

1st Cycle 2020 Rural Marketing Grant Recommendations

| Territory | Grant ID | Organization | Project Name | Request | Award | Total Budget |
|----------------|--------------|-------------------------------------------------------------|-------------------------------------------------------------|-------------|-------------|--------------|
| Cowboy Country | CC-20-01-001 | Cowboy Country Territory | Territory Informational Maps | \$16,000.00 | \$16,000.00 | \$16,000.00 |
| Cowboy Country | CC-20-01-002 | Cowboy Country Territory | International Trade Shows/Business Development | \$20,000.00 | \$20,000.00 | \$20,000.00 |
| Cowboy Country | CC-20-01-003 | Cowboy Country Territory | Ghost Town Brochures | \$5,000.00 | \$5,000.00 | \$5,000.00 |
| Cowboy Country | CC-20-01-004 | Cowboy Country Territory | Consumer Travel Shows | \$19,600.00 | \$19,600.00 | \$19,600.00 |
| Cowboy Country | CC-20-01-005 | Cowboy Country Territory | Marketing and Advertising | \$20,000.00 | \$20,000.00 | \$20,000.00 |
| Cowboy Country | CC-20-01-006 | Cowboy Country Territory | Tourism Website Maintenance | \$2,500.00 | \$2,500.00 | \$2,500.00 |
| Cowboy Country | CC-20-01-007 | Cowboy Country Territory | Nevada Magazine | \$14,060.00 | \$14,060.00 | \$14,060.00 |
| Cowboy Country | CC-20-01-008 | Cowboy Country Territory | Administration | \$3,000.00 | \$3,000.00 | \$3,000.00 |
| Cowboy Country | CC-20-01-009 | City of Carlin | Carlin Summer Events | \$10,000.00 | \$10,000.00 | \$83,548.70 |
| Cowboy Country | CC-20-01-010 | City Of West Wendover | Go West Summit 2020 Portland, OR | \$2,150.00 | \$2,150.00 | \$4,300.00 |
| Cowboy Country | CC-20-01-011 | City Of West Wendover | Park to Park Road Trip Marketing Grant | \$4,000.00 | \$4,000.00 | \$8,000.00 |
| Cowboy Country | CC-20-01-012 | City Of West Wendover | Destination West Wendover, 2019/2020 Television Ad Campaign | \$40,000.00 | \$10,000.00 | \$80,000.00 |
| Cowboy Country | CC-20-01-013 | City Of West Wendover | West Wendover, National/International Print Marketing Grant | \$30,000.00 | \$15,000.00 | \$60,000.00 |
| Cowboy Country | CC-20-01-014 | Cowboy Arts & Gear Museum | Magazine Advertising | \$11,350.00 | \$9,856.00 | \$22,700.00 |
| Cowboy Country | CC-20-01-015 | Elko Convention & Visitors Authority | Redesign and Update Website | \$10,000.00 | \$10,000.00 | \$20,000.00 |
| Cowboy Country | CC-20-01-016 | Friends of Black Rock High Rock | Call of the Mild Responsible Tourism Messaging Campaign | \$2,250.00 | \$0.00 | \$2,750.00 |
| Cowboy Country | CC-20-01-017 | Friends of Black Rock High Rock | Wild & Scenic Film Festival On Tour / Reno | \$2,600.00 | \$0.00 | \$3,800.00 |
| Cowboy Country | CC-20-01-018 | Friends of Black Rock High Rock | Online Awareness & Web Site Support FY2020 | \$4,000.00 | \$4,000.00 | \$6,000.00 |
| Cowboy Country | CC-20-01-019 | Friends of Black Rock High Rock | Gerlach Coop Ad - Nevada Magazine Spring 2020 | \$1,100.00 | \$1,100.00 | \$1,600.00 |
| Cowboy Country | CC-20-01-020 | Friends of the Farm, Inc. | Friends of the Farm, Inc. Marketing Campaign | \$4,500.00 | \$2,800.00 | \$7,173.00 |
| Cowboy Country | CC-20-01-021 | High Desert Cruisers | Marketing Grant- Wells Fun Run | \$6,500.00 | \$2,000.00 | \$32,000.00 |
| Cowboy Country | CC-20-01-022 | Lander County Convention & Tourism Authority | Lander County Travel/ Itinerary Cards | \$1,325.00 | \$1,325.00 | \$2,650.00 |
| Cowboy Country | CC-20-01-023 | Lander County Convention & Tourism Authority | Lander County Promotional Video | \$2,500.00 | \$2,500.00 | \$5,000.00 |
| Cowboy Country | CC-20-01-024 | Lander County Convention & Tourism Authority | Lander County Billboard Advertising | \$12,750.00 | \$9,000.00 | \$25,500.00 |
| Cowboy Country | CC-20-01-025 | Lander County Convention & Tourism Authority | Nevada & Oregon Hunting Regulations Ad | \$1,750.00 | \$1,750.00 | \$3,500.00 |
| Cowboy Country | CC-20-01-026 | Lander County Convention & Tourism Authority | Nevada Magazine Visitor Guide | \$2,125.00 | \$2,125.00 | \$4,250.00 |
| Cowboy Country | CC-20-01-027 | Lander County Convention & Tourism Authority | Lander County Website Maintenance | \$2,400.00 | \$2,400.00 | \$4,800.00 |
| Cowboy Country | CC-20-01-028 | Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation | Social Media Fall 2019 | \$10,000.00 | \$5,000.00 | \$5,000.00 |
| Cowboy Country | CC-20-01-029 | Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation | Billboards Fall 2019 | \$10,000.00 | \$10,000.00 | \$20,000.00 |
| Cowboy Country | CC-20-01-030 | Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation | Nevada Magazine 2020 | \$6,186.00 | \$6,186.00 | \$12,372.00 |
| Cowboy Country | CC-20-01-031 | Ntl. Historic Calif. Emigrant Trails Inter. Ctr. Foundation | Nevada Visitor Guide 2020 | \$2,750.00 | \$2,750.00 | \$5,500.00 |
| Cowboy Country | CC-20-01-032 | Rides & Rods, Inc. | Rides & Rods Elko Classic Car Show 2019 | \$5,000.00 | \$5,000.00 | \$20,000.00 |

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| Cowboy Country | CC-20-01-033 | Wells Chamber of Commerce/Society for the Preservation of Western Heritage | Wells Chamber of Commerce | \$10,100.00 | \$10,000.00 | \$20,000.00 |
| Cowboy Country | CC-20-01-034 | Winnemucca Convention & Visitors Authority | World Championship Horseshoe Pitching Tournament | \$25,146.00 | \$19,880.00 | \$94,646.00 |
| Cowboy Country | CC-20-01-035 | Winnemucca Convention & Visitors Authority | 2020 Nevada Visitor Guide | \$2,750.00 | \$2,750.00 | \$5,500.00 |
| Cowboy Country | CC-20-01-036 | Winnemucca Convention & Visitors Authority | 2020 TV Ad Campaign | \$10,000.00 | \$10,000.00 | \$81,384.00 |
| Cowboy Country | CC-20-01-037 | Winnemucca Convention & Visitors Authority | 2020 Nevada Magazine | \$5,850.00 | \$5,850.00 | \$11,700.00 |
| | | | TOTAL | \$339,242.00 | \$267,582.00 | \$753,833.70 |

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|------------------|-----------------|---------------------------|------------------------------------------------------------|--------------------|--------------------|---------------------|
| Indian Territory | IT-20-01-001 | Indian Territory | FY20 Indian Territory Administrative Grant | \$5,000.00 | \$5,000.00 | \$5,000.00 |
| Indian Territory | IT-20-01-002 | Indian Territory | AIANTA Conference | \$5,200.00 | \$5,200.00 | \$5,200.00 |
| Indian Territory | IT-20-01-003 | Indian Territory | Stewart Indian School Website Maintenance | \$2,400.00 | \$2,400.00 | \$4,800.00 |
| Indian Territory | IT-20-01-004 | Pyramid Lake Paiute Tribe | Promotion of Pyramid Lake Fisheries as Tourist Destination | \$5,000.00 | \$5,000.00 | \$10,000.00 |
| | | | TOTAL | \$17,600.00 | \$17,600.00 | \$25,000.00 |

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|---------------------|--------------|----------------------------------------|-----------------------------------------------------------------|---------------------|---------------------|---------------------|
| Las Vegas Territory | LV-20-01-001 | Las Vegas Territory | LVT Administrative Grant | \$3,000.00 | \$3,000.00 | \$3,000.00 |
| Las Vegas Territory | LV-20-01-002 | Las Vegas Territory | LVT Marketing Grant | \$3,500.00 | \$3,500.00 | \$3,500.00 |
| Las Vegas Territory | LV-20-01-003 | Las Vegas Territory | LVT Annual Sales Mission with Partners | \$3,000.00 | \$3,000.00 | \$12,000.00 |
| Las Vegas Territory | LV-20-01-004 | Las Vegas Territory | LVT Tri-fold Collateral Piece for IPW and Future Sales Missions | \$8,500.00 | \$8,500.00 | \$8,500.00 |
| Las Vegas Territory | LV-20-01-005 | Las Vegas Territory | LVT Website Video Enhancements and Updates | \$10,000.00 | \$10,000.00 | \$10,000.00 |
| Las Vegas Territory | LV-20-01-006 | Las Vegas Territory | LVT Support IPW 2020 Las Vegas | \$10,000.00 | \$10,000.00 | \$10,000.00 |
| Las Vegas Territory | LV-20-01-007 | Las Vegas Territory | LVT & Travel NV Domestic/International Sales Missions | \$10,000.00 | \$10,000.00 | \$10,000.00 |
| Las Vegas Territory | LV-20-01-008 | Las Vegas Territory | LVT Consumer Travel & Adventure Shows 2020 | \$12,000.00 | \$12,000.00 | \$12,000.00 |
| Las Vegas Territory | LV-20-01-009 | Boulder City Chamber of Commerce | Nevada Magazine | \$2,700.00 | \$2,700.00 | \$5,400.00 |
| Las Vegas Territory | LV-20-01-010 | Boulder City Chamber of Commerce | Certified Folder Display | \$8,000.00 | \$8,000.00 | \$16,000.00 |
| Las Vegas Territory | LV-20-01-011 | Boulder City Chamber of Commerce | BC Interactive Website | \$2,000.00 | \$2,000.00 | \$4,000.00 |
| Las Vegas Territory | LV-20-01-012 | Boulder City Chamber of Commerce | Etched Magazine-Southern Utah | \$1,500.00 | \$1,500.00 | \$3,000.00 |
| Las Vegas Territory | LV-20-01-013 | Boulder City Chamber of Commerce | Digital Advertising for Boulder City | \$9,000.00 | \$9,000.00 | \$18,000.00 |
| Las Vegas Territory | LV-20-01-014 | Boulder City Chamber of Commerce | Social Visitor Center | \$775.00 | \$0.00 | \$1,550.00 |
| Las Vegas Territory | LV-20-01-015 | Boulder City Chamber of Commerce | Boulder City Express Mobile Billboard | \$3,500.00 | \$3,500.00 | \$7,000.00 |
| Las Vegas Territory | LV-20-01-016 | DSA (Destination Services Association) | DSA trade show grant | \$6,559.00 | \$4,000.00 | \$13,118.00 |
| Las Vegas Territory | LV-20-01-017 | Mesquite Chamber of Commerce | Mesquite Chamber 2020 Map | \$5,000.00 | \$3,000.00 | \$20,250.00 |
| Las Vegas Territory | LV-20-01-018 | Mesquite Chamber of Commerce | Mesquite Chamber 2020 Business and Visitor's Guide | \$10,000.00 | \$10,000.00 | \$45,767.00 |
| Las Vegas Territory | LV-20-01-019 | Moapa Valley Chamber of Commerce | Moapa Valley Tourism Event Promotion | \$40,350.00 | \$21,000.00 | \$80,700.00 |
| Las Vegas Territory | LV-20-01-020 | Moapa Valley Revitalization Project | Destination Development | \$25,250.00 | \$19,000.00 | \$50,500.00 |
| | | | TOTAL | \$174,634.00 | \$143,700.00 | \$334,285.00 |

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| Nevada Silver Trails | NS-20-01-001 | Nevada Silver Trails | Advertising with American Road | \$7,200.00 | \$7,200.00 | \$7,400.00 |
| Nevada Silver Trails | NS-20-01-002 | Nevada Silver Trails | RV/ATV Brochure Update and Reprint | \$5,400.00 | \$5,400.00 | \$5,600.00 |
| Nevada Silver Trails | NS-20-01-003 | Nevada Silver Trails | Discover Adventure Brochure Update and Reprint | \$3,600.00 | \$3,600.00 | \$3,800.00 |
| Nevada Silver Trails | NS-20-01-004 | Nevada Silver Trails | Ghost Town Brochure Update and Reprint | \$7,000.00 | \$7,000.00 | \$7,200.00 |
| Nevada Silver Trails | NS-20-01-005 | Nevada Silver Trails | Destination Development 10-User plan | \$395.00 | \$0.00 | \$795.00 |
| Nevada Silver Trails | NS-20-01-006 | Nevada Silver Trails | Google Ads | \$5,000.00 | \$5,000.00 | \$5,200.00 |
| Nevada Silver Trails | NS-20-01-007 | Nevada Silver Trails | Social Media Marketing | \$16,500.00 | \$16,500.00 | \$16,800.00 |
| Nevada Silver Trails | NS-20-01-008 | Nevada Silver Trails | Website Maintenance | \$3,600.00 | \$3,600.00 | \$7,800.00 |
| Nevada Silver Trails | NS-20-01-009 | Nevada Silver Trails | Nevada Magazine Annual Visitors Guide & Ride Guide | \$6,500.00 | \$6,500.00 | \$6,900.00 |
| Nevada Silver Trails | NS-20-01-010 | Nevada Silver Trails | Nevada Magazine | \$8,624.00 | \$8,624.00 | \$9,124.00 |
| Nevada Silver Trails | NS-20-01-011 | Nevada Silver Trails | Fulfillment | \$2,500.00 | \$2,500.00 | \$2,700.00 |
| Nevada Silver Trails | NS-20-01-012 | Nevada Silver Trails | Administration | \$4,000.00 | \$4,000.00 | \$14,000.00 |
| Nevada Silver Trails | NS-20-01-013 | Nevada Silver Trails | Certified Folder | \$15,566.67 | \$15,566.00 | \$16,266.67 |
| Nevada Silver Trails | NS-20-01-014 | Beatty Chamber of Commerce | San Francisco Travel Show | \$1,300.00 | \$1,300.00 | \$2,356.00 |
| Nevada Silver Trails | NS-20-01-015 | Beatty Chamber of Commerce | San Diego Travel Show | \$800.00 | \$0.00 | \$1,300.00 |
| Nevada Silver Trails | NS-20-01-016 | Beatty Chamber of Commerce | CPC Neitek English Rack Cards | \$2,000.00 | \$2,000.00 | \$3,571.00 |
| Nevada Silver Trails | NS-20-01-017 | Beatty Chamber of Commerce | Death Valley Guide & Scenic 395 Guide | \$2,000.00 | \$2,000.00 | \$3,835.00 |
| Nevada Silver Trails | NS-20-01-018 | Beatty Chamber of Commerce | Las Vegas Review Journal | \$5,760.00 | \$5,760.00 | \$9,600.00 |
| Nevada Silver Trails | NS-20-01-019 | Beatty Chamber of Commerce | Nevada Magazine | \$10,792.00 | \$10,792.00 | \$19,622.00 |
| Nevada Silver Trails | NS-20-01-020 | Beatty Chamber of Commerce | Spirit of the West | \$6,300.00 | \$6,300.00 | \$9,400.00 |
| Nevada Silver Trails | NS-20-01-021 | Beatty Chamber of Commerce | L.A.Travel Show | \$1,000.00 | \$1,000.00 | \$1,500.00 |
| Nevada Silver Trails | NS-20-01-022 | Boys & Girls Clubs of Mason Valley | Boys & Girls Clubs of Mason Valley Website | \$2,952.00 | \$0.00 | \$3,952.00 |
| Nevada Silver Trails | NS-20-01-023 | Boys & Girls Clubs of Mason Valley | Boys & Girls Clubs of Mason Valley/Night in the Country Music Festival | \$16,000.00 | \$3,000.00 | \$2,500,000.00 |
| Nevada Silver Trails | NS-20-01-024 | Goldfield Chamber of Commerce | Goldfield Mobile Advertising | \$5,825.00 | \$5,825.00 | \$11,825.00 |
| Nevada Silver Trails | NS-20-01-025 | Goldfield Historical Society | Website Reconstruction / Re-Design | \$4,800.00 | \$4,800.00 | \$6,800.00 |
| Nevada Silver Trails | NS-20-01-026 | Lincoln Communities Action Team (LCAT) | Lincoln County Advertising and Marketing FY2020 | \$13,000.00 | \$13,000.00 | \$15,000.00 |
| Nevada Silver Trails | NS-20-01-027 | Lincoln Communities Action Team (LCAT) | Lincoln County Web and Social Media 2020 | \$12,300.00 | \$12,300.00 | \$14,200.00 |
| Nevada Silver Trails | NS-20-01-028 | Lyon County Fair Board and Silver State Youth Livestock Show | Lyon County Fair and Rodeo and Silver State Youth Livestock Show | \$8,000.00 | \$2,000.00 | \$123,000.00 |
| Nevada Silver Trails | NS-20-01-029 | Mineral County Convention & Tourism | TravelNevada Magazine & TNVisitor Guide Full Pg Ads Project | \$9,000.00 | \$9,000.00 | \$18,000.00 |
| Nevada Silver Trails | NS-20-01-030 | Mineral County Museum | Mineral County Museum Brochure | \$5,000.00 | \$5,000.00 | \$6,000.00 |
| Nevada Silver Trails | NS-20-01-031 | Pioche Chamber of Commerce | Pioche Social Media Program | \$3,125.00 | \$3,125.00 | \$6,500.00 |
| Nevada Silver Trails | NS-20-01-032 | Pioche Chamber of Commerce | PiocheNevada.com Website Maintenance | \$4,800.00 | \$4,800.00 | \$9,600.00 |

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| Nevada Silver Trails | NS-20-01-033 | Pioche Chamber of Commerce | Pioche Las Vegas Print Advertising Campaign | \$5,500.00 | \$5,500.00 | \$11,000.00 |
| Nevada Silver Trails | NS-20-01-034 | Town of Pahrump | Good Sam RV Travel Guide | \$4,000.00 | \$4,000.00 | \$8,100.00 |
| Nevada Silver Trails | NS-20-01-035 | Town of Pahrump | Nevada Visitor Guide | \$2,700.00 | \$2,700.00 | \$5,800.00 |
| Nevada Silver Trails | NS-20-01-036 | Town of Pahrump | Digital and Social Media Marketing | \$7,500.00 | \$7,500.00 | \$15,000.00 |
| Nevada Silver Trails | NS-20-01-037 | Town of Pahrump | Book Direct Simpleview | \$2,900.00 | \$2,900.00 | \$5,800.00 |
| Nevada Silver Trails | NS-20-01-038 | Town of Pahrump | Public Relations | \$6,000.00 | \$6,000.00 | \$12,000.00 |
| Nevada Silver Trails | NS-20-01-039 | Town of Pahrump | Travel/Trade Shows | \$7,500.00 | \$7,500.00 | \$20,000.00 |
| Nevada Silver Trails | NS-20-01-040 | Town of Pahrump | Nevada Magazine & Ride Guide | \$4,400.00 | \$4,400.00 | \$8,800.00 |
| Nevada Silver Trails | NS-20-01-041 | Town of Pahrump | Pahrump Visitor Journey A2D | \$5,000.00 | \$0.00 | \$10,500.00 |
| Nevada Silver Trails | NS-20-01-042 | Town of Pahrump | Certified Folder Display | \$2,800.00 | \$2,800.00 | \$5,700.00 |
| Nevada Silver Trails | NS-20-01-043 | Town of Tonopah | Radio Advertising 2019/2020 | \$4,950.00 | \$4,950.00 | \$9,900.00 |
| Nevada Silver Trails | NS-20-01-044 | Town of Tonopah | Digital Marketing 2019/2020 | \$2,513.00 | \$2,513.00 | \$5,025.00 |
| Nevada Silver Trails | NS-20-01-045 | Town of Tonopah | Targeted Advertising 2019/2020 | \$9,828.00 | \$9,828.00 | \$19,656.00 |
| Nevada Silver Trails | NS-20-01-046 | Town of Tonopah | Print Advertising 2019/2020 | \$13,063.00 | \$13,063.00 | \$26,125.00 |
| Nevada Silver Trails | NS-20-01-047 | Yerington Theatre for the Arts | YTA Taste of the Valley Marketing-Agritourism Event | \$4,600.00 | \$3,000.00 | \$9,600.00 |
| Nevada Silver Trails | NS-20-01-048 | Yerington Theatre for the Arts | YTA Jeanne Dini Center FYE 2019-2020 Season Marketing | \$7,000.00 | \$5,000.00 | \$10,200.00 |
| | | | TOTAL | \$290,893.67 | \$259,146.00 | \$3,052,852.67 |

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| Pony Express Territory | PE-20-01-001 | Pony Express Territory | Admin Grant | \$3,000.00 | \$3,000.00 | \$3,000.00 |
| Pony Express Territory | PE-20-01-002 | Pony Express Territory | Loneliest Road in America Brochures | \$23,417.00 | \$23,417.00 | \$23,417.00 |
| Pony Express Territory | PE-20-01-003 | Pony Express Territory | Loneliest Road in America Print/Digital Advertising and Creative Development | \$27,500.00 | \$12,000.00 | \$27,500.00 |
| Pony Express Territory | PE-20-01-004 | Pony Express Territory | Loneliest Road in America Snowbird Marketing | \$17,500.00 | \$17,500.00 | \$17,500.00 |
| Pony Express Territory | PE-20-01-005 | Pony Express Territory | Loneliest Road in America E-newsletter 2019-20 | \$6,000.00 | \$6,000.00 | \$6,000.00 |
| Pony Express Territory | PE-20-01-006 | Pony Express Territory | LoneliestRoad.us Website Maintenance, Rebranding, Marketing, and SEO | \$15,000.00 | \$15,000.00 | \$15,000.00 |
| Pony Express Territory | PE-20-01-007 | Pony Express Territory | Trade Show Bags | \$10,000.00 | \$5,000.00 | \$10,000.00 |
| Pony Express Territory | PE-20-01-008 | Pony Express Territory | PET Airport Advertising | \$18,000.00 | \$0.00 | \$18,000.00 |
| Pony Express Territory | PE-20-01-009 | Pony Express Territory | PET Billboard 2020-2021 | \$24,395.00 | \$24,395.00 | \$24,395.00 |
| Pony Express Territory | PE-20-01-010 | Pony Express Territory | PET- In Your Back Yard Radio- Salt Lake City Market | \$9,000.00 | \$9,000.00 | \$9,000.00 |
| Pony Express Territory | PE-20-01-011 | Pony Express Territory | PET- In Your Back Yard Television- Salt Lake City Market | \$20,000.00 | \$20,000.00 | \$20,000.00 |
| Pony Express Territory | PE-20-01-012 | Pony Express Territory | PET Good For Utah | \$6,000.00 | \$6,000.00 | \$6,000.00 |
| Pony Express Territory | PE-20-01-013 | Pony Express Territory | PET 30 Minute TV show Adventures Along the Pony Express Trail | \$10,280.00 | \$0.00 | \$10,280.00 |
| Pony Express Territory | PE-20-01-014 | Pony Express Territory | PET- In Your Back Yard Radio- Reno Market | \$11,000.00 | \$11,000.00 | \$11,000.00 |
| Pony Express Territory | PE-20-01-015 | Pony Express Territory | PET- In Your Back Yard Television- Reno Market | \$20,000.00 | \$20,000.00 | \$20,000.00 |
| Pony Express Territory | PE-20-01-016 | Pony Express Territory | PET- Kingston Video Production Phase 2 of Forgotten Spots | \$5,000.00 | \$5,000.00 | \$5,000.00 |
| Pony Express Territory | PE-20-01-017 | Pony Express Territory | Street Vibrations & Quartzsite RV Show | \$15,500.00 | \$15,500.00 | \$15,500.00 |
| Pony Express Territory | PE-20-01-018 | Eureka Business Network | Eureka Moment Video Advertising | \$12,000.00 | \$0.00 | \$15,000.00 |
| Pony Express Territory | PE-20-01-019 | Eureka Business Network | VisitEurekaNevada.com Website Maintenance 2019-20 | \$3,800.00 | \$3,800.00 | \$9,600.00 |
| Pony Express Territory | PE-20-01-020 | Eureka Business Network | Eureka Social Media and Website SEO programs | \$5,500.00 | \$5,500.00 | \$15,000.00 |
| Pony Express Territory | PE-20-01-021 | Eureka Business Network | Eureka Walking Tour Brochure and Audio Tour | \$6,213.00 | \$3,000.00 | \$12,426.00 |
| Pony Express Territory | PE-20-01-022 | Eureka Restoration Enterprise | Art, Wine, and Music Fest | \$5,000.00 | \$4,500.00 | \$15,000.00 |
| Pony Express Territory | PE-20-01-023 | Fallon Convention & Tourism Authority | Fallon Website Maintenance | \$3,000.00 | \$3,000.00 | \$6,000.00 |
| Pony Express Territory | PE-20-01-024 | Fallon Convention & Tourism Authority | Fallon/PET Fulfillment | \$1,500.00 | \$1,500.00 | \$3,000.00 |
| Pony Express Territory | PE-20-01-025 | Fallon Convention & Tourism Authority | Fallon Print Campaign | \$10,000.00 | \$10,000.00 | \$20,000.00 |
| Pony Express Territory | PE-20-01-026 | Fallon Convention & Tourism Authority | Fallon Public Relations | \$10,000.00 | \$10,000.00 | \$20,000.00 |

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| Pony Express Territory | PE-20-01-027 | Great Basin Heritage Area Partnership | Great Basin National Heritage Area General Promotion -Print Advertising | \$9,900.00 | \$9,900.00 | \$19,895.00 |
| Pony Express Territory | PE-20-01-028 | Great Basin Heritage Area Partnership | Great Basin NHA Website | \$7,325.00 | \$0.00 | \$14,650.00 |
| Pony Express Territory | PE-20-01-029 | Nevada Northern Railway Foundation | Iron Horse Cookery Cook Off Filming | \$21,500.00 | \$0.00 | \$43,000.00 |
| Pony Express Territory | PE-20-01-030 | Nevada Northern Railway Foundation | Media Relations | \$9,000.00 | \$0.00 | \$18,000.00 |
| Pony Express Territory | PE-20-01-031 | Nevada Northern Railway Foundation | Social Media Management Agency | \$24,000.00 | \$0.00 | \$48,000.00 |
| Pony Express Territory | PE-20-01-032 | The Greater Austin Chamber of Commerce | AustinNevada.com | \$8,600.00 | \$8,600.00 | \$9,600.00 |
| Pony Express Territory | PE-20-01-033 | The Greater Austin Chamber of Commerce | Marketing Package Nevada Mag 19-20 | \$9,100.00 | \$9,100.00 | \$18,200.00 |
| Pony Express Territory | PE-20-01-034 | White Pine County Tourism Recreation Board | Outdoor Recreation Trails Campaign | \$6,000.00 | \$6,000.00 | \$12,000.00 |
| Pony Express Territory | PE-20-01-035 | White Pine County Tourism Recreation Board | Signature Event Marketing | \$6,000.00 | \$6,000.00 | \$12,000.00 |
| Pony Express Territory | PE-20-01-036 | White Pine County Tourism Recreation Board | Renaissance Village 3D Video | \$3,250.00 | \$3,250.00 | \$6,500.00 |
| Pony Express Territory | PE-20-01-037 | White Pine County Tourism Recreation Board | Las Vegas Marketing Blitz | \$6,000.00 | \$6,000.00 | \$12,000.00 |
| | | | TOTAL | \$409,280.00 | \$282,962.00 | \$571,463.00 |

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| Reno-Tahoe Territory | RT-20-01-001 | Reno-Tahoe Territory | RTT Business Development | \$8,200.00 | \$8,200.00 | \$8,200.00 |
| Reno-Tahoe Territory | RT-20-01-002 | Reno-Tahoe Territory | RenoTahoe.com Updates & Development | \$7,800.00 | \$7,800.00 | \$7,800.00 |
| Reno-Tahoe Territory | RT-20-01-003 | Reno-Tahoe Territory | RTT International Outreach | \$20,000.00 | \$20,000.00 | \$20,000.00 |
| Reno-Tahoe Territory | RT-20-01-004 | Reno-Tahoe Territory | RTT PR Missions Support | \$15,000.00 | \$15,000.00 | \$15,000.00 |
| Reno-Tahoe Territory | RT-20-01-005 | Reno-Tahoe Territory | RTT Media Communication Outreach Program | \$20,000.00 | \$20,000.00 | \$20,000.00 |
| Reno-Tahoe Territory | RT-20-01-006 | Reno-Tahoe Territory | Motorcoach/Group Travel Trade Shows | \$9,000.00 | \$9,000.00 | \$9,000.00 |
| Reno-Tahoe Territory | RT-20-01-007 | Reno-Tahoe Territory | Rebranding the Reno-Tahoe Territory | \$5,000.00 | \$5,000.00 | \$5,000.00 |
| Reno-Tahoe Territory | RT-20-01-008 | Reno-Tahoe Territory | Administration | \$3,000.00 | \$3,000.00 | \$4,000.00 |
| Reno-Tahoe Territory | RT-20-01-009 | Alta Alpina Cycling Club | Carson Valley Adventure Ride Series - Marketing Launch | \$9,210.00 | \$9,210.00 | \$35,750.00 |
| Reno-Tahoe Territory | RT-20-01-010 | Athletes United / Epic Tahoe Adventures | Rock Tahoe Half Marathon | \$4,000.00 | \$4,000.00 | \$100,000.00 |
| Reno-Tahoe Territory | RT-20-01-011 | Boys and Girls Club of Lake Tahoe | Tahoe Brewfest | \$5,000.00 | \$0.00 | \$165,000.00 |
| Reno-Tahoe Territory | RT-20-01-012 | Brewery Arts Center | Home Means Carson Harvest Festival | \$4,000.00 | \$4,000.00 | \$16,400.00 |
| Reno-Tahoe Territory | RT-20-01-013 | Carson City Culture & Tourism Authority | Lodging Study | \$10,000.00 | \$0.00 | \$20,000.00 |
| Reno-Tahoe Territory | RT-20-01-014 | Carson City Culture & Tourism Authority | Trade Show Participation | \$7,000.00 | \$7,000.00 | \$14,000.00 |
| Reno-Tahoe Territory | RT-20-01-015 | Carson City Culture & Tourism Authority | FAM Tours | \$4,000.00 | \$0.00 | \$8,000.00 |
| Reno-Tahoe Territory | RT-20-01-016 | Carson City Culture & Tourism Authority | Peter Stetina's Sierra Prospect Gravel Grinder Bike Event | \$8,000.00 | \$0.00 | \$23,000.00 |
| Reno-Tahoe Territory | RT-20-01-017 | Carson City Culture & Tourism Authority | Special Events Marketing | \$10,000.00 | \$0.00 | \$134,944.00 |
| Reno-Tahoe Territory | RT-20-01-018 | Carson City Culture & Tourism Authority | IPW Participation | \$11,120.00 | \$0.00 | \$25,000.00 |
| Reno-Tahoe Territory | RT-20-01-019 | Carson City Culture & Tourism Authority | Brochure Printing and Distribution | \$8,000.00 | \$5,000.00 | \$18,193.00 |
| Reno-Tahoe Territory | RT-20-01-020 | Carson City Culture & Tourism Authority | Print Advertising Campaign | \$10,000.00 | \$5,000.00 | \$20,000.00 |
| Reno-Tahoe Territory | RT-20-01-021 | Carson City Culture & Tourism Authority | Influencer Marketing Campaign | \$10,000.00 | \$4,000.00 | \$20,000.00 |
| Reno-Tahoe Territory | RT-20-01-022 | Carson City Culture & Tourism Authority | Paid Social Media Advertising | \$12,000.00 | \$6,000.00 | \$48,000.00 |
| Reno-Tahoe Territory | RT-20-01-023 | Carson City Culture & Tourism Authority | Digital Advertising | \$12,000.00 | \$6,000.00 | \$48,000.00 |
| Reno-Tahoe Territory | RT-20-01-024 | Carson City Culture & Tourism Authority | Video Content Creation | \$10,000.00 | \$10,000.00 | \$20,000.00 |
| Reno-Tahoe Territory | RT-20-01-025 | Carson City Culture & Tourism Authority | Digital and Social Media Strategy Development | \$9,000.00 | \$9,000.00 | \$18,000.00 |
| Reno-Tahoe Territory | RT-20-01-026 | Carson Valley Visitors Authority | Legends Grow PR Campaign | \$14,400.00 | \$14,400.00 | \$28,800.00 |
| Reno-Tahoe Territory | RT-20-01-027 | Carson Valley Visitors Authority | Website Refresh and Upgrades | \$3,400.00 | \$3,400.00 | \$6,800.00 |
| Reno-Tahoe Territory | RT-20-01-028 | Carson Valley Visitors Authority | Multi Media Out of Market Destination Ad Campaign | \$30,000.00 | \$25,000.00 | \$203,000.00 |
| Reno-Tahoe Territory | RT-20-01-029 | Carson Valley Visitors Authority | Carson Valley Next Level Research | \$7,000.00 | \$0.00 | \$14,000.00 |
| Reno-Tahoe Territory | RT-20-01-030 | Carson Valley Visitors Authority | Service Spectacular Magical Moments & Beyond | \$3,000.00 | \$0.00 | \$6,000.00 |
| Reno-Tahoe Territory | RT-20-01-031 | Carson Valley Visitors Authority | Taste Carson Valley Tourism | \$6,925.00 | \$6,825.00 | \$13,850.00 |

1st Cycle 2020 Rural Marketing Grant Recommendations

| Territory | Grant ID | Organization | Project Name | Request | Award | Total Budget |
|----------------------|--------------|---------------------------------------------|----------------------------------------------------------------------|---------------------|---------------------|-----------------------|
| Reno-Tahoe Territory | RT-20-01-032 | Comstock Foundation for History & Culture | Comstock Foundation Video Production, Television, and Radio Campaign | \$17,000.00 | \$0.00 | \$40,000.00 |
| Reno-Tahoe Territory | RT-20-01-033 | Comstock Foundation for History & Culture | ComstockFoundation.org Website Maintenance and Development | \$4,800.00 | \$4,800.00 | \$9,600.00 |
| Reno-Tahoe Territory | RT-20-01-034 | Incline Village Crystal Bay Visitors Bureau | Outdoor Media Summit 2020 Event | \$12,500.00 | \$12,500.00 | \$25,000.00 |
| Reno-Tahoe Territory | RT-20-01-035 | Incline Village Crystal Bay Visitors Bureau | In-Market Social Media Marketing | \$1,250.00 | \$0.00 | \$2,500.00 |
| Reno-Tahoe Territory | RT-20-01-036 | Incline Village Crystal Bay Visitors Bureau | Travel Nevada Visitor Guide | \$5,500.00 | \$5,500.00 | \$11,000.00 |
| Reno-Tahoe Territory | RT-20-01-037 | Incline Village Crystal Bay Visitors Bureau | Tahoe Trails Brochure | \$2,500.00 | \$2,500.00 | \$5,000.00 |
| Reno-Tahoe Territory | RT-20-01-038 | Lake Tahoe Visitors Authority | Digital Influencers Carson Valley & Lake Tahoe Phase 2 | \$12,000.00 | \$12,000.00 | \$24,000.00 |
| Reno-Tahoe Territory | RT-20-01-039 | Lake Tahoe Visitors Authority | Advertising in Nevada's Visitors Guide | \$6,000.00 | \$6,000.00 | \$12,000.00 |
| Reno-Tahoe Territory | RT-20-01-040 | Lake Tahoe Visitors Authority | Meetings Marketing | \$12,000.00 | \$12,000.00 | \$107,000.00 |
| Reno-Tahoe Territory | RT-20-01-041 | Lake Tahoe Visitors Authority | Tahoe South Brochures | \$5,000.00 | \$5,000.00 | \$10,000.00 |
| Reno-Tahoe Territory | RT-20-01-042 | Lake Tahoe Visitors Authority | International Native Language Itineraries | \$5,000.00 | \$5,000.00 | \$10,000.00 |
| Reno-Tahoe Territory | RT-20-01-043 | Piper's Opera House | Digital Advertising for Piper's Opera House | \$6,000.00 | \$6,000.00 | \$9,000.00 |
| Reno-Tahoe Territory | RT-20-01-044 | Piper's Opera House | Print Advertising for Piper's Opera House | \$2,000.00 | \$2,000.00 | \$4,000.00 |
| Reno-Tahoe Territory | RT-20-01-045 | Piper's Opera House | PR and Social Support for Piper's Opera House | \$4,000.00 | \$4,000.00 | \$6,000.00 |
| Reno-Tahoe Territory | RT-20-01-046 | Thunderbird Lodge Preservation Society | Thunderbird Lodge Marketing & Tourist Transportation | \$20,000.00 | \$2,000.00 | \$60,000.00 |
| Reno-Tahoe Territory | RT-20-01-047 | Virginia City Tourism Commission | National Public Relations and Social Support | \$12,000.00 | \$12,000.00 | \$27,600.00 |
| Reno-Tahoe Territory | RT-20-01-048 | Virginia City Tourism Commission | Hispanic Marketing Program | \$5,000.00 | \$5,000.00 | \$10,000.00 |
| Reno-Tahoe Territory | RT-20-01-049 | Virginia City Tourism Commission | Reaching the Masses Digital Marketing | \$10,000.00 | \$10,000.00 | \$26,000.00 |
| Reno-Tahoe Territory | RT-20-01-050 | Virginia City Tourism Commission | Comstock Adventure Passes | \$7,500.00 | \$7,500.00 | \$15,000.00 |
| Reno-Tahoe Territory | RT-20-01-051 | Virginia City Tourism Commission | Christmas Bonanza | \$2,500.00 | \$2,500.00 | \$5,013.00 |
| Reno-Tahoe Territory | RT-20-01-052 | Virginia City Tourism Commission | Print Marketing and Distribution | \$7,500.00 | \$7,500.00 | \$15,000.00 |
| | | | TOTAL | \$456,105.00 | \$330,635.00 | \$1,529,450.00 |

1st Cycle 2020 Rural Marketing Grant Recommendations

| Territory | Grant ID | Organization | Project Name | Request | Award | Total Budget |
|------------|--------------|----------------------------------------|----------------------------------------------------|-----------------------|-----------------------|-----------------------|
| State-wide | SW-20-01-001 | Nevada Bed & Breakfast Guild | Nevada Magazine 2020 | \$13,000.00 | \$7,000.00 | \$14,000.00 |
| State-wide | SW-20-01-002 | Nevada Outfitters & Guides Association | Website Advertisement and Banner Ads | \$1,500.00 | \$1,500.00 | \$1,900.00 |
| State-wide | SW-20-01-003 | Nevada Outfitters & Guides Association | Radio Advertising | \$2,900.00 | \$2,900.00 | \$3,200.00 |
| State-wide | SW-20-01-004 | Nevada Outfitters & Guides Association | Travel for Trade/Sport Shows | \$2,500.00 | \$2,500.00 | \$2,800.00 |
| State-wide | SW-20-01-005 | Pony Express Territory | Canadian Snow Bird Shows | \$20,000.00 | \$20,000.00 | \$20,000.00 |
| State-wide | SW-20-01-006 | Wild Horse Preservation League | Wild Horse Preservation League Video | \$10,500.00 | \$10,500.00 | \$21,000.00 |
| State-wide | SW-20-01-007 | Wild Horse Preservation League | Wild Horse Preservation League Website Maintenance | \$2,400.00 | \$2,400.00 | \$4,800.00 |
| | | | TOTAL | \$52,800.00 | \$46,800.00 | \$67,700.00 |
| | | | | | | |
| | | | TOTAL | \$1,740,554.67 | \$1,348,425.00 | \$6,334,584.37 |