

Category	Applicant	Applicant Organization Mission	Infrastructure or Project	Project Summary	Impact on Local Tourism	Scope of Work	Justification	Amount Requested	Eligible Amount	Match/Other Funding	Amount Awarded
Northern Nevada	Dayton Area Chamber of Commerce	The Dayton Area Chamber of Commerce, a registered 501(c)6, was created by the community to promote the economic, civic and social welfare of its members as well as the citizens of Dayton Nevada area. The organization serves as an advocate for local business and visitor/tourism information. Since its establishment in 1933, the focus has been bringing local business together with community, fostering community engagement and development, supporting economic vitality through business and local initiatives thus encouraging community connections.	Infrastructure	The Odeon's second-floor event hall is currently inaccessible to individuals with mobility challenges, effectively excluding residents and visitors with disabilities from cultural, civic, community and tourism-based events. By installing a stairlift, the project will: • Provide equal access to the building's upper-level performance stage and gathering space. • Aligning the venue with ADA accessibility standards and inclusive tourism best practice. • Support Travel Nevada's priority to foster a welcoming culture for all visitors by centering accessibility in infrastructure and visitor experiences.	<p>Expanded Tourism Appeal: An accessible Odeon would enhance Dayton's ability to host events and cultural programming appealing to these visitors.</p> <p>Visitor Growth: With infrastructure improvements, Dayton is projected to experience 20-25% visitor growth over the next five years, supported by regional tourism development initiatives.</p> <p>Community Enrichment: The Odeon serves as a venue for Chamber mixers, historical society programs, weddings, music events, and community celebrations—activities that strengthen civic pride and local business vitality.</p> <p>Inclusive Tourism Leadership: By prioritizing accessibility, Dayton sets a precedent for inclusive rural tourism, reinforcing Travel Nevada's strategic initiative to improve quality of life through community-focused tourism development.</p>	<ol style="list-style-type: none"> 1. Procurement and installation of one (1) stairlift by Summit Elevator, per attached proposal 2. Electrical preparation, including the installation of a 110V outlet within 6 feet of the stairlift as required. 3. Safety and compliance inspection to ensure ADA and local code adherence. 4. Public communication and signage highlighting the accessibility upgrade and acknowledgment of Travel Nevada's funding support through a public launch and press releases of the changes 5. Reporting and Evaluation Review of the project and submit final reports of the project to Travel Nevada in accordance with the contract requirements. 	<p>The review committee agreed that this project supports both preservation and accessibility, ensuring that one of Dayton's oldest structures remains vibrant and inclusive for future generations and applauds the Dayton Area Chamber on its well crafted application and impressive number of Letters of Support from its community.</p>	\$50,898.00	\$50,000.00	Building Owners, Javelin Ventures, LLC and Odeon, LLE will contribute to the expense of the project in addition to community donations.	\$50,000.00
	Northern Central Nevada Historical Society Humboldt Museum	To collect, preserve, exhibit, and promote the history, pre-history, natural history, and cultural heritage of North Central Nevada.	Infrastructure	One of the campus's most significant accessibility challenges is the lack of an ADA-compliant route to the Richardson House, one of the museum's historic structures. The current configuration using gravel prevents individuals using mobility devices from safely accessing the building and creates substantial barriers for many visitors. This project represents the first phase of a broader, long-term accessibility initiative for the museum.	With the assistance of this grant, the museum will construct an accessible concrete sidewalk, modify the parking lot to include easier access to ADA and van-accessible spaces, and install appropriate accessibility signage. Enhancing accessible routes contributes to the museum's long-term preservation goals by directing traffic appropriately, ensuring compliance with modern standards, and protecting the broader cultural landscape for future generations.	<p>The proposed project consists of a series of accessibility-focused improvements designed to create a safe, ADA-compliant accessible route for visitors. All work will be completed by licensed contractor, Clay Sheppard of Winnemucca, and will include the following components: Pre-Construction and Soft Costs, Site Work and Demolition, Concrete Work: Accessible Route Construction, Pavement Striping and ADA Signage</p>	<p>The review committee thanks the Northern Central Nevada Historical Society and Humboldt Museum for its well crafted application and applauds the Historical Society's desire to ensure that the history that the museum preserves is accessible for all visitors.</p>	\$47,096.00	\$47,096.00	No other funding reported, however this project is the start of a larger commitment to increase Museum's accessibility.	\$47,096.00
	Cowboy Arts and Gear Museum	The Cowboy Arts and Gear Museum is a 501(c)3 nonprofit organization dedicated to preserving the rich cultural heritage of the American West and promoting the artistry of cowboy gear makers. Our mission is to celebrate and honor the traditions, craftsmanship, and skills of cowboys and gear makers through exhibitions, educational programs, and community events while ensuring these essential western trades continue to thrive for future generations.	Project	The Cowboy Arts and Gear Museum currently faces significant barriers in serving diverse visitor populations. Our exhibits showcase intricate craftsmanship and technical skills that require detailed explanation, and our mission includes preserving the ranching heritage and family histories that shaped our region. Yet we lack the interpretive tools to effectively communicate this cultural legacy to visitors with hearing impairments, vision limitations, language barriers, or different learning styles.	<p>This project will enhance the museum experience for all 4,800+ annual visitors while specifically removing barriers for Spanish-speaking families, visitors with disabilities, and diverse learners who currently cannot fully engage with our static text-based interpretation.</p>	<ol style="list-style-type: none"> 1. Up to 20 professionally produced video segments with full accessibility features 2. At least 4 strategically located viewing stations throughout museum 3. Enhanced visitor experience for Spanish-speaking families, people with disabilities, and diverse learners 4. Preserved oral histories of four historic ranching families 5. Educational resources supporting hands-on learning in Activity Corner 	<p>Grant funds will support the creation and implementation of a comprehensive multilingual, accessible video interpretation system throughout the Cowboy Arts and Gear Museum. This project will produce professionally filmed educational content with full accessibility features and install display infrastructure to make this content available to all visitors.</p>	\$50,000.00	\$50,000.00	An anonymous community donor has committed \$20,000 in matching funds contingent upon grant award. This donor has expressed interest in multi-year support for continued accessibility enhancements and ranching history preservation beyond the initial grant period.	\$50,000.00
	St. Mary's Art Center	"To build upon our art and cultural achievement by nurturing and supporting artists, strengthening existing cultural programs throughout the region, introducing new ventures, and caring for and preserving the historic property, enabling us to thrive as a vibrant arts destination with strong links to our unique history."	Project	<ul style="list-style-type: none"> • Assistive technology infrastructure that service a variety of needs to enhance the visitor experience • Adding accessibility features to our existing website • Development of programming, products and/or materials to support accessibility • Website accessibility audit 	<p>While St. Mary's Art Center is actively working toward an elevator addition with a current grant for design, the timeline for design, acquisition of necessary project funding, and completion of construction will take several years to complete. In the meantime, it is imperative we offer thoughtful ways to make our programming and the beautiful building and grounds more accessible. The programming on the 2nd – 4th floors is not physically accessible to those with mobility challenges except via the website, written tours, and a limited photography slideshow. Creation of high-quality, professional audio-video tours of the property in both English and Spanish will elevate and expand the experience and accessibility exponentially. Partnering with a local wheelchair user for improving accessibility for visitors. An exciting in-kind contribution to this project will include recorded sign language tours in both English and Spanish through a volunteer who grew up in Virginia City and thrived to provide additional language options.</p>	<p>Website Accessibility Improvements</p> <ol style="list-style-type: none"> 1. Engage ConnectAd (current website support partner) to add accessibility features to St. Mary's Art Center's existing website to meet and exceed the standards set by the Web Content Accessibility Guidelines (WCAG) 2.2 AA and related legal and ethical requirements. 2. Development of Audio-Visual Tours: Making floors 2 – 4 accessible for those who are unable to walk up the stairs. Install a Samsung Frame Smart Television with internet access in the George Post Gallery and Parlor on the first floor for viewing audio-video tours, slideshows, and other programming content such as movie screenings, readings, or performances in the 4th floor theatre. This location was chosen for its welcoming feel, accessibility, and seating options 	<p>The reviewers were excited to see the program project put forward by the Art's Center. Understanding that it can take time to add an elevator to a historic building, the scope of work that would be funded though this grant would open up the Art Center to locals and visitors with physical disabilities, hearing impaired, and even non-english speaking visitors. The review committee thanks St. Mary's for its well informed and thought out application. The letters of support from community members from the disabled community, along with the plan to bring those members from the very beginning, shows St. Mary's commitment to welcoming members the disabled community.</p>	\$45,839.00	\$45,839.00	While no other funding was indicated for this project, the application did address other grant streams being used to fund larger accessibility projects.	\$45,839.00

Central Nevada	White Pine County	White Pine County Tourism and Recreation drives local quality of life and economic development through investing room tax in history, arts, events, and outdoor recreation assets while marketing far and wide to increase visitation.	Infrastructure	Dark sky viewing has connected humans around the world for centuries. While the ability to view the universe is becoming less and less in our country through development, visually impaired people have never had the chance to experience the wonder and vastness of a dark night sky. Following the direction of our destination development plan, we are trying to make the assets and experiences in White Pine County more accessible to all. We are proposing the design, manufacturing, and installation of a 3D tactile star map that allows the visually impaired, kids, and tactile learners the ability to experience space!	This will be a new attraction for the state and if successful could be scalable to other communities. We feel this is very unique and shows our commitment to the visitor experience and reinforces our destination's identity around dark skies. We feel the tactile star map is marketable and will have our PR agency put out press releases and engage influencers to launch the project. We feel this project will draw positive attention to our destination and make it more welcoming to travelers of all abilities.	We will contract with Muser Collective out of San Francisco to manufacture outdoor municipal grade tactile star maps that will be placed in downtown Ely. Muser Collective specializes in interpretive interactive signage for museums and Exploratorium's through the country. The 180 degree map will showcase the same sky and constellations that able visioned visitors would be witnessing through raised textures and braille. The map will orient with the North Star and stars and planets with more intensity of light will be larger on the map. The sign would be at a height appropriate for wheel chair access and kids and include interpretive text in braille. We will	The review committee was thrilled with the proposed special project due to its creativity, ability to impact members of the visually-impaired community along with its wide-scale appeal to travelers of all ages and abilities. In addition, the project is in alignment with the County's Destination Development Strategy and aligns Travel Nevada's promotions of the state's dark skies.	\$30,000.00	\$30,000.00	White Pine County tourism and Recreation will us Room Tax and volunteer labor as match for this project	\$30,000.00
	Yerington Main Street	To lead community-driven revitalization by enhancing Yerington's Main Street and connecting corridors through preservation, economic development, beautification, and engagement.	Infrastructure	With the recent addition of the Whispering Rivers RV Park, Yerington has experienced a significant increase in visitors who stay within walking distance of Historic Main Street and its many shops, restaurants, and cultural destinations. Goldfield Avenue serves as a primary pedestrian corridor connecting Highway 95A, Whispering Rivers RV Park, and downtown Yerington. However, much of the existing pedestrian corridor remains gravel and dirt, creating barriers for individuals with disabilities, seniors, and families with strollers. These conditions limit safe, comfortable access between key visitor areas and the heart of the community.	Improve pedestrian safety and accessibility through the installation of ADA-compliant sidewalks and pedestrian lighting. Encourage storefront revitalization and wayfinding signage to promote local businesses and create a cohesive visitor experience. Attract highway travelers with updated "Services Ahead" and directional signage, highlighting Yerington's downtown amenities, dining, and cultural attractions. Establish a connected pedestrian corridor linking Main Street to the future Walker River Walk, reinforcing the area as a vibrant, walkable gateway into the community.	1. Community Clean-Up and Site Preparation (Volunteer Component) 2. Engineering and Design Support 3. Site Grading and Pre-Construction 4. Concrete Sidewalk Construction 5. Finishing and Restoration	The reviewers noted the importance of the project, in that it represents Phase 1 of a long-term effort to enhance pedestrian infrastructure within the Yerington Commerce District and create a welcoming, walkable connection to the future river walk along the Walker River. This project in alignment with Yerington Main Street goals, Travel Nevada's Destination Development Goals, and connects to aspects of the Walker River Conservancy 3D Project.	\$50,000.00	\$50,000.00	All grant funds (up to \$50,000) will be used exclusively for concrete materials and installation. The City of Yerington will provide engineering services and site preparation, along with volunteer labor from the Main Street Committee, will serve as documented in-kind match contributions.	\$50,000.00
	Friends of Gem Theater	To restore the sparkle of the Gem Theater, honoring its heritage and place in Nevada history.	Infrastructure	The Gem renovation project is a multi-year effort contingent on grant awards and fundraising, and this grant will help achieve accessibility by guests maneuvering through the theater over uneven transitions and sloped surfaces.	When complete, the project will have saved a previously shuttered, inaccessible, and derelict building, renewing its lifespan and sharing its historical significance with the public yet again.	First, the project will address uneven transitions and changing flooring between carpeted, vinyl, and painted floors. Second, the project will promote wayfinding and safety throughout the theater space for all guests. Third, the project improves accessibility for guests with limited mobility as low-pile carpet and low-profile transitions will be installed to accommodate ease of access.	The Gem is an important historical landmark and the reviewers are excited to see a project that will help residents and visitors alike be able to enjoy the space.	\$50,000.00	\$50,000.00	\$9,000 estimated overage for carpet installation/product cost will be funded by the nonprofit or secured through charitable discounts.	\$50,000.00
Southern Nevada	Mesquite Opportunities Regional Fund (MORF)	The Mesquite Opportunities Regional Fund (MORF) serves as a catalyst for strategic community growth by fostering economic vitality, cultural enrichment, and civic pride in Mesquite, Nevada, and surrounding areas. As a proud affiliate of Main Street America, MORF is dedicated to revitalizing our community through public art, support for small businesses and entrepreneurs, and initiatives that strengthen local identity and enhance tourism appeal.	Infrastructure	The Mesquite Downtown Shaded Bench and Accessibility Enhancement Project addresses this gap by introducing shaded seating, rest areas, and supportive site furnishings along the downtown corridor. By improving thermal comfort and rest accessibility, this project will: <ul style="list-style-type: none">Enable longer visitor stays and encourage downtown exploration.Support inclusive access for all ages and physical abilities.Strengthen Mesquite's position as a welcoming, visitor-friendly, and walkable tourism destination aligned with Travel Nevada's destination development and accessibility goals.	The project will implement a coordinated series of visitor-comfort and accessibility improvements along Mesquite's downtown pedestrian corridor.	The project will produce several measurable outcomes. Ten ADA-accessible benches will be installed, each completed and inspected, providing approximately one rest area every quarter mile downtown. Five shaded canopy structures will be installed, all compliant with wind and ADA standards, ensuring that 50% of rest points offer shade. Additionally, more than ten new ADA-compliant signage and furnishings will be installed and verified, enhancing accessibility information for visitors. Visitor comfort will be improved, measured through post-installation surveys conducted by the Visitor Center, resulting in increased average walking duration and overall satisfaction. The project will also deliver broader community benefits, tracked through city and MORF reporting, strengthening the perception of downtown.	The reviewers agree with MORF and the town of Mesquite that climate adaptation infrastructure is an important part of increasing accessibility in a destination.	\$50,000.00	\$50,000.00	While no other funding was indicated for this project, the application did address the city's overarching commitment to accessibility, including the recently completed \$1.87 million in ADA-compliant sidewalk and ramp improvements.	\$50,000.00
	Boulder City Chamber of Commerce	Our Mission Statement is, "Helping businesses prosper, and watching our community thrive. It is not what the mission is, it is what the mission does."	Infrastructure	Grant funding will allow Boulder City to partner with Wheel the World, a leading accessibility-auditing and certification platform, to conduct a comprehensive accessibility assessment, improve way-finding and interpretive signage, expand accessible information about local businesses, and strengthen community-wide service training. These activities will directly improve the visitor experience, reduce travel-related anxiety, and make Boulder City a destination where people of all abilities can explore with independence, comfort, and confidence.	The Boulder City Chamber of Commerce has identified accessibility as an urgent strategic priority. As the community welcomes increasing numbers of older travelers, multigenerational families, veterans, and visitors traveling with disabilities, accessible tourism is no longer a niche market—it is an economic imperative. Many visitors simply choose destinations where accessibility information is clear, accurate, and verified. An expected 5-10% increase in visitation or engagement from accessibility-travel networks (baseline to be established).	Grant funding will support a coordinated, one-year accessibility improvement initiative led by the Boulder City Chamber of Commerce in partnership with Wheel the World. The project includes the following components: <ol style="list-style-type: none">Comprehensive Accessibility AuditAccessible Way-finding & Interpretive EnhancementsBusiness Training & Visitor-Experience DevelopmentAccessible Marketing Content & Promotion	The reviewers applaud Boulder City's commitment to creating a warm welcome to visitors of all ages and abilities.	\$42,000.00	\$42,000.00	0	\$42,000.00
Total Amount Awarded (Northern Nevada, Central Nevada, and Southern Nevada)									\$414,935.00		

2023 Nevada Rural Marketing Grants												
Project Information		Project Description		Project Details		Project Impact		Funding Request		Comments		
Category	Organization	Project Name	Project Type	Project Summary	Project Details	Project Impact	Funding Request	Funding Request	Funding Request	Comments	Comments	Comments
Not Funded	Tahoe Rim Trail Association	The mission of the Tahoe Rim Trail Association is to maintain and enhance the Tahoe Rim Trail system, practice and inspire stewardship, and preserve access to the natural beauty of the Lake Tahoe region.	Infrastructure	The goal of this project is to create a backcountry-style accessible experience, improving access for all while also protecting sensitive wetlands, meadows, and forest habitat. Once completed, the 1.3 mile Tahoe Meadows Interpretive Loop will be the first backcountry trail in the Tahoe area to meet ADA/ABA standards, offering an unpaved experience for users with mobility challenges. This trail is easily accessible via Mt. Rose Hwy (431) at the Tahoe Meadows Trailhead, a major trailhead and access point of the Tahoe Rim Trail (TRT) system. This trailhead has a large parking lot and ADA compliant bathrooms.	Once completed project would connect residents and visitors alike of all abilities to enjoy the natural beauty Lake Tahoe Basin.	The Tahoe Rim Trail Association is working closely with the Carson Ranger District on the Humboldt Toiyabe National Forest to design and construct accessibility improvements to the Tahoe Meadows Interpretive Loop Trail.	The review committee found the proposed special project very strong, but unfortunately the application did not include the required number of Letters of Support from the Community, and therefore the application was ineligible.	\$50,000.00	\$50,000.00	Other Funding: \$173,240.00	\$0.00	
	Desert Species Preservation Center	The mission of Desert Species Preservation Center is to procure, establish, guide and operate a zoological facility that is to be the forever home to a collection of animal and desert plant species, for the study and advancement of zoology, botany and conservation and also for the education and recreation of the local and visiting public.	Infrastructure	The Parcel 4 River Walk and riparian restoration initiative generates measurable environmental, accessibility, tourism, and community-wellbeing impacts: 1. Environmental and Conservation Impact- Creates a long-term conservation demonstration site for local schools, researchers, and the public. 2. Tourism Impact - Expands Mesquite's outdoor recreation offerings with a safe, low-impact nature walk located minutes from town. 3. Community Benefit - Provides a no-fee, ADA-friendly outdoor space for seniors, families, veterans, and underserved residents who currently lack accessible nature paths in the region.	Tourism Impact 1. ADA benches and shaded nodes 2. Braille, large-print, and multilingual signage 3. Native plants and habitat restoration materials 4. Tamarisk removal and trail corridor clearing 5. Wayfinding, access, and safety improvements	Fully constructed ADA River Walk trail and parking area	Unfortunately the amount of funding requested was over the eligible funding amount. Review committee did consider if there were any portions of the project which could be extracted and funded, but without details on other funding mechanisms that could move the project forward, the grant request was denied. New trail development as proposed, is not eligible for this funding opportunity.	\$185,000.00	\$50,000.00	Matching and in-kind contributions valued at \$80,000 (equipment, volunteer labor, and native plant materials.)	\$0.00	
	Southern Nevada Art Museum	The Southern Nevada Art Museum is dedicated to celebrating, preserving, and promoting visual art through diverse exhibitions, educational programs, and community engagement. As a nonprofit institution, we strive to provide inclusive access to both historical and contemporary works from local, national, and international artists-enriching the cultural fabric of Southern Nevada and inspiring creativity across all generations.	N/A	Funding from this grant will allow the Southern Nevada Art Museum to make meaningful, measurable improvements to accessibility. Support will be used to enhance physical access through ADA-compliant entryway and gallery modifications; to expand sensory-friendly resources such as tactile exhibition elements, captioning, and audio description; and to develop multilingual materials and programs that reflect the linguistic diversity of our region. Additionally, the project will provide staff training in universal design and inclusive visitor services, ensuring accessibility is embedded in daily operations.	Creating an enjoyable and easier visitor experience for members of the physically impaired, hard of hearing, neurodivergent, blind/low vision communities.	1. Facility & Physical Access Improvements 2. Wayfinding & Visitor Navigation Enhancements 3. Sensory & Communication Access 4. Accessible Program Development 5. Staff Training & Capacity Building 6. Project Management & Evaluation	The reviewers thank the Southern Nevada Art Museum for its application, however it is not located in a community with less than 30,000 population, and therefore ineligible.	\$500,000.00	\$0.00	N/A	\$0.00	
	Team Tahoe	Team Tahoe is a 501c 3 Nevada-based corporation with the mission of developing and promoting eco-friendly programs that help build sustainable communities, environments and economies in the Lake Tahoe region.	N/A	The project name, Best of Bike 2026, is a two-month-long (May 31-August 15) sustainable destination campaign bringing together three essential elements: community (visitors and residents), environment (increasing non-motorized use and decreasing the negative effects of motor vehicle emissions on air and water quality), and economy (engaging businesses as regional public contact/ambassadors).	Inform visitors by showing them how regional sustainability works so that they may adopt best practices of their own and share them with their own community	The Nevada Grant contributes to the overall budget needed for designing and building two dedicated regional online polling platforms (North Tahoe and South Tahoe), designing and placing print and digital ads, and using branded Bike Tahoe resources: newsletter, website and social media platforms and publicity via news releases and interviews.	The reviewers appreciate Team Tahoe's application, however they felt the project fell under a more marketing scope, which is not funded under this grant. They encourage the organization to look at Travel Nevada's Rural Marketing Grants which will open in early 2026.	\$6,000.00	\$0.00	NA	\$0.00	
	City of Caliente	The City of Caliente is dedicated to protecting our quality of life, cultivating community pride, and preserving our natural and historical treasures while promoting outdoor recreation.	Infrastructure	The current elevator was installed in 1993 and the parts for this elevator have become obsolete therefore the elevator is not currently operational. The elevator needs to be modernized and brought up to State of Nevada standards.	The Historic Depot Building in the City of Caliente houses City Hall offices and also provides a central point of interest for tourists. This building has been a staple in the community for over 100 years. Its second floor provides potential tenant space and also houses part of the City's Heritage Boxcar Museum. The Boxcar Museum volunteers provide a full tour of the building upon request.	The modernizing of the elevator will include replacing or upgrading key components like the control system, motors, door operators, and hoisting equipment, as well as enhancing safety features, modernizing the cab interior for aesthetics, and ensuring code compliance.	The review committee agree and understand the importance of a modernized elevator system for accessibility, however determined that the project budget was beyond the limits of this grant. As no other funding was identified reviewers felt that project would not move forward with partial funding from Travel Nevada.	\$250,000.00	\$50,000.00	NA	\$0.00	
GRAND TOTALS										\$1,406,833.00	\$564,835.00	\$414,935.00