

Territory	Grant ID	Organization	Project Name	Request Amount	Recommend/Award Amount	Total Budget	Funds will be used	Comments
Cowboy Country	CC-19-01	Cowboy Country Territory	Administration	\$3,000.00	\$3,000.00	\$3,000.00	The funds are used to pay for expenses such as travel, office supplies, correspondence, training, education, etc.	The funds in this grant will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, training and educations, etc.
Cowboy Country	CC-19-02	Cowboy Country Territory	Good4Utah Television Campaign	\$6,000.00	\$0.00	\$12,000.00	This will be a television/tourism outreach campaign for Cowboy Country and Pony Express Territory in Salt Lake City market on the ABC and CW affiliates based on Good4Utah News programing. Package includes 3 news stories, (approximate 2-3 minutes) shot on location in CCT, 15 second commercial bumpers leading into segments and airing of 30 sec. CCT commercial announcements. Segments will also be archived on Good4Utah.com for year. Total amount for project is \$12,000 and sharing with PET. Plan to spend \$6,000.	This project was deemed a lesser priority. Not all projects can be funded in this cycle.
Cowboy Country	CC-19-03	Cowboy Country Territory	TV Campaign: Salt Lake City Metro Market Phase 3	\$20,000.00	\$12,000.00	\$20,000.00	This project is designed to promote Cowboy Country and it's communities in the Salt Lake City Metro Market. There are over 948,00 TV households in this area. This DMA is one of the largest in the United States. Total impression equal over 4 million. "In Your Backyard" will be aired on a combination of major TV affiliates (ABC, NBC, CBS). Plan to spend \$20,000 on television insertion orders. We can expect repeat visitors who will share their experiences with others who are also within quick striking distance.	Funds will be used to purchase airtime on major TV markets in the Salt Lake City Metro area.
Cowboy Country	CC-19-04	Cowboy Country Territory	Consumer Travel Shows	\$18,085.00	\$15,000.00	\$18,085.00	Plan to send from 1 - 4 Cowboy Country volunteers to 4 travel shows. Utah Travel Expo will send 1-2 people for total of \$1,650; Morris Murdock Travel will send 2 for total of \$2,195; Denver Travel & Adventure will send 3 for a total of \$6,870; Bay Area Travel & Adventure will send 3-4 people for a total of \$5,970. All totals include booth space, travel, lodging and meals. There will be an additional charge of approx. \$1,400 to ship the materials to Denver. Total amount requested: \$18,085.	Cowboy Country representatives will promote their territory as well as the rest of Nevada at 4 consumer travel shows in Denver, Utah and Northern California. Funding for Denver and Bay Area show would require Cowboy Country presence in TravelNevada booth at these two shows.

Cowboy Country	CC-19-05	Cowboy Country Territory	Marketing and Advertising	\$20,000.00	\$10,000.00	\$20,000.00	The funds will be used to continue to advertise and promote Cowboy Country. We will again utilize Madden Media to attract more visitors. We will place ads in the annual Nevada Travel Guide and other publications. We will produce our quarterly newsletters and distribute our special events postcards.	Funds will be used to promote Cowboy Country in various magazines, to generate and send out quarterly newsletters, to create and mail event specific postcards and for social media advertising.
Cowboy Country	CC-19-06	Cowboy Country Territory	Nevada Magazine	\$14,060.00	\$6,000.00	\$14,060.00	The funds will be used to place 6 - 1/2 page ads in Nevada Magazine and design 4 new ads relating to special events and recreational opportunities that Cowboy Country has to offer.	The territory believes they can attract more visitors to their area by advertising in Nevada Magazine and will highlight special events and recreational opportunities. Funding covers ad placement.
Cowboy Country	CC-19-07	Cowboy Country Territory	Cowboy Country Promotional Items	\$5,000.00	\$5,000.00	\$5,000.00	Purchase items with our logo and website on them to give out at travel, trade or consumer shows. We plan to give out for FAM's and special events. They are a great keepsake and reminder of CCT.	The territory will purchase promotional items to drive visits to their website and to keep their name in front of potential visitors.
Cowboy Country	CC-19-08	Cowboy Country Territory	Tourism Website Maintenance	\$2,500.00	\$2,500.00	\$2,500.00	Cowboy Country contracts with a Webmaster to maintain and update our website. We also have to use some of the funds to pay the yearly fees for keeping our domain names and web hosting fees.	Funds are to be used to maintain and update Cowboycountry.org. Some of the funds pay for domain names and web hosting.
Cowboy Country	CC-19-09	Friends of Black Rock High Rock	Expanding Reach of Online Promotions	\$7,500.00	\$3,750.00	\$10,250.00	TravelNevada funds will help offset costs related to web-hosting, domains, and web maintenance and programming. Funds will also go towards social media ads on Facebook, Twitter, and Instagram.	BlackRockDesert.org is the number one source of up-to-date information about the Black Rock Desert. It's imperative that the website remain functional. Approximately 1/3 of site visits are on mobile devices. Funding to cover expense for website maintenance and and assist with social media.

Cowboy Country	CC-19-10	Friends of Black Rock High Rock	Gerlach Rack Cards	\$6,600.00	\$6,600.00	\$7,700.00	Funds will be used for design, copywriting and production costs.	They were awarded a grant in 2016 to produce a brochure and would like to produce a rack card featuring the now "open to the public" Fly Geysers. A grant for Cowboy Country Territory in FY2018 will air a spot featuring the geysers on the "in Your Backyard" campaign this summer which should generate a lot of interest from potential visitors.
Cowboy Country	CC-19-11	Lovelock Revitalization Association	Pershing County I-80 Promotional Billboards	\$10,740.00	\$0.00	\$10,740.00	Each 14 tall X 48 wide billboard's base cost includes one printed vinyl and maintenance. Additionally, we will have two additional large vinyl prints to change out. The vinyls will have one of four pictures: the Historic Courthouse, Marzen House Museum, Lover's Locks Plaza and Hot Air Balloons. All of the large vinyls are reusable and the costs include install and take-down, maintenance and can continually be reused. The add-ons will be put on the billboards 30 - 60 days prior to the event. Each add-on will have the Event name and date and also includes maintenance, install and take-down. Events to Promote include: Lovelock Car Show, Lovelock Rodeo, Frontier Days, Lovers Aloft Balloon Fest, Safe Havens Moonlight Howl, Rye Patch Metal Detecting Nugget Shoot. During non-event periods we will have vinyl add-ons for the Points-of-Interest (Court House, Marzen House Museum and Lovers Locks Plaza) and hours of operation where applicable. We have worked out costs with Arena Outdoor, Inc out of Fernley, Nevada. They are giving Lovelock Revitalization Association a pricing discount (15%) for the billboard rentals.	In reviewing last years rural grant awards it is apparent Pershing County does not have a formal marketing plan which would encourage them to use a variety of marketing tools & applications to promote their destination (website development and maintenance, social media, print advertising) This request is for advertising their events on two billboards along the I-80 corridor. The problem with this is travelers are already heading for a pre-determined destination and it is very unlikely they will change their plans to participate in an event along the way. Would suggest they reevaluate the most effective marketing tools they can use to draw visitors to their events. It should also be noted they did not have any kind of match for this request.

Cowboy Country	CC-19-12	Winnemucca Convention & Visitors Authority	2019 Shooting the West Photography Symposium	\$5,000.00	\$5,000.00	\$10,000.00	Nevada Division of Tourism funds will be used for advertising and promoting the event, along with website upgrades and development.	This is the first year that Shooting the West will be coordinated by the Winnemucca Convention & Visitors Authority.
Cowboy Country	CC-19-13	Winnemucca Convention & Visitors Authority	2019 TV Ad Campaign	\$6,000.00	\$6,000.00	\$11,000.00	Nevada Division of Tourism funds will be used to help finance the cost of approximately 220 30-second television spots over a 5 month time period. This will include promotion of events like Winnemucca Ranch Hand Rodeo Weekend, Run-A-Mucca Motorcycle Rally, Winnemucca Wheels and the Tri-County Fair & Stampede.	By advertising on TV, Winnemucca will effectively reach target market thereby successfully increasing room nights.
Cowboy Country	CC-19-14	Winnemucca Convention & Visitors Authority	2019 Nevada Magazine	\$8,500.00	\$6,000.00	\$11,700.00	Nevada Division of Tourism funds will be utilized to purchase a 1/2-page, full color, guaranteed placement advertisement in 6 issues of Nevada Magazine.	Funds will be used for advertising in NV Magazine.
Cowboy Country	CC-19-15	Friends of the Farm, Inc.	Fall Farm Festival-Lazy P Farm	\$5,500.00	\$3,800.00	\$8,500.00	The NCOT funds will be used to assist with a variety of event marking tools that include, flyers, brochures, posters, print, radio and television advertising, banners, internet advertising, website maintenance and hosting, and maze layout and design.	Funding will assist with website maintenance and hosting fees; magazine, newspapers and radio advertising; and printing of the brochure.
Cowboy Country	CC-19-16	Safe Haven Wildlife Sanctuary	Visitors Guide & Video Tourism Outreach Project	\$11,055.00	\$7,000.00	\$11,055.00	The funds will be used for a westbound and eastbound 180 billboard for six consecutive months, create and install three 3'x5' aluminum road signs that will guide visitors to the sanctuary, installation of a remote gate access system for entrance into the facility and a two to three minute Safe Haven video that can be linked to our website, advertising and tourism venues.	Funding is for video and billboard portion of request. Funds shall not be used for gate or remote gate access.

Cowboy Country	CC-19-17	Lander County Convention & Tourism Authority	U.N R. Fam Tour	\$4,000.00	\$2,000.00	\$8,000.00	Funds will be used to rent a 55 passenger coach bus, provide food and hotel rooms to approximately 45-55 UNR students , faculty and regents to attend the World Human Powered Speed Challenge on September 11th & 12th, 2018. We are hoping to attract U.N.R to fund a bike so they may become a regular attendant at the W.H.P.S.C..	In conjunction with their World Human Powered Speed Challenge, Lander County Convention & Tourism Authority (LCCTA) received a grant from TravelNevada to explore the feasibility to create a permanent venue and training facility as well as identify similar, yet diversified events, competitions, and potential uses that could be developed to create a year-round usage at the Center. One of the findings from the study was the need to grow the existing event by recruiting teams from US based universities. This request would expose students, faculty and regents from UNR to the event with hopes they would put together a team and participate in the race each year. Request was to host approximately 50 UNR representatives, award would help host 25 UNR representatives.
Cowboy Country	CC-19-18	Lander County Convention & Tourism Authority	2019 Nevada Magazine Visitor Guide	\$2,125	\$2,125.00	\$4,250	This project funds the design and placement in the 2019 Nevada Magazine Visitors Guide. This allows us to promote tourism within Lander County.	Funds to be used to place a 1/2-page ad in the 2019 Nevada Travel Guide promoting the events, museums and activities in Lander County.

Cowboy Country	CC-19-19	Lander County Convention & Tourism Authority	Battle Mountain Raceway Advertising FY 18-19	\$2,000.00	\$0.00	\$4,000.00	LCCAT will purchase radio ads for the 2019 Battle Mountain Raceway racing season. We will also purchase a membership to Nomadic Broadcasting texting club, which has a database of racers and fans who sign up to receive information about the racing season. We will also print posters and place them in other towns to promote our racing season. The Battle Mountain Raceway continues to grow every year in racers which in turn has increased our spectators. All the race days are 3 days which produce room nights for each weekend of racing.	This organization was awarded funding for this project in the FY2018 2nd Cycle Marketing Grant program. Suggest they reapply for funding consideration in the FY2019 2nd Cycle Marketing Grant application period for promoting next summer's events.
Cowboy Country	CC-19-20	Lander County Convention & Tourism Authority	P.R.I.D.E Hospitality Training Program	\$5,000.00	\$0.00	\$10,000.00	Funding for this project will be used to partner with Lander County UNR Cooperative Extension to bring in a Coordinator to host a Pride Customer Service Program to approximately 25-40 Battle Mountain Front line service providers. Tourists and Visitors to an area are important to the economy. This will be a 2-3 hour workshop that teaches front-line employees quality customer service techniques and helps them become familiar with highlights and tourist attractions in Battle Mountain.	While the intent is certainly noble, the estimated cost (\$10,000) to hold a 2-3 hour customer service training for frontline employees in Battle Mountain seems extremely high and it would need to be repeated for the Austin and Kingston frontline employees. Suggest the organization pursue other providers to deliver this training or even look into a webinar on the subject.

Cowboy Country	CC-19-21	Lander County Convention & Tourism Authority	Web Maintenance FY 18-19	\$2,400.00	\$2,400.00	\$4,800.00	Funds will be utilized to update new calendar listings,copy revisions,photo & video additions and updates, and build at least three new pages as needed. The funds also cover hosting costs and security for the site. The program includes monitoring the site for any needed updates to ensure that the system is up to speed and as secure as possible. Tasks include troubleshooting any database errors, making sure that the site is updated with the newest versions of WordPress and the latest plugins, review traffic on a monthly basis (make sure the site isn't getting hit by hackers), and physical backups of all the files to the webmaster's computer and offsite programmer's computer in Reno, NV.	This project assures the continuation of the Lander County Tourism website maintenance program and includes hosting and security. The website is a major marketing tool for Lander County promoting the communities of Battle Mountain, Austin and Kingston.
Cowboy Country	CC-19-22	Trail Center Foundation	Social Media Fall 2018	\$5,000.00	\$5,000.00	\$10,000.00	Travel Nevada grant funds will be leveraged with local matching dollars to contract for web ads and search optimization with Google and Facebook. Facebook web ads at \$500 per month, for six months (July thru December 2018) is \$3,000. Google web ads and search optimization at \$1,166.66 per month, for six months (July thru December 2018) is \$7,000. Total project cost is \$10,000.	Funds will be matched with room tax dollars. Much success in 2016 with similar project.
Cowboy Country	CC-19-23	Trail Center Foundation	Nevada Visitor Guide 2019	\$2,750.00	\$2,500.00	\$5,500.00	Travel Nevada grant funds will be leveraged with local matching dollars to contract with Nevada Magazine for continued marketing through the 2019 Visitor Guide.	Aligning with Travel Nevada allows Trails Center to leverage organization's reach.
Cowboy Country	CC-19-24	Trail Center Foundation	California Trail Billboards Fall 2018	\$10,000.00	\$8,000.00	\$20,000.00	Travel Nevada funds are leveraged with local matching funds to renew contracts on five compelling billboard ads along the I-80 corridor that attract travelers to visit the California Trail Interpretive Center and other related historical sites. The primary target market are those out-of-state residents traveling to and from Central California and the Wasatch Front.	The requested funding will be used to renew the contracts on existing billboards along the I-80 corridor. Grant funding should be used for the billboards that have the potential to influence the travelers decision to visit the facility and not for those within close proximity to the center.

Cowboy Country	CC-19-25	Trail Center Foundation	Nevada Magazine Fall 18 Spr 19	\$6,186.00	\$5,000.00	\$12,372.00	Nevada Tourism funds, leveraged with Elko County Room Tax funds will be used to continue our marketing reach through Nevada Magazine. This grant will be used to contract six bi-monthly issues with Nevada Magazine from July 2018 through June 2019.	Awarded \$6000 in FY17 for similar project. Recommending \$5000.
Cowboy Country	CC-19-26	Elko Convention & Visitors Authority	Trifold Brochure/Certified Folder	\$10,000.00	\$7,500.00	\$20,000.00	TravelNevada funds will be used to reprint our trifold brochure featuring the North Eastern Nevada Museum, California Trail Center, Western Folklife Center, Sherman Station, Lamoille Canyon and the Cowboy Arts & Gear Museum. These brochures will be used to fill information rack card placements, handed out at various consumer/trade shows and placed in visitors centers.	These trifold brochures feature the North Eastern Nevada Museum, the California Trail Center, the Western Folklife Center, Sherman Station, Lemoille Canyon and the Cowboy Arts & Gear Museum. They will be used to fill information rack card placements as well as be handed out at various consumer/trade shows and visitors centers. Awarded similar project in 2017 \$7,500.00.
Cowboy Country	CC-19-27	Elko Convention & Visitors Authority	Rides & Rods Elko Classic Car Show	\$4,000.00	\$4,000.00	\$8,000.00	The TravelNevada funds will be used to market the event through television, radio, web and print advertising.	Elko rebranded this event last year by combining two car shows (Rides & Rods and Elko Classic Car Show) into one show. There were 229 registrants, an increase of 38 cars over registrants to both shows the previous year.
Cowboy Country	CC-19-28	Elko Convention & Visitors Authority	Prospecting & Site Retargeting Leisure Marketing Campaign	\$10,000.00	\$0.00	\$20,000.00	The NCOT funds will be used to help fund our marketing efforts by increasing tourism awareness as to what Elko has to offer, which will create overnight stays in Elko. We will focus on the leisure traveler that wants to experience outdoor recreation, events, area attractions etc.	Not all projects can be funded in this cycle. They received a grant in the amount of \$10,000 in the last cycle for a similar project. Suggest they reapply for funding consideration in the FY2019 2nd cycle.

Cowboy Country	CC-19-29	Cowboy Arts & Gear Museum	Marketing/Rack Card Brochures	\$15,000.00	\$5,000.00	\$15,000.00	Funds will be used to create, print and distribute 60,000 rack cards through Certified Folder to promote the Cowboy Arts & Gear Museum.	This organization is requesting a waiver for matching funds as they just opened their doors in February of this year which was too late to request funding from their local room tax authority for this fiscal year and too early to apply for funds in the next fiscal year. Award amount will allow them to design and print the rack cards and brochures. Suggest they apply for funding from their local room tax authority for next fiscal year and submit a grant to distribute the collateral for funding consideration in the 2nd Cycle FY2019 application period.
Cowboy Country	CC-19-30	Northern Nevada Autism Network	Ruby Mountain Relay Race Series	\$10,000.00	\$0.00	\$20,000.00	100% of the money will be used to advertise events on the internet, radio, mailings and magazines.	Per applicant, this race series began 5-4-18 and completes 8-31-18. Those dates are not within the required timeframe for this grant cycle. Suggest applicant reapply for funding consideration in the FY2019 2nd cycle for next year's race series.
Cowboy Country	CC-19-31	Northern Nevada Autism Network	Ruby Mountain Relay Timberline Trail Run	\$12,000.00	\$0.00	\$20,000.00	The Ruby Mountains are a wonder beyond believe but few people know of them. Northeastern Nevada is very rural. To draw large amounts of people to the Ruby Mountains, large advertising campaigns are needed. This is something small organizations like ours just can not do. We work very hard to get permits, find the perfect places and get the word out locally but we can't penetrate the surrounding metropolitan areas. We need advertising support.	Per applicant, this race takes place on 8-25-18. Per the grant guidelines, events that take place in July or August should apply for grant funding in the 2nd cycle of the previous fiscal year. Suggest they apply for funding consideration in FY2019 2nd cycle for next year's event.

Cowboy Country	CC-19-32	Wells Chamber of Commerce/Society for the Preservation of Western Heritage	Wells Chamber of Commerce Marketing	\$10,000.00	\$10,000	\$28,000.00	NDOT will be used to pay for the advertising component as well as the billboard monthly fees.	The objective is to entice travelers to explore and experience the Wells area, stay for more than a couple hours, rent rooms and return for more experiences. It is their intension to give people a memorable experience and hope that those people decide to explore because of the advertising that was viewed.
Cowboy Country	CC-19-33	High Desert Cruisers	Wells Fun Run 2018	\$7,500.00	\$0.00	\$32,000.00	We will use the funds for advertising (Radio,TV,Print Mail), web site maintenance,and attend three trade shows and purchase a new banner and tent. We will promote our event and the Northeastern Nevada Region (Cowboy Country Territory)	This organization received a grant in the FY2018 2nd Cycle for this event which will take place in July 2018. Suggest they reapply for funding consideration in the FY2019 2nd Cycle application period for next years' event.
Cowboy Country	CC-19-34	City Of West Wendover	Park to Park Road Trip Marketing Grant	\$3,500.00	\$3,500.00	\$7,000.00	The funds would cover the assessment and itinerary integration, custom story in three languages on the West Wendover area. Social media posts in English and three foreign languages. Three international markets and the US, which targets 250,000 road trip travelers.	West Wendover sits halfway between Yellowstone and Yosemite National Parks. Utilizing this type of media outlet gives them a great opportunity to inform National Park enthusiasts about what they might see on their way from one park to the next. This is an online global travel planning platform with audiences in the US, Canada, Mexico, Germany, Italy, France, the UK, Australia, New Zealand, China and Brazil.

Cowboy Country	CC-19-35	City Of West Wendover	Megaplex Theaters Grant	\$20,000.00	\$0.00	\$40,000.00	Funds will be used to place one :30 second pre-feature commercials at Jordan Commons, the Junction and Valley Fair Megaplexs in their 55 Theaters, to play Monday through Sunday at all auditorium (except VIP theaters).	Not all projects can be funded in this cycle. The cost of this project is projected at \$40,000 and would only reach a very small market. According to a study by the academic marketing journal Marketing Bulletin, the timing and length of featured advertisements that are shown prior to films is predictable by audiences and easily avoidable. Their research indicates a significant number of audience members stay outside the theater for the duration of ads, including those purchasing refreshments or arriving late. This preemptive evasion of advertisements has the potential to lump cinema advertising in with the multitude of ads seen and heard every day by consumers, thereby minimizing its effect.
Cowboy Country	CC-19-36	City Of West Wendover	Go West Summit 2019 Boise, ID	\$2,000.00	\$2,000.00	\$4,000.00	Funding will cover the cost for the production of a condensed comprehensive information sheet on the West Wendover area, along with registration and fees associated with attending Go West Summit.	Normally TravelNevada represents rural Nevada at this particular show, however, it was held in Salt Lake City in 2018 and will be in Boise, Idaho in 2019, which are both prime markets for the city of West Wendover.

Cowboy Country	CC-19-37	City Of West Wendover	Destination West Wendover, 2018/2019 Television Ad Campaign	\$40,000.00	\$10,000.00	\$80,000.00	Funds will be used to place 2 different 30-second commercial spots in prime broadcast networks within the Salt Lake City, metropolitan area (KUTV, KTVX, KSL, and KSTU). This will potentially reach the prospective market located in Utah, southern Idaho and Wyoming.	This objective of this project is to use prime broadcast networks in the Salt Lake City, metropolitan area (KUTV, KTVX, KSL, and KSTU), to reach their potential market from Utah, southern Idaho and the Wyoming Area. Using mainstream networks increases their presence in these areas. West Wendover's goal is to saturate the market and cement in the minds of visitors the value of Nevada style entertainment in West Wendover as well as promote the recreational venues outside of the gaming environment.
Cowboy Country	CC-19-38	City Of West Wendover	West Wendover, National/International Print Marketing Grant	\$20,000.00	\$10,000.00	\$40,000.00	Funds will be used to pay for advertisements in the Salt Lake Visitor Guide, American Road, City Weekly, Mountain Express Magazine, Nevada Magazine, etc. as long as funds are available.	By advertising in high readership publications, West Wendover feels they have a greater opportunity to target a wider market in hopes of increasing overnight stays and return visits to their destination.
<b>TOTAL</b>		<b>COWBOY COUNTRY</b>		<b>\$353,001.00</b>	<b>\$170,675.00</b>	<b>\$588,512.00</b>		
Indian Territory	IT-19-01	Indian Territory	FY19 Indian Territory Administrative Grant	\$5,000.00	\$5,000.00	\$5,000.00	Because the Indian Territory does not have a local room tax entity to house its operations and spans statewide with tribes in very rural and remote parts of the state, the Indian Territory is requesting the same level of funding to cover travel to these areas and/or to provide travel to those tribes who would like to attend Territory-sponsored meetings and trainings. This effort will allow the Territory to be more inclusive of Nevada's tribes and tribal members and will also assist in increasing membership numbers. Funds will also be utilized for items related to Territory meetings and operations.	The funds in this grant will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, training and educations, etc.

Indian Territory	IT-19-02	Indian Territory	2018 AIANTA Conference	\$5,000.00	\$5,000.00	\$5,000.00	Funds will be utilized for registration, exhibit space and travel expenses to send Territory members to the 20th Annual American Indian Tourism Conference in Albuquerque New Mexico, September 17 - 20, 2018. Territory members have attended the last ten years and were able to bring back important knowledge and contacts for the annual Nevada Tribal Tourism Conference. Continued participation is essential to the Territory as it will allow members to educate themselves on current trends in American Indian tourism on a National level. Also, the Indian Territory Chairperson is the current President of AIANTA and is one of the two Southwest Regional representatives on the AIANTA Board of Directors, which gives Nevada additional opportunities and a larger voice on the future of tribal tourism both nationally and regionally.	This funding will allow Nevada's Indian Territory to attend the American Indian Tourism Conference and to have a booth that is intended to increase awareness of Nevada tribes, tribal attractions and events in Nevada. Attendance at this Conference is essential to the Territory as members will gain knowledge of tourism industry trends and information as it pertains to Indian Country. Knowledge and contacts made at this conference will assist the Territory with ideas and projects that can be shared with Nevada Tribes for the development of tourism attractions and destinations and will also enable the Territory to market existing attractions and events in Nevada's Indian Country.
Indian Territory	IT-19-03	Indian Territory	Stewart Indian School Website Maintenance	\$2,400.00	\$2,400.00	\$4,800.00	Funds will be used to provide maintenance to the official Stewart Indian School website and related social media accounts. The website offers information on the Stewart Indian School, the Stewart Indian School Trail and Stewart related activities and events including the Stewart Father's Day Powwow. The website links to our Facebook, YouTube and Flickr accounts. These accounts help attract visitors to our area. Progress on the Stewart Indian School preservation project (including the establishment of the Stewart Indian School Cultural Center and Welcome Center) is underway so it is essential that this information is current on the website and that information is being sent out through social media outlets. Again, vital that the website and social media accounts are well maintained.	This project will continue the work necessary for maintaining the success of StewartIndianSchool.com. The new design of StewartIndianSchool.com was launched in fiscal year 2015 and since then there has been a strong increase in site visits due to a dynamic site. Stewart related events continue to be added to the site as well as new content.

Indian Territory	IT-19-04	Moapa Band Of Paiutes	Valley Of Fire Entrance	\$68,619.00	\$0.00	\$137,238.00	Will pay half the cost of building and erecting this entry way	This request better suits the Projects Relating to Tourism Grant program which funds infrastructure and capital improvement projects. Suggest they reapply for funding consideration for this project under that grant program which will open for applications in November 2019.
<b>TOTAL</b>		<b>INDIAN TERRITORY</b>		<b>\$81,019.00</b>	<b>\$12,400.00</b>	<b>\$152,038.00</b>		
Las Vegas Territory	LV-19-01	Las Vegas Territory	Las Vegas Territory Admin Grant	\$3,000.00	\$3,000.00	\$3,000.00	Funds will be used to cover expenses related to running the organization such as admin costs, travel expenses to Governors' Conferences and Rural Roundup as well as other basic essentials.	The funds in this grant will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, training and education, etc.
Las Vegas Territory	LV-19-02	Las Vegas Territory	Las Vegas Territory Passport Book Revision	\$10,500.00	\$8,500.00	\$10,500.00	Funds will be used for editing, formatting, proofreading, adding components and printing of up to 15,000 copies.	The current version of the booklet requires revision due to industry changes and a new social media ingredient will be added whereby visitors take snapshots of rural communities and forward to social media outlets such as Facebook. The booklet will contain updated, self guided itineraries that can be use by groups or individuals. The booklets will be distributed at domestic/international travel/trade shows, FAM trips, visitors centers and other industry events.

Las Vegas Territory	LV-19-03	Las Vegas Territory	Las Vegas Territory & Partners Travel Agent Presentation, Portland, OR	\$2,500.00	\$2,500.00	\$12,000.00	Nevada Division of Tourism funds to be integrated with other funds to sponsor what hopes to be a very successful event. Although Nevada Division of Tourism funds represent only 25% of total budget, Las Vegas Territory will be the dominating host of event with the intent of a balanced marketing strategy involving all the rural communities surrounding communities as well as Las Vegas.	This is the first time for this request. LV Territory did a good job of securing additional sponsors.
Las Vegas Territory	LV-19-04	Las Vegas Territory	Las Vegas Territory Marketing Grant 2019	\$4,000.00	\$4,000.00	\$4,000.00	Promotional items to be distributed to potential visitors at travel/trade shows, consumer shows, fams and other industry events.	The project is to source and purchase affordable, branded items to take to upcoming shows, events, FAMs, etc. Attendee's of travel shows collect items to remind them of where they have been or where they want to go. Branded items are an inexpensive way to keep destinations in front of the potential visitor. The funding of this project will enable Las Vegas Territory to continue with their branding and promotion of the website and mobile app.
Las Vegas Territory	LV-19-05	Las Vegas Territory	Las Vegas Territory Travel and Adventure Shows 2019	\$20,000.00	\$8,500.00	\$20,000.00	Grant funds to be used for registration of four shows, travel, lodging, shipping, meals and incidental expenses for each show. Registration anticipated due dates early fall 2018.	Not all shows can be funded. Funding would include LVT participation in TravelNevada booth in Denver and Bay Area Travel and Adventure Shows.
Las Vegas Territory	LV-19-06	Las Vegas Territory	Las Vegas Territory Collateral Print	\$2,500.00	\$2,500.00	\$2,500.00	Funds will be specifically used to print an additional 60,000 copies of current collateral piece.	This piece is the territory's promotional rack card depicting surrounding rural communities in Southern Nevada and is used at travel/trade and consumer shows, as well as being distributed to numerous visitor racks using Certified Folder Display Services, Inc.

Las Vegas Territory	LV-19-07	Las Vegas Territory	Las Vegas Territory Video Road Trips from Southern to Northern Nevada	\$11,000.00	\$0.00	\$11,000.00	The funds will be specifically used for the editing, formatting and publishing the two videos. If approved, a vendor will be chosen from respondents to a Request for Proposal sent out to appropriate professional agencies. Final selection to be based on cost, timing and work quality of prior projects.	TravelNevada is in the process of updating the road trip adventures currently hosted on the TravelNevada.com website and will be converting them to a narrated video format using the brand we have become known as. The routes covered include towns listed in this grant request. At the same time, each territory has at least one or more videos highlighting their region using the branding they want to convey. It was felt this project may be redundant at this point and we would like to fund other projects that may bring a bigger return on investment.
Las Vegas Territory	LV-19-08	Laughlin Tourism Commission	Laughlin Laugh Fest	\$10,000.00	\$10,000.00	\$450,000.00	Nevada Division of Tourism funds will be used to offset professional film production for live stream and comedy special.	Laughlin Laugh Fest is a three day comedy festival featuring more than 100 comedians in 18 shows. Comedy Central and Netflix have expressed interest in creating a comedy special form the Knights of Comedy Tournament. This event takes 11/2 - 11/4, 2018. Last award for this event was \$8,000.
Las Vegas Territory	LV-19-09	DSA	DSA grant	\$7,500.00	\$3,750.00	\$15,000.00	Paying for booth,es, display tables, shipping of supplies and brochures. Lodging, travel expenses food and beverage.	Funding is to be used to attend travel/trade shows that are not being attended by the Las Vegas Territory and may not include bridal shows. Application lists several other options including consumer, sports and adventure shows.
Las Vegas Territory	LV-19-10	Laughlin Tourism Commission	Everi Laughlin Marketing Campaign	\$10,000.00	\$0.00	\$53,914.00	Nevada Division of Tourism funds will be used to purchase a	Cannot fund all projects in this cycle. This project was considered a lessor priority than other projects submitted by this organization.

Las Vegas Territory	LV-19-11	Laughlin Tourism Commission	Laughlin Desert Classic	\$7,500.00	\$7,500.00	\$15,000.00	Nevada Division of Tourism Funds will be used to produce professional quality content for live streaming.	This is a first time request for this event which is in its fourth year. Laughlin and Best In the Desert (BITD) will partner to create a race expo along Casino Drive. Race Teams will race from one end of the drive to the other and spectators can view the race from anywhere along the drive. They are adding the "Laughlin Leap" this year, a vehicular long jump, that is a favorite of drivers and spectators.
Las Vegas Territory	LV-19-12	Laughlin Tourism Commission	Laughlin Bullhead Half Marathon	\$7,000.00	\$4,000.00	\$40,000.00	Nevada Division of Tourism Funds will be used to participate in race expos at the RNR Las Vegas & Los Angeles Marathons, Revel Mt. Charleston, Surf City, Long Beach & OC Marathons, Saints & Sinners Half Marathon, Great Race, Malibu Half Marathon and Vancouver Marathon.	Funds to assist with expenses to attend a few of the Race Expo shows listed in the application.
Las Vegas Territory	LV-19-13	Laughlin Tourism Commission	Spartan Laughlin Weekend	\$40,000.00	\$0.00	\$162,000.00	Nevada Division of Tourism funding will be used to offset filming costs.	Grant application states the Laughlin Tourism Commission and Spartan have agreed to split cost of television coverage for this event. Grant Guidelines state funds may not be committed or expended prior to award date. Request denied.
Las Vegas Territory	LV-19-14	Boulder City Chamber of Commerce	Social Visitors Center	\$900.00	\$900.00	\$1,800.00	The Boulder City Chamber purchased a social media mat that we have in our Chamber Lobby, hanging in our window when we are closed and with us at special events. It allows us to incentivize our guests to become social media marketers for our Chamber. We purchase a monthly subscription for this service.	The Boulder City Chamber purchased a social media mat that they have in their Chamber Lobby, hanging in their window when they are closed and with them when they host special events. It allows them to incentivize visitors to become social media marketers for their chamber.

Las Vegas Territory	LV-19-15	Boulder City Chamber of Commerce	Certified Folder Display	\$8,000.00	\$8,000.00	\$16,000.00	\$16,000.00 will be paid directly to Certified Folder Display for contracts throughout our fiscal year.	Boulder City Chamber of Commerce (BCCC) has done extensive research on the effectiveness of the distribution of their brochures and use (800) numbers to track performance of the different rack locations. The BCCC feel that the Certified Folder brochure racks are the most efficient way to get their information in the hands of the visitor.
Las Vegas Territory	LV-19-16	Boulder City Chamber of Commerce	NV Magazine	\$2,700.00	\$2,700.00	\$5,400.00	The funds will pay for half of the expense of the Nevada Magazine contract.	The Boulder City Chamber has determined that Nevada Magazine provides their Chamber and Southern Nevada a wonderful outlet for their message based on data collected from their 800 number tracking program.
Las Vegas Territory	LV-19-17	Boulder City Chamber of Commerce	Interactive Website	\$2,000.00	\$2,000.00	\$4,000.00	The funds will be used for promotion and maintenance of the website, via print and web links, to local and out-of-state markets. It will also apply to improvement software and upgrades to the main system on a regular basis. It is imperative that we remain relevant to our communities and provide interesting and educational information to those searching to learn more about Boulder City and all it has to offer. The Travel Nevada logo and a direct link from our home page has and will continue to be present. For 2017, it has a new Itinerary Builder as well as new walking and driving tours that can also be accessed on their smartphone via the website and member database. For 2018, it will be the virtual visitors center.	The Boulder City Chamber believes providing potential visitors with accurate, up-to-date information will influence their decision to stay in Las Vegas and the surrounding area.

Las Vegas Territory	LV-19-18	Boulder City Chamber of Commerce	Digital Advertising of BC	\$9,000.00	\$9,000.00	\$18,000.00	<p>The proposal is to use a combination of the following: DEMO/BEHAVIOR/GEO-TARGETING: Describe the demographic, behavior and geographic location of our ideal audience and will show only those consumers of our ads.</p> <p>COMPETITIVE SEARCH RETARGETING: Tell us who our top competitors are and show our ads to consumers who search for our competitors online.</p> <p>SITE RETARGETING: Will show our ads to consumers who visit any page of our website but then leave to browse other sites.</p> <p>KEYWORD SEARCH RETARGETING: Will show our ads to consumers who search for our specific keywords online.</p> <p>KEYWORD CONTEXTUAL RETARGETING: Will show our ads on websites that have specific, relative keywords within the content of the site.</p> <p>CATEGORY CONTEXTUAL TARGETING: Will show our ads on websites that have content related to the ad.</p> <p>GEOFENCING: Mobile only. Will place invisible "fences" around specific locations where our target audience will gather. We can serve ads to that audience through apps on their mobile devices.</p> <p>CONVERSION ZONE GEO-FENCING: In addition to standard Geo-fencing, we will place a conversion zone fence around Boulder City to better track the ROI of the campaign.</p>	This project was originally funded in FY2017 and the Boulder City Chamber believes the importance of creating an online marketing campaign for Boulder City is critical for business in Boulder City.
Las Vegas Territory	LV-19-19	Boulder City Chamber of Commerce	Southern Utah's Etched Magazine	\$1,500.00	\$1,500.00	\$3,000.00	To enter into the contract for a full year of advertising for a 6-time, half page ad in Etched Magazine for the non-profit rate of \$500 per issue (regular price is \$665 per issue). Web ad button is to be provided complimentary and would have been \$150 per issue if not negotiated for the best rate.	They will place 6 1/2-page ads in Etched Magazine and will receive a complimentary web ad button.

Las Vegas Territory	LV-19-20	Moapa Valley Chamber of Commerce	Moapa Valley Tourism Event Promotion 2018-2019	\$40,250.00	\$10,000.00	\$80,500.00	NCOT funds will be applied to hard costs of advertising; website, producing printed materials, media & digital advertising, marketing tools.	Advertising and marketing funds to be used to promote events put on by various organizations in Moapa Valley. These organizations have limited funds for advertising outside of Moapa Valley. Events such as the Moapa Valley Art Guild's Pomegranate Festival, which celebrated it's 20th year in 2016, and the Moapa Valley Performing Arts Council, which presents plays, musical performances and children's theater, will experience more attendance from Las Vegas, Mesquite and Utah visitors if events are promoted in their locale. The objective of this project is to build on efforts to draw tourism to the area through promotion of existing events and attractions, establishing Moapa Valley as a visitor destination.
Las Vegas Territory	LV-19-21	Moapa Valley Revitalization Project	Destination Development 2018-2019	\$20,550.00	\$10,000.00	\$41,100.00	Marketing materials, internet marketing and social media promotions will be created and targeted to event organizers, featuring customizable choices creating all inclusive activities in Moapa Valley, which encourage multiple night stays.	Funds to assist with production of short film promoting tourism in Moapa Valley and Website support. Footage to be provided to NV Division of Tourism for its use.

Las Vegas Territory	LV-19-22	Friends of Gold Butte	Gateway to Gold Butte	\$10,000.00	\$7,500.00	\$43,000.00	Nevada Division of Tourism funds will be used to market Gold Butte National Monument and the gateway city of Mesquite Nevada as a travel destination. We are requesting funds for three items: 1) For the design and printing of an extended informational brochure about where to go and what to see in GBNM with suggestions for food, lodging, and amenities in Mesquite, NV 2) Support 2 FAM tours for Las Vegas and St. George media outlets in October 2018 and February 2019 to generate earned media for GBNM and attract Las Vegas and southern Utahans who are looking for a weekend getaway to travel to Mesquite and GBNM, and 3) To purchase print and digital ads in local news outlets and social media that advertise both GBNM and Mesquite.	Gold Butte is Nevada's newest National Monument, It has a spectacular array of natural, cultural and historical treasures for visitors to explore and is located just 20 minutes outside Mesquite Nevada. Grant funds awarded will assist with the design, printing and distribution of 20,000 brochures. This is the first time this organizations has requested grant funding through this program.
<b>TOTAL</b>		<b>LAS VEGAS TERRITORY</b>		<b>\$230,400.00</b>	<b>\$105,850.00</b>	<b>\$1,011,714.00</b>		
Nevada Silver Trails	NST-19-01	Nevada Silver Trails	Administration	\$4,000.00	\$4,000.00	\$12,000.00	The funds will be used to run the territory, primarily travel to territory meetings and Nevada Division of Tourism functions. Other needs for funds include long distance telephone charges, postage, ink cartridges and stationary. The procedure is for Board of Director members to pay their own expenses, but invoice the territory for reimbursement of necessary, pre-approved expenses. Fuel expenses are limited to actual cost, rather than the state per diem rate. Meals are only included if part of a conference fee.	The funds in this grant will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, training and education, etc.
Nevada Silver Trails	NST-19-02	Nevada Silver Trails	Radio Advertising	\$25,000.00	\$0.00	\$25,200.00	One-hundred-seventy-four 60-sec radio and digital spots will be purchased from Lotus Broadcasting Group stations KOMP-FM and KXPT-FM in Las Vegas at a cost of \$25000 to promote events in Nevada Silver Trails Territory during fiscal year 2019.	Tracking of previous campaigns were inconclusive. Will re-evaluate at a later date.

Nevada Silver Trails	NST-19-03	Nevada Silver Trails	Adventure and RV/ATV Brochure Update and Reprint	\$11,000.00	\$11,000.00	\$11,500.00	Realm Printing Company will update and reprint 40,000 of NST's Discover Adventure Guide brochure and 40,000 of NST's RV/ATV tri-fold brochure.	This is one of Nevada Silver Trails most popular brochures. They hand them out at travel/trade shows and distribute them through Certified Folder Display Services, Inc. in Utah, California, Arizona and Nevada.
Nevada Silver Trails	NST-19-04	Nevada Silver Trails	Certified Folder	\$16,000.00	\$16,000.00	\$16,400.00	The funds will be used to pay Certified Folder Display Service to distribute 90,000 of our Nevada Silver Trails brochures (Discover Adventure 30,000), (RV/ATV Guide, 30,000) and (Ghost Town, 30,000) in brochure racks at the California Welcome Centers in Barstow and Mammoth Lakes, along U.S. Highway 395 north and south of Bishop, I-15 in southern Utah, I-80 in Nevada, Colorado River, Ontario International Airport and sporting goods outlets in the Las Vegas, Reno, Carson City areas. Certified Folder has served us well over the years and we feel that this is the most efficient way to distribute our promotional materials.	Nevada Silver Trails relies on Certified Folder Display Services, Inc. to distribute their Discover Adventure, RV/ATV Guide and Ghost Town brochures to visitor racks in Utah, Arizona, California and Nevada.
Nevada Silver Trails	NST-19-05	Nevada Silver Trails	Google Ads	\$5,400.00	\$5,020.00	\$5,600.00	Nevada Silver Trails has researched Google Adword opportunities and is qualifying for a non-profit grant. There is no cost for Google Adword 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 marketing effort for Nevada Silver Trails and focuses on a Google Adword 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-19-06	Nevada Silver Trails	Ghost Town Update and Brochure	\$5,000.00	\$5,000.00	\$5,500.00	All funds will be used to reprint the tri-fold Ghost Town brochure of NST Territory.	This project will be to reprint 50,000 Ghost Town brochures to replenish supplies from the first run of this brochure. Between distributions by Certified Folder, apportion to our Territory communities and disbursements for trade shows they easily disseminate all copies of this very popular item.
Nevada Silver Trails	NST-19-07	Nevada Silver Trails	Nevada Magazine Annual Visitor Guide & Rides Guide	\$6,500.00	\$6,500.00	\$6,900.00	The funds will be used for a ½ page full color ad in the Annual Visitors Guide (\$ 5,500) and a full page full color ad in the Ride Guide (\$ 1,000).	The project will be used for advertising in the TravelNevada annual Visitors Guide and Rides Guide. These two placements are very important for the territory, as both publications are popular trade show handouts, being distributed to thousands of travelers, which takes their circulation beyond that of the typical magazine reader. Additionally, their territory is ideal for motorcycle touring and the Rides Guide has proven very popular in previous years.
Nevada Silver Trails	NST-19-08	Nevada Silver Trails	Advertising in American Road Magazine	\$7,180.00	\$7,180.00	\$7,580.00	The funds will be used to pay American Road Magazine for 4 half-page color ad insertions and Emergency Room Creative to produce the ads.	The American Road Magazine ads have proven to be a successful marketing tool.

Nevada Silver Trails	NST-19-09	Nevada Silver Trails	Roger Brooks 10 User Plan	\$395.00	\$395.00	\$595.00	Nevada Division of Tourism funds will be used to for a 10-partner annual subscription to the Roger Brooks Destination Development Association. This will allow our community members the ability to access the vast resources for helping them develop their individual communities into more popular tourist destinations via marketing, branding, and community/business partnerships. The tools available here will empower our communities, working in conjunction with NST, to brand and market their destinations to their fullest capabilities thus increasing their year-over-year visitors for a direct positive economic impact for each town.	Funds for this project will be used to subscribe to the Roger Brooks Destination Development Association, allowing each of the territory's community members access to a vast amount of educational tools and development resources to enhance their tourist destinations through marketing, branding and community development.
Nevada Silver Trails	NST-19-10	Nevada Silver Trails	Nevada Magazine	\$9,000.00	\$9,000.00	\$9,400.00	Schedule of ads to run for FY 2019: 2 x ½ page full color Sep/Oct 18 and May/Jun 19; 4 x ¼ page full color Jul/Aug 18, Nov/Dec 18, Jan/Feb 19, and Mar/Apr 19. Request includes funds for ad production.	Funds will be used to cover expenses to place two 1/2-page ads in Sep/Oct 2018 and May/Jun 2019 issues of Nevada Magazine; and four 1/4-page ads in Nov/Dec 2018, Jan/Feb 2019, Mar/Apr 2019 and Jul/Aug 2019 issues of Nevada Magazine. Note: does not cover cost to place ad in Jul/Aug 2018 as funds would have needed to be committed prior to beginning of FY2019.
Nevada Silver Trails	NST-19-11	Nevada Silver Trails	Travel Trade Show Giveaways	\$6,000.00	\$0.00	\$6,200.00	Funds will be used to purchase various small, logo trinkets for distribution at various events/shows over the course of the fiscal year.	Territory will request funding next cycle.
Nevada Silver Trails	NST-19-12	Nevada Silver Trails	Travel Trade Show Travel Costs	\$5,000.00	\$5,000.00	\$6,600.00	The funds will be used by Territory volunteers to cover travel expenses at travel shows and events where we are asked to distribute our collateral and promote our region and the state. All funds from TravelNevada will be for travel and hard costs only. All labor will be volunteers with no charge to TravelNevada. We cannot be more specific because the object of this project is to be flexible and provide labor when and where needed.	They would like to attend as many travel/trade shows as they can in FY2019 as they believe this is one of the best opportunities to educate and expose consumers and tour operators to the many attractions, activities and adventures this territory has to offer.

Nevada Silver Trails	NST-19-13	Nevada Silver Trails	Passport Brochure Design and Printing	\$9,600.00	\$0.00	\$10,100.00	Funds will be used to design, edit and print a 36-page Territory Passport tourism booklet.	Not all projects can be funded in this cycle and this project was considered a lesser priority as the territory already have several very successful brochures that they deem worthy of reprinting this year.
Nevada Silver Trails	NST-19-14	Nevada Silver Trails	Pinpoint Magazine	\$13,800.00	\$10,000.00	\$14,200.00	PinPoint Publications (package includes the following): 8 insertions of 1/2-page print ads (4 insertions south zone and 4 insertions west zone). Ad in E- Newsletter for each month print ad is run (3,000 subscribers)	Advertising in the PinPoint Publications is the most effective way of reaching a large percentage of the Las Vegas Community without the high cost of developing a Direct Mailer, and the added costs of printing and postage it will incur. Las Vegas is this territory's primary market.
Nevada Silver Trails	NST-19-15	Nevada Silver Trails	Fulfillment	\$2,000.00	\$2,000.00	\$2,500.00	Funds will be used to ship brochures to various distribution sites (visitors centers, etc.) for restocking needs. We will also use these funds to ship our promotional materials to any shows we attend or to individuals asking for information.	The Territory will use these funds to ship brochures to Certified Folder locations throughout NV, CA, UT and AZ and any trade shows that they don't have shipping expenses covered.
Nevada Silver Trails	NST-19-16	Nevada Silver Trails	Social Media	\$5,400.00	\$5,400.00	\$5,800.00	Funding will be used to cover the cost to continue this valuable online marketing effort for the territory. The social media networks routinely maintained include Twitter (about 5 posts per week), Facebook (at least 5 posts per week), Flickr, YouTube, Instagram, and Pinterest. The company contracted to oversee these networks requires little or no input by the territory members and services include all project management and network maintenance.	The Nevada Silver Trails social media program is a major component to the territory's online marketing efforts. This successful program requires a consistent maintenance and management program for it to continue.

Nevada Silver Trails	NST-19-17	Nevada Silver Trails	Website Maintenance	\$4,800.00	\$4,000.00	\$5,200.00	Nevada Division of Tourism funding will be used to pay a webmaster (Charter Advertising/Design)to make any needed updates including calendar entries and photo/copy revisions, monitor the site for any needed updates, ensure that the system is up to speed and as secure as possible, troubleshoot any database errors, make sure that the site is updated with the newest versions of WordPress and the latest plugins, review traffic on a monthly basis (make sure the site isn't getting hit by hackers), physical backup of all files to the webmaster's computer and an offsite programmer's computer and hosting the site.	NevadaSilverTrails.com remains the major marketing tool for the territory. This project ensures that this website remains updated with new calendar events, and copy and photo updates.
Nevada Silver Trails	NST-19-18	Boys & Girls Clubs of Mason Valley	Boys & Girls Clubs of Mason Valley/Night in the Country Music Festival	\$16,000.00	\$4,000.00	\$2,500,000.00	The funds from this grant would be used for several different Boys & Girls Club marketing areas. If funded in full, \$10,000.00 would be used towards our Night in the Country marketing efforts. We have seen HUGE successes with our current NCOT partnership in getting the word out of the county and even internationally. We would use the remaining \$6,000.00 for marketing our Youth of the Year and Day for Kids events paired with our third annual Color Run 5k and also our Yerington Movie House.	Funds awarded to assist with video, social media and print ads.

Nevada Silver Trails	NST-19-19	Yerington Theatre for the Arts	YTA Taste of the Valley Marketing Agritourism Event	\$10,585.00	\$4,000.00	\$15,585.00	Funds will be used to contract a local advertising agency to build on the success of YTA's to create, implement and design Taste of the Valley Marketing campaign including but not limited to radio spot, video, website updates, and social marketing campaigns to fulfill Taste of the Valley festival information and marketing goals. 2017 Taste of the Valley Marketing strategy aimed to attract a variety of age groups. The project objectives are 1) Reinforce and strengthen Taste of the Valley branding through traditional as well as social media sites and tools, including but not limited to print, radio, video, website updates, Facebook, Twitter, and interactive internet campaigns. 2) Continue promoting art, agriculture, heritage, and historic themes central to Taste of the Valley Festival and Mason and Smith Valley's unique rural Nevada identity.	Funds will be used to support Yerrington's Taste of the Valley Festival. This is the third time this event has been funded.
Nevada Silver Trails	NST-19-20	Yerington Theatre for the Arts	YTA Jeanne Dini Center FYE 2017-2018 Season Marketing	\$12,550.00	\$5,450.00	\$18,100.00	Contract with a local recognized advertising agency to create, implement, and design all 2018-2019 season components; save the date/direct mail piece, event posters, print advertisements, radio spots, 30 sec. videos, and any reasonable website updates and social media marketing campaigns that fulfill the event information and marketing goals necessary for each of the six campaigns of the 2018-2019 YTA Season. Season Events & Performances include two fall performances, Dia de Los Muertos Cultural Events, two spring performances and Notes to Our Children; A Gathering of Elders Cultural Heritage event.	Theatre for the Arts has attracted more visitors due to improved marketing.
Nevada Silver Trails	NST-19-21	Mineral County Convention & Tourism	3rd Reprinting of Ghost Town / OHV Roads & Trails Map/Brochure	\$4,500.00	\$4,500.00	\$9,000.00	This project will not happen without NCOT funding. NCOT funds will pay for 1/2 of the printing costs and shipping to at least two Certified warehouses.	Applicant reports a 17% increase in room nights so far this year and they believe it is a direct result of these colorful brochures that really highlight the attractions and activities Mineral County has to offer the adventure traveler such as ghost towns, OHV Trails, Museums, Walker Lake, etc.

Nevada Silver Trails	NST-19-22	Town of Tonopah	Annual Tourism Guide 2019	\$2,750.00	\$2,750.00	\$5,500.00	<p>Funds will be utilized to ensure that the Town of Tonopah can continue multiple advertising efforts that have been successful in the past. We hope that the combination of an ad in the Annual Tourism Guide, multiple print advertisements, an expanded presence online through our website and social media, radio advertising on KIBS Radio, promotional packets, a new visitor center, and all new brochures will help spread the word about Tonopah's attractions such as the Mining Park, as well as unique local events such as the Nevada State Mining Championships or Nevada State Pro-Arm Armwrestling held over Jim Butler Days. Receiving grant funding allows the Town to utilize multiple channels to "put Tonopah on the map" and not having to chose between one project or the other. We believe that it is due to the combination of various different advertising efforts that we have been able to reach travelers from all over Nevada and California, as well as international travelers and entice them to make Tonopah one of their travel destinations. We offer a variety of historic as well as unique draws such as the Clown Motel or the Ghost Walk and we believe continuing the advertising is essential to continue being a draw for visitors.</p>	Supports TravelNevada Travel Guide. Matching funds.
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Nevada Silver Trails	NST-19-23	Town of Tonopah	Radio Advertising 2019	\$1,800.00	\$1,800.00	\$3,600.00	<p>Funds will be utilized to ensure that the Town of Tonopah can continue multiple advertising efforts that have been successful in the past. We hope that the combination of multiple print advertisements, an expanded presence online through our website and social media, radio advertising on KIBS Radio, promotional packets, a new visitor center and all new brochures will help spread the word about Tonopah's attractions such as the Mining Park, as well as unique local events such as the Nevada State Mining Championships and Nevada State Pro-Arm Armwrestling held over Jim Butler Days. Receiving grant funding allows the Town to utilize multiple channels to "put Tonopah on the map" and not have to chose between one project or the other. We believe that it is due to the combination of various different advertising efforts that we have been able to reach travelers from all over Nevada and California, as well as international travelers and entice them to make Tonopah one of their travel destinations. We offer a variety of historic as well as unique draws such as the Clown Motel or the Ghost Walk and we believe continuing the advertising is essential to continue being a draw for visitors.</p>	<p>This advertising promotes local attractions such as Tonopah Historic Mining Park, Central NV Museum among other attractions.</p>
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Nevada Silver Trails	NST-19-24	Town of Tonopah	Print Advertising 2019	\$4,623.00	\$4,500.00	\$9,245.00	Funds will be utilized to ensure that the Town of Tonopah can continue multiple advertising efforts that have been successful in the past. We hope that the combination of multiple print advertisements, an expanded presence online through our website and social media, radio advertising, promotional packets, a new visitor center and all new brochures will help spread the word about Tonopah's attractions, such as the Mining Park, as well as unique local events such as the Nevada State Mining Championships and Nevada State Pro-Arm Armwrestling held over Jim Butler Days. Receiving grant funding allows the Town to utilize multiple channels to "put Tonopah on the map" and not have to chose between one project or the other. We believe that it is due to the combination of various different advertising efforts that we have been able to reach travelers from all over the State as well as international travelers and entice them to make Tonopah one of their travel destinations. We offer a variety of historic as well as unique draws such as the Clown Motel or the Ghost Walk and we believe continuing the advertising is essential to continue being a draw for visitors from many different States or Countries and of all ages.	This project includes print ads in Nevada Magazine and an ad in the Big Map along with the Rides Guide, both published mid year.
Nevada Silver Trails	NST-19-25	Town of Tonopah	Tourism Related Travel	\$4,000.00	\$0.00	\$8,000.00	Nevada Division of Tourism funds would specifically be used to match the travel expenses paid by the Town of Tonopah for travel by the Tourism/Events Coordinator specifically geared towards Tourism, in order to further enhance both learning and promotional opportunities. This would go towards conference, event, trade show, and workshop fees, gas, hotel, per diem, airfare, and all other travel-related costs.	Exploring travel opportunities is not specific. This grant is essentially for staff travel for research.

Nevada Silver Trails	NST-19-26	Town of Tonopah	Website Maintenance	\$1,000.00	\$1,000.00	\$2,000.00	Nevada Division of Tourism funds will be used to pay half the cost of website maintenance, which will include updating, adding new information, calendar events additions, copy revisions, and photo and video updates. From April 15, 2017 to April 15, 2018 we had 32,523 visitors to our website from several different countries. Now that our website has been updated with our new logo, branding information, and is responsive (mobile-friendly) and more user-friendly, we feel those numbers will continue to grow. We have our current brochures on the website, and will continue to add them as they are created. We estimate if 20% visit Tonopah after viewing our website it will bring an additional 6400 visitors to Tonopah.	This project involves contracting with webmaster to provide year-long maintenance service. Includes updates, additions, copy revisions.
Nevada Silver Trails	NST-19-27	Town of Tonopah	Tonopah Walking and Driving Tour Map	\$4,000.00	\$4,000.00	\$8,000.00	Funds will be used to create a walking tour map, all creative direction, design, copy writing, digital production, printing of at least 5,000 brochures, and includes shipping to Tonopah, Nevada. It also includes an online version, with page-turning and .pdf download features, and will be featured on tonopahnevada.com and NevadaSilverTrails.com.	Not only printed piece but online presence as well.

Nevada Silver Trails	NST-19-28	Goldfield Chamber of Commerce	Buy into Goldfield	\$13,500.00	\$8,000.00	\$16,150.00	<p>The "Buy into Goldfield" campaign is intended to showcase the tourism activities available year round in Goldfield and the other communities in Esmeralda County. The Nevada Division of Tourism funds will enable us to produce (2) high quality TV and (4) high quality Radio ads and get those ads into targeted markets. The funds will also be used to expand our event focused print marketing reach beyond our usual 100 mile radius.</p> <p>We have negotiated with our website developer, to produce a new, and much improved site. This will allow for more timely updates of event notices, and focused sections to highlight various activities that take place in and around Esmeralda County. The additional funding requested for the website, will allow us to complete the design, as intended, and make use of the site as a marketing tool, going forward.</p>	"Buy into Goldfield" campaign is intended to showcase the tourism activities available year round in Goldfield and the other communities in Esmeralda County. Partial funding will enable them to a video ad, complete the upgrades on their website, and assist with costs to produce brochures and flyers.
Nevada Silver Trails	NST-19-29	Beatty Chamber of Commerce	San Diego Travel Blitz or Los Angeles Travel Show	\$2,500.00	\$1,000.00	\$3,500.00	<p>Travel expenses to participate in marketing blitz to travel professionals who have not had the opportunity to learn about the great rural area of Beatty, Nevada and travel adventures in the surrounding area.</p>	Beatty would like to participate in sales missions and/or travel trade shows hosted by TravelNevada. Funds awarded will help them pay travel expenses when attending one or more of these events when not representing the territory which covers expenses for those events.
Nevada Silver Trails	NST-19-30	Beatty Chamber of Commerce	Web Tourist Virtual Map	\$2,000.00	\$2,000.00	\$2,600.00	<p>These funds will be used for design, photography and implementation by our web designer to update our current site and revise the virtual map. Our website is one of the first places people research and learn about Beatty Nevada and all it has to offer tourists.</p>	Their current map is outdated. Funding this project will allow them to update the content with dynamic images and SEO upgrades.

Nevada Silver Trails	NST-19-31	Beatty Chamber of Commerce	International Travel Conference	\$3,500.00	\$0.00	\$5,000.00	Airfare, hotel, meals and event registration for one or two persons from the Beatty Chamber of Commerce for one or two conferences. We will also participate in a marketing table to present Beatty Nevada and other rural Nevada destinations in our surrounding area.	Not all projects can be funded through the Rural Marketing Grant program. International Sales missions hosted by TravelNevada, the LVCVA and/or the RSCVA require local partners to pay for their travel expenses while most of their meals and transfers are paid for by the hosting agency.
Nevada Silver Trails	NST-19-32	Beatty Chamber of Commerce	Growing Rural Tourism Conference	\$2,000.00	\$0.00	\$2,500.00	The funds will be used for airfare, hotel, event registrations and food to attend the event for one of our selected Board Members.	Not all projects can be funded in this cycle and this was considered a lessor priority than others. TravelNevada will be hosting an Experiential Lab workshop in Carson City in late October which would be a better fit for this organization and provide them with tools they need to develop their tourism product.
Nevada Silver Trails	NST-19-33	Beatty Chamber of Commerce	English Rack Cards	\$2,800.00	\$2,800.00	\$4,200.00	The funds provided will be used to reprint 33,000 English Brochures rack cards to be shipped directly to Certified Folder for distribution.	This is their signature 360 degrees of adventure brochure which provides visitors with a detailed description of locations not to be missed in and around Beatty.
Nevada Silver Trails	NST-19-34	Beatty Chamber of Commerce	Death Valley Guide	\$1,000.00	\$895.00	\$1,495.00	We will place a full page ad in the Death Valley Guide This will bring attention to Beatty's motels, restaurants, and RV facilities bringing tourism monies to our community and supporting jobs and businesses. This is a popular publication for our visitors and reaches future visitors.	This magazine is highly distributed and features many attractions in the greater Death Valley are, including Rhyolite and Beatty. Last funded \$895 in FY2018 1st Cycle.

Nevada Silver Trails	NST-19-35	Beatty Chamber of Commerce	Nevada Magazine	\$9,500.00	\$9,500.00	\$14,434.00	Placing ads in each edition of Nevada Magazine as well as the annual travel guide to promote travel to our community and local areas. Ads will feature local events and great outdoor adventures and experiences in our old mining town. IT will feature historic Rhyolite Ghost Town, spring blooms in Death Valley, Beatty off road trails, bird watching, annual community poker run and other local events.	The ads placed in Nevada Magazine and the annual Travel Guide feature rural Nevada, Beatty, the Beatty Cowboys and other events in and around the Beatty area.
Nevada Silver Trails	NST-19-36	Beatty Chamber of Commerce	Las Vegas Review Journal	\$7,200.00	\$3,600.00	\$9,600.00	Funds will be used to update our ads highlighting events in Beatty and within our immediate area. We will place one ad per month in the Las Vegas Review Journal Circa Editions.	They place ads in the Circa Editions of this newspaper to attract visitors from the Las Vegas area to attend and participate in their special events.
Nevada Silver Trails	NST-19-37	Beatty Chamber of Commerce	The Big Map	\$550.00	\$550.00	\$895.00	To place an ad featuring Beatty Nevada in the Big Map and then copies distributed to our visitors	This project is to place an ad in the Big Map, printed and distributed by Golden Gate Media. As an advertiser in the map, they will receive maps for their visitors going into Death Valley National Park.
Nevada Silver Trails	NST-19-38	Beatty Chamber of Commerce	Certified Folder	\$4,400.00	\$4,400.00	\$6,689.00	The funds will be used to have Certified Folder distribute to over 350 sites in the surrounding areas. Beatty Chamber of Commerce provides 33,000 English brochures. Las Vegas area receives around 24,000 and the remainder to Bishop, Mammoth Lakes and nearby route 395 areas.	This project is to have Certified Folder distribute the Beatty English Version Brochures to 278 sites in Las Vegas, to 73 sites along the Hwy 395 corridor and 1 location in Mammoth Lakes.
Nevada Silver Trails	NST-19-39	Beatty Chamber of Commerce	5 Day Itinerary	\$1,800.00	\$1,600.00	\$2,500.00	To reprint 20,000 of our popular 5 day Itinerary brochure featuring five days of adventure in historic, rural Nevada as well as Rhyolite and Death Valley. The schedule brings visitors for an extended stay in Beatty increasing room bookings and tourism revenues.	This is one of their most popular brochures. Last printed 10,000 in 2016 with a grant for \$700.00. Wanting to print 20,000 in re-print.

Nevada Silver Trails	NST-19-40	Town of Pahrump	Travel, Trade and Conference Shows	\$5,000.00	\$5,000.00	\$10,000.00	The funds will be used for conference registration, booth purchases, airfare, hotel stays and car rentals when applicable. the British Colombia Automobile Association has 22 offices in and around the Vancouver area. The representative explained they rarely receive calls in the outlying areas and are hungry for information on southern Nevada and all we have to offer. This is a drive traffic market of consumers. Additionally, we have successfully participated in a partnership DMO project with our stakeholders by paying booth costs and shipping of collateral for all our RV Resorts while they man the booth for the 10 day show. We have received over 1000+ RV site stays last year alone. We participate in a Golf Show in Henderson and try to partner with TravelNevada whenever the market is applicable and we have the opportunity.	Shows help Town of Pahrump to promote RV Parks, hotels and attractions.
Nevada Silver Trails	NST-19-41	Town of Pahrump	Nevada Magazine & Ride Guide	\$4,400.00	\$4,400.00	\$8,800.00	Funds to be used to fulfill a contract agreement with Nevada Magazine as follows: placement of (4 ) 1/2 page, full color ads in Nevada Magazine issues Sept/Oct 18; Jan/Feb 19; Mar/Apr 19; and Jul/Aug 19. And one annual, full page, full color ad in Nevada Ride Guide. Our DMO provides the creative artwork to spec for both magazine placements.	Perfect match.
Nevada Silver Trails	NST-19-42	Town of Pahrump	Nevada Visitor Guide	\$2,700.00	\$2,700.00	\$5,500.00	The funds will be used to meet a contract agreement for a 1/2 page full color annual ad for Pahrump Nevada. The print ad will feature the Pahrump brand, a call to action to log on to VisitPahrump.com.	Most used marketing travel publication for TravelNevada.

Nevada Silver Trails	NST-19-43	Town of Pahrump	Production and Photography	\$4,000.00	\$4,000.00	\$10,000.00	<p>The funds will be utilized to fulfill two contract agreements with KPVM TV 46 and their photographer to shoot two projects including a scenic photo shoot including all seasons, Pahrump and outlying areas, sunsets, RV life, desert living, road trips, wild horses and more. Packages for each event include general shots and scenery of regions and tourist attractions related to Pahrump and Southern Nye County, including action shots, general/wide shots and close up/detail shots for all kinds of different media usage. All photos become property of Town of Pahrump and will be file transferred to NCOT.</p> <p>The same basic contractual agreements apply to the Events Photo shoot as listed above. The events photo shoot will include Pahrump Fireworks Launch Site, Pahrump Fall Festival, Pahrump Monster Truck Event, Pahrump Rodeo Event, Pahrump Valley Winery Grape Stomp and Pahrump Social Pow wow. Again all photos become property of Town of Pahrump and will be file transferred to NCOT. Half of the requested photo shoot amount will be requested up front. Each shoot will be billed immediately July 1, 2018. Photographer will arrive with a DSLR and enough accessories prepared for up to 8 hours of shooting. An onboard flash and zoom lenses are provided.</p>	This is conditionally approved provided assets are submitted to TravelNevada for use upon completion. TravelNevada logo must be included in production.
Nevada Silver Trails	NST-19-44	Town of Pahrump	Public Relations	\$6,000.00	\$4,000.00	\$16,000.00	<p>To fulfill a service agreement with Braintrust Marketing and Communications for a comprehensive PR strategy to support events and attractions; to deliver timely and strategic media relations that garner targeted media exposure; use relationships to pitch regional, national and international tourism media; to create, organize and pitch special events and media familiarization trips; to focus on media coverage that will convert exposure into increased room nights.</p> <p>We have a partnership with a writer for the LA Times who has been generous to promote Pahrump stories as well as various other key market writers who pick up stories of interest promoting our destination.</p>	Not all grants can be fully-funded.

Nevada Silver Trails	NST-19-45	Town of Pahrump	Digital & Social Media Marketing	\$7,500.00	\$7,500.00	\$15,000.00	<p>The funds will be used fulfill a strategic plan with ad buys on Facebook targeting special events and press material related to Pahrump. Content will speak to all personas with a hyper target to optimize reach and engagement; Twitter to engage in relevant conversation and announce hotel and RV overnight stay deals and promotions by showcasing events and promoting activities in real time through community management efforts; Instagram with beautiful, exciting and engaging content featuring high quality photography; Snapchat filter designs that will drive engagement. The cadence is posting 4-5x per week on Facebook, 2-4 times per week on Twitter and 5-6 times per week on Instagram with Snapchat filters built around special events and attractions. Ad buys include the Daredevil challenge, Pahrump Staycation and Holiday 2018. The ad spend is quarterly at \$3,750 per quarter invested in Facebook like ads, Facebook and Instagram Boosted posts and Brand Awareness including specific quarterly campaigns at target personas such as wine enthusiasts, thrill seekers, adventure travelers, National Parks visitors daredevils, special events and holiday promotions such as the Christmas 5 days of give-away.</p>	<p>Ground work previously put in place by Pahrump. Funds will support social media campaign strategy.</p>
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Nevada Silver Trails	NST-19-46	Town of Pahrump	APN Media/Oh Ranger Guide Death Valley NP	\$2,500.00	\$0.00	\$5,000.00	The matching funds will be used for a full page 4 color Oh Ranger Death Valley National Park Guide; a full page 4 color Southern California Parks Compilation; full page 4 color BLM Compilation Guide or Great Outdoor Adventures Guide with best RHP positioning. Added value of one sponsored "Spotlight Series" newsletter to full audience. Also to include 10,000 sponsored Wi-Fi sessions (1 to 1 Share of Voice) through Oh, Ranger! WiFi in CA and Southwest. The WiFi component is a splash and Landing page Branding = B Roll video and authentications will be required for all sessions. This means to log on to free wifi in the National Park during one of our sessions you will be required to view a short digital or video ad of Pahrump.	Not all grants can be funded. This was considered a lesser priority than others submitted by this organization.
Nevada Silver Trails	NST-19-47	Town of Pahrump	Good Sam RV Travel & Savings Guide	\$4,000.00	\$3,000.00	\$8,000.00	The funds will be used to pay for a quarter page full color ad in Spotlight on Pahrump in the Nevada section with a deluxe digital bundle including 5 digital photos, digital web ad link, email link, logo link to VisitPahrump.com, social media links for Facebook and Twitter. QR code on separate mention. This is the RVer's bible. The website has over 600.00 visitors annually. Pahrump is also a primary destination for the Death Valley National Park RV traveler. We have relationships with the RV rental and sales companies in Las Vegas and they refer their customers to the Good Sam website. We have 3 RV resorts with the Good Sam perfect 10/10/10 rating. This is the audience we want to capture to meet our sales goals for FY19/	This is consistent with previous award of successful ad.
Nevada Silver Trails	NST-19-48	Town of Pahrump	Certified Folder Display	\$2,800.00	\$2,500.00	\$5,700.00	The funds will be used to fulfill the contract agreement for brochure distribution in the key feeder markets of California, Arizona and Nevada. Certified Folder Display has been in a partnership with Pahrump Nevada for over 10 years. It's an advertising partnership we both value and work to improve each year with review of routes, quantities of distribution and budget. We have an ideal route distribution this year.	Certified Folder Display has racks strategically placed throughout Pahrump's target markets.

Nevada Silver Trails	NST-19-49	Lincoln Communities Action Team (LCAT)	LCAT Lincoln County Mountain Bike Trail Kick-off Event Spring 2019	\$27,500.00	\$0.00	\$29,500.00	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 placed in mountain biking publications. Event planning, coordination, and activities including presentations by professional people in the biking community. Participant food and refreshments. Design and production of t-shirts and swag. Media outlets will be invited to cover the activities furthering Lincoln County's media reach and utilizing the funds to the fullest.	Although the applicant did not enter the date for this event, according to its title the event will not take place until sometime in the spring of 2019. Suggest they reapply in F2019 2nd Cycle for funding consideration for this project.
Nevada Silver Trails	NST-19-50	Lincoln Communities Action Team (LCAT)	Lincoln County Web and Social Media FY2019	\$23,500.00	\$8,500.00	\$25,500.00	Photos, videos, and information collected over the last year and years past will be put into a design that complements the Travel Nevada site giving our site a more modern feel and visual interface. This more modern look increases our presence online and enhancing our Get Primitive branding while emulating the travel website look of both Travel Nevada and Nevada State Park websites signifying that www.lincolncountynevada.com is a travel site. ☑  Monies will also be used to maintain and enhance information about the towns, state parks, off-roading, biking, historical landmarks, wildlife and other local attractions. Hosting, security, and keeping the calendar current.	Award to assist with cost for website maintenance and social media. Awarded funds in FY2018 1st Cycle for website development.

Nevada Silver Trails	NST-19-51	Lincoln Communities Action Team (LCAT)	LCAT Lincoln County Advertising and Marketing FY2019	\$22,500.00	\$10,000.00	\$24,250.00	<p>Advertising Lincoln County as the outdoor adventure center of Eastern Nevada has worked to increase visitation, we are now expanding to the OHV and mountain biking to draw new visitors to the area and entice past visitors to return more often.</p> <p>To achieve this we use the grant monies to:</p> <ol style="list-style-type: none"> <li>1. Design and produce ads for placement online and in print.</li> <li>2. Place banner ads on outdoor recreational websites ensuring our advertising is reaching our target audience.</li> <li>3. Place print ads in surrounding areas (NV, UT and CA) newspapers and outdoor guides.</li> <li>4. Targeted blast advertising of upcoming events using social media.</li> <li>5. Distribution of brochures and other advertising media to NV and UT visitor centers and appropriate outlets.</li> </ol>	Funding to assist with Banner Ads and Print Advertising.
Nevada Silver Trails	NST-19-52	Pioche Chamber of Commerce	Pioche Website Maintenance 2017-18	\$4,800.00	\$4,800.00	\$9,600.00	<p>Funds will be used to contract with a webmaster to make any needed updates, calendar entries, and photo/copy revisions, monitor the site, host the site on a secure server, ensure that the system is up to speed and as secure as possible, troubleshoot any database errors, keep the site updated with the newest versions of Wordpress and the latest plugins, review traffic on a monthly basis, deter hacking, make physical backups of all files to the webmasters computer and an offsite programmers computer, and host the site. It also includes building at least two new pages. The project seeks to continue the increase in the number of unique visitors to the site by 10-25%, and this effort includes the addition of new content and copy on each page.</p>	The Pioche Chamber recently re-designed their website as part of a rural marketing grant awarded to them in FY2018 1st cycle. Funds for this project will ensure the ongoing maintenance and updates are given to that site to keep it current and reliable.

Nevada Silver Trails	NST-19-53	Pioche Chamber of Commerce	Pioche Social Media Program	\$4,000.00	\$2,000.00	\$8,000.00	Nevada Commission on Tourism funds will be utilized to market the town of Pioche through social media, and drive web traffic to PiocheNevada.com. By continuing a successful social media program, and adding a Facebook ad buy, the goal is to strengthen Pioches overall presence on the web. This project also includes opening and managing a new Instagram page.	This project helps communicate the rich history of Pioche, promotes everything the town has to offer, highlights special events, and is an important marketing tool. Awarded \$1500 for a similar project last year.
Nevada Silver Trails	NST-19-54	Pioche Chamber of Commerce	Pioche Town Map Brochure	\$25,000.00	\$0.00	\$21,550.00	Funds will be used to design, edit, revise, and print 25,000 Pioche town map/brochures. Funds will cover the cost of developing a town map, and all brochure design, digital production, printing, and shipping to Pioche, Nevada. The cost also includes an online version of the piece. The developed map will be used in many instances including signage, online, print, etc.	Not all projects can be funded in the cycle. The cost of this project is far beyond the cost of similar projects in other towns and in reading the application it is to be available for visitors once they arrive in Pioche. The intent of the marketing grant program is to generate rooms nights which usually means advertising beyond a 100-mile radius. Suggest they relook at creating a brochure that would be distributed beyond a 100-mile radius in an effort to influence the visitor to make the decision to go to Pioche overnight. In addition, amount requested exceeds total budget of the project.
<b>TOTAL</b>		<b>NV SILVER TRAILS</b>		<b>\$394,833.00</b>	<b>\$215,240.00</b>	<b>\$3,002,268.00</b>		
Pony Express Territory	PE-19-01	Pony Express Territory	Administration	\$3,000.00	\$3,000.00	\$3,000.00	The funds will be used to pay all the expenses needed to maintain the Territory with respect to banking, PET meeting, office supplies, and other expenses from time to time.	The funds in this grant will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, training and educations, etc.

Pony Express Territory	PE-19-02	Pony Express Territory	PET Handouts	\$8,000	\$3,000.00	\$8,000	It will be used to purchase handout items for Travel Shows and booths hosted by Pony Express representatives.	Funds to be used to purchase logo and website branded items to include both the territory and TravelNevada names and websites to be used as handouts at travel/trade shows.
Pony Express Territory	PE-19-03	Pony Express Territory	PET Media Relations and Social Media	\$15,000.00	\$10,000.00	\$15,000.00	Travel Nevada grant funds will be utilized to create and execute a comprehensive media relations and social media action plan to produce earned media and paid media opportunities promoting the entire PET. The goal is to increase tourism spending and room nights within the Territory. By aligning the PET grant goals and strategies with those of Travel Nevada, the return on grant dollars invested will leverage a much higher return on investment, PET will contract with a public relations firm that has previous experience with measurable outcomes with the Territory. Specifically, the PET will improve its presence on the most relevant social media platform, including daily information posts on Facebook and Twitter. Frequent and purposeful presence efforts will exponentially grow the PET followers, which currently stand on Facebook at 7,362. In addition to daily posts on Facebook, Twitter and Instagram, there will be interaction with PET followers regarding the events/attractions being advertised through selfie and video posts, stories shared and various contests. Short videos will be uploaded on YouTube to keep the content and experience fresh. The contracted public relations firm will pitch a continuous variety of stories, photos and events throughout the media world to increase earned media opportunities. Lastly, with a concentrated, coordinated and consistent media relations and social media plan, the Territory will grow its positive presence and be	The goal of the PET media relations and social media campaign is to increase tourism spending and room nights throughout the Territory. Actions include using medial relations and social media platforms to generate an integrated domestic marketing program that target the five identified states of highest percentage of visitorship in Nevada: California, Arizona, Nevada, Utah and Texas. Awarded \$10,000 for similar project last grant cycle.

Pony Express Territory	PE-19-04	Pony Express Territory	Print Advertising 2019	\$53,000.00	\$15,000.00	\$53,000.00	This project continues the print advertising campaign that is already in progress. It includes new creative direction with an updated advertising campaign that includes new design and creative for the print and online ads. This campaign will maintain the Pony Express branding guidelines and also focus on everything to see and do along Highway 50, Americas Loneliest Road, and highlight each individual community. In addition to focusing on the Northern California market, this campaign also targets western Utah. In addition, most all of the publications in this media buy have an online advertising component.	This project includes new creative direction with an updated advertising campaign and will focus on everything to see and do along Hwy 50, "America's Loneliest Road," and highlight each community. Ads to be placed in Northern California and Western Utah.
Pony Express Territory	PE-19-05	Pony Express Territory	PET Website Marketing and Updates	\$9,700.00	\$9,700.00	\$9,700.00	Nevada Division of Tourism funding will be used to contract with a webmaster to manage PonyExpressNevada.com and also manage a new Google nonprofit account. This project is a first step in establishing an aggressive campaign with "Google Ad Grants" where the territory can leverage their efforts with a nonprofit advertising program. It will also include enhanced tracking, and features for website SEO (search engine optimization). The webmaster will be managing the AdWord program, along with maintaining PonyExpressNevada.com which includes making any needed updates, calendar entries, and photo/copy revisions, monitor the site, ensure that the system is up to speed and as secure as possible, troubleshoot any database errors, keep the site updated with the newest versions of Wordpress and the latest plugins, review traffic on a monthly basis, deter hacking, make physical backups of all files to the webmasters computer and an offsite programmer's computer, and host the site. The project seeks to continue the increase in the number of unique visitors by 10-25%, and this effort includes the addition of new content and copy on each page.	This project covers annual maintenance for PonyExpressNevada.com along with Google AdWord marketing. The territory's website is a major marketing tool and a consistent maintenance and marketing program assures increased traffic to the site.

Pony Express Territory	PE-19-06	Pony Express Territory	PET Newsletter	\$6,000.00	\$6,000.00	\$6,000.00	Funding pays for six e-newsletters throughout 2018-19. The open rate in 2017-18 was 28% and a 14% click through rate. Funds will be used to pay for Constant Contact fee, database management, data collection, newsletter composition, copy writing, design, production, and all management and coordination. This campaign follows the established PET branding guidelines and utilizes all branding elements, ensuring that a consistent message is maintained. New creative for print and online ads will dictate a slightly different look and feel to the newsletter, and focus on America's Loneliest Road.	This project will continue the successful email marketing program and follows established branding used in all the print advertising and social media outreach. Each PET community is highlighted throughout the campaign with a major focus on upcoming events and places to see.
Pony Express Territory	PE-19-07	Pony Express Territory	PET Walking & Driving Brochure	\$16,700.00	\$0.00	\$16,700.00	Funds will be used to print 10,000 and distribute the main Walking and Driving Pony Express Territory brochure.	Not all projects can be funded in this cycle and the territory already has one of the most successful "brochure" campaigns with the Hwy 50 Survival Guide. Additionally, most of the communities in the Territory already have brochures and websites that provide itineraries and walking tour suggestions.
Pony Express Territory	PE-19-08	Pony Express Territory	Pony Express Territory Display	\$4,500.00	\$4,500.00	\$4,500.00	The grant funds will be used to purchase 3 Poster Garden pop up trade show displays, 3 LED lights, 1 table cover, 4 table top pop ups, and 1 shipping case plus graphic design for the new display.	The display this territory uses is in need of repair and updating. Funding this grant will enable them to design and purchase a display comparable to those from other destinations.
Pony Express Territory	PE-19-10	Pony Express Territory	Salt Lake TV Campaign	\$25,000.00	\$0.00	\$25,000.00	Television advertising that will air in the Salt Lake City metro market and outlying areas to include 29 counties and portions of Nevada, Idaho, Wyoming, Arizona and New Mexico.	Not all projects can be funded & in this case, the territory also wants to run another campaign in the Utah market called "Good For Utah", which is being recommended for funding.

Pony Express Territory	PE-19-11	Pony Express Territory	Good For Utah	\$6,000.00	\$0.00	\$6,000.00	<p>This is an extension of an existing grant of the same name that will run in the Salt Lake City market this Summer (see market analysis for this market in the body of Salt Lake City TV Campaign for this grant cycle). This promotion comes from a different angle, from a news angle. The existing grant (joint with Cowboy Country Territory) set in motion, news reporters visiting 3 communities from each Territory and putting together and airing a news package on the abc affiliate, a monster in the market. In addition to the news segments (archived for 1 year on their website), there are a plethora of other advertisements in the package to include airing already produced TV commercials, promotional spots promoting Good4Utah (name of news segment) and pre-rolls just prior to the segment. This extension will allow for 3 additional communities along the P.E.T. to get quality tourism exposure. Something else you get is that the news people will feed off of an interesting story and we certainly have those. The station is excited about the content of our current stories! This extension will continue to portray the exceptional experiences of our Territory on an extremely valuable market of potential tourism visitors!</p>	<p>This project was deemed a lesser priority. Not all projects can be funded this cycle.</p>
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Pony Express Territory	PE-19-12	Pony Express Territory	PET Billboard	\$15,000.00	\$8,000.00	\$15,000.00	To place billboards strategically on both ends of the state to divert travelers to cross the State on Hwy. 50 and experience the adventures and history of the Pony Express Territory. This grant would build upon the previous investments that have already been made for the Hwy 50, "Loneliest Road in America" campaign. Currently there are two billboards installed, one east of Sparks and another by Tooele Utah. The overall goal of this project is to entice some of the visitor traffic on Interstate 80 to explore Hwy 50, the "Loneliest Road in America." Since I-80 and Hwy 50 are parallel highways traversing Nevada from Utah to California, it is possible to divert some of the travelers that are already traveling through Nevada to take the road less traveled. This grant would continue the billboard currently in place and potentially have a significant impact on traffic along the Hwy 50 corridor. As you would expect, the traffic count is ten times greater on Interstate 80 than on Hwy 50. Diverting just one half of one percent of the traffic from I-80 to Hwy 50 would increase traffic on Hwy 50 by 10%. This grant has the potential to increase visitation along Hwy 50 by as many as 95,200 people annually. The goal is to encourage these travelers to take the road less traveled. We need to entice the leisure traveler, motorcyclist and the RV to explore the "Loneliest Road." The billboards will help do this while complimenting our existing marketing campaigns. The is a low tech version of	By placing billboards in strategic locations, the territory feels that this is an effective way to divert travelers into their reigon.
Pony Express Territory	PE-19-13	Pony Express Territory	The Forgotten Spots!	\$12,000.00	\$6,000.00	\$12,000.00	To produce individual approx. 2 minute videos for each. Video and interviews will capture the historical and recreational stories that each of them have to tell.	Although not full fledged communities, Cold Springs Station, Middle Gate and Kingston are certainly an important part of the territory's past and future. This grant is to produce three 2-minute videos with interviews at each stop to capture the historical and recreational stories each one has to tell.

Pony Express Territory	PE-19-14	Pony Express Territory	In Your Back Yard	\$15,000.00	\$12,000.00	\$15,000.00	The plan is to produce 7 x 30 second TV commercials using existing video, utilizing the footage to buy air time in the Reno Metro market doing a television campaign that will air on a couple of major affiliates (abc, cbs, nbc) and it will reach North to South from Susanville/Wells to Bridgeport and West to East from Auburn/Placerville to Ely.	This campaign mirrors one currently running for Cowboy Country. The plan is to produce seven 30-second TV commercials using existing video and to purchase air time in the Reno Metro market. The spots will air on a couple of major affiliates (ABC, CBS, NBC) and it will reach North to South from Susanville/Wells to Bridgeport, Auburn and Placerville.
Pony Express Territory	PE-19-15	Pony Express Territory	PET OHV App Marketing and Improvements	\$11,000.00	\$0.00	\$11,000.00	Funds will be used to improve the app's functionality, menu options, and navigation. The GPS-mapped trails will be brought to the front of the app to better highlight the OHV trails in each community.	This is a multi-phase project and has cost \$45,000 so far. Before putting any more funding into this project, would like to see demonstrated results of it's success.
Pony Express Territory	PE-19-16	Pony Express Territory	Las Vegas Bikefest 2018 & Quartzsite RV 2019	\$8,500.00	\$8,000.00	\$8,500.00	The funds will be used to pay all the expenses needed in order to promote Nevada to the RVer that attends Quartzsite. \$1,475.00 for a corner booth, \$745.00 for the booth at the Las Vegas Bike Fest; \$500.00 for shipping material, and \$5,400.00 for travel, per diem and lodging for up to two territory representatives to work the shows.	Rural Nevada has several small communities with very limited hotel/motel rooms, yet plenty of camping and parking space for the RVer when traveling throughout the state. The territory believes that many unique historical and natural attractions are exactly what they are searching for on their way to and from their winter destinations. The Las Vegas Bike Fest is a natural fit for their small rural communities. The goal is to increase traffic through these small communities to increase their economy.

Pony Express Territory	PE-19-17	Dayton Area Chamber of Commerce & Visitors Center	Hwy 50 Marketing Special Events of the Dayton Area Chamber of Commerce	\$1,000.00	\$1,000.00	\$1,000.00	The grant will be used to cover the costs of a special event marketing campaign in an effort to create awareness of the Dayton special events throughout the year. The campaign will utilize the dissemination of information provided by the Nevada Travel Network (NTN) and include digital and social media advertisement. The opportunity to utilize this advertising platform minimizes risk and maximizes ROI through creating exposure as a result of the numerous businesses and DMOs along Hwy 50 & 80 are advertising with NTN. Although the Campaign will focus on the daytime spending of visitors traveling along Hwy 50 there will be an opportunity of additional RV nights at our local park.	The Dayton Area Chamber of Commerce is requesting a waiver on the cash match for this grant as their board has not taken on the role of a Destination Marketing Organization (DMO) for a number of years and does not currently have money in their budget for marketing. The new director of the chamber believes once the results of this campaign are in the board will establish a marketing budget.
Pony Express Territory	PE-19-18	Dayton Preservation Committee	Dayton Valley Days	\$4,000.00	\$4,000.00	\$20,000.00	Our event will be advertised on brochures, posters, in many newspapers, magazines, radio stations, and TV. This year our theme is Community - Accenting the role the Community Center has played over the years. We are specifically trying to get TV coverage this year. Our event brings in people from all over Nevada and California and vendors from all over the United States	Dayton Valley Days is a family friendly venue where people from Dayton and the surrounding areas gather together to enjoy our historic downtown area. The event includes a two-day Chili Cook-off sanctioned by the International Chili Society. Funding will assist with radio advertising and newspaper advertising.
Pony Express Territory	PE-19-19	Fallon Convention & Tourism Authority	Fallon/PET Fulfillment	\$1,500.00	\$1,500.00	\$3,000.00	Funds will be used to fulfill requests for additional information including postage, envelopes, shipping, and other appropriate materials and spend.	This project fulfills requests for more information about the Pony Express Territory and Fallon as a result of a variety of advertising/marketing vehicles including print, radio, TV, web, special events, and social media outreach.

Pony Express Territory	PE-19-20	Fallon Convention & Tourism Authority	Fallon Website Maintenance	\$3,000.00	\$3,000.00	\$6,000.00	Funds will be used to make this site even more responsive and mobile-friendly. Funds will also be used for content generation and "green page" updates, webmaster updates, improvements, installation of data collection tools, and examination of data collected. The project includes re-tooling the site with a content management system for quicker more expedient updates. This project will enable the SEO optimization to continue as data and keywords, inbound and outbound links, landing page statistics, and social media inputs are examined and the site modified to capture and encourage more visits. In addition, funds will be used to monitor organic search rankings, create link sharing, check links and codes, add photos, videos, and other features to invigorate content and encourage return visits. Keyword analysis reveals that keywords play a diminished role in website optimization. Research on new search engine algorithms indicate new coding and construction is required to optimize a website. We are currently redesigning the Visit Fallon website. Funds will also be used to integrate the state's brand, logo, slogan and appropriate links. And the site will be upgraded continuously to be mobile-friendly, interfacing with Facebook, Instagram, Twitter and YouTube.	This project will work in conjunction with search engine ad campaigns to prepare and enhance landing pages and to ensure visitors are finding information relevant to searches. This project will include both graphic and technical support for social media integration and the site has been be re-tooled with a content management system to enable quicker and more expedient updates. New content and features will also be added.
Pony Express Territory	PE-19-21	Fallon Convention & Tourism Authority	Fallon Print Campaign	\$10,000.00	\$7,500.00	\$20,000.00	Nevada Department of Tourism funds will be used to support the design, production, placement, and measurement of the effectiveness of Fallon print ads. Fallon will place ads in: Three issues of Nevada Magazine; Nevada Visitors Guide; Reno-Tahoe and Carson City Visitors Guides; Edible Reno. The FCTA will also look at regional publications and other opportunities that present themselves and may substitute for a planned insertion.	Fallon's print campaign strives to brand the area as "Small Town Family Americana" with "Eventful Nevada" and "Closer Than You Think" sub-brands which feature Fallon's annual special events, history, outdoor recreation, attractions and the arts and farm-to-table culture.

Pony Express Territory	PE-19-22	Fallon Convention & Tourism Authority	Fallon Public Relations	\$10,000.00	\$7,500.00	\$25,000.00	<p>Nevada Division of Tourism funds will be used to attract visitors to Fallon by nurturing existing and developing new key industry relationships with support and assistance from the Abbi Agency. The focus will be to generate content for all of Fallon's websites and social media platforms by:</p> <ol style="list-style-type: none"> <li>1) Research niche media (magazines, websites, broadcast), write and pitch stories about Fallon with search engine optimized press releases;</li> <li>2) Sync Fallon websites with its social media platforms;</li> <li>3) Create continuity across Fallon's marketing media;</li> <li>4) Optimize and create consistent content and dialog on Fallon's social media platforms relevant to potential visitors and useful for planning itineraries;</li> <li>5) Promote Fallon's special events and attractions;</li> <li>6) Test efficacy of search engine ads, monitor data, and suggest content and ads for various Fallon events and attractions;</li> <li>7) Invigorate the Fallon tourism newsletter, encourage subscriptions and grow the database;</li> <li>8) Promote Fallon's web address: VisitFallonNevada.com and optimize the site by integrating it in all media outreach;</li> <li>9) Develop press kits and/or online media room;</li> <li>10) Study the shifting nature of online content and social media for inclusion in Fallon's marketing plan and to inform future strategy, goals, and outreach;</li> <li>11) Desk side media visits in Fallon's key markets;</li> <li>12) Media FAM;</li> <li>13) FAM along I-80 corridor, Highway 50, the Pony Express Territory and in key Fallon markets; and</li> <li>14) Increase activity</li> </ol>	<p>The fast-changing nature of today's media and communications platforms makes a public relations program essential for creating continuity across the media that Fallon uses to market the area.</p>
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Pony Express Territory	PE-19-23	Churchill Arts Council	Oats Park Art Center Marketing: Programs, History, Visual Arts Permanent Collection	\$8,700.00	\$3,800.00	\$57,300.00	<p>Funds will be utilized to produce: A 30-60 Second Video (location videography and post-production, \$1,600); Architectural Photography (3 exterior twilight images, 2 exterior daylight images, 2 aerial images, 9 interior images, \$2,500); Copy Images (photographic documentation of the Art Centers permanent visual art collection, approximately 200 pieces, \$800); and a Print and Digital Catalogue (design/create a documentation of the Art Centers permanent visual arts collection, \$3,800). Acknowledgment of NCOT support will be made on all our printed and electronic materials and on our website. We plan to continue direct mail, website/email/Facebook updates, but intend to employ other modes of social networking/media to make people more aware of events in Fallon. In addition, the documentation of the permanent collection will be made available in both print and digital format. The marketing/promotional video will be utilized on the City of Fallon and FCTAs websites.</p>	<p>Funds will assist with documentation of the Art Center's permanent visual arts collection.</p>
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Pony Express Territory	PE-19-24	The Greater Austin Chamber of Commerce	Austin Nevada Website	\$5,000	\$5,000.00	\$8,500.00	Funds will be utilized to contract webmaster services for one year, and consistently update AustinNevada.com in order to ensure it provides relevant information to potential visitors. These updates include any needed new pages (up to two), photography, copy revisions, and new special event information and updates on the calendar. The funds also cover hosting costs, and security for the site. Hacking of websites are on the rise, and with this in mind, an ongoing security program is needed for AustinNevada.com. This program includes monitoring the site for any needed updates to ensure that the system is up to speed and as secure as possible. Tasks include troubleshooting any database errors, making sure that the site is updated with the newest versions of Wordpress and the latest plugins, monitor the site, review traffic on a monthly basis, and physical backup of all files to the webmaster computer and an offsite programmers computer.	Funds will be used to keep Austin Nevada website current for potential visitors.
Pony Express Territory	PE-19-25	The Greater Austin Chamber of Commerce	Nevada Magazine Advertising 2018-2019	\$8,936.00	\$8,936.00	\$17,872.00	Placing 6 half page ads in Nevada Magazine, and a half page ad in Travel Nevada guide to promote Austin and the surrounding area.	This publication is successful for this Territory.
Pony Express Territory	PE-19-26	The Greater Austin Chamber of Commerce	Advertising for Austin Events	\$1,500.00	\$1,500.00	\$3,000.00	to help with the advertising for the Lincoln Highway Car Show and Prospectors Dream Wine Walk	Funding not to be used for local advertising.
Pony Express Territory	PE-19-27	Eureka County	VisitEurekaNevada.com Website Maintenance	\$4,800.00	\$4,800.00	\$9,600.00	Eureka County will engage the services of a firm that has proven experience in website development, maintenance, and security. These services will provide for additional pages of content (2-3 per year), consistency checks between all pages, ensure proper sizing of photography, calendar updates, copy and layout revisions, tracking and monitoring of site statistics, and site review and testing. The firm will address security concerns by troubleshooting database errors, update software with latest versions and plug-ins, monitor and review traffic on a monthly basis, and physically backup all files to webmasters computer as well as an off-site computer.	This project ensures the VisitEurekaNevada.com provides relevant information to potential visitors. VisitEurekaNevada.com is a new website and serves as a communication platform and marketing tool for the County of Eureka. Additional marketing campaigns are planned and each will refer potential travelers to VisitEurekaNevada.com.

Pony Express Territory	PE-19-28	Eureka Restoration Enterprise	3rd Annual Art Wine and Music Festival	\$1,600.00	\$1,600.00	\$3,200.00	We will utilize Nevada Division of Tourism funds to advertise for the 3rd Annual Art Wine and Music Fest with KUNR, newspapers, magazines and mailings.	This is the 3rd year for this event and they hope to grow attendance over last year by advertising on radio, in newspapers and through mailings. First time funding.
Pony Express Territory	PE-19-29	Simplistic Solutions	Salsa Festival	\$3,000.00	\$0.00	\$5,000.00	News paper adds, posters, radio adds, social media adds	This is a local event with little opportunity to generate overnight stays. No specifics offered as to where the advertising dollars would be spent.
Pony Express Territory	PE-19-30	White Pine County Tourism Recreation Board	White Pine County Trails Marketing Campaign	\$9,000.00	\$5,000.00	\$10,000.00	The campaign will help reorganize the required inventory of trail assets needed to create maps, trail descriptions, and pictures and video that can more easily integrate with a newly developed Outdoor Recreation section on the Visit Ely website. The use of established bloggers and influencers will spread the White Pine County brand further into new markets. Through distribution of new content, targeted trails users will be directed back to the elynevada.net website while increasing SEO and awareness of the other attractions in WPC.	Necessary for the organization and promotion of trails for outdoor enthusiasts.
Pony Express Territory	PE-19-31	White Pine County Tourism Recreation Board	Nevada Magazine & Visitors Guide 2019	\$11,000.00	\$7,500.00	\$12,900.00	WPCT&R will use funds to purchase advertising space in the Nevada Magazine and the Nevada Visitors Guide along with ad design.	NV Magazine and NV Visitors Guide help showcase White Pine County.
Pony Express Territory	PE-19-32	White Pine County Tourism Recreation Board	White Pine County Visitors Guide 2019	\$6,000.00	\$6,000.00	\$8,000.00	The grant will be used to offset the costs of printing the required additional guides as the Ely Times doesnt print enough visitors Guides to handle our needs. WPCT&R also get the center fold to promote the many events and attraction of the region (two full pages). The new editor and owners of the Ely Times are now giving WPCT&R a much broader say in what goes into the guide as well as working to increase the number printed.	Creating and printing annual visitor's guide is paramount to their tourism efforts.
Pony Express Territory	PE-19-33	White Pine County Tourism Recreation Board	Downtown Marketing Campaign Pardon our Dust	\$4,000.00	\$0.00	\$5,000.00	The grant will be used to offset the costs of the Pardon our Dust campaign to include digital, direct, mobile, affiliate, viral and social media in an effort to create awareness of the opportunities provided visitors during the construction project of downtown Ely.	This campaign is not designed to attract tourism. This promotion will only be viewed by visitors already in the area.

Pony Express Territory	PE-19-34	White Pine County Tourism Recreation Board	Geotargeted & Behavioral Ad Program	\$13,000.00	\$7,500.00	\$15,000.00	Incorporate targeted digital advertising to reach visitors who are already searching or are interested in Eastern Nevada, Hwy 50, history, arts and culture, trains, etc. Develop a year round media plan that adapts and changes throughout the year based on White Pine Counties priorities including events and to drive interest during slower seasons. WPCT&R will provide continual evaluation on the plan to ensure that the program is being optimized to reach the target audience and their preferences.	Funded half of project budget. Project targets feeder markets.
Pony Express Territory	PE-19-35	White Pine County Tourism Recreation Board	Reflections From The Great Basin Marketing Campaign	\$8,000.00	\$0.00	\$10,000.00	Funds will be used to organize, promote, and exhibit this event. We have initiated discussions with interested artists who are eager to exhibit. This type of high profile event, which would draw hundreds of new visitors monthly, is exactly the type of exposure and opportunity the GBNA, Ely Renaissance Society and WPCT&R seeks to achieve in this collaboration. The exhibitions will feature testimonial audio visual which will showcase biographic 1st person introductions of each artist. This we believe will enhance the understanding of each artwork and promote the individual artists aesthetics. Promotion of the event will occur on-line via a website landing page, targeted social media campaigns, and print material with professionally designed visuals. Advertisement of this exhibition will reach all ends of the Great Basin. While the opening and closing reception will be open to the public, we will be sure to personally invite local and regional personalities representing Arts and Culture from galleries, museums, government, and public entities. The Ely Renaissance Society will handle the logistics of incoming/outgoing packing, shipping. The WPCT&R will provide marketing, required insurance, and distribution of Artist honorariums. Aside of providing a professional, educational atmosphere for these artists to showcase their talent and their heritage, we will also create a gallery of digital images to serve as a shared resource for DMO's and stakeholders. With the high traffic of such a regional show, the WPCT&R	Unable to demonstrate how this event would generate room nights. Appears to have a local focus.

Pony Express Territory	PE-19-36	White Pine Chamber of Commerce	Discover Great Basin!	\$3,500.00	\$3,500.00	\$5,500.00	Through a modernized website, well-designed local maps and brochures, and an eye-catching new visitor kiosk/information board, visitors will be informed of the many options for recreation, exploring, accommodations and dining in the Baker area. Increasing visibility and visitor information is a prerequisite for attracting visitors to extend their stays to generate visitor spending and additional lodging nights. There is great untapped potential in capturing the traffic of park visitors and travel-through drivers. In 2017, 168,00 people visited Great Basin National Park, all entering through downtown Baker on SR-488. Park visitor numbers have substantially grown throughout the past five years at GBNP. The growth is a result of the overcrowding in the national parks in Utah, and the 30-year-overnight-success of Great Basin National Park. Mother nature provided the venue including the magnificent dark skies and the Discover Great Basin project will provide the information for visitors stay and enjoy the opportunities and amenities.	Funds will be used for new format of magazines to promote Great Basin.
Pony Express Territory	PE-19-37	White Pine Chamber of Commerce	Additional Printing of Highway 93/50 Guides	\$3,310.00	\$1,500.00	\$4,510.00	To cover the cost of printing.	Guides will be distributed along Hwy 50 and 93.

Pony Express Territory	PE-19-38	Nevada Northern Railway Foundation	Media Relations and Social Media Outreach	\$10,000.00	\$10,000.00	\$20,000.00	Funding will be focused on the following specific tactics, in order to build a firm presence and engage people to grow our online participation. 1) Improve our presence on the most relevant platforms. To conduct more monitoring to help know who our audience is, where they hang out and which platforms they are on; 2) Post relative information daily on Facebook and maintain tweets on Twitter; 3) Interact with fans and create conversations on these sites; 4) Engage customers in conversations and encourage experience-sharing; story-telling via questions, photography and video and contest participation; 5) Continue our monthly eblast to gain more interest and followers and 6) Upload additional videos on YouTube and create shorter vignettes of 1-2 minutes using existing content, and create new content when needed. Grant funds will also be used to hire East River Public Relations for an annual contract in pitching the railroad. East River was responsible for our connection with VIA, the New York Times, CBS and others.	This project's primary goal is to increase social media participation for Nevada Northern Railway in order to attract more visitors. Their continued effective use of social media outlets has helped position the Railway as a top travel destination choice in rural Nevada. They now have over 77,000 likes on their Facebook page which is an increase of 35% in a year.
Pony Express Territory	PE-19-39	Nevada Northern Railway Foundation	Iron Horse Cookery	\$22,500.00	\$6,000.00	\$49,500.00	Nevada Division of Tourism funds will be used to fund the production and marketing of new episodes of Iron Horse Cookery along with filming the world premier Iron Horse Cookery Cook Off to be held on September 2, 2018.	Funded a project to film episodes of Iron Horse Cookery in FY2018 1st cycle. Funds in this cycle to assist with filming their inaugural event which will take place over Labor Day weekend. Per applicant, each episode cost approximately \$2,500 including social media push.
Pony Express Territory	PE-19-40	Nevada Northern Railway Foundation	Nevada Northern Railway Billboard Campaign	\$8,250.00	\$6,000.00	\$16,500.00	NDOT funds will be used for the rental of the billboards and developing the artwork.	Because of the name recognition they have received from television and social media, the billboards will encourage people who are already driving to make the trip to Ely.

Pony Express Territory	PE-19-41	Nevada Northern Railway Foundation	150th Transcontinental Railroad Celebration Marketing	\$34,330.00	\$0.00	\$68,600.00	<p>Nevada Division of Tourism funds will be used for creative development, marketing, advertising both in print and digital, along with producing a special 150th Anniversary gift that will be given visitors to the Nevada Northern Railway National Historic Landmark during 2019.</p> <p>Our plan is to develop a special logo and marketing materials that feature Nevada, the railroad and the 150th Celebration. We will be working with Kalmbach publishing in their special enthusiast publications starting in the Fall of 2018 and continuing through Summer 2019 with print ads.</p> <p>Additionally, we'll ramp up our social media and digital marketing to include digital geo fencing, Facebook Ad boosts and Google Ad Words</p>	<p>TravelNevada will be launching a state-wide marketing campaign to honor this occasion. Funding a secondary project would be redundant.</p>
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Pony Express Territory	PE-19-42	Great Basin Heritage Area Partnership	Professional Tourism Organizations: Membership and Conference Attendance	\$5,268.00	\$4,393.00	\$11,168.00	<p>Nevada Division of Tourism funds will cover the following: 1) Travel and registration expenses for RURAL ROUNDUP: \$130 for registration fees (2 x \$65); \$345 for mileage (round trip from Baker to Fallon); and \$400 for hotel rooms (2 rooms x 2 nights). 2) Travel expenses and membership fees for Grand Circle Association: \$450 for annual membership; \$1,962 for mileage (4 meetings at 900 miles round trip each). 3) Travel expenses to attend Alliance of National Heritage Areas conferences, specifically mileage for three round trips to Las Vegas airport: \$981 and 50% of ANHA annual membership dues (\$1,000). Total for Nevada Division of Tourism funds is \$4,268. Funds from our National Park Service grant will cover hotel rooms for Grand Circle conferences (est. \$1,200), hotel rooms for Alliance of National Heritage Areas conferences (est. \$1,800), airfare and rental cars for ANHA conferences (est. \$1,500), registration fees for ANHA conferences (est. \$400), and 50 % of ANHA membership dues (\$1,000). for a total of \$5,900. Great Basin Heritage Area Partnership will contribute staff time and volunteer (board members) time to attend conferences (est. value \$6,400, not included in proposed budget).</p>	<p>Funding will cover costs associated with becoming a member and attending meetings for the Great Basin Association (GSA) and the Alliance of National Heritage Area (ANHA), does not include funds to cover expenses to attend Rural Roundup.</p>
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Pony Express Territory	PE-19-43	Great Basin Heritage Area Partnership	Great Basin National Heritage Area: General Promotion Print Advertising	\$20,400.00	\$10,000.00	\$42,800.00	Nevada Division of Tourism funds will fund the following: 1) Six 1/2 page ads in Nevada Magazine (one per issue) = \$9,900 at nonprofit rate; 2) One 1/2 page ad in the Travel Nevada Trip Planner = \$5,500 at nonprofit rate; 3) Two full-page ads in Madden Media's targeted newspaper insert campaign = \$5,000. Design work and photography will be provided by the Great Basin Heritage Area Partnership. Matching funds from Millard County, the Utah Office of Tourism, and Great Basin Heritage Area Partnership will fund ad design and photography (\$4,000); one full page in the Grand Circle Travel Planner (\$6,700); one full page in the National Parks Media Trip Planner, Utah edition (includes Great Basin National Park ) \$1,000; rack card printing (\$2,700) and distribution (\$8,000).	Funding to assist with placing ads in Nevada Magazine, the Nevada Travel Guide, Grand Circle Travel Planner and the National Parks Trip Planner.
Pony Express Territory	PE-19-44	Great Basin Heritage Area Partnership	Great Basin STAMPede: Driving Tourism with the Great Basin National Heritage Area Digital Passport	\$28,500.00	\$10,000.00	\$70,400.00	Travel Nevada funds will be utilized to contract with a tourism-specific app development company for the creation of the Great Basin National Heritage Area Digital Passport. Travel Nevada funds will also be used to promote the program through print and digital advertising. Specifically: 1. \$15,000: 50% of \$30,000 contract required to create digital passport app on VisitApps platform, with guarantee of unlimited updates and expansions for a three-year period. App will include digital passport with approximately 100 heritage area sites (half of which are in White Pine County), with the ability for travelers to "stamp" their passports at remote locations. Expansions within the three-year contract period will include walking and driving tours and interfacing with each passport holder's social media accounts. 2. \$13,500 to promote the program including \$8,000 for ad space in Nevada Magazine (1/4 page in each of six issues) and \$5,500 for a quarter-page ad space in the Travel Nevada Trip Planner.	Funds to assist with the development of the passport app. Funding for print advertisement to promote the program being recommended in a separate grant request.
<b>TOTAL</b>		<b>PONY EXPRESS</b>		\$458,494.00	\$212,729.00	\$737,750.00		

Reno-Tahoe Territory	RT-19-01	Reno-Tahoe Territory	Administration	\$3,000.00	\$3,000.00	\$3,500.00	Funds will support the operation of the Territory, including expenses for the Chair to travel to the Governor's Global Tourism Summit, Rural Roundup, and TAC Meetings.	The funds in this grant will be used to pay the day-to-day expenses of the territory relative to banking, travel, office supplies, correspondence, training and education, etc.
Reno-Tahoe Territory	RT-19-02	Reno-Tahoe Territory	RenoTahoe.com Digital Marketing	\$11,500.00	\$10,000.00	\$11,500.00	Funds will be used to professionally manage and update the RenoTahoe.com website, search engine optimization and search engine marketing, custom e-blast creation and distribution of sales and media leads, plus list management; and for digital marketing to promote the assets available on the website to trip planners and travel trade buyers.	The RTT website was given a complete overhaul in 2014. It is now time to update and refresh RenoTahoe.com. This was a note from Marketing Grant 2018 1st Cycle. \$11,500 was previously awarded. \$10,000 will be recommended for continued maintenance.
Reno-Tahoe Territory	RT-19-03	Reno-Tahoe Territory	RTT Brochure	\$8,150.00	\$8,150.00	\$8,150.00	Funding will be used to design, produce, and copy write a small brochure to feature each DMO within Reno-Tahoe Territory and their primary attractions. The piece serves to present the Territory as a destination, reinforce proximity, and share travel information and interesting distinct places to experience as a traveler.	This project provides a tangible handout for missions, FAMS, and international representatives. Easy reference guide to local regions.
Reno-Tahoe Territory	RT-19-04	Reno-Tahoe Territory	Sales Missions/Business Development	\$20,000.00	\$10,000.00	\$22,000.00	Funds would cover the costs associated with national and international sales missions plus associated expenses. A small percentage of the funds would support FAM trips to the area by important decision-makers.	Funding reflects support for two international missions that TravelNevada has planned for 2019 namely Canada and Mexico and/or four domestic missions.
Reno-Tahoe Territory	RT-19-05	Reno-Tahoe Territory	Reno-Tahoe Territory PR Missions Support	\$13,500.00	\$6,750.00	\$13,500.00	To cover the costs associated with PR and media mission opportunities offered by TravelNevada in order for RTT to represent the interests of all members of the Territory.	This is a first time request for PR mission support to aid in hosting for TravelNevada. Based on lack of history, funding will be recommended at 50 percent.
Reno-Tahoe Territory	RT-19-06	Reno-Tahoe Territory	RTT Media Communication Outreach Program	\$16,500.00	\$10,000.00	\$16,500.00	The funds will be utilized for media outreach to targeted media, focused on the fresh content developed by RTT, combined with new media tools and assets. This outreach will allow RTT to continue to provide resources, customized story ideas, press materials, and new assets as needed for maximum public relations and sales results.	This project was funded \$15,000 in FY17.

Reno-Tahoe Territory	RT-19-07	Reno-Tahoe Territory	Reno-Tahoe Territory Promotional Items	\$5,000.00	\$5,000.00	\$5,000.00	Funds would be used to purchase RTT branded promotional items.	The Reno-Tahoe Territory would like to purchase logo'd promotional items to distribute at shows, during FAMs, and at other marketing opportunities. We believe that these items, which always contain our website URL, are an effective way of staying "top of mind" with prospective visitors and giving them easy access to our website to check out our destination offerings.
Reno-Tahoe Territory	RT-19-08	Reno-Tahoe Territory	Motorcoach/Group Travel Trade Show	\$4,400.00	\$4,000.00	\$4,400.00	Funds would be used to pay convention registration and associated expenses, plus annual membership dues.	RTT would like to continue to represent the Territory at motorcoach shows as this market is important to this destination.
Reno-Tahoe Territory	RT-19-09	Lake Tahoe Visitors Authority	Meetings and Group Outreach	\$12,000.00	\$12,000.00	\$50,000.00	Funds would be used to support costs associated with attending industry events related to booking meetings and groups. These groups typically travel mid-week, often in the shoulder season, which is an identified need-period of most lodging properties.	Having completed a professional destination assessment it was recommended that LTVA take a more active role in promoting small meetings and retreats to the benefit of the south shore constituents. In order to accomplish they need to attend industry events with one-on-one appointment opportunities with qualified meeting planners. Research shows that people who attend meetings and events in a destination are three times more likely to return with their family and friends within the next 3- years.

Reno-Tahoe Territory	RT-19-10	Lake Tahoe Visitors Authority	Travels with Darley Integrated Marketing Opportunity	\$10,000.00	\$10,000.00	\$25,000.00	NDT funds would be used to purchase an integrated marketing package for the PBS show "Travels with Darley", which includes features on a PBS travel episode, digital short videos, recognition in a sponsor spot, distribution of video clips to digital partners, licensed royalty-free B-roll and images, and a minimum of 7 social media posts during and post filming.	The project is a destination video showcase highlighting local characters and authentic destination activities and places, hosted by well-know travel influencer Darley Newman. This project includes :30 sec spots at front/back of regular episodes of "Travels with Darley" shown on PBS for a period of one year. Additional reach is achieved through digital distribution and social media outlets. Footage must be provided to NV Division of Tourism for its use.
Reno-Tahoe Territory	RT-19-11	Lake Tahoe Visitors Authority	Native Language Promotional Videos	\$10,925.00	\$10,925.00	\$21,850.00	Funds will be used towards the production of a Japanese and a Korean native language video through Brand USA / Miles Media and to take advantage of their marketing distribution network.	Creation of Brand USA Native Traveler Videos in Japanese and Korean. The videos will be available for TravelNevada and other partners to use themselves, and will also be distributed via Brand USA Channels including dedicated Brand USA Experience Pages and Brand USA's language-appropriate YouTube channels.
Reno-Tahoe Territory	RT-19-12	Lake Tahoe Visitors Authority	Digital Influencers Lake Tahoe and Carson Valley	\$7,500.00	\$0.00	\$15,000.00	The funds would be used to identify and invite qualified and appropriate influencers to the region. Funds would also be used to offset travel, activity and lodging experiences associated with the trip, although both DMO's would seek in-kind support from tourism partners who would be beneficiaries of the Digital Influencers subsequent blogs, posts, tweets, etc. Negotiation with influencers may include use of images and videos by the DMOs	Not all projects can be funded in this cycle, suggest they reapply for funding consideration in the BY2019 2nd Cycle Marketing Grant application period opening in August of this year. Would also suggest working with the TravelNevada PR team to assist with this project.

Reno-Tahoe Territory	RT-19-13	Team Tahoe	Tahoe Bike Love	\$3,000.00	\$3,000.00	\$6,000.00	NCOT funding will be specifically used to produce at a minimum two video commercials that includes: pre-production, production and post-production.	B-roll footage must be provided to TravelNevada upon completion for use on our website. TravelNevada logo must be included in final production.
Reno-Tahoe Territory	RT-19-14	Athletes United / Epic Tahoe Adventures	Rock Tahoe Half Marathon	\$5,000.00	\$5,000.00	\$100,000.00	The funds will be used to promote the event to destination runners; most specifically to the NorCal/Bay Area markets. We have found this to have the greatest return on investment for marketing. This marketing outreach will include: social media ads, social media engagement, photography, video, print materials for expos, attending running expos to promote the event, and our overall online presence.	This event is considered a "boutique" race because they limit the size to 2,000 runners. This is still a large enough event to generate critical mass for engagement, but small enough to keep that personal touch. More than 80% of the participants come from outside the greater Reno-Tahoe area. Last year awarded \$6,000.00.
Reno-Tahoe Territory	RT-19-15	Thunderbird Lodge Preservation Society	Thunderbird Lodge Marketing and Tourist Transportation	\$20,000.00	\$8,000.00	\$58,000.00	Funds will be used to pay for the marketing and promotion of the Thunderbird Lodge to tourists. Majority of funds will support Shuttle Service from Visitors Bureau to the Thunderbird Lodge for Public Tours.	The majority of funds are to support shuttle service which is not grant eligible. The \$8,000 will be used for marketing purposes only.
Reno-Tahoe Territory	RT-19-16	Incline Village Crystal Bay Visitors Bureau	North Tahoe Secrets	\$11,000.00	\$5,500.00	\$22,000.00	TravelNevada funds will be used for video research, planning and production, drone footage, on-the-ground video footage, post-production editing, blog and newsletter content development, social media graphics, and social media advertising. Content will be shared across social media channels, the Go Tahoe North and TravelNevada websites, and through media outreach. North Lake Tahoe and TravelNevada partners will have the ability to use this content for their benefit on a long-term basis, expanding the available visual assets for each destination.	Funding will cover the Fall portion of the North Tahoe Secrets campaign including the development of videos and a social media campaign to promote the seasonal offerings North Lake Tahoe has to offer in the Fall. Recommend this organization apply for funding consideration to develop videos and launch a social media campaign for their "spring secrets" in the next marketing grant cycle.

Reno-Tahoe Territory	RT-19-17	Lake Tahoe Shakespeare Festival	2019 Lake Tahoe Shakespeare Festival Marketing Plan	\$20,000.00	\$2,000.00	\$1,915,518.00	<p>Lake Tahoe Shakespeare Festival is requesting financial support from the Nevada Commission on Tourism to fund the costs of publicity, advertising, and public relations activities that promote LTSF events, enticing out of area visitors to come and stay overnight in our area. To ensure the continued growth of LTSF and to enhance attendance we will target potential audience members in northern California, Sacramento, and the Bay Area. We focus on these markets in particular as they are especially drawn to the Lake Tahoe area because of the short drive and the ownership of second homes. Additionally, it is crucial that we market LTSF to all tourists as a must attend activity. This will occur through a plethora of public relations activities, such as the distribution of press releases, editorial content, calendar listings, specific pitches, media relations (visitation and events), social media, promotions, press kits, and direct mailings.</p>	<p>Funds to be used for website updates and maintenance. This project is nearing the final funding cycle from the Rural Marketing Grant Program and it is clear their annual summer events have successfully met their sustainability challenge. Awarded \$3,000 in FY2018.</p>
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Reno-Tahoe Territory	RT-19-18	Classical Tahoe	Classical Tahoe	\$8,000.00	\$6,500.00	\$1,990,000.00	<p>1. Professional Photography - Classical Tahoe has no professional photography of our orchestra, our new state-of-the-art "pop-up" pavilion in the Tahoe Forest to use for marketing, advertising, website gallery, and social media. Reno's Antos Agency will direct and hire professional photographer (Jeff Dow) for several staged, theatrically lit sessions, as well as get candid shoots with the orchestra enjoying Tahoe and the community's participation in the Music Institute Music Maker's Faire and other interactive activities</p> <p>2. Professional Videography - Classical Tahoe has no professional videography of our orchestra, our new state-of-the-art "pop-up" pavilion in the Tahoe Forest and exciting community interactive experiences for children and adults to use for marketing, advertising, website gallery, and social media. USC Film School graduate Emma Menzies Director/Writer, Cameraman, and associate producer to document the festival and Institute with a dozen edited "video stories" for social media, website and on-site event broadcast. Videography will capture the multi-sensory experiences provided by Classical Tahoe.</p>	<p>Classical Tahoe is a world-class music festival and institute at Lake Tahoe that has no professional video or up-to-date photography to use in promoting their treasure beginning with an ad campaign early next spring to their target audience around the world. Funding this project would allow them to capture both video and photography of this summer's programs to use in advertising going forward. Grant funding for photos and video stipulates that photos and footage be sent to TravelNevada for its use.</p>
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Reno-Tahoe Territory	RT-19-19	Sustainable Tahoe	Walking with a Washoe Heart	\$10,500.00	\$0.00	\$30,000.00	NCOT funding will contribute to: creative and purchase of digital and print advertising in specific publications and online media (editorials and ads in Via AAA Travel Magazine; Reno Tahoe Tonight; Getaway Reno Tahoe; Tahoe Weekly; Tahoe.com; Sunset Magazine; San Francisco Magazine; Sacramento News & Review); design and printing of rack cards to be placed at various welcome and visitors centers; design and distribution of direct email distribution; buy television and radio spots provided through RTT and Tahoe Outside TV; buy social media posts and sponsored ads; creative for event page and/or banner to be displayed on a variety of websites (Sustainable Tahoe; Tahoe.com; Chamber of Commerce; RSCVA; Travel Nevada; Visit California; GoTahoeNorth; Visit South Tahoe); promotional branding items to be given to program participants. Additionally, as this cultural project will be part of a new documentary on the Washoe Tribe, funds will be used to facilitate the video filming.	There is not enough information to demonstrate how funding would convert to room nights. Location was not determined at time of grant submission.
Reno-Tahoe Territory	RT-19-20	Carson Valley Visitors Authority	Recreation and Showcase Video	\$5,000.00	\$0.00	\$10,000.00	Funds will be applied to extend the scope of subjects we are able to highlight in brief video and drone segments as well as professional editing to help us create a broader highlight video about Carson Valley. In this case, Travel Nevadas participation will allow us to capture twice as many storylines. Video is clearly a priority in any messaging plan in the current marketing environment. Our intent is to make extensive use of ,and air, each subject within multiple channels - social media platforms, our website, PR contacts, email newsletter, and to complement our advertising campaign. In the coming year, we will share and market video at least twice as often as we have this year. Clearly, video helps us tell our story far more effectively than copy. In short, we have a beautiful destination worth exposing to Nevada travelers.	Not all projects can be funded in this cycle and they were awarded more than \$11,000 in the FY2018 2nd Cycle for a video project.

Reno-Tahoe Territory	RT-19-21	Carson Valley Visitors Authority	Legendary Stories PR Campaign 2.0	\$14,500.00	\$10,000.00	\$29,000.00	<p>This grant funding will directly facilitate the retention of a top-notch PR firm and supporting tactics. This effort will allow us to continue to build on the momentum and successes of the past year while continuing to elevate the awareness of Carson Valleys numerous visitor offerings. A comprehensive program plan, implementation schedule, and measurement strategy will be executed. The funds will further be used to cover the costs for implementing a focused regional and national public relations plan, identifying influencers to write about the destination, securing media visits, as well as support in continuing to build a cooperative partnership with regional DMOs and Travel Nevadas own efforts. Equally eager to maximize measurement and effectiveness in our outreach, the maintenance of a media database and news monitoring service through the firm (Cision) will be part of the projects scope.</p>	<p>Funding for this project covers the Public Relations portion of the budget and does not cover FAM expenses or travel expenses for guest writers. Funding amount is in line with other PR projects funded through this grant program. Previously funded 2018 for \$10,000.</p>
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Reno-Tahoe Territory	RT-19-22	Carson Valley Visitors Authority	Out of Market Multimedia Advertising Campaign	\$40,000.00	\$20,000.00	\$200,000.00	<p>Travel Nevada grant support will be directly expended on our media buying. If the full request is honored, the ratio is a 4 to 1 leveraged match in a major destination campaign. Carson Valley will initiate a paid multi-media campaign in Northern California to increase overnight visitation to Carson Valley (which is more fully described in the overall proposal presented here). Our plan is to use and expand on our new Legends campaign and target very specific audiences known to travel and which have a propensity to travel to Carson Valley. The media campaign will include traditional and online media - digital ad placements, outdoor advertising, television advertising, content marketing and media promotions. We will negotiate the best possible rates and placements through the various media outlets with the help of our media buying firm CC Media.</p> <p>With Travel Nevada's support, we believe we have a solid strategy to maintain a large-scale ad campaign with a welcoming, experience-based message. CVVA will continue to push into the Northern California market (especially in the CA central valley where many other Reno Tahoe marketers have reduced spending). We will continue to show regional travelers Northern Nevada is a destination well worth seeking.</p>	The Carson Valley out-of-market multi media advertising campaign is the foundation for CVVA's destination marketing effort. The project maintains and promotes Carson Valley's core branding message. With the help of a new local brand agency, they are evolving their core message to Legends of the Valley—surfacing rich stories about people and places which will help to tell and extend the Carson Valley message and establish a greater emotional connection with their visitors.
Reno-Tahoe Territory	RT-19-23	Carson Valley Arts Council	Carson Valley Arts & Antiques Map Update	\$2,884.00	\$2,884.00	\$5,768.00	<p>Funds will be used for updating the Arts and Antiques in Carson Valley Map, for printing 20,000 11 by 17 threefold maps (in color) and for website and social media updates.</p> <p>Funds will also be used to distribute the Arts and Antiques in Carson Valley Map through Certified Folder Display, local businesses, the Chamber of Commerce and the Carson Valley Visitors Authority</p>	This map would offer visitors a map/brochure to describe the artists, art studios and antique shops available in the area and would be distributed through Certified Folder Display, local businesses and online.
Reno-Tahoe Territory	RT-19-24	Carson City Culture & Tourism Authority	Visitors Guide 2018 Fall/Winter	\$5,000.00	\$0.00	\$10,000.00	<p>The funds provided will be used to redesign the guide, create content, photos and printing costs</p>	This project was funded \$5,000 in FY2018 2nd Cycle. Suggest they reapply for funding consideration in the FY2019 2nd Cycle.

Reno-Tahoe Territory	RT-19-25	Carson City Culture & Tourism Authouity	Geo-Targeted/Behavioral Ad Campaign	\$7,500.00	\$7,500.00	\$15,000.00	Incorporate targeted digital advertising to reach visitors who are already searching or are interested in Eastern Nevada, Hwy 50, history, arts and culture, trains, etc. Develop a year round media plan that adapts and changes throughout the year based on Visit Carson City's priorities including events and to drive interest during slower seasons. CTA will provide continual evaluation on the plan to ensure that the program is being optimized to reach the target audience and their preferences.	The CCCTA would like to target their strongest drive market (Sacramento, San Francisco and Central California) in a year-long campaign integrating animated difital advertisement, adaptable to mobile devices, to promote the region and its attractions.
Reno-Tahoe Territory	RT-19-26	Carson City Culture & Tourism Authouity	Website Maintenance	\$5,000.00	\$5,000.00	\$10,000.00	The NCOT funds will be utilized to add video content and aesthetic appeal to the current visitcarsoncity.com while trying to improve site speed and load time. Additional funds will be used to continue our effort on SEO and a redesign of our current E-Blasts.	This project will allow the CCCTA to continue to maximize SEO, improve site speed and load time, while creating a more visually appealing site.
Reno-Tahoe Territory	RT-19-27	Carson City Culture & Tourism Authouity	Nevada Magazine Advertisement	\$5,000.00	\$5,000.00	\$10,000.00	The grant award will be used to design and publish advertisement in the Nevada Magazine.	The CCCTA will use grant funding to place ads in Nevada Magazine for the upcoming fiscal year.
Reno-Tahoe Territory	RT-19-28	Carson City Culture & Tourism Authouity	Passport to Downtown / Nevada Day	\$12,000.00	\$8,000.00	\$24,000.00	The CTA will partner with the DBA and the Nevada Day Committee to send a direct mailer to the residents of several rural communities throughout Nevada, followed by targeted Facebook ads. The communities selected have historically had a strong representation in the parade and provide the best opportunity for additional room nights. The two-day event will provide an opportunity to be exposed to the businesses in downtown Carson City on Friday and the events associated with the Nevada Day festivities throughout Saturday.	This is a first-time request for this two-day event which takes place over the Nevada Day weekend. CCCTA will partner with the Downtown Business Association to host this event featuring more than 30 businesses throughout downtown Carson City and will take place Friday and Saturday. Their goal is to get people from beyond 100 mile radius who were planning to come for the Saturday parade to come one or two days early to participate in the Passport event. The event attracted over 1,000 participants last year. First time funding \$8,000 seed money.

Reno-Tahoe Territory	RT-19-29	Brewery Arts Center	TEDxCarsonCity 2019	\$2,500.00	\$2,500.00	\$20,000.00	\$2500, which is the entire amount of our request will go towards the video production of the TEDxCarsonCity videos to be seen by hundreds of thousands of viewers worldwide based on our numbers from our first two events.	TEDxCarsonCity is proud to be part of a global community that is helping bring great ideas to towns and cities across the globe. The Brewery Arts Centers 30 youtube videos from the 3 talks they hosted so far have been viewed 233,665 times and counting and are seen by a world wide audience.
Reno-Tahoe Territory	RT-19-30	Brewery Arts Center	Traditional Celtic Music Series	\$2,000.00	\$2,000.00	\$24,302.00	Because of the initial success of this series, we know that if we were able to properly market the series, we would attract an audience from the whole Western United States. We have opportunity to grow and expand to the larger theater on the BAC campus and feel as if the Celtic Series is now ready to take that step. We have never had the funding for promotion or advertising of this series other than posters and social media ads so most of the success has come from word of mouth marketing. If we were to receive funding, we would advertise in Newspapers just outside the 100 mile radius of Carson City as well as produce and distribute 3 fold brochures regionally and purchase radio airtime in the appropriate markets as well as boosted social media posts.	The mission of the Brewery Arts Center is to enrich the quality of life by cultivating arts and culture for all. The growing audience for this Celtic Music Series is evidence of the yearning for this style of music and the cultural ties recognized by the people of this area, many of Irish and Scottish decent are undeniable. The series runs from October through May.
Reno-Tahoe Territory	RT-19-31	V and T Railway, Northern Nevada Railway Foundation	V&T Railway Brochure Updates and Distribution	\$7,375.00	\$7,000.00	\$14,750.00	NDOT funds will be used to facilitate design and copy writing for a tri-fold 4 color rack brochure, printing of 80,000 copies, and distribution costs.	Brochure printing and distribution has not been funded since 2015.
Reno-Tahoe Territory	RT-19-32	V and T Railway, Northern Nevada Railway Foundation	V&T Geotargeted & Behavioral Ad program	\$13,000.00	\$7,500.00	\$15,000.00	Incorporate targeted digital advertising to reach visitors who are already searching or are interested in Northern Nevada, Virginia City, Carson City, Hwy 50, history, arts and culture, trains, etc. Develop a year round media plan that adapts and changes throughout the year based on V&T Railway priorities including events and to drive interest during slower parts of the season. V&T Railway will provide continual evaluation on the plan to ensure that the program is being optimized to reach the target audience and their preferences.	Funds will be used as an invaluable tool to assist V & T Railway in marketing efforts.

Reno-Tahoe Territory	RT-19-33	V and T Railway, Northern Nevada Railway Foundation	V and T Railway Website Re Branding	\$15,000.00	\$0.00	\$30,000.00	Grant funding will be used for Website development - a custom built website with a Word Press content management system. The site shall be ADA compliant and include a responsive design and development to allow the site to scale from mobile devices to large screens; Google Analytics/Google Tag Manager implementation to allow for ease of placing retargeting pixels and other custom conversion tracking; optimized website to support digital marketing initiatives; improved user experience; newsroom with internal and external press postings that can be tagged to event pages; social media integration; contact form with interactive location map; new image assets; rewritten/refined copy throughout the site for SEO optimization; SEO and metadata population.	Applicant states, "Much can be gained with a new identity in the community and in the minds of consumers within a 100 miles radius".
Reno-Tahoe Territory	RT-19-34	Friends of the Nevada State Railroad Museum	Nevada State Railroad Museum Wedding Venue	\$20,000	\$4,500.00	\$25,000	These funds will build a event table for use at conventions and will include banners, tent, large images and eventually a audio video. In addition, these funds will provide the funds to advertise in Wedding Wire. Finally, we would network through the vendors of Northern Nevada. This activity has potential of world wide reach.	This application requests funding for a number of items, some of which are more suited to the Projects Relating to Tourism Grant program (building a travel show presentation booth and a trailer to move a locomotive to a trade show). The recommended award will help with registration at Divas Day Out and social media advertising.
Reno-Tahoe Territory	RT-19-35	Friends of the Nevada State Railroad Museum	Nevada State Railroad Museum Marketing Campaign	\$5,000.00	\$5,000.00	\$10,000.00	These funds will directly support digital media and influencer day attendance by out of area participation by interested participants	This marketing campaign will focus on the 18-55 demographic and includes targeted electronic digital media advertisement, print media fliers and advertisement, exhibit promotion and an influencer day.

Reno-Tahoe Territory	RT-19-36	Friends of the Nevada State Railroad Museum	Nevada Magazine Advertisement	\$7,200.00	\$7,200.00	\$14,400.00	We believe that the NSRM can be a solid anchor in the visitation to this region. These funds will be directly used to bring visitors to the Museum and stay to visit the region. This collection of rare historic pieces is the finest collection of 19th century railroad equipment and it tells the history of Nevada. Large artifacts play a central part in object based story telling.	Grant application requests \$7,200 from TravelNevada with a local match of \$7,200 to place six 1/4-page ads in Nevada Magazine. Actual cost per 1/4-page ad is \$1,120. Award will fund half the cost to place all six ads plus assist with design costs.
Reno-Tahoe Territory	RT-19-37	Friends of the Nevada State Railroad Museum	Trains Magazine Ironhorse Railcamp Advertisement (National reach)	\$1,000.00	\$0.00	\$2,000.00	Trains Magazine is the premier national railroad enthusiast publication. It reaches the groups currently invested in railroading. In our initial years, this is our target audience.	This request is to advertise an event that will take place in August, 2019. Suggest they reapply for funding consideration in the FY2019 2nd Cycle grant application period which open in August this year with a late September deadline.
Reno-Tahoe Territory	RT-19-38	Virginia City Tourism Commission	National and Regional Public Relations Program	\$15,000.00	\$10,000.00	\$30,000.00	Funds are used to cover the costs of implementing a national strategic public relations and social media plan including identifying influencers, securing media trips, subscription to a media database and news monitoring and more.	Assistance with this project allows VC to continue to be successfully promoted by a team of PR professionals and supports the branding of Virginia City.
Reno-Tahoe Territory	RT-19-39	Virginia City Tourism Commission	Expanding Our Reach Digital Marketing	\$7,000.00	\$7,000.00	\$14,000.00	The funds from Travel Nevada will be used in the digital marketing efforts of the Virginia City Tourism Commission. The past few fiscal years we have focused on social media and Google AdWords for our digital marketing, this year we plan to increase our digital footprint with added banner ads and Google Remarketing. We will work with our media buying agency to construct a plan that reaches a larger regional audience that is in the planning stages of their trip, geofence in search results and really appeal to the visitor visually.	Successful results in previous similar efforts.

Reno-Tahoe Territory	RT-19-40	Virginia City Tourism Commission	Fiesta Del Charro Rides into Virginia City	\$7,000.00	\$6,000.00	\$10,000.00	<p>The funds from TravelNevada are going to be used to market and form outreach programs to the Hispanic market using radio, print and TV advertising.</p> <p>The overall plan for the redirected marketing includes e-blasts to specific databases, press releases distribution in Spanish and English to long-lead and short-lead publications in traditional and Hispanic demographics, outreach to influencers, local media pitching and community outreach through Hispanic community groups.</p> <p>The funds will increase the media buy with the addition of Hispanic radio advertising.</p>	Funded previously 2017 and 2018. This is the third time funding this event.
Reno-Tahoe Territory	RT-19-41	Virginia City Tourism Commission	Regional Print Advertising	\$6,000.00	\$6,000.00	\$9,000.00	Grant funds will be used to offset the cost for the TravelNevada Guide ad placement and creative, as well as for other additional advertising in local and regional publications.	Project for advertising costs in Travel NV Guide and other travel publications.
Reno-Tahoe Territory	RT-19-42	Piper's Opera House	Nightmare Before Christmas on the Comstock	\$3,000.00	\$2,000.00	\$5,000.00	<p>The funds from TravelNevada will be used to produce and market the four performances of Nightmare Before Christmas at Pipers Opera House in December 2018. Pipers Opera House is working with a local performance group for the production and will be paying them for the direction, sound, lighting and stage management. The group will hold auditions and create a cast of characters to perform the play for the community. Pipers Opera House will spearhead the marketing and ticket sales for the region. New events bring unexpected costs and marketing details, we plan to use the funds from TravelNevada to kick off a broad marketing plan of print, online and radio to attract visitors to the performance.</p>	Piper's Opera House wants to bring back live performances the their historic stage. One of the first is a Christmas season production, Nightmare Before Christmas. Funds to assist with promoting this production with the understanding any advertising/marketing will be in a market beyond 100 miles in an effort to drive room nights.
Reno-Tahoe Territory	RT-19-43	Piper's Opera House	Reno Grand Bridal Showcase	\$2,000.00	\$0.00	\$3,000.00	The funds from TravelNevada will be used to pay for booth space and materials to hand out to interested attendees.	Not all projects and be funded in this cycle and this was considered a lessor priority than other projects submitted by this applicant.

Reno-Tahoe Territory	RT-19-44	Piper's Opera House	Pipers Printed Marketing	\$3,000.00	\$1,500.00	\$4,500.00	Grant funds will be used to offset the cost for the design and printing of new brochures. Also the funds will go towards a print advertisement in regional wedding guides.	The opera house is under new management and the team wants to hit the ground running for the upcoming season of tours, performances and weddings. They need collateral to help promote all the Piper's Opera House has to offer.
Reno-Tahoe Territory	RT-19-45	Piper's Opera House	Rebranding a Historic Gem	\$8,000.00	\$4,000.00	\$12,000.00	The funds from Travel Nevada will be used in the digital marketing efforts and public relations plan for Pipers Opera House. We have planned a very thorough year of marketing for performances, events and tours using digital media and traditional public relations. The plan starts with Google AdWords that will tie into Facebook promoted ads and will round up with public relations geared at regional media.	This project will be the start of the marketing and branding of Piper's Opera House as a regional performing arts center and event space. With a new website that was funded through the Rural Marketing Grant program last year, Piper's has laid the groundwork for a unique brand as an historic building that functions in the 21st century. The goal is to gain awareness in the region, boost visitors to the building and town, as well as place the Opera House as a leading performing arts center in the state.
Reno-Tahoe Territory	RT-19-46	Comstock Foundation for History & Culture	Comstock Foundation Print Materials	\$4,000.00	\$0.00	\$8,000.00	Funds will be used for printing four different promotional brochures, event fliers, business cards and other print materials. 5,000 brochures plus seasonal fliers and business cards includes shipping. Cost includes creative direction, design, copy and photography.	This organization is primarily a historical preservation agent with a mission to restore as many of the mines and historical structures as possible in the Comstock area. Their goal is to attract donors to help them with these projects. Spending marketing grant funds to produce printed materials to attract donors is not the intent of the grant program.

Reno-Tahoe Territory	RT-19-47	Comstock Foundation for History & Culture	Social Media Marketing Campaign for the Comstock Foundation	\$4,000.00	\$0.00	\$8,000.00	Funds will be used to manage existing social media networks, open at least two new networks, and purchase Facebook ads. The Facebook ads will be target marketed. Management includes tracking results, and monthly updates will be provided to the Foundation.	This organization is primarily a historical preservation agent with a mission to restore as many of the mines and historical structures as possible in the Comstock area. Their goal is to attract donors to help them with these projects. Spending marketing grant funds to produce printed materials to attract donors is not the intent of the grant program.
Reno-Tahoe Territory	RT-19-48	Comstock Foundation for History & Culture	Website Maintenance for the Comstock Foundation 2018-19	\$4,800.00	\$4,800.00	\$9,600.00	Funding will be used to contract with a webmaster to manage and secure ComstockFoundation.org for one year. Services include making any needed updates, calendar entries, photo/copy revisions, and monitor the site for any needed updates. The webmaster will also ensure that the system is up to speed and as secure as possible, troubleshoot any database errors, make sure that the site is updated with the newest versions of Wordpress and the latest plugins, review traffic on a monthly basis, prevent hacking attempts, physical backup of all files to the webmasters computer and an offsite programmers computer, and hosting the site.	The Comstock Foundation promotes historical preservation of several mines and structures throughout the Comstock region. They oversee projects to restore these structures and rely heavily on donors to help them achieve this goal. The website helps them reach an audience interested in historical preservation and at the same time provides historical background for those planning to visit the area.
Reno-Tahoe Territory	RT-19-49	Comstock Civil War Reenactors	Comstock Civil War Days	\$2,500.00	\$1,500.00	\$9,500.00	The funds requested will be used for TV advertising to promote our event on channels 2, 4, and 8 and across in Reno and the entire west coast. Other funds are for posters, flyers and banners.	This event has been funded through the Rural Marketing Grant program since 2007, except in 2014 when they received a donation to cover expenses for the entire event. This will be the last award as this event has proven it can sustain on it's own and grant funding is intended to be seed money for events.

Reno-Tahoe Territory	RT-19-50	Historic Fourth Ward School Foundation	2018 Museum Marketing	\$5,000.00	\$5,000.00	\$10,000.00	The funds will be used to contract with The Glenn Group. This marketing company has been in business for almost 50 years. They have knowledgeable staff and an extensive background in public relations, social media, membership and donor development, website development, and working with museums and like organizations.	Their goal is to continue with and elaborate on what they started in 2015 when they received a Grant from TravelNevada for Social Media and Marketing. This project will allow the Fourth Ward School to embark on a consistent and concerted PR and Social Media program designed to market and promote the school, its history, the museum and exhibits to a regional and national audience.
<b>TOTAL</b>		<b>RENO-TAHOE</b>		<b>\$441,234.00</b>	<b>\$261,709.00</b>	<b>\$4,919,738.00</b>		
State-wide	SW-19-01	Nevada Bed & Breakfast Guild	Nevada Magazine 2019	\$13,000.00	\$6,500.00	\$14,000.00	To pay for 6 quarter page ads to be placed in Nevada Magazine, and a 1/2 page ad to be placed in Travel Nevada Visitors Guide.	This project is intended to draw tourists to Nevada, encourage them to stay in B&B's and visit the entire state. Visitors to B&B's tend to spend more money locally in the communities they visit.
State-wide	SW-19-02	Nevada Outfitters & Guides Association	Travel for Trade/Sport Shows	\$2,700.00	\$2,000.00	\$3,200.00	Funds will be used to reimburse NOGA's members that travel to staff booths at sport/trade shows. Funds will be used for their mileage, air flight, meals, lodging and incidentals.	Members of Nevada Outfitters & Guides Association (NOGA) staff booths at the several sport/trade shows. The booths are a primary exhibit area to promote NOGA, its members, the State of Nevada and outdoor activities in Nevada.
State-wide	SW-19-03	Nevada Outfitters & Guides Association	Radio Advertising	\$2,900.00	\$2,900.00	\$3,200.00	Funds will be used to promote NOGA and the special tag draw for guided deer hunts for the non-resident hunter. Funds will be used to advertise on the Big Billy Kinder Outdoor podcasts (www.bbkoradio.com) that will reach 130 radio stations in 30 states. Listeners will be directed to NOGA's website which will direct them to contact NOGA's members to apply for the special tag draw. In addition to the Members listed on the website...viewers will have access to State entities and supporters of the outdoor enthusiast.	Funds will be used to promote NOGA and the special tag draw for guided deer hunts for the non-resident hunter. Funds will be used to advertise on the Big Billy Kinder Outdoor podcasts (www.bbkoradio.com) that will reach 130 radio stations in 30 states. Listeners will be directed to NOGA's website which will direct them to contact NOGA's members to apply for the special tag draw.

State-wide	SW-19-04	Nevada Outfitters & Guides Association	Website Advertisement and Banner Ads	\$1,500.00	\$1,200.00	\$1,900.00	Funds will be used to promote NOGA, it's website, NOGA members and their websites, Associate members and Travel Nevada. To date NOGA's website has received over 100,000 hits. The hunt magazine that the ad for NOGA is included in is distributed to all hunters that receive hunting tags for big game in Nevada....over 20000 tags are issued for hunting big game and each successful hunter received the magazine with the NOGA ad in it. The magazine is also available at no cost at sports & hunting retail stores which would then make it available for outdoor enthusiasts for fishing, hiking, and outdoor recreation.	The website for the Nevada Outfitters & Guides Association "www.nevadaoutfitters.org" promotes the Association's members and their businesses. The website needs to be redesigned and upgraded to be more attractive to the outdoor enthusiasts. It is also a link to associate members i.e. state entities, business and outdoor recreation supporters.
State-wide	SW-19-05	Pony Express Territory	Canadian Snowbird Shows 2019	\$15,000.00	\$15,000.00	\$15,000.00	The Nevada Commission on Tourism funds will be used to pay for booth space, travel, and other related expenses for us to attend and exhibit at these shows.	The Canadian Snow Bird Shows target Canadian and US citizens wintering in the Southern US. These potential visitors have the time, discretionary income and are looking for places to travel and recreate The attendees at these events are always looking for destinations to visit unlike other industry travel and sports shows where a very small percentage are looking for destinations to travel to or visit. There is a stipulation that all the Territories be included to participate in this opportunity via the Chairs.
<b>TOTAL</b>		<b>STATE-WIDE</b>		<b>\$35,100.00</b>	<b>\$27,600.00</b>	<b>\$37,300.00</b>		
<b>GRAND TOTAL</b>				<b>\$1,994,081.00</b>	<b>\$1,006,203.00</b>	<b>\$10,449,320.00</b>		

