

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

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend	Total Budget	Funds will be used	Comments
Reno-Tahoe Territory	RT-18-34	Reno-Tahoe Territory	Reno-Tahoe Territory Photo Acquisition	\$18,500.00	\$18,500.00	\$18,500.00	To acquire photography which is owned by and licensed to the Reno-Tahoe Territory through a combination of commissioned photo shoots and stock photo purchases.	The Reno-Tahoe Territory needs to acquire photos which they own outright and can use at any time for any project. Currently the RTT Flickr account is filled with images of questionable ownership and use-rights. As they move forward with media and wholesale/tour operator relationships, it is imperative that they are confident that photos provided to them for onward use are licensed as "unencumbered". In order to achieve this they need to commission a photo-shoot and/or make a significant purchase of stock photography. Photos must also be made available to TravelNevada for unencumbered use on their assets site.
Reno-Tahoe Territory	RT-18-38	Lake Tahoe Visitors Authority	AMGEN - Professional Cycling Race	\$10,000.00	\$5,000.00	\$280,000.00	Funds will be directed towards digital advertising, social media and public relations. Since this event is viewed as a media event, PR is a primary focus and requires a dedicated PR professional for coordination pre-event, on site, and post-event.	This event is a UCI (top ranking) sanctioned cycling race, which puts Lake Tahoe on the map as a competitive cycling destination. The LTVA believes that being a host city to an internationally high profile cycling event raises awareness for the destination, the region and the state as a world-class cycling destination. The event promotes cycling as a lifestyle and promotes the destination as a place for recreational and elite cycling and training. In 2018 the LTVA has been invited to be the host city for the start and finish of Stage 3 of the Women's Race, and the finish for Stage 6 of the Men's Race. Both Races are expected to travel through the Carson Valley and through Stateline, NV. The cycling field will consist of the top Men and Women riders in the world, which will draw significant international attention to the event and the destination.

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Reno-Tahoe Territory	RT-18-39	Lake Tahoe Visitors Authority	Tahoe South Meetings Marketing	\$16,500.00	\$15,000.00	\$50,000.00	NDOT funds will be used to implement the marketing plan. The plan may include: digital display advertising, eblasts and enewsletters, website page re-design, public relations, FAM trips and meeting-specific asset acquisition.	With the recent renovation and development of meetings-capable lodging properties, the LTVA's constituents are asking for additional support to attract meetings/conventions of all sizes to the South Shore. This includes a wide range of properties and attractions, including Harrah's, Harveys, MontBleu, Hard Rock, The Ridge Tahoe, the new Edgewood Lodge, Heavenly, and Zephyr Cove Resort. In order to develop a sound meetings marketing strategy, the LTVA employed the services of Digital Edge, a company specializing in DMO consulting and strategy development in the meetings segment. Digital Edge will develop a meetings destination SWOT analysis and the LTVA hopes to implement a marketing plan based on their analysis of the market and where their best opportunities are to capture incremental group business.
Reno-Tahoe Territory	RT-18-40	Lake Tahoe Visitors Authority	Tahoe South Special Events Advertising	\$15,000.00	\$10,000.00	\$105,000.00	To promote events through the purchase of digital advertising to include, but not limited to, Digital Display/Re-targeting, email marketing and SEM.	The Tahoe South events brand continues to gain traction in the Northern California drive market and summer events, including up to 14 Harvey's Outdoor Arena concerts; at least two multi-day festivals at Hard Rock Hotel; and additional big name entertainment at MontBleu Resort; along with sporting and cultural events, will be the focus of the summer campaign.

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Reno-Tahoe Territory	RT-18-41	Lake Tahoe Visitors Authority	Tahoe South Spring Loaded	\$20,000.00	\$15,000.00	\$65,000.00	NDOT funds will be used to support 79 radio spots in the Orange County/Long Beach DMA's. Partners will provide prize vacation package elements including air, lodging, and lift tickets. Radio promotions will drive awareness of direct air service to the region and the south shore's winter product. Funds will also go to promoting this event via social media.	Lodging occupancy on the South Shore has continued to be flat during the "spring break" period and the onset of winter shoulder season. The LTVA has reviewed traditional spring break periods across the US and has determined that the spring break dates actually span over four weeks, depending upon the region. Looking to attract winter enthusiasts including families, couples, and college age students on break, the "Spring Loaded" period was identified to include three weekends and 16 days total. Assembling ski resort, lodging and attraction partners, the Spring Loaded event will provide a vehicle to promote a collection of events during that time period. Lodging partners have been asked to provide package incentives to provide a value/retail message. The goal is to drive incremental visits and overnight stays as the winter season winds down.
Reno-Tahoe Territory	RT-18-42	Lake Tahoe Visitors Authority	With IVCBVB - Most Beautiful Drive Brochure	\$8,750.00	\$8,750.00	\$17,500.00	To update print and distribute 75-100,000 copies of The Most Beautiful Drive in America brochure.	LTVA & IVCBVB are interested in reprinting the brochure "The Most Beautiful Drive in America". This brochure details the 72 mile drive around Lake Tahoe and showcases the National Scenic Byway which runs from Incline Village, along Hwy 28, to Stateline, NV. This route includes Crystal Bay, Mount Rose Lookout, Tahoe Center for Environmental Sciences, Sand Harbor, Spooner Lake, Cave Rock, and Zephyr Cove Resort. They plan to update the brochure with new information and hope to print 75-100,000 which should last 3-4 years. The large quantity is needed to support distribution through Certified Folder, local DMO's and Visitor Centers, regional hotels, etc.
Reno-Tahoe Territory	RT-18-43	6237 Adventures	DeCelle Memorial Lake Tahoe Relay	\$20,000.00	\$8,000.00	\$50,000.00	Funds to be used to promote this event to a target market in an effort to draw participation world-wide.	This is a first time request for this event. This will be the 54th annual running of the race and promises to bring in hundreds of participants and their support teams.

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Reno-Tahoe Territory	RT-18-44	Team Tahoe	Transform Destination Ecosystem	\$5,000.00	\$5,000.00	\$24,200.00	Nevada Division of Tourism funds underwrite the building and implementation of the campaign's core marketing outreach: geo-fencing, digital and social media advertising.	The goal of this project is to get more people riding bicycles to reduce environmental impacts, improve the Tahoe experience, and begin transforming the destination to become a more authentic and intimate community that differentiates itself from other destinations. Bike Tahoe Means Business: Transforming the Destination Ecosystem project places agency vision, goals and objectives on the ground with a practical approach focusing on the economic driver (commerce) to affect change. It brings together businesses and consumers (travelers) through incentives for both. This consumer-to-business engagement can influence a new community narrative, meet agency objectives, and help transform the destination - building a new sustainable brand identity.
Reno-Tahoe Territory	RT-18-45	Thunderbird Lodge Preservation Society	Website Redesign & Digital Marketing	\$23,000.00	\$12,000.00	\$47,000.00	The funds will be used to fund the complete redesign of our website which will incorporate more visitor-friendly web pages and shopping cart. A portion will be used to purchase video and display ads for our digital campaign, reaching travelers looking for local Lake Tahoe activities.	The Thunderbird Lodge website has not been upgraded since 2009, and they need to incorporate digital marketing elements into it to more effectively reach a national audience to promote the Thunderbird Lodge and the Lake Tahoe region.
Reno-Tahoe Territory	RT-18-46	UC Davis Tahoe Environmental Research Center	Lake Tahoe Science Center Marketing	\$8,790.00	\$8,790.00	\$17,580.00	Funds to be used for the Lake Tahoe Science Center Marketing Campaign including paid media, print, radio and television advertising.	Nevada Commission on Tourism funds will be utilized for the implementation of the Tahoe Environmental Research Center's (TERC) marketing plan based on media outlets that have previously shown positive results. TERC marketing efforts are designed to maximize the benefits of these platforms under a limited budget. The diversity of marketing media will allow TERC to reach a large number of potential visitors and increase traffic across the border to Incline Village, Nevada.

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Reno-Tahoe Territory	RT-18-48	Carson Valley Visitors Authority	Social Media Ad & Promotional Program	\$5,500.00	\$5,500.00	\$11,000.00	Funds to be used for a Social Media Ad & Promotional Program to include FaceBook Ad Plan, SEO and ID Remarketing.	The Carson Valley Visitors Authority will use funds to launch a Search Engine Marketing (Google SEM/AdWords) campaign around brand awareness of all activities and lodging options in Carson Valley, to maintain Visit Carson Valley's presence and increase year-round visitation and local bookings. The SEM objective and goal will be accomplished by establishing Visit Carson Valley in a prominent Ad Rank (position #1 - #2.5) in front of anyone in the target markets (Sacramento, Stockton, Modesto, Bay Area) searching on Google for activities and lodging options in the Carson Valley.
Reno-Tahoe Territory	RT-18-49	Carson Valley Visitors Authority	Video Content Development	\$12,050.00	\$11,050.00	\$24,100.00	Funds to be used to produce 3 "Legends of the Valley" vignettes to compliment their marketing plan.	Carson Valley desires to undertake a more comprehensive and wider distribution video project to support their overall messaging "Legends of the Valley". The concept is to share the experience of Carson Valley in an emotional way that connects the visitor to the valley beyond a traditional destination video, by showcasing both the people and places through brief vignettes.
Reno-Tahoe Territory	RT-18-50	Carson City Culture & Tourism Authority	24 Hours In The Old Pueblo	\$2,000.00	\$2,000.00	\$4,000.00	Funds will be used to cover travel expenses to attend this mountain bike event to be held in Tucson, Arizona in February 2018.	The Carson City Culture & Tourism Authority was the recipient of the "Top Mountain Bike Race in the Country" in 2017 and received a free booth at the 24 Hours in the Old Pueblo Mountain Bike Race to be held in Tucson AZ in February 2018. This is one of the largest 24-hour mountain bike races in the world. Grant funds to assist with travel expenses.

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Reno-Tahoe Territory	RT-18-51	Carson City Culture & Tourism Authority	NEA Big Read - True Grit - Marketing Campaign	\$5,000.00	\$3,000.00	\$10,000.00	Funds to be used to market a new event debuting in Carson City in May-June 2018.	The Carson City Cultural & Tourism Authority (CCCTA) received a "Big Read" grant from the National Endowment of the Arts for this month-long event showcasing the novel "True Grit". Events will take place at the Carson City Library, the Community Center, Fuji Park Fairgrounds, the Nevada State Museum, the Old Globe Saloon, and Stewart Indian School. There will be collections, demonstrations and activities around the "True Grit" theme. Funding to help with B-Roll and paid media.
Reno-Tahoe Territory	RT-18-53	Carson City Culture & Tourism Authority	Sea Otter Classic	\$3,000.00	\$3,000.00	\$6,000.00	Funds requested to be used to purchase booth space at this event to be held in Monterey, California in April 2018.	Carson City Cultural & Tourism Authority will be center stage at this highly attended trade show which draws 70,000 Spectators - 10,000 Athletes - 6,500 Campers - 700 Exhibitors – and 375 Journalists.
Reno-Tahoe Territory	RT-18-55	Carson City Culture & Tourism Authority	Visitors Guide Reprint	\$5,000.00	\$5,000.00	\$10,000.00	The funds provided will be used to redesign the guide, create content, photos and printing costs.	The CCCTA will partner with Sierra Nevada Media to reprint the Carson City Visitors Guide. A total of 20,000 printed books will be distributed outside of 100 miles of Carson City. The CCCTA will include an E-book option for online users.
Reno-Tahoe Territory	RT-18-56	Carson City Symphony Assoc. Inc.	Carson City Symphony 2018 Pops Party Concert	\$1,300.00	\$1,300.00	\$3,650.00	Funds to be used to cover expenses for fliers, radio advertisements and printed programs.	Carson City Symphony will perform its 34th annual Pops Party concert in June 2018. The concert features the Symphony, Carson City Symphony Chorus, and a guest singer, to be determined. The event encourages local talent, develops new audiences, and enhances the cultural and economic life of the community.
Reno-Tahoe Territory	RT-18-57	Mile High Jazz Band Assoc. Inc	Jazz & Beyond - 2018 Music & Art Festival	\$1,800.00	\$1,500.00	\$30,700.00	Tourism funds will be used to market the festival by newspaper, magazine, social media and radio advertising/underwriting in Nevada communities more than 100 miles from Carson City and outside Nevada, including the Sacramento Calif. area.	"Jazz & Beyond" is a summer music and art festival consisting of performances, art shows, lectures, workshops, films, and jam sessions for people of all ages. The objective of the grant request is to market the festival outside the local area, thereby increasing audience and overnight visitors to Carson City.

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Reno-Tahoe Territory	RT-18-58	Northern Nevada Railway Foundation	E Commerce Tracking	\$1,000.00	\$1,000.00	\$2,000.00	NDOT funds will be used to develop an e-commerce tracking program, to set up program and test users across multiple domains from online ads to the V&T website, and then to ActivityTickets.com, where the actual sales transaction takes place.	They need a more sophisticated tracking process set up in order to accurately track users across multiple domains from online ads to the V&T website and then to ActivityTickets.com, where the actual sales transaction takes place. Having this data will help them measure advertising performance, thus allowing them to make sound marketing decisions in terms of where to allocate marketing dollars based on performance.
Reno-Tahoe Territory	RT-18-59	Northern Nevada Railway Foundation	Off Season Marketing project for V&T Railway	\$2,000.00	\$2,000.00	\$4,000.00	Funds to be used for Facebook and Paid Search campaigns and email blasts to data base to promote gift certificates, photo gift items and to prompt planning for next season	They are planning marketing campaigns to maintain brand momentum during the off season and keep V&T top of mind when people are planning trips to the area. There will be two campaigns: November-December Facebook and paid search ad campaigns to promote V&T gift certificates during the holiday season, and email blasts to database to promote gift certificates and souvenir photo products as gift ideas. In January -March they plan to do email blasts with train trivia quiz and prize giveaway entry. They will also do email blasts with customer testimonials and promotion of V&T gift certificates.
Reno-Tahoe Territory	RT-18-60	Brewery Arts Center	Marketing for the BAC Outdoor Concert Series	\$8,000.00	\$7,000.00	\$103,000.00	Funds to be used to promote BAC Outdoor Concert Series events through advertisements in magazines, newspapers, radio and social media.	The Brewery Arts Center Summer Concert series will begin its 3rd season next summer. They were awarded the Levitt "AMP" award to help offset expenses and have the support of the entire downtown community. Funding to help with paid media to promote events.

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Reno-Tahoe Territory	RT-18-61	Virginia City Tourism Commission	Lifestyle Photography Shoot	\$3,000.00	\$3,000.00	\$5,000.00	Grant funds will be used to offset the cost of hiring an established photographer for a shoot, talent for photos if needed, and editing hours.	With an Updated website being created and continuous growth in marketing endeavors, the VCTC wanted to invest in the visual part of its tool belt. The goal of this grant and the previously funded website grant is to engage with their audience the way they want to see things. VCTC will utilize these photos in all marketing campaigns including print, social media, online, Google redirect. These photos will highlight the characters and culture of Virginia City across the region. Photos must also be made available for unencumbered use by TravelNevada.
Reno-Tahoe Territory	RT-18-65	Piper's Opera House	Website Update	\$12,000.00	\$12,000.00	\$24,000.00	Funds to be used to develop a website for this historic venue.	Piper's Opera House currently has no functioning website. The proposed website will feature a full calendar of events, a history of Piper's Opera House and its architecture, and a media press kit packed with stories of the many famous individuals who peopled this National Historic Landmark. There will be videos and social media links. Once active, the site will allow them to sell performance tickets online and serve as their membership drive mechanism as well.
Reno-Tahoe Territory	RT-18-68	The Rotary Club of Reno Sunrise	2018 Edible Pedal 100 Bicycle Ride	\$2,000.00	\$2,000.00	\$93,000.00	All \$2,000 will be used to purchase web-based ads focused on northern California residents. If they search for terms such as "bicycle rides" the Edible Pedal 100 will appear as one of the possible alternatives for the user to "click" on.	The objective of this project is to promote visiting Northern Nevada to Northern California residents who are of similar demographic population that already participate in the Edible Pedal 100. They plan to use "Facebook" or other web-based advertising as the basis of their campaign. Web-based advertising funded from TravelNevada in 2017 helped increase their out-of-state ridership from 8% of total riders to 10% of their total riders. Received \$3000 last year.
Total				\$209,190.00	\$165,390.00	\$1,005,230.00		