

FY2018 1st Cycle Rural Marketing Grant Recommendations

Cowboy Country

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Cowboy Country	CC-18-01	Cowboy Country Territory	Administration	\$3,000.00	\$3,000.00	\$3,000.00	The funds are used to pay for expenses such as travel, office supplies, correspondence, training, education etc. The funds also help our volunteers attend Rural Roundup and the Governor's Global Tourism Summit.	The funds in this grant will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, training and education, etc.
Cowboy Country	CC-18-02	Cowboy Country Territory	Consumer Trade Shows	\$15,050.00	\$15,000.00	\$15,050.00	The funds will be used to attend 4 consumer shows and will cover expenses for booth space and travel expenses.	To send Cowboy Country Territory representatives to work at the Travel & Adventure Shows in the Bay Area and Denver, and two travel shows in Utah. Cowboy Country will promote it's territory as well as the state of Nevada.
Cowboy Country	CC-18-03	Cowboy Country Territory	Cowboy Country Promotional Items	\$5,000.00	\$5,000.00	\$5,000.00	The funds will be used to purchase promotional items with the Cowboy Country logo and website to be given out at travel and consumer trade show	The territory will purchase promotional items with their logo and website on them to give out at travel and consumer trade shows in the next fiscal year. They can also be used as giveaways to FAM and special events. The object is to give them out and keep their name in front of potential visitors.
Cowboy Country	CC-18-04	Cowboy Country Territory	Marketing and Advertising	\$20,000.00	\$15,000.00	\$20,000.00	Our marketing committee will continue to utilize Madden Media to attract more visitors. We will also advertise in Travel Nevada's annual Visitors Guide and other publications. We plan to produce more postcards for the Territory's special events, place more web ads and be more involved in social media.	Funds will be used to promote Cowboy Country in various magazines, newsletters, postcards, internet and direct mail.
Cowboy Country	CC-18-05	Cowboy Country Territory	Nevada Magazine	\$14,060.00	\$10,000.00	\$14,060.00	The funds will be used to place 6 - 1/2 pg. ads in Nevada Magazine and design 4 new ads .	The territory believes they can attract more visitors to their area by advertising in Nevada Magazine and will highlight their special events and recreational opportunities.
Cowboy Country	CC-18-07	Cowboy Country Territory	Tourism Website Maintenance	\$2,500.00	\$2,500.00	\$2,500.00	The funds are used to contract with our Webmaster to maintain and update our website.	Funds are used to maintain and update Cowboycountry.org. Some of the funds pay for domain names and web hosting.

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Cowboy Country	CC-18-08	Cowboy Country Territory	Brand USA	\$3,500.00	\$3,500.00	\$7,000.00	The funds will be used to partner with Brand USA to receive 1 themed Experience page on VisitTheUSA.com. By doing this we will be able to showcase our Territory as an experience. "Visit The USA" is designed to inspire international visitors and travel influencers to choose U.S. travel destinations and experiences. A presence on the site will allow travelers to learn more about Cowboy Country and what makes our Territory so unique to the state of Nevada and what fun it would be to experience Northern Nevada. This offers us a tremendous value of being able to tell our own story!	The funds will be used to partner with Brand USA to create a themed experience page for Cowboy Country Territory on VisitTheUSA.com. The object of this project is to attract the international visitor to Cowboy Country.
Cowboy Country	CC-18-09	Cowboy Country Territory	TV Campaign: Reno Metro Market - Phase 1	\$15,000.00	\$7,800.00	\$15,000.00	The funds will be use for the first phase of the television campaign to create some 30 sec. spots featuring each of the communities in CCT. We will have to shoot and edit video for a few towns that we currently don't have footage for. Then the campaign will be aired on a combination of major TV affiliates (ABC, CBS, & NBC). \$7,500 to create 30 sec. spots and \$7,500 to start airing the spots in the Reno Metro area.	Funds will allow them to create 30-second television spots for each of the communities within the territory. They will use existing footage where possible. Suggest they reapply for funding consideration to run the spots on television in the next cycle.

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Cowboy Country	CC-18-10	Friends of Black Rock High Rock	Gerlach Race Days (1st Annual)	\$3,225.00	\$3,225.00	\$4,325.00	Funds will be used for participation promotion, online advertisements, poster, printing and distribution, print ads, banners, event materials and transportation costs.	Gerlach, Nevada presents Gerlach Race Days, October 13 - 15, 2017. The inaugural theme commemorates the 20th Anniversary of the setting of the Land Speed Record in the Black Rock Desert, a record which still holds today. This event is in keeping with things that make rural Nevada one-of-a-kind, of things that give people a reason to visit the state. The event will feature wacky golf cart and kids play races, live music, vendor booths, a Chili Cook-off and award ceremony/pancake breakfast. They hope to have vehicles on display throughout town. Members from the original race teams will be on hand. There is a prix fix special dinner at Bruno's on Friday night, where they hope to have Land Speed team members speak. This event was created due to a need to draw visitors in the "shoulder season", after Burning Man builders leave the area, but while weather is typically still warm enough for this type of event.
Cowboy Country	CC-18-12	Friends of Black Rock High Rock	Online Promotions	\$4,500.00	\$2,500.00	\$6,700.00	TravelNevada funds will help offset costs related to web-hosting, domains, and web maintenance and programming. Funds will also go towards social media ads on Facebook, Twitter and Instagram.	BlackRockDesert.org is the number one source of up-to-date information about the Black Rock Desert. It's imperative that the website remain functional. Approximately 1/3 of site visits are on mobile devices. Funding to cover expense for website maintenance and social media.
Cowboy Country	CC-18-13	Friends of Black Rock High Rock	Updating Trade Show Materials	\$1,950.00	\$1,950.00	\$3,050.00	Nevada Division of Tourism funds will be utilized to cover the costs to purchase our updated trade show materials.	Having better quality and more visible trade show materials will allow them to attract more people to their booths at the many outdoor trade shows they attend.
Cowboy Country	CC-18-15	Pershing County Chamber of Commerce	100th Anniversary of Lovelock Grant	\$7,000.00	\$3,000.00	\$10,000.00	We would like to do some print ads, radio and TV ads.	Lovelock will celebrate their Centennial Anniversary on September 26, 2017 and would like to promote the events they are hosting to celebrate this milestone in an effort to draw visitors from the Reno-Tahoe area. Funding will assist with television advertising.

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Cowboy Country	CC-18-16	Winnemucca Convention & Visitors Authority	2018 Nevada Magazine	\$8,500.00	\$8,500.00	\$11,700.00	Nevada Division of Tourism funds will be utilized to purchase a 1/2-page full-color guaranteed advertisement in 5 issues of Nevada Magazine.	By advertising in Nevada Magazine, they effectively reach the reader who has already expressed an interest in Nevada. Nevada Magazine is the most cost-effective way to reach over 4,248,800 people per year. The majority of Nevada Magazine readers spend at least one-half of their vacations here with an average stay of 11 days.
Cowboy Country	CC-18-17	Winnemucca Convention & Visitors Authority	2018 Television Ad Campaign	\$6,000.00	\$5,000.00	\$11,000.00	Nevada Division of Tourism funds will be used to help finance the cost of approximately 220 30-second television spots over a 5 month time period. This will include promotion of events like Winnemucca Ranch Hand Rodeo Weekend, Run-A-Mucca Motorcycle Rally, Winnemucca Wheels and the Tri-County Fair & Stampede.	By advertising on television, they will effectively reach a broader target market, reaching those individuals who will visit Winnemucca and attend a special event; thereby substantially increasing room nights. By advertising on television, their advertising dollar will go further than using other media types like newspapers and radio. Additionally, by advertising in these markets, other rural communities along the major corridors will see some of these travelers as well.
Cowboy Country	CC-18-18	Friends Of The Farm Inc	Fall Farm Festival-Lazy P Farm	\$5,500.00	\$3,800.00	\$8,500.00	The funds will be used to assist with a variety of event marketing tools that including flyers; posters; print, radio, and television advertising; banners; internet advertising; website maintenance and hosting fees; and maze design and layout.	Funding will assist with website maintenance and hosting fees; magazine, newspapers and radio advertising; and printing of the brochure.
Cowboy Country	CC-18-19	Battle Mountain Chamber of Commerce	Gerhard Publishing-Community Living Magazine Ads	\$1,250.00	\$1,250.00	\$2,500.00	Funds will be used to pay for the ads placed in the Community Living Magazine. We will be publishing a new ad every 2 months to make sure our events are current and dates and contact information is easily obtained.	Advertising in Community Living Magazine allows a different source of information available to consumers 50-100+ miles away from Battle Mountain. They are in a great location for visitors traveling on the interstate to take a break from the monotony of travel. They are confident that promoting their events through Community Living visitors will decide there is a reason to stop in Battle Mountain.

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Cowboy Country	CC-18-20	Battle Mountain Chamber of Commerce	Winnemucca Publishing Event Advertising	\$900.00	\$900.00	\$1,800.00	Funds will be used to pay for the ads placed in the Bugle Newspaper. We will be publishing 12 ads throughout the grant cycle to best advertise our events.	This project includes the advertisement for the events hosted by the Battle Mountain Chamber of Commerce. The intent is to encourage visitors and community members to stay in Battle Mountain on days off or for visitors to stop in Battle Mountain for the night. Through this source of advertisement they are able to reach those people who are looking for a reason to take the exit off the interstate, take a break from their pre-planned trip and enjoy their small town and feel the enthusiasm.
Cowboy Country	CC-18-21	Battle Mountain Chamber of Commerce	Radio Advertising KRJC and KVLV	\$2,400.00	\$2,400.00	\$4,800.00	Funds will be used to pay for radio advertisement. We will be broadcasting for the events during the year to encourage visitors and locals to participate in the events the Chamber of Commerce hosts and allow an outlet for people to come into the Chamber office for other events going on in our community.	This organization believes radio ads will draw participants from out of town who would most likely stay over night to attend their events.
Cowboy Country	CC-18-23	Elko Convention & Visitors Authority	Elko Classic Car Show	\$5,000.00	\$5,000.00	\$10,000.00	The funds would be used to market this event through television, radio, web and print advertising.	In 2017 they will be combining the Rides & Rods car show with the Elko Classic Car Show. The new Rides & Rods Elko Classic Car Show will help expand this event and increase club attendance. Funding will help them market and brand this event as the Rides & Rods Elko Classic Car Show. This is a great event that has the potential to grow every year and increase overnight stays.
Cowboy Country	CC-18-24	Elko Convention & Visitors Authority	Adventure on the Edge Brochure	\$10,000.00	\$7,500.00	\$20,000.00	The funds would be used to revise and print this very popular brochure. This brochure offers outdoor recreation for the Elko area. We will distribute this brochure at various tourism entities throughout the State as well as at consumer/trade shows.	This is the key collateral piece handed out at the Adventure Shows Elko attends each year. Funding will allow them to update the content and print new brochures with current information. It will also be available to download from their website.
Cowboy Country	CC-18-25	Elko Convention & Visitors Authority	Elko Marketing Video	\$7,500.00	\$7,500.00	\$15,000.00	The funds will be used to create a new 1-2 minute marketing video to help market the Elko area. The funds would also be used to create additional 30 second spots focused on Summer, Fall and Winter that we can use for television and the internet.	Elko has not requested funding for a video in over 15 years. Their existing video is out-of-date and needs to be refreshed to include new events and attractions.

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Cowboy Country	CC-18-26	Western Folklife Center	Television Advertising	\$5,000.00	\$5,000.00	\$10,000.00	Funds will pay for half the cost of hiring a production company to conceptualize, film and produce a series of television ads to promote Western Folklife Center programs including the National Cowboy Poetry Gathering. A production crew will travel to Elko to shoot ads at the 2018 Gathering and will also travel to Elko for a day of filming during the year at an event yet to be determined. The funds will contribute to the cost of filming as well as travel and post production. The Elko County Recreation Board will also fund half the project costs.	The Western Folklife Center is applying for funding to hire a production company to develop a series of television ads promoting our programs, both year-round and the National Cowboy Poetry Gathering. The ads produced will be used for several years. This is a multi-phase project. We are requesting funding for ad production in this application and will apply for funding to pay for ad placement in 2018. We will shoot ads at the 2018 Gathering to promote the 2019 event as well as future events. We will run ads in communities across Nevada, as well as Utah, Idaho and northern California, with the goal of bringing people to Elko for year-round events as well as for the National Cowboy Poetry Gathering.
Cowboy Country	CC-18-27	Wells Chamber of Commerce / Trail of the 49ers Interpretive Center	Wells Chamber Marketing Grant	\$15,000.00	\$10,000.00	\$34,500.00	Funds will be used to pay for billboards, magazine adds, and brochures.	The objective is to entice travelers to explore and experience the Wells area, stay for more than a couple hours, rent rooms and return for more experiences. It is their intension to give people a memorable experience and hope that those people decide to explore because of the advertising that was viewed.
Cowboy Country	CC-18-28	City of West Wendover	West Wendover National/International Print Marketing Grant	\$20,000.00	\$20,000.00	\$40,000.00	Funds will be used to pay for advertisements in the Salt Lake Visitor Guide, American Road, City Weekly, Mountain Express Magazine, Nevada Magazine, and if funds are available, Madden Media.	This project is to produce and advertise in print media outlets including American Road, Nevada Magazine and regional publications. They also want to participate with Madden Media in TravelNevada's co-op ad program.
Cowboy Country	CC-18-29	City of West Wendover	Destination West Wendover 2017/2018 Television Ad Campaign	\$40,000.00	\$20,000.00	\$80,000.00	Funds will be used to place 2 different 30-second commercial spots in prime broadcast networks within the Salt Lake City metropolitan area (KUTV, KTVX, KSL, and KSTU). This will potentially reach the prospective market located in Utah, Southern Idaho and Wyoming.	This objective of this project is to use prime broadcast networks in the Salt Lake City, metropolitan area (KUTV, KTVX, KSL, and KSTU), to reach their potential market from Utah, Southern Idaho and the Wyoming Area. Using mainstream networks increases their presence in these areas. West Wendover's goal is to saturate the market and cement in the minds of visitors the value of Nevada style entertainment in West Wendover as well as promote the recreational venues outside of the gaming environment.
Total				\$221,835.00	\$169,325.00	\$355,485.00		

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Indian Territory	IT-18-01	Indian Territory	FY 18 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.	The funds in this grant will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, training and education, etc.
Indian Territory	IT-18-02	Indian Territory	2017 AIANTA Conference	\$5,000.00	\$5,000.00	\$5,000.00	Funds will be utilized for registration, exhibit space and travel expenses to send Territory members to the 19th Annual American Indian Tourism Conference in Green Bay, Wisconsin. Territory members have attended the last nine years and were able to bring back important knowledge and contacts for the annual Nevada Tribal Tourism Conference. Continued participation is essential to the Territory as it will allow members to educate themselves on current trends in American Indian tourism on a National level.	This funding will allow Nevada's Indian Territory to attend the American Indian Tourism Conference and to have a booth that is intended to increase awareness of Nevada tribes, tribal attractions and events in Nevada. Attendance at this Conference is essential to the Territory as members will gain knowledge of tourism industry trends and information as it pertains to Indian Country. Knowledge and contacts made at this conference will assist the Territory with ideas and projects that can be shared with Nevada Tribes for the development of tourism attractions and destinations and will also enable the Territory to market existing attractions and events in Nevada's Indian Country.
Indian Territory	IT-18-03	Indian Territory	Stewart Indian School Website Maintenance	\$2,400.00	\$2,400.00	\$4,800.00	Funds will be used to provide maintenance to the official Stewart Indian School website and related social media accounts.	This project will continue the work necessary for maintaining the success of StewartIndianSchool.com. The new design of StewartIndianSchool.com was launched in fiscal year 2015 and since then there has been a strong increase in site visits due to a dynamic site. Stewart related events continue to be added to the site as well as new content.

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Indian Territory	IT-18-04	Pyramid Lake Paiute Tribe	Pyramid Lake General Brochure Reprint and Distribution	\$4,200.00	\$4,200.00	\$8,400.00	The purpose of this project is to reprint the existing brochure for Pyramid Lake. Minor revisions will be made and 15,000 copies printed. In addition, this program includes distribution by Certified Folder to Reno and Carson City and distribution at the Reno-Tahoe Airport.	The Pyramid Lake general brochure is the only printed piece that covers things to see and do at Pyramid Lake. It lists cultural information and history about the tribe, outlines places of interest, lists tribal enterprises, and provides lodging information. The existing inventory is nearly depleted, and a reprint is needed. In addition, a brochure distribution plan is needed.
Indian Territory	IT-18-05	Pyramid Lake Paiute Tribe	Pyramid Lake Website	\$8,000.00	\$8,000.00	\$16,000.00	Funding will support the design, creative direction, production and hosting of a new Pyramid Lake Paiute website. The site will feature current technologies and systems and be built as a Content Management System (CMS) Wordpress site. It will feature full Responsive capabilities (mobi and smart device compatible) and include the most up-to-date plugins and features including a schedule of events page, contact form and links to social media networks. The new Pyramid Lake Paiute website will provide the tribe a strong web presence that can be utilized for many years and will continue to grow and be updated. In addition this new CMS site will enable tribal staff to easily access add content add content.	The new Pyramid Lake Paiute website will provide the tribe a strong web presence that can be utilized for many year, and will continue to grow and be updated. In addition, this new CMS site will enable tribal staff to easily access add content add content.
Total				\$24,600.00	\$24,600.00	\$39,200.00		

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Las Vegas Territory

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Las Vegas Territory	LV-18-01	Las Vegas Territory	Admin Grant 2018 First Cycle	\$3,000.00	\$3,000.00	\$3,000.00	The funds will be used to support Las Vegas Territory expenses such as copying office supplies postage and travel expenses for board members to attend meetings and conferences.	The funds in this grant will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, training and education, etc.
Las Vegas Territory	LV-18-02	Las Vegas Territory	Brand USA Global Marketing Partnership with Experience Page	\$3,500.00	\$3,500.00	\$7,000.00	This is payment of 50% of total cost to Brand USA for Experience Page.	The funds will be used to partner with Brand USA to create a themed experience page for Las Vegas Territory on VisitTheUSA.com. The object of this project is to attract the international visitor to Las Vegas Territory.
Las Vegas Territory	LV-18-08	Las Vegas Territory	Las Vegas Territory Newly Branded Rack Card Supplemental Request	\$2,500.00	\$2,500.00	\$2,500.00	This funding will be used for printing of rack cards with new brand to be used at trade shows, fairs and other industry events. In addition, we want to produce a banner with new brand and any other newly branded pieces to enhance Las Vegas Territory visibility at shows, meetings and events.	Funding will cover printing expenses as well as production of Las Vegas Territory banner.
Las Vegas Territory	LV-18-10	Las Vegas Territory	Las Vegas Territory Rural Southern Nevada Fam Trip	\$4,500.00	\$4,500.00	\$4,500.00	Following solicitation of complimentary services from membership, funds will be used to cover remaining expenses. This will include lodging, meals, transportation, and the additional costs associated with visiting attractions, providing hospitality events, supporting transportation needs and costs regarding keepsake items - tote bags, trinkets, brochures, etc. Any remaining funds will be returned to Travel Nevada.	FAM participants should include in-state tour operators and media exclusively, not located in Clark County, in an effort to expose them to a variety of activities found in the rural communities of the Las Vegas Territory.
Las Vegas Territory	LV-18-12	Las Vegas Territory	Marketing & Promotional Items	\$6,000.00	\$5,000.00	\$6,000.00	Travel Nevada Grant Funds will be used to purchase promotional giveaway items for use in upcoming travel trade shows as well as for Fairs, local events within Las Vegas Territory, as well as industry events conducted by Las Vegas Territory in surrounding states.	The project is to source and purchase affordable, branded items to take to upcoming shows, events, FAMs, etc. Attendee's of travel shows collect items to remind them of where they have been or where they want to go. Branded items are an inexpensive way to keep destinations in front of the potential visitor. The funding of this project will enable Las Vegas Territory to continue with their branding and promotion of the website and mobile app.

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Las Vegas Territory	LV-18-13	Las Vegas Territory	Proposed Site Improvements for Territory Website	\$12,000.00	\$12,000.00	\$12,000.00	Funds will be used to improve the site www.lasvegasterritory.com .	Improvements are required to further develop the site with a more visible destination theme, and to establish it as a better sales and marketing tool. Enhancements to include: improved query system, improved users experiences on mobile devices, improved home page appeal, improved site traffic flow, improved site coding, secured server hosting, integration of a payment gateway, an integrated blogging platform and several backend/admin site improvements.
Las Vegas Territory	LV-18-15	Las Vegas Territory	Travel Adventure Shows (Chicago, Los Angeles and Philadelphia)	\$16,500.00	\$16,500.00	\$16,500.00	Funds will be used to obtain booth space at all three (3) shows, and will cover travel expenses and shipping expenses.	Las Vegas Territory has taken an aggressive approach with Consumer/Industry trade shows in order to increase awareness in the market place of their rural areas, attractions, products and services. The Travel and Adventure shows are a perfect platform to educate both the consumer and Travel Professionals about Clark County
Las Vegas Territory	LV-18-16	Destination Services Assoc	DSA trade show 2018	\$6,000.00	\$4,000.00	\$12,000.00	Securing of trade show booths, display tables, equipment and services, shipping brochures and supplies, and travel expenses.	They will promote Las Vegas and Southern Nevada (Laughlin, Mesquite, Boulder City, Primm, and Mt. Charleston).

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Las Vegas Territory	LV-18-19	Outside Las Vegas Foundation	Public Lands Map	\$2,500.00	\$2,500.00	\$5,000.00	The funds will be used to assist with the printing of 20,000 Public Lands Maps to be distributed. These maps show outdoor recreation areas in southern Nevada. There is a guide to the activities available at each destination. With these funds OLVF will be able to print 20,000 maps rather than our current budget which would allow for only 10,000.	This map was initially created in a large format for a tabletop and used during public events. Every time that this tabletop display was used, members of the public attending the events inquired about whether this was available for purchase or distribution. As a result, OLVF developed the map in a small, folding format that could be easily distributed. The map has been used by partners ranging from fellow non-profit organizations, to community centers and retail partners such as REI. Recently, Hertz has been distributing the maps to those renting cars for trips in Nevada. To date, OLVF has done smaller print runs of 5,000 to 10,000. OLVF would like to do a larger print runs of at least 20,000 maps so that these may distributed more widely. The request made here is for printing only. All design work is completed. These maps would be distributed by the Outside Las Vegas Foundation at events and provided to partners for distribution. The Nevada Division of Tourism logo would be added to these maps, and they would be made available to the members of the LV Territory upon request.
Las Vegas Territory	LV-18-20	Outside Las Vegas Foundation	River Mountains Loop Maps	\$4,850.00	\$4,500.00	\$9,750.00	Funds will be used to assist in the re-design of the maps and will then be used in printing 10,000 maps for distribution. The vision logo will with approval be added to these maps. The partnership would retain 5,000 maps for distribution at events and would provide the other 5,000 maps to the LVCVA and any members of the LV Territory that might request copies of this map.	This trail has attracted international attention, and draws visitors from around the world and around the country. These visitors in turn typically also explore Boulder City, Lake Mead Recreation Area, and Hoover Dam. This 35-mile trail is especially attractive to cyclists seeking a challenging loop course with spectacular views. The maps produced through this project will be distributed by Lake Mead National Recreation Area, Hoover Dam, Boulder City, and City of Henderson. They will also be distributed through community events. Last year, OLVF held over 400 programs that reached 23,000 people. In addition, these maps will be sent to people from out of town looking for printed maps of the trail. OLVF receives these requests through the River Mountains Loop trail website: https://rivermountainstrail.org/

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Las Vegas Territory	LV-18-21	Boulder City Chamber of Commerce	Boulder City Certified Folder	\$8,000.00	\$8,000.00	\$16,000.00	Funds will be paid directly to Certified Folder Display for contracts throughout our fiscal year.	Boulder City Chamber of Commerce (BCCC) has done extensive research on the effectiveness of the distribution of their brochures and use (800) numbers to track performance of the different rack locations. The BCCC feel that the Certified Folder brochure racks are the most efficient way to get their information in the hands of the visitor.
Las Vegas Territory	LV-18-22	Boulder City Chamber of Commerce	Boulder City Interactive Website	\$2,000.00	\$2,000.00	\$4,000.00	The funds will be used in promotion and maintenance of the website via print and web links to local and out-of-state markets. It will also apply to improvement 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 has and will continue to be present. For 2017 it has 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.	The Las Vegas Convention and Visitors Authority'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 the area and educating, influencing, and enticing them prior to their arrival. The Boulder City Chamber capitalizes on the Las Vegas tourist and they are grateful for their close proximity to this major tourist hub.
Las Vegas Territory	LV-18-23	Boulder City Chamber of Commerce	Boulder City-NV Magazine	\$2,700.00	\$2,700.00	\$5,400.00	The funds will pay for half of the expense of the Nevada Magazine contract.	The Chamber has evaluated it's relationship with Nevada Magazine over the many years they have partnered. In the evaluation process, they looked at other publications that they could afford and researched effectiveness of those potential partners. They determined based on data collected from the 800 number tracking program, that Nevada Magazine provides the Chamber and Southern Nevada an outstanding outlet for information. They are also very impressed with it's great reputation among other visitor centers throughout the State and in surrounding areas.

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Las Vegas Territory	LV-18-24	Boulder City Chamber of Commerce	Digital Advertising of BC 2018	\$9,000.00	\$9,000.00	\$18,000.00	Funds will be used for a combination of the following: Demo/Behavior/Geo-Targeting, Competitive Search Retargeting, Site Retargeting, Keyword Search Retargeting, Keyword Contextual Retargeting, Category Contextual Targeting, Geo-fencing, and Conversion Zone Geo-Fencing. In addition to standard Geo-fencing, we will place a conversion zone fence around Boulder City to better track the ROI of the campaign.	The purpose and goal of this digital marketing campaign for "A World Away For A Day"-discover Boulder City, is to deliver the message that we have so much to offer both locals and tourists visiting Nevada. As the I-11 project continues to move forward, the importance of creating an online marketing campaign for Boulder City is critical for businesses in Boulder City.
Las Vegas Territory	LV-18-25	Boulder City Chamber of Commerce	Madden Media Online Marketing	\$2,500.00	\$2,500.00	\$5,000.00	Dollars will be directly applied to the marketing agreement between the Boulder City Chamber of Commerce and Madden Media in the amount of \$5,000.00.	Funding will be for newspaper inserts for the domestic mandarin campaign in the Epoch Times and Sing Tao as well as the standard publications found in Phoenix, Boise, Los Angeles, Salt Lake City, San Diego and San Francisco.
Las Vegas Territory	LV-18-26	Boulder City Chamber of Commerce	Southern Utah's Etched Magazine	\$1,500.00	\$1,500.00	\$3,000.00	To enter into the contract for a full year of advertising for a 6-time half page ad in Etched Magazine for the non-profit rate of \$500 per issue (regular price is \$665 per issue). Web ad button is to be provided complimentary and would have been \$150 per issue if not negotiated for best rate.	New advertising options in the print world are no longer an everyday occurrence. A publication has to really stand out and gain attention as being phenomenal. When this applicant was first given the Etched Magazine and later approached by a knowledgeable sales rep, she was very impressed. From the weight of the paper, the amazing colors of the beautiful photography, the true understanding of what tourists are looking for and attracted to, and the professionalism of their sales team.
Las Vegas Territory	LV-18-27	Moapa Valley Chamber of Commerce	Moapa Valley Tourism Event Promotion	\$44,250.00	\$9,000.00	\$88,500.00	Funds will be applied to hard costs of advertising; producing printed materials, media & digital advertising, marketing tools, etc.	The objective of this project is to build on their successful efforts to draw tourism to the area through promotion of existing events and attractions, establishing Moapa Valley as a visitor destination. Repeated exposure will develop return and new visits to these events.
Las Vegas Territory	LV-18-28	Moapa Valley Revitalization Project	Destination Development	\$14,925.00	\$8,000.00	\$29,850.00	Requesting funding to shoot video footage to promote their outdoor activities; for website maintenance including SEO; to develop a marketing plan; to print brochures to promote local events; and to produce a trail guide.	Funds to help with expenses for video shoot and website maintenance.
Total				\$146,225.00	\$100,700.00	\$248,000.00		

FY2018 1st Cycle Rural Marketing Grant Recommendations

Nevada Silver Trails

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-01	Nevada Silver Trails	NST Administration	\$4,000.00	\$4,000.00	\$12,000.00	The funds will be used to run the territory - primarily travel to territory meetings and Nevada Division of Tourism functions. Other needs for funds include long distance telephone charges, postage, ink cartridges and stationary.	The funds in this grant will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, training and education, etc.
Nevada Silver Trails	NST-18-02	Nevada Silver Trails	Adventure and RV/ATV Brochure Update and Reprint	\$11,000.00	\$11,000.00	\$11,500.00	Realm Printing Company will update and reprint 40,000 copies of NST's Discover Adventure Guide brochure and 40,000 copies of NST's RV/ATV tri-fold brochure.	These are Nevada Silver Trails most popular collateral pieces and they use them at all travel/trade and consumer shows and place them in brochure racks throughout California, Nevada and Utah.
Nevada Silver Trails	NST-18-03	Nevada Silver Trails	Advertising in American Road Magazine	\$6,972.00	\$6,972.00	\$7,072.00	The funds will be used to pay American Road Magazine for 4 half-page color ad insertions and Emergency Room Creative to produce the ads.	Because of previous encouraging activity and a circulation of 1.55-million, Nevada Silver Trails would like to continue advertising in American Road Magazine.
Nevada Silver Trails	NST-18-04	Nevada Silver Trails	Certified Folder	\$18,890.00	\$13,000.00	\$19,290.00	The funds will be used to pay Certified Folder Display Service to distribute 88,500 of our Nevada Silver Trails brochures in brochure racks at the California Welcome Centers in Barstow and Mammoth Lakes along U.S. Highway 395 north and south of Bishop, I-15 in southern Utah, I-80 in Nevada, Colorado River, Ontario International Airport and sporting goods outlets in the Las Vegas, Reno, and Carson City areas.	Certified Folder has served them well over the years and they feel that this is the most efficient way to distribute their promotional materials.
Nevada Silver Trails	NST-18-06	Nevada Silver Trails	Ghost Town Brochure Reprint	\$6,000.00	\$5,000.00	\$6,500.00	All funds will be used to reprint the tri-fold Ghost Town brochure of NST Territory.	This project will be to reprint 50,000 Ghost Town brochures to replenish supplies from the first run of this brochure. Between distributions by Certified Folder, apportion to our Territory communities and disbursements for trade shows they easily disseminate all copies of this very popular item.
Nevada Silver Trails	NST-18-07	Nevada Silver Trails	Nevada Magazine	\$7,300.00	\$7,300.00	\$7,800.00	Funds to pay for 1/2-page full color ads in the Sep/Oct and May/Jun editions and 1/4-page full color ads in the Nov/Dec, Jan/Feb, Mar/Apr and Jul/Aug editions.	The project will be used for advertising in Nevada Magazine. They plan to run ads in all issues of Nevada Magazine varying between ½ page full color and ¼ page full color. Nevada Magazine is a great resource for visitors to the Territory as the focus is solely on NV.

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Nevada Silver Trails

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-08	Nevada Silver Trails	Travel Nevada Annual Visitors Guide and Rides Guide	\$6,500.00	\$6,500.00	\$7,000.00	The funds will be used for a 1/2-page full color ad in the Annual Visitors Guide and a full-page full color ad in the Ride Guide.	The project will be used for advertising in the TravelNevada Annual Visitors Guide and Rides Guide. These two placements are very important for the Territory, as both publications are popular trade show handouts, being distributed to thousands of travelers, which takes their circulation beyond that of the typical magazine reader. Additionally, their Territory is ideal for motorcycle touring and the Rides Guide has proven very popular in previous years.
Nevada Silver Trails	NST-18-09	Nevada Silver Trails	NST Brand USA	\$3,500.00	\$3,500.00	\$7,000.00	The funds will be used to provide a Nevada Silver Trails experience page on the U.S. government's tourism promotional site VisitTheUSA.com. This program is associated with TravelNevada's BrandUSA coop advertising program.	The funds will be used to partner with Brand USA to create a themed experience page for Nevada Silver Trails on VisitTheUSA.com. The object of this project is to attract the international visitor to Nevada Silver Trails.
Nevada Silver Trails	NST-18-10	Nevada Silver Trails	NST Fulfillment	\$2,000.00	\$2,000.00	\$2,500.00	Funds will be used to ship brochures to various distribution sites (visitors centers etc.) for re-stocking needs.	The Territory will use these funds to ship brochures to Certified Folder locations throughout NV, CA, UT and AZ and any trade shows that they don't have shipping expenses covered.
Nevada Silver Trails	NST-18-12	Nevada Silver Trails	NST Radio Advertising	\$22,500.00	\$12,188.00	\$22,900.00	One-hundred-seventy-four 60-sec radio and digital spots will be purchased from Lotus Broadcasting Group stations KOMP-FM and KXPT-FM in Las Vegas at a cost of \$22,500 to promote events in Nevada Silver Trails Territory during fiscal year 2018.	Nevada Silver Trails will focus its advertising campaign on radio spots, complimented by digital spots, which will concentrate on event marketing for the communities in the territory on two Lotus Broadcasting Group stations in the Las Vegas area (KOMP-FM and KXPT-FM). Sample events would be the Pahrump Fall Festival, Beatty Days, Tonopah's Jim Butler Days, Pioche Labor Day and Hawthorne's Armed Forces Day. Each campaign scheduled will begin approximately 3 weeks from event date with minimal spots per day leading up to the week of the event with a heavy saturation schedule.

FY2018 1st Cycle Rural Marketing Grant Recommendations
Nevada Silver Trails

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-14	Nevada Silver Trails	NST Social Media Program	\$6,200.00	\$6,200.00	\$7,000.00	Funding will be used to cover the cost to continue this valuable online marketing effort for the territory. The social media networks routinely maintained include Twitter (about 5 posts per week) Facebook (at least 5 posts per week) Flickr YouTube Instagram and Pinterest. The company contracted to oversee these networks requires little or no input by the territory members and services include all project management and network maintenance.	The Nevada Silver Trails social media program is a major component to the territory's online marketing efforts. This successful program requires a consistent maintenance and management program for it to continue. All NST social networks have shown increases and the Facebook page had a total reach of 32,400 in 2016 and was visited by people in 21 countries. In addition, the video watch time on the NST YouTube network increased by 86% and total views increased by 138% over the previous year.
Nevada Silver Trails	NST-18-15	Nevada Silver Trails	NST Travel Trade Show	\$2,000.00	\$2,000.00	\$5,000.00	The funds will be used by Territory volunteers to cover travel expenses at travel shows and events where we are asked to distribute our collateral and promote our region.	These shows give the Territory the opportunity to interact with the public and provide them with direct knowledge of the Territory and the State as a whole. People are greatly receptive to this type of first-hand information and they find many actively engage with them to find out what there is to do, see and visit.
Nevada Silver Trails	NST-18-16	Nevada Silver Trails	NST Website Maintenance	\$5,200.00	\$4,800.00	\$5,600.00	Funding will be used to pay a webmaster to make any needed updates including calendar entries and photo/copy revisions, monitor the site for any needed updates, ensure that the system is up to speed and as secure as possible, troubleshoot any database errors, review traffic on a monthly basis, physical backup of all files to the webmaster's computer and an offsite programmer's computer and hosting the site.	NevadaSilverTrails.com remains the major marketing tool for the territory. This project ensures that this website remains updated with new calendar events, and copy and photo updates.
Nevada Silver Trails	NST-18-17	Nevada Silver Trails	Pinpoint Magazine	\$14,800.00	\$7,400.00	\$15,500.00	PinPoint Publications (package includes the following): 8 insertions of 1/2-page print ads (4 insertions south zone and 4 insertions west zone). Ad in E- Newsletter for each month print ad is run (3,000 subscribers)	Advertising in the PinPoint Publications is the most effective way of reaching a large percentage of the Las Vegas Community without the high cost of developing a Direct Mailer, and the added costs of printing and postage it will incur. Las Vegas is this territory's primary market.

FY2018 1st Cycle Rural Marketing Grant Recommendations
Nevada Silver Trails

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-18	Boys & Girls Clubs of Mason Valley	Boys & Girls Clubs of Mason Valley	\$16,000.00	\$4,500.00	\$2,500,000.00	The funds from this grant would be used for several different Boys & Girls Club marketing areas. If funded in full \$10,000.00 would be used towards our Night in the Country marketing efforts. We have seen HUGE successes with our current TravelNevada partnership in getting the word out internationally. We would use the remaining \$6,000.00 for marketing our We Dig Mining Day for Kids paired with our second annual Color Run 5k and even the Yerington Movie House.	Funds awarded to be used for paid media (Nevada Magazine, design and social media).
Nevada Silver Trails	NST-18-19	Yerington Theatre for the Arts	YTA/2017 Jeanne Dini Center FYE 2017-2018 Season Marketing	\$12,550.00	\$5,400.00	\$18,100.00	Contract with a recognized advertising agency to create, implement and design all 2017-2018 season components; save the date/direct mail piece, event poster, print advertisement, radio spot, 30 sec. video and any reasonable website updates and social media marketing campaigns that fulfill the event information and marketing goals necessary for each of six campaigns of the 2017-2018 YTA Season.	YTA has a long history of presenting high quality arts and cultural heritage events in the historic Jeanne Dini Center in Yerington. Touring performances and events take place on Friday or Saturday nights providing an opportunity for visitors to stay over to explore Mason and Smith Valley's unique adventure, agri-tourism, cultural heritage, and historic options on the following day. The landmark 1912 School House turned Arts Center also serves as an historic venue for meetings, conferences, high school reunions, weddings, and family reunions attracting visitors for overnight stays. This funding will help them promote events throughout the fiscal year.
Nevada Silver Trails	NST-18-20	Yerington Theatre for the Arts	YTA/Taste of the Valley Marketing-Agritourism Event	\$10,585.00	\$5,000.00	\$15,585.00	Funds will be used to contract an advertising agency to create, implement and design Taste of the Valley Marketing campaign including but not limited to radio spot, video, website updates and social marketing campaigns to fulfill Taste of the Valley festival information and marketing goals.	Currently, in its eighth year, Yerington's Taste of the Valley Festival produced by YTA combines agriculture, arts, and Italian heritage providing unique potential for growth as a self-sustaining agri-tourism, farm to table event. Yerington has one of the most appealing and viable small town main street districts in Nevada. Awarded \$6,000 last year.
Nevada Silver Trails	NST-18-21	Mineral County Convention and Tourism Authority (Vendor #T40291300)	Reprint MC Brochure & Ghost Town Map	\$5,000.00	\$5,000.00	\$10,000.00	Funds to be used to reprint the Mineral County Brochure and Ghost Town Map.	As a result of the first printing, Mineral County experienced an increase of 2,500 room nights in calendar year 2016. This brochure really appeals to the adventure traveler. They will print 50,000 copies.

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Nevada Silver Trails

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-22	Mineral County Convention and Tourism Authority (Vendor #T40291300)	Distribution of Ghost Town Map/MC Brochure	\$4,500.00	\$4,500.00	\$9,000.00	Funds to be used to distribute our Ghost Town Map/Brochure in Northern Nevada and California.	Mineral County will contract Certified Folder Display Service, Inc. to distribute this very popular brochure in Northern Nevada and California.
Nevada Silver Trails	NST-18-23	911 Memorial Mt. Grant Challenge	2017 911 Memorial Mt. Grant Challenge	\$13,000.00	\$7,000.00	\$40,000.00	Tourism funds will be used to create printed materials which will highlight outdoor recreation in Mineral County to include the Mt. Grant Challenge. With increased water into Walker Lake our committee is also currently planning a kayaking event in conjunction with the Challenge. Sturdy, inexpensive flyers and brochures will be produced to be delivered to businesses and tourist stops within a 200 mile radius (our market area). Purchasing print and radio advertising allows us to reach many individuals outside of our community.	The 911 Memorial Mt. Grant Challenge has become an annual community event held each year in September to remember those who lost their lives during the attack on the Twin Towers. The 911 Challenge highlights the many outdoor recreational opportunities in Mineral County. The committee has worked diligently to expand the event to include a community parade and memorial, packet pick up and community breakfast. The one-day event is gradually evolving into a three-day tourism event within the community. Awarded \$8,000.00 in FY2016.
Nevada Silver Trails	NST-18-24	Town of Tonopah	Advertising Tonopah in the Annual Tourism Guide 2018	\$1,925.00	\$1,925.00	\$3,850.00	The funds will be used to pay for half of the cost for the ad.	The Town of Tonopah has many unique sights such as the Tonopah Historic Mining Park that is the only place in Nevada where travelers can walk the property, enter most buildings, see down the stopes etc. The Central Nevada Museum has a reputation to be the best research museum in the State. Tonopah was voted the number 1 stargazing destination in the US. They feel that by advertising in the Travel Guide they will entice visitors to stop and stay as they drive across Hwy 95.

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Nevada Silver Trails

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-25	Town of Tonopah	Tonopah Historic Cemetery Brochure	\$2,000.00	\$2,000.00	\$2,000.00	Nevada Division of Tourism funds will be used to print the Tonopah Historic Cemetery Brochure. The funds will also be used to purchase a brochure holder so the brochures will be available at the entrance to the Old Tonopah Cemetery. There will also be room for the new Town of Tonopah brochures in order to inform visitors of other things to do in Tonopah. The brochures can also be placed in Silver Trails and TravelNevada brochure racks as well as other locations around Tonopah.	The purpose of the project is to place a brochure at the Old Tonopah Cemetery highlighting some interesting previous residents of Tonopah that are buried there. The Old Tonopah Cemetery is located next to the infamous Clown Motel. Due to the increasing popularity of the Clown Motel in both social media and national news stories, there are more and more visitors to the Clown Motel and the adjacent Old Tonopah Cemetery. After speaking to many visitors to the cemetery directly, the most common complaint noted was the lack of more information and a desire to know more about the people buried there. A brochure describing the history of the cemetery, a map, and some of the interesting characters buried there will help make the experience more memorable and informative, as well as encouraging visitors to spend more time in the cemetery and Tonopah in general.
Nevada Silver Trails	NST-18-26	Town of Tonopah	Tonopah Website Maintenance	\$1,000.00	\$1,000.00	\$2,000.00	Nevada Division of Tourism funds will be used to pay half the cost of website maintenance.	This project involves contracting with a webmaster to provide a year-long maintenance service. This service will include updating and adding new information, calendar events additions, copy revisions, and photography and video updates.
Nevada Silver Trails	NST-18-27	Goldfield Historical Society	T&T Rail Road Tri-fold	\$2,800.00	\$2,800.00	\$5,600.00	The funds will go to help pay the cost of art work and printing of the brochures and posters.	Recently the Goldfield Historical Society acquired the Tonopah & Tidewater Railroad Museum previously located at the Death Valley Junction in Amargosa. This grant will allow them to print tri-fold brochures and posters to welcome travelers and advertise the new location.
Nevada Silver Trails	NST-18-28	Beatty Chamber of Commerce	Certified Folder	\$4,000.00	\$4,000.00	\$6,689.00	Funds from Travel Nevada will be used to assist in the cost of having our brochures distributed in the Las Vegas area, Mammoth Lakes and along the 395 corridor.	This project is to have Certified Folder distribute the Beatty English Version Brochures to 278 sites in Las Vegas, to 73 sites along the Hwy 395 corridor and 1 location in Mammoth Lakes.
Nevada Silver Trails	NST-18-29	Beatty Chamber of Commerce	Death Valley Guide	\$895.00	\$895.00	\$1,495.00	Funds granted for this project will be used to place a full color ad in the next edition of the Death Valley Guide. This is a very popular magazine for our visitors and are saved and shared to further our audience.	This magazine is highly distributed and features many attractions in the greater Death Valley area, including Rhyolite and Beatty.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-30	Beatty Chamber of Commerce	Las Vegas Review Journal	\$7,200.00	\$7,200.00	\$9,600.00	Funds for this project will be used to update our current ads highlighting any events being held in Beatty or our surrounding area and placing one ad per month in the Las Vegas Review Journals Circa Editions.	They place ads in the Circa Editions of this newspaper to attract visitors from the Las Vegas area to attend and participate in their special events.
Nevada Silver Trails	NST-18-31	Beatty Chamber of Commerce	Logo Flash Drives	\$2,000.00	\$1,500.00	\$3,000.00	Funds will be used to have these flash drives produced with our logo loaded with a video of Beatty promoting surrounding locations and some will have our brochures with areas of interest including Rhyolite and Death Valley. These can be distributed at travel/trade shows and to our visitors who come into Beatty on FAM tours to take with them and share with their potential clients.	This project is to have 500 1G flash drives produced in the shape of a gold bar, with the Beatty Logo engraved on them. To be distributed to FAM participants only.
Nevada Silver Trails	NST-18-32	Beatty Chamber of Commerce	Nevada Magazine	\$13,000.00	\$7,500.00	\$19,372.00	The funds will be used to design or update current ads to highlight the many events and attractions in our area including The VFW Jeep Course Poker Run in October, Beatty Days -also in October, the New Beatty Trails for Hiking and Mountain Biking and any other events that are currently being discussed by some local businesses.	Funds to be used to place three 1/2-page full color ads in Nevada Magazine and one 1/2-page full color ad in the 2018 Nevada Travel Guide. Funding also helps with design costs.
Nevada Silver Trails	NST-18-33	Beatty Chamber of Commerce	The Big Map	\$550.00	\$550.00	\$895.00	Funds for this project will be used to place an ad in the Big Map.	This project is to place an ad in the Big Map, printed and distributed by Golden Gate Media. As an advertiser in the map, they will receive maps for their visitors going into Death Valley National Park.
Nevada Silver Trails	NST-18-34	Town of Pahrump	Certified Folder Display	\$2,900.00	\$2,900.00	\$5,800.00	The funds will be used for the distribution of collateral at the following California locations: Barstow, Oceanside, Yucca Valley, Mammoth Lakes, Truckee, Buena Park, San Francisco, Anderson, Merced, Pismo Beach, El Dorado Hills, and Ontario. Additionally the Colorado River Valley, Arizona, I-40/Grand Canyon and Nellis AFB Las Vegas, NV. Fulfillment includes shipping brochures to destinations.	Certified Folder Display has racks strategically placed throughout Pahrump's target markets. Annually Pahrump distributes approximately 50,000 brochures at locations in Nevada, California and Arizona. This year we are adding Nellis AFB, Kingman and Lake Havasu City, Arizona.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-35	Town of Pahrump	Collateral	\$1,500.00	\$1,500.00	\$8,000.00	The funds will be used to print 75,000 brochures.	The Project consists of printing 75,000 each, 3 panel, 12x9 brochures full color for distribution with Certified Folder Display, travel trade shows and inquiries. The object of the printed brochure is to meet the needs of the visitor by providing a website address, hotel, motel and RV resort and a recap of local and area attractions.
Nevada Silver Trails	NST-18-36	Town of Pahrump	Good Sam RV Travel Guide	\$4,000.00	\$3,900.00	\$8,000.00	Funds will be used for a quarter page full color ad in Good Sam RV Travel Guide under Spotlight on Pahrump section and a deluxe bundle with package on the Good Sam website.	The Good Sam RV Travel Guide is used more than any other source when choosing an RV Resort. It is what the RVer carries in the RV and the website has over 600,000 visits annually. The objective of the project is to increase RV traffic. They need increased RV exposure because that is the only manner for them to expand our events. Pahrump is at capacity on hotel nights during key events and RV is the route to increase attendance and room tax revenue.
Nevada Silver Trails	NST-18-37	Town of Pahrump	Nevada Magazine	\$4,400.00	\$4,400.00	\$8,800.00	Funds to be used to place one full page ad in Nevada Ride Guide and placement of 4; 1/2 page full color ads in Nevada Magazine issues Sept/Oct 17; Jan/Feb18; Mar/Apr 18 and July Aug 2018. The print ads are designed by creative team and paid for by the Pahrump room tax fund.	The objective of this project is to promote events and amenities, tell stories, increase exposure, create experiences and convert to room nights. They will achieve this by placing ads in Nevada Magazine and the Rides Guide.
Nevada Silver Trails	NST-18-38	Town of Pahrump	Nevada Visitors Guide	\$2,750.00	\$2,750.00	\$5,500.00	The funds will be used for a 1/2 page full color ad for Pahrump, Nevada. The print ad will feature branding, call to action to log on to Visitpahrump.com and feature photos of our amenities.	The Nevada Visitor Guide is the magazine all of our international offices stock, distribute and use to book itineraries. This is the magazine the sales team uses when it travels and this is the magazine in which Pahrump chooses to advertise. This is a valuable tool for statewide information.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-40	Town of Pahrump	Public Relations	\$6,000.00	\$6,000.00	\$20,000.00	Funds to be used for a comprehensive PR strategy to support events and attractions; to deliver timely and strategic media relations that garner targeted media exposure; use relationships to pitch regional, national and international tourism media; to create, organize and pitch special events and media familiarization trips; to focus on media coverage that will convert exposure into increased room nights.	This project includes a comprehensive public relations strategy to support Pahrump lodging. The strategy includes building on events and attractions to draw additional room nights to increase the room tax revenue. This includes timely and strategic media relations that garner targeted media exposure.
Nevada Silver Trails	NST-18-41	Town of Pahrump	Storytelling	\$900.00	\$900.00	\$1,800.00	The tourism funds will be used to create a series of stories that highlight events and attractions in and around the Pahrump Valley area. The storytelling will be provided by "The Butler Wrote It" with Tourism retaining the right to edit, add key words for search optimization and ownership for sharing. Each story will be a minimum of 1,000 words.	The project will include a guide to attending a balloon festival and crewing a balloon, Wine tasting in Pahrump Nevada, A personal tour of Death Valley National Park, a personal tour of Ash Meadows National Wildlife Refuge and Tecopa Hot Spring, RV Life in Pahrump Nevada and a weekend at Lake Spring Mountain.
Nevada Silver Trails	NST-18-43	Lincoln Communities Action Team (LCAT)	LCAT Lincoln County Advertising and Marketing FY18	\$19,250.00	\$15,000.00	\$20,750.00	Funds to be used to design and produce ads for placement online, on radio and in print; place banner ads on outdoor, recreational, mountain biking, and rodeo websites to ensure that our advertising is focused on our target audience; place print ads in surrounding areas (NV, UT and AZ) newspapers and outdoor guides; send targeted blast advertising of upcoming events using social media; and distribute brochures and other advertising media to NV, UT and AZ visitor centers and appropriate outlets.	Advertising Lincoln County as the outdoor adventure center and mountain biking community of Eastern Nevada and by highlighting their events and recreational opportunities, they hope to draw new visitors to the area and entice past visitors to return more often.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-44	Lincoln Communities Action Team (LCAT)	LCAT Lincoln County Photography FY18	\$17,000.00	\$8,500.00	\$19,000.00	To photograph, video, and produce short commercials and videos for the website and internet that showcase our new mountain biking trails.	The construction of new mountain biking trails throughout the county are expected to draw 10,000 new visitors to the area in the first couple of years. These grant monies will be used to establish a funding foundation to generate excitement about the new trails by utilizing professional photographers and videographers to create professional brochures and videos of the trails and dramatic scenery that riders will experience. Promoting the beautiful scenery and pristine landscapes utilizing professional and colorful images will entice visitors to experience what Lincoln County has to offer.
Nevada Silver Trails	NST-18-45	Lincoln Communities Action Team (LCAT)	LCAT Lincoln County Web and Social Media FY18	\$20,800.00	\$10,000.00	\$22,500.00	In addition to continued maintenance, social media outreach and enhancing content on the website, the funding will be used to create pages providing information about the new mountain biking trails in the county. Professional photos and videos will be added to the website and promoted through social media channels that highlight the new trails in Caliente, Kershaw-Ryan State Park and Lincoln County BLM lands. We will continue to maintain and enhance information about the towns state parks, off-roading, biking, historical landmarks, wildlife and other local attractions. Website visitors will then be able to better-understand what they will experience on a trip to Lincoln County and will also be more likely to share the content with their friends.	Funding to assist with website maintenance and website development.

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Nevada Silver Trails

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-46	Pioche Chamber of Commerce	Pioche Social Media Program 2018 1st Cycle	\$1,500.00	\$1,500.00	\$3,000.00	Funds will be utilized to market the town of Pioche through social media and drive web traffic to PiocheNevada.com. By continuing a successful social media program and adding a Google AdWords media buy, the goal is to strengthen Pioche's overall presence on the web.	In 2015, the Pioche Chamber of Commerce updated their Facebook page, and targeted Facebook ads were purchased to promote this page. The Pioche page has grown from 63 likes to 743, an increase of 1080%, and the reach is between 200 to 500 per week. This project ensures that this successful campaign continues. Two new networks, a YouTube channel to promote Pioche videos, and a Flickr page, to promote Pioche photography, will be aggressively promoted.
Nevada Silver Trails	NST-18-47	Pioche Chamber of Commerce	Pioche Web Design and Support 2018 1st Cycle	\$15,000.00	\$10,000.00	\$30,000.00	Funds will support the design, creative direction, production, hosting and one year of maintenance for PiocheNevada.org. The site will include the most up-to-date plugins and features including a schedule of events page contact form and links to social media networks.	The town of Pioche is in need of an updated, tourism-focused website. In the past, PiocheNevada.org was a paid service to Chamber Nation and had very limited features. In addition, a comprehensive branding project is being completed for the town of Pioche, and the site must be designed to reflect the recently created brand guidelines and messaging. Award is in line with other similar projects funded through the grant program.
Total				\$309,867.00	\$219,980.00	\$2,936,998.00		

FY2018 1st Cycle Rural Marketing Grant Recommendations

Pony Express Territory

Territory	Grant ID	Organization	Project Title	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-01	Pony Express Territory	PET Administration	\$3,000.00	\$3,000.00	\$3,000.00	The funds will be used to pay all the expenses needed to maintain the Territory with respect to banking, PET meetings, office supplies and other expenses from time to time.	The funds in this grant will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, training and education, etc.
Pony Express Territory	PE-18-03	Pony Express Territory	PBS / TV Campaign	\$24,500.00	\$15,000.00	\$24,500.00	NDOT funds will be used to edit and credit already shot video footage producing 7 TV commercials @ \$1,500 each (Total \$10,500.00) and to buy airtime on PBS networks in Las Vegas, Reno, and Salt Lake City Utah will the additional \$14,000 requested. We do have a couple of our communities that may fall a bit short on video stock and if so we will be looking at doing some additional video shooting in the future.	The commercials will be creative, well-designed, and professional and the campaign is well-planned. Most importantly, these ads follow and fulfill the PET branding message and aligns with PET's social media program, print advertising, Internet marketing, and the monthly Pony Express Territory e-newsletter, the "Mochilla." In further review the applicant felt they would only need to 5 commercials @ \$1500 each. Remainder of funding to go for advertising buys.
Pony Express Territory	PE-18-04	Pony Express Territory	PET "Mochila" - Newsletter Campaign 2018	\$6,000.00	\$4,000.00	\$6,000.00	Funding pays for six e-newsletters throughout 2017-2018. The open rate in 2016-17 was 21.4% and a 14.4% click through rate. Funds will be used to pay for Constant Contact fee, database management, data collection, newsletter composition, copy writing, design, production, and all management and coordination. This campaign follows the established PET branding guidelines and utilizes all branding elements ensuring that a consistent message is maintained. New creative for print and online ads will dictate a slightly different look and feel to the newsletter.	This project will continue this successful email marketing program, and follows the established branding used in all the print advertising and social media outreach. Each PET community is highlighted throughout the campaign, with a major focus on upcoming events and places to see. Funding will cover quarterly rather than bi-monthly newsletter.

FY2018 1st Cycle Rural Marketing Grant Recommendations

Pony Express Territory

Territory	Grant ID	Organization	Project Title	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-05	Pony Express Territory	PET International Marketing	\$9,000.00	\$9,000.00	\$9,000.00	Funding will be used to translate, produce digital files, and print brochures to promote the territory to the international markets. There will be six different brochures 2,500 each for a total of 15,000. The funds will also be used to partner with Brand USA to receive 1 themed Experience page on VisitTheUSA.com. By doing this we will be able to showcase our Territory as an experience.	\$3,500.00 to be used for Brand USA Experience page and the remainder for brochure translation, printing, digitalizing and distribution.
Pony Express Territory	PE-18-08	Pony Express Territory	PET Print Media 2017-2018	\$47,504.00	\$15,000.00	\$47,504.00	Funds will be used to place ads in Utah Media Group, Las Vegas Review Journal, Nevada Magazine, Gold Country Media, Nevada Visitors Guide, American Road, Madden Media, and True West Magazine; and for production and new photography. Note: these media costs are approximate gross rates and include agency commissions. Grant funding would assure a sustained campaign and help complete 2017-18 campaign utilizing the newly developed creative concepts and most all of the publications in this media buy have an online advertising component.	This campaign highlights Highway 50 and what to see in each community within the territory (Fernley, Dayton, Fallon, Austin, Eureka, Ely, and Great Basin.) Each PET community is highlighted and the campaign directs viewers to the website to access itineraries and additional travel information.
Pony Express Territory	PE-18-09	Pony Express Territory	PET Website 2018	\$9,700.00	\$5,200.00	\$9,700.00	Funding will be used to hire a webmaster to manage PonyExpressNevada.com and also manage a new Google nonprofit account. This project is a "first step" in establishing an aggressive campaign with "Google Ad Grants" where the territory can leverage their efforts with a nonprofit advertising program. It will also include enhanced tracking and features for website SEO (search engine optimization).	Funding will cover the cost for website maintenance.

FY2018 1st Cycle Rural Marketing Grant Recommendations

Pony Express Territory

Territory	Grant ID	Organization	Project Title	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-10	Pony Express Territory	Quartzsite and Vegas Bike Fest	\$8,500.00	\$8,000.00	\$8,500.00	The funds will be used to pay all the expenses needed in order to promote Nevada to the RV'er that attends Quartzsite and a booth at the Las Vegas Bike Fest.	Rural Nevada has several small communities with very limited hotel/motel rooms, yet plenty of camping and parking space for the RV'er when traveling throughout the state. The territory believes that many unique historical and natural attractions are exactly what they are searching for on their way to and from their winter destinations. The Las Vegas Bike Fest is a natural fit for their small rural communities. The goal is to increase traffic through these small communities to increase their economy.
Pony Express Territory	PE-18-11	Dayton Valley Days Inc.	Dayton Valley Days	\$3,500.00	\$1,500.00	\$20,000.00	Our event will be advertised on brochures, posters, in many newspapers, magazines, radio stations and TV. This year our theme is Gold Rush Days of Dayton: Celebrating Nevada's First Gold Discovery. We are specifically trying to get TV coverage this year. Our event brings in people from all over Nevada and California and vendors from all over the United States.	Dayton Valley Days is a family friendly venue where people from Dayton and the surrounding areas gather together to enjoy our historic downtown area. The event includes a two-day Chili Cook-off sanctioned by the International Chili Society. Funding will assist with radio advertising.
Pony Express Territory	PE-18-12	Fallon Convention & Tourism Authority	Fallon Print Campaign	\$10,000.00	\$7,500.00	\$21,500.00	Funds will be used to support the design, production, placement and measurement of the effectiveness of Fallon print ads. Fallon will place ads in Nevada Magazine, Nevada Visitors Guide, Reno-Tahoe and Carson City Visitors Guides, Audubon, Edible Reno-Tahoe. The FCTA will also look at Gold Country Media (in the Sacramento/Sierra foothills) and other opportunities that present themselves and may substitute for a planned insertion.	Fallon's print ad campaign strives to brand the area as "Small Town Family Americana" with "birder's paradise" and "Eventful Nevada" sub-brands that feature Fallon's annual special events, outdoor recreation, and attractions.
Pony Express Territory	PE-18-13	Fallon Convention & Tourism Authority	Fallon Public Relations	\$10,000.00	\$10,000.00	\$25,000.00	Funds will be used for the Fallon Convention & Tourism Authority' comprehensive Public Relations Program.	The fast changing nature of today's media and communications platforms makes a public relations program essential for creating continuity across the media that Fallon uses to market the area. The objective is to fully understand and integrate emerging technologies and communications into Fallon's marketing efforts.

FY2018 1st Cycle Rural Marketing Grant Recommendations
Pony Express Territory

Territory	Grant ID	Organization	Project Title	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-15	Fallon Convention & Tourism Authority	Fallon/PET Fulfillment	\$1,500.00	\$1,000.00	\$3,000.00	Funds will be used to fulfill requests for more information including postage, envelopes, shipping, and other appropriate materials and spend.	This project fulfills requests for more information about the Pony Express Territory and Fallon as a result of a variety of advertising/marketing vehicles including print, radio, TV, web, special events, and social media outreach.
Pony Express Territory	PE-18-16	Fallon Convention & Tourism Authority	Tractors & Truffles	\$2,000.00	\$1,000.00	\$26,000.00	Funds will be used to sustain and grow the event, brand update, the website, develop marketing materials such as brochures and fliers, market the event to food writers, food groups and associations and use PR tools across Fallon social media platforms to promote the event.	This event is in its final phase of funding from the Rural Marketing Grant Program and looks like it will sustain its viability for years to come.
Pony Express Territory	PE-18-17	Fallon Convention & Tourism Authority	Website Maintenance	\$3,000.00	\$3,000.00	\$6,000.00	Funds will be used for website maintenance on the VisitFallonNevada.com website.	This project will work in conjunction with search engine ad campaigns to prepare and enhance landing pages and to ensure visitors are finding information relevant to searches. This project will include both graphic and technical support for social media integration and the site has been re-tooled with a content management system to enable quicker and more expedient updates. New content and features will also be added.
Pony Express Territory	PE-18-18	Churchill Arts Council	2018-2019 Website and Brochure	\$9,000.00	\$5,000.00	\$50,600.00	Funds will be utilized to design and distribute high-quality promotional materials for the 2018-2019 seasons including our website/email updates and season brochure.	This organization will promote and market 8-10 diverse performing arts events—including two free "in-the-park" concerts by nationally known artists, 6 visual art exhibitions, 6 film screenings and 7-9 conversations with artists in all disciplines. Their intent is to present an eclectic array of offerings, artists and art forms - many of which will be the only Nevada opportunity to see a particular artist and/or group.
Pony Express Territory	PE-18-19	The Greater Austin Chamber of Commerce	Advertising for Austin Events	\$1,125.00	\$1,125.00	\$2,250.00	Funds to be used to advertise the Lincoln Highway Car Show and Prospectors Dream Wine Walk	The Greater Austin Chamber would like to place ads in Nevada Magazine, Northern Nevada newspapers, and online to promote two key events.
Pony Express Territory	PE-18-20	The Greater Austin Chamber of Commerce	Austinnevada.com	\$7,500.00	\$5,000.00	\$8,500.00	Funds will be used to continue the success of AustinNevada.com by supporting ongoing web maintenance.	Funding to support website maintenance.

FY2018 1st Cycle Rural Marketing Grant Recommendations

Pony Express Territory

Territory	Grant ID	Organization	Project Title	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-22	The Greater Austin Chamber of Commerce	Nevada Magazine advertising 2017-18	\$17,872.00	\$7,000.00	\$20,000.00	Placing 6 half page ads in Nevada Magazine and a half page ad in Travel Nevada guide to promote Austin and the surrounding area.	The objective is to continue promoting Austin and bring more tourism to their area, getting them to spend a weekend or a few days.
Pony Express Territory	PE-18-23	Austin Historical Society	Website Maintenance	\$1,500.00	\$1,500.00	\$2,500.00	The funds will be used to update the Austin Historical Society Museum website.	The organization would like to refresh the site and make it more user friendly.
Pony Express Territory	PE-18-24	Eureka Business Network	Eureka Branding Campaign	\$8,500.00	\$8,500.00	\$17,000.00	Funding will pay for a comprehensive branding effort for the town of Eureka. This project includes development of all branding assets including image development, theme and strategic guidelines. Deliverables include logo design (donated), tagline (donated), creative direction and advertising templates.	The town of Eureka does not have a consistent branding campaign or tourism marketing program. This project focuses on the development of a branding and messaging campaign, and establishes a foundation for an ongoing effort that will drive Eureka destination marketing. Branding assets will be used for all print and online ads, and all other advertising.
Pony Express Territory	PE-18-26	Eureka County -- Eureka Activities	Web Maintenance	\$4,800.00	\$4,800.00	\$9,600.00	Funds will be used for website maintenance.	This project ensures the VisitEurekaNevada.com provides relevant information to potential visitors. VisitEurekaNevada.com is a new website and serves as a communication platform and marketing tool for the County of Eureka. Additional marketing campaigns are planned and each will refer potential travelers to VisitEurekaNevada.com.
Pony Express Territory	PE-18-29	White Pine County Tourism & Recreation Board	Clark County & Other Media	\$11,000.00	\$10,000.00	\$15,275.00	Funds will be used to purchase ads in the Las Vegas Review Journal, the TravelNevada (Madden Media) spring and fall inserts, the Nevada Hunting and Fishing Guides, and other publications we feel are a good match for us.	This grant enables them to place ads throughout the year in the Las Vegas Review Journal travel section (Cerca), Travel Nevada (Madden Media) inserts, and perhaps in both the Nevada Hunting and Fishing guides. They believe the continued success of their special events and the increased visitation to their natural and historic attractions is a direct result from the advertising they do in Clark County.
Pony Express Territory	PE-18-30	White Pine County Tourism & Recreation Board	Nevada Magazine & Visitors Guide 2018	\$11,000.00	\$9,000.00	\$13,900.00	We will use NDOT funds to purchase advertising space in the Nevada Magazine and the Nevada Visitors Guide along with ad design.	It is always difficult to advertise and promote a small rural destination effectively and affordably to reach the end traveler; both the Nevada Magazine and the Nevada Visitors Guide help White Pine County Tourism & Recreation Board accomplish this. They wish to showcase the many attractions, both natural and manmade that White Pine County has to offer the potential visitor.

FY2018 1st Cycle Rural Marketing Grant Recommendations
Pony Express Territory

Territory	Grant ID	Organization	Project Title	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-31	White Pine County Tourism & Recreation Board	Race the Rails	\$8,500.00	\$8,000.00	\$13,500.00	The NDOT funds will be used to advertise and promote this event for 2017 and 2018. We will place ads in Cycling West in the August issue along with ads in publications in Reno, Elko, Las Vegas and Salt Lake City, Utah.	This is a new event that will target cyclists - both mountain bikes and road bikers. Almost every community in Nevada can benefit from this audience coming to participate. Outdoor recreation and especially cycling is getting bigger and bigger all the time. Ely is fortunate to have the best preserved short line railroad in the U.S. and live in a natural scenic area that lends itself to unique opportunities for special events
Pony Express Territory	PE-18-32	White Pine County Tourism & Recreation Board	Travel Industry Trade Shows 2018	\$18,000.00	\$9,000.00	\$23,170.00	The NDOT funds will be used to pay for registration, travel and other related expenses for us to attend and exhibit at six travel industry trade shows.	White Pine County Tourism & Recreation Board continues to be committed to insuring that the Rural Nevada Tourism products and especially White Pine County historical and natural attractions are exposed to potential visitors. Travel Trade shows are the most efficient and economical way to reach the serious traveler.
Pony Express Territory	PE-18-33	Nevada Northern Railway Foundation	Iron Horse Cookery	\$23,500.00	\$8,000.00	\$47,000.00	Nevada Division of Tourism funds will be used to fund the production and marketing of 18 episodes of Iron Horse Cookery.	Last year one of their crews used their smart phone to video them cooking bacon in the firebox of their steam locomotive and then posted it to the railroads Facebook page. It went viral and became the inspiration for a new program they have named Iron Horse Cookery. This grant would support the filming and production of 18 webisodes of Iron Horse Cookery leading towards the premiere of the 1st Iron Horse Cookery Challenge, Father's Day Weekend June 15, 16 & 17 2018. The event will be held at the Nevada Northern Railway in Ely. This will be the first year funding this new event.
Pony Express Territory	PE-18-34	Nevada Northern Railway Foundation	Media Relations and Social Media Outreach	\$19,000.00	\$10,000.00	\$38,000.00	Funds to be used for media relations and social media outreach.	This project's primary goal is to increase social media participation for Nevada Northern Railway in order to attract more visitors. Their continued effective use of social media outlets has helped position the Railway as a top travel destination choice in rural Nevada. They now have over 57,000 likes on their Facebook page which is an increase of 175% in a year.

FY2018 1st Cycle Rural Marketing Grant Recommendations
Pony Express Territory

Territory	Grant ID	Organization	Project Title	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-35	Nevada Northern Railway Foundation	Nevada Northern Railway Billboard Campaign	\$12,822.00	\$8,000.00	\$25,645.00	NDOT funds will be used for the rental of the billboards and developing the artwork.	Because of the name recognition they have received from television and social media, the billboards will encourage people who are already driving to make the trip to Ely.
Pony Express Territory	PE-18-36	Nevada Northern Railway Foundation	Web Marketing Fulfillment and Database Grant	\$9,000.00	\$7,000.00	\$18,000.00	Funds will be used to pay for the printing and distribution of our newsletter Ghost Tracks and specialized collateral materials. Ghost Tracks is used as a fulfillment piece in the support of our Social Media Advertising and Marketing program. Specialized collateral materials highlight our unique programs that can only be done in Nevada.	They believe this project is driving their increased visitation and ridership. It supports their aggressive social media, advertising and marketing programs.
Pony Express Territory	PE-18-37	White Pine Chamber of Commerce	Highway 50 Visitor Guides	\$1,440.00	\$1,440.00	\$2,640.00	The funds received will be just for the printing & formatting of the magazines.	The White Pine Chamber of Commerce is requesting funds to print a new version of their Highway 50 Visitor Guide which provides information about each community along the Loneliest Road and includes information from the Forest Service and BLM and has a calendar of events.
Pony Express Territory	PE-18-38	White Pine Chamber of Commerce	Highway 93 Highway Guides	\$1,280.00	\$1,280.00	\$1,980.00	Printing of 2,000 magazines.	The White Pine County Chamber of Commerce is requesting funds to print a new version of their Highway 93 Guide which provides information about each community along the route, includes information from the Forest Service and BLM and has a calendar of events.
Pony Express Territory	PE-18-40	City of Ely	Roger Brooks	\$38,500.00	\$28,000.00	\$65,000.00	Funds will be used to hire Roger Brooks to do a community assessment of Ely and provide us with a plan to make Ely a world-class tourist destination.	This grant is to provide funding to retain the services of Roger Brooks to do a Community Assessment of Ely and White Pine County. They have the opportunity to become a truly stellar tourism community: Darkest Skies, Great Basin National Park, Nevada Northern Railway, Downtown Cultural District, fishing, world class hunting, mountain biking and the list goes on. This grant request has the support of the Nevada Northern Railway Foundation, Ely City Council, Ely City Strategic Tourism Committee, White Pine Chamber of Commerce, White Pine County and various motels/businesses in Ely.

FY2018 1st Cycle Rural Marketing Grant Recommendations
Pony Express Territory

Territory	Grant ID	Organization	Project Title	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-42	Great Basin Heritage Area Partnership	On the Trail of Horst & Graben: Promoting Rural Tourism in the Great Basin National Heritage Area	\$38,500.00	\$15,800.00	\$97,500.00	Funds to be used revise and print 100,000 GBNHA Map/Brochures; design, print and distribute 100,000 rack cards, host the Heritage Area Conference community events; attend Heritage Conferences; the development of Wayfinding Signage and Kiosk Plan; and design and publish Fall 2017 and Spring 2018 Placement in Madden Media TravelNevada Insert.	Funding will assist with Madden Media insert; printing of maps, brochures and rack cards; and trade show expenses.
Total				\$381,043.00	\$231,645.00	\$681,764.00		

FY2018 1st Cycle Rural Marketing Grant Recommendations
Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-01	Reno-Tahoe Territory	Administration	\$3,000.00	\$3,000.00	\$4,000.00	Funds will be spent on the services of an independent bookkeeper monthly mailings office supplies etc. These funds also cover expenses for the Territory Chair to attend the Governor's Global Tourism Summit the Rural Roundup and the TAC meetings.	The funds in this grant will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, training and education, etc.
Reno-Tahoe Territory	RT-18-02	Reno-Tahoe Territory	Motor Coach/Group Travel Trade Show	\$4,400.00	\$4,400.00	\$4,400.00	To pay for convention registration, production of materials/collateral, travel expenses, follow-up and annual dues.	RTT would like to continue to represent its members at one of the industry motor coach shows which is held annually. The motor coach market is important to this destination and often one tour company can produce a "series" which results in multiple visits throughout the year. The buyers include group tour operators, travel agents, as well as international buyers, in particular from China at the NTA convention.
Reno-Tahoe Territory	RT-18-03	Reno-Tahoe Territory	Reno-Tahoe Territory Promotional Items	\$5,000.00	\$5,000.00	\$5,000.00	To purchase logo'd promotional items for marketing purposes.	The Reno-Tahoe Territory would like to purchase logo'd promotional items to distribute at shows, during FAMs, and at other marketing opportunities. We believe that these items, which always contain our website URL, are an effective way of staying "top of mind" with prospective visitors and giving them easy access to our website to check out our destination offerings.

FY2018 1st Cycle Rural Marketing Grant Recommendations

Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-04	Reno-Tahoe Territory	RenoTahoe.com Marketing & Development	\$11,500.00	\$11,500.00	\$11,500.00	Funds will be used to professionally manage and update the RenoTahoe.com website, search engine optimization and search engine marketing, custom e-blast creation and distribution to sales and media leads, plus list management; and for digital marketing to promote the assets available on the website to trip planners and travel trade buyers.	The RTT website was given a complete overhaul in 2014. It is now time to update and "refresh" RenoTahoe.com, including enhancements to the functionality and flow of the site. Our Digital Agency will develop and execute a search engine optimization strategy and campaign for RenoTahoe.com using current branding and messaging to increase website traffic and consequently increase visits to the area through content creation and link building. They are also responsible for developing and distributing personalized eblasts in response to sales leads, and management of the leads database for RTT. Follow-up is a very important part of all sales outreach and the eblasts provide links to the website for suggested itineraries, videos, media assets, etc. This project also includes monthly reporting of web stats, eblast tracking, etc.
Reno-Tahoe Territory	RT-18-05	Reno-Tahoe Territory	Trade Shows/Business Development	\$18,000.00	\$16,500.00	\$20,000.00	To cover Trade Show and Sales Mission registration fees, travel and expenses associated with these events including creation and translation of collateral. Funds would also go towards covering expenses for trade and media FAMs that are not covered by our industry partners.	RTT would like to continue to place the destination in front of travel trade decision makers, domestically and internationally and have a presence at important travel shows and also on TravelNevada Sales Missions. Funding will also support the territories participation in a Brand USA Experience Page.
Reno-Tahoe Territory	RT-18-06	Lake Tahoe Visitors Authority	Advertising in Nevada Visitors Guide	\$6,000.00	\$6,000.00	\$12,000.00	To offset the cost of purchasing an ad in the Nevada Visitors Guide.	The LTVA hopes to secure a full page ad in NV's annual Visitors Guide which is distributed nationally and internationally. Aligning with TravelNevada allows them to leverage the organization's reach and credibility in the state's official tourism resource. They have been able to secure premium placement in the past and this provides added value to the ad purchased.

FY2018 1st Cycle Rural Marketing Grant Recommendations
Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-07	Lake Tahoe Visitors Authority	Mountain Travel Symposium 2018	\$10,000.00	\$10,000.00	\$130,000.00	The funds would be applied towards sponsorship of an event during conference-week.	Mountain Travel Symposium is the premier contracting show for mountain destinations in North America. For the first time ever, this event will take place at South Shore Lake Tahoe in 2018. The event brings together tour operator buyers, meeting planners, ski club councils and leaders, as well as suppliers of destination products. The host hotel is Harrah's/Harveys Lake Tahoe where all meetings and most events will take place. The majority of the guests will stay at this property. The LTVA is contractually obliged to sponsor numerous meals and events throughout the week and is offering co-operative sponsorship opportunities. The purpose of this grant request is to seek support from TravelNevada for this event. This is a tremendous opportunity to showcase all that the destination has to offer and TravelNevada would be highlighted as a local sponsor at a designated event.
Reno-Tahoe Territory	RT-18-09	Athletes United	2018 Rock Tahoe Half Marathon	\$6,000.00	\$6,000.00	\$95,000.00	Funds to be used to cover expenses for social media (Instagram, FaceBook local ad spots) and to print rack cards highlighting the event which will be distributed at running expos we attend and to targeted businesses in the area.	The Rock Tahoe Half Marathon takes runners from Spooner Summit south along the beautiful east shoreline of Lake Tahoe, NV. Participants enjoy the amazing scenery as they pass Logan Shoals, run through Cave Rock and weave along the amazing forest path through Round Hill, Nevada Beach and Rabe Meadow. The event finishes at the Hard Rock Hotel and Casino Lake Tahoe with a large finish line festival. Our goal is to promote and host a world-class event in Lake Tahoe, NV. Last year's event was an even greater success than the first year and they are looking forward to improving and growing the event year after year.

FY2018 1st Cycle Rural Marketing Grant Recommendations

Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-10	Lake Tahoe Bicycle Coalition	Tahoe Paper Bike Map	\$5,000.00	\$5,000.00	\$19,500.00	Funds will support printing 50,000 copies of the paper Tahoe bike maps. Costs for the design and distribution of the map to be procured from other funding sources.	The Lake Tahoe Bicycle Coalition strives to regularly redesign and update the paper map to provide the most up-to-date information to new users. This year, the paper map will be completely updated, making it easier to use, travel with, and display. Tahoe continues to attract thousands of cyclists each year to participate in events, ride ski resort mountain bike parks, and otherwise have a more intimate experience with the beauty and vistas Tahoe provides -- spending dollars for lodging and retail. Cycling is one of the few low cost activities the entire family can enjoy together.
Reno-Tahoe Territory	RT-18-11	Lake Tahoe Incline Village Crystal Bay Visitors Bureau	North Lake Tahoe Luminaries Campaign	\$15,000.00	\$10,000.00	\$45,000.00	TravelNevada funds will be used for video production, drone footage and still imagery, content development, photography and social media advertising. Content will be shared across social media channels, the Go Tahoe North and TravelNevada websites, through press release distribution and media outreach. North Lake Tahoe and Nevada partners will have the ability to use this content for their benefit drawing attention to their business and key locations in the region. This effort will evoke emotion with key audiences, increase awareness of the various cultural offerings in North Lake Tahoe and connect travelers with a local expert in a specific realm. In return, a new audience will be attracted to the destination and existing visitors will stay longer to engage on a deeper level; both of which promote tourism revenue and economic activity in the state of Nevada.	North Lake Tahoe has limited funding resources for in-depth, multi-layered content campaigns. Working with North Shore locals allows authentic stories to be told and the result is a deeper connection to the destination. This will increase the likelihood of returning visitors and inspire an entire new audience to experience North Lake Tahoe. Engaging, artfully executed content is shared regularly and the reach will extend well beyond paid advertising dollars. This project will also compliment Travel Nevada's marketing efforts, growing awareness of the state's rural tourism product, generating additional content and contacts for the state, and providing optimized tools that can be folded into Travel Nevada platforms. Funding from TravelNevada must be used to create videos that promote only the Nevada portion of North Lake Tahoe.

FY2018 1st Cycle Rural Marketing Grant Recommendations
Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-12	Incline Community Business Association (ICBA)	Northern Lights	\$8,000.00	\$5,200.00	\$35,000.00	Funds will be used for creative such as: Northern Lights Logo design; photography and content to create festival Webpage; produce and print Program Guides and Posters. Funds will also be used to broadcast festival in focused areas with aim to promote overnight stays and event attendance. Distribution to include strategic marketing campaign through: Online Ad-buy, Print Ad-buy, Social Media-buy and Consumer Email Database-buy.	The Incline Community Business Association would like to develop and host a premiere off-season winter luminary festival that utilizes the Nevada "Northern Lights" marketing umbrella to promote both new and existing events in North Lake Tahoe, specifically Incline Village and Crystal Bay. Collaborative efforts with lodging hosts, service groups, local businesses, government and non-profits, to showcase North Lake Tahoe as an ideal year-round playground. This luminary festival will aim to increase overnight visitations while promoting destination loyalty, boost the local economy, and celebrate the holidays as one united community. Funds to assist with website development, paid media, printed materials and publicity.
Reno-Tahoe Territory	RT-18-13	Lake Tahoe Shakespeare Festival	2018 Lake Tahoe Shakespeare Festival Marketing Plan	\$20,000.00	\$2,000.00	\$167,100.00	Lake Tahoe Shakespeare Festival is requesting financial support from the Nevada Division of Tourism to fund the costs of publicity, advertising and public relations activities that promote LTSF events enticing out-of-area visitors to come and stay overnight in our area. To ensure the continued growth of LTSF and to enhance attendance we will target potential audience members in northern California, Sacramento and the Bay Area. We focus on these markets in particular as they are especially drawn to the Lake Tahoe area because of the short drive and the ownership of second homes. Additionally it is crucial that we market LTSF to all tourists as a must-attend activity. This will occur through a plethora of public relations activities such as the distribution of press releases, editorial content, calendar listings, specific pitches, media relations (visitation and events), social media, promotions, press kits and direct mailings.	Funds to be used for website updates and maintenance. This project is nearing the final funding cycle from the Rural Marketing Grant Program and it is clear their annual summer events have successfully met their sustainability challenge. Awarded \$3,000 in FY2017.

FY2018 1st Cycle Rural Marketing Grant Recommendations
Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-14	Carson Valley Visitors Authority	Legends of the Valley - PR Campaign	\$13,750.00	\$10,000.00	\$27,500.00	Funds will be used to hire a Public Relations firm. A comprehensive online social and digital plan will be implemented as the desired next step/execution phase. In particular, the funds will be used to cover the costs for implementing a focused regional and national public relations plan, identifying influencers, securing media visits, as well as support in connection with the maintenance of a media database and news monitoring services.	This project will create the foundation and start-up for a strategic public relations program. The program will help them tell their stories, heritage and traditions to create a greater connection with a larger market of potential new visitors and a younger millennial audience. A few words in an ad will be expanded to a multitude of well-placed words, images and video. Following their overall strategic marketing plan, the program will further establish Carson Valley as a year-round destination to travel journalists, bloggers and other online influencers on a regional, national and international level
Reno-Tahoe Territory	RT-18-15	Carson Valley Visitors Authority	Out of Market Multi Media Advertising Campaign	\$40,000.00	\$10,000.00	\$80,000.00	Carson Valley would like to initiate a multi-media campaign in Northern California to increase overnight visitation to our area. Our plan is to utilize our new creative campaign and target very specific audiences known to travel and have a propensity to travel to Carson Valley. The media campaign will include digital ad placement, outdoor advertising, television advertising, content marketing, and media promotions. We will utilize all media outlets and corresponding media vendors.	The Carson Valley out-of-market multi media advertising campaign is the foundation for CVVA's destination marketing effort. The project maintains and promotes Carson Valley's core branding message. With the help of a new local brand agency, they are evolving their core message to "Legends of the Valley", surfacing rich stories about people and places which will help to tell and extend the Carson Valley message and establish a greater emotional connection with their visitors.
Reno-Tahoe Territory	RT-18-16	Carson Valley Visitors Authority	Professional Photography	\$7,000.00	\$5,000.00	\$14,000.00	These funds will be used to secure a photographer/shooter capable of capturing the rich personas to match up with our "legends". The images will feature a combination of people, places and activities. The tone of this campaign is one that -- on Carson Valley's behalf -- is self-deprecating. We poke fun at ourselves while conveying our attributes.	With the help of their brand agency they will determine at least 8-10 subjects which offer the most compelling story lines -- examples such as owners or customers filled with personality and connected with the Genoa Bar or JT Basque Restaurant. Activities like soaring or the annual Cowboy Festival. New legends like the estate master craft distiller for Bentley Heritage. In short, images that will establish a texture and tone well suited to place in their advertising campaign as well as other forms of distribution.

FY2018 1st Cycle Rural Marketing Grant Recommendations

Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-18	Town of Genoa	Destination Genoa Marketing Pamphlet	\$6,750.00	\$5,000.00	\$13,500.00	Grant funds awarded will be used for the production costs related to typesetting, printing and folding for 30,000 brochures. These brochures will be available to the museums, government offices, kiosks, hotels/motels/bed & breakfasts, and events in Genoa and Douglas County. Brochures will also be mailed to any individuals or tour groups outside the area upon request.	The Historic Genoa Brochure presents Genoa as a viable part of Nevada's history. Due to this significance to Nevada's history, the brochure is and will continue to be an important promotional tool for all of Nevada throughout the year and subsequent years. Genoa is well established as one of the top tourist destinations in the area. This brochure extends their reach and enriches the visitors experience and desire to return.
Reno-Tahoe Territory	RT-18-19	Carson City CVB	Carson City Ghost Walk Video	\$5,000.00	\$5,000.00	\$10,000.00	Funds to be used to shoot, produce and deliver a video tour mobile app highlighting the Carson City Ghost Walk tour. The CCCVB will use beacon technology to launch video segments at Geo locations.	The Carson City Ghost walk provides two (2) guided walking tours of the downtown district's west side historic homes and businesses annually. The development of a Ghost Walk video will provide visitors the opportunity to experience the paranormal tour utilizing the Carson City Mobile App 24/7. The campaign will create video of the Talking Dead 90-minute tour featuring five home tours and stars McAvoy Layne as Mark Twain at his brother, Orion Clemens home and the Nevada Gunfighters and video of the Scalawag 50-minute tour through the historic downtown created especially for kids and families providing a shorter walking path as you meet characters from Grimm's Fairytales. The videos will launch to mobile devices utilizing Beacon Bluetooth technology based on a specific geographic location. This same technology is being introduced throughout the Blue-Line tour.
Reno-Tahoe Territory	RT-18-20	Carson City CVB	Nevada Magazine Advertisement	\$5,000.00	\$5,000.00	\$10,000.00	The grant award will be used to design and publish advertisement in the Nevada Magazine publications.	The Carson City CVB will use grant funding to place ads in Nevada Magazine, the Rides Guide and the TravelNevada Visitor's Guide

FY2018 1st Cycle Rural Marketing Grant Recommendations
Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-21	Carson City CVB	Re-Imagined Space Carson City's Collaborative Redevelopment Project	\$5,000.00	\$5,000.00	\$15,000.00	Division of Tourism funds will be used to place ads in Nevada Magazine to promote the Re-Imagined Space Project for the downtown Carson City area.	Carson City's vacant storefronts provide a unique opportunity to utilize local artists and art organizations in an effort to address the blight seen by our estimated 700,000 visitors annually. The Re-Imagined Space campaign will develop marketing resources to include video, photography, social, testimonial, story-line, blog, print, product information, web content that will introduce arts & culture enthusiasts to a unique walking art tour available 24/7. The project will work with local art organizations and artists to provide property owners/managers with temporary art exhibits for their locations. Promotion of the campaign will occur on-line via webpage landings, updated social media assets, and hard-copy advertisements with accompanying professionally designed visuals. Funding will assist with print advertising.
Reno-Tahoe Territory	RT-18-22	Northern Nevada Railway Foundation	Polar Express Online Ad Campaign	\$2,000.00	\$2,000.00	\$512,000.00	We plan to use \$1,200 for the placement of Facebook ads, \$1,200 for Google/Yahoo/Bing paid search ads and \$1,600 for YouTube pre-roll ads.	The V&T Railway is a licensed franchise for the Polar Express train and they have sold out all 6 years they've been involved. This year the V&T Railway is planning to begin the Polar Express train runs on Nov. 18 and end on Dec. 30, for a total of 74 runs. Additionally, they are hoping to add a second VIP car which will hold an additional 60 passengers, increasing their total passengers on each train from 248 to 308. They run 3 trains per night. The marketing campaign will help ensure that they sell all of the available tickets.

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Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-23	Northern Nevada Railway Foundation	Polar Express Photography	\$3,750.00	\$3,750.00	\$7,500.00	We estimate the cost of hiring a professional photographer to shoot video and stills of the Polar Express rail cars during our first dress rehearsal run to be \$6,000.00. We will do the filming during the actual ride to the North Pole to get a more authentic look. The cost of the professional models is estimated to be \$1,500.00. We used professional models for our current photography of the regular season which is featured on our website www.vtrailway.com and we feel it gives us the high-end quality event image that we are trying to project.	It is their goal to hire a professional photographer who also shoots video to produce interior and exterior shots of the Coach car and the VIP cars to help online customers see the difference between the two and help them make a more informed buying decision and also an opportunity for upselling. They want to get interior and exterior still shots of both classes of cars as well, to add to their photo library/gallery to help promote the Polar Express in print, online and digital marketing campaigns. In addition, they plan to hire models for shoots to reinforce Polar Express as a high-end, polished and professional experience.
Reno-Tahoe Territory	RT-18-24	Northern Nevada Railway Foundation	Virginia City and V&T Railway Special Events Media	\$4,500.00	\$4,500.00	\$9,000.00	With an expected budget of \$9,000, we plan to spend \$4,000 in the Sacramento market with Facebook video ads, \$2,500 on Instagram video ads in Sacramento and \$2,500 for YouTube video pre-roll ads in the No. Calif. market.	Their goal is to get more visitors to Virginia City and more riders on the V&T Long line by marketing four special events in Virginia City along with the train ride. They will use high quality video that both entities have already produced and edit them together to create a message that explains the benefit of riding the train to Virginia City and attending these events. They have already received a Nevada Tourism grant for the production, and now they are requesting funding for placing the TV spots in Northern California and Sacramento, as well as video ads on Facebook and pre-roll ads on You Tube. They plan to feature the Outhouse Races, Street Vibrations, Hot August Nights and Taste of the Comstock.

FY2018 1st Cycle Rural Marketing Grant Recommendations
Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-25	Nevada Day Inc.	NV Day Parade Weekend Stay	\$5,000.00	\$3,000.00	\$20,000.00	Funds to be used for print advertising, brochures and a photography shoot to archive the event and use for future advertising promotions.	The NV Day Parade LLC. seeks to promote a new NV Day Parade weekend stay-and-play experience by partnering with the city's Downtown Business Association, the Carson City Visitors Bureau, and the city's new Director of Arts & Culture. Highlighting this year's theme of Arts & Entertainment, they are looking to heavily advertise the 1st Annual Carson City Cultural Commission Halloween Costume Ball, to be held at the Brewery Arts Center. Funding will help with expenses for print advertising and a photography shoot.
Reno-Tahoe Territory	RT-18-26	Virginia City Tourism Commission	2017-18 Public Relations and Social Media Program	\$12,000.00	\$10,000.00	\$24,000.00	Funds are used to cover the costs of implementing a national strategic public relations and social media plan including identifying influencers, securing media trips, subscription to a media database and news monitoring and more. The funds support our partnership with RAD Strategies Inc. a Reno Nevada-based marketing communications agency.	The public relations program is designed to market and promote the town and its history to a regional and national audience. Raising the notoriety and recognition of the events and Virginia City's place in history are primary drivers of the public relations activities.
Reno-Tahoe Territory	RT-18-27	Virginia City Tourism Commission	2nd Annual Way It Was Rodeo	\$10,000.00	\$7,000.00	\$15,500.00	The funds from TravelNevada are going to be used to continue the regional partnership with Reno Rodeo and promote the rodeo on TV with the new event video.	Virginia City is kicking off another great event weekend in Northern Nevada with the 2nd Annual Way It Was Rodeo. The event is hosted by Virginia City Tourism Commission and spurred by Flying U Rodeo under the tutelage of rodeo legend Cotton Rosser. The weekend brings classic rodeo events such as bronc riding, bulls and barrel racing but adds a spin with motorcycles, trick ponies and acrobats. Awarded \$8,000 last year.
Reno-Tahoe Territory	RT-18-28	Virginia City Tourism Commission	Digital Marketing Program	\$3,000.00	\$3,000.00	\$18,500.00	The funds from TravelNevada will be used to continue the marketing efforts of the VCTC. Majority of funds will be used directly for Google AdWords and social media advertising to broaden the reach of marketing campaigns to out of market visitors.	Since 2016, unique website views have increased by 35%. This increase corresponds to the consistent delivery of keywords through 12-months. Google AdWords and other digital platforms such Facebook, Instagram, and YouTube are being used to reach varying demographics in the region and across the nation.

FY2018 1st Cycle Rural Marketing Grant Recommendations
Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-30	Virginia City Tourism Commission	Regional Print Advertising	\$6,000.00	\$6,000.00	\$18,000.00	Grant funds will be used to offset the cost for the TravelNevada Guide ad placement and creative as well as for other additional advertising in local and regional publications.	The project is for the advertising costs in the Travel Nevada Guide, RSCVA Getaway Planner, Reno-Tahoe Guestbook, Nataqua News, printing of Virginia City Visitor Guide and general creative needed for advertising. The ability to place ads in these publications aids in increased awareness to interested visitors, increased web traffic to our lodging pages and attractions, and increased mobile downloads. Not to be used for local advertising.
Reno-Tahoe Territory	RT-18-31	Virginia City Tourism Commission	Website and Mobile App Renovation	\$20,000.00	\$15,000.00	\$35,000.00	Grant funds will be used to offset the cost for development of a new website with built in handicapped accessibility functionality and for an update to the current mobile app. The project budget is as follows: \$20,000 Website Development, \$5,000 Copywriting and Website Management, \$3,000 Mobile app, and \$2,000 Hosting hard costs.	Virginia City receives an average of more than 31,000 unique visitors to its website each month. The website was last updated in 2012. At the time, responsive website design (the site responds to the size of the device from a Smartphone to various sized monitors) was not a priority in the design. Since then the VCTC has changed the way it markets, promotes and tickets its special events making the website the main portal for all event marketing and promotion.
Reno-Tahoe Territory	RT-18-32	Comstock Civil War Reenactors	Comstock Civil War Days	\$2,000.00	\$1,500.00	\$9,000.00	Funds to be used for television advertising and fliers promoting the event.	This 3 day event will include a school day for 600-800 students, a period camp open to the public in Miner's Park with 200+ re-enactors from out of state, three train battles, a no-host buffet and ball, a period nondenominational church service, and an afternoon Victorian High Tea. On Monday they will have a parade and a street battle immediately following.

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Reno-Tahoe Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-33	Comstock Foundation for History and Culture	Website Maintenance Outreach and Promotion	\$6,900.00	\$6,900.00	\$13,800.00	Funding will be used to contract the webmaster to manage and secure www.ComstockFoundation.org for one year.	CFHC recently launched their new website, www.ComstockFoundation.org . The next step is to market the site, maintain and update it, share new and refresh existing projects, programs, and events, track visits and use of site, and online advertising. The website also dovetails with the CFHC's social media program, and together with CFHC's Google AdWords presence, this online marketing and outreach effort is expected to grow and expand its reach throughout fiscal year 2017 and into the future by promoting the website and cultural tourism in the four Comstock communities.
Total				\$269,550.00	\$192,250.00	\$1,400,800.00		

FY2018 1st Cycle Rural Marketing Grant Recommendations
Statewide

Territory	Grant ID	Organization	Project Title	Request Amount	Recommend	Total Budget	Funds will be used	Comments
State-Wide	SW-18-01	Nevada Outfitters and Guides Association	Radio Advertising	\$3,000.00	\$3,000.00	\$3,500.00	Funds to be used for radio advertising.	Funds will be used to promote NOGA and the special tag draw for guided deer hunts for the non-resident hunter. Funds will be used to advertise on the Big Billy Kinder Outdoor podcasts (www.bbkradio.com) that will reach 130 radio stations in 30 states. Listeners will be directed to NOGA's website which will direct them to contact NOGA's members to apply for the special tag draw.
State-Wide	SW-18-02	Nevada Outfitters and Guides Association	Travel Expense for Sport/Trade Shows	\$1,200.00	\$1,200.00	\$1,500.00	Funds will be used to reimburse NOGA's members that travel to staff booths at sport/trade shows. Funds will be used for their mileage, air fare, meals, lodging and incidentals.	Members of Nevada Outfitters & Guides Association (NOGA) staff booths at the several sport/trade shows. The booths are a primary exhibit area to promote NOGA, its members, the State of Nevada and outdoor activities in Nevada.
State-Wide	SW-18-03	Nevada Outfitters and Guides Association	Website Advertisement and Banner Ads	\$1,500.00	\$1,500.00	\$1,900.00	Funds to be used for website advertisement and banner ads.	Funds will be used to promote NOGA, its website, NOGA members and their websites Associate members, and TravelNevada. To date NOGA's website has received over 100,000 hits.
State-Wide	SW-18-04	Nevada Outfitters and Guides Association	Website Maintenance	\$1,200.00	\$1,200.00	\$1,500.00	Funds will be used to redesign and upgrade the website for NOGA. Funds will be used to redesign the home page, outfitters listing page, Outfitter Galleries Business Partners pages and more.	The website for the Nevada Outfitters & Guides Association " www.nevadaoutfitters.org " promotes the Association's members and their businesses. The website needs to be redesigned and upgraded to be more attractive to the outdoor enthusiasts. It is also a link to associate members i.e. state entities, business and outdoor recreation supporters.
State-Wide	SW-18-05	Nevada Bed & Breakfast Guild	Nevada Magazine and Visitors Guide	\$13,000.00	\$13,000.00	\$14,000.00	To pay for 6 1/4-page ads to be placed in Nevada Magazine and a 1/2-page ad to be placed in TravelNevada Visitors Guide.	This project is intended to draw tourists to Nevada, encourage them to stay in B&B's and visit the entire state. Visitors to B&B's tend to spend more money locally in the communities they visit.

FY2018 1st Cycle Rural Marketing Grant Recommendations
Statewide

Territory	Grant ID	Organization	Project Title	Request Amount	Recommend	Total Budget	Funds will be used	Comments
State-Wide	SW-18-06	Pony Express Territory	Canadian Snowbird Shows	\$15,000.00	\$15,000.00	\$15,000.00	Funds will be used to pay for registration, travel and other related expenses to attend these shows.	The Canadian Snow Bird Shows target Canadian and US citizens wintering in the Southern US. These potential visitors have the time, discretionary income and are looking for places to travel and recreate The attendees at these events are always looking for destinations to visit unlike other industry travel and sports shows where a very small percentage are looking for destinations to travel to or visit. This year the Pony Express Territory will promote the entire state at all 3 shows and will invite participation for other territories to help staff the booth.
State-Wide	SW-18-07	Carson City CVB	Nevada's Singletrack Mountain Bike Adventure Campaign	\$25,000.00	\$10,000.00	\$60,000.00	Funds requested to assist with the development of video content across Hwy 50 from Carson City to Ely and across Hwy 93 from Ely to Caliente. Funds will also support 2 Media FAMS, development of a landing page dedicated to the campaign, print advertising and the creation of a photo gallery.	Nevada's Singletrack Mountain Bike Adventure (NSMBA) Single track trails are the most desirable trails to ride for mountain bikers of all ability levels. With Nevada's vast open space, communities with intricate single track trail systems have a unique opportunity to tap into the mountain bike enthusiasts as they drive across the state in any direction. Using the Hwy 50/93 corridor, travelers on the NSMBA will have the opportunity to experience the communities along the loneliest road in America much more intimately as the campaign encourages stopping for the day to ride each community's trails. The communities that will be a part of phase 1 of the campaign include: Carson City (Ash to Kings Trail), Austin (Toiyabe Crest Trail), Ely (Cave Lake State Park), and Caliente (IMBA Trails). With the short drives between these communities, travelers will get a chance to be on their bike longer than they are in the car. As part of the campaign not only will the stories of Highway 50 and 93 be told but the services specific to mountain bikers needs, like tacos, craft beer, and hot springs to soak in at the end of the day. Funds will assist with video production, photography and website design.
Total				\$59,900.00	\$44,900.00	\$97,400.00		
Grand Total				\$1,687,721.00	\$983,400.00	\$6,344,174.00		