

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

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Las Vegas Territory	LV-18-29	Las Vegas Territory	Certified Folder Display Service Inc Visitor Marketing Program	\$14,500.00	\$14,500.00	\$14,500.00	Distribution of up to 100,000 newly created collateral rack cards to distribution areas throughout Southern California.	Primary objective is to promote and distribute newly revised Las Vegas Territory rack cards to the southern California drive markets for Las Vegas and Rural Southern NV.
Las Vegas Territory	LV-18-30	Las Vegas Territory	Website Maintenance	\$2,400.00	\$2,400.00	\$2,400.00	This is a 24 month maintenance program to support our existing website.	Funds to be used for website maintenance.
Las Vegas Territory	LV-18-31	Las Vegas Territory	Search Engine Marketing	\$17,000.00	\$8,500.00	\$17,000.00	To help increase traffic to our site for our existing members. Currently our percentage of visitors are extremely low.	Funds to be used for Search Engine Marketing specialist for remainder of FY2018. Organization should evaluate cost/benefit and apply for additional funding consideration should the results render a positive outcome.
Las Vegas Territory	LV-18-32	Las Vegas Territory	Midwest Travel Supplier Tradeshows	\$5,300.00	\$0.00	\$5,300.00	Funds to be used to cover registration and travel expenses to attend these shows.	The shows listed by applicant already have a strong Las Vegas area representation, including the LVCVA representatives from Laughlin, Primm and Mesquite.
Las Vegas Territory	LV-18-33	Las Vegas Territory	Traveler's Passport Book Revision	\$5,000.00	\$5,000.00	\$5,000.00	Funds to be used primarily for the redesign, reformat and editing of this publication. Does not include printing.	The Traveler's Passport Book has been a successful market piece for Las Vegas Territory. The booklet needs to be redesigned to include more experiential activities throughout their territory.
Las Vegas Territory	LV-18-34	Destination Services Assoc	Destination Services Association	\$5,000.00	\$2,000.00	\$10,000.00	Funds to be use for securing the trade show booths, rental of display equipment and services, shipping of rack cards and supplies plus travel expenses.	This organization submitted a grant request in the 1st cycle requesting \$6,000 to attend shows throughout FY2018 and they were awarded \$4,000. The amount awarded in this cycle should help them attend the shows they originally targeted in the 1st cycle.

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Las Vegas Territory	LV-18-35	Dam Short Film Society	Dam Short Film Festival	\$10,000.00	\$7,000.00	\$50,000.00	Funds will be used for the promotion of the Dam Short Film Festival. Specifically, the creation of promotional video spots to be used on website, social media, and as B-roll footage for broadcast news coverage, and photographing the event for publicity of the festival. Funds will also be used for paid media.	The 14th Annual Dam Short Film Festival is a four day event showcasing over 100 carefully selected films by independent filmmakers from around the world. In addition to over 20 screening programs, the festival also hosts numerous events and parties such as the Awards Gala, Filmmaker Panel, Film Market, Filmmaker Lounge, Dam Mixer, Filmmaker Meet and Greet, and more. This is the second request for funding for this event. Funds are to be used for the out-of-area advertising. Events funded through this grant program are given "seed money" that will decrease year-after-year, with the expectation the event will either succeed on its own or be discontinued if not profitable. Awarded \$8,000 for initial request.
Las Vegas Territory	LV-18-36	Mesquite Chamber of Commerce	Mesquite Chamber Business and Visitor Guide 2018	\$10,000.00	\$10,000.00	\$31,887.00	Chamber would like to contract with Nevada Magazine to publish our 2018 Guide. Nevada Division of Tourism funds will be utilized to assist in paying for the publication.	Mesquite Chamber of Commerce publishes an annual relocation/visitors guide which is placed in kiosks, gas stations and visitors centers along the I-15 corridor from Utah through Nevada to California. This funding request is to assist them with the design and layout of the publication.
Las Vegas Territory	LV-18-37	Mesquite Chamber of Commerce	Nevada Magazine Advertising 2018	\$6,750.00	\$0.00	\$6,750.00	Funds will be used to purchase 3 - 1/4 page ads in Nevada Magazine Events & Show's: M/A - M/J - J/A editions.	Applicant requested full amount of project without providing indication of match or requesting a waiver for the match. Request denied.
Total				\$75,950.00	\$49,400.00	\$142,837.00		