

item #7

**INFORMATION FOR THE FEBRUARY 14, 2018  
TONOPAH TOWN BOARD MEETING**

**AGENDA ITEM:**

Discussion, deliberation and possible action to approve applying for multiple Tourism Marketing Grants through TravelNevada and to approve grant matching expenditure from FY 18/19 in an amount not to exceed \$16,172.50.

**PETITIONER:** (Include Name, Address, Phone Number, E-mail)

Kat Galli, Deputy Town Clerk  
Shari Bombard, Tourism/Events Coordinator  
P.O. Box 151  
Tonopah, NV 89049  
775-482-6336  
townoftonopah@frontiernet.net

**BACKGROUND OF ACTION ITEM REQUESTED:**

“Print Advertising 2019”: The Town of Tonopah has successfully advertised in the Big Map, Nevada Magazine and Rides Guide. Staff recommends continuing these print advertising efforts.

“KIBS Radio Advertising 2019”: The Town of Tonopah has advertised on KIBS Radio for many years. Staff recommends continuing to promote Tonopah events and attractions along the Highway 395 corridor.

“Annual Tourism Guide 2019”: The Town has advertised in the Tourism Guide for the past 3 editions. We have received lots of great feedback about this particular advertising and would like to expand it to a half page ad.

“Website Maintenance 2018/2019”: The Town has successfully secured a grant for the website maintenance in the last grant cycle and staff would like to try to secure this grant again, as this is an expense the Town would have to carry 100% without the grant.

“Travel 2018/2019”: The Tourism/Events Coordinator has attended many conferences, trainings, FAM tours, events, etc. to promote Tonopah by connecting with tour operators in person. These efforts have already proven to be extremely effective and staff would like to be able to continue these vital promotions.

“Other Applications”: The Tourism/Events Coordinator is currently researching other advertising avenues to promote events as well as the Convention Center. Details will be presented at a later date.

**FISCAL IMPACT:**

If the grants are awarded, they could cover up to 50% of the cost.

“Print Advertising 2019”:	Big Map	\$1,345.00 (Triple Spot)
	Nevada Magazine	\$3,600.00 (quarter page ad, 4 issues)
		\$3,300.00 (half page ad, 2 issues)
	Rides Guide	<u>\$1,000.00</u> (full page ad)
		\$9,245.00

"KIBS Radio Advertising 2019": \$3,600.00/year  
 "Annual Tourism Guide 2019": \$3,850.00 (quarter page ad)  
 \$5,500.00 (half page ad)  
 "Website Maintenance 2018/2019": \$2,000.00/year  
 "Travel 2018/2019": \$8,000.00/year  
 "Other Applications": up to \$4,000.00  
 Total expenditure without grants: \$32,345.00

Total expenditure for Town if all grants are awarded: \$16,172.50

Whether all advertising will be continued/ added can be decided in April of 2018 when the grants are awarded.

The expenditure will come from FY 18/19.

Some expenditure will come from the THMP and CC travel budget, some from Library, THMP and CC advertising budget (Big Map), some from professional fees (website). Most of the expenditure will be taken out of the 5/8ths Room Tax Fund.

**Please note: Due to posting requirements, all agenda items must be turned in by 12:00 noon five working days (Wednesday) prior to the day of the scheduled meeting or by 12:00 noon six working days (Tuesday of the prior week ) if a holiday falls prior to the meeting.**

NOTE: (The days in parentheses are for regular scheduled Town Board meetings which fall on the second and fourth Wednesday of each month)

**In order to facilitate the review and consideration of an agenda item presented to the Tonopah Town Board, please include all documents or any relevant material or information with your request.**

  
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 Signature (required) 2.7.18  
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 Date

Request taken by: Chris Mulhearn Date: 2.7-18