

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - State-Wide

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
State-Wide	SW-18-07	Carson City CVB	Nevada's Single-track Mountain Bike Adventure Phase II	\$15,000.00	\$15,000.00	\$60,000.00	Funds to be used to complete Phase II of the Single-track Mountain Bike Adventure campaign.	Nevada's Single-track Mountain Bike Adventure (NSMBA) Single track trails are the most desirable trails to ride for mountain bikers of all ability levels. With Nevada's vast open space, communities with intricate single track trail systems have a unique opportunity to tap into the mountain bike enthusiasts as they drive across the state in any direction. Using the Hwy 50/93 corridor, travelers on the NSMBA will have the opportunity to experience the communities along the loneliest road in America much more intimately as the campaign encourages stopping for the day to ride each community's trails. The communities that will be a part of phase 1 of the campaign include: Carson City (Ash to Kings Trail), Austin (Toiyabe Crest Trail), Ely (Cave Lake State Park), and Caliente (IMBA Trails). With the short drives between these communities, travelers will get a chance to be on their bike longer than they are in the car. As part of the campaign not only will the stories of Highway 50 and 93 be told but the services specific to mountain bikers needs, like tacos, craft beer, and hot springs to soak in at the end of the day. Funds will assist with video production, photography and website design. Funding covers Phase II of this state-wide project.
Total				\$15,000.00	\$15,000.00	\$60,000.00		
Grand Total				\$1,089,472.00	\$666,600.00	\$2,843,150.00		