

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Cowboy Country Territory

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Cowboy Country	CC-18-30	Cowboy Country Territory	Mountain Resort TV Campaign	\$6,000.00	\$6,000.00	\$12,000.00	Funding to be used to purchase air time on Mountain Resort Television/KAME for a six-month period.	This is a joint advertising campaign featuring both Cowboy Country and Pony Express territories. Funding will allow them to run pre-existing 2-4 minute videos twice a week for six months in the news programming as a special segment called "Exploring the Adventures and History of Rural Northern Nevada".
Cowboy Country	CC-18-31	Cowboy Country Territory	TV Campaign: Reno Metro Market - Phase 2	\$20,000.00	\$18,000.00	\$20,000.00	Funds to be used to run a television ad campaign throughout the Reno Metro Market for May, June, July and August 2018.	This project is designed to promote Cowboy Country and its communities in the Reno Metro Market. There are currently 450,000 potential visitors that don't know how amazing the communities in this territory are. This campaign will be aired on a combination of major TV affiliates (ABC, NBC, CBS) and will reach viewers North to South from Susanville to Bridgeport and West to East from Auburn/Placerville to Ely.
Cowboy Country	CC-18-32	Pershing County Chamber of Commerce	Pershing Tourism Brochures	\$11,000.00	\$11,000.00	\$22,000.00	Funds will be spent on designing, printing and distributing brochures for tourists.	The last time Pershing County printed brochures was in 2005. Amount recommended is in line with similar projects funded under this grant program. Would like to see a digital version of the brochures on loverslock.com website and on the Cowboy Country website.
Cowboy Country	CC-18-34	North Central NV Historical Society - Humboldt Museum	Humboldt Museum Billboards	\$6,900.00	\$6,900.00	\$13,800.00	Specifically the funds will be used to pay for 12 months of billboard advertising on 3 different billboards for Humboldt Museum.	This organization has not applied for grant funding in over 10 years. They feel placing ads on strategically located billboards along the I-80 corridor would influence travelers to stop and visit their museum which in turn could drive food and lodging revenues.
Cowboy Country	CC-18-35	Lander County Convention & Tourism Authority	FY2018 Marketing Grant	\$7,210.00	\$4,956.00	\$14,420.00	Funds to be used to place ads in magazines, newspapers and on the radio to promote Lander County events.	Funding to assist with magazine and radio advertising to promote their racing events.

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Cowboy Country	CC-18-36	Lander County Convention & Tourism Authority	LCCAT Website Development	\$8,700.00	\$6,000.00	\$17,400.00	Funds will be used to update landercountytourism.com and ensure it provides relevant information to visitors. It will cover the addition of 3 new pages and security for the site and a physical backup to the webmaster's computer and offsite programmer's site.	Funding to assist with website maintenance, SEO and Website Development.
Cowboy Country	CC-18-37	Lander County Convention & Tourism Authority	Madden Media Spring Insert	\$1,500.00	\$1,500.00	\$3,000.00	We will be purchasing a 1/2 page ad in the spring insert that will reach interested travelers and key markets at their peak planning time. I have done the spring and fall inserts several times now and have received thousands of leads and direct traffic to our website by these projects.	Funds to be used to place an ad in the spring insert through Madden Media.
Cowboy Country	CC-13-38	Lander County Convention & Tourism Authority	WHPSC Feasibility Study	\$17,500.00	\$17,500.00	\$40,000.00	Lander County Convention & Tourism would like to explore the possibility of creating a permanent year-round facility which will also house the World Human Powered Speed Challenge. We would like to use the funds to hire Better City to complete the feasibility Study. Scope of work will include data acquisition, marketing research, feasibility analysis and implementation strategy.	The World Human Powered Speed Challenge has been held on Highway 305, just south of Battle Mountain, and possesses the unique traits necessary for these highly engineered bicycles to achieve top speeds. The high altitude and arrow straight section of pavement has drawn athletes worldwide to test their speed bike designs and sprinting abilities since 2000. There is no other place in the World this event is held! During the race they experience road closures which constrain the long term growth of the event. LCCAT would like to hire a company to explore the feasibility to create a permanent venue and training facility as well as identify similar, yet diversified events, competitions, and potential uses that could be developed to create a year-round usage at the Center.

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Cowboy Country	CC-18-39	City of Carlin	Carlin Summer Events 2018	\$16,000.00	\$8,000.00	\$125,000.00	The Nevada Division of Tourism Funds will be used for broadened, radio, and media advertising in Nevada, Idaho and Utah. We want to advertise all seven events in print media - including our local newspaper, but also specialized print sources like Nevada Magazine or Everything Elko. We also hope to use the funds to create commercials to be used for Facebook advertising.	Funds to be used to promote 7 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. Awarded \$9,000 last year.
Cowboy Country	CC-18-40	National Historic California Emigrant Trails Interpretive Center Foundation	California Trail Billboards Spring 2018	\$10,000.00	\$8,000.00	\$20,000.00	Travel Nevada funds are leveraged with local matching funds to renew contracts on five compelling billboard ads along the I-80 corridor that attract travelers to visit the California Trail Interpretive Center and other related historical sites. The primary target market are those out-of-state residents traveling to and from Central California and the Wasatch Front.	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 for those within close proximity to the center.
Cowboy Country	CC-18-41	National Historic California Emigrant Trails Interpretive Center Foundation	Marketing Review & Analysis 2018	\$10,000.00	\$10,000.00	\$20,000.00	The California Trail Heritage Alliance and the Southern Nevada Conservancy will contract with a professional marketing firm to review our current marketing strategy then educate and advise us on the best promotional tactics for our future buys.	The NHCETICF currently has a fairly comprehensive ad campaign which includes trade shows, websites, display ads, outdoor advertising, videos, brochures and visitor guides. They believe it is important to have a professional review to make sure that their efforts are on target and are maximizing the investment.
Cowboy Country	CC-18-42	National Historic California Emigrant Trails Interpretive Center Foundation	Nevada Magazine Spring 2018	\$3,093.00	\$2,062.00	\$6,186.00	Nevada Tourism funds leveraged with Elko County Room Tax funds will be used to continue our marketing reach through Nevada Magazine. This grant will be used to contract three bi-monthly issues with Nevada Magazine during the Spring of 2018.	Funding to help cover expense to place ads in Nevada Magazine for their Mar/Apr and May/Jun editions.

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Cowboy Country	CC-18-43	National Historic California Emigrant Trails Interpretive Center Foundation	Print Language Translation 2018	\$1,500.00	\$1,500.00	\$3,000.00	The California Trail Alliance would hire an appropriate Chinese translator to develop a "History of the California Trail" marketing brochure in Chinese (Mandarin) language. The brochure would be distributed to new and existing Chinese-oriented tour companies which promote the California Gold Rush and related aspects of Nevada history. While primarily used for marketing, the brochures will also be suitable as souvenirs and marketing when travelers return to China.	The California Trail Alliance is interested in creating a California Trail Interpretive History brochure translated in Chinese (Mandarin) language. Tom Lester at the Elko Convention Visitor Authority is booking more and more bus tours of Chinese vacationers that stop at the Trail Center. They would like to embrace this development by providing a translated brochure for these special tourist from China. Request they also post on their website as a downloadable PDF.
Cowboy Country	CC-18-44	National Historic California Emigrant Trails Interpretive Center Foundation	Social Media Spring 2018	\$5,000.00	\$5,000.00	\$10,000.00	Travel Nevada grant funds will be leveraged with local matching dollars to contract for web ads and search optimization with Google and Facebook.	In 2018 they would like to strengthen their marketing position in social media through the use of Google and Facebook web ads. Promoting the California Trail Interpretive Center through internet marketing is consistent with how most individuals prefer to be informed these days. Their goal is to have a greater presence on the internet and make it easier for interested persons to find them.
Cowboy Country	CC-18-45	National Historic California Emigrant Trails Interpretive Center Foundation	Trail Days May 2018	\$3,500.00	\$3,500.00	\$7,000.00	The promotion of "Trail Days" has many parts which includes development and use of social media, display ads, videos, brochures, visitor guides and re-enactors. Our objective is to continually increase visitation along with the corresponding economic benefit of over night stays in surrounding communities.	For those interested in American Western History, "Trail Days" is a portrayal of emigrant life along the California Trail commemorating the migration of pioneer emigrants crossing Nevada in the mid 1800's. The visiting public is invited to step back in time and experience the knowledge and practice of daily tasks like blacksmithing, Dutch oven cooking or sewing by hand, as a few examples. "Trail Days" is exactly the kind of attraction that Millennials, Generation X, and foreign visitors are seeking.

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Cowboy Country	CC-18-46	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 help fund our marketing efforts by increasing our meeting and convention awareness to potential meeting planners which will create overnight stays in Elko.	The Elko CVA would like to continue their marketing efforts in 2018 to attract meetings and conventions to the Elko area. Elko is an unknown city with a lot to offer such as two great convention centers, over 2700 hotel rooms, regional airport with daily flights to Salt Lake City, 2 golf courses and many attractions. Results from similar projects in FY2016 and FY2017 reflect a high success rate.
Cowboy Country	CC-18-47	Wells Chamber of Commerce / Trail of the 49ers Interpretive Center	Wells Chamber of Commerce Marketing 2018	\$15,000.00	\$10,000.00	\$21,450.00	Funding pays for billboards, Nevada Magazine, radio, newspaper, direct mail, brochures, social media and website.	The objective is to entice travelers to explore and experience the Wells area, stay for more than a couple hours, rent rooms and return for more experiences. It is their intension to give people a memorable experience and hope that those people decide to explore because of the advertising that was viewed. Received \$10,000 for this project in FY2018 1st Cycle.
Cowboy Country	CC-18-48	High Desert Cruisers	Wells Fun Run 2018	\$7,800.00	\$3,000.00	\$32,000.00	We will use the funds for advertising (Radio-TV-Print- Mail), website maintenance, participation in three Trade Shows and purchase a new banner and Tent. We will promote our event and the Northeastern Nevada Region (Cowboy Territory).	The Wells Fun Run is the biggest economic weekend in Wells each year. They sell every Hotel and Motel Room and fill up the RV parks plus they put an additional 30 RV's on the soccer field at the park. Awarded \$4,000 last year.
Cowboy Country	CC-18-49	City of West Wendover	Destination West Wendover 2018	\$1,500.00	\$1,500.00	\$3,000.00	Funds will be used to update two 30-second quality commercial spots that aired last Winter/Fall on the Park City Hotel TV in-room advertisement channel. The grant will help cover the cost to run the commercials for six months. This will play at over 2,500 rooms nonstop for the interim of the contract.	The City of West Wendover is looking to reach more viewers and attract them successfully by showcasing lodging, dinning, gaming, entertainment, attractions, activities and events. Creating a clear message to increase awareness about the area will enable a broader marketing and promotional reach.

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Cowboy Country	CC-18-50	City of West Wendover	Go West Summit 2018	\$1,800.00	\$1,800.00	\$3,600.00	Funding will cover the cost to register and attend Go West Summit.	The City of West Wendover has not attended this show in over 10 years but feel this one will be ideal for them as it is being held in Salt Lake City which is a gateway for West Wendover. They should have an opportunity to participate in up to 25 one-on-one marketplace appointments during this show.
Total				\$164,003.00	\$136,218.00	\$413,856.00		