



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 EVENTS**

**January 1 – June 30, 2025**

**RELEASE DATE: September 01, 2024**

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 Governors 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: September 30, 2024**

*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://exploreelko.com>*

Originated By:	Submittal Period:	For: Events
Elko Convention Visitors Authority Marketing Committee	September 01, thru September 30, 2024	Held Anytime from: January thru June 2025

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

**Notice of Funding Type: New Award – January thru June 2025**

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 eligible applicants must be in the geographic target area which is limited to the 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 event marketing campaign 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 of the marketing campaign. (see Performance Reporting)

**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 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	September 01, 2024
Application Submission Deadline	September 30, 2024/ 4:30pm
Evaluation Period (Estimated)	October 1, 2024 – October 31, 2024
Applicants Presentations	November 13, 2024; 8:30am
Funding Decisions (Recommendations forwarded to ECVA Board of Directors)	November 13, 2024
Recommendations before the ECVA Board	November/December, 2024
Applicants Notified	Within 30 days of ECVA Board decision

**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, visitation, expand on local activities, events and improve on the quality of life for the community.

- A. All funds must be used for marketing outside a 50-mile radius.
- B. Funds cannot be used for supplanting wages and or services.
- C. Funds cannot be used for purchases of products to be used as prizes or added prize monies.

**Procedures:**

- A. This cycle is for any/all event marketing requests, scheduled in January thru June 2025 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: September 30, 2024.
- E. The ECVA Marketing Committee will review all applications at the November 13, 2024, meeting at 8:30am at the Elko Convention Center, Cedar Room.
- F. It is requested that all applicants plan to attend the ECVA Marketing Committee meeting. **Applicants will be allotted a three (3) minute presentation of their event marketing campaign.**
- 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

Governors for final approval. Final decision will be made based on the following factors:

- a. Availability of funding.
  - b. Scores on the scoring matrix.
  - 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 following the ECVA Board of Governors approval.
- a. Recipients should contact the ECVA Marketing Department to ensure proper ECVA logos are being used for publications, high resolution video, and any other marketing partnership opportunities that might be available to assist them.
  - b. All event marketing materials must contain the ECVA logo to receive funding.
  - c. ECVA will post event on social media and website but will not be responsible for marketing of the event or creating a marketing plan.

**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. No reimbursement payment will be issued until all receipts are received prior to the end of the 60 days.
- c. Funds will be forfeited if the grant recipient does not turn in required receipts for reimbursement within the 60 days after the event.
- d. Recipients are required to give an “after-event” update to the ECVA Board of Governor within 90 days after event indicating the success of the event including how it was measured or they MAY lose funding for the next grant request cycle.

**Sustainability:**

The funds provided through the Transient Lodging Tax, distributed by the ECVA/Marketing Committee, are meant to contribute 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 events in the Summer/Fall of 2025. This funding opportunity will be for those events from July 01, 2025, thru December 31, 2025.

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 review application requests for recommendation of funding to be forwarded to the ECVA Board of Governors. Please refer to the Notice of Funding Opportunity on our Website: ExploreElko.com

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

Event Date(s) \_\_\_\_\_ Federal Tax ID# \_\_\_\_\_

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

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

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

Total Budget of marketing campaign: \$ \_\_\_\_\_

Amount of Funding Requested from ECVA \$ \_\_\_\_\_

### Questions:

1. Has this marketing campaign 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. Please provide an overview of the project, including justification for the project and the objectives of the project.

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

3. Number of years event has existed: \_\_\_\_\_

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

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

a. 1 – 199   

b. 200 – 499   

c. 500 – 999   

d. 1,000 – 2,499   

e. 2,500 – 4,999   

f. 5,000 OR MORE

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

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

- 6. How many visitors, from outside a 50-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 the 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). (see NOFO Priority Funding)**

Publication/Media Outlet/Expense	Anticipated Funding Source	Estimated Cost

**\*Funds must be used for marketing only.  
\*Funds cannot be used for supplanting wages and or services.**

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 the 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](mailto:Marketing@elkocva.com)

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

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

<b>This Page for ECVA Use Only</b>
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Date to Marketing Committee: \_\_\_\_\_

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

\_\_\_\_\_

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

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

\_\_\_\_\_

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