

## **VIP Grant Request Recommendations**

- **CC-CRF-008 Bonanza Exhibit COVID-19 Recovery Exhibition**

Request by Foundation 36/William Watson

Organization is requesting \$10,000 to provide public access to relocated Ponderosa Ranch exhibit in Elko. Buildings and movie set of the famous Ponderosa Ranch was relocated to Red's Ranch in Lamoille thanks to generosity of Duffield family. The goal is to create a cultural educational attraction that interprets Nevada's rich movie and television heritage. Requested funds will allow for the purchase of physical barriers to ensure social distancing, create interpretive and directional signage that is compatible with COVID traffic pattern and visitor flow and construction costs. Volunteers of Foundation 36 will take the lead on this project to ensure proper safety and social distancing rules are being implemented and the project is finished in a timely manner.

*Grant amount awarded – full \$10,000.* This project complies with grant guidelines and Foundation 36 is an all-volunteer organization (25 volunteers on average based on the project they are working on). Highlighting the state's heritage and creating a new attraction that is implementing safety guidelines will be of interest to visitors and help improve the economic impact for Elko and Lamoille which has suffered a decline in visitation due to the COVID-19 pandemic. Travel Nevada will assist on this project by assisting the volunteers of Foundation 36 and provide PR coverage.

- **NS-CRF-036 Mural Project**

Request by Town of Pahrump/Arlette Ledbetter

Town of Pahrump is requesting \$8,000 for mural project in Petrack Park that will announce 'safe & open' messaging to all visitors. Project will involve Pahrump Arts Council which is 100% comprised of resident volunteers and feature Pahrump Americana theme. This project will take approximately 2 weeks to complete and will require volunteers to assist with the painting of the mural. The goal of this project is to celebrate the diversity of life in the desert that surrounds Pahrump. This project will have a welcoming message for visitors and also improve quality of life for residents by supporting and celebrating the local arts culture and the environment. These murals will add to the visual aesthetic of the town by adding vibrant artwork to selected 'blank canvas' in the area, add character, promote welcome message and create foot traffic in the community. The amount requested will cover the cost of supplies and creation of the wall murals.

*Grant amount awarded – full \$8,000.* This project complies with the grant guidelines and support community volunteers involvement. This project will highlight town's effort in complying with current safety guidelines and will encourage visitors to explore the area, support retail sales, restaurant visitation and potentially room nights which will have strong economic impact. This project is intended to promote local talent and also engage the community in overcoming the pandemic downturn. Travel Nevada will assist with Arts Council volunteers with project execution, painting and provide PR coverage of the project.

- **NS-CRF-040 Tonopah Business & Attraction Recovery Marketing**  
Request by Town of Tonopah/Kat Galli

Town of Tonopah is requesting \$8,669 for way-finding signage for businesses and attractions. The current signage situation on Tonopah is confusing and not consistent causing visitors to miss a lot of what is available for them to do in the area and what is available for them to explore. The Town of Tonopah will be working with the Tonopah Main Street program, a community based all-volunteer organization, who will lead this effort to improve the signage situation around town and communicate the importance of branding and messaging to all business owners. The amount requested will cover the purchase of the weather resistant double-sided signs, 40 signs are projected to be completed as well as the design and printing of 80 poster inserts that will be used to promote the local businesses.

*Grant awarded – full \$8,669* This project complies with current grant guidelines, it involves community volunteers and helps with proper messaging for all visitors, supporting increase in visitation and potential extended stay, which will have a positive economic impact on the community. As other Nevada communities the Town of Tonopah is feeling the effects of the pandemic with their room tax collections dropping by 71% in month of April which is very significant for such community. Historic downtown walkable area is one of the key tourism features and this project will not only support the businesses in that area but also promote “Open & Safe’ messaging. All signs will provide town’s website where additional information about Covid-19 restriction can be found. This project won’t only concentrate on historic downtown, but also on all businesses that are relevant for a quality tourism experience such as hotels, restaurants and retail. Travel Nevada will assist to volunteers with sign distribution, placement and provide PR coverage for this project.

- **NS-CRF-009 Goldfield Open & Safe Mascot**  
Request by Esmeralda County/Timothy Hipp

Esmeralda County is requesting \$5,300 for establishing a town mascot that will promote the town’s organizations and businesses in a unique and memorable way. They chose the burro to be the town mascot and would like to install two mascot sculptures made from special durable material that will withstand weather and the elements. Members of the community and individual businesses will be participating on decoration and painting of these mascots utilizing quality weather resistant paint. In order to promote safety, both mascots will be wearing oversized face coverings displaying ‘Open & Safe’ messaging.

*Grant amount awarded – full \$5,300.* This project complies with grant guidelines, supports community volunteers involvement and provides unique tourism experience that will most likely be shared via social media channels and creates awareness of this project, which might support higher visitation and economic impact to the town of Goldfield. Town Mascot projects are very well known on a national and international level, it can have a profound media presence and put small communities on the map of itineraries which made them more memorable and desirable. This project will highlight the Town of Goldfield on the map of and have similar success compared to others around the nation. Travel Nevada will participate in installing the burros and provide publicity once completed.

- **RT-CRF-049 V&T Railbikes and Hike Tours**

Requested by V and T Railway, Northern Nevada Railway Foundation/Elaine Spencer

The V&T Railway and Northern Nevada Railway Foundation is requesting \$6,952 to make improvements to an area of the rail bike track in the canyon where guests load and off-load the railbikes. Each bike is a quad configuration and on-loading and off-loading occur on both sides on the track. Foot crossings will make it easier for visitors to get on and off of the railbikes and also transverse tracks. They would also like to erect two informational stands that will highlight the Eureka Mill and the Santiago Mill. Each of them will be posted near the tracks and be positioned as an overlook location or a trailhead and promote 'Open & Safe' messaging. Volunteers and a professional contractor will be utilized to complete this project. Completion of this project will assist with extending the season for railbike tours.

*Grant amount awarded – full \$6,952* This project complies with current grant guidelines and promotes proper messaging. Seasonal unique activities have always attracted visitors to the Comstock. Extending the season will have a significant economic impact since railbikes are a new popular and safe outdoor activity. They have been featured on multiple social media channels since opening day and created significant buzz for Carson City and Virginia City. Since usually popular train excursions are not currently available due to the pandemic, this activity will supplement the demand of visitors, train enthusiasts and add to their list of activities. Travel Nevada will assist with project execution, provide manpower and promote the completion of the project.

- **PE-CRF-006 Austin Museum Signage**

Requested by Austin Historical Society/Dee Helming

Austin Historical Society is requesting \$6,000 to replace old dilapidated signage and improve area around the museum that has been neglected last 7 months and is causing blight. The town of Austin and the Austin Museum has been negatively affected by the pandemic and lost significant revenue due to lack of visitors and suffered from a drastic drop in donations which is one of their primary funding streams. The new signage will be more modern easier to read with proper lighting and weather resistant. The area around the museum needs to be cleaned up and vegetation trimmed back and removed in order to make the museum more visible and attractive for visitors. 'Open & Safe' messaging will be placed in conjunction with the new sign. Volunteers of the Austin Historic Society and professional installation vendor will be involved in project execution.

*Grant amount awarded – full \$6,000.* This project complies with grant guidelines, supports community volunteer involvement and improves the visibility of an activity/point of interest for all visitors travelling along the Loneliest Road in America. 'Open & Safe' messaging is implemented as well. Austin is also part of the Hwy 50 Survival Guide project which is associated with 'The Loneliest Road in America' promoted road trip. Passport booklet for this road trip is available at multiple visitor center locations throughout the state and suggest multiple stops along the way to collect stamps for the passport (communities of Fallon, Ely, Fernley, Carson City and Eureka are also involved). This updated sign will help to identify the proper stop in order to collect stamps for the passports. Travel Nevada will assist volunteers with landscaping and beautification and provide PR coverage.