

North Shore benefits from NCOT grants

A proposal to create trail maps for North Lake Tahoe and another to produce a television program featuring areas along Highway 50 are among 65 projects approved for funding from the Nevada's Rural Grants Program.

The Nevada Commission on Tourism has authorized \$294,677 in grants for programs and initiatives to deliver more tourists to rural Nevada.

The Rural Grants Program funds are awarded twice a year. A total of \$1.4 million was awarded in 2015.

Among the funded projects:

- A \$10,000 grant was approved for the North Tahoe Incline Village/Crystal Bay Visitors Bureau to develop, design and produce a series of trail maps identifying the North Lake Tahoe trail networks. North Lake Tahoe offers an abundance of outdoor activities; the maps will be designed to generate buzz about and raise awareness of the area's hiking, biking and paddling terrain.
- A \$15,600 award was granted to Pony Express Territory, an organization that promotes tourism along the Nevada's Highway 50 corridor, to film area adventures and historic sites for use in a half-hour television show promoting the area. The show would run on cable TV, as a looping video in area visitors' centers, and at travel and trade shows. It also would be posted on the Pony Expresswebsite and on its YouTube channel.
- A \$10,000 grant was awarded to the city of West Wendover to create six 30-second TV spots promoting the West Wendover experience: dining, gaming, entertainment,

attractions, activities and events. The spots also can be utilized online and on West Wendover's social media channels.

- A \$7,200 award was given to Indian Territory, an organization promoting tribal tourism, for Nevada Tribal Tourism Training. The training provides Nevada tribes and tribal members with the opportunity to increase their knowledge of tribal tourism projects and initiatives that exist across the nation.

- An \$8,000 grant was approved for Nevada Silver Trails, an organization that promotes tourism to the state's central and southern rural areas, to advertise in *American Road* magazine. Previous advertising in *American Road* magazine has performed well, yielding thousands of responses, including downloads of itineraries and write-in requests for information. The current slate of ads will run in winter-spring 2015-16.

- A \$1,462 award was given to Las Vegas-based Destination Services Association to participate in a bridal trade show in August. The grant will help the group secure trade show booths, display tables and services; as well as help with the costs of shipping brochures and supplies, and with travel expenses.

Grants are awarded to nonprofit entities for tourism marketing projects that will result in overnight stays, ultimately increasing room tax revenue for the state. Grant recipients must provide a 50-50 match in funds or volunteer hours.