

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

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Pony Express Territory	PE-18-44	Pony Express Territory	Billboards	\$23,880.00	\$15,000.00	\$23,880.00	Funds will be used for annual leases, design installation, vinyl and commission for two billboards.	The goal is to encourage travelers to take "the road less traveled." They want to entice the leisure traveler, motorcyclist and the RV'er to explore the "Loneliest Road." The billboards will help do this while complimenting their existing marketing campaigns.
Pony Express Territory	PE-18-45	Pony Express Territory	Deerfield Media News Joint Project	\$6,250.00	\$6,000.00	\$12,500.00	This will be a joint territory grant with Cowboy Country and Pony Express Territory to air already composed videos on television. The funding will pay for existing videos of both territories to air twice a week in the news programming in a special segment called "Exploring the Adventures and History of Rural Northern Nevada.	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".
Pony Express Territory	PE-18-46	Pony Express Territory	PET International Brochure Printing	\$3,500.00	\$3,500.00	\$3,500.00	Funds to be used to augment partially funded grant from FY2018 1st Cycle to complete this project.	Funds to help with production and translations of their walking brochure and their driving brochure into 6 languages.
Pony Express Territory	PE-18-47	Pony Express Territory	PET Media Relations and Social Media	\$15,000.00	\$10,000.00	\$15,000.00	Funds will be used to create and execute a comprehensive media relations and social media action plan to produce earned media and paid media opportunities promoting the territory.	Funds to be used to engage a public relations firm with proven experience and measurable outcomes within the PET to provide media relations and social media services.
Pony Express Territory	PE-18-48	Pony Express Territory	PET OHV Marketing	\$12,500.00	\$12,500.00	\$12,500.00	Funds will be used to promote the app in the following ways: 1. A Public Relations effort aimed at reaching influencers, blogging, creating partnerships with OHV groups, dealerships, and national manufacturers, creating a digital press kit, SEO and App Store optimization, and seeking awards and positive reviews from mobile app review sites. 2. In market promotion including restaurant table tops, posters and stickers applied to all territory fulfillment pieces. 3. Integrating the app on all territory social media platforms including a download icon on all community websites and tagging existing territory marketing and print ads with the app icon.	The PET OHV Trail app marketing project will grow awareness of Nevada's outstanding off-road trails that feature unique geology, scenery, and history. The outdoor recreation and OHV market is growing exponentially and Nevada can capitalize on this trend by helping to promote an app that lets visitors access these trails safely and efficiently.

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Pony Express Territory	PE-18-49	Pony Express Territory	PET Online Marketing on TripAdvisor	\$10,050.00	\$10,050.00	\$10,050.00	Nevada Division of Tourism funds will be utilized to continue the online marketing efforts of Pony Express Territory with TripAdvisor. The Destination Marketing Organization Tourism Sponsorship includes highlighted PET community pages and online banner ads. All advertising follows PET branding guidelines ensuring that a consistent message is maintained. In addition, all efforts promote "America's Loneliest Road" and highlight the Highway 50 Survival Guide program.	This project will fund the Pony Express Territory online marketing effort with TripAdvisor (the current TripAdvisor contract expires in October 2017.) TripAdvisor is the World's largest online travel guide, global travel information provider, and travel review resource, and is the 3rd generator of web traffic to PonyExpressNevada.com. The TripAdvisor Destination Marketing Organization Tourism Sponsorship is an annual subscription that allows a DMO to sponsor prime placements on their destination's tourism page on TripAdvisor. TripAdvisor has over 35 million unbiased reviews and opinions and over 30,000 new reviews and opinions are created daily (21 per minute.) The cost also includes maintaining an aggressive social media program, with networks including Facebook, Pinterest, and Twitter.
Pony Express Territory	PE-18-50	Pony Express Territory	PET Print Media 2017-18	\$32,000.00	\$15,000.00	\$32,000.00	Travel Nevada funds will be used to continue ads in Utah Media Group, a new campaign in the Las Vegas Review Journal, Gold Country Media, American Road, Madden Media and True West and includes production.	This project continues the print advertising campaign that is already in progress, and augments the program funded in the first cycle. Pony Express Territory is at the midway point of their print advertising campaign for 2017-18. This campaign maintains the Pony Express branding and messaging, and highlights each individual community and what there is to see and do.
Pony Express Territory	PE-18-51	Pony Express Territory	PET Swag	\$4,775.00	\$4,775.00	\$4,775.00	Funds will be utilized to purchase different colored bandanas (per community) branded with the Pony Express and Travel Nevada logos. This cost also includes shipping and handling from the vendor to the various communities along Hwy 50.	The purpose of this campaign is to help bolster the current Highway 50, "The Loneliest Road in American" campaign. Each NV Hwy 50 community within the Pony Express Territory will offer a different colored bandana (branded with the Pony Express Territory and TravelNevada logos) for travelers to collect as they go, being encouraged to share out on social media, with fellow travelers, as well as with their friends and home communities.

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Pony Express Territory	PE-18-52	Fallon Convention & Tourism Authority	Fallon Website Redesign	\$20,000.00	\$12,000.00	\$40,000.00	Funds to be used for a complete redesign of the FCTA website VisitFallonNevada.com.	A user-friendly, efficient, navigable and secure website is essential to the overall marketing of any tourism operation, most specifically to that of a rural Nevada community such as Fallon. In the past two years, the responsiveness, relatability and most specifically, security of the Visit Fallon website has been far less than optimal. This has adversely impacted their public relations as well as the delivery of their services, with negative ramifications in marketing the Fallon brand to visitors.
Pony Express Territory	PE-18-53	Fallon Convention & Tourism Authority	Summer Events Marketing	\$10,000.00	\$8,000.00	\$20,000.00	Funds will be used in conception, design and implementation of enhanced marketing campaigns for Fallon's summer season of events and special events. The funds will be used for media outreach that would include TV, radio, print, internet and social media outreach and possibly a summer media FAM focused on Fallon's special events.	This marketing program will aid and support the Fallon summer special event schedule with additional promotional dollars, public relations and ad campaigns. The objective is to fully penetrate various markets with extended radio and TV buys, public relations promotions/search engine ads, and social media push out combining the Fallon brand with specific special events and/or seasons. The Fallon tourism office provides grant support to special events, often leaving little money for additional advertising and marketing that could help the events and the Fallon tourism effort. Travel Nevada funding support will elevate and grow the advertising campaigns of all events and the area.
Pony Express Territory	PE-18-54	Fallon Convention & Tourism Authority	Top Gun Dragstrip	\$6,000.00	\$4,000.00	\$16,000.00	Funds will be used to market Top Gun Dragstrip with a range of media including the web, broadcast, print and outdoor. Funds will also be used for an extensive public relations and social media campaign.	Top Gun Dragstrip is one of Fallon's important visitor attractions, drawing racers from across the United States. This project seeks to promote the track and its racing season, and grow the number of racers and spectators who visit the track in 2018. Awarded \$5,000 last year.
Pony Express Territory	PE-18-55	Churchill Arts Council	Completion of Website Redesign & Marketing Enhancement	\$10,500.00	\$3,000.00	\$61,600.00	Funds will be utilized to complete the website redesign; to update On-Page Search Engine Optimization and Off-Page Optimization (SEO).	Award to help them complete the website redesign project which also received funding in the 1st cycle.

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Pony Express Territory	PE-18-56	The Greater Austin Chamber of Commerce	Reprinting Brochures	\$7,450.00	\$7,000.00	\$8,450.00	These funds will be used to print 10,000 of each of these brochures: Historical Journey, Welcome to Austin Newspaper, Lost in Austin flyer, and Gold Venture Driving Tour.	The grant request is for the reprinting of four brochures for Austin, Nevada. They are running critically low on their most popular brochures for Austin. They will also be used for fulfillment requests. It is important to get these brochures in the hands of the travelling public to increase the awareness of Austin and Central Nevada.
Pony Express Territory	PE-18-58	Eureka Restoration Enterprise	Nevada State Old-Time Fiddlers' Contest	\$5,535.00	\$5,500.00	\$15,000.00	Funds will be utilized primarily to create a stand-alone website for the Nevada State Old-Time Fiddlers' Contest. This will enable the event to be linked to other Nevada tourism sites as well as other state and regional fiddler associations and contests. The rest of the funds will be used for a 1/4 page advertisement in the Mar.-Apr. 2018 issue of "Nevada Magazine" and 10 days of radio airtime on KUNR prior to the event.	The Nevada State Old-Time Fiddler's Contest provides a venue for participants to compete against one another in their respective age groups for prize money and a chance to compete at the National Fiddler's Contest in Weiser, Idaho. More importantly, this event helps promote and perpetuate a unique American art form - old-time fiddling.
Pony Express Territory	PE-18-59	White Pine County Tourism & Recreation Board	Grand Circle Association 2018	\$5,000.00	\$4,400.00	\$7,000.00	The grant funding will once again be used to purchase an ad in the Grand Circle Travel Planner, renew our membership in the organization and for travel related expenses to attend the quarterly meetings.	The Grand Circle is the only marketing organization that targets domestic and international visitors interested in visiting the National Parks and Monuments of the Southwestern United States including the Great Basin National Park in Nevada. They also promote National Scenic Byways in the five states of Colorado, New Mexico, Arizona, Utah, and Nevada. The goal is to capture a small portion of the millions of visitors that travel into the National Parks in the Four Corners region of the U.S.
Pony Express Territory	PE-18-60	White Pine County Tourism & Recreation Board	Media Relations 2018	\$26,000.00	\$4,000.00	\$30,000.00	Funds will be used to develop a comprehensive time line to deliver press releases and web postings in order to garner targeted media exposure; build and use relationships to pitch regional, national and international tourism media coverage; and to create new and fresh releases for our many media platforms.	White Pine County Tourism & Rec Board (WPCTRB) would contract with a Media/Public Relations firm to develop a plan to support their marketing efforts to promote their special events and attractions.
Pony Express Territory	PE-18-61	White Pine County Tourism & Recreation Board	Social Media Development & Marketing 2018	\$13,000.00	\$2,000.00	\$15,000.00	Funds to be used to produce fresh content, ads, and social media boosts.	The overall goal of this project is to improve the effectiveness of social media and digital communications for the White Pine County Tourism & Recreation Board.

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Pony Express Territory	PE-18-62	White Pine County Tourism & Recreation Board	Website Renovation & Maintenance 2018	\$12,000.00	\$5,000.00	\$20,000.00	We will use the grant funds along with our website budget to work with our webmaster to keep fresh content, optimize our site and place banner ads among many other options available, witch will increase our website visits and visitors to our area.	In the complex world of internet marketing, the White Pine County Tourism & Rec Board feels they need to invest more resources to banner ads, Google AdWords, analytics and search engine optimization.
Pony Express Territory	PE-18-63	White Pine County Tourism & Recreation Board	White Pine County Tourism & Recreation Board International Marketing 2018	\$4,000.00	\$4,000.00	\$6,000.00	Nevada Division of Tourism funding will be used to translate, produce digital files, and print brochures to promote White Pine County to international markets. There will be two printed brochures, 2,500 each, for a total of 5,000. The brochures will be translated into French and German with Chinese and Korean on digital files. Digital files for each of these brochures will be available as a pdf download and page-turning format on www.elynevada.net and promoted on all our social media networks.	According to the White Pine County Tourism & Rec. Board, they continue to see more international visitors in their office and they are sure the National Park, Railroad and other visitor centers in the area are as well. The two highest non-English-speaking visitors are from Germany and France. They feel that having their brochure translated in these two languages will increase their length of stays in the area and perhaps the state.
Pony Express Territory	PE-18-64	White Pine County Tourism & Recreation Board	White Pine Visitors Guide 2018	\$6,000.00	\$6,000.00	\$8,000.00	We will use the grant to offset the costs of printing the extra copies we need, 15,000 to 20,000 (last year we had to do a reprint that cost us \$4,800 and it looks like we will have the same issue this year) to distribute throughout the year.	Ely is a relatively small community that relies on tourism to sustain and supplement their economy. Creating and printing the annual visitor's guide is paramount to their tourism efforts. They use this as their number one fulfillment piece for all inquiries and distribute them at all the Travel Shows they attend. They are also placed in all hotels, motels, RV parks and key visitor centers around the state.

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Pony Express Territory	PE-18-65	Nevada Northern Railway Foundation	Only in Nevada Extraordinary Adventures Marketing	\$30,000.00	\$10,000.00	\$60,000.00	Because of the extraordinary uniqueness of our programs, we need to showcase and explain our programs to the traveling public. To do this we will use enthusiast's publications such as Classic Trains, Trains Preservation History, Tourist Train Directory, and Live Steam magazines. These publications are read by high income individuals. Additionally, we will use direct mail and social media to target these individuals to showcase our extraordinary offerings. With the economy improving now is the time to get our unique programs in front of the traveling public. Most of our participants fly to Las Vegas, spend a night there and rent a car and drive to Ely.	Funds will assist in promoting experiences on the Nevada Northern Railway that can only happen in Nevada through paid media and targeted direct mail advertising.
Pony Express Territory	PE-18-66	Nevada Northern Railway Foundation	Website Maintenance and Enhancements	\$8,200.00	\$4,400.00	\$16,400.00	Funds to be used for website maintenance and enhancements.	Funding to assist with 1/2 the expenses for website maintenance and enhancements based on FY2017 actuals.
Pony Express Territory	PE-18-67	White Pine Rodders	White Pine Rodders Car Show	\$7,500.00	\$7,000.00	\$15,000.00	Funds to be used for print and radio advertising all over Nevada, Utah, Idaho, Arizona, and California. We are planning to advertise in Hemmings car magazine and Mountain West Street News.	This is a 2-day car and truck show that attracts visitors from across Nevada and the surrounding states. This is the second year of funding for this well-attended event.
Pony Express Territory	PE-18-68	White Pine County Agricultural District 13	Rodeo, Horse Races, County Fair and Western Fun	\$3,500.00	\$3,500.00	\$7,000.00	Funds to be use for Social Media and Public Relations to promote the activities and attractions Ely has to offer over this 3-day weekend event.	The White Pine Horse Races have been expanded to a three-day weekend of horse racing, coupled with the Ranch Rodeo, White Pine County Fair and Ely Volunteer Firemen's Annual BBQ. The expanded weekend is filled with activities that can become even more successful in attracting new and returning visitors to White Pine County through a robust media relations and social media campaign to promote the authentic Western events.

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Pony Express Territory	PE-18-69	Silver State Classic Challenge Inc	SSCC Media Marketing 2018	\$8,000.00	\$6,000.00	\$14,000.00	We plan on utilizing the grant funds to improve our social media reach, place ads in targeted motor sports publications and web sites, and to create flyers (post cards) and posters to be displayed and passed out at other motor sports events through our board members and racers to make our 30th anniversary and future race events grow. Along with the \$6,000 we received from White Pine County, we are updating our website and presence in the motor sports world.	This is the 30th anniversary of open road racing in Nevada which began in 1988. They hold two races each year, one in May and the other in September. These races have an economic impact on four eastern Nevada counties: Clark, Lincoln, Nye and White Pine.
Total				\$290,640.00	\$172,625.00	\$473,655.00		