

FY2018 2nd Cycle Rural Marketing Grant Program
Staff Recommendations - Nevada Silver Trails

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Nevada Silver Trails	NST-18-48	Nevada Silver Trails	Desert Companion Magazine	\$14,800.00	\$9,000.00	\$15,000.00	Funds to be used to advertise in Desert Companion Magazine.	Funding to cover costs for 3 full-page print ads in the Desert Companion Magazine plus 3 insertions of an article and an ad in their e-newsletter, including creative and design fees.
Nevada Silver Trails	NST-18-49	Nevada Silver Trails	Google Ads	\$4,200.00	\$4,200.00	\$4,400.00	Nevada Silver Trails has researched Google AdWords opportunities and is qualifying for a non-profit grant. There is no cost for Google AdWords advertising for non-profits so the cost of this project covers media placement and management. The manager will set demographic parameters for the ads, track results, make any needed adjustments and provide NST monthly updates. This is a very targeted effort and in addition to strengthening the promotional efforts for NST, the campaign will also provide the territory valuable demographic data that can be used for other marketing efforts.	This is a new marketing effort for Nevada Silver Trails and focuses on a Google AdWords media buy. Google AdWords is an online advertising service that enables advertisers to display brief advertising copy to web users, based in part on cookies, keywords, predefined by the advertisers, that might link the copy to the content of web pages shown to users. This is a pay-per-click program (PPC) and advertisers pay when users seek more information about the copy displayed. NST believes this very targeted program will help drive more visitor traffic to NevadaSilverTrails.com.
Nevada Silver Trails	NST-18-50	Nevada Silver Trails	Misc. Ad Updates and Resizes	\$2,000.00	\$0.00	\$2,200.00	Creative and design services to provide annual updates to print and banner ad resizes throughout the year for various publications including Nevada Magazine, American Road and others.	Not all projects can be funded in this cycle and this was considered a lessor priority than other projects submitted by this applicant.
Nevada Silver Trails	NST-18-51	Nevada Silver Trails	Newsletter On-Line	\$5,000.00	\$5,000.00	\$5,400.00	Funds will be used to compile and send a quarterly digital Territory newsletter to their subscriber database.	In today's world of instant information delivered on-demand, a digital newsletter is one of the most cost-effective ways to reach a target market with relevant and timely information on the Territory.
Nevada Silver Trails	NST-18-52	Nevada Silver Trails	Radio Advertising	\$25,000.00	\$12,500.00	\$25,200.00	174 one-minute radio and digital spots will be purchased from Lotus Broadcasting Group (stations KOMP-FM and KXPT-FM in Las Vegas) at a cost of \$22,500 to promote events in Nevada Silver Trails Territory during last half of fiscal year 2018.	Funding will allow the territory to fund radio spots for the rest of the fiscal year. Awarded \$12,188 in the first cycle to cover the first half of the period.
Nevada Silver Trails	NST-18-53	Nevada Silver Trails	RV travel.com	\$4,384.00	\$2,192.00	\$4,584.00	Funds to be used to place on-line banner ads in RV publications running from July to October 2018 and March to June 2019.	Application states banner ads would be placed from July - October 2018 and March - June 2019. Funds awarded to cover ad placement for July - October 2018 only.

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Nevada Silver Trails	NST-18-54	Nevada Silver Trails	Search Engine Optimization	\$2,760.00	\$2,760.00	\$3,000.00	Nevada Division of Tourism funding will be used to contract a company to develop the first stage of a basic search engine optimization program. The goal is to increase the visibility and ranking of NevadaSilverTrails.com on major search engines.	NevadaSilverTrails.com remains the major marketing tool for the territory, but lacks a search engine optimization program (SEO). The web site is performing fairly well because of social media referrals and other advertising leading people to the site, but it is not getting the volume of visits it needs for a robust tourism economy. This is most likely because the territory name has very little connection about who or where they are, therefore the need for SEO.
Nevada Silver Trails	NST-18-55	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	\$2,000.00	\$123,000.00	The requested funds 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 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 16 to 19, 2018. Awarded \$3,000 for 2017 Expo.
Nevada Silver Trails	NST-18-56	Tonopah Historic Mining Park Foundation	Newsletter Project Tonopah Historic Mining Park	\$1,200.00	\$1,200.00	\$2,400.00	Funds will be used to pay a contractor to evaluate and design the newsletter into more email-friendly format and to identify and contact all possible likely organizations and entities who might consider sharing email lists or sending the newsletter to their clients. The goal is to greatly extend the reach of the newsletter while reducing the overall costs of production.	This request proposes expanding the reach of a very popular newsletter, TAILINGS, via email. Tonopah Historic Mining Park prints 3,000 copies of TAILINGS, with two editions annually, Spring and Fall. Newsletters are printed and distributed to members, hotels and the public. The newsletter also appears on their website. This project proposes to expand the reach of TAILINGS by adding distribution via email while reducing the number of printed copies, which will lower their production costs.
Nevada Silver Trails	NST-18-57	Town of Tonopah	Convention Center Advertising	\$2,664.00	\$2,664.00	\$5,328.00	Funds to help pay for advertising in Nevada Business Magazine in order to promote Tonopah as a business meeting and conference destination.	The Town of Tonopah would like to promote their town as a destination for conferences and meetings "in the middle of everywhere" which would result in more bookings for the recently remodeled Convention Center, as well as more overnight stays in local hotels.

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Nevada Silver Trails	NST-18-58	Town of Tonopah	Convention Center Media Kit	\$1,000.00	\$1,000.00	\$2,600.00	Funds to be used to develop and print a Tonopah Convention Center Media Kit.	Having a digital media kit for the Tonopah Convention Center for online distribution, as well as a print media kit for distribution at trade shows, meetings, conferences, and mailings will allow for greater marketing of the Tonopah Convention Center. The Town of Tonopah is currently working on a print and online Convention Center advertisement campaign, and the media kit will be used in tandem with the advertising in order to promote the town and the Tonopah Convention Center as a convention and business meeting destination.
Nevada Silver Trails	NST-18-59	Town of Tonopah	Stargazing Advertising	\$1,230.00	\$1,230.00	\$2,460.00	Nevada Division of Tourism funds will be utilized to advertise in magazines specifically geared towards stargazing enthusiasts.	Tonopah was named the #1 Stargazing Destination in the United States by USA Today. The Town has decided to make stargazing a focal point, even incorporating the stars into the new Town logo. The Town of Tonopah recently installed the Tonopah Stargazing Park, where amateurs and professionals alike view the night sky, either with the naked eye or with telescopes.
Nevada Silver Trails	NST-18-60	Town of Tonopah	Tonopah Print Advertising 2018	\$4,623.00	\$4,623.00	\$9,245.00	Funds to be used for a print advertising campaign.	This project includes print ads in Nevada Magazine (Mar/Apr, May/Jun, Jul/Aug, Sep/Oct, Nov/Dec issues and the Jan/Feb 2019 issue; and an ad in the Big Map along with the Rides Guide, both published mid-year.
Nevada Silver Trails	NST-18-61	Town of Tonopah	Tonopah Radio Advertising 2018	\$1,800.00	\$1,800.00	\$3,600.00	Funds to be used for a radio advertising campaign.	This advertising promotes local attractions such as the Tonopah Historic Mining Park, Central Nevada Museum, the newly developed stargazing site, etc.; activities such as stargazing, ATV-riding, ghost hunting, etc.; and annual events like Jim Butler Days, Summer Rodeo, Wine Walk, Ghost Walk, etc. through website ads and radio spots placed at prime time.
Nevada Silver Trails	NST-18-62	Town of Tonopah	Tonopah Website Redesign	\$4,498.00	\$4,498.00	\$7,875.00	The Nevada Division of Tourism funds will be used to pay our website administrator for half the cost of the website redesign plus 28 hours (\$560) of in kind contribution.	The updated website will incorporate new photography, reorganized tabs that will be easier for tourists to navigate, new verbiage and added events/attractions, and it will be mobile friendly.

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Nevada Silver Trails	NST-18-63	Town of Amargosa Valley	Amargosa Days 2018	\$30,000.00	\$8,000.00	\$60,000.00	These funds will help us with marketing and advertisement to help promote the event outside of our local area. We want to hit the retirees and the people who like to have livestock in California, Idaho and Utah. Amargosa Valley Nevada is a great place for retirees.	This is a first time request for this 3-day event that has been taking place since 1968. This is the premier tourism event for the Town of Amargosa Valley.
Nevada Silver Trails	NST-18-64	Town of Pahrump	FAM Tours	\$750.00	\$0.00	\$1,500.00	The funds will be used to pay for accommodations, attractions and meals for the larger FAM trips and for individual influencer expenses and accommodations. This is a project we have done for 5 years and it has worked very successfully to increase room nights via social exposure and driving visitors to the website to book rooms	Not all projects can be funded in this cycle and this project was deemed less critical than other projects submitted by this applicant.
Nevada Silver Trails	NST-18-65	Town of Pahrump	Production and Photo Assets	\$4,000.00	\$4,000.00	\$8,000.00	The funds will be used to conduct photo shoots and buy rights to the photographs for special events, festivals, and scenic shoots. Our website has stock photos that are not of Pahrump and we are in desperate need of native photo assets.	This funding is vital to their photo asset bank and to their website and social media. They need a photo bank of authentic Pahrump photos. Grantee must also share unencumbered photos with TravelNevada for posting on the Industry Partner Digital Asset Management (DAM) system.
Nevada Silver Trails	NST-18-66	Town of Pahrump	Promotional Product	\$5,000.00	\$2,500.00	\$10,000.00	The funds will be utilized to purchase premium gifts for the specific visitor survey project as well as some swag for FAM and trade and travel shows.	Award to cover expenses for logo'ed SWAG for travel/trade show distribution and will not cover costs for premium gifts.
Nevada Silver Trails	NST-18-67	Town of Pahrump	Trade and Travel Shows	\$5,000.00	\$5,000.00	\$10,000.00	These funds will be used for airfare, hotel, conference registration, booth registration, and transportation at shows for sales calls.	This project includes attending travel, trade, and educational seminars. Attending shows helps Pahrump promote their RV Parks as well as the hotels and attractions. Attending education seminars enables them to stay current on industry trends which helps them stay relevant to the visitor.
Nevada Silver Trails	NST-18-68	Pahrump Valley Chamber of Commerce	Pahrump Magazine, Visitation & Relocation Guide	\$10,000.00	\$10,000.00	\$35,000.00	Funds will be spent on increasing the total number of magazines and maps printed and distributed from 10,000 to 20,000.	The magazine is the only visitors guide published in Pahrump and is one of the pieces distributed at travel/trade shows attended by the Town of Pahrump Tourism Director. Would like to see a digital version of the guide on the visitpahrump.com website and on the Nevada Silver Trails website.

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Nevada Silver Trails	NST-18-69	Lincoln Communities Action Team (LCAT)	Drone Event	\$15,500.00	\$8,000.00	\$17,500.00	Funds to be used for advertising in Utah, Las Vegas, northern Nevada and California through web banner ads and social media advertising. Ads will be placed in publications that target drone lovers. Clubs and groups in and from surrounding states will be contacted and connected.	This is a new 2-day event that will draw visitors from Nevada, Utah, California and Arizona to join with other drone fans and fly their units in the desert of Lincoln County. The participants will meet the first morning for introductions and gain an understanding of the event. In the afternoon different challenges will be available for flying their drones. The second day the participants will continue into different challenges and then will socialize and discuss their adventures in the afternoon. A drone company working in Lincoln County and local drone enthusiasts will assist in structuring the challenges. The participants will be offered event packages including accommodations and meal options.
Nevada Silver Trails	NST-18-70	Lincoln Communities Action Team (LCAT)	LCAT Lincoln County Photo Festival	\$16,500.00	\$6,500.00	\$18,500.00	Funds to be used for the design and printing of promotional posters and flyers, advertising in Utah, Las Vegas, northern Nevada and California through print ads, web banner ads, and social media advertising. Print ads will be placed in publications that target photographers and nature lovers. Funds will also be used to contract event marketing and coordination, participant food and refreshments, and the design and production of t-shirts and swag.	Lincoln County hopes to draw visitors from Nevada, Utah, California and Arizona for this 2-day event to photograph the scenic sites in Lincoln County. They ran a pilot event in September this year and feedback was all positive. Funding will assist with the paid media portion of the project (Social media, banner ads and newspaper ads). Event scheduled to take place in April 2018.
Nevada Silver Trails	NST-18-71	Pioche Chamber of Commerce	Pioche 2018 Las Vegas Advertising Campaign	\$10,000.00	\$5,000.00	\$20,000.00	Funds will be used to pay for newspaper ad placement and online banner ads in the Las Vegas Review Journal. Cost includes all creative direction and ad design/production. In addition, the Pioche Chamber of Commerce would like to increase this effort by either advertising in another newspaper group (ex. Greenspun Media Group) or increasing the ad frequency in LVRJ.	This project focuses on newspaper advertising in the Las Vegas Review Journal's "Travel & Outdoors" section, and online digital banner ads. In 2017, Pioche ran an ad campaign in this publication that included both print and online banner ads. The advertisements promote the town's heritage, things to see and do, lodging, and Pioche's special events, including those held at the Thompson's Opera House. The goal is to increase visitor and audience numbers by advertising in Las Vegas, which is within a few hour's drive time.
Total				\$179,909.00	\$103,667.00	\$396,792.00		