.
Reno-Tahoe Territory	RT-22-01-004	Reno-Tahoe Territory	Group Travel/Motorcoach Shows	\$9,500.00	\$1,450.00	\$9,500.00	<p>Funds would be used to pay membership dues for the National Tour Association (NTA) and the American Bus Association (ABA), as well as annual convention registration and associated expenses for one representative from Reno-Tahoe Territory to attend and take appointments. We particularly want to support NTA in November 2021 since that convention will take place in Reno in November 2022.</p>
Reno-Tahoe Territory	RT-22-01-005	Reno-Tahoe Territory	RenoTahoe.com Content Creation & Marketing Plan	\$10,500.00	\$10,500.00	\$10,500.00	<p>For website content creation to include blogs, eblasts, and itineraries. We also hope to invest in a modest Google Adwords campaign.</p>
Reno-Tahoe Territory	RT-22-01-006	Reno-Tahoe Territory	RenoTahoe.com Updates & Maintenance	\$7,400.00	\$7,400.00	\$7,400.00	<p>Funds would allow RTT to hire a firm to handle website updates and SEO. A separate company would be used for technical updates to the website, such as adding pages, updating navigation, monitoring Instagram feeds, monitoring and updating webcams, sizing and uploading images and videos, monitoring and troubleshooting WordPress, updating plugins, etc.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Reno-Tahoe Territory	RT-22-01-009	Carson City Culture & Tourism Authority	Creative Brand Campaign Ad/Copy Testing	\$15,000.00	\$15,000.00	\$45,000.00	The Nevada Division of Tourism funds will be used to conduct creative brand campaign ad/copy testing for Visit Carson City. The information gathered in this testing and study will provide a set of actionable guidelines and recommendations for improving the effectiveness of our advertising creative as a tourism promotion tool, to most cost effectively and efficiently drive overnight visitation to Carson City, Nevada.
Reno-Tahoe Territory	RT-22-01-012	Carson City Culture & Tourism Authority	Kit Carson Trail Virtual Tour	\$7,500.00	\$7,500.00	\$15,000.00	The Nevada Division of Tourism funds will be used to cover half the cost of the creation of the virtual Kit Carson Trail (KCT) experience. The KCT is one of Carson City's most popular attractions. It is a self-guided walking/driving tour through Carson City's historic west side neighborhood that tells the story of the capital city's history. In the last year, Visit Carson City has rebranded, rerouted, installed numbered sandstone markers and given a much needed refresh to the Kit Carson Trail to enhance the experience for visitors. The last remaining element is to create a virtual, mobile-first experience for visitors beyond the paper map. VCC's objective is that this project draws more young visitors and families with this virtual experience, which will include audio stories, photo and/or video that will guide them along the trail. The interactive map will tell the history and folklore of the stops on the trail and guides visitors on their journey through Carson City's history far beyond what the map is able to do. This project also allows versatility for the parts of the trail that are not ADA-friendly to still be experienced by all.
Reno-Tahoe Territory	RT-22-01-013	Carson City Culture & Tourism Authority	Nevada Expedia Group Recovery Co-Op	\$5,000.00	\$5,000.00	\$10,000.00	The Nevada Division of Tourism funds will be used toward Visit Carson City's buy-in to purchase the Featured Tier option to the Expedia Recovery Co-Op. The previous Co-Ops VCC participated in with Expedia were incredibly successful for Carson City and truly made an impact for Carson City's lodging properties in difficult times. VCC hopes to continue the momentum created with Expedia. Without these funds, VCC would not be able to participate in the Featured Tier option, which VCC feels is necessary truly make an impact in the Carson City community and for VCC lodging partners and stakeholders.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Reno-Tahoe Territory	RT-22-01-014	Carson City Culture & Tourism Authority	Streaming TV Advertising	\$5,000.00	\$5,000.00	\$10,000.00	The Nevada Division of Tourism funds will be used to make a \$5,000 ad buy with Spectrum TV streaming services that will target potential travelers in the Sacramento DMA over a three-month span, using a commercial made in-house by the VCC team. The VCC matching funds will be used to advertise to potential travelers in the Las Vegas DMA through KOLO TV out of Reno. A larger ad buy of this kind will be incredibly impactful for Carson City helping to drive overnight visitation in a shoulder season.
Reno-Tahoe Territory	RT-22-01-016	Carson Valley Arts Council	Carson Valley Art Studio Tour	\$3,406.00	\$1,000.00	\$6,813.00	The Nevada Division of Tourism funds will be used to advertise the Arts Studio Tour in the Sacramento, Reno, Carson City, Truckee, Lake Tahoe communities, Fallon, Bishop, Mammoth Lakes, CA, Winnemucca, Elko, and Fernley areas. Advertising will also take place in travel publications such as Nevada Magazine; newspapers such as Record Courier, and Nevada Appeal. Advertising will also be done on social media including Facebook ads, and regional radio advertisements which will be critical to hit projected numbers of participants.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Reno-Tahoe Territory	RT-22-01-017	Carson Valley Visitors Authority	Carson Valley Stories & Legends Elevated	\$13,500.00	\$12,500.00	\$27,000.00	<p>This grant funding will directly facilitate the retention of a PR firm, with extensive experience working with Nevada DMO's, and allows us to bring vetted media and influencers to the area for an immersive Carson Valley experience. Our custom familiarization itineraries never disappoint. This PR program is an ongoing effort allowing us to continue the momentum and successes of the past years while elevating the awareness of Carson Valley's numerous visitor offerings. A comprehensive public relations strategy, schedule, and measurement will all be executed. The funds will be used to implement a focused regional and national public relations plan, identifying and securing travel writers and content creators to visit and write about Carson Valley, as well as supporting a cooperative partnership with regional DMOs and TravelNevada's own efforts. Equally eager to maximize measurement and effectiveness in our outreach, the maintenance of a media database and news monitoring service through the firm (Cision) will be part of the project's scope.</p> <p>In summary this project will include: 1. Brand positioning and consulting. 2. Management of key messages and storytelling opportunities to generate earned media coverage. 3. Targeted journalist outreach focusing on top feeder and nonstop air destinations and local and regional outreach for special events. 4. Utilize key community activities and opportunities to drive media interest and visitation 5. Writing and distribution of press releases 6. Custom media pitching to targeted media. 7. Review and maintain press kit materials 8. Maintain and develop a photo library to respond in a timely fashion to media requests. 9. Media visit planning and coordination on an individual or group FAM basis including itinerary building and proactive media follow up. 10. Respond to media requests for information, interviews, contacts, photos, etc. 11. Management of the online press center. 12. Manage and draft "The Band" quarterly newsletter targeting internal and external tourism partners. 13. Collaborate with key tourism partners to maximize outreach efforts. 14. Cultivate media contact lists for consistent outreach. 15. Monthly reporting of activities and monitoring of coverage.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Reno-Tahoe Territory	RT-22-01-019	Carson Valley Visitors Authority	Multi Media Integrated Legends Campaign	\$32,300.00	\$20,000.00	\$161,500.00	TravelNevada grant support will be directly expended on our major media buying campaign (as applied to visitor lead generation during a multi- season campaign carefully planned and executed between Sept, 2021 through June 2022). If the full request is honored, the ratio is a 5 to 1 leveraged match in a major destination campaign. The TravelNevada funds will help boost the overall impact of the campaign by 20% or more. Carson Valley will initiate a paid multi-media campaign in California and Nevada to increase overnight visitation to Carson Valley and largely directed toward drive market travelers. Our plan is to use and expand on our "Legends" brand campaign and target very specific audiences known to travel and which have a propensity to travel to Carson Valley. Our more recent "Wide- Open" message will further resonate with travelers as they now return to the road. The media campaign will include traditional and online media - digital ad placements, outdoor advertising, television advertising, content marketing and added value media promotions. We have added YouTube and audio formats to extend the reach. We have also integrated a retargeting campaign to connect with past high interest leads. The campaign will remain consistent with online media and we will periodically turn on and off the traditional ads (lacking more funds to retain a year round presence in that realm). We will negotiate the best possible rates and placements through the various media outlets with the help of a contracted media buying firm. With TravelNevada's support, we believe we have a solid strategy worth reintroducing and in order to maintain a larger-scale ad campaign with a welcoming, experience-based message. Visit Carson Valley will continue to push into the Northern California market (especially in the CA central valley where many other Reno Tahoe marketers have reduced spending). We will deliver on the promise - Northern Nevada is a destination well worth seeking. In summary - these funds will be used for media buying, negotiated agency commissions and related results reporting.
Reno-Tahoe Territory	RT-22-01-023	Comstock Foundation for History & Culture	Website Maintenance for the Comstock Foundation 2021-22	\$4,800.00	\$4,800.00	\$9,600.00	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. 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.

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Reno-Tahoe Territory	RT-22-01-024	Incline Village Crystal Bay Visitors Bureau	Incline Village Crystal Bay Visitors Bureau Website	\$5,000.00	\$5,000.00	\$10,000.00	Nevada Division of Tourism grant funds will be used (in conjunction with matching IVCBVB funds) to build a new organization website for the Incline Village Crystal Bay Visitors Bureau and the DG Menchetti Visitors Center. Funds will used to develop this site on the WordPress platform for ease of updates and revisions. This site will be approximately 6-8 pages and will include detailed information on our organization (board agenda, meeting minutes, etc.), Gift shop items, Museum, About us, Partners information and links, Concierge (things to do), Media center, Programs, and Sustainable Travel and Traveler Responsibility messaging.
Reno-Tahoe Territory	RT-22-01-025	Piper's Opera House	Digital Marketing for Piper's Monthly Events	\$3,000.00	\$2,150.00	\$6,800.00	<p>Funds from TravelNevada will be used to pay for additional social media advertising on Facebook, Instagram and CarsonNow digital ads to further promote our monthly events which include country dancing, bingo, mixology classes, lectures and tours. Through the social ads, three types of ads would be placed. Direct ads, which target demographics by type including those that would interested in the activities being offered.</p> <p>Lookalike ads, which find current subscribers and those that have expressed an interest in Piper's by visiting the website and target those individuals as well as others that act like or resemble that audience. And remarketing ads, which remarket to individuals how have engaged with Piper's social channels or who have visited the website.</p> <p>Having these funds to further this project allows Piper's to continue to meet the expectations we've now set for both locals and visitors with a consistency that we plan to uphold. This consistency, due to proper funding, gives a spotlight to Piper's and the events that we produce.</p> <p>Ultimately through these events, we are exposing people not only to the opera house but to Virginia City and the surrounding region. Being that most of our monthly events are held in the evening, we expect an increase in room nights and visitor stays through the weekend.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Reno-Tahoe Territory	RT-22-01-027	Piper's Opera House	Piper's Opera House Live Entertainment Marketing	\$1,500.00	\$1,000.00	\$3,000.00	<p>This is a new project that we're excited for and we strongly believe that it will be one that we can repeat year after year. Having the funds to do this project will give us the perfect start into marketing through multiple social media channels. As mentioned, tourism slows down a little in the winter, but our hopes are to bring people into town and into the surrounding area given this opportunity. We plan on working with local theater groups, actors, and musicians to perform their various acts on a one-of-a-kind stage. Piper's Opera House was made for live shows, it's the reason that John Piper built this amazing structure twice over, and we want to capitalize on that.</p> <p>Our marketing would use similar tactics in primarily using three different types of ads; direct, lookalike, and remarketing. By doing this, our reach will be even greater and more specified to certain audiences. We have successfully continued to build a database of our followers and those who have attended live shows in the past. With this we will lean on both our past attendees and newer, similar, attendees for whom we will market to.</p>
Reno-Tahoe Territory	RT-22-01-029	Piper's Opera House	Piper's Opera House Website Maintenance	\$800.00	\$750.00	\$1,500.00	<p>Because we live in a world heavily surrounded by technology, we rely on certain resources to give out information that not only benefit Piper's Opera House but Virginia City and the surrounding area. Our website is frequently visited and having a company who keeps an eye on its compliance maintenance gives us one less thing to worry about. We have worked with Antos Agency before and they are both prompt and competent when it comes to handling our website. Having this reassurance, and the funds to do so, would be a huge relief.</p>
Reno-Tahoe Territory	RT-22-01-030	Piper's Opera House	PR and Social Support for Piper's Opera House	\$2,500.00	\$2,000.00	\$5,000.00	<p>Having one voice through a professional marketing team will continue to secure the consistency that Piper's has established through social media, move Piper's forward in the performing arts world, and keep the culture alive for this historic building. The funds from Travel Nevada will help us allocate the resources to our branding outreach efforts while allowing us to spend our time operationally on the facility where our talents lie.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Reno-Tahoe Territory	RT-22-01-031	UC Davis Tahoe Environmental Research Center	Tahoe Science Center Marketing	\$16,000.00	\$5,000.00	\$32,000.00	<p>Nevada Commission on Tourism funds will be utilized for the implementation of the Tahoe Science Center marketing plan. Our current proposed marketing plan includes those media outlets that have previously shown positive results. We are also seeking professional assistance for the first time from a local media company to review our integrated marketing plan, find the most captivating and cost-efficient opportunities, track campaign success, and develop and manage paid search and paid social media campaigns. TERC marketing efforts are designed to maximize the benefits of these platforms under a very limited budget. The marketing plan consists of a variety of marketing methods, such as print, radio, and online. We plan to update our brochure to make it more attractive to our target audiences.</p> <p>Paid media will include:</p> <ul style="list-style-type: none"> -Internet Paid Search: Lake Tahoe and Nevada activity, attraction and things-to-do search terms geo-targeted to California residents. Campaign to run December to March and June to September (8 months). -Magazine: Print ads (discounted 1/2-page color ads) will be placed in the "Official Annual North Lake Tahoe Visitors Guide" and "Lake Tahoe Visitor Guide" both summer and winter featured in the Certified Folder Display cases that are provided free of charge at Visitor Centers throughout northern California. -Radio: TERC will underwrite NPR's Capital Public Radio, based in Sacramento, and benefit from live reads each week airing in Sacramento, Truckee, and North Lake Tahoe, as well as through CPR online. This has proven a very successful method for bringing California visitors over to the Tahoe Science Center in Incline Village. -Social Media: For the first time, we plan to increase our social media advertising and create a social media outreach plan to reach a broader audience through regular Facebook and Instagram paid ad buys. <p>While many of these marketing channels target tourists who are already in the Lake Tahoe Basin, interest in the Tahoe Science Center will bring visitors to Incline Village and the east shore of Lake Tahoe. These visitors otherwise might have spent their entire Tahoe vacation on the California side of the lake. Special events such as our annual Science Expo draw visitors from all around the lake and attract tourists with interest in museums, environmental science, and informal science education. The diversity of marketing media will allow TERC to reach a large number of potential visitors and increase traffic across the border to Incline Village, Nevada.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Reno-Tahoe Territory	RT-22-01-033	Virginia City Tourism Commission	An Ode to John Mackay: Documentary Music Video Featuring Local Musicians	\$15,000.00	\$12,500.00	\$25,000.00	<p>We've been using online and streaming music platforms, such as Pandora and Spotify, to advertise over the past few years with great success. When we first started advertising on streaming services, we produced a custom track created specifically for the platform that speaks to the fun and quirky nature of the town in a way that is all Virginia City. It's time for a refresh. This video documentary on the development of a new song provides a spotlight to showcase the authenticity of our local musicians, all of which are very different and again positions Virginia City in a personal way to our visitors. Each of the musicians involved live and perform here. People that watch the video will see and hear them while they are in town. It plays to who we are in a true to our roots fashion.</p> <p>The final documentary video produced will be 4 to 5 minutes long and will be used in social media, paid advertising, online, on the website and in other marketing. The final music track will become the new song for future advertising, including streaming media, in social media, digital ads, on the website, in social media and in other marketing platforms. The music video will be another component of the project that will be maximized in all marketing channels, including earned media. This project will meld together our quirky side, our history and most importantly our local musical talent to create our very own Virginia City music video, documentary and song. The marketing campaign will put our arts and culture scene front and center. The funds from this project will support the production and editing of the video, songwriting, pay stipends to the local musicians for their performances and produce final cuts of the song for longer play and for streaming and other marketing platforms.</p>
Reno-Tahoe Territory	RT-22-01-035	Virginia City Tourism Commission	Marketing a Legend in the Digital World	\$30,000.00	\$10,000.00	\$75,000.00	<p>These funds will be used to implement Virginia City's digital plan that is handled by our marketing team. The digital advertising includes events, historic information, general tourism and planning.</p> <p>Digital Outdoor Boards Steaming Audio Digital Search ads Programmatic Display Retargeting OTT (Over the Top, Connected TV) Social Media - Facebook and Instagram</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Award Amount	Total Budget	Funds Usage (Verbatim From Application)
Reno-Tahoe Territory	RT-22-01-038	Virginia City Tourism Commission	Public Relations, Socials and Marketing Support	\$15,000.00	\$10,000.00	\$30,000.00	<p>The funds from Travel Nevada will be used to support our marketing message to traditional media, influencers, bloggers, etc. and continue the retention of a professional marketing agency to support our branding initiatives with the activities designed to keep Virginia City top of mind with visitor - current and potential. We strive to combine our unique events, history and local flair into a message that appeals to many and stays true to our brand. To keep on this track, we feel this the best route. We will continue with the Below the Surface story-telling videos and highlighting our unique local characters for additional messaging. Specific activities include:</p> <p>Management of key messages and storytelling opportunities to generate earned media coverage</p> <p>Targeted journalist outreach focusing on top feeder and nonstop air destinations and local and regional outreach for special events Writing and distribution of press releases and custom media pitching Review and maintain press kit materials</p> <p>Media visit planning and coordination on an individual or group FAM basis including itinerary building and proactive media follow up</p> <p>Respond to media requests for information, interviews, contacts, photos, etc.</p> <p>Manage and draft all visitor content including monthly e-newsletters, blog and other internal and external requests</p> <p>Collaborate with tourism partners to maximize outreach efforts</p> <p>Manage social media channels primarily focusing on Facebook, Instagram, Twitter and TikTok</p> <p>Development of annual social schedule and planning</p> <p>Integration and ability to adapt to changes with the social platforms maximizing it for continued growth of social media presence Consistent review and development</p> <p>Following the successful activities over the last several years, the way we were able to quickly pivot during the pandemic, we are in the position to continue to garner market share and interest in our historic town.</p>
			Total	\$235,706.00	\$161,550.00	\$533,613.00	
State-wide	SW-22-01-004	Nevada Outfitters & Guides Association	Website Advertisement and Banner Ads	\$800.00	\$800.00	\$1,000.00	<p>Funds will be used to promote NOGA, it's website, NOGA members and their websites, Associate members and Travel Nevada. To date NOGA's website has received over 100,000 hits. The click thru links have been followed over 4700 times...this includes the Travel Nevada link. Over 20000 tags are issued for hunting big game and each successful hunter may utilize the website in researching their hunt. Covid restrictions cancelled shows in 2021...and NOGA found this resource of adver sing indispensable.</p> <p>It will continue to be useful to the outdoor enthusiast and hunter.</p>
			Total	\$800.00	\$800.00	\$1,000.00	
Grand Total				\$980,375.00	\$730,547.00	\$1,686,559.33	