

FY2017 2nd Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Cowboy Country	CC-17-38	Cowboy Country Territory	Marketing and Advertising 2nd Cycle	\$10,000.00	\$7,000.00	\$10,000.00	Funds would be used to continue Madden Media advertising re-targeting campaign.	The Cowboy Country marketing and advertising campaign will continue to promote the territory in various publications and on the internet.
Cowboy Country	CC-17-39	Cowboy Country Territory	Consumer Trade Shows	\$10,000.00	\$5,000.00	\$10,000.00	\$5,000 for each trade and travel show to cover booth furnishings, lodging, meals and travel expense.	Organization received funding in the FY2017 1st cycle to attend travel/trade shows in Sacramento and Utah. This funding will assist with attending one additional show in the Bay Area.
Cowboy Country	CC-17-40	Winnemucca Convention & Visitors Authority	2017 Video Marketing Campaign	\$6,000.00	\$6,000.00	\$12,000.00	Winnemucca Convention & Visitors Authority (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.	Over the past several years, the WCVA has contracted to obtain video footage of various events, attractions and of local and surrounding points of interest. They are requesting funding to begin editing the video footage to use for television commercials, internet marketing, trade show presentations and special event promotions.
Cowboy Country	CC-17-41	Winnemucca Convention & Visitors Authority	Winnemucca 100th Promotion	\$12,000.00	\$6,000.00	\$30,000.00	Funds will be used to assist in offsetting the cost of three billboards for the year, app development, radio, statewide newspaper ads, social media/webpage, souvenirs, VIP reception, and postage/mailing.	The Winnemucca Convention & Visitors Authority (WCVA), in collaboration with the City of Winnemucca, Humboldt County Chamber of Commerce, The Humboldt Museum and the community and businesses at large, are utilizing their various resources and expertise to celebrate and market Winnemucca's 100th Anniversary, October 2017. This will be a year-long celebration encompassing a wide variety of media highlighting themed activities, events and interesting historical information. Funding to assist with billboard advertising only.
Cowboy Country	CC-17-42	Lander County Convention & Tourism Authority	Tourism Photography Project	\$4,000.00	\$3,000.00	\$8,000.00	Funds to be used to organize and create a high resolution photo catalog to house photos taken throughout Lander County.	This project will give Lander County the tools they need to better market their events and attractions in print media.

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Cowboy Country	CC-17-43	Lander County Convention & Tourism Authority	Raceway and Motocross Marketing	\$4,500.00	\$3,000.00	\$9,000.00	The grant will be used to advertise on several radio stations in Nevada and Idaho with a focus on Fallon, Fernley, Twin Falls and the Boise areas. We would also like to produce marketing materials to take to trade shows and posters to advertise within our surrounding areas. The Raceway and Motocross has a consistent slight growth in their racers and participants over the last 4 years that I have been a part of it. We attribute it to the grant funding we receive to be able to continue our marketing efforts of the race tracks.	This project will help the Lander County Convention & Tourism Authority effectively advertise the Battle Mountain Raceway and Motocross to potential out of town spectators/racers. Due to limited funding this cycle, this award only funds out-of-state advertising and marketing materials for trade shows.
Cowboy Country	CC-17-44	City of Carlin	Promoting Carlin 2017	\$25,000.00	\$9,000.00	\$104,000.00	The funds will be used for broadened television and radio media advertising in Nevada, Utah and Idaho. We will be adding additional poster and flier advertising for all 6 events to local areas as well as across Nevada, Utah and Idaho.	Funds to be used to promote 4 summer events that have a proven track record to draw visitors from beyond a 100-mile radius. Amount awarded is considered "seed" money and will decrease each year until event(s) succeed or fail on their own.
Cowboy Country	CC-17-45	National Historic California Emigrant Trails Interpretive Center Foundation	California Trail Billboards Spring 2017	\$10,000.00	\$8,000.00	\$20,000.00	TravelNevada 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 California and the Wasatch Front.	The California Trail Interpretive Center is a world class interpretive facility for the American people, a source of civic pride, and an economic engine for the region. The requested funding will be used to renew contracts on five existing billboards which are strategically located to increase awareness of the Center for those traveling the I-80 corridor. The Trail Center has become a corner stone in converting travelers along the I-80 corridor into multiple day visitors augmenting and diversifying the economy of northeastern Nevada.

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Cowboy Country	CC-17-46	National Historic California Emigrant Trails Interpretive Center Foundation	Google Ads Spring 2017	\$6,000.00	\$6,000.00	\$12,000.00	The N.H.C.E.T.I.C.F would like to run google ads March-June, 2017.	Last years enhanced information on the internet, via Google Ads and Google Maps through "Live Your History" and "Great American Road Trip" ad campaigns, extended their outreach in promoting the California Trail Interpretive Center to a large social media audience. As the Trail Center becomes more known in northeastern Nevada, it will become a corner stone in converting travelers along the I-80 corridor into multiple day visitors, augmenting and diversifying the economy of northeastern Nevada.
Cowboy Country	CC-17-47	National Historic California Emigrant Trails Interpretive Center Foundation	Nevada Magazine 2017	\$3,093.00	\$3,093.00	\$6,186.00	Nevada Tourism funds leveraged along with local matching funds will be used to continue our marketing efforts through Nevada Magazine. The fund will be used to contract three 1/2 page full color advertisements in bi-monthly issues of Nevada Magazine.	This requested funding will be used to continue print marketing that has been so effective in the past and is part of their overall marketing strategy. Award covers ad placement in the Mar/Apr, May/Jun and Jul/Aug editions of Nevada Magazine.

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Cowboy Country	CC-17-48	National Historic California Emigrant Trails Interpretive Center Foundation	Trail Days 2017	\$3,500.00	\$3,500.00	\$7,000.00	Trail Days celebrates the history and culture of Nevada, educates the American people on a major formative event in American history, encourages the protection of historic and cultural resources, and is exactly the kind of attraction that Millennials, Generation X and foreign visitors are seeking. In addition, the Trail Center is visible and easily accessible from I-80 which makes it a de facto gateway to the entire region. The promotion of "Trail Days" has many parts which includes websites, display ads, re-enactors, video, rack cards, brochures and advertising in visitor guides. The event targets those interested in American Western History and specifically the interpretation of the California Trail Migration. Our objective is to continually increase visitation along with the corresponding economic benefit of over night stays in Elko and surrounding communities.	As awareness of "Trail Days" becomes more widely known, the Trail Center has the potential to become both a national and international draw for tourists to Northeastern Nevada region.
Cowboy Country	CC-17-49	Elko Convention & Visitors Authority	Prospecting & Site Retargeting Meet Me in Elko Campaign	\$10,000.00	\$10,000.00	\$20,000.00	Funds will be used to fund our current marketing effort for a 6 month period to increase awareness and to attract convention planners and tourists to Elko, creating room nights.	Funds to be used for a prospecting and site re-targeting "Meet Me in Elko" campaign thru Madden Media.
Cowboy Country	CC-17-50	Northern Nevada Autism Network	Relay World Championship	\$8,000.00	\$8,000.00	\$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 and online advertising through race organizations and Facebook.	The Relay World Championship is an independent, international, qualifying championship 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. Relays draw as many as 10,000 participants per event. Elko County was chosen because members of its board live in Nevada and the course is established and close to SLC International Airport.

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Cowboy Country	CC-17-51	Northern Nevada Autism Network	Ruby Mountain Relay	\$12,000.00	\$8,000.00	\$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 and online advertising through race organizations and Facebook. We also wish to professionally redesign our website. These efforts will drive home the fact that Northeastern Nevada is beautiful, close in proximity, and the events equal any that can be found in the West.	Funds will be used to help promote a number of different running and cycling events held in a variety of locations throughout Elko County. Applicant plans on using a wide range of advertising methods to accomplish this.
Cowboy Country	CC-17-52	City of Elko - Elko Regional Airport	2016 Utah Marketing Grant	\$10,000.00	\$10,000.00	\$20,000.00	The funds will be used for the purposes of increasing the total number of travelers to rural Elko by targeting marketing efforts in large Basque communities in California, Idaho, Nevada, Washington and Oregon. Increased awareness will help create a positive reputation for annual visits	Funds will be used to promote the annual Elko Basque Festival held in early July targeting Basque communities in the western region of the US in an effort to increase inbound air travel and overnight stays.
Cowboy Country	CC-17-53	Wells Chamber of Commerce / Trail of the 49ers Interpretive Center	Wells Chamber of Commerce Marketing	\$18,725.00	\$4,875.00	\$50,050.00	Funds will be used for proven marketing efforts including billboards, Nevada Magazine, radio, newspaper, direct mail, brochures, social media and websites.	This organization received \$10,000 in FY2017 1st Cycle for their marketing campaign. This award will fund the reprint of the brochure and website expenses (maintenance fees, SEO and web hosting fee).
Cowboy Country	CC-17-54	High Desert Cruisers	Wells Fun Run 2017 2nd Cycle	\$3,625.00	\$1,600.00	\$32,000.00	Requesting funding to assist with promoting the Wells Fun Run 2017 held in August and to attend 3 car shows in the spring of 2017.	This organization received funding in FY2017 1st Cycle to attend car shows. This funding will assist with promoting the Wells Fun Run.

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Cowboy Country	CC-17-55	City of West Wendover	Destination West Wendover	\$3,000.00	\$3,000.00	\$6,000.00	The funds for this project will be used to produce a 60-second quality commercial spot to air on the Park City Hotel TV in-room advertisement channel along with the cost to run the placement for six months. This will play in over 2,500 rooms nonstop for the interim of the contract. This advertisement will enhance our marketing coverage of the area where people come from all over the world and often times are looking for things to do and see out of the area.	This is a first time request. Applicant feels this niche advertising will target an audience looking to extend their stay in the region. Park City, Utah is an easy drive to West Wendover in less than a day.
Cowboy Country	CC-17-56	City of West Wendover	West Wendover Print Media Marketing Grant	\$10,000.00	\$9,000.00	\$20,000.00	The funds will be used to assist in the cost of placement of print and web based ads, ad design and production. Possible publications include American Road Magazine, Nevada Magazine, Mountain Express Magazine, City Weekly and Salt Lake City Visitors Guide. Grant funding will help us enhance our marketing; and expand and develop a larger publications base.	Grant funds will be used to place print and web ads in targeted media throughout the region.
Total				\$169,443.00	\$114,068.00	\$481,236.00		

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Indian Territory	IT-17-08	Indian Territory	2017 Nevada Tribal Tourism Training	\$7,200.00	\$7,000.00	\$7,200.00	Grant funds will be used to fund a familiarization tour, development and printing of save the date postcards, development and printing of registration brochures, postage and travel for tourism and tribal tourism professionals to provide training to participants.	The Training is an opportunity for the Nevada tribes and their tribal members to increase their knowledge of tribal tourism initiatives and projects that exist across the nation. The Territory plans to expand upon the concepts and discussions that were identified in prior trainings. The Territory is also working to promote tourism within the tribal communities of the state. In addition, by providing the training in different regions of the state, it gives the local tribal communities an opportunity to share their unique culture with others and showcase their tribal lands. This partnership between the Indian Territory, Nevada Indian Commission, Nevada Division of Tourism and tribes aids in building a working relationship between the entities.
Indian Territory	IT-17-09	Indian Territory	2017 Stewart Father's Day Powwow	\$2,500.00	\$1,500.00	\$5,000.00	The funds will be used for postage to mail the event flyers, social media ads and radio spots. Through this marketing strategy, information on the Stewart Father's Day Powwow will reach numerous individuals, tribes, tribal members, businesses, colleges and universities, Stewart alumni and their descendants and others that want to know more about and participate in the American Indian culture.	The Stewart Father's Day Powwow celebrates American Indian heritage and promotes visitation to the historic Stewart Indian School. Each year the Powwow takes places in Carson City, Nevada and the three day event attracts native artisans, drummers, dancers, alumni and visitors statewide, nationally and internationally to participate. This event is nearing the end of its funding cycle since it has received funding since 2008.
Indian Territory	IT-17-10	Indian Territory	Indian Territory Promotional Items	\$4,500.00	\$4,500.00	\$4,500.00	The funds will be used to design and order promotional items for Nevada's Indian Territory. All promotional items will include the Territory logo and website address.	Promotional items displaying the Indian Territory logo are needed to help promote Nevada's Indian Territory and will be distributed through many outlets including events, conventions, meetings, conferences and trade shows.

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Indian Territory	IT-17-11	Indian Territory	Indian Territory Website Maintenance	\$4,800.00	\$4,800.00	\$4,800.00	Nevada Commission on Tourism funds will be used to provide website maintenance for the Territory website for calendar year 2017.	This project will continue the work necessary to maintain the success of NevadaIndianTerritory.com. The site was revised throughout the year and contains a wealth of information on the Territory and Nevada Tribes including events, artists and the Nevada Tribal Tourism Conference. 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. In addition to website maintenance, this project includes support for the Indian Territory social media networks including Flickr, Facebook and YouTube.
Indian Territory	IT-17-12	Ely Shoshone Tribe	Ely Shoshone Tribe Pow-Wow	\$2,500.00	\$2,500.00	\$50,000.00	Funding will cover the cost of creative design, posters, print advertising, social media and postage to promote the event which will take place July 28-30, 2017.	The Ely Shoshone Tribe Fandango is an annual festival that unites community members in celebration, ceremony and activities and includes a powwow, arts and crafts, tournaments, parade, indigenous games, competitions, dancing, singing, youth events and food. The Fandango is a free event to the public and engages participants of all ages, including youth and elders.
Total				\$21,500.00	\$20,300.00	\$71,500.00		

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Las Vegas Territory	LV-17-24	Las Vegas Territory	Las Vegas Territory Newly Branded Rack Card for Consumers and Travel/Trade	\$3,500.00	\$3,500.00	\$3,500.00	The rack cards will be the primary piece distributed at travel/trade and consumer shows.	Funds to be used to design and print 4,000 branded rack cards for use at Travel/Trade and Consumer shows.
Las Vegas Territory	LV-17-25	Las Vegas Territory	Las Vegas Territory Website Video Enhancement 2nd Cycle	\$11,000.00	\$11,000.00	\$23,000.00	Funds will be used to complete the Website Video enhancement project.	Funding will enable the Las Vegas Territory to complete this 3-phased project. They believe 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.
Las Vegas Territory	LV-17-26	Las Vegas Territory	Tour Talk Media Internet Video Marketing	\$1,500.00	\$1,500.00	\$1,500.00	The funds will provide three monthly payments for the services of Tour Talk Media, an all inclusive amount.	The objective of this project is to provide 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 the territory greater visibility for the destination and rural southern Nevada. Blogs to be posted thru social media and on the territory website.
Las Vegas Territory	LV-17-27	Destination Services Assoc	DSA Trade Shows	\$7,800.00	\$3,900.00	\$15,600.00	Funds to pay for the booths and travel related expenses. We already have all printed materials, give always, raffle prizes and posters.	Funding will cover booth and travel expenses for applicant to attend 6 trade shows in the spring of 2017.
Las Vegas Territory	LV-17-28	Moapa Valley Chamber of Commerce	Moapa Valley Chamber of Commerce Tourism Development	\$13,750.00	\$0.00	\$27,500.00	Funds will be applied to hard costs of advertising, printed materials, media & digital advertising.	This organization was awarded funding for this project in the FY2017 1st cycle.
Las Vegas Territory	LV-17-29	Moapa Valley Chamber of Commerce	Moapa Valley Tourist Destination Guide	\$10,000.00	\$10,000.00	\$20,000.00	Funds will be used for the printing and distribution of the guide to tourists in California, Arizona and Utah.	Funds will be used to produce and distribute 10,000 color copies of about a 35 page tourist information guide, which will be distributed in Las Vegas, California, Mesquite, Arizona and Utah.
Las Vegas Territory	LV-17-30	Moapa Valley Revitalization Project	Moapa Valley Bi-Annual OHV Roundup	\$12,625.00	\$0.00	\$25,250.00	Advertising costs of newspaper, radio, website hosting, development, social media and printed materials. Will also cover fees, insurance and permits for event venues.	This organization was awarded funding for this project in the FY2017 1st cycle.
Total				\$60,175.00	\$29,900.00	\$116,350.00		

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Nevada Silver Trails	NST-17-53	Nevada Silver Trails	NST Digital Quarterly Newsletter	\$5,000.00	\$5,000.00	\$5,800.00	Funds will be used to compile and send a digital Territory newsletter, including but not limited to: gather information and content; acquire pictures of events; layout, copy and pictures; proof all materials and send on a preset schedule target of four times a year. Also assist in the ongoing process of growing and maintaining a subscriber database.	Previous funds were utilized to initiate a digital newsletter, develop a template and subscriber database. The continuation of this newsletter provides targeted advertising to an audience that has expressed interest in the Territory by opting into their subscriber database, thus the recipients are more likely to visit their communities and towns.
Nevada Silver Trails	NST-17-54	Nevada Silver Trails	NST Supplementary Radio Advertising	\$12,500.00	\$10,000.00	\$13,000.00	Funds to be used to purchase radio spots which will promote events taking place in towns around the territory. 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 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).
Nevada Silver Trails	NST-17-55	Nevada Silver Trails	NST Trade Show Giveaways	\$4,000.00	\$4,000.00	\$4,400.00	Funds will be used to purchase various small logo trinkets for distribution at various events/shows over the course of the fiscal year.	Items distributed at trade/travel shows are popular with recipients and are a good way to keep NST and TravelNevada in the eye of the recipient. Every time an item is used the TravelNevada and NST logo/websites are visible to the user and another reminder of show experience and their interest in our Territory/State.
Nevada Silver Trails	NST-17-56	Nevada Silver Trails	Reprint Companion Brochures for NST Destination Signs	\$5,000.00	\$5,000.00	\$5,200.00	The funds will be used to reprint 5,000 of each of the four versions of the gloss cover brochures that describe the attractions located within the four regions of the territory that have informational signs.	This project involves reprinting 20,000 brochures that compliment the traveler destination signs located in the Nevada Silver Trails Territory by describing the suggested tourist attractions listed on the signs.
Nevada Silver Trails	NST-17-57	Nevada Silver Trails	Update and Resize NST Print Ads	\$3,500.00	\$3,500.00	\$4,000.00	Funds to be used to add social media icons, redesign and resize ads for Nevada Magazine and other media in the coming year.	Funds to be used to redesign ads the territory uses for print media.

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Nevada Silver Trails	NST-17-58	Boys & Girls Clubs of Mason Valley	Night in the Country Music Festival	\$5,000.00	\$5,000.00	\$10,000.00	Funds will be utilized to contract with Bauserman Group to specifically manage all components to develop, design, launch, test and debug a new Night In The Country (NITC) website with updated capabilities. Those include video integration, email subscription, social integration, online store metrics, SEO optimization and site search.	The goal is to develop a highly effective website and support its launch with an impactful, integrated marketing effort that creates brand awareness, engagement, and ultimately recruit more sponsors, patrons, and sell out NITC for the first time in history.
Nevada Silver Trails	NST-17-59	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	\$3,000.00	\$123,000.00	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/marketing and electronic communication necessary to provide public awareness of our Livestock Show and the Lyon County Fair and Rodeo. In addition it will provide the funding to complete our TV, newspaper and radio advertising and provide the means to contact all FFA and 4-H members and their families electronically.	In an effort to increase the size, scope, sequence and visitor base of the Lyon County Fair, the Board continues to incorporate a Statewide/Regional Livestock Show and Expo (replacement for the Nevada State Fair Livestock Show) with the Lyon County Fair August 17 to 20, 2017. Awarded \$4,000 for 2016 Expo.
Nevada Silver Trails	NST-17-60	Town of Tonopah	Tonopah Brochure	\$3,500.00	\$3,500.00	\$7,000.00	Funds will be used to cover half the cost of a new town of Tonopah tourism brochure. The piece will highlight the town's assets including star-gazing, history, museums and sites of interest. Expenses include creative design, copy writing, photography, digital production and printing of 15,000 brochures.	Tonopah presently does not have a general tourism brochure that promotes the town. Several years ago, a "Star Trails" brochure was developed, and the branding elements from this project will be used to design a larger, all-encompassing tourism piece that more fully promotes Tonopah as a travel destination.

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Nevada Silver Trails	NST-17-61	Town of Tonopah	Tonopah Printed Advertising 2017	\$3,872.00	\$3,872.00	\$7,745.00	Funds will be utilized to ensure the Town of Tonopah can continue advertising that has been successful in the past and start new advertising to "put Tonopah on the map" for those tourists who may only drive through otherwise. We are hoping our ads will get the tourists' attention for attractions in town such as the Tonopah Historic Mining Park, Central Nevada Museum, etc., and for activities and events such as star-gazing, ATV-riding, Jim Butler Days, Summer Rodeo, Wine Walk, etc.	The advertising project includes a quarter page ad in the Nevada Magazine for 6 issues throughout 2017, a full page ad in the Rides Guide for 2017, and a triple spot vertical ad in the Big Map 6th edition.
Nevada Silver Trails	NST-17-62	Town of Tonopah	Tonopah Radio Advertising 2017	\$1,800.00	\$1,800.00	\$3,600.00	Funds will be utilized to ensure the Town of Tonopah can continue the radio advertising that has been very successful to "put Tonopah on the map" for those tourists who may only drive through otherwise. We are hoping our radio ads and website listings will get the tourists' attention for attractions in town such as the Tonopah Historic Mining Park, Central Nevada Museum, etc. and especially for annual events such as Jim Butler Days, Summer Rodeo, Wine Walk, Ghost Walk, etc. We also want to continue promoting Tonopah as the #1 Star-gazing destination in the U.S.	The advertising on KIBS Radio includes a listing of all attractions and events on the Radio's website and multiple radio spots throughout every month. They have advertised through KIBS Radio in the past and have noticed the tremendous impact the radio ads make as far as bringing in visitors from the Highway 395 corridor.
Nevada Silver Trails	NST-17-63	Town of Tonopah	Tonopah Video	\$3,725.00	\$3,700.00	\$7,450.00	This application is for grant funding for additional filming to include our biggest event "Jim Butler Days" which will hopefully grow and become more and more popular through the video. The Town of Tonopah recognizes the need for advertising in order to attract more visitors.	The Town of Tonopah recently had a video produced to highlight the attractions in town such as the Historic Mining Park, the Central Nevada Museum, the Mizpah Hotel, etc., along with several events. They would like to add footage of their marquee event, "Jim Butler Days", which takes place in May.

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Nevada Silver Trails	NST-17-64	Beatty Chamber of Commerce	Beatty Guide	\$6,000.00	\$4,350.00	\$8,700.00	We will use any funds awarded to have all additions and changes made to our existing brochure and have 20,000 new guides printed and shipped to Beatty.	This will be a reprint of their Visitor Guide, with new members, new businesses, and new attractions added. Last printed in 2013.
Nevada Silver Trails	NST-17-65	Beatty Chamber of Commerce	Certified Folder March 2017-Feb 2018	\$4,000.00	\$3,000.00	\$6,700.00	The funds that are granted will be used to help pay the cost of having Certified folder continue to distribute our English Rack Cards in all locations in Las Vegas, Bishop, Ca. and Mammoth Lakes, Ca.	The Beatty Chamber of Commerce uses Certified Folder to distribute their Gateway Brochures throughout the Las Vegas area, as well as Bishop and the Welcome Center in Mammoth Lakes. This has been a great tool for them to attract more visitors as they are entering into Nevada from California.
Nevada Silver Trails	NST-17-66	Beatty Chamber of Commerce	Death Valley Guide 2017	\$1,200.00	\$895.00	\$1,895.00	Funds granted will be used to place an ad in the 2017 Issue of the Death Valley Guide. We will have our ad updated in the next edition and advertise upcoming events.	This magazine is highly distributed and features many attractions in the greater Death Valley area, including Rhyolite and Beatty.
Nevada Silver Trails	NST-17-67	Beatty Chamber of Commerce	Las Vegas Review Journal	\$5,000.00	\$4,800.00	\$9,600.00	Funds will be used to advertise special events in and around Beatty in the newspaper.	They place ads in the Circa Editions of this newspaper to attract visitors from the Las Vegas area to attend and participate in their special events and activities.
Nevada Silver Trails	NST-17-68	Beatty Chamber of Commerce	Nevada Magazine 6 Month	\$4,000.00	\$4,000.00	\$7,500.00	Funds provided for this project will be used to update current ads to include any special events and/or projects that will be taking place between March and August.	Funding covers placement of ads in the Mar/Apr, May/June and Jul/Aug editions of Nevada Magazine.
Nevada Silver Trails	NST-17-69	Beatty Chamber of Commerce	OHV Video Production	\$1,250.00	\$1,250.00	\$2,500.00	Grant funds for this project will be used to pay for the video production and any funds that may be needed to pay for permits (if required) and any other costs that may be involved in the process. We will have video of all off-road trails in our area and include a town tour of Beatty and Rhyolite as well. This will be uploaded to YouTube and sent to Silver Trails and, of course, our own web site.	This is a project to have a video produced to showcase the new off-road adventures in Beatty. They have a 43- mile Jeep Course through the Bullfrog Mining District and a new trail system for mountain biking and hiking.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-17-70	Beatty Chamber of Commerce	Travel Nevada Visitors Guide	\$4,000.00	\$0.00	\$5,700.00	Funds will be used to update our ad and place it in the 2017 edition of Travel Nevada Visitors Guide	This organization received funding for this project in FY2017 1st cycle.
Nevada Silver Trails	NST-17-71	Beatty Museum & Historical Society	Walking Tour Brochure	\$1,700.00	\$1,700.00	\$1,700.00	Funds will be used to reprint our existing brochures and have them available for distribution to all our visitors in Beatty as well as in specific locations in Las Vegas and Death Valley National Park.	This project is to re-print the Beatty/Rhyolite Walking tour brochures. These brochures include historic information and points of interest both in Beatty and Rhyolite. The objective of this project is to provide an excellent map/brochure that allows visitors to experience Beatty/Rhyolite and its story. Museum volunteers will distribute the brochures in Las Vegas and along the 395 corridor.
Nevada Silver Trails	NST-17-72	Pahrump Valley Museum and Historical Society	History To Go	\$2,500.00	\$2,500.00	\$5,000.00	The funds will be used to film a 7-10 minute video of the Pahrump Valley Museum and the buildings on the property. The videos will be shown on PBS in Clark and Washoe counties and in So. California and the Sacramento areas. After the first of the year the "History To Go" series will be shown on Netflix, HuLu and Amazon to help promote visitors to the rural areas of Nevada and this one will be especially to bring people to visit the museum and Pahrump. The video will help to tell the story of the museum, its significant artifacts and holdings, and most importantly the need to sustain its existence in perpetuity.	Funds to be used to create an informative and compelling video for the Pahrump Valley Museum and Historical Society as part of its ongoing history series: History to Go. The video will include interviews with key informants about Pahrump's history as related to artifacts in the museum and structures in the surrounding yard; possible visit to the Johnnie Mine; and key colorful anecdotes that are both entertaining and engaging to the viewer.
Nevada Silver Trails	NST-17-73	Lincoln Communities Action Team (LCAT)	Fall Photo Festival 2016 Advertising	\$5,000.00	\$0.00	\$6,750.00	This will be used for a promotional brochure, print and digital advertising, and a map/guide that visitors can use while they are here.	This event took place November 4th and 5th this fall. Awards for this cycle cannot be committed or expended until the date the recommendations are approved by the Nevada Commission on Tourism, therefore this request cannot be funded.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-17-74	Lincoln Communities Action Team (LCAT)	Gravel Grinder 2017 Advertising	\$3,250.00	\$3,000.00	\$5,000.00	This year we are going to expand our advertising to billboards in the Cedar City, UT area. Ads we ran in Las Vegas last year resulted in a number of riders from that area. Print ads, web banner ads, and social media advertising will also still be used to promote this event. Print ads will be placed in publications that target mountain bikers in mountain biking destinations.	The Gravel Grinder is a Mountain Bike Trail Ride through the rugged terrain of Beaver Dam State Park and adjoining public lands. The objectives are to attract the mountain biking market from Nevada, Utah, Arizona, and California, and bring more people to enjoy this activity. It is a great opportunity to introduce Mountain Bikers to Lincoln County. Check-in for the event is Friday night, the ride is Saturday to encourage participants to spend two nights in the area. Last year's advertising brought in double the amount of participants proving the event is growing. It is not quite to a level where the event can be self-sustaining. With funding for advertising this year they expect to double participation again. Awarded \$3,500 last year.
Nevada Silver Trails	NST-17-75	Pioche Chamber of Commerce	2017 Pioche Special Events Marketing	\$7,500.00	\$7,500.00	\$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.	This project would focus on newspaper advertising, event cards, and flyer design and production for the Pioche special events targeting the St. George and Cedar City markets.
Nevada Silver Trails	NST-17-76	Pioche Chamber of Commerce	Pioche Website Design	\$12,500.00	\$0.00	\$25,000.00	Funds will support the design, creative direction, production and hosting of a website for the town of Pioche. It will include the most up-to-date plugins and features including a schedule of events page, contact form, and links to social media networks. Utilizing current technologies and systems the site will provide Pioche a strong web presence.	Not all projects can be funded in this cycle. Recommend applicant reapply for funding consideration in the FY2018 1st Cycle.
Total				\$113,797.00	\$81,367.00	\$292,240.00		

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-41	Pony Express Territory	OHV Digital App w/GPS Trails	\$17,500.00	\$17,500.00	\$32,500.00	<p>Funds will be used to: create and GPS map seven to nine individually downloadable community/area modules (Fernley, Dayton, Fallon (Middlegate/Cold Springs), Austin, Eureka, Ely and Baker) within a Pony Express branded app. Each module will contain between 10 and 12 virtual signs, each with up to 200 words and a photo. Each module will contain up to 5 information pages per community, up to 3,500 words, plus photos. Each module will contain 1 fun facts page per community. Each module will contain 1 fully mapped OHV trail per community. Ability for users to post and share GPS-tagged sightings and photos. Local resources section that highlights local businesses. Satellite imagery, virtual signs and trails will be available with or without cell coverage. Custom "white-label" design to customize with PET brand and logo. The project has changed from identifying trailheads to identifying and GPS-mapping complete trails in each community. This is thought to be a better way to get visitors on and off the trails in a safe manner.</p>	<p>This funding will complete this project. Awarded \$15,000 in FY2017 1st Cycle.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-42	Pony Express Territory	OHV Interactive Trail 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 OHV GPS Trail app which is currently in development.	Not all projects can be funded in this cycle. Suggest applicant reapply for funding consideration in FY2018 1st Cycle.
Pony Express Territory	PE-17-43	Pony Express Territory	PET Print Media 2016-2017	\$30,000.00	\$15,000.00	\$30,000.00	The Grant funds will be used to purchase ads in the Las Vegas Review Journal, the Travel Nevada (Madden Media) spring inserts, the Utah Media Group, NTA Courier, Travel Nevada Rides Again, Gold Country, and other publications that appeal to the type of traveler that targets what the PET has to offer.	The Pony Express Territory is a treasure trove of undiscovered and under-promoted experiences for the new and repeat visitor. They have many challenges in advertising and promoting the communities in their Territory. Some have motel rooms some don't. Funds from this grant will target the Wasatch front and Southern Nevada which are their major markets.
Pony Express Territory	PE-17-44	Fallon Convention & Tourism Authority	Summer Events Marketing	\$10,000.00	\$8,000.00	\$20,000.00	TravelNevada funds will be used in conception, design and implementation of enhanced marketing campaigns for Fallon's summer season of events and specific events. The funds will be used for media outreach that would include TV, radio, print, internet, and social media outreach, and possibly a summer media FAM focused on Fallon's special events.	This marketing program will aid and support the Fallon summer special event schedule with additional promotional dollars, public relations and ad campaigns. The objective is to fully penetrate various markets with extended radio and TV buys, public relations promotions/search engine ads, and social media push out combining the Fallon brand with specific special events and/or seasons. The Fallon tourism office provides grant support to special events, often leaving little money for additional advertising and marketing that could help the events and the Fallon tourism effort. TravelNevada funding support will elevate and grow the advertising campaigns of all events and the area.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-45	Fallon Convention & Tourism Authority	Top Gun Raceway	\$6,000.00	\$5,000.00	\$16,000.00	TravelNevada funds will be used to market Top Gun Raceway with a range of media including the web, broadcast, print and outdoor. Funds will also be used for an extensive public relations and social media campaign. A campaign to brand Top Gun Raceway as "The Fastest Fun in Northern Nevada" will continue to be a part of the overall marketing campaign in an effort to elevate the track to top-of-mind and connect marketing messages easily with our audiences. Significant work on the track's website, social platforms and search engine outreach will also be done.	Top Gun Raceway is one of Fallon's important visitor attractions drawing racers from the west coast and across the United States. This project seeks to promote the track and its racing season, and grow the number of racers and spectators that visit the track in 2017. Track attendance has dropped significantly since 2008. Funds will also be used to promote new events that may draw additional visitors throughout the season.
Pony Express Territory	PE-17-46	Churchill Arts Council	New CAC Website 2017-2018 Season Brochure	\$8,500.00	\$6,000.00	\$432,234.00	Funds will be utilized to design and implement a new CAC website (\$6,000) as well as production of our 2017-2018 season brochure (\$2,500). Development of a new site has been postponed due to lack of resources but with changes in technology the current situation offers no sustainability and it is critical to develop a new site. Currently we have only the season brochure online and are working on a minimal interim site which will only feature info on performance-but will also provide the structural groundwork for the full site to be implemented after the first of the year.	Their initial website was built in Flash in 2004. A separate mobile/tablet version was built to accommodate compatibility with new devices, but these had to be updated separately. Funding this request would allow them to redesign the website using up-to-date technology. Funding does not cover production of the season brochure.
Pony Express Territory	PE-17-47	Eureka County -- Eureka Activities	Artists in the Park FY2017	\$4,500.00	\$4,000.00	\$35,000.00	Requesting funds to place ads in magazines, newspapers and on public radio.	Funds will be used to promote the event to audiences beyond a 100-mile radius.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-48	Eureka County -- Eureka Activities	Eureka Brand Development 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.	While a worthy project, other projects requesting funding during this cycle had a higher priority.
Pony Express Territory	PE-17-49	Eureka County -- Eureka Activities	Eureka County Car Show FY2017	\$4,500.00	\$4,500.00	\$17,500.00	Funds will be used to advertise the event in Nevada Magazine, Everything Elko Magazine and for airtime for local radio spots in Elko, Ely, Las Vegas and Reno with newspaper ads in Ely and Eureka.	The annual Eureka County Car Show brings much needed economic stimulus to the rural town of Eureka. Participants travel 100's of miles from all points of the compass to come to the Show. All hotel rooms are filled as a result of this event.
Pony Express Territory	PE-17-50	Eureka County -- Eureka Activities	Magazine Ads FY2017	\$4,787.00	\$4,700.00	\$9,575.00	Funds will be used to place ads in Nevada Magazine and in True West magazine for six months.	The town of Eureka is in need of magazine advertising to help promote the historical landmarks of Eureka. They feel that by promoting the landmarks of Eureka, tourism will flourish, and this will bring much needed economic stimulus to their town.
Pony Express Territory	PE-17-51	Eureka County -- Eureka Activities	Nevada State Old-Time Fiddler's Contest FY2017	\$4,500.00	\$3,000.00	\$11,500.00	Requesting funds to advertise in Nevada Magazine (\$1150), Everything Elko (\$850), newspaper advertisements in the Ely Times (\$200) and Eureka Sentinel (\$200); and radio stations KNPR in Reno (\$600), KNPR in Las Vegas (\$600), KDSS Ely (\$300) and Ruby Mountain Radio Elko (\$300).	Funding will cover expenses for all advertising stated in the application except Nevada Magazine. Since this event takes place in May, as does the Car Show, they can advertise both events in one ad in Nevada Magazine.
Pony Express Territory	PE-17-52	White Pine County Tourism & Recreation Board	Grand Circle Association 2017	\$5,000.00	\$5,000.00	\$7,000.00	The grant funding will once again be used to purchase an ad in the Grand Circle Travel Planner, renew our membership in the organization and for travel related expenses to attend the quarterly meetings.	The Grand Circle Association targets domestic and international visitors interested in visiting the National Parks and Monuments of Southwestern United States including the Great Basin National Park. They also promote National Scenic Byways in the five states of Colorado, New Mexico, Arizona, Utah, and Nevada. This is a project that promotes travel throughout Nevada which will benefit the rural communities throughout the state.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-53	White Pine County Tourism & Recreation Board	Upgrade Google Mobile Requirements	\$6,000.00	\$6,000.00	\$8,500.00	The grant funding will be used to offset the expense of making the upgrades to our website to ensure it is "mobile responsive".	Applicant states Google is requiring sites to be upgraded to make them "mobile responsive". Funding will allow this organization to do that.
Pony Express Territory	PE-17-54	White Pine County Tourism & Recreation Board	Travel Industry Trade Shows	\$19,395.00	\$9,000.00	\$24,395.00	The funds will be used to pay for registration, travel and other related expenses for us to attend and exhibit at these shows.	Funding will allow the White Pine County Tourism and Recreation Board to attend a number of travel/trade shows in the spring of 2017. They feel this is the most effective way to attract new visitation to their region.
Pony Express Territory	PE-17-55	White Pine County Tourism & Recreation Board	White Pine Visitors Guide 2017	\$5,000.00	\$3,000.00	\$6,000.00	We will use the grant to offset the costs of printing the extra copies we need to distribute throughout the year. The new editor and owners of the Ely Times are now giving us a much broader say in what goes into the guide as well as working to increase the number printed.	Ely is a community that relies on tourism to sustain and supplement their economy, creating and printing the annual visitor's guide is paramount in this endeavor. With the help of TravelNevada's grant program they have been able to print the White Pine Visitor's Guide. They use this visitors guide as their number one fulfillment piece for all inquiries and distribute them at all the Travel Trade Shows they attend. They are also distributed to key visitor's centers throughout the state.
Pony Express Territory	PE-17-56	White Pine Historic Railroad Foundation	Only in Nevada Extraordinary Adventures Marketing	\$30,000.00	\$20,000.00	\$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 publications 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.	This grant builds on TravelNevada's theme of A WORLD WITHIN, A STATE APART. Nowhere else in the world, can a person actually operate a steam locomotive, pulling a freight train out on the mainline and go through tunnels except in Nevada! Only in Nevada can a person pay to work on a 19th century railroad for a week, nowhere else in the world! This grant would be used for print advertising in enthusiast's publications with some digital support.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-17-57	White Pine Historic Railroad Foundation	Website Maintenance and Enhancements	\$8,200.00	\$8,200.00	\$16,400.00	Grant funds will be used for website maintenance and enhancements.	They may be a 19th century railroad but their life blood is 21st century technology. And core to that is their website. Their website tells everyone about the railroad. It also serves as their number one salesperson. Their website has been integrated with their Point of Sale (POS) system.
Pony Express Territory	PE-17-58	White Pine Rodders	White Pine Rodders Car Show	\$8,000.00	\$7,400.00	\$16,000.00	We would like to use the money for radio and print advertising in Nevada, Utah, Arizona and Idaho to help promote our event and our community. We would also like to use the funds for street banners, prizes, plaques, etc.	Award covers expenses for magazine, newspaper and radio advertising. It will not cover expenses for prizes, street banners, plaques, etc.
Total				\$202,382.00	\$126,300.00	\$781,604.00		

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-44	Reno-Tahoe Territory	Reno-Tahoe Territory International Media Communication Outreach	\$15,000.00	\$15,000.00	\$18,000.00	TravelNevada funds will be used to contract with a local media communication liaison to function as our media relations contact. Funds will be used to develop an extensive international media outreach program targeting specific international markets with the intent to bring to the territory media outlets and individuals with strong travel writing and promotional background.	This Reno-Tahoe Territory (RTT) grant request contemplates the development and implementation of a strategic international media communications outreach program. While individual RTT members have successfully conducted media communication efforts for many years, the territory itself has not. RTT has leaned on their DMO partners to develop and execute regional media efforts. They now believe that the RTT group should conduct their own media communication effort on behalf of the entire territory, including DMOs and private business members.
Reno-Tahoe Territory	RT-17-45	Reno-Tahoe Territory	RTT VR Videos	\$7,500.00	\$7,500.00	\$8,500.00	Grant funds would be used to shoot new 360°VR video footage to create a series of 360°VR video "vignettes" highlighting the six distinct communities within the Reno-Tahoe Territory, and the attractions, activities, and experiences available in each. Footage will be edited into short segments to be posted on our website and distributed through public relations messaging, nationally and internationally. We believe this will be of particular interest to the TravelNevada international offices.	RTT would like to create short video "vignettes" using the new 360° Virtual Reality technology to promote the diversity of the destination through their website and public relations outreach.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-46	Lake Tahoe Visitors Authority	AMGEN - Professional Cycling Race	\$6,000.00	\$6,000.00	\$280,000.00	Funds will be directed towards digital advertising, social media and public relations. Since this event is viewed as a media event, PR is a primary focus and requires a dedicated PR professional for coordination pre-event, on site, and post-event.	The LTVA believes that being a host city to an internationally high profile cycling event raises awareness for the destination, the region and the state as a world-class cycling destination. The event promotes cycling as a lifestyle and promotes the destination as a place for recreational and elite cycling and training. In 2017 the LTVA has been invited to be the host city for the first two days of the women's race. The first day would circumnavigate Lake Tahoe and include our Nevada lake partners' destinations. The second day is proposed to exit the Tahoe basin and travel through the Carson Valley and back through Stateline, NV. Over 100 elite woman athletes are expected to compete.
Reno-Tahoe Territory	RT-17-47	Lake Tahoe Visitors Authority	Tahoe South Special Events Advertising	\$15,000.00	\$15,000.00	\$105,000.00	To promote events through the purchase of multi-media assets in Northern California	Events have been identified as a key driver of awareness and decision to travel to Tahoe South by the LTVA's strategic plan. The Tahoe South events brand continues to gain traction in the Northern California drive market and summer events, including up to 16 Harveys Outdoor Arena concerts; at least two multi-day festivals at Hard Rock Hotel; and additional big name entertainment at MontBleu Resort; along with other sporting and cultural events will be the focus of the summer campaign. The objective is to drive awareness of the events through a multi-media channel approach including OOH, email, social media and digital. These channels afford changeable, flexible messaging capabilities so as many as 30 events, including concerts, festivals and sports events, can be rotated weekly for trip planning windows. Digital buy would include retargeting, which would add impressions to a potential visitor already interested in events and/or the destination.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-48	Tahoe Art League	Artists Studio Tour 2017	\$1,903.00	\$1,900.00	\$8,204.00	We plan to order additional Artists Studio Tour brochures and event postcards beyond those used in our local marketing efforts and mail or otherwise distribute to areas of California, Arizona, New Mexico and Las Vegas to entice additional visitors to come to South Tahoe and participate in our highly successful annual Studio Tour, now approaching its eleventh year. Please note: any grant funds will be used ONLY for those printed materials that will be distributed outside our local area; we have separate funds to pay for materials used to market our event locally.	Now approaching its 11th year, the annual Art League Artist Studio Tour has become a successful popular event for both locals and visitors alike. In years past they have limited their advertising to the immediate local area. In 2017 they would like to reach out to other artists and potential visitors in the western states (California, Arizona, New Mexico, Idaho and in Southern Nevada) to make this annual event something visitors look forward to each year. Their organization recognizes that the arts are an important part of a good visitor experience and they further recognize that they can play a part in bringing people to the area, thus providing economic benefit to the region.
Reno-Tahoe Territory	RT-17-49	Tahoe Rim Trail Association	Tahoe Rim Trail Association Website Redevelopment Project	\$10,000.00	\$7,500.00	\$23,600.00	Funds will be utilized as follows: \$7,500 will be contributed to the cost of a contractor who will be hired to construct the new Tahoe Rim Trail Assn. (TRTA) website and the remaining \$2,500 will be utilized for website extensions to create manage and market events shop and donations. Other project expense costs for associated staff time, website hosting and website security services will be paid with TRTA general funds through membership and donations.	As reported in the Outdoor Industry Association's State by State Active Outdoor Recreation Economy Report, the Nevada outdoor recreation economy: • Generates \$14.9 billion in consumer spending in retail sales and services across Nevada, • Supports nearly 148,000 direct outdoor industry Nevada jobs • Produces \$4.8 billion in wages and salaries, and • Creates \$1 billion in annual state and local tax revenue. The Tahoe Rim Trail is one of the premier destinations in the state of Nevada for outdoor enthusiasts, and a major contributor to the statistics listed above.
Reno-Tahoe Territory	RT-17-50	Team Tahoe	Bike Tahoe Engine#2	\$5,000.00	\$5,000.00	\$10,000.00	Funds will be used to purchase print and online display ads.	The Bike Tahoe Engine grant request is for the funding of an advertising campaign promoting bicycle tourism to the Tahoe/Reno region. The target audience is 25-54 years of age with a median age of 37. This group is college educated, earns over \$94k annually, has a 60/40 percent male/female ratio, and similar in marriage/partnerships. They go on bicycle vacations and enjoy events and are outdoor enthusiasts.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-51	Team Tahoe	Bike Tahoe Trails App	\$5,500.00	\$4,500.00	\$11,500.00	Nevada Division of Tourism funds will be specifically used to pay for contractors to design, build, test and cover certain associated license fees (i.e. Apple i-Tunes) for the Bike Tahoe Trails mobile app.	Team Tahoe feels that funding this project will increase bicyclists visits and overnight stays to the region; build public awareness of the Tahoe/Reno area as a world-class bicycle destination; and increase brand awareness for Bike Tahoe as a reliable and trusted resource for bicyclists.
Reno-Tahoe Territory	RT-17-52	UC Davis Tahoe Environmental Research Center	Tahoe Science Center Marketing	\$8,695.00	\$7,495.00	\$17,390.00	Funds will be utilized for the implementation of the Tahoe Environmental Research Center's (TERC's) marketing plan. The marketing plan is based on media outlets that have previously shown positive results. TERC marketing efforts are designed to maximize the benefits of these platforms under a limited budget. The marketing plan consists of a variety of marketing methods, such as TV, radio, print, and online.	Award will cover the digital marketing efforts (\$1,200), the reprint of the Tahoe Science Center Brochure (\$1,500), ad in North Tahoe Visitors Guide (\$795), and NPR Radio spots (\$4,000).
Reno-Tahoe Territory	RT-17-53	Sierra Business Council	Sierra Nevada Geotourism Measurement Research Project	\$9,000.00	\$9,000.00	\$18,000.00	Working together with Strategic Marketing Group (http://smgonline.net/), the funds would specifically be utilized to generate a return on investment metric model that effectively identifies the travel spending generated within the entire Sierra Nevada region and Northern Nevada destinations. The described research project will allow us to have a quantitative tool and metric system to measure the economic impact of the Geotourism program and traveler demographics.	Geotourism is defined as tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents. Geotourism involves regional communities in providing the visitor with an authentic, enriching experience. It acquaints tourists with local culture and traditions and offers them in-depth opportunities to enjoy the area's unique natural beauty and biodiversity. National Geographic has selected the Sierra Nevada as one of nine Geotourism destinations in the United States. They believe this project will give them the tools they need to increase visitation to the entire region.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-54	Carson Valley Visitors Authority	#WhyCV Story Contest	\$4,250.00	\$0.00	\$8,500.00	A fun and memorable brand will be developed for the contest and it will be promoted on VisitCarsonValley.org, Carson Valley social media outlets, online marketing and a local media advertising effort. Funds will help pay for contest prizes, promotional efforts, tech support and all advertising materials. Note: cost of prizes will be leveraged with reduced rates or donations from Carson Valley businesses and partners. It's important to note this grant request is only to help fund the first two stages of this ongoing, aggressively promoted campaign designed to grow in scope.	The application indicates a 3-phase project with phase one beginning during the upcoming holiday period. The grants will not be awarded until the middle of December, well into the holiday season. Suggest they re-evaluate their implementation schedule. Cannot fund prizes.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-55	Carson Valley Visitors Authority	Carson Valley Visitor Analysis and Impact Study	\$10,250.00	\$10,050.00	\$20,500.00	Funds will be utilized to cover the cost of developing a comprehensive Tourism Economic Impact Study and Analysis. Current data is county wide and skewed by measures from the Lake Tahoe portion of our county in both room revenues and trip pattern spending. An independent contractor/specialist will be needed in order to complete this years' project and all information will be the property of CVVA. The contracted firm will develop a progression of data designed to identify in part - influencing media channels, origination sources, key tourism spending patterns and ROI. Most importantly, we desire to identify and isolate new overnight visitor data as one of the most critical efforts for any visitors authority. This Impact Study will provide CVVA visitor information unique to the study area (Carson Valley - made up of the communities of Genoa, Garnerville, Minden and Topaz Lake) and enable the organization to develop a focused, strategic plan for stronger tourism marketing. Equally, this information will prevent or defend against any predatory activity from any sector of the community that might be less convinced as to the full value of tourism (however small).	This project will provide the Carson Valley Visitors Authority (CVVA) with data that will help create a more strategic and targeted tourism marketing effort. Knowing there is also a targeted effort at the state legislative level to effectively communicate "why tourism dollars matter", it would only make sense for the Carson Valley to bolster the same strength at a DMO level.
Reno-Tahoe Territory	RT-17-56	Carson Valley Arts Council	Art and Antiques Map Advertising	\$1,650.00	\$1,350.00	\$3,300.00	Funds will be used to advertise the Arts and Antiques in Carson Valley Map in travel publications such as Nevada Magazine and Get Away Reno-Tahoe; newspapers such as Record Courier, Nevada Appeal, and the Reno Gazette; on social media during Spring and Summer 2017.	The objective of the project is to advertise the Arts and Antiques in Carson Valley Map in regional and state travel and vacation publications with social media outreach. By advertising the map, they hope to generate buzz about and raise awareness of the area's arts, artists, and antiques. Funding is for magazine advertising.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-57	Carson City CVB	Carson City Trails Campaign	\$7,500.00	\$7,500.00	\$15,000.00	The campaign will fill the need for better maps, descriptions, pictures and video that can more easily integrate with the Outdoor Recreation section on the VisitCarsonCity website and VisitCarsonCity App to be promoted abroad. The use of established bloggers will spread the Carson City brand further into new markets. Through distribution of the blog new enthusiasts will be directed back to the VisitCarsonCity website and app for even more information increasing SEO and awareness of the other attractions in Carson City.	Funding will help with redesign of the Carson City Visitors Bureau Outdoor Recreation page, development and digitizing of a full functioning trail map for both digital and print, and for booth space and travel expenses associated with attending the 2017 Sea Otter Classic Expo in Monterey, Ca. next April for a 4-day cycling event.
Reno-Tahoe Territory	RT-17-58	Carson City CVB	Carson City's Eastern Gateway Campaign	\$6,000.00	\$0.00	\$12,000.00	Funds will go to support the audio and video recording and integration expenses to make it compatible with the VisitCarsonCity app and website as well as print collateral advertisements and promotion of the project.	The Carson City Visitors Bureau requested this grant not be considered for funding at this time.
Reno-Tahoe Territory	RT-17-59	Carson City CVB	Reflections From The Great Basin - Marketing Campaign	\$6,000.00	\$3,500.00	\$12,000.00	Funds to be used for producing a testimonial video showcasing artists of the Great Basin, to create a landing page for the GB Artists on the Carson City Arts & Culture website, and for advertising the campaign in Nevada Magazine.	This award will assist with creation of a landing page and the cost to advertise in Nevada Magazine.
Reno-Tahoe Territory	RT-17-60	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 received.
Reno-Tahoe Territory	RT-17-61	Carson City Chamber of Commerce	Carson City Blue Line Map and Description Revision	\$2,500.00	\$0.00	\$5,000.00	To provide funding for the revision of the map, art and to print at least 5,000 brochures	There is already an excellent Blue Line Trail Map and description of the historic stops along the trail inside the Carson City Visitor Guide and available as an audio tour on the Visit Carson City Mobile App. Duplication of efforts would not be advisable at this time.

FY2017 2nd Cycle Rural Marketing Grant Recommendations

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-62	Mile High Jazz Band Assoc. Inc	Jazz & Beyond - 2017 Music Festival	\$1,500.00	\$1,500.00	\$28,500.00	<p>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. Direct mail is targeted to people on mailing lists of Mile High Jazz Band Assoc. One effort we found effective in previous years was to distribute flyers and festival programs at the Carson City Farmers' Market, local hotels, and at nearby festivals that take place earlier in the summer including the Sacramento Music Festival and the Mammoth Lakes Jazz Jubilee.</p>	<p>"Jazz & Beyond" is a summer music festival consisting of performances, lectures, workshops, films, and jam sessions for people of all ages. Most events are admission free. Their goal is to present live music, entertain and educate the community about jazz and other music styles, provide performance opportunities for local and regional musicians, and to collaborate with businesses and other arts organizations for the benefit of the community. The objective of the grant request is to market the festival outside the local area, thereby increasing audience and overnight visitors to Carson City.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-63	Carson City Symphony Assoc. Inc.	Carson City Symphony 2017 Pops Party Concert	\$1,250.00	\$1,250.00	\$2,500.00	<p>Funds will be used to market the concert locally and to targeted audiences outside the local area. These include greater Sacramento to the west and northern Nevada from Lovelock to the Idaho border east of Elko. We will purchase radio announcements on Capitol Public Radio stations in Sacramento (heard by 470,000 listeners weekly with stations from Quincy in the north to Modesto in the south and Sutter in the west) and KUNR in Reno (heard by 50,000 listeners weekly from Bishop to Susanville to Elko). Ads may be placed in the May or June issue of Sacramento Magazine which has 41,000 readers, VIA (AAA magazine) and Inside Northern Nevada which distributes 10,000 copies to subscribers of The Humboldt Sun, The Battle Mountain Bugle, and The Lovelock Review Miner; and at lodging properties along the I-80 corridor. Additional funds will be spent for designing, printing, distributing and evaluating audience surveys to determine effectiveness of the advertising efforts; for newsletters; and for optimizing website and social media campaigns.</p>	<p>This organization would like to increase tourism dollars to our area by promoting the "Pops Party" to audiences from more distant areas of Nevada and select California communities, where residents may not be aware of this admission-free, family-friendly event.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-64	Brewery Arts Center	Marketing for the BAC Outdoor Concert Series	\$5,000.00	\$5,000.00	\$76,814.00	Funds will be used specifically to reach new audiences to bring them into Carson City for this unique event. We plan to use the funds to reach new markets in Northern California, Nye County, Nevada and Salt Lake City, Utah. We will do this through advertising in local publications and on-air radio ads. We also intend to create a greater presence locally within the 100 mile radius of Carson City through billboards, radio and publication advertisement.	Recently the Brewery Arts Center (BAC) obtained the rights to close off a portion of Minnesota Street that separates the buildings that make up the center to create one safe, united campus. This space has become known as the Minnesota Street Stage and is used for live concerts each weekend during the summer the BAC funds through a grant from Levitt AMP Grant Award program. They would like to use our grant program to help them attract visitors from beyond 100 miles to come to Carson City and enjoy the concerts along with everything Carson City and the surrounding area has to offer.
Reno-Tahoe Territory	RT-17-65	Brewery Arts Center	TEDxCarsonCity	\$2,500.00	\$2,500.00	\$22,356.00	Requested funds will go towards the video production of the TED videos to be seen by tens of thousands worldwide based on numbers from our inaugural event.	TEDxCarsonCity is a not-for-profit event that is created by an incredibly dedicated group of unpaid volunteers. Ultimately TEDxCarsonCity is an incubator for great ideas, a perfect opportunity to meet people who are doing interesting things, and a way to explore the inter-connectivity that joins us. In addition to the live audience that attends, this event is streamed live, online and for their 2016 event, they had 2061 hits on their website for the live stream and it was viewed by exactly 1141 people from 31 countries around the world. Good ideas know no boundaries. Logos of the supporters go on the screen to all viewers during breaks and before the edited version of each video once it is put on the TED site.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-66	Northern Nevada Railway Foundation	V&T and Virginia City Co-op Marketing Campaign	\$3,250.00	\$3,250.00	\$6,500.00	<p>Our goal is to get more visitors to Virginia City and more riders on the V&T Long Line by marketing four special events in Virginia City along with the train ride. We plan to use the high quality video that both entities have already produced and edit them together to create a message that explains the benefit of riding the train to Virginia City and attending these events. The video will be used for TV spots, video ads on Facebook and Pre-roll ads on YouTube. We will also use it for organic video posts on Facebook and Instagram using the resources of both the Virginia City and V&T Railway social media sites. The train ride will "leave the driving to us" so that the visitors can relax and enjoy the scenic ride, and not worry about finding available parking and transportation when they arrive in Virginia City. We plan to feature Camel Races, Outhouse Races, the Way it Was Rodeo and the Hot August nights events in Virginia City. We plan to ask for two grants, one in this cycle to do the editing and production of the videos and the grant in the spring will be for the media placement.</p>	<p>Funds to be used to edit existing video and produce video ads that will promote both the V&T Railway and four marquee events held in Virginia City.</p>

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-67	Northern Nevada Railway Foundation	V&T Website Improvements	\$4,500.00	\$4,500.00	\$9,000.00	Funding will be used to help develop improved content to our website which will include the additions of a more extensive photo gallery, a news/press/media page which will feature press releases, information for media and articles in which the V&T is featured. We will also add a section for Carson City, Virginia City and Reno tourism events which will help us market the addition of a train ride with attendance to a special event and a technical page with details and history of our engines, repairs and other equipment. We will also move the website to WordPress which will make it easier for content to be updated by multiple staff.	This project will involve major updates to the current website, www.vtrailway.com, and add pages to highlight events going on in the region surrounding the V&T Railway location.
Reno-Tahoe Territory	RT-17-68	Piper's Opera House	Jui Jin Shan-Old Gold Mountain Chinese Heritage Tour	\$5,000.00	\$5,000.00	\$20,000.00	Since the genus of this tour is to showcase Reno-Tahoe Territory properties, performing arts facilities and sites for a Chinese Heritage Tour, funds will be used to collaborate and have each member of the Territory provide a narrative with fee structure on what they would like to offer a sophisticated Chinese traveler. The funds will be used to retain a writer, designer and acquire art photography and make an electronic copy available for dissemination in media and individual websites.	Applicant is proposing to produce a marketing video that will offer the Chinese visitor a unique high-end tour highlighting the arts and heritage in the Reno-Tahoe area. The marketing videos would be available for dissemination in media and individual websites.
Reno-Tahoe Territory	RT-17-69	Piper's Opera House	Piper's Opera House Artists, Writers and Musicians Tour	\$5,000.00	\$5,000.00	\$13,500.00	Virginia City, if it is going to succeed in raising the capital and elevate the programming of its cultural institutions, needs the Nevada Division of Tourism's funding to help with this endeavor. We are requesting funding to produce the brochure and will use contributions from various organizations in town to create and produce the other components of this project.	This project will document the mid-20th century Virginia City era where it became home base to a vibrant internationally acclaimed art colony. Components of the project will include a literary-artist-musician walk complete with interpretive signage, production of a brochure and a media package. Grant request is for the creation and printing of the brochure.

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Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-17-70	The Rotary Club of Reno Sunrise	Edible Pedal 100 Bicycle Ride	\$23,600.00	\$3,000.00	\$84,800.00	Funds will be used to purchase one-1/2 page color ads in "VIA" magazine that serves northern California, Nevada and Utah.	This is an annual event that has grown year-over-year. Grant funding awarded by the Division of Tourism is intended as seed money to help get an event off the ground. They were awarded \$4,000 last year. This is the 6th year of funding.
Total				\$175,848.00	\$132,295.00	\$845,464.00		

Total				\$743,145.00	\$504,230.00	\$2,588,394.00		
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