



NYE COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

Department: Finance	Meeting Date:
Category: Regular Agenda Item	May 2, 2023
Prepared by: Jessica McCutcheon, Grants Administrator	Phone: (775) 751-7091
Presented by: Kat Galli and Joni Eastley - Tonopah Main Street	Phone: (775) 482-4017
<p>Action requested: (Include what, with whom, when, where, why, and terms)</p> <p>Presentation, discussion and deliberation to approve, amend and approve, or reject the program funding request from Tonopah Development Corporation doing business as Tonopah Main Street under the Nye County ARPA Recovery Plan and Policy: Economic Impacts for Tourism in the amount of \$52,400.00.</p>	
<p>Complete description of requested action: (Include, if applicable, background, impact, long-term commitment, existing county policy, future goals, obtained by competitive bid, accountability measures)</p> <p>Tonopah Main Street has requested funding under the Nye County ARPA Recovery Plan and Policy to assist with their community project. Program presentation to be provided by the organization.</p>	
<p>Recommendation:</p>	

Financial Impact

Cost: \$ 52,400.00	Fund Name: Grants	Fund #: 10340
Budgeted: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	FY: 2023	<input checked="" type="checkbox"/> One-Time <input type="checkbox"/> Recurring
Comments:		

Review & Approval

Legal Review Required: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Legal Approval Received: <input type="checkbox"/>	Date:
Financial Review Required: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Submitted to Finance: <input type="checkbox"/>	Date: 4/17/23
Administrative Manager Review: <input checked="" type="checkbox"/>	Place on Agenda: <input checked="" type="checkbox"/>	Initials: ST

Item # 23



Nye County American Rescue Plan Act (ARPA) Recovery Plan and Policy

Tourism Application

Please contact Jessica McCutcheon at jemccutcheon@nyecountynv.gov or by phone at (775) 751-7091 to assist with the agenda item and backup submission.

Program Description:

Tourism Agencies and Sub-Agencies within Nye County may request funding through the Nye County American Rescue Plan Act ("ARPA") Recovery Plan and Policy to increase tourism countywide. Each applicant will present their program to the Nye County Commission ("Commission") and highlight the program details and funding request. If the Commission approves the program, a grant agreement will be established between the applicant and Nye County. The applicant will be responsible for submitting monthly requests for reimbursements to Nye County Finance and present quarterly program progress reports to the Commission.

Required Documentation:

- Agency name, address, and point of contact
- Agency W9 or similar IRS documentation providing EIN, TIN, SSN
- Articles of Organization filed with the State of Nevada
 - Town of Pahrump Business License #, if applicable
- Project narrative and budget

Review Process:

The Commission will make final determination of program eligibility based on presentation by the applicant. Nye County Finance will review funding availability of the program and make a recommendation to the Commission during the application agenda item. If the program is

approved by the Commission and funding is available, Nye County will enter into a grant agreement with the applicant to administer their program.

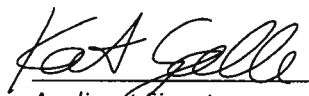
Certifications:

Applicant shall attest that they will not submit a request for reimbursement under this program if they have requested funding under another federal or state program for the same line item. This practice constitutes "double dipping" and is not allowed for any federal and state programs. If the applicant "double dips", they will be required to repay Nye County for funds issued.

Applicant will follow the Nevada Revised Statutes ("NRS") under this program.

Applicant must certify that it was actively operating in Nye County on and before March 1, 2020 and that the information provided is true and accurate to the best of its ability.

By signing, I attest that I have read the Nye County ARPA Recovery Plan and Policy and that I have authority to bind the applicant.



Applicant Signature

3/21/23

Date

Kat Galli, Ex. Director & Joni Eastley, Board Member
Applicant Name and Title

Application Information

Agency Name Tonopah Main Street & Central Nevada Historical Society

Agency Address P.O. Box 82

Town Tonopah Zip Code 89049

State Organization Filing Number NV20011203893 & NV19771008202

Pahrump Business License (if applicable) N/A

Point of Contact Name Kat Galli

Phone 775-482-4017 Email TonopahMainStreet@gmail.com

Explanation of Program to be Administered:

Tonopah Main Street and the Central Nevada Historical Society are collaborating for these two large projects that highlight Tonopah's history, historic structures, murals, monuments, and historically significant persons. These two projects will document information, facts, stories, pictures, newspaper articles, historical documents, etc. on two websites specifically built for these projects.

The one project will highlight buildings, murals, and monuments in Tonopah. These assets will have plaques/signs with QR codes to direct people to the website for more information and facts. This project could include up to 75 listings and will correspond with the existing Tonopah walking brochure that is a highly summarized document.

The second project will highlight the stories about the people buried at the old cemetery in Tonopah. Based on historic research conducted by board member Joni Eastley, the website for this project could include stories of up to 600 people. To start, we will tell the stories of 50 people. It will also include plaques with QR codes.

Both projects are aimed at keeping people in Tonopah for significantly longer periods which will result in overnight stays. Based on research conducted by Travel Nevada, the average daily overnight spending for visitors to our territory, Nevada Silver Trails, is \$128 per person. The average travel party size is 3.1 persons. Even if these two projects only result in 3 more overnight stays a day per project, 6 total, they could generate additional revenue and tax collections for Tonopah, Nye County, and the State of Nevada of \$768 a day, \$280,320 a year! We highly anticipate bigger results than only 6 additional overnight stays a day. We will measure our project success by closely monitoring our website traffic through Google Analytics. Additionally, we will place targeted social media ads on Facebook and Instagram highlighting these

projects. We will also monitor the social media marketing results and statistics to effectively target our audiences.

Although the content is ready, we anticipate that it will take a few months to enter it online, arrange it, add documents and photographs, create corresponding QR codes, have plaques made, etc. so that the websites can go live. We will continue to add content throughout the funding period and beyond.

The designer we have chosen has created all print content for Tonopah in the past 6 years (Town brochure, Tonopah Historic Mining Park brochure, Downtown Walking brochure, Old Cemetery brochure, Central Nevada Museum brochure). The designer will ensure that the projects' design and messaging is in line with existing content so the websites and printed collateral will complement each other.

As mentioned before, even very conservatively estimating "only" generating additional revenue of \$280,320 a year, we could generate additional revenue for the Town of Tonopah, Nye County, and State of Nevada for many years to come.

Amount Requested:

BUDGET CATEGORIES	AMOUNT
(Example – Payroll, Supplies, Travel, etc.)	
Development & design of website & corresponding signs/plaques	\$ 50,000.00
Regular social media promotions of project, one year	\$ 2,400.00
TOTAL REQUEST	\$ 52,400.00

Is there a similar program already in place at your organization? Yes No No

Applicant Certification and Signatures

I, on behalf of applicant, certify that the organization was actively operating in Nye County on or before March 1, 2020.


I, on behalf of applicant, certify that the information provided in this application is true and accurate to the best of my knowledge, and certify under the penalty of perjury that no false or misleading statements have been made in order to secure approval of this application. Nye County is authorized to make all the inquiries it deems necessary to verify the accuracy of the information contained herein.

Nevada Revised Statutes Certification

I, on behalf of applicant, certify that approved funds under this program will be used in accordance with NRS.

Duplication of Funding

I, on behalf of applicant, attest that it will not submit a request for reimbursement under this program if it has requested funding under another federal or state program for the same line item. I, on behalf of applicant, understand that this practice constitutes "double dipping" and is not allowed for any federal and state programs. If the applicant "double dips" it will be required to repay Nye County for funds issued.



Applicant Signature

3/21/23

Date

Kat Galli, Ex. Director & Joni Eastley, Board Member

Applicant Name and Title

Please contact Jessica McCutcheon at jemccutcheon@nyecountynv.gov or by phone at (775) 751-7091 to assist with the agenda item and backup submission.



Charter Advertising / Design, Inc.

ESTIMATE / PROPOSAL

Tonopah Main Street
& Central Nevada Historical Society

March 6, 2023

Historic Main Street, Tonopah, & Old Tonopah Cemetery Marketing Plan: *Overview*

This project will focus on promoting two specific areas of Tonopah: Historic Main Street and Old Tonopah Cemetery. The goal is to provide colorful and accurate Tonopah history, and thereby increase visitor interest and traffic, overnight lodging, and business revenues.

Project Description & Scope: *Website, Signage, and Historical Storytelling*

One website will be designed and built, and will feature two distinct sections of historic Tonopah.

Project includes the following for **Historic Main Street, Tonopah:**

- Build a website section that features Historic Main Street walking tour information, and list of stops
- Up to 75 listings, including monuments and murals
- Includes four years of website hosting service, maintenance, and all subscriptions
- Signage (plaques) for buildings on the walking tour. Includes QR codes to direct to website for additional information

TOTAL: \$30,000.00

Project includes the following for the **Old Tonopah Cemetery:**

- Build a website section that features Old Tonopah Cemetery Information
- Up to 50 historic listings for the Old Tonopah Cemetery, with capabilities to build up to 600
- Includes information and history of the Clown Motel, located next to the cemetery
- Listings will feature stories of past prominent Nye County government figures and other historic icons
- Includes four years of website hosting service, maintenance, and all subscriptions

TOTAL: 20,000.00

Approximate Time frame:

The project is to be fully completed by December, 2026



Charter Advertising / Design, Inc.

ESTIMATE / PROPOSAL

Background:

Originally established in 1985, Charter Advertising/Design, Inc. has grown under the direction of owner Bruce Rettig to include a full range of advertising, design, marketing, and Internet services. Previous and current clients range from local to international and include: small business, industrial, the hospitality industry, gaming, and many tourism destinations. Charter Advertising/Design, Inc. has been providing service to their clients for over sixteen years. The Charter team combines experience from many areas: logo design; identity packages; full color brochures, ads, and collateral materials; photography; media buying and placement; outdoor advertising; copy writing; direct mail development; public relations; special event coordination; strategic planning; websites; search engine optimization, social media; and more.

Current and past clients include:

Amador Council of Tourism	Lovelock Chamber of Commerce
Amador Vintners Association	Lincoln County Area Tourism
Austin Chamber of Commerce	Lincoln County Chamber of Commerce
Battle Mountain Chamber of Commerce	Lincoln County Regional Development Agency
Beatty Chamber of Commerce	Nevada State Health
Caesars Tahoe	Nevada Commission on Tourism
City of Sutter Creek	Nevada Silver Trails
City of South Lake Tahoe	North Lake Tahoe Resort Association
Carson Valley Chamber of Commerce	Northern Nevada Development Agency
Cowboy Country	Lake Tahoe Unified School District
Diamond Valley Ranch	Pony Express Territory
Duck Valley Shoshone Paiute Tribe	Pyramid Lake Paiute Tribe
El Dorado County	Reno-Tahoe Territory
Goldfield Chamber of Commerce	Sierra-at-Tahoe Ski Resort
Gold Country Visitors Association	South Lake Tahoe Transit
Great Basin National Heritage Area	South Tahoe Public Utility District
Harvey's Corporate	Stanford Sierra Camp
Harvey's Lake Tahoe	Superior California Economic Development
Indian Territory	Tahoe Chamber
Kirkwood Ski Resort	Tahoe-Douglas Visitors Authority
Lake Tahoe Visitors Association	Tahoe Regional Planning Authority
Lake Tahoe Unified School District	Tahoe Tallac Association
Lakeside Inn Hotel and Casino	Trinity County, California
Lake Tahoe Airport	Wells Chamber of Commerce
Lake Tahoe Gaming Alliance	Wild Horse Preservation League
	Winnemucca Convention and Visitors Center



Charter Advertising / Design, Inc.

ESTIMATE / PROPOSAL

Web Site Design & Marketing: Partial Client List

ALTERNATIVES FOR ANIMALS
alternatives4animals.com

AUSTIN, NEVADA
austinnevada.com

BLUE SKY EVENTS
blueskyevents.biz

BRUCE RETTIG
brucerettig.com

BORDER INN CASINO
borderinncasino.com

COMSTOCK FOUNDATION
FOR HISTORY AND CULTURE
comstockfoundation.org

EUREKA NEVADA
visiteurekanevada.com

HATCH ELCTRIC
hatchelectric.com

LANDER COUNTY
landercountytourism.com

LOVELOCK
loverslock.com

NEVADA'S INDIAN TERRITORY
nevadaindianterritory.com

NEVADA FIDDLER'S CONTEST
nevadafiddlerscontest.com

NEVADA POWWOWS
nevadapowwows.com

PONY EXPRESS TERRITORY
ponyexpressnevada.org

PYRAMID LAKE PAIUTE TRIBE
pyramidlake.us

SACRED VISIONS POWWOW
sacredvisionspowwow.com

STEWART INDIAN SCHOOL
stewartindianschool.com

TAHOE WRITERS WORKS
tahoewritersworks.com

TRINITY COUNTY, CA
visittrinity.com

WINNEMUCCA HORSESHOE
TOURNAMENT
winnemuccahorseshoes.com



Charter Advertising / Design, Inc.

ESTIMATE / PROPOSAL

Awards & Accolades

State of Nevada Tourism Awards:

Bruce Rettig, Indian Territory Award

2010, Excellence in Tourism from the Nevada Commission on Tourism

Bruce Rettig, Statewide Award

2007 Excellence in Tourism from the Nevada Commission on Tourism

ADDY's (American Advertising Association of Northern Nevada and California)

2016 Gold, Publication Design (Tahoe Writers Works)

2015 Silver, Publication Design (Tahoe Writers Works)

2011 Gold, Publication Cover Design (Tahoe Writers Works)

2010 Gold, Elements of Advertising, Logo Design (Amador Vintners, The Big Crush)

2006 Gold, Elements of Advertising, Logo Design (Amador Vintners, The Big Crush)

2005 Gold, Elements of Advertising, Logo Design (South Lake Tahoe Utility District)

2005 Silver, Advertising Campaign (Lincoln County Chamber of Commerce)

2005 Bronze, Advertising Campaign (Lakeside Inn & Casino)

2004 Gold, Fractional page black & white ad (Blue Water Bistro, First Resorts)

2004 Gold, Elements of Advertising, Logo Design (Tahoe Outdoor Living)

2004 Silver, Special Event Invitation, (Epicurean Affair, Caesars Tahoe)

2000 Gold, Vehicle Graphics (Tahoe Casino Express, Lake Tahoe Gaming Alliance)

2000 National Citation of Excellence, Vehicle Graphics (Lake Tahoe Gaming Alliance)

Indie Book Awards:

2013, EDGE, Volume 7

2012, EDGE, Volume 6

2011, EDGE, Volume 5

Summit International Awards:

Silver Award 2015, EDGE, Volume 8

ACE Awards (marketing):

2003 Web Design & Marketing (Lincoln County Chamber of Commerce)

2002 Print Advertising, four color campaign (Tahoe Douglas Visitors Authority)

Certificate of Achievement for Excellence in Financial Reporting:

1996–2009 South Tahoe Public Utility District

Printing Craftsmen Award:

1994 Gold, Brochure Design (Silv-O-Lite, United Engine & Machine)

Community Awards:

Agency of the Year Award, awarded by the Tahoe Rim Trail

ARPA

Funding Allocation Plan as of 4/19/2023

<u>Category</u>	<u>Project</u>	<u>Total for Each Category</u>	<u>Expenditures/Obligations</u>	<u>Remaining Balance</u>
Public Health	Community Center - Refuge/Pandemic Facility	2,430,000	2,430,000	-
Public Health	Mental Health	580,000	448,345	131,655
Public Health	Public Homeless Assistance	300,000	300,000	-
Public Health	Affordable Housing Grants	400,000	400,000	-
Public Health	PVFRS Signage	175,000	175,000	-
Public Health	TPH Childcare	300,000		300,000
Economic Impacts	Rental Assistance - Rent, Mortgage, Utilities	882,291	882,291	-
Economic Impacts	Small Business Assistance-Rent, Inventory, Payroll, etc.	2,000,000	1,342,426	657,574
Economic Impacts	Tourism - All Locations Visitor Guides	130,000		130,000
Premium Pay	Premium Pay	53,046	53,046	-
Infrastructure - Sewer & Water	Cloud Seeding	285,000	285,000	-
Infrastructure - Broadband	IT-Cyber Security Multi-Factor Auth	85,000	85,000	-
Infrastructure - Broadband	IT-Cyber Security New Harbor	512,556	512,556	-
Contingency/Payroll 10%		903,654	818,593	85,061
Combined Totals		9,036,547	7,732,256	1,304,291