



ELKO CONVENTION AND VISITORS AUTHORITY

MARKETING COMMITTEE

[ExploreElko.com](http://ExploreElko.com)

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700 Moren Way

Elko, NV 89801

Telephone (775) 738-4091 \* Fax (775) 783-2420

**NOTICE OF FUNDING OPPORTUNITY  
FOR**

**2023 (July – December) EVENTS, SPONSORSHIPS, MARKING  
CAMPAIGNS, PACKAGES OR PROGRAMS WITH IN THE ELKO  
CONVENTION AND VISITORS AUTHORITY DISTRICT.**

**RELEASE DATE: December 16, 2022**

Any applicant who would like to be considered for funding must submit a completed and signed application in compliance with the instructions within this Notice of Funding Opportunity. The Elko Convention and Visitors Authority’s (ECVA) Marketing Committee reviews application requests for recommendation of funding to the ECVA Board of Directors for consideration. This is a semi-annual funding opportunity. For the purpose of funds management and budgeting, the ECVA will provide funds on a reimbursement basis.

**APPLICATION DEADLINE: JANUARY 31, 2023**

*For additional information, please contact:*

*Michelle Cromwell*

*[Marketing@Elkocva.com](mailto:Marketing@Elkocva.com)*

*Telephone: (775)738-4091*

*The application and NOFO can be accessed at <http://exploreeelko.com>*

<b>Originated By:</b>	<b>Submittal Period:</b>	<b>For: Events, Marketing, Sponsorships, Programs</b>
Elko Convention Visitors Authority Marketing Committee	December 16, 2022, thru January 31, 2023	Held Anytime from: July thru December 2023

**ELKO CONVENTION AND VISITORS AUTHORITY  
MARKETING COMMITTEE  
NOTICE OF FUNDING OPPORTUNITY SUMMARY**

**Notice of Funding Type: New Award – July thru December 2023**

Any applicant who wants to be considered for funding under this Notice of Funding Opportunity (NOFO) must submit a completed and signed application in compliance with the instructions within this NOFO. The geographic target area is limited to boundaries of the Elko Convention Center and Visitors Authority District in the County of Elko, State of Nevada, USA.

**Overview:**

The Elko Convention and Visitors Authority, Marketing Committee receives funding from the City of Elko, NV, City Ordinances, Chapter 6, Transient Lodging Tax, 4-6-10: Allocation and use of Transient Lodging Tax Funds, and 4-6-13 Uses and Purposes of Transient Lodging Tax Proceeds, (F) Marketing/Tourism Promotion on Transient Lodging Tax Fund, (1) To use for marketing and destination development efforts to increase business and leisure travel to Elko on a state, regional, national and international level. The Elko Convention and Visitors Authority will determine the appropriate events sponsorships, marketing campaigns, packages, and programs to be funded by this tax.

For proper funds management, the ECVA will provide funds on a reimbursement basis. Any and all entities receiving funds awarded by the ECVA will need to submit proof of expenditures for reimbursement.

**Goal:**

The Elko Convention and Visitors Authority/Marketing Committee will provide support and assistance to local organizations, groups, and individuals, within the ECVA’s district to promote and market events, sponsorships, and programs which increase tourism, visitation, and enhance the economic viability of the area.

**Award Restrictions:** *Funds cannot be carried over.* All funding is subject to change, based on the availability of funds, and the ECVA needs. **By submitting an application in response to the NOFO, there is no guarantee of funding or funding at the level requested. The ECVA reserves the right to fund any, all, or any variation of services requested in the application.**

<b>Task</b>	<b>Due Date/Time</b>
Notice of Funding Opportunity Released	December 16, 2022
Application Submission Deadline	January 31, 2023/ 4:30pm
Evaluation Period (Estimated)	Jan. 31, 2023 – Feb. 8, 2022
Applicants Presentations	February 08, 2023; 8:30am
Funding Decisions (Recommendations forwarded to ECVA Board of Directors)	February 08, 2023
Recommendations before the ECVA Board	February 28, 2023
Applicants Notified	February 28 -March 7, 2023

**Matching Fund Requirements:**

This application does not require a partner match. However, in good faith, please indicate the amount of funds the organization would be willing to contribute as a match. This information request is located on the application form.

**Priority Funding Areas:**

To further the mission of the ECVA, this NOFO seeks partners whose proposals are focused on achieving positive outcomes. The overarching objective is to increase tourism, and visitation, expand on local activities and events, improve programs, and improve on the quality of life for the community.

**Procedures:**

- A. This cycle is for any/all marketing requests, events, sponsorships, or programs scheduled in July thru December 2023 within the ECVA District.
- B. Applications are available at: [www.ExploreElko.com](http://www.ExploreElko.com). Click on **Forms**.
- C. During the submittal period applications should be submitted to:  
 Elko Convention and Visitors Authority  
 Attn: Marketing Committee  
 700 Moren Way  
 Elko, NV 89801  
 or  
[Marketing@Elkocva.com](mailto:Marketing@Elkocva.com)
- D. Applications should be submitted by: January 31, 2023.
- E. The ECVA Marketing Committee will review all applications at the February 8, 2023, meeting at 8:30am at the Elko Convention and Visitors Authority, Cedar Room.
- F. It is requested that all applicants plan to attend the ECVA Marketing Committee meeting. **Applicants are requested to provide a three (3) minute presentation of their marketing campaign, event, sponsorship, or program.**
- G. The Marketing Committee will score each application, using a “scoring matrix.” The committee may solicit information from any available source, including asking questions at the conclusion of the three (3) minute presentation, regarding any aspect of a proposal; and seek, and review any other information deemed pertinent to the evaluation process.

Application	Scoring			
Organization or Event Name	Meets the Priority Funding Areas	Sustainability Plan	Application is complete	TOTAL

Scoring will be from one (1) to five (5); five (5) being the highest score possible.

- H. After reviewing and scoring the applications based on the priority funding areas, the Marketing Committee will submit funding recommendations to the ECVA Board of Directors for final approval. Final decision will be made based on the following factors:
  - a. Scores on the scoring matrix.
  - b. Availability of funding.
  - c. Potential increase in tourism and visitation.
  - d. Conflicts or redundancy with other locally funded programs.
  
- I. Applicants will be notified by e-mail and telephone prior to March 7, 2023.
  - a. Recipients should contact the ECVA Marketing Department to ensure proper logos are being used, discuss ad sizes, if included in sponsorship, for publications, high resolution video, and any other marketing partnership opportunities that might be available to assist them. *ECVA will not be responsible for marketing of the event or creating a marketing plan.*
  - b. All marketing materials, events, sponsorships, programs must contain the ECVA logo.

**Performance Reporting:**

- a. All awarded funds need to have receipts and invoices for reimbursement and must be submitted within the 60-days after the event.
- b. Recipients are required to give an “after-event” update to the ECVA Board of Directors, indicating the success of the event, sponsorship, marketing campaign, and/or program including how it was measured.

**Sustainability:**

The funds provided through the Transient Lodging Tax, distributed by the ECVA/Marketing Committee, are meant to help organizations, groups, and individuals to produce an event which is contributing to tourism, visitation, and to the economic impact for the community. Applicants are encouraged to have a sustainability plan. Programs with sustainability plans built in for future growth will receive the highest priority.

**Future Notice of Funding Opportunity:**

The Elko Convention and Visitors Authority/Marketing Committee will host another funding opportunity for event, sponsorships, marketing campaigns, packages, and programs in the Fall of 2023. This funding opportunity will be for those events, sponsorships, marketing campaigns, projects, and programs from January 01, 2024, thru June 2024.

Date Received by ECVA: \_\_\_\_\_

Agenda #: \_\_\_\_\_



## Elko Convention & Visitors Authority Marketing/Tourism Fund Application

Any applicant who would like to be considered for funding must submit a completed and signed application in compliance with the instructions within the Notice of Funding Opportunity. The Elko Convention & Visitors Authority's Marketing Committee reviews application requests for recommendation of funding to be forwarded to the ECVA Board of Directors. Please refer to the Notice of Funding Opportunity on our Website: ExploreElko.com

Event Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Event, Sponsorship, Package, or Program Date(s) \_\_\_\_\_

Federal Tax ID# \_\_\_\_\_

Mailing Address \_\_\_\_\_

Representative Name \_\_\_\_\_ Phone \_\_\_\_\_

Email Address \_\_\_\_\_ Alt Phone \_\_\_\_\_

Total Budget of event, sponsorship, marketing campaign, package, or program: \$ \_\_\_\_\_

Amount of Funding Requested from ECVA \$ \_\_\_\_\_ Date Funds Needed \_\_\_\_\_

Amount of local funds which will be used for match (Dollar amount only, including value of in-kind) \$ \_\_\_\_\_

If you are requesting a waiver of local match, please state the reason: \_\_\_\_\_

### Questions:

1. Has this marketing campaign, sponsorship, event, package, or program been funded through the ECVA marketing fund before?    Yes     No

If yes, please provide the most recent results from your program: (i.e., Room nights, Impressions, Attendance, etc.)

\_\_\_\_\_  
\_\_\_\_\_

2. Current requested funds will be used for: (Please circle all that apply.)

Marketing Campaign    Sponsorship    Event    Packages    Program    Expenses    Other

3. Please provide an overview of the project, including justification for the project and the objectives of the project.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Target Markets(s) for advertising/attendance: \_\_\_\_\_

5. Projected overnight visitors to be generated by the event:

a. 1 – 199

d. 1,000 – 2,499

b. 200 – 499

e. 2,500 – 4,999

c. 500 – 999

f. 5,000 OR MORE

Date Received by ECVA: \_\_\_\_\_

Agenda #: \_\_\_\_\_

6. How many visitors, from outside a 100-mile radius, do you expect to draw to your area as a result of this project? \_\_\_\_\_
7. Event duration (# of days/weeks/weekends): \_\_\_\_\_
8. How will effectiveness of marketing campaigns be measured? \_\_\_\_\_
9. If approved for marketing funding support, how will you recognize the Elko Convention & Visitors Authority?  
 \_\_\_\_\_  
 \_\_\_\_\_

**EVENT MARKETING & SUPPORT BUDGET**

List below all planned marketing activities, including any in-kind support sought from the ECVA (i.e., printing, facility use discounts/fee waivers, etc.). **Approved marketing funds are disbursed as reimbursements, pending submittal of a receipt for eligible expense(s) in accordance with Elko City Code 4-6-10 (F).**

Publication/Media Outlet/Expense	Anticipated Funding Source	Estimated Cost
Social Media-		
Magazine(s)-		
Newspaper(s)-		
Radio-		
Television-		
Brochures/Flyers-		
Direct Mail-		
Billboards-		
Facility Use-		
Other-		

Date Received by ECVA: \_\_\_\_\_

Agenda #: \_\_\_\_\_

If approved for funding the organization will be required to submit a completed W-9 for tax reporting purposes.

Please use additional pages, as necessary.

By signing below, I affirm I am an authorized representative of the requesting organization and the information provided in this form is complete and accurate to best of my knowledge.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*Please include any relevant supporting documents which you feel may assist the ECVA in considering this request. These may include a comprehensive, detailed budget; samples of planned marketing placements; reports of past event successes, etc.* Return completed form and any supporting documents to:

Submit completed form and any supporting documents to:  
**ELKO CONVENTION & VISITORS AUTHORITY**  
**ATTN: Marketing Support Applications**  
**700 Moren Way**  
**Elko, NV 89801**

E-mail to: **Marketing@elkocva.com**

**APPLICATION DEADLINE: JANUARY 31, 2023**

Date Received by ECVA: \_\_\_\_\_

Agenda #: \_\_\_\_\_

**This Page for ECVA Use Only**

Past Support – dates, amounts, outcomes, etc.

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Date to Marketing Committee: \_\_\_\_\_

Recommendation from Marketing Committee: \_\_\_\_\_

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Date to ECVA Board of Directors: \_\_\_\_\_

ECVA Board Decision: \_\_\_\_\_

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Funding allocation:

- General Fund
- Marketing Fund
- Other

Date Organization notified of Board Decision: \_\_\_\_\_