

The Nevada Division of Tourism
 FY2016 2nd Cycle Rural Marketing Grant Recommendations

Territory	Organization	Project Name	Request Amount	Recommend	Funds will be used	Comments
Cowboy Country	Friends of Black Rock High Rock	Black Rock High Rock Brochure	\$2,500.00	\$2,000.00	Funds will be utilized to design, print and distribute our new membership brochures. Targeted locations include sporting stores, ATV outlets, and "burner-friendly" locations in Reno and along I-80 and Hwy 20 in California. We will also distribute brochures at our trade show events and they will be available at our government agency (BLM) partner offices.	The new brochure will be a stronger engagement piece, encouraging people to come experience rural Nevada in ways they would not do on their own. For example, at their annual Black Rock Rendezvous (an event highlighted in the new brochure), most people who are new to the desert are thankful that there are guides to lead tours, they become more comfortable returning on their own for more extended time frames.
Cowboy Country	Friends of Black Rock High Rock	Website Updates	\$5,000.00	\$3,000.00	Funds will help offset costs related to web-hosting, domain, web maintenance and programming. Upgrades to software are needed to ensure the site runs smooth across multiple platforms including desktop computers and mobile devices. Funds will also help increase our presence on social media sites as we are preparing a series of targeted posts and paid online advertising to generate interest in our primary tourism-drawing events: Black Rock Rendezvous (May), Perseids Meteor Shower event (August), Artist-in-Residence Program (Summer), and Wild & Scenic Film Festival (Summer).The website will also promote the radio station project so some of the funds may be used for integration of that project into our primary website.	BlackRockDesert.org is the leading source of information for visitors to the region, so it is vital that all information is current and leaves visitors with a positive experience. Through additional SEO and Online advertising (mostly via Facebook promoted posts), the project will increase traffic (and solidify repeat visitors) to their website, resulting in in an increase in tourism to their remote, yet somewhat famous, location.

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Cowboy Country	Pershing County Chamber of Commerce	Business Revitalization	\$20,000.00	\$2,000.00	We will be utilizing funds to pay for signage, rebranding, TV spots, radio and articles placed by Abbi Agency.	Pershing County is looking to re-brand and refocus their efforts on tourism and business in Pershing County. They have thoughtfully been working one step and grant at a time to put this in place. TravelNevada recently funded a series of videos that they would like turned into commercials for Pershing County. This award will help fund the production of those commercials. Due to very limited funding in this cycle the organization should reapply for other components in this application in the 1st cycle FY2017.
Cowboy Country	Battle Mountain Chamber of Commerce	Visitor Guide	\$2,000.00	\$2,000.00	The funds will be used to fund the cost, production and printing of 1,000 visitor guides.	Battle Mountain has seen an increase in economic development over the past three years and receive many requests for information about the town and surrounding area. This project would allow them to update the visitor's guide and include the 2016 events planned.
Cowboy Country	Lander County Convention & Tourism Authority	Battle Mountain Pro Rodeo Advertising	\$1,500.00	\$1,500.00	Part of the grant will be used for radio ads in Nevada and Idaho. We will also be printing posters to distribute throughout several states.	Grant funds will be used for radio ads and promotional materials.

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Cowboy Country	Lander County Convention & Tourism Authority	Raceway & Motocross Marketing	\$5,000.00	\$3,000.00	The grant will be used to advertise on multiple radio stations in Nevada and Idaho. For the 2015 racing season we were able to run 500 ads during the Motocross season and approximately 1000 ads during the Raceway season. Each radio station had multiple areas, channels and demographics we were able to target.	This project will help the BM Raceway and Motocross effectively advertise their racing seasons to potential out of town spectators/Racers. By Lander County Convention & Tourism Authority not only providing the financial match, but also assisting them with the selection of radio stations and areas to run the ads in. We also assist them with ad management. LCCAT works directly with each radio station to provide the ad copy and approve each ad before it runs. Due to limited funding this cycle, this award only funds out-of-state advertising.
Cowboy Country	National Historic California Emigrant Trails Interpretive Center Foundation	Nevada Magazine/ Travel Guide 2016	\$5,750.00	\$5,750.00	Funds to be leveraged with local matching funds to continue our marketing efforts through Nevada Magazine and the Visitor Guide. The fund will be used to contract three 1/2-page full color advertisements in bi-monthly issues of Nevada Magazine and another advertisement in the 2016 Nevada Visitor Guide.	The California Trail Interpretive Center is a world class interpretive facility for the American people, a source of civic pride, and an economic engine for the region. In 2015, the California Trail Interpretive Center realized a 22% increase in visitation as a result of our enhanced marketing efforts, of which print advertising in Nevada Magazine and the Visitor Guide were a part. This requested funding will be used to continue print marketing that has been so effective in the past and is part of our overall comprehensive strategy. The Trail Center has become a corner stone in converting travelers along the I-80 corridor into multiple day visitors augmenting and diversifying the economy of northeastern Nevada.

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Cowboy Country	Elko Convention & Visitors Authority	Meet Me in Elko Marketing Video	\$10,000.00	\$10,000.00	The Division of Tourism funds will be used to develop and update the Meet Me in Elko video.	The current Meet Me in Elko video was produced in 2008/9 and has been effective in helping to attract meeting and event planners to Elko as well as using "B" roll footage to create commercials to market the Elko area. In the last 5 years Elko has had enormous growth, such as the new conference center, 50 passenger jet service through Delta airlines and 3 new hotels that will be opening in the summer of 2016. This will increase Elko's lodging rooms to over 2700. The cost for this video in 2008/9 was over 15,000.
Cowboy Country	City of Elko, Elko Regional Airport	Wasatch Front Utah Marketing Grant	\$5,000.00	\$5,000.00	The funds will be used for the purposes of buying online advertising in the Denver, CO and Salt Lake City, UT areas. The funds will only be used for purchasing ad space through Sojern.com. Overhead and design will be funded through the airport's advertising budget. The grant dollars will be exclusively used for advertising.	The grant is seeking \$5,000 support that will be matched by \$5,000 of local funds to establish a \$10,000 one-month digital campaign to advertise unique year-round tourism experiences in Elko (California Trail Interpretive Center, Ruby Mountain Helicopter Air Tours, Hunting, and Off-roading.)
Cowboy Country	City of West Wendover	West Wendover City Television Ad Campaign	\$15,000.00	\$10,000.00	The Funds for this project will be used to produce 6 area informative TV quality commercials and purchase air time.	The City of West Wendover will be creating a series of six 30-second TV spots, highlighting the appeal of the West Wendover experience: lodging, dining, gaming, entertainment, attractions, activities and events. These spots can also be utilized online as inserted ads on Google, YouTube, Facebook, etc., along with the West Wendover social media sites.
Total			\$71,750.00	\$44,250.00		

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Territory	Organization	Project Name	Request Amount	Recommend	Funds will be used	Comments
Indian Territory	Indian Territory	2016 Nevada Tribal Tourism Training	\$7,200.00	\$7,200.00	Grant funding will be used to fund a familiarization tour of tribal lands, design and printing of save the date postcards, registration brochures, postage and travel for tourism and tribal tourism related professionals who will provide training to attendees.	The Training is an opportunity for the Nevada tribes and their tribal members to increase their knowledge of tribal tourism initiatives and projects that exist across the nation. The Territory plans to expand upon the concepts and discussions that were identified in the last seven trainings. The Territory is also working to promote tourism within the tribal communities of the state. In addition, by providing the training in different regions of the state it gives the local tribal communities an opportunity to share their unique culture with others and showcase their tribal lands.
Indian Territory	Indian Territory	2016 Stewart Father's Day Powwow	\$2,500.00	\$2,000.00	The funds will be used for postage to mail the event flyer, social media, ads and radio spots. Through this marketing strategy, information on the Stewart Father's Day Powwow will reach numerous individuals, tribes, tribal members, businesses colleges and universities, Stewart alumni and their families, museums, newspapers, websites, RSCVA, CCVB, state agencies, vendors and more.	The Stewart Father's Day Powwow celebrates American Indian heritage and promotes visitation to the historic Stewart Indian School (1890-1980). The Powwow takes place in Carson City, NV. This 3-day event attracts native artisans, drummers, dancers, alumni and visitors statewide, nationally and internationally to participate. The event is promoted on the TravelNevada, Carson City Chamber of Commerce, Reno Sparks Convention and Visitors Authority, Carson City Visitors Bureau, Indian Territory, Stewart Indian School and Nevada Indian Commission websites. Awarded \$2,500 last year.

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Territory	Organization	Project Name	Request Amount	Recommend	Funds will be used	Comments
Indian Territory	Indian Territory	Indian Territory Promotional Items	\$4,500.00	\$4,000.00	The funds will be used to design promotional items for Nevada's Indian Territory. All items will include the Territory logo and website address.	Promotional items displaying the Territory logo and website will be given out to promote the Territory. The items will be distributed at events, conferences, conventions, meetings and tradeshows.
Indian Territory	Indian Territory	Indian Territory Website Maintenance	\$4,800.00	\$4,800.00	Nevada Division of Tourism funds will be used to provide website maintenance for the Territory website for calendar year 2016.	This project will continue the work necessary to maintain the success of NevadaIndianTerritory.com. The site was revised throughout the year and contains a wealth of information on the Territory and Nevada Tribes including events, artists and the Nevada Tribal Tourism Conference. The goals of this project include making the site as informative and user-friendly as possible, relevant to search engines that generate the majority of traffic, and maintaining a site that is fresh and exciting for visitors. In addition to website maintenance, this project includes support for the Indian Territory social media networks including Flickr, Facebook, and YouTube.
Total			\$19,000.00	\$18,000.00		

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Las Vegas Territory	Destination Services Assoc	DSA Travel & Bridal Show	\$3,000.00	\$1,462.00	To secure trade show booths, display tables and services, shipping brochures and supplies, and travel expenses.	DSA is requesting funding for shows that take place in August and September 2016. This award should help them in attending the August show. Suggest they include September show in FY2017 1st cycle request.
Total			\$3,000.00	\$1,462.00		

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Nevada Silver Trails	Nevada Silver Trails	Brochure Reprints for Travel Trade Shows	\$2,700.00	\$2,700.00	Funds will be used to pay for printing 10,000 NST Adventure Guides to be distributed at various trade shows across the country during FY2016.	Nevada Silver Trails is increasing their presence at trade shows, joining in with Travel Nevada/NDOT to attend four (4) shows across the country. They distribute brochures and literature about their territory at these events. Based on partial 2015 counts, they expect to expose Nevada and the NST Territory to over 50,000 individuals at these four events.
Nevada Silver Trails	Nevada Silver Trails	Events Aerial Video Footage	\$2,000.00	\$2,000.00	Funds will be used to create hi-res aerial video footage of various rural events around the Territory. Such footage will allow NST to showcase local events in the rural areas on our web site and promote visitation to these events - as well as to the areas in general. Aerial footage is a great way to show the attendance give a unique perspective to the events and provide a "wow" factor to the video. As technology becomes more sophisticated people are expecting a higher quality of video on web sites. It becomes important to include such footage of a "birds-eye-view" of events cut into standard street-level video to give a fun and adventurous look at the rural communities and their individual cultural events.	NST would like to film 4K HD aerial video of various Territory events (i.e. Jim Butler Days, Pioche Labor Day, Beatty Days, etc.) for use on the NST web site and at other promotional events (trade shows, etc.). Filming would occur over a minimum one-year period to provide the ability to attend all annual Territory events. Filming would be completed on a minimum of three (3) events in the one year period with selected events determined by the NST Board of Directors. NST is looking to create high-quality event footage for promotional usage as either individual, stand-alone event videos or folded into professional Territory-wide video production as appropriate.

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Nevada Silver Trails	Nevada Silver Trails	Nevada Silver Trails Additional Radio Advertising	\$15,000.00	\$7,500.00	Nevada Silver Trails will pay Lotus Broadcasting Group \$15,000.00 for 398 30-sec spots spread over the winter and spring of FY2016 (not evenly but on a pre-arranged schedule to maximize listeners and event coverage) on the following 3 radio stations in Las Vegas Nevada: KOMP-FM, KWID-FM, and KXPT-FM. The price will include banner ads on each stations home page.	Due to limited funds available to award in this cycle, and because this organization received \$30,000.00 in the 1st cycle this year for radio advertising, the amount requested cannot be fully funded.
Nevada Silver Trails	Nevada Silver Trails	Nevada Silver Trails Advertising in American Road	\$8,000.00	\$8,000.00	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.	Because of previous encouraging activity and a circulation of 1.55-million, Nevada Silver Trails wants to continue advertising in American Road Magazine. Their ads during the period March 2013 to February 2014 produced 12,864 responses which consisted of 6,438 click activity, 6,382 itinerary downloads and 44 write in requests for a cost per response of 50-cents. This year's campaign will consist of 4 half-page color insertions during the winter and spring of 2015-2016.
Nevada Silver Trails	Mineral County Convention and Tourism Authority	MC Brochure and Ghost Map Printing	\$3,500.00	\$3,500.00	Funds will pay for one half of the printing of the brochure.	This project is to produce, and print 50,000 copies of a vastly expanded Mineral County Tourism Brochure. This new brochure will give many details of the Mineral County Museum and the Ordnance Museum, including a substantial Ghost Town map for tourists to take with them.

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Nevada Silver Trails	Town of Tonopah	Tonopah Advertising	\$4,625.00	\$4,625.00	Funds would be used to pay for half of the advertising cost. This would equal half of the advertising cost in the "Travel Nevada: Nevada's Official Travel & Leisure Guide" and for 3 issues of advertising in the "Nevada Magazine".	The Town of Tonopah is one of few small Towns that is not featured in the "Travel Nevada: Nevada's Official Travel & Leisure Guide" with their own ad. The Town would like to make sure that tourists are informed about events and attractions in Tonopah. They hope to attract tourists traveling through Tonopah to stay, possibly one or more nights, and explore the Town's rich history and fun activities. They would like to run the same ad in the "Nevada Magazine" in order to reach as many visitors as possible.
Nevada Silver Trails	Beatty Chamber of Commerce	Death Valley Guide	\$1,200.00	\$595.00	Any funds received for this project will be used to place an ad in this publication to attract more visitors to choose Beatty, Nevada as their destination while visiting all the attractions in our area	This is a project to place an ad in the Death Valley Guide 2016 which is distributed along the 395-corridor.
Nevada Silver Trails	Beatty Chamber of Commerce	Las Vegas Review Journal	\$7,200.00	\$4,800.00	All funds received for this project will be used to place as many ads as money allows in the Las Vegas Review Journal -Circa Travel Section.	This print project will place ads in The Las Vegas Review Journal- Circa Travel Western section featuring their Old West ads and highlighting all upcoming events in the area. Their objective is to attract more visitors to Beatty and to generate more overnight stays.
Nevada Silver Trails	Beatty Chamber of Commerce	Nevada Magazine	\$7,610.00	\$3,000.00	All funds received for this project will be used towards the expenditure to design and place these ads in Nevada Magazine for the 6 month period.	This is a three issue project that will highlight the Old West and many other attributes of Beatty, Nevada and Historic Rhyolite Ghost Town. These ads will highlight special events. By advertising in Nevada Magazine they reach a much broader audience and are better able to promote Beatty.

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Nevada Silver Trails	Beatty Chamber of Commerce	The Big Map	\$895.00	\$550.00	Any funds received for this project will be used towards placing our ad in The Big Map at the next printing. It is extremely useful to our visitors, but also the exposure we get from having it so widely distributed brings more people to visit our little town.	This project is to place a small advertisement in The Big Map, which is the most popular map for this area, printed and distributed twice each year by Golden Gate Media Group. Awarded same amount in the 1st Cycle.
Nevada Silver Trails	Beatty Museum & Historical Society	Death Valley Visitors Guide Ad	\$595.00	\$595.00	They funds will allow us to purchase the ad space and place our ad in the Death Valley Visitors Guide.	This project is to place a 1/6 page advertisement in the official Death Valley Visitors Guide. The Visitor Guide is widely distributed and is available to view online. By having an ad in the Visitor Guide people who are already interested in the region will be made aware of the existence of the museum as well as the close proximity to the National Park. The exposure for the Museum and the town of Beatty has the potential to increase both visitors and revenue for the community.

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Nevada Silver Trails	Town of Pahrump	Photo and Video Production	\$10,000.00	\$7,000.00	The funds will be used specifically for pre production of product and research, creative development and planning; Crew members: agency photographer and assistant, talent and travel. Including production expenses such as equipment. This estimate is based on a three day, all day shoot with 20-25 high resolution retouched images and video footage for social platforms and website at approximate length of 2 minutes with B roll included in deliverables. All low res images will be provided for selects up to 20 will be retouched and provided including RAW conversion, basic image clean up and color correction.	The project will include a short promotional video of Pahrump and a still photography shoot designed to encourage tourism to the area by showcasing amenities and attractions within the valley and by highlighting some of their most exciting adventures and thrill seeker activities. The Town of Pahrump is in need of additional high resolution professional photographs and updated video footage to display on their website, social channels and print material. The objective is to have quality impressions of the Town of Pahrump for tourism activities and displays.
Nevada Silver Trails	Town of Pahrump	Promotional Products	\$8,000.00	\$4,000.00	The promotional product is a marketing tool used in a variety of ways. The give-a ways are useful at trade shows as well as RV Rallies, gift baskets and more. The product pushes out the call to action "VisitPahrump.com". The consumer has a reminder in hand of where to log on as well as a useful product to continue to place our website in front of them. This is extremely successful in the RV market and we have first hand experience with bookings as a result of the product.	The Town of Pahrump would like to create promotional products for use at travel/trade shows, RV shows such as Quartzite and special events to help promote their new brand, Nevada's wine country, close proximity to Death Valley and Las Vegas and drive traffic to their website.

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Nevada Silver Trails	Pahrump Visual and Performing Arts	High Desert International Film Festival 2016	\$8,700.00	\$4,000.00	Funds will be used for placing ads in Las Vegas City Life, printing programs and flyers.	2016 will be a huge year for HDIFF as they will be celebrating their 10th Anniversary in the film festival circuit. HDIFF will continue to bring the inclusion of feature length films to the festival. This will broaden participation and interest. Awarded \$5,000 last time event was funded. Award does not cover printing of programs.
Nevada Silver Trails	Lincoln Communities Action Team (LCAT)	Gravel Grinder 2016 Advertising	\$4,500.00	\$3,500.00	Print ads, web banner ads, and social media advertising will all be used to promote this event. Print ads will be placed in publications that target mountain bikers in mountain biking destinations.	The Gravel Grinder is a Mountain Bike Trail Ride through the rugged terrain of Beaver Dam State Park and adjoining public lands. The objectives are to attract the mountain biking market from Nevada, Utah, and California, and bring more people to enjoy this activity. It is a great opportunity to introduce Mountain Bikers to Lincoln County. Check-in for the event is Friday night, the ride is Saturday to encourage participants to spend two nights in the area. This is the 4th year for this event, with the advertising dollars we have received the last two years the event is growing but is not yet to a level where the event can be self-sustaining. With funding for advertising this year we expect to double or triple participation. Received \$4,000 for event last year.

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Nevada Silver Trails	Lincoln Communities Action Team (LCAT)	Lincoln County Brochure	\$9,000.00	\$5,000.00	Funds will be used to design, develop and print the brochure.	This brochure is another piece of LCATs new marketing strategy targeting the outdoor enthusiast by promoting the numerous outdoor recreational opportunities in Lincoln County. This will be their main printed media piece to be used in outlets such as trade shows, hotels, airports, and visitor centers. It enhances/compliments their targeted online and billboard advertising which is producing results.
Nevada Silver Trails	Pioche Chamber of Commerce	Pioche Billboard on Highway 93	\$2,150.00	\$2,150.00	Funds will be utilized to help fund the printing, graphic design, management and installation of a billboard located on Highway 93 north of Pioche. This signage alerts travelers to the Pioche turnoff.	This project is for the re-design and production of a billboard promoting the town of Pioche. The board is located north of town, on Highway 93. This is one of two billboards positioned in key areas with high visibility to travelers of Highway 93, and they help promote visitations to Pioche. The existing artwork on this board has faded over the years and is no longer readable. The vinyl is in need of replacement, and in addition, some design work is needed. Highway 93 bypasses Pioche and this billboard is a significant focal point to attract visitors into the town of Pioche.
Total			\$95,675.00	\$63,515.00		

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Pony Express Territory	Pony Express Territory	PET 30 -Second TV Commercial	\$1,750.00	\$1,750.00	Already shot footage will be selected and edited with graphics and music to produce a 30-second TV commercial.	This project will utilize already shot high def video to produce a 30 second TV commercial. The commercial will air in the Reno Metro and outlying areas through a grant in the next cycle for air time. The message of this spot is "You live in Nevada, but have you "lived Nevada"?"
Pony Express Territory	Pony Express Territory	PET Long Form Video / Outdoor Adventures	\$22,000.00	\$15,600.00	Hours in the field shooting high def video of adventure, history and interviews. Post production to produce a half hour television show (28.5 minutes).	The project compliments the special event video footage the territory has recently acquired and intends to film outdoor adventure, adventure opportunities and adventure tourism in the Pony Express Territory for the purpose of producing a long-form, half hour (28.5 minute) show. The show will have a variety of uses including as a show on cable TV, as a looping video in visitor centers in the territory and at travel and trade shows, a show on the territory's YouTube channel and on the territory's website. This award will fund the costs to shoot the video. Recommend the organization reapply for funding to cover post production and development of the video in the 1st cycle FY2017.
Pony Express Territory	Pony Express Territory	PET Print Media 2015-16	\$26,000.00	\$10,000.00	Funds will be used to place ads in Gold Country, American Road, Sactown, NNNRD, NCOT Rides, Nevada Magazine, and either of the following publications: SF Magazine, and Sacramento Magazine depending on editorial content.	This project would continue the print advertising campaign that is already in progress. PET will continue to focus on the Sacramento market, and the print campaign would dovetail with a new web effort

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Pony Express Territory	Fallon Convention & Tourism Authority	Summer Events Marketing	\$10,000.00	\$10,000.00	Travel Nevada funds will be used in conception, design and implementation of enhanced marketing campaigns for Fallon's summer season of events and specific events. The funds will be used for media outreach that would include TV, radio, print, internet, and social media outreach and possibly a summer media FAM focused on Fallon's special events.	This marketing program will aid and support the Fallon summer special event schedule with additional promotional dollars, public relations and ad campaigns. The objective is to fully penetrate various markets with extended radio and TV buys, public relations promotions/search engine ads, and social media push out combining the Fallon brand with specific special events and/or seasons. The Fallon tourism office provides grant support to special events, often leaving little money for additional advertising and marketing that could help the events and the Fallon tourism effort. Travel Nevada funding support will elevate and grow the advertising campaigns of all events and the area.

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Pony Express Territory	Fallon Convention & Tourism Authority	Top Gun Raceway	\$6,000.00	\$6,000.00	Travel Nevada funds will be used to market Top Gun Raceway with a range of media including the web, broadcast, print and outdoor. Funds will also be used for an extensive public relations and social media campaign. A campaign to brand Top Gun Raceway as "The Fastest Fun in Northern Nevada" will continue to be a part of the overall marketing campaign in an effort to elevate the track to top-of-mind and connect marketing messages easily with our audiences. Significant work on the track's website, social platforms and search engine outreach will also be done.	Top Gun Raceway is one of Fallon's important visitor attractions drawing racers from the west coast and across the United States. This project seeks to promote the track and its racing season, and grow the number of racers and spectators that visit the track in 2016. Track attendance has dropped significantly since 2008. A marketing campaign will be used to market the track to racers and track events to spectators to increase attendance across the board. Funds will also be used to promote new events that may draw additional visitors throughout the season. Awarded \$7,000 for this event last year.
Pony Express Territory	Eureka County -- Eureka Activities	Eureka County Car Show	\$8,000.00	\$8,000.00	Funds will be used to advertise the event in Travel Nevada Magazine, Hot Rod Magazine; for air time to do local radio spots in Elko, Ely and Fallon, Nevada; placement of newspaper ads in Ely and Eureka; and banners at each location on U.S. Highway 50 entering Eureka advertising the event with the dates listed. In addition, Funds will be used to photograph the event and these photographs will be distributed to local newspapers, posted on the Car Show website and used to create next year's Car Show logo.	The annual Eureka County Car Show brings much needed economic stimulus to the rural town of Eureka. Participants travel 100's of miles from all points of the compass to come to the Show. All hotel rooms are filled as a result of this event. Funding does not cover the banners to be hung at each end of town.

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Pony Express Territory	Eureka County Economic Development	Marketing Grant 2016 2nd Cycle	\$2,500.00	\$2,500.00	As in the previous grant cycle, this ad campaign is a continuation of strategically placed ads with proven publications, such as Nevada Magazine, that provide quality leads from their readership online and/or in print.	This 2nd cycle grant would continue to promote the historical community of Eureka and the historical 1880s Opera House which has maintained a presence on Main Street. The Opera House continues to host cultural events, meetings, and conventions. The facility draws travelers from all over the Country and abroad.
Pony Express Territory	White Pine Chamber of Commerce	Guns For Hire Marketing	\$1,500.00	\$1,500.00	Funds will be used for photography, brochure design, brochure printing, and the printing of our melodrama programs and collateral materials.	The White Pine Chamber of Commerce is trying to market their programs with brochures, videos and their website. This grant would pay for their melodramas pamphlets for distribution throughout the area. Their website will help show visitors how the west was back in the 1800s and entice them to visit Ely.
Pony Express Territory	White Pine County Tourism & Recreation Board	Grand Circle 2016	\$5,000.00	\$3,500.00	The grant funding will once again be used to purchase an ad in the Grand Circle Travel Planner, renew our membership in the organization and for travel related expenses to attend the quarterly meetings.	The Grand Circle Association targets domestic and international visitors interested in visiting the National Parks and Monuments of Southwestern United States including the Great Basin National Park. They also promote National Scenic Byways in the five states of Colorado, New Mexico, Arizona, Utah, and Nevada. This is a project that promotes travel throughout Nevada which is a benefit the rural communities throughout the state.

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Pony Express Territory	White Pine County Tourism & Recreation Board	International Print Campaign	\$3,000.00	\$3,000.00	<p>The primary audience of this targeted advertising includes all major members of the Union Internationale de Spéléologie - an international umbrella organization dedicated to cave science. This represents an international audience of 36,000 plus another 10,000 domestic targets located on the east coast of North America. Trade magazines impacting this audience are scientific and exploratory in nature and are not included in the marketing channels typically engaged by traditional Nevada ad placements. This grant will allow us to target those consumers directly.</p>	<p>In July of 2016, Ely, Nevada will host the 75th anniversary convention of the National Speleological Society (caves.org). The NSS is the largest organization in the world dedicated to cave exploration and ecotourism. The society's membership includes professional scientists and explorers from across the nation and many foreign countries. White Pine County would like to purchase display advertising in multiple publications in European and domestic markets impacting this specific audience. The objective of this advertising strategy is to position White Pine County as an attractive ecotourism destination for a global audience that is rarely impacted by traditional Nevada marketing. Visitors to the event will occupy hotels for a minimum of 6 room nights per person. Most of the event's audience will travel to White Pine County after flying in to Las Vegas.</p>

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Pony Express Territory	White Pine County Tourism & Recreation Board	White Pine County Visitors Guide	\$7,000.00	\$3,750.00	We will use the grant to offset the costs of printing the extra copies we need (10,000 to 15,000) to distribute throughout the year. Without the grant funding, the Ely Times doesn't print enough Visitors Guides to handle our needs. Also, we get the center section for our ad and information (two full pages). The new editor and owners of the Ely Times are now giving us a much broader say in what goes into the guide, as well as working to increase their printer numbers.	Ely is a community that relies on tourism to sustain and supplement their economy, creating and printing the annual visitor's guide is paramount in this endeavor. With the help of TravelNevada's grant program they have been able to print the White Pine Visitor's Guide. They use this visitors guide as their number one fulfillment piece for all inquiries and distribute them at all the Travel Trade Shows they attend. They are also distributed to key visitor's centers throughout the state.
Pony Express Territory	White Pine Historic Railroad Foundation	Nevada Visitor's Guide Advertising	\$5,500.00	\$5,000.00	Funds will be used to purchase a 1/2 page ad in the TravelNevada 2016 Visitor's Guide. This is the ideal venue to showcase our uniquely Nevada offerings.	Advertising in annual Nevada Travel Planner generates the much needed awareness and leads for them to send out information to the potential visitor. They feel that the Visitors Guide is paramount for rural exposure and they distribute the Nevada Visitors Guide at every travel/trade show and event they attend making the Nevada Visitors Guide the number one piece of collateral material they hand out and they would like to be represented in it.
Total			\$98,250.00	\$70,600.00		

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Territory	Organization	Project Name	Request Amount	Recommend	Funds will be used	Comments
Reno-Tahoe Territory	Reno-Tahoe Territory	Itinerary Videos - Winter Focus	\$7,600.00	\$7,600.00	Funds will be used to cover the cost of shooting new HD footage of winter activities and attractions including filming using drones. Also to edit new and existing footage into a series of HD winter-focused itineraries with music and graphics. This includes scripting, project management and integration of completed project across all social media and digital platforms.	RTT would like to continue to develop itinerary videos of the region, this time with a winter focus. They currently own very little winter footage and almost no footage at all of North Lake Tahoe. With this project they plan to include filming at Diamond Peak Ski Resort and also at the Hyatt Lake Tahoe in Incline Village, in addition to other venues. They will ensure a long shelf life with quality HD cinematography, creative editing, music, and graphic treatments. Another objective of this project is to build a more complete stock footage/B-roll archive for use by other DMO's and RTT members.
Reno-Tahoe Territory	Lake Tahoe Visitors Authority	AMGEN - Professional Cycling Race	\$7,000.00	\$7,000.00	Funds will be used specifically to supplement the marketing budget and will include social media, public relations and print.	The Lake Tahoe Visitors Authority believes that being a host city to an internationally high profile cycling event raises awareness for the destination, the region and the state as a world-class cycling destination. The event promotes cycling as a lifestyle and promotes the destination as a place for recreational and elite cycling and training. In 2016, the LTVA has been asked to host not only the women's race, but also a men's stage finish, creating even more excitement that fields of over 100 men and women pro cyclists will be competing here. The women's race is intended to complete a lap all around Lake Tahoe with a dramatic finish through the Stateline, NV corridor to Heavenly Mountain Base Lodge. The men's stage would finish at the same location.

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Territory	Organization	Project Name	Request Amount	Recommend	Funds will be used	Comments
Reno-Tahoe Territory	Lake Tahoe Visitors Authority	Destination Trip Planning Tool	\$7,500.00	\$7,500.00	Funds would be used to execute a contract for an online trip planning platform to allow visitors to 'virtually' plan their trip through suggested itineraries and custom recommendations based on their travel and budget preferences. This contract would also cover sourcing new and expanded Nevada-based activities, dining and attractions in the region.	LTVA has run a trial program with Utrip, an online trip planning platform which has been integrated on TahoeSouth.com. This tool allows website visitors to 'virtually' plan their trip through suggested itineraries and custom recommendations based on their travel and budget preferences. The trial has proven to be extremely successful and visitor engagement for Lake Tahoe far exceeds industry standards. LTVA would like to commit to a long term contract for these services and include more Nevada attractions and activities within the region. View the system here https://tripplan.tahoessouth.com .
Reno-Tahoe Territory	Team Tahoe	Bike Tahoe Engine	\$5,000.00	\$5,000.00	Funds will be used to purchase display ads - print and online.	The Bike Tahoe Engine grant request is for the funding of an advertising campaign promoting bicycle tourism to the Tahoe/Reno region. The target audience is 25-54 years of age with a median age of 37. This group is college educated, earns over \$94k annually, has a 60/40 percent male/female ratio, and similar in marriage/partnerships. They go on bicycle vacations and enjoy events and are outdoor enthusiasts.

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Territory	Organization	Project Name	Request Amount	Recommend	Funds will be used	Comments
Reno-Tahoe Territory	Lake Tahoe Incline Village Crystal Bay Visitors Bureau	North Lake Tahoe Brochure Series	\$10,000.00	\$10,000.00	Funds will be used to develop, design and produce a series of trail maps identifying North Lake Tahoe trail networks.	North Lake Tahoe is a mecca for outdoor activities and associated human power sports. The objective is to increase reach, generate buzz and optimize awareness of the vast hiking, biking and paddling terrain that North Tahoe is nationally recognized for, while also providing specific trail information to the visiting public. Additional information such as lodging and overnight accommodations will also be included on the maps along with various other visitor servicing amenities.
Reno-Tahoe Territory	Lake Tahoe Summerfest	SummerFest Concert Series 2016	\$10,000.00	\$5,000.00	Funds would be used specifically for out-of-area PR and paid marketing efforts targeting Los Angeles, Sacramento, Silicon Valley, the San Francisco Bay Area, Phoenix and New York City. PR efforts will consist of targeted newspaper/magazine/visitor-guidebook, ads, radio ads, and e-target campaigns directed to reach classical music enthusiasts. We plan to build on some attention we received this year from the New York Times and the president of the Bay Area Critics' Association.	Lake Tahoe SummerFest Celebrating Classical Music and Artistic Conversation at Lake Tahoe Vision Lake Tahoe SummerFest is a world-renowned celebration of the arts that enriches the cultural, educational, and economic vitality of the Tahoe Basin and Northern Nevada. Received \$6,000 last year.

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Territory	Organization	Project Name	Request Amount	Recommend	Funds will be used	Comments
Reno-Tahoe Territory	Carson Valley Visitors Authority	Website Support and Marketing	\$6,250.00	\$6,000.00	Funds will be used to continue the success of VisitCarsonValley.org by supporting ongoing maintenance and updates, enhance our video efforts, and keep an aggressive social media program intact. New pages are required to promote and provide information for the new Carson Valley Sports Campaign. New pages for this effort are needed and the functionality of the site must be seamless for a mobile environment.	This project will continue the work necessary for maintaining the success of VisitCarsonValley.org. There was a 13.08% increase in sessions from May 2014 to June 2015, as compared to the previous year, page views were up 3.50%, and new users were up 17.34%. The site was also visited by 113 different countries outside of the United States during this same time period. The site promotes Carson Valley's lodging facilities, special events, and attractions, and the content needs to be updated on a regular basis.
Reno-Tahoe Territory	Carson City CVB	Carson City Art Walk Brochure	\$3,000.00	\$3,000.00	The Carson City Visitors Bureau will work collectively with our community art associations in an effort to create a rack-card showcasing a self guided walking tour of the local art galleries. The rack-cards native files will also provide a landing page on our website and mobile app to drive additional visitor information.	This project will fund the development, production and distribution of 20,000 rack cards showcasing a self guided walking tour of the local art galleries.

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Territory	Organization	Project Name	Request Amount	Recommend	Funds will be used	Comments
Reno-Tahoe Territory	Carson City CVB	Mountain Bike Advertisement	\$8,000.00	\$4,000.00	Travel Nevada grant funds will purchase advertisement in nationally recognized mountain bike magazines, websites and e-blasts. Carson City has gone through an extensive re-branding effort over the past 24 months, showcasing the regions outdoor recreational opportunities. The grant project will continue the re-branding to a segmented target market of mountain bikers. The project will also create additional awareness of the Epic Rides Event (Carson Off-Road), being the single largest event purse (100k) in the mountain bike industry.	This organization received funding in the 1st cycle for marketing and advertising the Epic Rides Event. This award will cover advertisement in nationally recognized mountain bike magazines, websites and e-blasts to further promote the re-branding effort.
Reno-Tahoe Territory	Carson City CVB	Multi Athletic Center Marketing	\$5,000.00	\$2,500.00	The Travel Nevada grant funding will allow the Carson City Visitors Bureau to work collectively with the City of Carson City to create a marketing campaign for the new 36,000 sq. ft. Multi Athletic Center in an effort to attract events. The City has committed one (1) weekend a month in the MAC in an effort to drive room nights to our community during the shoulder season (Oct-May). The CCVB will create printed collateral, a social media campaign, a landing page and FAM tours for the new 8 million dollar facility.	Funding will allow the Carson City Visitors Bureau to begin a marketing campaign for the new facility, slated to open in December but more likely to be fully operational in the spring. Amount awarded less than requested due to limited availability of dollars to award in this cycle.

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Territory	Organization	Project Name	Request Amount	Recommend	Funds will be used	Comments
Reno-Tahoe Territory	Carson City CVB	Nevada Magazine Advertisement	\$5,000.00	\$5,000.00	The grant award will be used to design and publish advertisement in the Nevada Magazine.	The Carson City Visitors Bureau will promote local attractions to include, but not limited to, V&T Railroad, State Museum, Railroad Museum, Stewart Indian School, Outdoor Trails by purchasing advertisement in the Nevada Magazine.
Reno-Tahoe Territory	Northern Nevada Railway Foundation	Group Tour Marketing Campaign	\$5,350.00	\$4,000.00	We plan to use the funding to create a 1/2-page full color ad for the January issue of Group Tour Magazine Western edition. The cost of the ad is \$3,550.00. Production will be an additional \$750.00. In addition, we want to follow up with a direct mail post card to Tour Operators who belong to ABA. We would like to purchase the ABA mailing list targeted at 5 000 tour operators located in the Western US. We are required to join ABA in order to use the list. The cost for membership and the mailing list will be \$1,400. The creative, printing, sorting, handling and postage will cost \$5,000.00.	The proposed group tour campaign will focus on reaching tour operators throughout the US and Canada. This award does not include funding ABA membership fees.

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Territory	Organization	Project Name	Request Amount	Recommend	Funds will be used	Comments
Reno-Tahoe Territory	Northern Nevada Railway Foundation	Online Media Buy for V&T Video	\$3,000.00	\$3,000.00	With an expected budget of \$6,000.00 split equally between Facebook and You Tube, video Facebook impressions will be 300,000 with a ticket sales increase estimate of 250%. You Tube impressions are expected to be 200,000 with a ticket sales increase estimate of 200%. The video will be targeted toward Northern California: Sacramento, San Francisco, Stockton, Modesto, and San Jose markets; specifically train enthusiasts, history buffs and families ages 30-65+.	With previous grant funding they have been able to film a high quality video and feel this is the perfect outlet to showcase their product to potential Northern California passengers.
Reno-Tahoe Territory	Virginia City Tourism Commission	Comstock Lift Ticket - Winter Campaign	\$4,500.00	\$3,250.00	Funds from Travel Nevada will be used to develop a comprehensive marketing program for Virginia City during the shoulder season. The program will be focused on digital outlets that will capitalize on Virginia City's social media presence to winter visitors and ski enthusiasts in the region. The program promotes overnight stays, shopping, and exploration of Virginia City from December 2015 through March 2016.	The marketing plan is focused on Virginia City's regional ski traffic, encouraging visitors to stay the night and experience the town. The marketing campaign promotes Virginia City as a year round destination as well. The VCTC partners with their local hotels, motels and historic inn to offer discount winter packages to visitors that take part in the Comstock Lift Ticket program. The program also encourages visiting attractions and shopping with exclusive discounts to program participants.
Reno-Tahoe Territory	Virginia City Tourism Commission	Google AdWords and Digital Campaign	\$7,500.00	\$5,500.00	Funds from Travel Nevada will be used to purchase Google AdWords to focus on an out of market audience.	The project is an online advertising and marketing campaign to garner more impressions, visits and room nights from out of market visitors to the region, including younger visitors, small groups, and visitors seeking events and conferences.

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Territory	Organization	Project Name	Request Amount	Recommend	Funds will be used	Comments
Reno-Tahoe Territory	Virginia City Tourism Commission	VC Live	\$8,000.00	\$6,000.00	Funds from Travel Nevada are designed to drive visitation to Virginia City through a showcase of events and its characters which really makes the old mining town unique by supporting the paid social advertising program.	Over the last year, Virginia City has undertaken a video series project. The concept is to share the experience of Virginia City in an emotional way that connects the visitor to the town beyond a traditional destination video by showcasing the people through vignettes (10 total) and through events (8 total). After completion, Virginia City will use social advertising to promote the videos to travelers outside 100-miles and visitors in market using Facebook targeted advertising platforms. In a test run in early 2015 with a very minimal budget, Virginia City was able to run a :30 spot for 4 days securing more than 45,000 actual video views and reaching more than 111,000. With this campaign, the objective is to reach more than 1 million with approximately 500,000 video views.
Reno-Tahoe Territory	Piper's Opera House	Piper's Opera House Wedding Wire Enhanced Listing	\$1,500.00	\$1,500.00	Grant funds will be used to pay for an enhanced listing on WeddingWire.com that includes a one year contract.	Piper's Opera House has a free listing on Wedding Wire.com. They are seeking grant funds to upgrade and enhance their presence on that website. WeddingWire.com is much more than just an advertising platform. As an upgraded member they will have access to marketing and business management tools to help power Piper's wedding business and drive more visitors to Piper's Opera House for potential wedding bookings. Piper's Opera House has become a favorite wedding venue and continues to grow through increased marketing efforts.

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Territory	Organization	Project Name	Request Amount	Recommend	Funds will be used	Comments
Reno-Tahoe Territory	Historic Fourth Ward School Foundation	Museum Website Design and Development Updates	\$5,710.00	\$5,000.00	This project will consist of five phases which include (1) research and design, (2) design development, (3) design refinements, (4) design implementation and (5) design production and completion.	The project will further marketing and promotion of the school, its history, the museum and exhibits. Since visitorship is tightly linked to internet searches, it is imperative that their website is up to date for enhanced search capability. If no updates are made to the website, it will no longer be Google responsive. The platform will not support current internet search versions and necessary updates.

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Territory	Organization	Project Name	Request Amount	Recommend	Funds will be used	Comments
Reno-Tahoe Territory	The Rotary Club of Reno Sunrise	Edible Pedal 100	\$5,000.00	\$4,000.00	<p>Nevada Commission on Tourism funds will be used to continue the Edible Pedal 100's out of state promotion to individuals who may not otherwise come to Nevada for traditional reasons. This promotion purchases internet advertising. Specifically, The Edible Pedal 100 is contracting with an internet advertising provider to create and manage a pay per click advertising campaign. Online display ads will be created and target riders searching for bicycle related goods. The ad will appear in the banner or sidebar section of the webpage they are viewing. If the user clicks on the ad we will be charged. The user will be taken to a special landing page on the Edible Pedal 100 website. The landing page will encourage registration in the Edible Pedal 100 and advertise why Northern Nevada is a destination for cyclists. The bulk of the \$5,000.00 will be used for the above campaign. The balance will be budgeted for display ads on various bicycle related websites that either advertise cycling events or products.</p>	<p>The objective of this grant is to promote Nevada to a bike riding audience that may not otherwise consider visiting Nevada. The 2016 grant funds would be used to continue the internet advertising begun with the 2015 grant funds. The out of state promotion is done in three separate manners - the internet, the website advertising, and flyers, signs and banners promoting the event. Generally, the objective of the project is to provide a recreational and challenging bike ride featuring northern Nevada and outstanding Nevada sourced foods at the five ride stops and the post-ride bar-b-q. The ride increase from 556 riders in 2011 to over 900 riders in 2015. They received \$5,000 last year.</p>
Total			\$114,910.00	\$94,850.00		

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Territory	Organization	Project Name	Request Amount	Recommend	Funds will be used	Comments
State-Wide	Nevada Outfitters and Guides Association	Travel Expense for Sport/Trade Shows	\$2,500.00	\$2,000.00	NOGA members travel from different areas of Nevada to staff the booths at trade/sport shows. Members donate up to 6 days of their time to promote NOGA and Nevada. Funds are used to reimburse them for mileage, airfare, meals, lodging and incidentals.	Members of Nevada Outfitters & Guides Association (NOGA) staff booths at sport/trade shows. The booth promotes NOGA, it's members, the State of Nevada and outdoor activities available in Nevada.
Total			\$2,500.00	\$2,000.00		
Grand Total			\$405,085.00	\$294,677.00		