

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

| Territory        | Grant ID | Organization              | Project Name                             | Request Amount | Recommend   | Total Budget | Funds will be used  | Comments   |
|------------------|----------|---------------------------|--|----------------|-------------|--------------|---|--|
| Indian Territory | IT-18-06 | Indian Territory          | 2018 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 training registration brochures, postage, and travel for tourism and tribal tourism professionals to provide training to participants.  | This year is the 10th Anniversary for the training. 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 and within the state. The Territory plans to expand upon the concepts and discussions that were identified in prior trainings.   |
| Indian Territory | IT-18-07 | Indian Territory          | 2018 Stewart Father's Day Powwow         | \$2,500.00     | \$1,000.00  | \$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 has reached the end of its funding cycle since it has received funding since 2008.   |
| Indian Territory | IT-18-08 | 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.   |
| Indian Territory | IT-18-09 | Indian Territory          | Indian Territory Website Maintenance     | \$4,800.00     | \$4,800.00  | \$4,800.00   | Nevada Division of Tourism funds will be used to provide website maintenance for the Indian Territory website. These funds will be used to attract tourists to Nevada.  | 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.   |
| Indian Territory | IT-18-10 | Pyramid Lake Paiute Tribe | Pyramid Lake Airport Digital Advertising | \$7,000.00     | \$7,000.00  | \$14,000.00  | The grant funds will be used to purchase a one-year subscription for digital advertising at the airport.  | The Pyramid Lake digital advertising project will give year-round advertising exposure to visitors arriving at the Reno-Tahoe Airport, through the use of digital video display in the arrivals area of the airport. These digital advertisements will focus on exposing visitors to the cultural, outdoor activities, and sport fishing available at Pyramid Lake. While many visitors are aware of Lake Tahoe, few know about the scenic beauty and tourism opportunities at Pyramid Lake. |
| Total            |          |                           |  | \$26,000.00    | \$24,300.00 | \$35,500.00  |   |  |