

| Territory | Grant ID | Organization | Project Name | Request | Recommend | Total Budget |
|------------------|-----------------|--------------------------|--|----------------|------------------|---------------------|
| Cowboy Country | CC-19-02-001 | Cowboy Country Territory | TV Campaign: Salt Lake City Market Phase 4 | \$8,000.00 | \$8,000.00 | \$8,000.00 |
| Cowboy Country | CC-19-02-002 | Cowboy Country Territory | TV Campaign: Reno Market Phase 3 | \$20,000.00 | \$20,000.00 | \$20,000.00 |
| Cowboy Country | CC-19-02-003 | Cowboy Country Territory | Good4Utah Television Campaign | \$6,000.00 | \$6,000.00 | \$12,000.00 |

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| Cowboy Country | CC-19-02-004 | Cowboy Country Territory | Nevada Magazine 2nd Cycle | \$7,620.00 | \$7,470.00 | \$13,620.00 |
| Cowboy Country | CC-19-02-005 | Cowboy Country Territory | Marketing and Advertising 2nd Cycle | \$10,000.00 | \$10,000.00 | \$20,000.00 |
| Cowboy Country | CC-19-02-006 | Elko Convention & Visitors Authority | Reprint Elko Tourism/Recreation Map | \$7,500.00 | \$7,500.00 | \$15,000.00 |
| Cowboy Country | CC-19-02-007 | Elko Convention & Visitors Authority | Prospecting & Site Retargeting Leisure Marketing Campaign | \$10,000.00 | \$10,000.00 | \$20,000.00 |
| Cowboy Country | CC-19-02-008 | Lander County Convention & Tourism Authority | BM Raceway Advertising FY 18-19 | \$1,500.00 | \$1,500.00 | \$3,000.00 |

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| Cowboy Country | CC-19-02-009 | Northern Nevada Autism Network | Ruby Mountain Relay and related events | \$10,000.00 | \$10,000.00 | \$20,000.00 |
| Cowboy Country | CC-19-02-010 | Northern Nevada Autism Network | The Nevada Marathon | \$8,000.00 | \$8,000.00 | \$4,000.00 |
| Cowboy Country | CC-19-02-011 | Trail Center Foundation | Trail Days 2019 | \$3,500.00 | \$3,500.00 | \$7,000.00 |

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| Cowboy Country | CC-19-02-012 | Trail Center Foundation | Web Site Development | \$2,000.00 | \$0.00 | \$2,000.00 |
| Cowboy Country | CC-19-02-013 | Trail Center Foundation | Social Media Spring 2019 | \$5,000.00 | \$5,000.00 | \$10,000.00 |
| Cowboy Country | CC-19-02-014 | Trail Center Foundation | Billboards Spring 2019 | \$10,000.00 | \$10,000.00 | \$20,000.00 |

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| Cowboy Country | CC-19-02-015 | Western Folklife Center | Social Media Marketing | \$15,000.00 | \$15,000.00 | \$30,000.00 |
| Cowboy Country | CC-19-02-016 | City Of West Wendover | Park City Hotel TV in room advertisement grant | \$1,500.00 | \$1,500.00 | \$3,000.00 |
| Cowboy Country | CC-19-02-017 | City Of West Wendover | West Wendover, National/International Print Marketing Grant | \$15,000.00 | \$10,000.00 | \$30,000.00 |
| Cowboy Country | CC-19-02-018 | City Of West Wendover | Destination West Wendover, 2019 Television Ad Campaign | \$20,000.00 | \$20,000.00 | \$40,000.00 |
| | | | TOTAL | \$160,620.00 | \$153,470.00 | \$277,620.00 |

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| Indian Territory | IT-19-02-001 | Indian Territory | Indian Territory Promotional Items | \$4,500.00 | \$4,500.00 | \$4,500.00 |
| Indian Territory | IT-19-02-002 | Indian Territory | Nevada Powwow Website | \$12,000.00 | \$12,000.00 | \$12,000.00 |
| Indian Territory | IT-19-02-003 | Indian Territory | Indian Territory Website Maintenance | \$4,800.00 | \$4,800.00 | \$4,800.00 |

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| Indian Territory | IT-19-02-004 | Indian Territory | 2019 Nevada Tribal Tourism Training | \$7,000.00 | \$7,000.00 | \$7,000.00 |
| | | | TOTAL | \$28,300.00 | \$28,300.00 | \$28,300.00 |

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| Las Vegas Territory | LV-19-02-001 | Las Vegas Territory | Las Vegas Territory Additional Inventory of Promotional Items | \$3,500.00 | \$3,500.00 | \$3,500.00 |
| Las Vegas Territory | LV-19-02-002 | Las Vegas Territory | Las Vegas Territory Video Project Animal Experiences | \$18,500.00 | \$0.00 | \$18,500.00 |
| Las Vegas Territory | LV-19-02-003 | Las Vegas Territory | Las Vegas Territory Fam Trip Southern CA (SOCAL) Tour Operators and Media | \$5,500.00 | \$5,500.00 | \$5,500.00 |
| Las Vegas Territory | LV-19-02-004 | Las Vegas Territory | Las Vegas Territory Collateral Print | \$3,500.00 | \$3,500.00 | \$3,500.00 |
| Las Vegas Territory | LV-19-02-005 | Las Vegas Territory | Las Vegas Territory Nevada Magazine Advertising | \$4,000.00 | \$4,000.00 | \$4,000.00 |

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| Las Vegas Territory | LV-19-02-006 | Boulder City Chamber of Commerce | National Park Express Boulder City Shuttle | \$3,750.00 | \$3,750.00 | \$7,500.00 |
| Las Vegas Territory | LV-19-02-007 | Destination Services Association | Destination Services Association | \$7,000.00 | \$2,000.00 | \$14,000.00 |
| Las Vegas Territory | LV-19-02-008 | Mesquite Chamber of Commerce | Mesquite Chamber Visitor Guide and Business Directory 2019 | \$10,000.00 | \$0.00 | \$40,845.00 |
| | | | TOTAL | \$55,750.00 | \$22,250.00 | \$97,345.00 |

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|----------------------|-----------------|------------------------------|--------------------------------------|----------------|------------------|---------------------|
| Nevada Silver Trails | NS-19-02-001 | Nevada Silver Trails | NST Passport Design/Printing | \$12,000.00 | \$12,000.00 | \$12,800.00 |
| Nevada Silver Trails | NS-19-02-002 | Nevada Silver Trails | Branding/Image Campaign | \$9,500.00 | \$9,500.00 | \$10,000.00 |
| Nevada Silver Trails | NS-19-02-003 | Goldfield Historical Society | Goldfield Historical Walking Booklet | \$3,500.00 | \$3,500.00 | \$7,000.00 |

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| Nevada Silver Trails | NS-19-02-004 | Lincoln Communities Action Team (LCAT) | Lincoln Mt. Bike Trails Map, Timeline & Companion Guide FY2019 | \$10,250.00 | \$10,250.00 | \$11,750.00 |
| Nevada Silver Trails | NS-19-02-005 | Lincoln Communities Action Team (LCAT) | LCAT Lincoln County Photo Festival 2019 | \$15,000.00 | \$7,000.00 | \$18,500.00 |

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| Nevada Silver Trails | NS-19-02-006 | Mineral County Convention & Tourism | DISTRIBUTION of 3rd yr printing of Ghost Town Map/MC Brochure | \$4,000.00 | \$4,000.00 | \$4,500.00 |
| Nevada Silver Trails | NS-19-02-007 | Town of Pahrump | Promotional Product | \$2,500.00 | \$0.00 | \$5,000.00 |
| Nevada Silver Trails | NS-19-02-008 | Town of Pahrump | FAM Tours | \$1,000.00 | \$1,000.00 | \$2,000.00 |

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| Nevada Silver Trails | NS-19-02-009 | Town of Pahrump | Visitor Profile Study Web Based | \$2,500.00 | \$2,500.00 | \$5,000.00 |
| Nevada Silver Trails | NS-19-02-010 | Town of Pahrump | Oh Ranger Death Valley Guide | \$2,500.00 | \$2,500.00 | \$5,000.00 |

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| Nevada Silver Trails | NS-19-02-011 | Pioche Chamber of Commerce | Pioche 2019 Las Vegas Digital Advertising Campaign | \$8,500.00 | \$8,500.00 | \$17,000.00 |
| Nevada Silver Trails | NS-19-02-012 | Pioche Chamber of Commerce | Pioche Town Map Brochure | \$25,000.00 | \$0.00 | \$21,550.00 |
| Nevada Silver Trails | NS-19-02-013 | Tonopah Historic Mining Park Foundation | THMP Silver Top Ad Nevada Magazine | \$2,800.00 | \$2,800.00 | \$4,800.00 |

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|----------------------|--------------|---|----------------|---------------------|--------------------|---------------------|
| Nevada Silver Trails | NS-19-02-014 | Tonopah Historic Mining Park Foundation | THMP brochures | \$4,750.00 | \$4,750.00 | \$7,222.00 |
| | | | TOTAL | \$103,800.00 | \$68,300.00 | \$132,122.00 |

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|------------------------|-----------------|------------------------|-------------------------|----------------|------------------|---------------------|
| Pony Express Territory | PE-19-02-001 | Pony Express Territory | In Your Back Yard | \$20,000.00 | \$20,000.00 | \$20,000.00 |
| Pony Express Territory | PE-19-02-002 | Pony Express Territory | In Your Back Yard Radio | \$15,000.00 | \$11,000.00 | \$15,000.00 |
| Pony Express Territory | PE-19-02-003 | Pony Express Territory | Stamps are us! | \$4,000.00 | \$0.00 | \$4,000.00 |

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|------------------------|--------------|------------------------|------------------------------|-------------|-------------|--------------|
| Pony Express Territory | PE-19-02-004 | Pony Express Territory | PET Print Media | \$53,000.00 | \$25,000.00 | \$53,000.00 |
| Pony Express Territory | PE-19-02-005 | Pony Express Territory | Toiyabe Crest Trail Brochure | \$10,000.00 | \$10,000.00 | \$10,000.00 |

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| Pony Express Territory | PE-19-02-006 | Pony Express Territory | Old Lincoln Highway Map | \$3,318.00 | \$3,318.00 | \$3,318.00 |
| Pony Express Territory | PE-19-02-007 | Pony Express Territory | Social Media / Video Library | \$12,250.00 | \$12,250.00 | \$12,250.00 |

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|------------------------|--------------|------------------------|---------------------|-------------|-------------|--------------|
| Pony Express Territory | PE-19-02-008 | Pony Express Territory | PET Billboard 2 | \$24,395.00 | \$24,395.00 | \$24,395.00 |
| Pony Express Territory | PE-19-02-009 | Pony Express Territory | Airport Advertising | \$15,000.00 | \$15,000.00 | \$15,000.00 |

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| Pony Express Territory | PE-19-02-010 | Pony Express Territory | My Nevada Rocks® | \$2,750.00 | \$2,750.00 | \$2,750.00 |
| Pony Express Territory | PE-19-02-011 | Pony Express Territory | PET Digital Advertising on Expedia | \$15,000.00 | \$10,000.00 | \$15,000.00 |
| Pony Express Territory | PE-19-02-012 | Pony Express Territory | Expanded PET Digital Advertising on TripAdvisor | \$12,500.00 | \$12,500.00 | \$12,500.00 |

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| Pony Express Territory | PE-19-02-013 | Pony Express Territory | Trade Show Bags | \$5,000.00 | \$5,000.00 | \$5,000.00 |
| Pony Express Territory | PE-19-02-014 | Dayton Area Chamber of Commerce & Visitors Center | 2019/20 Dayton Visitor and Relocation Guide | \$15,000.00 | \$10,000.00 | \$20,000.00 |
| Pony Express Territory | PE-19-02-015 | Eureka Restoration Enterprise | Nevada State Old-Time Fiddlers Contest | \$4,500.00 | \$4,500.00 | \$15,000.00 |
| Pony Express Territory | PE-19-02-016 | Fallon Convention & Tourism Authority | Top Gun Dragstrip | \$5,000.00 | \$5,000.00 | \$10,000.00 |
| Pony Express Territory | PE-19-02-017 | Fallon Convention & Tourism Authority | Summer Events Marketing | \$10,000.00 | \$10,000.00 | \$20,000.00 |

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| Pony Express Territory | PE-19-02-018 | Nevada Northern Railway Foundation | Passenger Compendium | \$16,578.00 | \$0.00 | \$27,578.00 |
| Pony Express Territory | PE-19-02-019 | Nevada Northern Railway Foundation | Web Marketing, Fulfillment and Database Grant | \$9,000.00 | \$9,000.00 | \$18,000.00 |

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| Pony Express Territory | PE-19-02-020 | Nevada Northern Railway Foundation | Only in Nevada Extraordinary Adventures Marketing | \$33,553.00 | \$16,500.00 | \$44,740.00 |
| Pony Express Territory | PE-19-02-021 | Nevada Northern Railway Foundation | Securing Our Web Site to the Google Web Standard Security Protocol | \$5,200.00 | \$4,500.00 | \$6,400.00 |

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| Pony Express Territory | PE-19-02-022 | WP-Rodders | White Pine Rodders Car Show | \$8,000.00 | \$6,000.00 | \$16,000.00 |
| Pony Express Territory | PE-19-02-023 | White Pine County Tourism Recreation Board | White Pine County Story Telling Campaign | \$6,000.00 | \$4,000.00 | \$8,000.00 |
| Pony Express Territory | PE-19-02-024 | White Pine County Tourism Recreation Board | Downtown Windows Promotion | \$7,000.00 | \$0.00 | \$10,000.00 |
| Pony Express Territory | PE-19-02-025 | White Pine County Tourism Recreation Board | Signature Event Marketing | \$8,000.00 | \$6,000.00 | \$12,000.00 |

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| Pony Express Territory | PE-19-02-026 | White Pine County Tourism Recreation Board | White Pine Winter Tourism Campaign | \$9,000.00 | \$5,119.00 | \$10,000.00 |
| | | | TOTAL | \$329,044.00 | \$231,832.00 | \$409,931.00 |

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| Reno-Tahoe Territory | RT-19-02-001 | Reno-Tahoe Territory | RTT Media Communication Outreach Program | \$6,500.00 | \$6,500.00 | \$6,500.00 |
| Reno-Tahoe Territory | RT-19-02-002 | Brewery Arts Center | Brewery Arts Center Free Summer Concert Series | \$8,000.00 | \$6,000.00 | \$125,000.00 |
| Reno-Tahoe Territory | RT-19-02-003 | Carson City Culture & Tourism Authority | 2019 Spring/Summer Visitors Guide | \$5,000.00 | \$5,000.00 | \$10,000.00 |

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| Reno-Tahoe Territory | RT-19-02-004 | Carson City Culture & Tourism Authority | Micro-Influencer Engagement Campaign | \$7,500.00 | \$7,500.00 | \$15,000.00 |
| Reno-Tahoe Territory | RT-19-02-005 | Carson City Culture & Tourism Authority | Video Content Update | \$2,500.00 | \$2,500.00 | \$5,000.00 |
| Reno-Tahoe Territory | RT-19-02-006 | Carson City Culture & Tourism Authority | Uniquely Local Dining Campaign | \$3,500.00 | \$3,500.00 | \$7,000.00 |

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|----------------------|--------------|---|-------------------------------------|------------|------------|--------------|
| Reno-Tahoe Territory | RT-19-02-007 | Carson City Culture & Tourism Authority | Social Media Advertisement Campaign | \$7,500.00 | \$7,500.00 | \$15,000.00 |

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|----------------------|--------------|---|---------------------------------------|-------------|-------------|--------------|
| Reno-Tahoe Territory | RT-19-02-008 | Carson City Culture & Tourism Authority | 2019 Special Event Marketing Campaign | \$10,000.00 | \$10,000.00 | \$150,000.00 |
| Reno-Tahoe Territory | RT-19-02-009 | Carson City Symphony Association, Inc. | 35th Annual Pops Party Concert | \$1,300.00 | \$1,300.00 | \$3,500.00 |

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| Reno-Tahoe Territory | RT-19-02-010 | Carson Valley Arts Council | Arts and Antiques Trail Map Advertising | \$2,520.00 | \$2,520.00 | \$5,040.00 |
| Reno-Tahoe Territory | RT-19-02-011 | Carson Valley Visitors Authority | Food Tourism Co-Operative Media Program | \$5,700.00 | \$5,700.00 | \$11,400.00 |

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|----------------------|--------------|----------------------------------|---------------------------------------|------------|------------|--------------|
| Reno-Tahoe Territory | RT-19-02-012 | Carson Valley Visitors Authority | Social Media Ad & Promotional Program | \$7,700.00 | \$7,700.00 | \$15,400.00 |

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| Reno-Tahoe Territory | RT-19-02-013 | Comstock Foundation for History & Culture | Comstock Foundation Brochure Printing and Distribution | \$9,000.00 | \$9,000.00 | \$18,000.00 |
| Reno-Tahoe Territory | RT-19-02-014 | Comstock Foundation for History & Culture | Comstock Foundation Social Media Marketing Campaign | \$6,000.00 | \$6,000.00 | \$12,000.00 |

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| Reno-Tahoe Territory | RT-19-02-015 | Incline Community Business Association | Northern Lights | \$8,000.00 | \$0.00 | \$35,000.00 |
| Reno-Tahoe Territory | RT-19-02-016 | Incline Village Crystal Bay Visitors Bureau | North Tahoe Secrets 2019 2nd Cycle Request | \$5,500.00 | \$5,500.00 | \$22,000.00 |

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|----------------------|-----------------|-------------------------------|--|----------------|------------------|---------------------|
| Reno-Tahoe Territory | RT-19-02-017 | Lake Tahoe Visitors Authority | Digital Influencers - Lake Tahoe and the Carson Valley | \$7,500.00 | \$7,500.00 | \$15,000.00 |
| Reno-Tahoe Territory | RT-19-02-018 | Lake Tahoe Visitors Authority | Spring Loaded 2019 | \$15,000.00 | \$15,000.00 | \$40,000.00 |

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| Reno-Tahoe Territory | RT-19-02-019 | Mile High Jazz Band Association | Jazz & Beyond 2019 Music & Art Festival | \$1,600.00 | \$1,600.00 | \$28,200.00 |
| Reno-Tahoe Territory | RT-19-02-020 | Nevada State Fair | Nevada State Fair 2019 | \$5,000.00 | \$0.00 | \$70,000.00 |

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| Reno-Tahoe Territory | RT-19-02-021 | The Rotary Club of Reno Sunrise | 2019 Edible Pedal 100 Bicycle Ride | \$2,200.00 | \$1,000.00 | \$95,000.00 |
| Reno-Tahoe Territory | RT-19-02-022 | Team Tahoe | Sharing The Adventure | \$6,500.00 | \$6,500.00 | \$18,450.00 |

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| Reno-Tahoe Territory | RT-19-02-023 | V and T Railway, Northern Nevada Railway Foundation | V&T Railway Website Rebrand w/Sesquicentennial Highlight | \$21,250.00 | \$15,000.00 | \$42,500.00 |
| | | | TOTAL | \$155,270.00 | \$132,820.00 | \$764,990.00 |
| | | | | | | |

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|-----------|--------------|--------------------------------|--|---------------------|---------------------|-----------------------|
| Statewide | SW-19-02-001 | Wild Horse Preservation League | Wild Horse Preservation League Tourism Brochure and Website Design | \$6,825.00 | \$6,825.00 | \$14,375.00 |
| | | | TOTAL | \$6,825.00 | \$6,825.00 | \$14,375.00 |
| | | | | | | |
| | | | TOTAL | \$839,609.00 | \$643,797.00 | \$1,724,683.00 |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
|--|--|
| <p>We received funding of \$12,000 to start the process of advertising in SLC. Because it is an expensive market, we are seeking an additional \$8,000 that will get us advertising on TV through the summer season.</p> | <p>Funds will be used to purchase additional airtime on major TV markets in the Salt Lake City Metro area. Salt Lake City is ranked as the 30th largest television market in the United States, creating higher visibility for Cowboy County in a market within relatively close proximity to communities in Cowboy Country.</p> |
| <p>Television Insertion Orders: May 2019: KTVN - \$1,974.00; KRNV - \$1,380.00; KOLO - \$1,640.00. June-Aug 2019; KTVN - \$5,886.00; KRNV - \$4,124.00; KOLO - \$4,996.00 (More airtime through these months). Total amount is \$20,000.</p> | <p>Funds will be used to continue "In Your Backyard" - a successful television advertising campaign in the Reno market - and to reinforce the Cowboy Country brand. "In Your Backyard" encourages trips to other areas in Nevada, complete with mileage so urban viewers know how close our incredible rural areas really are.</p> |
| <p>This will be a television/tourism outreach campaign for Cowboy Country and Pony Express Territory in the Salt Lake City market on the ABC and CW affiliates based on Good4Utah News programing. Package includes 3 news stories (approx. 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 for a year.</p> | <p>Grant funds will be used for television advertisement on Good4Utah News for more exposure in the major Salt Lake City market. This marketing campaign treats the advertising like a news story, and is also available on the Good4Utah website for a year.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| Place 3 - 1/2 page ads in Nevada Magazine and design 3 new ads relating to special events and recreational opportunities in Cowboy Country. | Funds will be used to place advertisements in Nevada Magazine. The territory believes they can attract more visitors who are already interested in Nevada to their area. |
| The funds will be used to continue to advertise and promote Cowboy Country. We will use Madden Media and the annual Travel Nevada Visitors Guide to attract visitors. We are also producing a quarterly newsletter and special events postcards. | The funds will be used to promote special events, recreational opportunities, and communities within Cowboy Country Territory, allowing for more marketing exposure for all communities within Cowboy Country. |
| Reprint 7500 Elko tourism maps. | Funds will be used to reprint a well-received marketing piece in preparation for 2019 consumer trade shows. |
| 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. | ECVA will use the grant funds to market on various leisure-based websites and social media focusing on Elko as a premier tourism destination. |
| We will purchase radio ads to run during the Raceway Season starting in March and ending in September. We are also going to purchase a membership for a texting club that specifically targets our demographic. We are also going to print and distribute posters with the Raceway season. | Funds will be used to promote the raceway season to encourage visitors to Battle Mountain. Radio advertisements must be in areas outside Battle Mountain - no grant funds are to be used for local advertising. |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
|---|--|
| <p>100% of the money will be used to advertise events on the internet and radio.</p> | <p>Grant funds will be used for search engine optimization, social media, and banner ads on runner's websites in order to promote several different races. Grant funds are not to be used for local radio advertisements - must be outside a 100-mile radius.</p> |
| <p>We are going to spend the funds on advertising. The Ruby Mountains are a wonder beyond belief 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. We plan to visit five large marathons in region by having a booth and providing swag.</p> | <p>Grant funds will be used to host a booth at various races in order to promote the Nevada Marathon, with the goal of creating an even larger event and encouraging more people to come, and return, to Elko.</p> |
| <p>The promotion of "Trail Days" has many parts which includes development and use of social media, display ads, videos, brochures, visitor guides and re-enactors. Our objective is to continually increase visitation along with the corresponding economic benefit of over night stays in surrounding communities.</p> | <p>Grant funds will be used to market the Trail Days event using print, social media, and outdoor advertising. No grant funds are to be used for local Elko advertising. Trail Days is a unique Nevada event with potential to grow - a portrayal of emigrant life along the California Trail, including re-enactors recreating a camp setting, blacksmithing, Dutch oven cooking, and sewing by hand.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
|---|--|
| <p>We will solicit a professional website design company for a remake on configuration and composition of our site.</p> | <p>Not all projects can be funded. An updated website for the Foundation was deemed a lesser priority as there is already an existing, updated website for the California Trail Interpretive Center itself.</p> |
| <p>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 (January thru June 2019) is \$3,000. Google web ads and search optimization at \$1,166.66 per month, for six months (January thru June 2019) is \$7,000. Total project cost is \$10,000.</p> | <p>Grant funds will be used to expand the California Trail Interpretive Center's social media audience using Facebook ads as well as Google web ads and search optimization, driving more traffic to the Center's website and encouraging more visitors to the Center and to Elko.</p> |
| <p>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.</p> | <p>Grant funds will be used to advertise the California Trail Interpretive Center along the I-80 corridor from Utah to California. Per the Trail Center Foundation, billboards account for 80% of their visitation.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
|---|--|
| <p>We are constructing a media production pipeline that includes contractors who find material in our archives, edit it, caption it, and package it for social media. Your funds will not only help us do this, but also upgrade the production value of how the 2019 event is filmed for future marketing--not only for our event, but also our organization and the town of Elko.</p> | <p>Cowboy Poetry is a legacy Nevada event with National and International impact. They will use grant funds to create new videos and enhanced social media and web presence in order to attract new audiences.</p> |
| <p>The funds for this project will be used to update two 30 second quality commercials spots that aired last Winter/Fall on the Park City Hotel TV in-room advertisement channel. The grant will help cover the cost to run the commercials for six months. This will play at over 2500 rooms nonstop for the interim of the contract. This advertisement will enhance our marketing coverage of the area, where people come from all over the world, and often times are looking for things to do and see out of the Salt Lake/Park City area.</p> | <p>Grant funds will be used to update the current video spots and to continue the successful hotel room advertisements.</p> |
| <p>Funds will be used to pay for advertisements in the Salt Lake Visitor Guide, American Road, City Weekly, Mountain Express Magazine, and if funds are available Nevada Magazine.</p> | <p>Grant funds will be used to advertise in various high readership publications, which West Wendover feels will increase overnight stays and return visits to their destination.</p> |
| <p>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 the Wyoming.</p> | <p>Funds will be used to purchase airtime on major TV markets in the Salt Lake City Metro area. Salt Lake City is ranked as the 30th largest television market in the United States.</p> |
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| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>The funds will be used to design and order promotional items for Nevada's Indian Territory. All promotional items will include the Territory logo and website address. The Territory has received a lot of positive feedback on our promotional items. Our promotional map of all 27 Nevada tribes has received the most feedback and is now used by other media groups as part of Nevada Tourism promotions. These items will distributed at events, conventions, meetings, conferences and trade shows.</p> | <p>Grant funds will be used to purchase promotional items to continue to promote Indian Territory at events, conventions, meetings, conferences, and trade shows.</p> |
| <p>Funding will support the design, creative direction, production, and hosting of a new Nevada Powwow website. The site will feature current technologies and systems and be built as a Content Management System (CMS) WordPress site. It will feature full Responsive capabilities (mobi and smart device compatible) and include the most up-to-date plugins and features, including a schedule of events page, contact form, and links to social media networks. The new Nevada Powwow website will provide tribes a strong web presence that can be utilized for many years, and will continue to grow and be updated.</p> | <p>Grant funds will be used to create a Powwow website to promote all powwows across Nevada (there are approximately 15). It will be updated regularly and encourage more participation in these traditional events.</p> |
| <p>Nevada Division of Tourism funds will be used to provide website maintenance for the Indian Territory website. These funds will be used to attract tourists to Nevada.</p> | <p>Grant funds will be used to provide website maintenance for the Indian Territory.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| Grant funds will be used to fund a familiarization tour, development and printing of save the date postcards, development and printing of training registration brochures, postage and travel for tourism and tribal tourism professionals to provide training to participants. | Grant funds will be used for the Nevada Tribal Tourism Training - per Indian Territory, this training addresses the unique needs of the Nevada tribes in their efforts to develop tribal tourism. |
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| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| Increase inventory of current promotional items to be used at industry events | Grant funds will be used to purchase promotional items to continue to promote Las Vegas Territory at industry events. |
| Funds to be used for filming, editing, content and production of the video project. | Not all projects can be funded. This project was considered a lesser priority as a large portion of the animal experiences listed on the application are within the City of Las Vegas, which is not eligible for Rural Marketing Grant funds. |
| Funds will be used to support transportation, lodging, meals and ancillary expenses for our guests. | Grant funds will be used to host a Familiarization tour for tour operators from Southern California. Las Vegas Territory will share their dates and participants with TravelNevada to prevent duplication of efforts. |
| Printing of additional Passport collateral pieces to be distributed at industry events. | Grant funds will be used to update and print the Passport. The Territory feels this is an important project as it depicts itineraries and experiences for visitors to rural Southern Nevada. |
| Design, editing and publishing of print ad in the Nevada Magazine | Grants funds will be used to advertise in Nevada Magazine. The Territory has not advertised in Nevada Magazine for some time and feels it will offer greater exposure to Las Vegas Territory. |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>It is the intent of the Chamber to enter into an agreement with National Park Express to market their tours and shuttles to Boulder City via their internet booking site, printed literature and wrapped shuttles. They have prepared a program aimed at directly raising the number of visitors from Las Vegas to Boulder City. With NPE's main target audience in Asian countries, we look forward to hosting new guests to our amazing community. With NPE's ease of travel and hop-on, hop-off concept, this is sure to attract the Asian market.</p> | <p>Grant funds will be used to enter into an agreement with National Park Express. Boulder City Chamber of Commerce believes this is a solution to the long-term transportation problem of connecting Boulder City to Las Vegas, and encouraging more visitation to rural Southern Nevada.</p> |
| <p>Securing of trade booths, equipment and services, shipping of supplies. Hotels, travel expenses, car rental, food and beverage.</p> | <p>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, but may include consumer, sports, and adventure shows and must include a large component promoting DSA's rural Nevada partners.</p> |
| <p>Mesquite Chamber has contracted with Nevada Magazine to publish our 2019 Guide. Nevada Division of Tourism funds will be utilized to assist in paying for the publication.</p> | <p>This project is not eligible for Rural Marketing Grant funds as, per the application, the funds have already been pre-committed.</p> |
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| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>All funds will be used for the design, editing and printing of the NST passport and providing stamps and signage for stamping locations to each community. Estimate an initial run of 7,500 passports and 10-15 stamps/location signage.</p> | <p>Grant funds will be used to create a Nevada Silver Trails Passport, loosely based on the very successful Pony Express Territory model. The Territory believes this will encourage travelers to stop, walk, and explore.</p> |
| <p>This project will focus on developing a new themed campaign to replace the existing one, including laying out ads that can run in both traditional print publications and digital environments. We intend to produce seven different themed ads with layouts in three different sizes for a total of 21 ads produced. These ads will be designed so as to be able to work in both traditional print and digital, thus allowing us to get twice the use in different mediums from each design. And all will carry the same branding theme throughout the Territory.</p> | <p>Grant funds will be used to update the Silver Trails Branding campaign that is now over eight years old. The Territory believes updating their brand is an important way to keep the brand fresh and relevant.</p> |
| <p>Printing costs for re-print, updates to content and map, printing of the tri-fold brochure</p> | <p>Grant funds will be used to update and re-print the existing Goldfield Historical Walking Booklet - which, according to the Goldfield Historical Society, is the primary tourism tool for Goldfield. The plan for distribution includes online, at various museums, and at other Nevada visitor's centers.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>The funding will be used to create an online timeline along with a paper companion guide showing the construction of current and future mountain bike trails. The online timeline will feature real-time updates on the construction progress, enhanced by photos; whereas, the paper guide will highlight the overall trail system indicating current and future trail builds. This will give interested parties and visitors a visual of the construction process and provide a guide indicating trails that are ready to ride and trails slated for the future. The timeline will include photos, videos, and an interactive map showing the trail building progress. While the website will be updated continually, the guide will be distributed to visitor centers in the Las Vegas/Mesquite areas as well as visitor centers in Utah. The guide will direct riders/visitors to the website for up-to-date information on the progress.</p> | <p>Lincoln County has constructed a trail system utilizing Federal, State, and City lands. They are now focusing on bringing mountain bikers to their destination to take advantage of the new trails, which LCAT believes will lead to significantly more overnight stays.</p> |
| <p>Design and Printing of promotional posters and flyers. Advertising in Utah, Las Vegas, northern Nevada and California through print ads, web banner ads, and social media advertising. Print ads will be placed in publications that target photographers and nature lovers. Contracting event marketing and coordination. Participant food and refreshments. Design and production of t-shirts and swag.</p> | <p>Grant funds will be used for social media, website banner ads, non-local newspapers, and photography only. Grant funds are not to be used for tour guides, food, swag, or local newspapers. LCAT believes the event will create more new visitors to Lincoln County.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>These funds will be used to pay Certified Folder to distribute approximately 43,000 brochures once to twice a week from Jan 1, 2019 to June 30, 2019. Mineral County Ghost Town Map/Brochures to the Areas (Hot Tourist Attractions) of Northern Nevada along Hwy's 80 & 395 including Reno(modified route[Fallon & Fernley remove) /Sparks/Lake Tahoe/Carson City/Gardnerville) for a total of about 490 Hot Tourist spots. Part of the Distribution cost will be to ship the brochures to the remote warehouses from Certified's, Reno warehouse where the already printed 50,000 brochures are currently stored.</p> | <p>Grant funds will be used to continue to distribute brochures to promote Mineral County through Certified Folder. Mineral County states their room tax increased 23% the past year, which they attribute to this project.</p> |
| <p>The funds will be used to pay invoiced product orders for giveaways such as wine tool kits, pop sockets, chap stick and various promotional material. The promo material will then be added to a gift bag or handed out individually to FAM groups, golf groups, tour operators and agents, trade a travel shows and more.</p> | <p>Not all projects can be funded. This project was considered a lesser priority.</p> |
| <p>The funds will be used to pay reduced rates for lodging, restaurant and attractions entry such as special events. The funds are only used to avoid using up our suppliers by continually requesting comps and are used in conjunction with complimentary provisions.</p> | <p>Grant funds will be used to support TravelNevada Familiarization Tours.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>The fixed fee will be used to fulfill the contract agreement for services which includes all labor and expenses to complete design, implement and report on a research project comprised of a web based survey of about 600 visitors to Pahrump. Specifically, about 100 interviews each month will be conducted via the web among eligible visitors for 6 months. A set of screening criteria will be identified to survey respondents.</p> | <p>Grant funds will be used to complete a research project in order to get an accurate assessment of their visitors. This will allow them to improve their marketing practices.</p> |
| <p>The matching funds will be used for a full page 4 color Oh Ranger DVNP Guide; a full page 4 color Southern California Parks Compilation; full page 4 color BLM compilation Guide or Great Outdoor Adventures Guide with best right hand positioning. Added Value of one Spotlight series e-newsletter of full audience. Also to include 10,000 sponsored wifi sessions, 1 of 1 share of voice through oh Ranger. Wifi in CA and Southwest. The wifi component in a splash and landing page branding, B roll video and authentication swill be required for all sessions. This will enable the visitor to log on to free wifi by watching a short video of Pahrump.</p> | <p>Grant funds will be used to advertise primarily in the Death Valley National Park. The Town of Pahrump believes this will attract more National Park Visitors and capture the Death Valley traveler to increase and lengthen RV and hotel/motel overnight stays. Pahrump is considered a gateway community and TravelNevada believes Pahrump would benefit from increased marketing to Death Valley visitors.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>Funds will be used to pay for online digital Google Ads. These ads can be specifically targeted, and the results tracked on the ongoing basis. Google Ads are known for their targeted, and the results tracked on an ongoing basis. Google Ads are known for their high return on investment, and this campaign will follow the established Pioche branding and messaging. In addition, this summer digital ad program will coincide with advertising in the Las Vegas News & Review (May-August 2019).</p> | <p>Grant funds will be used to utilize Google Ads digital advertising. This will compliment the current advertising in the Las Vegas Review Journal, using the same branding and messaging.</p> |
| <p>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..</p> | <p>This project was denied 1st cycle 2019, and none of the suggested changes were made to the application. Recommend adjusting budget to explain why the application is requesting more grant funds than the total budget and making a plan for distribution of the brochures other than locally.</p> |
| <p>This would be for a one page ad in Nevada magazine's Mar/Apr 2019 and May/June 2019 issues. It will feature a close-up photo of the Silver Top headframe itself, and state at the top, "Tonopah, Nevada Mining History", in the middle, "Close-Up", and at the bottom, "Silver Top Restoration - Tonopah Historic Mining Park Foundation - www.tonopahhistoricminingpark.com". We also want to show potential visitors that they can get an up-close and personal, hands-on experience with Nevada's mining history at the Tonopah Mining Park.</p> | <p>Grant funds will be used to place advertisements in Nevada Magazine promoting the Tonopah Historic Mining Park. The Mining Park is one of the premier destinations in Tonopah, and advertising will give it, and Tonopah, increased visibility.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| To hire Charter Advertising/Design, Inc. to create new brochures for the Tonopah Historic Mining Park, which include all the current trails available to visitors to the THMP, and includes updated information about the different sights to see there. This will pay for the creative, design, production, copy writing, and project management. | Grant funds will be used to create and print new brochures for the Tonopah Historic Mining Park. The current ones are out of date and inaccurate. The last time the brochures were funded was 2010. This brochure will be included in the comprehensive marketing plan put in place by the Town of Tonopah. |
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| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>Proper TV affiliates will be chosen and appropriate time periods as well to air these spots to our demographic. This grant is for purchasing air-time. Cowboy Country Territory ran theirs this summer, our spots will be produced shortly and a goal would be to air them simultaneously next year giving complete coverage of all of Northern half of the state of Nevada.</p> | <p>Grant funds will be used to purchase television airtime in order to promote Pony Express Territory in various feeder markets, contributing to the overall Pony Express marketing plan and messaging.</p> |
| <p>For production and placement of radio ads in feeder markets to promote increased visits and stays of potential visitors.</p> | <p>Grant funds will be used in the same markets as the television campaign to further solidify the Territory's message.</p> |
| <p>To print new stationary and cover postage expenses for information requests.</p> | <p>Admin money received last cycle should pay for customary stationary and postage. If the standard admin amounts are not sufficient that should be addressed in the admin grant request. The funds to mail the Pony Express brochures internationally have already been expended and pre-committed funds are not grant eligible.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>Nevada Division of Tourism funds will be used to continue ads in Utah Media Group (5750.00), a new campaign in the Las Vegas Review Journal (app. \$6803.40), Gold Country Media (app. \$6780.00), American Road (app. \$7581.00), Madden Media (app. \$3019.00), American Road (app. \$5000.00), True West (app. 4000.00), American Indian Awards (app. 900.00), Reno/Tahoe Visitors Guide (app. 500.00), Nevada Visitors Guide (app. 3850.00) and Nevada Magazine (app. \$4950.00), and includes \$3500.00 of design and production. Note: these media costs are approximate gross rates and include agency commissions. Grant funding would assure a sustained campaign and help complete 2018-19 campaign utilizing the newly developed creative concepts, and most all of the publications in this media buy have an online advertising component. PET has recently developed a new campaign based on legendary Highway 50, America's Loneliest Road.</p> | <p>Grant funds will be used to advertise in various print media. Print media is kept in alignment with all Pony Express brand messaging throughout several different mediums, contributing to the overall marketing and promotion of the Territory and its members.</p> |
| <p>To produce and print brochures for the Toiyabe Crest Trail Fold out trail map for brochure design \$4,000 Brochure design, photos, adding area services, etc. \$1000 Printing and mailing final product \$5,000</p> | <p>Grant funds will be used to produce and print Toiyabe Crest Trail Brochures. This a new project, and includes areas beyond Pony Express Territory. The Toiyabe Crest Trail is an historic trail constructed in the 1930's with incredible views. It has not previously been promoted and will contribute to Nevada's outdoor adventure theme.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>Nevada Division of Tourism funds will be used to pay from the reprinting of the Nevada Chapter of the Lincoln Highway Association's Discover Historic Nevada map of the Old Lincoln Highway.</p> | <p>Grant funds will be used to reprint the successful Old Lincoln Highway Map. The Territory believes this will continue to get visitors to explore Highway 50.</p> |
| <p>Build a website for rural Nevada and maintain the site, put up images, videos and posts from the communities talking about what's going on in their towns etc. Also create a Facebook, Instagram and Snapchat page, each of which will send out updates, images and videos provided by the Territories. this project includes site creation, 1 yr. hosting, running all pages for 1 year with updates.</p> | <p>This is a joint project with Pony Express Territory and Cowboy County Territory. Grant funds will be used to create a new website, ExploreRuralNevada.com, as well as social media, with content from all the communities within both territories.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>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.</p> | <p>Grant funds will be used to continue the billboard marketing campaign. The Territory believes the billboards help to divert more visitors along Highway 50 based on their prime locations.</p> |
| <p>It will be used to do advertising at the Reno Tahoe Airport for a 6 month period. The idea is to let visitors know there is more to Nevada than the Reno area, they need to see all of Nevada.</p> | <p>Grant funds will be used to advertise in the Reno/Tahoe airport. The Territory believes this will draw more visitors to Highway 50 and encourage them to change their plans or make plans to return. It will also be viewed by Northern Nevada residents using the airport, which will encourage them to visit as well.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>The funds will be used to promote this idea on social media. This campaign will be maintained by the manager of Explore Rural Nevada (no work necessary from Territories/Travel Nevada etc. except for providing content from all other entities) and linked to all other social media platforms.</p> | <p>Grant funds will be used to promote this project on social media, increasing traffic to the web page. This project is loosely based on the current trend for hikers, campers, rock hounds, etc. to search for and post heart-shaped rocks. This project will encourage finding and posting Nevada-shaped rocks.</p> |
| <p>Nevada Division of Tourism funds will be used to purchase four months of digital advertising on Expedia. The schedule will include March, April, May, and June 2019, in order to target early summer travelers. All advertising will utilize sophisticated targeting, and hones in on traveler behavior and consumer profiles. and follow PET branding guidelines, ensuring that a consistent message is maintained. In addition, all efforts promote America's Loneliest Road,[®] and highlight the Highway 50 Survival Guide program.</p> | <p>Grant funds will be used to market Pony Express Territory using Expedia. This is a new project.</p> |
| <p>Nevada Division of Tourism funds will be utilized to expand and further customize the online marketing efforts of Pony Express Territory with TripAdvisor. The DMO Sponsorship includes highlighted PET community pages, and online banner ads. All advertising follows PET branding guidelines, ensuring that a consistent message is maintained. In addition, all efforts promote America's Loneliest Road,[®] and highlight the Highway 50 Survival Guide program.</p> | <p>Grants funds will be used to continue to market Pony Express Territory on TripAdvisor.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>The funds will be used to design and print 5,000+ show bags</p> | <p>Grant funds will be used to design and print bags to be handed out at various industry events in order to promote the Territory.</p> |
| <p>The guide will provide the opportunity for Dayton to provide visitor information to better inform visitors as to the regional assets Dayton has to offer. Additionally the guide will provide as a community resource guide. The Chamber will print 15,000 guides to be distributed to stakeholders within the region and prospective visitors.</p> | <p>Grant funds will be used to create/print the Visitor's Guide portion of the Visitor and Relocation Guide only. This project will encourage visitors to the Dayton area.</p> |
| <p>Grant funds will be used as follows: 1) a 1/4 page advertisement in the Mar.-Apr. issue of "Nevada Magazine", 2) 12 days of airtime on KUNR radio, and 3) website maintenance and website logo design by Charter Advertising.</p> | <p>Grant funds will be used to advertise the Nevada State Old-Time Fiddlers Contest in Nevada Magazine and on KUNR, as well as website maintenance/design, encouraging visitors to Eureka.</p> |
| <p>The intent of use for Nevada Division of Tourism funds will be to market Top Gun Dragstrip with a range of possible media including the web, broadcast, print, and outdoor. The Dragstrip also plans on significant work on their website, social platforms and search engine outreach.</p> | <p>Grant funds will be used to market the Top Gun Drag Strip in Fallon, NV, encouraging enthusiasts and spectators to visit Fallon.</p> |
| <p>Travel Nevada funds will be used in conception, design, and implementation of enhanced marketing campaigns for Fallon's summer season of events and special events. The funds will be used for media outreach that would include TV, radio, print, internet, and social media outreach, and possibly a summer media FAM focused on Fallon's special events.</p> | <p>Grant funds will be used to market several summer events in Fallon. No grant funds are to be used for local advertising or posters/fliers distributed locally.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>Nevada Division of Tourism funds will be used to create and print the Passenger Compendium. Funds will be used for design, graphics, map making, printing and shipping of the compendium. Our plan is to do the compendium annually. The first year will be the most expensive because there will be the need to create the initial designs, artwork, maps and graphics. Costs of doing the compendium will decrease in future years because most the artwork will be reused.</p> | <p>This project is not grant eligible. This project is to be available for visitors once they arrive in Ely at the Nevada Northern Railway. The intent of the Marketing Grant Program is to draw visitors from beyond a 100-mile radius. In this case the visitors will already be there.</p> |
| <p>NDOT funds will be used to pay for the printing and distribution of our newsletter Ghost Tracks and specialized collateral materials. Ghost Tracks is used as a fulfillment piece in the support of our Social Media, Advertising and Marketing program. Specialized collateral materials highlight our unique programs that can only be done in Nevada. The database is built from people who have requested information from reader service cards, train passengers, the internet, call-ins and other interested persons. Additionally we do direct mail campaigns that target specific individuals that have a proven interest in history and technology. This grant will combine the strengths of both "new" media and "old" media.</p> | <p>Grant funds will be used to print and distribute the Ghost Tracks newsletter. The Nevada Northern Railway believes this is one of the cornerstones of their successful marketing program.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <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. 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 Spring of 2019 and continuing through Fall 2019 with print ads. 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>Grant funds will be used for print and digital advertising of the Nevada Northern Railway. No grant funds may be used to pay for 150th logo, 150th marketing materials or gifts as TravelNevada and the Nevada Division of Museums and History is also promoting the 150th and it would be a duplication of efforts.</p> |
| <p>NDOT funds will be used to hire a consultant to assist us with the transition from HTTP to HTTPS. Our contract will require the vendor to do the following: 1) Obtain an SSL certificate for NNRY.COM; 2) temporarily set up redirects to temporary handle new HTTPS addresses; 3) Change all automatically generated links to HTTPS; 4) Change all remaining internal links to HTTPS, (We have a lot of internal links.); 5) Test the new HTTPS on various browsers; 6) Test various external links to http://nnry.com to make sure they get redirected properly; 7) Monitor Google Analytics to insure that performance has not been impacted; and 8) Monitor Google Webmaster Tools to insure there are no broken links</p> | <p>Grant funds will be used to update the website to ensure visitors do not get a "Not Secure" message when visiting the site and making purchases, preventing loss of ticket sales and room nights.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| We will use the money to continue to advertise in Utah, Idaho, Nevada, California, Arizona. Using print ads and radio spots and direct mailers. | Grant funds will be used to promote the Car Show. No grant funds will be used for local advertising/radio. |
| Granted funds will be used to contract with a professional writer to create between 10-15 written pieces to be distributed and re-purposed throughout the year. That writer will conduct the research and interviews, write the story, and supply associated photography. | Grant funds will be used to hire a writer to tell the unique stories associated with attractions in White Pine County. This project will allow tourists to create a personal and relatable connection with White Pine County's attractions and encourage more visitation to the area. |
| Travel Nevada Funds will be used to cover printing costs for large full cover custom designed static cling window stickers showcasing new imagery and promoting events and attractions. | The project does not meet the grant guidelines for the Marketing Grant Program. Recommend reapplying for the Projects Related to Tourism grant. This is not a guarantee of award. |
| Travel Nevada funds will be used to create video, picture, written, and print content of key signature events to support the marketing efforts already undertaken by White Pine County Tour and Rec. | Grant funds will be used to market the signature events in White Pine County. Several of these events have cultural value to the county and the state, and room to grow with additional marketing support. |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>Video is the best way to express your messaging to your market. This proposal includes the creation of an action/adventure video that will live on the website and our YouTube channel. The video will be organically promoted through social media with paid social promotion (Facebook, Instagram, Twitter, YouTube) in our target markets. Additionally, a targeted campaign using geofencing, site retargeting, and keyword retargeting will promote the video in desired markets like Utah, Las Vegas, Idaho, and Carson City.</p> | <p>Grant funds will be used to create and promote a video showcasing activities available during the winter. White Pine County believes this will increase overnight visits during an historically slow time of year.</p> |
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| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>The funds will assist the RTT in hiring public relations professional services to actively and consistently engage with targeted media and influencers domestically and continue to cultivate relationships through international outreach. The goal is to attract media attention for the region through earned media coverage.</p> | <p>Grant funds will be used to hire public relations professional services, with the goal of attracting media attention for the region through earned media coverage.</p> |
| <p>The funds from the Nevada Division of Tourism will be used for the development of professional advertisements by graphic designers, photographers and video photographers . We will purchase advertisements in newspaper and print markets from over 100 miles away from Carson City as well as targeted digital ads in as far away as the Bay Area in California. It will pay for radio ads and social media advertisement and boosting. All promoting Carson City and branding the area as having a lively and vibrant music scene.</p> | <p>Grant funds will be used to promote the Summer Concert Series. No grant funds are to be used for local advertising.</p> |
| <p>The funds provided will be used to redesign the guide, create content, photos and printing costs.</p> | <p>Grants funds will be used to redesign and produce the Visitor's Guide.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>The NDOT funds will provide the CTA the opportunity to host 20-30 micro-influencers during their familiarization (FAM) tour to our community. These visits will provide the opportunity for content creation while being immersed in our regions tourism assets. Typical hosting expenditures will include lodging, meals, entertainment and occasionally travel for influencers with a substantial following. Micro- Influencers with a large audience (1 million+) can require a fee ranging from \$100-500 per post.</p> | <p>Grant funds will be used to host digital micro influencers in Carson City during various events, as well as pay posting fees. Carson City Culture and Tourism Authority will share their participants and dates with TravelNevada to prevent duplication of efforts.</p> |
| <p>The CTA is in need of updating our gallery of video content showcasing the tourism assets of our region. The CTA will create an additional ten (10) testimonials to add to the current b-roll throughout our website and social platforms.</p> | <p>Grant funds will be used to update video content to promote Carson City.</p> |
| <p>The "Uniquely Local Dining Campaign" will showcase culinary opportunities unique to Carson City. The campaign will include a "Uniquely Carson City Dining Guide" to be distributed in both print and digital campaigns. The dining guide will feature local chefs and visitor testimonials as to the overall dining experience.</p> | <p>Grant funds will be used to develop a dining guide in both print and digital to showcase culinary opportunities unique to Carson City and encourage culinary tourism to the area.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>The CTA will create a paid social media advertising campaign across numerous social outlets that will allow us to still reach local followers but expand our target area in order to create a consistent, engaged and effective media outlets that we aren't currently getting with organic posts.</p> <p>Paid advertisements will allow us to gain more impressions and engagement through multiple platforms by always being "on", meaning Carson City will be seen more frequently. In return, creating more awareness, more followers, more website views and more room nights booked. This will also allow us to partner with surrounding DMOs to create unforgettable NV experiences.</p> | <p>Grant funds will be used for a paid social media campaign to create a consistent, engaged, and effective social media outlet.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>The CTA provides marketing collateral to include posters, rack cards, save-the-dates, tickets, social posts, landing pages and programs for all major events that drive room nights in Carson City. (V&T, Polar Express, Ghost Walk, Outlaw Flat Trac Moto Races, Epic Rides Mountain Bike Race, Passport to Downtown, Levitt Amp Concert Series, Carson City Fair, Rockabilly Riot Car Show, Capital City Brewfest, Kit Carson (Blue Line) Maps, Holiday w/a Hero, DBA Wine Walks, Stewart Indian School Promos, Bucking Broncs & Bull Riding, Capital Gun Club, Carson River Rafting Guide...). The CTA develops the content to maintain consistent messaging and save event promoters resources they can put back into their events. The CTA Annually expends over \$150,000 in in-house printing, graphic design, content writing and photography. The campaign will provide the opportunity for the CTA to create revised collateral for all events. The campaign exposure for Epic Rides alone surpassed 5 million people during 2018.</p> | <p>Grant funds will be used to market Carson City's special events in areas outside a 100-mile radius. No grant funds are to be used for any local marketing.</p> |
| <p>Nevada Commission on Tourism funds will be used to market the concert locally and to targeted audiences outside the local area. These include greater Sacramento to the west, northern Nevada from Lovelock to the Idaho border east of Elko, and California to the south in the Bishop area.</p> | <p>Grant funds will be used to market the concert outside a 100-mile radius. No grant funds are to be used for local advertising.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>Funds will be used for advertising the Arts and Antiques Trail Map in GetAway Reno-Tahoe Magazine during spring and summer 2019.</p> | <p>Grant funds will be used to advertise Minden's Arts and Antiques Trail Map. According to the Carson Valley Arts Council, this project has been very successful in the past.</p> |
| <p>Requested funds will serve as a key spark to ignite our dining community's support of tourism and demonstrate the value of leveraged partnerships. NDOT funds will allow us to utilize agency services to design a cohesive co-op full-page ad while remaining in line with our ongoing and successful Legends of the Valley campaign. Our plan for this first step will be to run our targeted ad once in each of the two Edible magazines to start. We ultimately desire to create collaborative momentum and generate baseline results tied directly to the dining community. Receiving these funds will also be integral to hiring a professional food photographer to capture great texture and dining shots for use both in this ad program as well as throughout CVVA's marketing efforts and Travel Nevada's media (social, website, print, online ads).</p> | <p>Grant funds will be used to hire a professional photographer and place ads in Edible Magazines to encourage visitors to come to Carson Valley (Genoa, Minden, Gardnerville, Topaz Lake).</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>We will add two important tactics to our off-season marketing mix utilized with great success last year.</p> <p>Foundationally, we will continue search/Search Engine Marketing (SEM) placements and promotional posts encouraging clicks to our website from Facebook and Instagram. In addition, here are highlights for the new features</p> <p>1) Google Display Network (GDN): We would add GDN specifically for Custom Intent/Custom Affinity Audiences. This technology allows us to show display ads to potential customers in various ways such as keyword targeting, competitor URLs, physical places people visit and the apps they use.</p> <p>2) Facebook/Instagram: We would be able to increase our prior budget to help strengthen our current prospecting, geo-fencing and email signup efforts.</p> <p>Instagram: We would run a video campaign to continue to build brand awareness for Carson Valley. We also have a video budget. People who engage with our videos would also be retargeted with an ad encouraging them to sign up for our e-newsletter.</p> | <p>Grant funds will be used to enhance promotion of the Carson Valley through social media and Search Engine Optimization.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>Grant funds will pay for printing costs of 16,500 of each brochure (15,000 each for distribution in Northern Nevada and Northern California, and 1,500 of each brochure to be used for visitor request fulfillment by the organization. In addition, all of these brochures will be available on the organization's website, ComstockFoundation.org. The online versions will feature page-turning technology and circulation on Issuu digital publishing platform, and the capability of .pdf downloads.</p> | <p>Grant funds will be used for printing and distribution of the Comstock Foundation's Brochure promoting the Comstock, as well as placement of the brochure in digital form on their website.</p> |
| <p>This grant will fund the cost to establish and manage this valuable online marketing effort for the organization. The social media networks to be routinely maintained include Twitter (about 5 posts per week), Facebook (at least 5 posts per week), Instagram, and Pinterest. The company contracted to oversee these networks requires little or no input by the organization, and services include all project management and network maintenance. Flickr (photo library), and YouTube (video channel) will be maintained, updated, and managed by Foundation volunteers.</p> | <p>Grant funds will be used to establish and manage an aggressive social media marketing program in order to expand the online visibility of the Comstock.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
|---|---|
| <p>NCOT Funds will be used for creatives such as Northern Light Logo design, photography and content to create festival web page. Produce and print Program guides and Posters. Funds will also be used to broadcast in focused areas with aim to promote overnight stays and event attendance. Distribution to include strategic marketing campaign through: Online Buy Ad, Social Media-Buy, Consumer Email Database-Buy.</p> | <p>The project is not grant eligible - the event starts prior to the awarding of 2nd cycle grants. Advise applying 1st cycle 2020 for the next event in 2019. This is a not a guarantee of award.</p> |
| <p>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</p> | <p>Grant funds will be used to create additional videos for the Spring portion of the already underway campaign.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>The funds would be used to identify and invite and host qualified and appropriate influencers to the region. Funds would also be used to offset travel, activity and lodging expenses 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. Negotiations related to influencers fees may include use of their images and videos by the DMOs</p> | <p>Grant funds will be used to host digital influencers. This is a multi-jurisdictional project with Carson Valley Visitor's Authority. LTVA and Carson Valley Visitor's Authority will share their participants and dates with TravelNevada to prevent duplication of efforts.</p> |
| <p>Nevada Division of Tourism funds will be used to support digital marketing in Los Angeles, Long Beach, and Orange County via: 1) Facebook/Instagram, 2) Display Ads, 3) Google ad words, 4) Newsletter/eTargeting</p> | <p>Grant funds will be used to support digital marketing of Lake Tahoe in order to drive visits and overnight stays to Lake Tahoe during the typically slower spring season.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>Tourism funds will be used to market the festival by means of newspaper, magazine, social media, and radio advertising/underwriting to potential festival attendees from Nevada communities more than 100 miles from Carson City, and outside Nevada, including the Sacramento, Calif., area. We will target cities that have populations interested in and educated about jazz and are within short driving or flying distance of Carson City. Direct mail is targeted to people on mailing lists of Mile High Jazz Band Assoc., For the Love of Jazz, Brewery Arts Center, Carson City Historical Society, Friends of the Silver Saddle Ranch, and those who have contacted us through Internet. One effort we found effective in previous years was to distribute flyers and festival programs at the weekly Carson City Farmers' Market (Saturdays in July and August), local hotels, and at nearby festivals that take place earlier in the summer, which may include the Roseville Jazz Festival in May and the Mammoth Jazz Fest 2019 in July.</p> | <p>Grant funds will be used to market the festival outside a 100-mile radius. No grant funds are to be used for local advertising.</p> |
| <p>Matched funds will be used for advertising and marketing campaigns to bring awareness and tourism participation to the Nevada State Fair. Marketing and advertising dollars will be specifically target Northern Nevada, Nevada State and surrounding states including California markets.</p> | <p>Not all projects can be funded in a cycle. This project was determined to be a lesser priority due to the high ratio of local advertising.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>The NCOT Grant will be used to purchase two email blasts by the "San Francisco Chronicle," in the summer 2019 of 50,000 emails in each blast to individuals who have expressed an interest in bicycle riding, healthy living, and related activities.</p> | <p>Grant funds will be used to purchase email blasts by the San Francisco Chronicle in order to promote the event.</p> |
| <p>NDOT funds will be specially used to build and drive the marketing campaign with the highest valued tactics: mobile app production, digital marketing, geo-fencing and social media advertising.</p> | <p>Grant funds will be used to create a mobile app with all the bike trails in Lake Tahoe, as well as promote biketahoe.org's website and social media. This project is related to Tahoe Bike Love and the Sharing the Adventure Campaign - projects previously grant funded. No grant funds are to be used for local advertising.</p> |

| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>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.</p> | <p>Grant funds will be used for website development and other optimization. No grant funds are to be used specifically to promote the 150th Anniversary of the completion of the Transcontinental Railroad as TravelNevada and the Nevada Division of Museums and History is also promoting the 150th and it would be a duplication of efforts.</p> |
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| Funds Usage (Per Grant Application) | TravelNevada Comments |
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| <p>Nevada Division of Tourism funds will be used to reprint 10,000 new Wildhorse Adventure Brochures. Funds will cover all shipping to Dayton, Nevada. In addition to the print version, the brochure will also be available digitally on the WHPL website, and will feature page-turning technology and .pdf download capabilities. Funds will be used to contract a web designer to build a new Wild Horse Preservation League website, and integrate information from the two existing sites. This new site will be designed to be easily updated by volunteers, with fresh up-to-date information added on a consistent basis. It will feature a calendar of events, downloadable brochure, tour information, media page, and e-newsletter sign-up page. It will also direct visitors to the WHPL Facebook page and other future social media networks.</p> | <p>Grant funds will be used to create, print, and distribute new brochures and to create a new website. This brochure and website will highlight wild horse tours available throughout the entire state.</p> |
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