

FY2017 1st Cycle Rural Marketing Grant Program
Funding Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Cowboy Country	CC-17-01	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 and education. We have also given "scholarships" to Cowboy Territory members to 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-17-02	Cowboy Country Territory	Consumer Trade Shows	\$26,600.00	\$9,500.00	\$26,600.00	We would like to send territory members to the travel and adventure shows in our target markets.	Funding will cover the costs to send territory representatives to key consumer shows targeting the Utah and Northern California markets.
Cowboy Country	CC-17-03	Cowboy Country Territory	Cowboy Country Promotional Items	\$5,000.00	\$3,500.00	\$5,000.00	The funds will be used to design promotional items for Nevada's Cowboy Country Territory. These logoed items will be handed out at various consumer/trade shows and tourism professionals.	The funds will be used to design promotional items for Nevada's Cowboy Country Territory. All items will include the Territory logo and website information.
Cowboy Country	CC-17-04	Cowboy Country Territory	Marketing and Advertising	\$26,400.00	\$15,000.00	\$26,400.00	We plan to attract more visitors by utilizing Madden Media more this year. We will be in their insert and contract them for prospecting and site re-targeting, getting more exposure for Cowboy Country on different websites. We will also continue to advertise in Travel Nevada Visitors Guide and various community publications. Plan to produce postcards for special events, place more web ads and be more involved in social media.	The Cowboy Country marketing and advertising campaign will continue to promote the territory in various publications, newspapers and the internet.
Cowboy Country	CC-17-05	Cowboy Country Territory	Nevada Magazine	\$14,060.00	\$10,000.00	\$14,060.00	The funds will be used to design and place six 1/2-page ads in Nevada Magazine. The new ads promote upcoming events and recreational adventures throughout the Territory.	The Territory plans to place six 1/2-page ads in Nevada Magazine starting with the July/August issue. Some of the funds will be used to design and produce 4 new ads to target specific special events and seasonal recreational opportunities that occur in the territory. The objective of the project is to promote Cowboy Country in Nevada Magazine. Award does not fund the July-August issue for calendar year 2016.

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Cowboy Country	CC-17-06	Cowboy Country Territory	Postage for Direct Mailing	\$500.00	\$500.00	\$500.00	The funds are for sending out our Territory map to potential visitors who have requested printed material.	The funds will be used to send out the territory direct mail brochure to potential visitors who request further information about Cowboy Country.
Cowboy Country	CC-17-07	Cowboy Country Territory	Tourism Website Maintenance	\$2,500.00	\$2,500.00	\$2,500.00	Cowboy Country contracts with a Webmaster to update and keep our content on our website current as needed throughout the year. Web hosting and domain names are approximately \$500 per year.	Funds for this grant will be used to maintain and update Cowboy Country website, pay for web hosting and domain names.
Cowboy Country	CC-17-08	Cowboy Country Territory	Trade Shows/Business Development	\$15,000.00	\$12,000.00	\$15,000.00	To cover Trade Show and Sales Mission registration fees, travel associated with these events and to host international FAMs through Cowboy Country Territory.	Cowboy Country Territory would like to participate with the Nevada Division of Tourism on their FY2017 International Sales Missions and assist with hosting International FAMs. This award covers the expenses to attend one international sales mission or domestic trade show and help with FAMs visiting their region.
Cowboy Country	CC-17-09	Friends of Black Rock High Rock	Event Promotions	\$7,000.00	\$2,500.00	\$8,500.00	Funds from Travel Nevada will be used to promote our events in a variety of ways. Online and social media ads will be created. Print ads in local newspapers and publications will be produced, posters promoting our events will be printed, and radio ads will be recorded to play on local radio stations in Gerlach and the Reno/Sparks metro area.	The majority of this request is for advertising in their local media. Funding covers advertising in Nevada Magazine and on social media.
Cowboy Country	CC-17-10	Friends of Black Rock High Rock	Website Optimization	\$5,000.00	\$1,500.00	\$6,000.00	Travel Nevada funds will help offset costs related to web-hosting, domains and web maintenance and programming. Upgrades to software are needed to ensure the site runs smooth across multiple platforms including desktop computers and mobile devices.	Funding will assist with updating plugins and ensuring functionality of the site including fresh and up-to-date content to drive repeat visitors.

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Cowboy Country	CC-17-11	Pershing County Economic Development Authority	PCEDA / Madden Media 2016 NV YouTube Campaign	\$1,250.00	\$1,250.00	\$2,500.00	The funds will be utilized on a YouTube Marketing campaign that PCEDA is would like to do with Madden Media. Their goal is to create more interest for visitors to visit Lovelock. Lovelock is located at mile markers 105 106 and 107 off of Interstate 80 and as a result we have hundreds of potential visitors drive through or pass by our community daily.	This organization would like to collaborate with Madden Media on a Travel Nevada Marketing Coop (YouTube campaign). Cohesion builds branding. The opportunity to see a consistent message multiple times creates an awareness and, overtime, a connection between an individual and the destination. With the new Travel Nevada co-ops, participants can utilize a comprehensive strategy that reaches consumers at every point in the conversion funnel.
Cowboy Country	CC-17-12	Safe Haven Wildlife Sanctuary	Nevada Magazine & Visitors Guide	\$7,700.00	\$5,000.00	\$8,600.00	The funds will be used for three 1/4-page ads in Nevada Magazine and a 1/4-page ad in the 2017 issue of Nevada Visitors Guide. We plan to place the Nevada Magazine ads in the July/August and September/October 2016 issues and the March/April 2017 issue.	Safe Haven is located in Imlay only nine miles off of I-80, offering easy access for tourists traveling to and from the Reno area. In 2015 they hosted over 3,000 visitors, including tourists from across the United States and several foreign countries. Does not include placement of ads in Nevada Magazine.
Cowboy Country	CC-17-13	Winnemucca Convention & Visitors Authority	2017 Nevada Magazine	\$8,500.00	\$3,200.00	\$11,700.00	Nevada Division of Tourism funds will be utilized to purchase a 1/2 page full-color guaranteed placement advertisement in 5 issues of Nevada Magazine.	According to the Winnemucca CVA, 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-17-14	Winnemucca Convention & Visitors Authority	2017 Television Ad Campaign	\$6,000.00	\$5,000.00	\$11,000.00	Nevada Division of Tourism funds will be used to help finance the costs 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 Fifties Fever, Run-A-Mucca Motorcycle Rally 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.

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Cowboy Country	CC-17-15	Winnemucca Convention & Visitors Authority	2017 Video Marketing Campaign	\$7,000.00	\$0.00	\$12,000.00	WCVA will contract with Patrick Media to edit existing video footage to develop video presentations and ads for a variety of projects and events. Some additional footage may be required.	Cannot fund all projects in this cycle. Recommend they reapply in 2nd cycle for funding consideration.
Cowboy Country	CC-17-16	Nevada Outdoor School	2016 Nevada Outdoor School Dutch Oven Cook-Off	\$4,000.00	\$0.00	\$13,275.00	Nevada Division of Tourism funds from this grant will be used during the months of July and August to help advertise this event throughout Nevada and in neighboring states. In past years we have had people come from as far as Burley, Idaho and we want more states represented. Specifically NOS plans to put advertisements in local and surrounding cities newspapers and magazines such as Elko, Reno, Boise, Salt Lake City and Las Vegas. The hope with this increased advertisement is to bring more people from a wider area to Winnemucca to cook in or just come and enjoy the event.	This event takes place in August. Per the Marketing Grant Guidelines, funding requests for events taking place in July and August must be submitted in the 2nd cycle of the previous fiscal year. Recommend this organization reapply for funding consideration in FY2017 2nd cycle for next year's event.
Cowboy Country	CC-17-17	Friends Of The Farm Inc	Fall Farm Festival Lazy P Farm	\$5,500.00	\$3,800.00	\$9,000.00	Funds will be used to assist with a variety of event marketing tools the may include flyers, posters, print, radio & television advertising, banners, internet advertising, website maintenance and hosting, and maze design and layout.	Funding will assist with website maintenance and hosting fees; magazine, newspaper and radio advertising; and printing of the brochure.
Cowboy Country	CC-17-18	Lander County Convention & Tourism Authority	Lander County Tourism Visitors Guide	\$7,000.00	\$7,000.00	\$14,000.00	We will use these funds to produce a 40 page full color Visitor Guide 3,000-5,000 copies. With a new Lander County Visitor's Guide it is our hope that readership will learn about events and opportunities in Lander County and visit during their time in Nevada or plan a return visit.	The visitors guide for Lander County was previously produced by their local chamber of commerce. The chamber has decided to change their direction and focus on their membership base and value added programs. This leaves the county without a tourism guide. Funds would assist with creation and printing of 5,000 visitors guides.

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Cowboy Country	CC-17-19	Lander County Convention & Tourism Authority	Nevada Visitor Guide Ad	\$2,000.00	\$2,000.00	\$4,000.00	This project is for the design and placement of a half-page ad in the 2017 NV Magazine Visitor's Guide. This advertising opportunity allows us to promote tourism within Lander County alongside other communities in Nevada.	The project will be placement of a 1/2 page ad in the Travel Nevada Visitor's Guide for 2017. The ad will be designed to highlight Lander County's events and outdoor recreation.
Cowboy Country	CC-17-20	Lander County Convention & Tourism Authority	Photo Catalog	\$4,000.00	\$0.00	\$8,000.00	The grant will fund In kind volunteer hours and Larry Burton to organize current photos we possess and create a photo Library to house new photos that will be taken in Lander County to help promote ourselves better with current photography.	Cannot fund all projects. Recommend they reapply for funding consideration in the 2nd cycle.
Cowboy Country	CC-17-21	Lander County Convention & Tourism Authority	Website Maintenance & Enhancements	\$6,000.00	\$6,000.00	\$12,000.00	Funds will be used to pay a portion of the annual web maintenance fees and to add the Imap and Go Guide system to our website as well as the hours it will take to gather all the information to send in to Lunar Cow.	Lander County CTA has partnered with Madden Media for story telling and site re-targeting and prospecting. Charter Advertising has helped them to better utilize SEO strategies, and develop a more aggressive online marketing strategy to capture a larger audience. They feel that thousands of people will be exposed to this project. The website you have says a lot about you, and they want theirs to say "WOW"!
Cowboy Country	CC-17-22	Lander County Convention & Tourism Authority	World Human Powered Speed Challenge	\$4,500.00	\$4,500.00	\$9,000.00	The ads will utilize already shot high definition video to produce & edit 27 (30 sec) TV spots.	This will be their 15th year hosting this International Event. They now have 9 Countries attending this week long IHPVA sanctioned World Record race. They would like to produce and purchase ads on KRNK and KTVN TV Stations in Reno and the surrounding area. They would also like to advertise on ESPN radio, Fox Sports Radio AND NBC sports radio.

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Cowboy Country	CC-17-23	National Historic California Emigrant Trails Interpretive Center Foundation	California Trail Billboards 2016/17	\$19,000.00	\$8,000.00	\$38,225.00	Grant funds are leveraged with local matching funds to renew the contracts for five existing billboards strategically selected to attract travelers along the I-80 corridor. The primary target market are those out of state residents traveling to and from Central California the Wasatch Front and Yellowstone Park.	The requested funding will be used to renew the contracts on existing billboards along the I-80 corridor. Grant funding should be used for the billboards that have the potential to influence the travelers decision to visit the facility and not the billboards that are located on-site at Hunter exit 292. This organization received additional funding in FY2016 as a result of the Interim Finance Committee Marketing Grant allocation.
Cowboy Country	CC-17-24	National Historic California Emigrant Trails Interpretive Center Foundation	European Adventure Travel	\$3,000.00	\$3,000.00	\$6,000.00	We will place "Old West" theme ads on Virgin Holidays Concierge and Spirit of the West websites that will link to the California Trail Center website.	In 2015 the California Trail Interpretive Center realized a 22% increase in visitation as a result of their comprehensive and enhanced marketing effort. This project is intended to extend their marketing efforts to affluent travelers from Western Europe who have an interest in the "Old West". They are currently piloting an ad on Virgin Holidays Concierge website promoting the lure of the Old West and would like to place a similar ad with "Spirit of the West" website targeting the UK and Germany. San Francisco is a gateway to the California Trail Interpretive Center and other Northern Nevada locations promoting a western theme. This type of internet-based advertising is relatively low in cost and effort.
Cowboy Country	CC-17-25	National Historic California Emigrant Trails Interpretive Center Foundation	Sunset Magazine 2016/17	\$5,000.00	\$0.00	\$10,000.00	We will leverage funds along with local matching funds to attract some of the most affluent and influential travelers anywhere. Subscribers of Sunset Magazine are a consumer group with higher than average discretionary income. This marketing effort is very targeted and expected to be very effective in achieving the results we are after.	Not all projects can be funded, this was a lesser priority than others submitted.

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Cowboy Country	CC-17-26	Elko Convention & Visitors Authority	Elko Classic Car Show	\$3,500.00	\$3,000.00	\$10,000.00	We will use the funds to market the Elko Classic Car Show in the Idaho, Reno, Utah and Rural Nevada markets. In 2013 we had 170 cars that attended the Elko Classic Car show and last year we had 240 cars. With the help of marketing dollars from grants we were able to increase the number of cars and overnight stays in Elko. We would like to eventually have up to 500 cars at the Elko car show.	Funds to be used to market the Elko Classic Car Show through television, radio and different publications. With the help of the marketing grant funds they would like to continue to grow this event creating room nights and stimulating the Elko economy. Awarded \$4,000 last year.
Cowboy Country	CC-17-27	Elko Convention & Visitors Authority	Prospecting & Site Retargeting Meet Me in Elko Campaign	\$10,000.00	\$5,000.00	\$20,000.00	Funds will be used to fund this marketing effort for a 6 month period to increase awareness and to attract convention planners and tourists to Elko, creating room nights.	The Elko Convention & Visitors Authority will use 7 key components to showcase Elko as a convention and tourist destination. 1. Site Re-targeting: targets users who have previously visited their site; 2. Geo-Fencing: targets users by location; 3. Search Re-targeting: targets terms relative to the retail market; 4. Keyword Contextual Targeting: targets content with terms relevant to retail; 5. Category Contextual Targeting: targeting sites with content relevant to retail products; 6. CRM Targeting: targets users from an existing database; and 7. Video Targeting: extends the reach of traditional advertising by mirroring the audience online. Organization received additional dollars from Interim Finance Committee Marketing Grant program funds allocation for a similar project in May so award amount reduced accordingly.
Cowboy Country	CC-17-28	Elko Convention & Visitors Authority	Trifold Brochure/Certified Folder	\$7,500.00	\$7,500.00	\$15,000.00	Funds would be used to reprint our trifold brochure featuring the North Eastern Nevada Museum, California Trail Center, Western Folklife Center, Sherman Station and Lamoille Canyon. These brochures will be used to fill information rack card placements as well as at consumer/trade shows.	These brochures put tourism information into consumer hands that are traveling the I-80 corridor creating overnight stays in the Elko area and are they key piece used at consumer/trade shows. Last printed in 2015, they have distributed approximately 55,000 since then.

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Cowboy Country	CC-17-29	Western Folklife Center	Public Radio advertising campaign	\$7,500.00	\$7,500.00	\$15,000.00	The Nevada Division of Tourism funds will be used to pay for half of the cost of the advertising campaign.	The Western Folklife Center would like to conduct an advertising campaign on public radio stations within a four-state radius and easy driving distance to Elko. The purpose of the campaign will be to increase exposure for the Western Folklife Center and Elko during a six-month period with the goal of increasing attendance at Western Folklife Center events and exhibitions between August 2016 and February 2017.
Cowboy Country	CC-17-30	Northern Nevada Autism Network	Relay World Championship	\$10,000.00	\$0.00	\$40,000.00	We will use the funds to market the championship and our "mountains" through developing printed brochures and placing ads nation wide. Funds will also be used for mailings, online advertising through race organizations and Facebook.	This is a first time event. The Relay World Championship is an independent, international qualifying event for the sport of long distance relay (LDR) racing. The best-of-the-best 12-person or 6-person teams compete to be the fastest LDR team in the world. There are 84+ relays in the world with 8-10 different classes (men, women, mixed, etc.) for each relay and they draw as many as 10,000 participants per event.
Cowboy Country	CC-17-31	Northern Nevada Autism Network	Ruby Mountain Relay	\$14,000.00	\$0.00	\$65,000.00	We will use the funds to market our races and our "mountains" through developing printed brochures, placing ads in the Nevada Magazine and running and cycling magazines in Utah, Idaho and California. Funds will be used for radio spots and billboards out of state. Funds will also be used for mailings, online advertising through race organizations and Facebook. Funds will be used to develop gift cards to be used in Northeastern Nevada. We will drive home the fact that Northeastern Nevada is beautiful, close and the events equal any that can be found in the West.	This event takes place in August. Per the Marketing Grant Guidelines, funding requests for events taking place in July and August must be submitted in the 2nd cycle of the previous fiscal year. Recommend this organization reapply for funding consideration in FY2017 2nd cycle for next year's event.

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Cowboy Country	CC-17-32	Wells Chamber of Commerce / Trail of the 49ers Interpretive Center	Wells Chamber Marketing Grant	\$29,700.00	\$10,000.00	\$61,700.00	Tourism funds will be used to pay for advertising in magazines, newspapers and posters. It will be used to pay for billboards and to hire a professional to video ranches and outdoor attractions, including Angel Lake and ATV/UTV trails.	The objectives will be to entice travelers to explore and experience the greater Wells area, stay for more than a couple hours, rent rooms and return for more experience. It is their intension to give people a memorable experience and hope that those people decided to explore because of the advertising that was viewed.
Cowboy Country	CC-17-33	High Desert Cruisers	Wells Fun Run 25th Anniversary 2017	\$10,825.00	\$4,000.00	\$32,000.00	We will use the funds for advertising (Radio, TV, Print, Mail), web site maintenance and attend three Trade Shows and purchase 2 new pop up advertising tents and banner wrap for our Trailer. We will promote our event and the Northeastern Nevada Region (Cowboy Territory)	The Wells Fun Run is an August event. Per the Marketing Grant Guidelines, grant applications for events in July and August must be submitted for funding consideration in the previous fiscal year. This award will help them attend the trade shows and with website maintenance.
Cowboy Country	CC-17-34	City of West Wendover	National/International Print Marketing Grant	\$20,000.00	\$10,000.00	\$40,000.00	The funds will be used to develop and place magazine advertisements.	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 Travel Nevada's co-op ad program.
Cowboy Country	CC-17-35	City of West Wendover	Nevada's 16th City West Wendover Silver Jubilee	\$12,500.00	\$0.00	\$25,000.00	This promotion will focus on West Wendover, the 16th City in the State of Nevada, and our silver anniversary. West Wendover will utilize Wendover Will our history and the anural 4th of July event to make this a year to remember. Giving an overall marketing theme to establish a clear and memorable positive impression of the area and Nevada.	Unfortunately this event takes place July 2nd thru July 4th, 2016. Per the grant guidelines, grant applications for events taking place in July and August should be submitted in the 2nd cycle of the prior fiscal year.
Cowboy Country	CC-17-36	City of West Wendover	West Wendover City 2017 Television Ad Campaign	\$15,000.00	\$0.00	\$30,000.00	The funds for this project will be used to place our 6 area informative TV quality commercials by purchasing air time.	This project was funded in the 2nd cycle FY2016. Suggest they reapply next cycle for funding consideration.

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Cowboy Country	CC-17-37	City of West Wendover	West Wendover Promotional Branding Campaign.	\$1,500.00	\$1,500.00	\$3,000.00	The funds will be used to produce items with West Wendover's trade mark Wendover Will along with other event appropriate imprinted items.	The object of this project is to encourage visitors to West Wendover to return, stay and explore the diversity of their surrounding area and to include West Wendover in their future family excursion planning. Increasing repeat stays with a daily reminder to keep while encouraging a favorable memory of the time they spent in the West Wendover area.
Total				\$337,535.00	\$157,250.00	\$633,560.00		

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Indian Territory	IT-17-01	Indian Territory	FY 16 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-17-02	Indian Territory	2016 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 18th Annual American Indian Tourism Conference in Tulalip, Washington. Territory members have attended the last eight 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.
Indian Territory	IT-17-03	Indian Territory	Stewart Indian School Website Maintenance	\$4,800.00	\$4,800.00	\$9,600.00	Funds will be used to provide maintenance to the official Stewart Indian School website and related social media accounts.	The goals of this project include making the site as informative and user-friendly as possible, relevant to search engines that generate the majority of traffic, and maintaining a site that is fresh and exciting for visitors. Most importantly, the site promotes Stewart Indian School as a historic and visitor-friendly destination.

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Indian Territory	IT-17-04	Pyramid Lake Paiute Tribe	2016-2017 Pyramid Lake Fishing Promotion	\$2,600.00	\$2,600.00	\$5,200.00	The Tribe is requesting funding to pay for advertising costs in major fishing publications in California and the west to promote fishing at Pyramid Lake.	Funding to pay for advertising costs in major California fishing publications to promote fishing at Pyramid Lake.
Indian Territory	IT-17-05	Pyramid Lake Paiute Tribe	Pyramid Lake Website Maintenance	\$2,400.00	\$2,400.00	\$4,800.00	The Tribe is requesting funding to pay for professional services to maintain the www.pyramidlake.us website.	The purpose of this proposed project is to maintain an effective online presence for Pyramid Lake tourism and to make it easier for visitors to access information and obtain online permits. In addition the project seeks to maintain a links page on the new website to other tourism agencies and nearby lodging facilities in the Reno/Sparks and Fernley areas. Award covers 1/2 the cost to maintain the site for one year.
Indian Territory	IT-17-06	Pyramid Lake Paiute Tribe	Sacred Visions Pow-wow Marketing	\$1,500.00	\$0.00	\$3,000.00	The Tribe requests funds to help promote the annual Sacred Visions Pow-Wow with additional out-of-area radio, marketing, and printing of promotional materials.	This event takes place in July. Per the Marketing Grant Guidelines, funding requests for events taking place in July and August must be submitted in the 2nd cycle of the prior fiscal year. Recommend this organization reapply for funding consideration in FY2017 2nd cycle for next year's event.
Indian Territory	IT-17-07	Ely Shoshone Tribe	Ely Shoshone Tribe Powwow	\$2,500.00	\$0.00	\$30,000.00	Funds to be used to contract a graphic design firm to create a professional visual concept for the Ely Shoshone Tribe Fandango Powwow. Funds will also be used to advertise in state and out of state publications to include Native American publications and social media.	This event takes place in July. Per the Marketing Grant Guidelines, funding requests for events taking place in July and August must be submitted in the 2nd cycle of the prior fiscal year. Recommend this organization reapply for funding consideration in FY2017 2nd cycle for next year's event.
Total				\$23,800.00	\$19,800.00	\$62,600.00		

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Las Vegas Territory	LV-17-01	Las Vegas Territory	Admin Grant 2017	\$3,000.00	\$3,000.00	\$3,000.00	The funds will be used to support Las Vegas Territory business needs such as copy charges, office supplies, postage as well as necessary attendance of the Chairperson at TAC meetings, Governor's Global Tourism Summit and Rural Roundup.	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-17-02	Las Vegas Territory	Bridal Extravaganza Show	\$5,000.00	\$0.00	\$5,000.00	The funds will be used for a Trade show booth for a (2) day trade show along with travel expenses and lodging for two persons. Two persons are a necessity for the amount of attendees at this trade show.	Cannot fund all projects. It was felt this was more of a niche market that is most likely attended by the professional wedding industry personnel from Las Vegas.
Las Vegas Territory	LV-17-03	Las Vegas Territory	Canadian Snow Bird Shows	\$6,240.00	\$0.00	\$6,240.00	Travel Nevada trade show funds will be used for booth space and associated expenses including travel, accommodations, meals, shipping, parking, transfers, promotional collateral and other expenses within state guidelines.	Cannot fund all projects. As this targets the RV market, unable to justify funding over other projects that would generate room nights in the rural area of Clark County.
Las Vegas Territory	LV-17-04	Las Vegas Territory	Co Partner with Travel Nevada Fams in Southern Nevada	\$5,000.00	\$5,000.00	\$5,000.00	The funds will be used to support the needs of the FAM's as the Travel Nevada representative deems necessary via meals, trade show, games, transportation, etc., in an effort to highlight Las Vegas Territory and their members.	The Las Vegas Territory will host several FAMs being planned by Travel Nevada in FY2017 including two pre-FAMs for the Governor's Global Tourism Summit in October and two post-FAMs for Go West which is being held in Reno in February 2017.
Las Vegas Territory	LV-17-05	Las Vegas Territory	Co Partner with Travel Nevada on Travel/Trade Shows	\$5,000.00	\$5,000.00	\$5,000.00	Travel Nevada funds will be used for associated expenses including travel, accommodations, meals, shipping, parking, transfers, promotional collateral and other expenses within state guidelines. Las Vegas Territory will work in concert with the Travel Nevada representative to make best use of funds and ultimate exposure per each show/event.	Las Vegas Territory is requesting funding to co-participate in events/trade shows that Travel Nevada and/or LVCVA will be attending in FY2017. Areas of interest are feeder cities, Midwest and Canada. The goal of this is be co-branded in common area with the Travel Nevada in order to create awareness of their rural areas, activities, products and services, in an effort to drive more business into the area, and/or encourage longer stays.

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Las Vegas Territory	LV-17-06	Las Vegas Territory	Go West Summit 2017	\$2,900.00	\$0.00	\$2,900.00	Grant funds to be used for show registration, hotel fees, any additional dining other than provided and travel expenses. Where applicable, funds to be determined using Government Per Diem chart.	Attendance for this show will be covered by Travel Nevada staff.
Las Vegas Territory	LV-17-07	Las Vegas Territory	Las Vegas Territory Website Video Enhancement	\$23,000.00	\$12,000.00	\$23,000.00	Funds to be utilized for pre-production and concept development, on-location production and post production Funding amounts determined as a result of Request for Proposal sent out to membership local video production companies as well as select production facilities located out of Las Vegas Valley.	The Las Vegas Territory believes this project will create favorable first impressions, increase website click through rates, provide mobile suitability, boost SEO, and provide a positive return on investment through increased visitation. This project will produce and gather footage that will highlight each of their rural destinations. Funding will cover a portion of this 3-phased project.
Las Vegas Territory	LV-17-08	Las Vegas Territory	LV Territory Website Annual Maintenance	\$1,940.00	\$1,900.00	\$1,940.00	This is a 24 month maintenance program to support our existing website.	Funds to be used to maintain the territory website with minor changes, server updates and hosting fees.
Las Vegas Territory	LV-17-09	Las Vegas Territory	Marketing/Promotional Items	\$7,000.00	\$0.00	\$7,000.00	Travel Nevada funds will be used to purchase promotional giveaway items for distribution at upcoming travel/trade and consumer shows as well as for incoming FAMs and local events that Las Vegas Territory participates in.	The territory received funding for this project in FY2016 and received additional dollars as a result of the Interim Finance Committee Marketing Grant allocation. Suggest they reapply in 2nd cycle for funding consideration.
Las Vegas Territory	LV-17-10	Las Vegas Territory	Rural Nevada Passport	\$10,000.00	\$10,000.00	\$10,000.00	We will need funds for the design and printing the booklets.	Due to the overwhelming success of a similar booklet used at travel shows, the Rural Nevada Passport book will be a central collateral piece given out at trade shows attended by the Las Vegas Territory.
Las Vegas Territory	LV-17-11	Las Vegas Territory	Select Traveler	\$3,000.00	\$3,000.00	\$3,000.00	Travel Nevada funds will be used for booth space and associated expenses including travel, accommodations, meals, shipping, parking, transfers, promotional collateral and other expenses within state guidelines.	This is a unique group of Travelers that have the funding to travel. It is important to pre-educate Travel Planners on potential destinations in order for them to create itinerary's and recommend exploring Clark County on a group and/or individual basis.

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Funding Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Las Vegas Territory	LV-17-12	Las Vegas Territory	Tour Talk Media Internet Video Marketing	\$1,500.00	\$1,500.00	\$1,500.00	The funds will serve as three monthly payments to Tour Talk Media for their services, an all inclusive amount.	The objective of this project is to tap into the power of YouTube and help create informative, entertaining "live interview" blogs and videos. This will provide territory members the ability to record live blog interviews once a week for a period of twelve consecutive weeks in a three month period, thus providing them great visibility for rural southern Nevada. Subject areas to include attractions, tours, wedding chapels, hotels, restaurants, etc. Blogs will be available on Las Vegas Territory website.
Las Vegas Territory	LV-17-13	Las Vegas Territory	Travel Adventure Shows	\$9,000.00	\$9,000.00	\$9,000.00	Travel Nevada funds will be used for booth space and associated expenses including travel, accommodations, meals, shipping, parking, transfers, promotional collateral and other expenses within state guidelines.	Las Vegas Territory has taken an aggressive approach with Consumer/Industry trade show in order to increase awareness in the market place of their rural areas, attractions, products and services. For the past 3+ years they have identified that the Travel Adventures shows provide the perfect platform to educate those interested in travel about rural Clark County. We believe continued exposure at shows in Los Angeles, Chicago and Santa Clara will help increase the travelers desire to visit, and/or visit more often. Amount requested will cover 2 of the 3 shows they would like to participate in.
Las Vegas Territory	LV-17-14	Destination Services Assoc	DSA trade shows	\$4,600.00	\$0.00	\$9,191.00	To pay for the show itself and travel related expenses. We already have brochures, rack cards and giveaways for the shows.	Cannot fund all projects. It was felt this was more of a niche market that is most likely attended by the professional wedding industry personnel from Las Vegas.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Las Vegas Territory	LV-17-15	Boulder City Chamber of Commerce	BC Chamber 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.	This project is to assist with the combination of search engine optimization, development of new modules, hosting, software upgrades, maintenance and promotion for the bouldercitychamber.com.
Las Vegas Territory	LV-17-16	Boulder City Chamber of Commerce	Boulder City Certified Folder	\$7,997.00	\$7,900.00	\$15,995.00	Funds will be paid directly to Certified Folder Display for contracts throughout our fiscal year.	Boulder City Chamber of Commerce 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. They 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-17-17	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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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Las Vegas Territory	LV-17-18	Boulder City Chamber of Commerce	Digital Advertising of BC	\$9,000.00	\$5,000.00	\$18,000.00	This project will finally provide a way to truly track the guest that has been converted from a "viewer" of their advertising, to a "participator" in their community. 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 they 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 is critical for businesses in Boulder City.	Partial funding will assist them in developing this strategy in an effort to identify their target markets and adjust advertising campaigns accordingly.
Las Vegas Territory	LV-17-19	Moapa Valley Chamber of Commerce	Moapa Valley Chamber of Commerce Tourism Development	\$13,000.00	\$9,000.00	\$26,000.00	Funds will be applied to hard costs of advertising; printed materials, media & digital advertising marketing tools.	Advertising and marketing funds to be used to promote events put on by various organizations in Moapa Valley. These organizations have limited funds for advertising outside of Moapa Valley. Events such as the Moapa Valley Art Guild's Pomegranate Festival, which celebrated it's 20th year in 2016, and the Moapa Valley Performing Arts Council, which presents plays, musical performances and children's theater, will experience more attendance from Las Vegas, Mesquite and Utah visitors if events are promoted in their locale. The objective of this project is to build on efforts to draw tourism to the area through promotion of existing events and attractions, establishing Moapa Valley as a visitor destination.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Las Vegas Territory	LV-17-20	Moapa Valley Revitalization Project	Moapa Valley Bi-Annual OHV Roundup	\$12,625.00	\$7,000.00	\$25,250.00	Advertising costs of newspaper, radio, website hosting, development, social media and printed materials. Fees, insurance, and permits for event venues.	Logandale Trails is the first multi-use trail system in Nevada with recently approved designation as an OHV "friendly town". This designation allows downtown OHV access to local businesses in Logandale and Overton. Objectives are of this project are to increase tourist awareness of OHV activities and OHV access to businesses and services available in Moapa Valley, increase tourist visitation for multiple night stays, and establish a foundation for return visitation by creating a bi-annual event. Awarded \$8,000 in FY2016. Does not cover fees, insurance and permits for event venues.
Las Vegas Territory	LV-17-21	Mesquite Chamber of Commerce	Mesquite Chamber Business and Visitor Guide	\$10,000.00	\$0.00	\$21,631.00	Nevada Division of Tourism funds will be utilized to assist in paying for the printing of 20,000 Tourism Guides.	The Mesquite Visitors Guide and Business Directory is a yearly publication produced and distributed by the Mesquite Chamber of Commerce. Although the guide does list hotel/motel information along with things to do while visiting Mesquite, it is primarily a membership and relocation booklet. The Las Vegas Convention and Visitors Authority is the lead organization in Mesquite for tourism and hosts the visitmesquite.com website. It is felt that this project is not as critical to fund through the Nevada Division of Tourism Marketing program as others submitted.
Las Vegas Territory	LV-17-22	Mesquite Chamber of Commerce	Mesquite Visitors Guide Distribution Grant	\$2,000.00	\$0.00	\$4,000.00	Funds to pay for the distribution of the Mesquite Chamber Business and Visitor Guide.	This project is not a priority for funding in this cycle.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Las Vegas Territory	LV-17-23	Mesquite Chamber of Commerce	Mesquite Marketing Grant	\$5,000.00	\$5,000.00	\$10,000.00	Nevada Division of Tourism dollars will be utilized to pay for advertisements in the Nevada Magazine, Salt Lake Magazine, and St. George Magazine to promote the Mesquite Tourism Guide and Business Directory to residents in Nevada, Northern and Southern Utah. The Visitors Guide will provide comprehensive information about the community, gaming, golf events and activities.	The goal of this marketing project is to promote Mesquite throughout Nevada and Utah in an effort to improve tourism and encourage visitors from these areas to spend several nights in their city.
Total				\$151,502.00	\$89,000.00	\$222,047.00		

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Funding Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-17-01	Nevada Silver Trails	Administration	\$4,000.00	\$4,000.00	\$12,800.00	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 procedure is for Board of Director members to pay their own expenses but invoice the territory for reimbursement of necessary pre-approved expenses. Fuel expenses are limited to actual cost rather than the state per diem rate. Meals are only included if not part of a conference fee.	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-17-02	Nevada Silver Trails	Certified Folder	\$13,030.00	\$13,000.00	\$14,030.00	The funds will be used to pay Certified Folder Display Service to distribute our Nevada Silver Trails tri-fold promotional brochure and our trails guide brochure. The racks are located 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-Carson City areas.	Certified Folder has a good share of the brochure distribution market in this part of the west, along with a web site that includes downloadable files of all the brochures they are distributing. The objective is to distribute the Nevada Silver Trails tri-fold promotional brochure and our trails guide brochure at as many locations as possible. Certified Folder has served them well over the years and they feel that this is the most efficient way to distribute our promotional materials.
Nevada Silver Trails	NST-17-03	Nevada Silver Trails	Ghost Town Brochure	\$5,300.00	\$5,000.00	\$5,700.00	The funds will be used to design and print a tri-fold ghost town brochure of Nevada Silver Trails territory.	Nevada Silver Trails is loaded with interesting ghost towns and semi-ghost towns because of their mining past, present and future and literature on this subject is in demand, but not readily available except for small excerpts in their travel literature. Their goal is to design and print a tri-fold brochure with focus on ghost towns throughout the territory.
Nevada Silver Trails	NST-17-04	Nevada Silver Trails	Nevada Magazine	\$7,500.00	\$7,500.00	\$7,900.00	The funds will go to Nevada Magazine for advertising placements in the bi-monthly publication.	Funds will be used to purchase 3 1/2-page ads and 3 1/4-page ads in Nevada Magazine in the Sep-Oct, Nov-Dec, Jan-Feb, Mar-Apr and May-Jun editions.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-17-05	Nevada Silver Trails	Nevada Magazine Annual Visitors Guide and Ride Guide	\$6,500.00	\$6,500.00	\$6,900.00	The funds will go to Nevada Magazine for design, layout and placement of insertions in the Annual Visitors Guide and the Annual Ride Guide.	The project will be used to place an ad in the Travel Nevada Visitors Guide and the annual Ride Guide
Nevada Silver Trails	NST-17-06	Nevada Silver Trails	Nevada Silver Trails Radio Advertising	\$25,000.00	\$12,500.00	\$26,000.00	Nevada Silver Trails will focus its advertising campaign on radio spots which will concentrate on event marketing for the communities in the territory on three Lotus Broadcasting Group stations in the Las Vegas area (KOMP-FM KWID-FM and KXPT-FM). 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.	Nevada Silver Trails will focus its advertising campaign on radio spots which will concentrate on the promotion of special events for the communities within the territory on four Lotus Broadcasting Group stations in the Las Vegas area. Each radio spot will be tagged with the following copy "Event promoted in part by NevadaSilverTrails.com and Travel Nevada.com in order to reinforce and build brand awareness for both entities.
Nevada Silver Trails	NST-17-07	Nevada Silver Trails	Nevada Silver Trails Videos	\$22,900.00	\$0.00	\$24,000.00	The funds will go to THS-Visuals to produce two videos: A State Parks/RV video and a ATV/RV video of the territory and revise the overview video currently in use on the home-page of the Nevada Silver Trails web site.	The territory received funding for a new action video in FY2016 and report they do not have statistics on number of views at the time they submitted this request to shoot additional videos. Suggest they obtain that data, and if warranted, request funding for this project in the 2nd cycle.
Nevada Silver Trails	NST-17-08	Nevada Silver Trails	NST Adventure and RV/ATV Brochure	\$10,000.00	\$10,000.00	\$10,400.00	Realm Printing Company will update and reprint 40,000 of NST's Discover Adventure Guide brochure and 40,000 of NST's RV/ATV tri-fold brochure.	This will be a two-phase project to update and reprint their Discover Adventure Guide brochures and to reprint their RV/ATV tri-fold brochures. These projects are necessary to cover short-falls in Certified Folder Display Company's supply in brochure racks around California, Utah, Arizona and Nevada. Certified uses about 30,000 of each brochure per year and they easily hand out another 10,000 each at travel and trade shows, plus provide all of their communities with brochures.

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Funding Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-17-09	Nevada Silver Trails	NST Digital Interactive Map Redesign	\$4,539.00	\$4,000.00	\$5,039.00	Travel Nevada funds will be used by a web developer to perform the necessary programming upgrades to the NST interactive digital map.	One of the main features of the territory website is their interactive digital map. With a simple mouse-over of the map, each town is highlighted and with a click visitors can drill down to get more information on the individual communities, including the sites and local activities in the area. The current map is in need of updating to keep up with current mapping technologies, improve and expand functionality as well as correct some minor typographical errors.
Nevada Silver Trails	NST-17-10	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 uses Certified Folder Display Service, Inc. to distribute large quantities of informational brochures throughout NV and strategic areas of CA, AZ and UT. This project pays for shipping the collateral to their distribution hubs.
Nevada Silver Trails	NST-17-11	Nevada Silver Trails	NST Quarterly Newsletter	\$5,000.00	\$0.00	\$5,800.00	Funds will be used to compile and send a quarterly Territory newsletter.	This was considered a lesser priority by the Territory Chair and they will submit an application for funding consideration in the 2nd cycle.
Nevada Silver Trails	NST-17-12	Nevada Silver Trails	NST Social Media Advertising	\$8,700.00	\$7,500.00	\$9,000.00	Research and buy geotargeted online ads. These ads would run from July 1st to December 30th.	Online advertising is becoming more prominent and the territory would like to do more advertising on the internet in addition to their print and broadcast strategies. Proposed online advertising would be including but not limited to Google, Facebook, and Pandora. Will not cover ads committed to prior to July 1, 2016.

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Funding Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-17-13	Nevada Silver Trails	NST Social Media Updates	\$5,400.00	\$5,400.00	\$6,200.00	Funds to be used to promote the territory on social media.	The funds will be used by Charter Advertising to promote Nevada Silver Trails Territory on Facebook, Twitter, YouTube, Pinterest, Instagram and Flickr. The job involves collecting pictures, videos, data, event information, interesting happenings and stories and posting them on the various social media. It will also be necessary to monitor the sites to gather statistics, keep track of trends, find what is working or not and countering any bad posts.
Nevada Silver Trails	NST-17-14	Nevada Silver Trails	NST Travel Trade Show	\$5,000.00	\$3,000.00	\$6,500.00	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.	The territory will receive funding to attend trade shows under their Trade Show/Business Development grant. This award will help them attend several shows in Las Vegas that have proven to bring consumers who are interested in the places to go and things to see in the Nevada Silver Trails territory.
Nevada Silver Trails	NST-17-15	Nevada Silver Trails	NST Website Home-page Redesign	\$2,750.00	\$2,750.00	\$3,150.00	Funds to be used to redesign the territory website home-page.	The main goal of this template change is to provide a more dynamic home-page featuring a wide, animated banner with powerful Nevada Silver Trails images and greater customization throughout the entire site.
Nevada Silver Trails	NST-17-16	Nevada Silver Trails	NST Website Maintenance	\$4,800.00	\$4,800.00	\$5,200.00	Funds to be used to provide maintenance for the territory website.	This project covers website maintenance for the territory website and will include updating content, ensuring consistency between all pages, keeping information updated, and making changes requested by territory communities.
Nevada Silver Trails	NST-17-17	Nevada Silver Trails	Passport Brochure	\$9,600.00	\$0.00	\$10,200.00	The funds will be used to edit, redesign and print a 36-page passport-size Nevada Silver Trails tourism brochure which will be down-sized from our old 48-page booklet.	This is a lesser priority than other projects the territory is requesting funding for.
Nevada Silver Trails	NST-17-18	Nevada Silver Trails	Print and On-line Advertising Pinpoint and Desert Companion	\$26,716.00	\$0.00	\$27,116.00	Funds to be used to place ads in print and on-line with Pinpoint and Desert Companion.	Not all projects can be funded this cycle, recommend they reapply for this project in the 2nd cycle.

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Funding Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-17-19	Nevada Silver Trails	Trade Show/Business Development	\$18,000.00	\$12,000.00	\$20,100.00	To cover trade show and sales missions, registration fees, travel associated with these events, collateral for these events and to host international FAMs.	The Nevada Silver Trails territory would like to purchase a booth at the Los Angeles Travel and Adventure Show to be held February 17-18, 2017, participate on the Mexico Sales mission with the Nevada Division of Tourism at the end of November and attend the LA Receptive event being planned for next spring. Funds also cover purchase of promotional items.
Nevada Silver Trails	NST-17-20	Nevada Silver Trails	Travel Trade Show Giveaways	\$6,000.00	\$0.00	\$6,800.00	We will use this grant to purchase monogrammed handouts with the territory url for use at travel/trade shows.	The territory will receive funding for trade show promotional materials as part of their Trade Show/Business Development grant.
Nevada Silver Trails	NST-17-21	Lyon County Fair Board (Silver State & Expo Show)	Lyon County Fair and Rodeo and The Silver State Youth Livestock Show and Expo	\$8,000.00	\$4,000.00	\$119,000.00	The requested income from this grant will assure the success of The Lyon County Fair and Rodeo and Silver State Youth Livestock Show and Expo by providing the advertising and electronic communication necessary to provide public awareness of the event.	In an effort to increase the size, scope, sequence and visitor base of the Lyon County Fair, the Board has incorporated a Statewide/Regional Livestock Show and Expo (replacement for the Nevada State Fair Livestock Show) with the Lyon County Fair August 18 to 21, 2016. In addition, The Silver State Youth Livestock Show and Expo will provide the opportunity for 4-H/FFA youth exhibitors to participate in a fall (late summer) fair to display the results of their project work including livestock and static exhibits on a state/regional basis in Nevada. Awarded \$5,000 in FY2016.
Nevada Silver Trails	NST-17-22	Boys & Girls Clubs of Mason Valley	Boys & Girls Clubs of Mason Valley	\$16,000.00	\$6,000.00	\$2,500,000.00	The funds from this grant would be used for several different Boys & Girls Club marketing areas - Night in the Country and We Dig Mining Day.	The Boys & Girls Clubs of Mason Valley are currently celebrating 16 years of serving youth in the Yerington area. We attribute much of their success to the successful events they have been able to host to help financially support the organizations. They are currently seeking support to reach outside of the county and state to bring the awareness as well as bring more people to Nevada. This award will help with the video, web hosting, creative design and social media.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-17-23	Yerington Theatre for the Arts	YTA/2016 Friday Night Farmers Market	\$3,000.00	\$0.00	\$5,000.00	Funds will be utilized to contract with a recognized advertising agency to manage the 2016 campaign to create, implement and design direct mail pieces, print advertisement website updates and interactive social media marketing campaigns.	Although Travel Nevada helped fund advertising for this event last year, this is really considered a local event that is not unique to Yerington or rural Nevada.
Nevada Silver Trails	NST-17-24	Yerington Theatre for the Arts	YTA/2016 Jeanne Dini Center FYE 2016-2017 Season Marketing	\$12,550.00	\$5,400.00	\$18,100.00	Contract with a recognized advertising agency to create implement and design all 2016-2017 season components; save the date/direct mail piece, event poster, print advertisement, radio spots, 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 2016-2017 YTA Season.	Last year this project helped achieve 3 sold out events, a first for their organizations history. Four touring performances and two cultural heritage events are scheduled as part of YTA's 2016-17 Season providing six opportunities to promote unique evening and daytime options to explore in Mason and Smith Valley area. Their goal is to increase visitors, and extend stays.
Nevada Silver Trails	NST-17-25	Yerington Theatre for the Arts	YTA Taste of the Valley Marketing Agritourism Event	\$10,585.00	\$6,000.00	\$15,585.00	Funds will be used to contract an advertising agency to create, implement and design Taste of the Valley Marketing campaign.	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. Awarded \$7,000 last year for this event.
Nevada Silver Trails	NST-17-26	Mineral County Convention and Tourism Authority	MC Brochure & Ghost Town Map Distribution	\$4,100.00	\$4,100.00	\$8,200.00	Funds will be used to pay for one half of the Distribution of these brochures.	They will use these funds to distribute a greatly expanded Tourism OHV Dirt Road Brochure and Ghost Town map. With this grant they will triple their distribution points.
Nevada Silver Trails	NST-17-27	Town of Tonopah	Advertising Tonopah in Annual Tourism Guide	\$1,925.00	\$1,925.00	\$3,850.00	The funds from the Nevada Division of Tourism would be used to pay for half of the advertising cost of a quarter page ad in the "Travel Nevada: Nevada's Official Travel & Leisure Guide".	Tonopah would like to promote their local attractions like the Tonopah Historic Mining Park, the Central Nevada Museum, the Mizpah Hotel, etc., to increase visitor counts and to keep Nevada's history alive.

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Funding Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-17-28	Beatty Chamber of Commerce	5 Day Itinerary	\$1,272.00	\$1,200.00	\$1,472.00	The funds for this project will be used to reprint 10,000 brochures and shipping costs.	This brochure gives visitors a 5 day adventure, taking them to various locations in the area and has them returning to Beatty each evening.
Nevada Silver Trails	NST-17-29	Beatty Chamber of Commerce	Certified Folder Distribution	\$5,000.00	\$2,000.00	\$6,500.00	The funds from Travel Nevada will be used to help pay the cost of having our rack brochure placed in key locations in an effort to attract visitors to Beatty and the surrounding area..	This project distributes their Gateway Rack Brochure throughout Las Vegas and at 3 vital Welcome Centers in California, getting their information to visitors as soon as or before they enter into Nevada. Their goal is to entice them to venture out beyond the lights of Las Vegas.
Nevada Silver Trails	NST-17-30	Beatty Chamber of Commerce	Death Valley Guide 2017	\$1,200.00	\$0.00	\$1,895.00	Any funds received for this project will be used to create an updated ad and place it in the Death Valley Guide for 1 year.	This organization received funding for this project in 2nd Cycle FY2016 for a 1 year ad. Suggest they reapply for funding consideration in 2nd Cycle FY2017.
Nevada Silver Trails	NST-17-31	Beatty Chamber of Commerce	English Rack Cards	\$2,800.00	\$2,500.00	\$3,200.00	The funds provided will be used to re-print 32,000 of our English Brochures and have them shipped directly to the Certified Folder Display Locations for distribution.	This is their 360 degrees of adventure brochure, which gives visitors a detail description of locations not to be missed in and around Beatty as well as promoting their motels, restaurants and all local businesses. Last funded in 1st Cycle FY2014.
Nevada Silver Trails	NST-17-32	Beatty Chamber of Commerce	Las Vegas Review Journal	\$7,200.00	\$4,800.00	\$9,600.00	Funds will be used to develop and place ads in the Las Vegas Review Journal Circa editions. We feel it is important for us to be included as it attracts the many world wide travelers who are looking for adventure and old west attractions away from the crowded Las Vegas area.	This project is to place ads in the Las Vegas Review Journal for the upcoming year, in the Circa Travel Western sections featuring their wild west ads and highlighting upcoming events such as Beatty Days in October and the 49ers encampment in November.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-17-33	Beatty Chamber of Commerce	Los Angeles Travel Show	\$1,800.00	\$0.00	\$2,300.00	We will send 1 person to attend the LA Travel show and bring our brochures for Beatty and our area.	The Nevada Silver Trails territory will cover the costs to purchase a booth and cover travel expenses for volunteers from their Travel/Trade Show grant funding. Beatty will participate under their umbrella.
Nevada Silver Trails	NST-17-34	Beatty Chamber of Commerce	Nevada Magazine	\$13,162.00	\$8,500.00	\$19,072.00	The funds from Travel Nevada will allow us to place an ad in each of the 6 issues of Nevada Magazine for the coming fiscal year as well as an ad in Travel Nevada Magazine for the 2017 issue.	This project will highlight the best of Beatty including old west ads and Historic Rhyolite Ghost town. They will also place an ad in the 2017 issue of Nevada Travel Guide. Funding covers ads beginning with the Sep-Oct issue plus the Travel Guide.
Nevada Silver Trails	NST-17-35	Beatty Chamber of Commerce	New York Travel Show	\$2,600.00	\$0.00	\$3,400.00	Funds received for this travel show will be used for transportation, lodging, meals, and for shipping brochures to the event.	This request was to cover travel expenses for a volunteer to attend a consumer show in New York where the booth has been purchased by Travel Nevada in past years. A decision was made that Travel Nevada would not participate in this show in 2017, therefore request is denied.
Nevada Silver Trails	NST-17-36	Beatty Chamber of Commerce	Scenic 395 and Beyond	\$2,660.00	\$2,600.00	\$3,260.00	We will have an ad developed to best show all that Beatty has to offer and entice visitors to make Beatty their destination choice when visiting our area. We want to attract more visitors to stay with us in our hotels/motels and see all of our local attractions.	This magazine was originally targeting locations along the 395 route on the west side of Death Valley. They are now expanding to include attractions easily reachable from Hwy 395. Funding will allow them to place a full page ad in this magazine and place listings in their Camping Guide section, their Directory of Information, and on their Museums Page.
Nevada Silver Trails	NST-17-37	Beatty Chamber of Commerce	The Big Map	\$895.00	\$550.00	\$1,095.00	We will use the funds to design and pay for the ad to be placed in the Big Map. We feel this is a great tool in our advertising and since they are distributed widely we are getting a great response for our advertising dollar.	This project is to place an advertisement in The Big Map. This is a very detailed map of the Death Valley National Park. These maps are widely distributed and they have seen an increase in visitors coming in from California and through the park to stay in their motels and RV parks as a result of advertising in this piece.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-17-38	Town of Pahrump	Amplified Storytelling Madden Media	\$2,500.00	\$2,500.00	\$5,000.00	The funds will be used to pay Madden Media for services to create two experiential stories about Pahrump. The stories will be published not only by Madden Media but by our own public relations venues and used on the website to create optimal SEO.	Pahrump will combine Madden's 40 years of publishing experience to work in developing their destinations story along with their local writer experience to inspire readers to visit. The content will be shareable on all channels of social media and offer an effective SEO value.
Nevada Silver Trails	NST-17-39	Town of Pahrump	Certified Folder Display	\$2,350.00	\$2,300.00	\$4,700.00	The funds will be used to for distribution of collateral at the welcome centers in Barstow, CA., Yucca Valley, Ca., San Bernardino, CA., and the Colorado River route in Arizona. The brochures are printed and ready to be shipped to each location.	Millions of visitors and travelers use Certified' s brochure display racks annually throughout the US. The racks have excellent results and are popular for those visitors looking for hotel, RV and recreation.
Nevada Silver Trails	NST-17-40	Town of Pahrump	Good Sam RV Travel Guide	\$3,970.00	\$3,900.00	\$7,940.00	Funds to be used to place a quarter page full color ad in Good Sam RV travel Guide under spotlight on Pahrump section and a deluxe bundle web package on the Good Sam website to include 5 digital photos, digital web ad link, email link, logo link to VisitPahrump.com, social media links for the facebook and twitter QR code, front of the line sort feature, static web banner, virtual tour with 15 photos and text to showcase our town and yellow highlight on separate mention.	The Good Sam RV Travel Guide is used more than any other source when choosing an RV Resort. It is what the RVer carry in their RV. The Good Sam website has over 600,000 visits annually. Pahrump is at capacity on hotel nights during key events and promoting their high-space RV capability will help them increase attendance and room tax.
Nevada Silver Trails	NST-17-41	Town of Pahrump	Magazine Style Integrated Insert	\$2,500.00	\$1,250.00	\$5,000.00	Funds will be used for two full color full page integrated insert ads into the Fall and Spring insert with Madden Media.	The Nevada integrated insert combines the power of print and digital marketing. The full color magazine style format provides a sleek and sophisticated look while a commitment to great editorial content keeps readers engaged. This award covers the cost of placing one full color full page ad into the Fall insert.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-17-42	Town of Pahrump	Nevada Magazine	\$4,400.00	\$4,400.00	\$8,800.00	Funds to be used to place one full page full color ad in Nevada Ride Guide and placement of 4 1/2-page full color ads in Nevada Magazine issues Sept/Oct 16; Jan/Feb 17; Mar/Apr 17 and Jul/Aug 17. The print ads are designed and paid for from the room tax fund.	The objective of this grant is to promote events and amenities, tell stories, increase exposure, create experiences and convert to room nights. Additionally, they place a full page ad in the Nevada Ride Guide and maintain distribution of that guide in their local and surrounding area.
Nevada Silver Trails	NST-17-43	Town of Pahrump	Nevada Visitors Guide	\$2,750.00	\$2,700.00	\$5,500.00	The funds will be used for a 1/2 page full color ad for Pahrump, Nevada in the Nevada Visitors Guide. The print ad will feature branding, call to action to log on to Pahrump's visitPahrump.com and feature photos of our amenities.	This is a valuable tool for statewide information and Pahrump needs to be on display in this magazine. The objective is to increase awareness of their hotels and RV resorts, close proximity to Las Vegas and Death Valley National Park, and their destination attractions.
Nevada Silver Trails	NST-17-44	Town of Pahrump	Prospecting and Site Retargeting Display Campaign	\$1,250.00	\$1,200.00	\$2,500.00	The funds will be used with Madden Media for a Silver Package for an estimated campaign length of 2 months with guaranteed partner impressions of 1.13 million plus and a partner eCPM (effective cost per 1,000 impressions).	The objective is to increase their conversion rates. Pahrump has a new booking engine located on visitpahrump.com (JackRabbit) and they are focused on a campaign that will increase conversion while gaining exposure in both domestic and international markets.
Nevada Silver Trails	NST-17-45	Town of Pahrump	Public Relations	\$6,000.00	\$6,000.00	\$12,000.00	Funds to be used to engage a professional public relations firm to promote the Town of Pahrump.	Pahrump's FY2016 PR campaign resulted in securing 43 media stories valued at more than \$499K and more than 58M in impressions (152% increase in a month over month comparison) with local, regional and national exposure.
Nevada Silver Trails	NST-17-46	Lincoln Communities Action Team (LCAT)	FY17 LCAT Advertising and Marketing	\$14,500.00	\$9,400.00	\$15,750.00	Advertising Lincoln County as the outdoor adventure center of Eastern Nevada by highlighting our events and recreational opportunities will draw new visitors to the area and entice past visitors to return more often. Funds to be used to design and place print ads, place banner ads on outdoor recreational websites, social media and distribute collateral to visitor centers in the surrounding states.	Grant funding will be used to expand and fine-tune more specific target markets through a directed advertising campaign highlighting recreational activities in Lincoln County. The campaign incorporates print, social media, and website banner ads aimed at visitors who enjoy outdoor recreation. Funding does not include newspaper ads.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-17-47	Lincoln Communities Action Team (LCAT)	FY17 LCAT Billboard Advertising	\$35,000.00	\$10,000.00	\$37,500.00	Advertising Lincoln County recreational opportunities on billboards around the Vegas Valley and Southern Utah for twelve 4-week cycles including the ad space and setup fees.	This is a continuation of their billboard advertising campaign in Las Vegas with expansion to Southern Utah. This will maximize exposure and keep Lincoln County on the minds of their target market daily. Coupled with their print and web advertising, using billboards increases the number of people seeing their message and reinforces the message for those who may have seen it in other mediums.
Nevada Silver Trails	NST-17-48	Lincoln Communities Action Team (LCAT)	FY17 LCAT Web and Social Media	\$17,600.00	\$7,600.00	\$20,000.00	In addition to continued maintenance, social media outreach and enhancing content on the website, the funding will be used to add photography and videography to attraction pages showcasing the many wonderful places to visit in the area. Professional photos and videos will be added to the website and promoted through social media channels that highlight 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.	Grant funds will assist with website maintenance and SEO. This organization was the beneficiary of additional funds from the Interim Finance Committee Marketing Grant allocation awarded in April this year.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-17-49	Pioche Chamber of Commerce	Pioche Branding Campaign	\$7,500.00	\$7,500.00	\$15,000.00	Funds will be utilized for the development of a branding campaign for the town of Pioche. Funds will help pay for image development and graphic guidelines to be used in all future advertising and marketing. This project includes logo design, tagline, creative direction and advertising templates. The effort will also help promote special events including those held at Thompson's Opera House.	This project focuses on the development of a consistent branding campaign for Pioche, Nevada. The town currently does not have a comprehensive marketing plan in place, and in order to promote tourism to the area, branding direction and guidelines need to be produced.
Nevada Silver Trails	NST-17-50	Pioche Chamber of Commerce	Pioche Special Events Advertising	\$7,500.00	\$0.00	\$15,000.00	Funds will be used to pay for newspaper ad placement, creative direction, ad design/production, event cards and flyer designs to promote special events in the town of Pioche. Ads will run in St. George and/or Cedar City and flyers distributed. This campaign will increase much-needed show attendance.	Not all projects can be funded in this cycle and it was felt that Pioche would benefit most by developing a branding campaign which is being recommended for funding.
Nevada Silver Trails	NST-17-51	Pioche Chamber of Commerce	Social Media and Google AdWords' Campaign	\$3,000.00	\$3,000.00	\$6,000.00	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 in order to promote this page. The Pioche page has grown from 63 likes to 657, an increase of almost 700%, and the reach has grown to over 500 per week. This project will ensure that this successful campaign continues, and two new networks are in the process of being opened—a YouTube channel to promote Pioche videos, and a Flickr page, to promote Pioche photography. In addition, this project includes a Google AdWords' media buy, to further strengthen Pioche's web presence.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-17-52	Pioche Chamber of Commerce	Web Maintenance	\$2,500.00	\$2,500.00	\$5,000.00	Funds to be used to cover website maintenance for the Pioche Chamber of Commerce.	This project ensures PiocheNevada.com, the official website for Pioche, provides relevant information to potential visitors. PiocheNevada.com is the primary communication and marketing tool for the town of Pioche. Additional marketing campaigns are being planned, and each one refers potential travelers to PiocheNevada.com for more information.
Total				\$400,804.00	\$213,775.00	\$3,102,554.00		

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-01	Pony Express Territory	PET Administration	\$3,000.00	\$3,000.00	\$3,000.00	The funds in this grant will be used to pay the day-to-day expenses for the operation of the territory.	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-17-02	Pony Express Territory	OHV Digital App With GPS Trailheads	\$30,000.00	\$15,000.00	\$30,000.00	Funds will be used to purchase a proprietary app platform with a web-based control panel for uploading selected territory and trail information. Funds will also be used to map the trailheads and include the following features: create 25 virtual signs with up to 200 words each with photos, create 15 informational pages with up to 4500 words and photos, create four fun facts pages, give the user the ability to post and share GPS-tagged sightings and photos, create a section that highlights local businesses all under a white label design that can be customized by the PET.	This project creates a GPS-based app marking OHV/ATV trailheads in each community in the Pony Express Territory. There is a burgeoning market for this app as more consumers are buying four wheel, side by side OHVs that enable families to more conveniently go off road (typically older and more affluent). The app will also appeal to the more traditional ATV user (typically male, and skewed younger). The app will create a demand for trail riding in the PET as users will be able to precisely identify trailheads. The app will not require Wi-Fi connectivity (as it is satellite-based), and has interactive features that encourage photo and story sharing, game play, community histories and trail descriptions that will appeal to the outdoor recreationalist. This app creates a ready activity that can be done in each PET community all year round, a reason to visit each community for the outdoor user, and an opportunity to create visitor spend in each PET community. The visitor will engage in other activities while riding trails including exploring, watching wildlife, hunting, fishing, camping, photography, dining out, among others.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-03	Pony Express Territory	Online Marketing	\$15,400.00	\$8,000.00	\$15,400.00	Funds will be utilized to continue the online marketing efforts of Pony Express Territory. This campaign includes a TripAdvisor Destination Marketing Organization Tourism Sponsorship and an aggressive social media program including Facebook, Pinterest, and Twitter. Ads will also be placed on these social media networks and all advertising will follow PET branding guidelines, ensuring that a consistent message is maintained. In addition, all efforts will promote the 30th anniversary of "America's Loneliest Road" and highlight the Highway 50 Survival Guide program.	This project will fund the Pony Express Territory online marketing effort. Online marketing and social media remain the most cost-effective way to reach potential visitors to the territory.
Pony Express Territory	PE-17-04	Pony Express Territory	PET "Mochila" e-Newsletter Campaign	\$6,000.00	\$6,000.00	\$6,000.00	Funds would pay for six e-newsletters beginning in July 2016 and continuing to June 2017. Six e-newsletters were contracted in 2015-16 that yielded a 23%-25% open rate and 22%-23% click rate.	This project will continue this successful six issue (bi-monthly) email marketing program, and will follow the established branding used in all the print advertising and media outreach. Each PET community is highlighted throughout the campaign and is promoted under the PET existing campaign which promotes the 30th anniversary of the Loneliest Road. Each e-newsletter features reasons to spend more time in Pony Express Territory, and this program is the only follow-up mechanism for inquiries on the Pony Express website. The cost is based on 1000.00 per month and provides database management, data collection, newsletter composition, copy writing, design, and all coordination. PET will continue to use Constant Contact email marketing service to help with this effort.
Pony Express Territory	PE-17-05	Pony Express Territory	PET 30 sec. TV spot / History	\$1,750.00	\$1,750.00	\$1,750.00	Already shot footage will be selected and edited with graphics and music to produce a 30 second TV commercial.	Funds will be used to produce a 30-second spot to be used on television to expose viewers to the historic sites that can be found along the "Loneliest Road in America" Highway 50.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-06	Pony Express Territory	PET Billboard Campaign	\$25,250.00	\$15,000.00	\$25,250.00	Funds will be used to renew annual leases, design installation vinyl and commission for two billboards.	The goal is to encourage travelers to take "the road less traveled" and promote the 30th anniversary of "Loneliest Road in America" HWY 50 campaign.
Pony Express Territory	PE-17-07	Pony Express Territory	PET Fulfillment Brochure	\$3,670.00	\$3,670.00	\$3,670.00	Funds will be used to re-design, re-produce, re-print and distribute the main Pony Express Territory brochure. This piece is informative, cost effective to mail, and downloadable from the PET website.	This brochure is the main fulfillment piece for Pony Express Territory. It's a scaled-down version of the Driving and Walking Tour brochure that was recently redesigned and printed. This project enables the territory to provide a very useful fulfillment piece to those responding to the PET marketing messages with a brochure that is both informative and cost effective to mail. It will also be available for download on the PET website.
Pony Express Territory	PE-17-08	Pony Express Territory	PET Long Form Video / History	\$22,000.00	\$0.00	\$22,000.00	Hours in the field shooting high definition video of Pony Express history and interviews, post production, graphics package, music, etc.	The Pony Express Territory spent \$15,600 producing a long form video on adventure and \$28,000 on producing a long form video on special events. This project is not considered a priority at this time.
Pony Express Territory	PE-17-09	Pony Express Territory	PET Print Media 2016-17	\$45,000.00	\$15,000.00	\$45,000.00	Funds will be used to place ads in Nevada Magazine, Gold Country Media Newspapers in the Sacramento/Auburn foothills, the Nevada Visitors Guide, Reno-Tahoe Visitors Guide, NTA Courier, American Road, American Indian Awards, and two ads in either NNRD San Francisco Sactown or Madden Media co-op magazines, depending on editorial content.	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-17-10	Pony Express Territory	PET Sizzle Reel	\$4,000.00	\$4,000.00	\$4,000.00	Existing footage will be used for post production of the video to include: creative, script writing, post production, graphics package, music and make ready for distribution.	The territory would like to produce an all inclusive / depicted mid-length video to promote the Pony Express Territory (less than 4 minutes) using previously shot video. This product is a popular choice of social video and is the ultimate attachment to electronic press releases and completes an arsenal of promotional video bullets in the PET's tourism outreach gun.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-11	Pony Express Territory	PET Website Service and Enhancements	\$10,000.00	\$10,000.00	\$10,000.00	PonyExpressNevada.com continues to be the main marketing tool for the territory. It offers the widest reach to prospective travelers and has the strongest return on investment. The Territory would like to continue this success and has planned the addition of many new features and layout upgrades to the website. In addition to an enhanced home page, modifications will be made throughout the site.	The scope of this project includes design enhancements to PonyExpressNevada.com and an annual service program. Enhanced features and monthly updates will ensure that visitors are provided up-to-date information, and new graphics and added content on each page will provide previous visitors another reason to re-visit the site.
Pony Express Territory	PE-17-12	Pony Express Territory	Pony Express Trail Interactive Map	\$22,000.00	\$0.00	\$22,000.00	Funds will be used to integrate social videos into an infographic map with embedded videos, photos, pop up facts, and social sharing capabilities. Funds will be used for video, design, location shoots, production and web control panel for updates and content related to attractions, businesses, special events and seasonality. The map will be integrated into future territory apps including the GPS Trailhead marking app planned for development.	Cannot fund all projects. Recommend they apply for funding consideration in the 2nd cycle.
Pony Express Territory	PE-17-13	Pony Express Territory	Quartzsite RV Show 2017	\$8,375.00	\$8,000.00	\$8,375.00	The funds will be used to pay all the expenses needed in order to promote Nevada to the RV'er that attends Quartzsite.	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. Many unique historical and natural attractions are exactly what they are searching for on their way to and from their winter destinations. The goal is to increase traffic through these small communities to increase their economy.
Pony Express Territory	PE-17-14	Historical Society Dayton Valley	2016 Rail Road Days	\$12,500.00	\$7,000.00	\$14,500.00	Funds to be used to promote the event through print ads, newspapers, social media, television, and radio.	This 2-day event will include free rides to the public on authentic rail road workman's cars, live music, free tours of the 1861 Carson and Colorado Rail Road Depot/Museum, gold panning demonstrations and more. They expect to attract 10,000 people to the event. Awarded \$8,000 for this event last year.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-15	Fallon Convention & Tourism Authority	Fallon Print Campaign	\$10,000.00	\$7,500.00	\$25,100.00	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, and 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. The ads are designed to generate awareness of Fallon, brand Fallon, generate sales leads (via phone, mail, and email), and drive visits to VisitFallonNevada.com, "Likes" and engagement on Facebook, and followers on Twitter, Pinterest, StumbleUpon, YouTube, Flickr and Instagram. The ads will also be used to promote our new VisitFallonNevada app.
Pony Express Territory	PE-17-16	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's comprehensive Public Relations program.	Fallon's public relations effort integrates all of Fallon's promotional efforts relative to special events. This includes reaching out to various media and reinforcing opportunities for coverage, folding into complimentary promotional outreach including consumer and trade shows, and creating unique ways to court influencers to engage about Fallon. The public relations effort is Fallon's primary marketing strategy having eclipsed print, radio, TV and outdoor in importance and focus.
Pony Express Territory	PE-17-17	Fallon Convention & Tourism Authority	Fallon Underground	\$10,000.00	\$7,000.00	\$20,000.00	Travel Nevada funds will be used to update and maintain a "Fallon Underground" website; for collateral material such as tickets, posters, and t-shirts; and event execution (much the same as a FAM trip). Funds will be used to track social engagement and re-engagement with influencers and user-generated content. A public relations effort will help organize the events, identify influencers and manage brand posts and responses.	This project is on the vanguard of user-generated content relative to influencing travel to Fallon and Nevada. It will provide a case study for other communities looking to capture Millennial's attention and trust. It will also fold into mobile-friendly ways to connect with users both in and out of market. The idea of using top-down influencers is a key strategy for Fallon Underground. This is how ideas, trends and brands are communicated and spread (throughout our target markets). Funds cannot be used for t-shirts.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-18	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-17-19	Fallon Convention & Tourism Authority	Tractors & Truffles	\$2,000.00	\$2,000.00	\$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.	"Tractors & Truffles" is a farm-to-fork dinner and farm tours, followed by a performance in the Barkley Theatre. This upscale food and arts event takes advantage of the trend toward the consumption of locally grown foods, healthy eating, gourmet chefs/eating, interest in farm visits, and the arts and culture in rural Nevada. The event will bring visitors to Fallon to experience a day of wine and farm tours followed by a performance in the Oats Park Art Center's Barkley Theater. The project is needed as an upscale special event to make the connection between rural and local farming relative to the foods we eat and the food production that takes place in Nevada. The event is a vehicle to provide favorable publicity for Fallon and rural Nevada. It will also bring visitors and overnight stays to Fallon. Awarded \$3,000 last year.
Pony Express Territory	PE-17-20	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 include the addition of links and icons for downloading the new VisitFallon app. This project will continue to improve on the responsive and mobile-friendly characteristics of a good website.
Pony Express Territory	PE-17-21	Churchill Arts Council	Publicity & Marketing Assistance Events July 2016 - June 2017	\$11,500.00	\$0.00	\$432,234.00	Funds will be utilized to promote their 2016-2017 season.	Travel Nevada has provided funding to this organization for many years and believe they can manage without funding from this grant program.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-22	The Greater Austin Chamber of Commerce	Austin Website	\$10,000.00	\$5,000.00	\$11,000.00	Funds will be used to continue the success of AustinNevada.com by supporting ongoing web maintenance.	This project will continue the work necessary for maintaining the success of AustinNevada.com. There was a 22.9% increase in visitations last year, and an ongoing maintenance program would ensure that this upward trend continues.
Pony Express Territory	PE-17-23	The Greater Austin Chamber of Commerce	NV Magazine & Visitors Guide 2017	\$21,372.00	\$7,000.00	\$22,500.00	Placing a half page ad in Nevada Magazine and a full page ad in the Nevada Visitors 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-17-24	Eureka County -- Eureka Activities	Artists in the Park	\$8,000.00	\$4,000.00	\$21,800.00	Funds to be used to promote the event throughout Nevada and Western Utah.	This event will include live musicians with diverse musical backgrounds and talent. Persons who attend the event will be exposed to performances from these musicians, and will also have the opportunity to learn how to draw, paint, and make their own baskets. They will also have vendors selling their own arts and crafts during the event. Last years event drew approximately 500 people. Funding covers 1/2 the advertising expenses.
Pony Express Territory	PE-17-25	Eureka County -- Eureka Activities	Eureka Branding Campaign	\$8,500.00	\$0.00	\$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, tagline, creative direction and advertising templates.	Not all projects can be funded. It is felt that the priority for Eureka this cycle is the development of a new tourism website. Once that has been completed they can re-look at funding a branding campaign.
Pony Express Territory	PE-17-26	Eureka County -- Eureka Activities	Eureka Online Marketing Campaign	\$4,100.00	\$0.00	\$8,200.00	Funds to be used to develop and execute an online marketing campaign in an effort to increase overnight stays in Eureka.	Not all projects can be funded. It is felt that the priority for Eureka this cycle is the development of a new tourism website. Once that has been completed they can re-look at funding an online marketing campaign.

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Funding Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-27	Eureka County -- Eureka Activities	Eureka Tourism Website	\$10,000.00	\$9,000.00	\$20,000.00	Funding will support the design, creative, direction, production and hosting of a website for Eureka Activities and the town of Eureka. The site will promote things to see and do in and around Eureka and will include a calendar of events and a page dedicated to the Eureka Opera House and Eureka Museum.	The town of Eureka is in need of a tourism-focused website. The only website that lists Eureka information is the county website, www.co.eureka.nv.us . A website focused on Eureka tourism efforts would help provide visitor information and draw more visitations to the area.
Pony Express Territory	PE-17-28	White Pine County Tourism & Recreation Board	Canadian Snow Bird Shows 2017	\$10,000.00	\$5,000.00	\$13,000.00	Funds will be used to pay for registration, travel, and other related expenses for us to attend these shows.	The Canadian Snow Bird Shows are the most productive travel shows this organization attend. They target Canadian and US citizens wintering in the Southern US and represent the entire state.
Pony Express Territory	PE-17-29	White Pine County Tourism & Recreation Board	Clark County & Other Media 2017	\$11,000.00	\$8,000.00	\$15,275.00	The Grant funds will be used to purchase ads in the Las Vegas Review Journal, the Travel Nevada (Madden Media) spring and fall inserts, the Nevada Hunting and Fishing Guides and other publications we feel are a good match for us.	Funding for this project enables them to place advertising throughout the year in the Las Vegas Review Journal travel section (Cerca), Travel Nevada (Madden Media) inserts, and in both the Nevada Hunting and Fishing guides. They believe their continued success of special events and the increase visitation to their natural and historic attractions is a direct result from the advertising they do in Clark County.
Pony Express Territory	PE-17-30	White Pine County Tourism & Recreation Board	Go West Summit 2017	\$4,850.00	\$0.00	\$4,850.00	The funding will be used to register our representative for the show, pay all the travel related expenses and place an ad in the Go West Manual.	Attendance to this conference will be covered by Travel Nevada staff.
Pony Express Territory	PE-17-31	White Pine County Tourism & Recreation Board	Nevada Magazine & Visitors guide 2017	\$12,000.00	\$7,000.00	\$13,900.00	We will use 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.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-32	White Pine County Tourism & Recreation Board	NTA & ABA 2017	\$7,000.00	\$4,400.00	\$8,600.00	Funds will be used to renew our memberships, registration costs and expenses to get to these two trade shows.	Funding will cover the cost to attend one of these two conferences and delegate needs to represent the entire territory.
Pony Express Territory	PE-17-33	White Pine County Tourism & Recreation Board	Travel Industry Trade Shows 2017	\$24,395.00	\$5,000.00	\$29,395.00	Funds will be used to pay for registration, travel and other related expenses for us to attend and exhibit at these shows.	This organization received additional funds from the Interim Finance Committee for a similar project to augment their 2016 travel industry trade show budget in the amount of \$15,000. This award is less than the request as a result of that allocation. Suggest they reapply in 2nd cycle to cover attendance a shows in the first half of 2017.
Pony Express Territory	PE-17-34	White Pine Historic Railroad Foundation	Media Relations and Social Media Outreach	\$15,000.00	\$9,000.00	\$30,000.00	Funds to be used for media relations and social media outreach.	White Pine Historic Railroad Foundation has received funding for their social media outreach for the past 4 years. Their FaceBook page is now up to 20,711 likes. Their likes have almost doubled for the second year in a row. This grant has allowed them to embrace social media. In addition to Facebook, they are now on Twitter, YouTube, Flickr, Instagram, Pinterest and an e-newsletter.
Pony Express Territory	PE-17-35	White Pine Historic Railroad Foundation	Nevada Northern Railway Billboard Campaign	\$7,822.00	\$6,000.00	\$15,645.00	Funds will be used for the rental of the billboards and developing the artwork.	The billboard project is designed to take advantage of people who are already in the car traveling. The billboards will let them know just how close they are to this award winning Nevada Treasure.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-36	White Pine Historic Railroad Foundation	Only in Nevada Extraordinary Adventures Marketing	\$30,000.00	\$0.00	\$60,000.00	Because of the extraordinary uniqueness of our programs we need to showcase and explain our programs to the traveling public. To do this we will use enthusiast's publications such as Classic Trains, Trains Preservation History, Tourist Train Directory and Live Steam. These publication are read by high income individuals. Additionally, we will use direct mail and social media to target these individuals to showcase our extraordinary offerings. With the economy improving now is the time to get our unique programs in front of the traveling public.	Not all projects can be funded in this grant cycle. Recommend they reapply in the 2nd cycle for funding consideration.
Pony Express Territory	PE-17-37	White Pine Historic Railroad Foundation	Track-through Analytics on NNR.Y.COM	\$6,500.00	\$5,000.00	\$13,000.00	Funds would be used to hire a consultant to set up a hierarchy for tagging on our on-line marketing and sales. This hierarchy covers our paid searches, generic searches, email and social media campaigns. The consultant would also set up the software to do the automatic reporting on each campaign. This would tell us in dollar and cents what was working and what wasn't working.	This grant would allow them to determine how much revenue a particular campaign is actually creating. Implementing track-through analytics will allow them to quantify the results of their social media campaigns, internet advertising and other marketing initiatives.
Pony Express Territory	PE-17-38	White Pine Historic Railroad 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.	This project drives increased visitation and ridership. It supports their television appearances on History's American Restoration, along with their aggressive advertising and marketing efforts.
Pony Express Territory	PE-17-39	White Pine Rodders	Marketing Grant 2017 1st Cycle	\$8,000.00	\$0.00	\$12,480.00	Funds to be used for promotional items and advertising to get the word out about our car show across the entire state of Nevada as well as our neighboring states with a goal to contribute to the tourism effort of our county.	This event takes place in August. Per the Marketing Grant Guidelines, funding requests for events taking place in July and August must be submitted in the 2nd cycle of the previous fiscal year. Recommend this organization reapply for funding consideration in FY2017 2nd cycle for next year's event.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-40	Great Basin Heritage Area Partnership	The Adventures of Horst & Graben: A Guide to Exploring the Great Basin National Heritage Area	\$17,920.00	\$10,000.00	\$51,615.00	Funds will be utilized for contracted research and writing for itineraries, cartography for maps, creation of games and activities and desktop publishing. Funds will cover 50% of the costs of these items. Funds will also be used to cover 50% of the printing costs for the book and 80% of the fees for cooperative advertising with Madden Media.	The Adventures of Horst & Graben is a multi-pronged campaign to attract visitors to the Great Basin National Heritage Area. Horst and Graben is a geological term for Basin and Range topography. This campaign takes the term and assigns it to two character-mascots. Horst is a bighorn sheep that represents the natural history and the mountains of the Great Basin. Graben is a domestic sheep who emblemizes the rich cultural heritage and the valleys of the region.
Total				\$482,404.00	\$218,320.00	\$1,134,539.00		

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-01	Reno-Tahoe Territory	Administration	\$3,000.00	\$3,000.00	\$5,000.00	Funds will be spent on the services of an independent bookkeeper, monthly mailings, etc. These funds also cover expenses for the Territory Chair to attend the Governor's Global Tourism Summit and the Rural Roundup.	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-17-02	Reno-Tahoe Territory	CITM Shanghai	\$8,000.00	\$7,500.00	\$8,000.00	To pay registration fees, travel expenses, translation of materials, shipping and follow-up for this important international trade show.	The Nevada Division of Tourism will likely have a presence at the China International Travel Mart in Shanghai and RTT would like to capitalize on this opportunity to attend and represent the services offered by its members. They have invested in the RTT video translated into Chinese, and would plan to produce a dedicated piece, in Chinese, as they did successfully in 2012.
Reno-Tahoe Territory	RT-17-03	Reno-Tahoe Territory	Go West Summit Reno	\$5,000.00	\$5,000.00	\$6,000.00	To host international buyers and attendees of the Go West Summit on tours to Carson City, Carson Valley, Lake Tahoe and the surrounding areas and to have a representative from Reno-Tahoe Territory attend the Summit as an appointment-taking delegate to promote all members of the Territory.	In February 2017 Reno will host the Go West Summit for the first time in more than 12 years. Go West Summit introduces the world's top international tour operators to specialty suppliers offering tourism-related products or services in the American West. Billed as the ultimate business-to-business tourism convention experience, the Reno-Tahoe Territory would like to send an appointment-taking delegate to Go West Summit, and would also like to assist with hosting tours within the territory on their Adventure Day. This double-pronged approach would allow them to properly capitalize on having these important international buyers in the area while promoting the products and services of their members. Attendees would be bused out of Reno on a variety of tours for a day of adventure in the region. Proposed activities could include: Historic Genoa and the Carson Valley, Museum tours, Snowmobile tours, Sleigh rides, a Lake Tahoe cruise, Heavenly Gondola rides, etc.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-04	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.	The Reno-Tahoe Territory would like to continue to send a representative to one of the major annual conventions primarily focusing on the motor coach, tour operator and travel agent business. The goal is to assist these buyers with their itinerary planning, connect them with local lodging and attraction partners, and encourage them to stay longer and spend more in the region. In order to participate in these conventions they are required to pay annual membership dues in each organization.
Reno-Tahoe Territory	RT-17-05	Reno-Tahoe Territory	RenoTahoe.com Marketing & Development	\$11,500.00	\$11,500.00	\$11,500.00	The Travel Nevada funds will be used to professionally manage the RenoTahoe.com website for 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.	Travel Nevada funded a complete redesign of the RTT website in 2014 and at that time the territory engaged the services of a digital agency to manage the site and associated projects. Since 2015 the top countries for visitors to the site has changed, now including Germany, India, Brazil and France in the top seven. This demonstrates their targeted efforts and sales lead follow-up are working to get potential visitors and travel planners to view the site. They would like to expand the scope of work to include managing all digital assets of the territory and also to facilitate online marketing of the site through various channels. One option that is being explored is the Travel Nevada partnership with Madden Media where RTT might buy a Video Marketing package to promote the itinerary videos which were funded in 2015 and 2016.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-06	Reno-Tahoe Territory	Territory German Speaking Europe Representation	\$18,000.00	\$0.00	\$25,500.00	The Reno-Tahoe Territory has targeted Germany and the German speaking Europe zone as a new emerging market for travel to the Reno Tahoe region. This project will focus efforts on the Travel Trade and Media/Public Relations efforts in Germany. This effort contemplates the hiring of a professional industry focused travel trade and public relations representation firm. In addition, the RTT DMO's behind this effort have all agreed to further support this project with resources dedicated to FAMs, site visits, and media visits.	This is the first time a territory has considered hiring their own in-country Marketing and Public Relations firm as modeled after Travel Nevada's International Representative programs. The contract would be for 1 year rather than the 3 year contracts Travel Nevada has with their firms. Travel Nevada has an International Rep company in German speaking Europe to represent Nevada, including the Reno-Tahoe region. It is always welcoming to see new ideas presented. However, given the ratio between dollars available and dollars requested in this grant cycle, there needs to be more information provided on what additional value another contract in Germany will produce. Recommend RTT reevaluate its international outreach and possibly apply in second cycle for funding consideration for something that supports rather than duplicates Travel Nevada's international efforts.
Reno-Tahoe Territory	RT-17-07	Reno-Tahoe Territory	Trade Shows/Business Development	\$19,500.00	\$12,000.00	\$22,000.00	To cover Trade Show and Sales Mission registration fees, travel and expenses associated with these events and to host international FAMs for the benefit of the destination.	RTT would like to have a presence at important domestic travel shows and also on TravelNevada Sales Missions. They would like to continue to place the destination in front of decision makers, domestically and internationally. They also need to acquire promotional items to distribute at shows and on FAMs. One identified opportunity is the American Society of Travel Agents (ASTA) Global Convention which will take place in Reno in September 25-28, 2016. We would like to offer sightseeing tours for them to explore the Reno-Tahoe area and will need to purchase admission tickets and meals.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-08	Lake Tahoe Visitors Authority	Advertising in Nevada Visitors Guide	\$6,000.00	\$6,000.00	\$12,000.00	To pay for a full page ad in the Nevada Visitors Guide.	The LTVA would like to buy a full page ad in Nevada's annual Visitors Guide which is distributed nationally and internationally. Aligning themselves with TravelNevada is of great benefit to them as a destination and they would like to continue that relationship. They have been fortunate to buy the back cover for the past two years and believe this has added value.
Reno-Tahoe Territory	RT-17-09	Lake Tahoe Visitors Authority	Nevada Integrated Advertising Insert	\$3,500.00	\$3,500.00	\$7,000.00	To pay for newspaper inserts in Phoenix, AZ.; Boise, ID.; Los Angeles, CA.; Salt Lake City, UT; San Diego, CA; and San Francisco, CA as part of the Travel Nevada Marketing co-op.	The LTVA would like to participate in the TravelNevada Marketing Co-op by advertising in the newspaper inserts in Phoenix, AZ., Boise, ID., Los Angeles, CA., Salt Lake City, UT., San Diego, CA., and San Francisco, CA. The LTVA did a pilot program with two previous inserts through this co-op and received 3,500 leads May-September 2015, and 5,200 leads November-March, 2016. Objective: To increase awareness of the Lake Tahoe South Shore destination and cause requests for additional information, which ultimately result in destination bookings.
Reno-Tahoe Territory	RT-17-10	Lake Tahoe Visitors Authority	Tahoe South Special Events Advertising	\$15,000.00	\$0.00	\$69,400.00	To promote events through the purchase of OOH digital advertising in key Northern California locations.	This request is to fund a billboard campaign for the 2017 summer season in South Lake Tahoe. Recommend they reapply in the 2nd cycle for funding consideration.
Reno-Tahoe Territory	RT-17-11	Athletes United	2017 Rock Tahoe Half Marathon	\$7,000.00	\$7,000.00	\$85,000.00	Funds to be used for promotion and advertising. Social media is our primary marketing outlet. We also attend other running events expos to market to targeted demographics. Funds will help us enhance our marketing, expand our reach and develop more unique content.	This organization was awarded a grant for their 2016 event which is coming up on June 18, 2016. They currently have 1700 runners signed up and expect to sell out at 2000 in the next few weeks. They expanded their marketing reach with the grant funds and are seeing an increase in out of town visitors.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-12	Lake Tahoe Incline Village Crystal Bay Visitors Bureau	Chef in the City - Road Trip to North Lake Tahoe	\$5,000.00	\$5,000.00	\$10,000.00	Funds will be used to underwrite the program content. 10 episodes will be shot through the region, focused on a different culinary experience. Each of these episodes will promote the regional culinary industry while highlighting a specific location, chef personality, or unique setting. Our region has been in the culinary tourism space for some time. North Lake Tahoe is uniquely positioned to expand our efforts in this category with this campaign.	The Chef in the City - North Lake Tahoe Road Trip is the second season of the popular Chef In City series which debut last year. Season 2 will pick up where season 1 left off. Reno's celebrity Chef Mark Estee was featured throughout the first season and now, season 2 will turn the spot light to exemplary chefs, culinary notables and all-around "good living" along the shores of North Lake Tahoe/Incline Village Crystal Bay. Editorial content will feature the unique restaurants and their storied chefs, bars, lodging properties, spectacular homes, attractions and gathering places for a culinary tour of the region. Within the 10 episodes, the view will witness the unique and distinctive North Lake Tahoe culinary experience. From lake front dining to floating bars, this series will explore the culinary nooks and crannies that make this region a hot spot for mountain culinary tourism.
Reno-Tahoe Territory	RT-17-13	Lake Tahoe Incline Village Crystal Bay Visitors Bureau	North Lake Tahoe Ale Trail V2	\$10,000.00	\$5,000.00	\$20,000.00	Funds will be used for specific tactics: the redevelopment of the interactive map to include trail information for various sports and paired watering holes, the reprint of Ale Trail stickers, website redesign, social media and a FAM trip for invited media.	Funds will assist with website redesign, social media, and the reprint of the Ale Trail Stickers. Does not fund the media FAM.
Reno-Tahoe Territory	RT-17-14	Lake Tahoe Shakespeare Festival	2017 Lake Tahoe Shakespeare Festival Marketing Plan	\$20,000.00	\$3,000.00	\$152,650.00	Lake Tahoe Shakespeare Festival (LTSF) is requesting financial support from Travel Nevada 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.	Funds will be used for their 2017 Summer Marketing campaign. Awarded \$4,000 last year plus additional dollars as a result of the Interim Finance Committee Marketing Grant program allocation.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-15	Carson Valley Visitors Authority	Divine 9: Website Maintenance and Social Media Program	\$2,000.00	\$2,000.00	\$4,000.00	The Divine 9 is a golf consortium consisting of nine golf courses located throughout the Carson Valley and Carson City areas. Nevada Division of Tourism funds will help cover website maintenance, a social media campaign, and website hosting costs.	The Divine 9 website is annually updated with new information and hosting costs are accrued throughout the year. This newly-designed website was created last year in an effort to provide analytic data, and allow golfers to book package deals.
Reno-Tahoe Territory	RT-17-16	Carson Valley Visitors Authority	Golf Media Fam	\$2,000.00	\$0.00	\$4,000.00	The Divine 9 is a golf consortium consisting of nine golf courses located throughout the Carson Valley and Carson City areas. Funds will be used for media invitations signage photography videography public relations and media expenses.	This project has been funded periodically since 2009 and most recently in 2016. Recommend they reapply in FY2018 for funding consideration.
Reno-Tahoe Territory	RT-17-17	Carson Valley Visitors Authority	Out-of-Market Print Advertising Campaign	\$17,500.00	\$10,000.00	\$35,000.00	Funds will be used to assist in the cost of print and web based ad placements along with ad design, layout and production. Possible publications include Nevada Magazine, the Nevada Visitors Guide and Getaway Magazine. All of these publications have a digital component in addition to print ad placement.	The out-of-market print advertising campaign is the foundation for Carson Valley Visitors Authority destination marketing effort. The project maintains and promotes Carson Valley's core branding message, "Rugged. Relaxed. Reachable." This effort allows Carson Valley to maintain a presence in Nevada Magazine and the Nevada Travel Planner.
Reno-Tahoe Territory	RT-17-18	Carson Valley Visitors Authority	Rack Brochure Reprint & Distribution	\$9,250.00	\$0.00	\$18,500.00	Funds will be used to print and distribute 40,000 Carson Valley brochures to replenish the existing stock and these will be distributed throughout 2016-2017 (one full year).	This project was funded in FY2016 and received additional funding as a result of increased room tax dollars allocated to the Marketing Grant program thru the Interim Finance Committee process. Suggest they reapply at a later date for funding consideration.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-19	Carson Valley Visitors Authority	VisitCarsonValley.org Website Redesign	\$8,100.00	\$6,000.00	\$16,200.00	Funds will be used to pay a web developer to re-design VisitCarsonValleyNevada.com. The design will utilize the latest web technologies including making it a responsive site to meet Google search engine requirements.	The present web design for VisitCarsonValleyNevada.com is now over six years old. They have undergone several rounds of upgrades in order to implement their new branding campaign, but the site is beginning to become dated as web technology has continued to evolve. In addition, the site is not a responsive site - it does not reformat automatically depending on the device accessing it. This lack of responsiveness hurts current SEO efforts and overall traffic to the website.
Reno-Tahoe Territory	RT-17-20	Carson Valley Arts Council	Art and Antiques Map Distribution	\$1,359.00	\$1,300.00	\$2,718.00	Funds will be used to retain Certified Folder Display Service to ship our brochures to their distribution sites and by the Carson Valley Chamber of Commerce and Carson Valley Visitors Authority to send brochures to people requesting them.	This project would fund distribution of the Art and Antiques Map/Brochure to their target market in Northern California.
Reno-Tahoe Territory	RT-17-21	Carson Valley Arts Council	Art and Antiques Map/Marketing	\$2,858.00	\$2,800.00	\$5,716.00	Funds will be used for art design, copy, layout, photos website programming and printing of the map. This brochure when produced will allow the visitor to take more detailed information with them as they head out to explore even more of the territory.	This map would offer visitors a map/brochure to describe the artists, art studios and antique shops available in the area and would be distributed through Certified Folder Display, local businesses and online.
Reno-Tahoe Territory	RT-17-22	Friends of Dangberg Home Ranch	Dangberg Home Ranch Historic Park/Advertising	\$7,175.00	\$3,800.00	\$23,921.00	Funds to be used for website maintenance, advertising and printing of rack cards.	They expect an increase of 2400 visitors from outside a 100-mile radius as a result of this advertising. Funding will assist with website maintenance, advertising in AAA's Nevada Tourbook and on Facebook.com, and printing of promotional rack cards.
Reno-Tahoe Territory	RT-17-23	Carson City CVB	Downtown Carson City Marketing Campaign	\$5,000.00	\$5,000.00	\$10,000.00	Funding for this project will allow the Carson City CVB the opportunity to extend the marketing effort to additional target markets throughout Central and Northern California.	The Carson City CVB will create a marketing campaign to include digital, direct, mobile, affiliate, viral and social media in an effort to create a significant economic impact benefiting the downtown business community of Carson City by attracting major events to the reconstructed downtown.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-24	Carson City CVB	Interactive Mapping	\$5,000.00	\$5,000.00	\$10,000.00	The Travel Nevada grant funds will be used to create an interactive map that will integrate with the CCVB website mobile app and community kiosks. The interactive mapping will allow visitors to create a personalized itinerary based on their interests and download it to their smart device(s).	The Carson City CVB will work with a national organization to create a truly interactive map that will integrate with their website, mobile app and community kiosks. The interactive mapping will allow visitors to create a personalized itinerary based on their interests and download it to their smart device(s).
Reno-Tahoe Territory	RT-17-25	Carson City CVB	Social Media Tourism Symposium	\$2,500.00	\$0.00	\$5,000.00	The grant funds provided will help offset the cost of hosting the free symposium. The costs associated with the symposium will be the facility, equipment, informational program and promotional material.	Not all projects can be funded. This was considered a lesser priority than other requests.
Reno-Tahoe Territory	RT-17-26	Carson City CVB	Visitors Guide Reprint	\$4,000.00	\$4,000.00	\$10,000.00	The funds provided will be used to redesign the guide, create content, photos and printing costs	The Carson City CVB will partner with Sierra Nevada Media to reprint the Carson City Visitors Guide. A total of 20,000 printed books will be distributed outside of 100 miles of Carson City. The CCCVB will include an E-book option for online users.
Reno-Tahoe Territory	RT-17-27	Carson City CVB	Website E-Blasts & SEO	\$5,000.00	\$0.00	\$10,000.00	The funds will be utilized to add video content and aesthetic appeal to the current visitcarsoncity.com. Additional funds will be used to continue our effort on SEO and a redesign of our current E-Blasts.	Recommend this project be resubmitted for funding consideration in the FY2017 2nd cycle due to requests in this cycle exceeding double the amount available to award.
Reno-Tahoe Territory	RT-17-28	Mile High Jazz Band Assoc. Inc	Jazz & Beyond - 2016 Music Festival	\$1,500.00	\$0.00	\$27,500.00	Tourism funds will be used to market the festival by newspaper, magazine, social media and radio advertising/underwriting in Nevada communities more than 100 miles from Carson City and outside Nevada including the Sacramento, Calif. area. We will target cities that have populations interested in and educated about jazz and are within short driving or flying distance of Carson City.	This event takes place in August. Per the Marketing Grant Guidelines, funding requests for events taking place in July and August must be submitted in the 2nd cycle of the previous fiscal year. Recommend this organization reapply for funding consideration in FY2017 2nd cycle for next year's event.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-29	Northern Nevada Railway Foundation	Email Marketing Campaign	\$2,000.00	\$2,000.00	\$4,000.00	We will use the funding to purchase some third party lists for our email blasts.	Currently The Northern Nevada Railway Foundation has a list of over 22,000 passengers supplied by each ticket holder at the time of purchase. However they are only getting the email of the purchaser and not the rest of the members of the party. They would like to upgrade their current email contact software so that they can add interest segmentation to their email marketing efforts and increase customer engagement and retention. Currently they are only able to send an email blast to their entire list regardless of interest. If they were able to segment according to rail fans, families, history buffs, etc., they feel they would have a better chance of reaching a more targeted audience. In addition they would like to reach new potential customers by purchasing some outside lists.
Reno-Tahoe Territory	RT-17-30	Northern Nevada Railway Foundation	Sacramento Marketing Campaign	\$7,922.00	\$7,000.00	\$15,844.00	Funds will be used to create and broadcast 46 15-second announcements on Capital Public Radio. Also to design and place a billboard on Business 80 for a 4 week flight which will reach an audience of 2,040,208 impressions and to develop an online advertising campaign which will target Sacramento residents most likely to plan a trip to ride the V&T.	The Northern Nevada Railway Foundation plans to create a marketing campaign directed to the Sacramento area, to include listeners of NPR Capital Public Radio, a billboard on Business 80 (Capital City Fwy) for a 4 week flight and online advertisements targeting Sacramento residents.
Reno-Tahoe Territory	RT-17-31	Nevada Rural Counties RSVP Program Inc.	RSVP Nevada Day Fair	\$2,025.00	\$2,000.00	\$4,050.00	Funds will be used to market and promote RSVP's Nevada Day Celebration Carnival & Fair at Mills Park. RSVP will market the event beginning in September 2016 using radio spots and newspaper and magazine advertisements.	This is a first time request. RSVP requests \$2,025 to market and advertise its annual Nevada Day Celebration Carnival & Fair at Mills Park in Carson City October 28-31, 2016. Through marketing and advertising, RSVP will work to bring more tourists and non-local vendors from all parts of Nevada and California into Carson City. This project contributes to the local economy and results in increased overnight stays, regional tourism activity, and attendance at the event.

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Funding Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-32	Western Nevada College Foundation	The Little Mermaid	\$10,000.00	\$3,000.00	\$147,989.00	Funds will cover expenses for advertising which include commercials on KOLO and KTVN, Facebook Advertising reaching into northern California and Nevada cities beyond 100 miles, Sky Banner at Meadowood Mall, newspaper and internet advertising	The Western Nevada College Foundation has demonstrated success in bringing tourists to our community by presenting high quality performances. They will be presenting The Little Mermaid for the first time in Northern Nevada. This show was a hit sell-out in Sacramento when it played there in February. Awarded \$4,000 for event last year.
Reno-Tahoe Territory	RT-17-33	Virginia City Tourism Commission	Always-On Digital Campaign	\$8,000.00	\$5,000.00	\$16,000.00	The funds from Travel Nevada will be used to market Virginia City as a leading destination in Northern Nevada. The marketing plan will include Google AdWords, social media, paid posting including Facebook and Instagram, and video advertising on YouTube, Vimeo and additional video streaming sites. Part of the funds will be used to continue the e-newsletters sent monthly to subscribed users, to keep Virginia City top-of-mind for a highly targeted database of potential visitors. The intended audience for all campaigns is out-of-market travelers.	The VCTC has seen great strides through digital marketing platforms including Google AdWords, Facebook and email newsletters. Implementing additional social posting and video streaming sites will continue to keep Virginia City and the region top of mind for interested travelers. The AdWords campaign is targeted for those completing searches for events and small groups. The campaign is intended to garner new impressions for the VCTC website and attract visitors from varying demographics to Virginia City and the region.
Reno-Tahoe Territory	RT-17-34	Virginia City Tourism Commission	Below the Surface	\$8,000.00	\$4,000.00	\$12,000.00	Funds will be used to create a website for the videos along with a story for each and integrate a call to action to the viewers through the process from awareness to interest through lead generation. All videos will be uploaded to YouTube and Vimeo with tags for increased search capabilities. The paid outreach plan begins May 2016 and runs through next fiscal year with ads on YouTube Facebook Instagram TV and Google AdWords. The online videos will target regional and out-of-market visitors as well as industry bloggers and travel media outlets.	Video is worth more than a thousand words and online destination videos can help acquire visitors and as a result grow visitation and revenue. This project will be used to create a website for their Below the Surface videos, a project funded through the grant program last year.

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Funding Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-35	Virginia City Tourism Commission	Print Advertising Campaign	\$5,000.00	\$5,000.00	\$17,000.00	Funds granted to be used to supplement the costs for general creative for the ads and Virginia City brochure placement costs in Nevada Travel Planner, RSCVA Getaway Planner, Reno-Tahoe Guestbook and Nataqua News and printing and distribution of the Virginia City brochure and rack cards.	The project is for the advertising costs in local and regional newspapers, RSCVA Getaway Planner, Reno-Tahoe Guestbook, Nevada Travel Guide, Nataqua News, printing of Virginia City Visitor Guide and general creative needed for placing ads in these publications.
Reno-Tahoe Territory	RT-17-36	Virginia City Tourism Commission	Public Relations and Social Media Outreach	\$12,000.00	\$10,000.00	\$30,000.00	Funds will be used to assist in covering the costs of implementing a national strategic public relations and social media plan including identifying influencers, securing media trips costs of FAM trips, subscription to a media database and news monitoring and more. The funds will help cover the costs of 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-17-37	Virginia City Tourism Commission	Way It Was Rodeo	\$10,000.00	\$8,000.00	\$15,000.00	The funds from Travel Nevada will be used to broaden the marketing and advertising for the rodeo. The marketing plan will include TV Spots, paid social media posts and additional advertising mediums to reach more regional attendees.	This is a first time request. Saddle up and ride to Virginia City's Arena & Fairgrounds for the return of the Way It Was Rodeo. The event is being hosted and funded by Virginia City Tourism Commission (VCTC) and produced by Flying U Rodeo, headed by rodeo legend Cotton Rosser. The weekend brings extreme bronc riding, trick roping, barrel racing, mutton bustin' and so much more to the Comstock. This isn't just another rodeo. This is a step back in time to the Way It Was Rodeo.
Reno-Tahoe Territory	RT-17-38	Piper's Opera House	2016 - 2017 Piper's Opera House Advertising Campaign	\$2,000.00	\$2,000.00	\$4,500.00	Nevada Tourism funds will be used for conventional media buys to promote our programming & tours.	Funds will be used to advertise Piper's events which take place through May 2017 on radio, television and in print media.
Reno-Tahoe Territory	RT-17-39	Piper's Opera House	League of Historic American Theaters National Convention	\$2,375.00	\$0.00	\$3,125.00	Funds will be utilized to travel to the Conference, stay four nights and partake in the workshops.	This request is for an event that takes place July 17, 2016. This request should have been submitted in FY2016 2nd cycle for consideration.

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Funding Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-40	Comstock Civil War Reenactors	Comstock Civil War Reenactors	\$2,500.00	\$1,500.00	\$9,000.00	The majority of reenactors participating will be coming from out of state. We will use the funds primarily for TV ads. Other monies will go for posters and a banner across "C" street in Virginia City. We will also advertise in 2 national and 2 international magazines.	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.
Reno-Tahoe Territory	RT-17-41	Comstock Civil War Reenactors	Silver and Blue Statehood Ball	\$1,500.00	\$0.00	\$5,950.00	Funds will be utilized for Television advertising on channels 2 and 8. We will also have posters and fliers done.	Request is to fund television advertising on Reno Channels 2 and 8. The reach would most likely draw from the local area and could possibly be accomplished as a Public Service Announcement.
Reno-Tahoe Territory	RT-17-42	Comstock Foundation for History and Culture	Website Design for the Comstock Foundation for History and Culture	\$12,000.00	\$7,000.00	\$24,000.00	Funding will support the design, creative direction, production and hosting of a website for the Comstock Foundation.	A website will help the organization promote historic and cultural resources, promote cultural programs, and provide travelers useful information for their visit to historic mining landmarks and other historic resources on the Comstock. The objective is to coordinate with the Virginia City Tourism Commission, Storey County, and other local organizations and businesses to offer the Foundation as a resource by referring tourists to the Foundation's website.
Reno-Tahoe Territory	RT-17-43	Let 'Em Run Foundation	American Legends and Wild Horses Event	\$10,000.00	\$0.00	\$60,000.00	Funds will be used for: website development, social media presence, live streaming capability, print advertising (i.e. Reno Gazette Journal, Nevada Appeal and other local and regional publications), recording of Public Service Announcements/promotional spots for radio and possibly our PBS TV station, production of flyers, posters and event signage.	This event takes place in August. Per the Marketing Grant Guidelines, funding requests for events taking place in July and August must be submitted in the 2nd cycle of the previous fiscal year. Recommend this organization reapply for funding consideration in FY2017 2nd cycle for next year's event.
Total				\$304,464.00	\$169,300.00	\$989,463.00		

FY2017 1st Cycle Rural Marketing Grant Program
Funding Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
State-Wide	SW-17-01	Nevada Bed & Breakfast Guild	Brochure reprint	\$2,775.00	\$2,700.00	\$3,275.00	The funds will be used to print 5,000 brochures promoting The Nevada Bed and Breakfast Guild.	The brochures will be used for fulfillment on requests that come in thru their website and from leads generated by advertising in Nevada Magazine. Their objective is to promote Bed and Breakfasts across Nevada, encouraging travelers to spend more time in our great state.
State-Wide	SW-17-02	Nevada Bed & Breakfast Guild	Nevada Magazine 2017	\$13,000.00	\$7,500.00	\$14,000.00	To pay for 6 quarter page ads to be placed in Nevada Magazine and a 1/2 page ad to be placed in Travel Nevada Visitors Guide.	This project is intended to draw tourists to Nevada, encourage them to stay in the Bed and Breakfasts and visit the entire state. Visitors to a bed and breakfast enjoy more of a home atmosphere, and tend to spend more money locally in the communities they visit.
State-Wide	SW-17-03	Nevada Outfitters and Guides Association	Travel Expense for Sport/Trade Shows	\$4,000.00	\$3,000.00	\$5,000.00	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, meals, lodging and incidentals.	Members of Nevada Outfitters & Guides Association (NOGA) staff booths at sport/trade shows. The booths are a primary exhibit area to promote NOGA, it's members, the State of Nevada and outdoor activities in Nevada. NOGA members travel from different locations to staff the booths...funds received from grants are necessary to assist the members in their travels.
State-Wide	SW-17-04	Nevada Outfitters and Guides Association	Website Advertisement and Banner Ads	\$1,500.00	\$1,500.00	\$1,900.00	Funds will be used to purchase website advertising to promote NOGA, it's website, NOGA members and their websites.	Grant money will be used to purchase advertising on a well known hunting website and publications to increase interest in hunting, fishing, and outdoor recreation participation in Nevada. Advertising promotes Nevada Outfitters & Guides Association (NOGA) , it's website, NOGA members and their websites as well as Associate Members and Travel Nevada.

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Funding Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
State-Wide	SW-17-05	Backcountry Discovery Routes	Nevada Backcountry Discovery Route	\$25,875.00	\$13,625.00	\$51,750.00	The grant funds will be used for producing, publishing, and marketing the NVBDR Route.	The Nevada Backcountry Discovery Route (NVBDR) will be the seventh route developed by the Backcountry Discovery Routes organization for dual-sport and adventure motorcycle travel. The NVBDR will be a south-to-north route across the state of Nevada covering approximately 1,300 miles of mostly non-paved roads through scenic and remote backcountry roads of Nevada, and visiting rural towns and communities along the way. This is a first time request. Funding will assist with the production of the feature length documentary, website development and maintenance, print and online advertising, social media, printed materials, and professional photography for promotion, PR and editorial coverage.
Total				\$47,150.00	\$28,325.00	\$75,925.00		
Grand Total				\$1,747,659.00	\$895,770.00	\$6,220,688.00		