

Off-Highway Vehicle Registration  
Program Marketing Project Update  
for the Nevada State Off-Highway  
Vehicle Commission

Lora Hendrickson, MXT Media

March 12, 2019

# Clark County, NV – Contract Overview

- The purpose of this project is to develop a marketing plan that would promote awareness of the OHV Registration Program, ultimately resulting in a higher rate of OHV user registration across Nevada.
- Consultant shall make a second presentation to the Commission to review the draft marketing plan and materials that have been developed.

# Website



## Nevada Off-Highway Vehicle Program

The Nevada OHV program promotes safe and responsible use of Nevada's outstanding opportunities for off-road recreation. The program provides grants to fund OHV related projects throughout the state including trail improvements, mapping, education, safety and other projects. See About Us for Commission members.

### OHV Registration Program

To register your OHV click on the **REGISTRATION TAB** on the header.

Nevada's program to register and title off-highway vehicles (OHVs) went into effect July 1, 2012. Nearly all OHVs greater than 70cc, and 1976 or newer, must be registered and display a registration decal to be operated legally in the Silver State.

The cost for an annual registration is \$21. Applications are accepted and decals are issued by mail only. See Registration and Frequently Asked Questions for complete details.

You may also call us during normal business hours:

- (775) 684-4381 in Carson City/Reno/Sparks
- (702) 486-4368 option 8 in the Las Vegas area.
- (877) 368-7828 option 8 in rural Nevada.

Additionally, OHV dealers must be specifically licensed to sell off-highway vehicles.

### Why Register?

Your registration fees benefit the OHV community and Nevada as a whole in many ways:

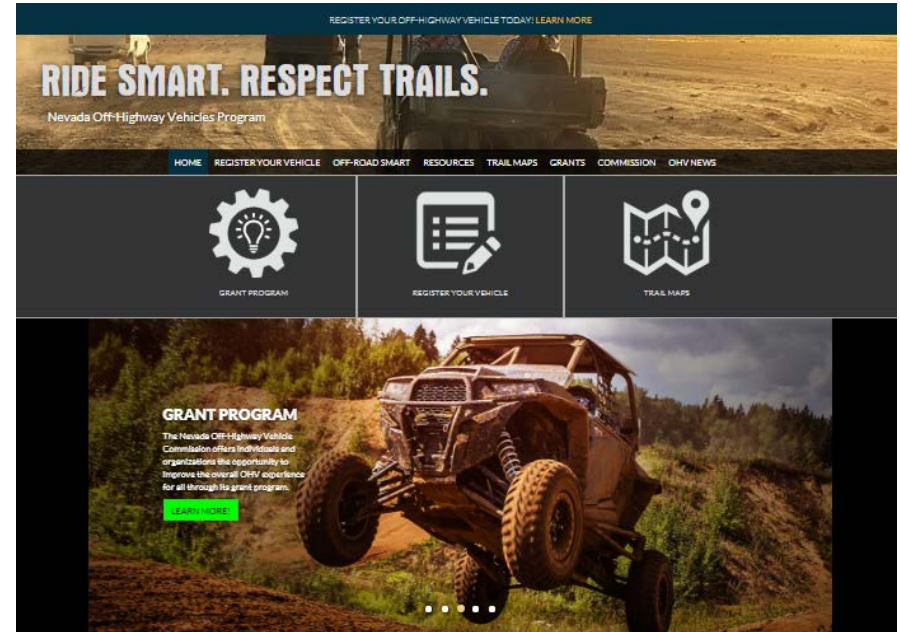
- Improve trails and facilities
- Protect the land through education and enforcement
- Protect your vehicles against theft
- Keep Nevada dollars in Nevada
- Encourage tourism
- Registration is now the law in all western states.



OHV Decal



Large ATV Decal



### Why should you register your off-highway vehicle?

- 1 FUNDS IMPROVEMENTS
- 2 KEEPS DOLLARS IN NEVADA
- 3 IT'S THE LAW

# Contract Years

- **Y1: Sept 2016 – June 2017**  
Market Research  
Create Content, Videos  
Launch Website
- **Y2: July 2017 – June 2018**  
Public Outreach & Events  
Promote Website  
Advertise
- **Y3: July 2018 – June 2019**  
OHV Registration Events  
  
Public Outreach  
  
NDOW Ads  
  
Rack Card  
  
Billboard  
  
USFS Posters

# Y3: OHV Registration Events

- Sept 29 – Las Vegas – ATV Cycle Sports
- Oct 13 – Pahrump – Parker’s Kawasaki
- Oct 20 – Las Vegas – Ride Now Boulder
- Nov 10 – Logandale Trails
- Jan 16 – Mesquite
- Feb 9 – Las Vegas – 4 Wheel Parts
- Feb 23 – Las Vegas – Ride Now Rancho
- March 2 – Pahrump – Parker’s Kawasaki
- March 16 – Mesquite
- March 23 – Boulder City
- March 30 – Overton

# Advertising for OHV Registration Events

116th Congress introduced in a kaleidoscope of color

**Ellestad**

**Arrest**

**Blotter**

REGISTER YOUR OFF-HIGHWAY VEHICLE  
ATV, LARGE ATV, DIRT BIKE, SIDE-BY-SIDE, DUNE BUGGY

Spring 2019 Off-Highway Vehicle VIN Inspection & Registration Event

SATURDAY, MARCH 16, 2019  
SATURDAY, MARCH 23, 2019  
SATURDAY, MARCH 30, 2019

MESQUITE JUSTICE FACILITY  
500 HILLSIDE DRIVE, MESQUITE, NV 89048

VETERAN'S MEMORIAL PARK | 1650 BUCHANAN BLVD, BOULDER CITY

OVERTON COMMUNITY CENTER | 320 N. MOAPA VALLEY BLVD, OVERTON

**OFF-HIGHWAY VEHICLE REGISTRATION EVENT**  
**SATURDAY, MARCH 30, 2019 • 9AM - 12PM**  
 OVERTON COMMUNITY CENTER | 320 N. MOAPA VALLEY BLVD, OVERTON

**REGISTER YOUR OFF-HIGHWAY VEHICLE**  
 ATV, LARGE ATV, DIRT BIKE, SIDE-BY-SIDE, DUNE BUGGY

**Spring 2019 Off-Highway Vehicle VIN Inspection & Registration Events**

**OHV VIN INSPECTIONS BY LAW ENFORCEMENT & OHV REGISTRATION EVENT**

**LOCATIONS & DATES**

SATURDAY, MARCH 16, 2019 | 9AM - 12PM  
 MESQUITE JUSTICE FACILITY | 500 HILLSIDE DRIVE, MESQUITE

SATURDAY, MARCH 23, 2019 | 9AM - 12PM  
 VETERAN'S MEMORIAL PARK | 1650 BUCHANAN BLVD, BOULDER CITY

SATURDAY, MARCH 30, 2019 | 9AM - 12PM  
 OVERTON COMMUNITY CENTER | 320 N. MOAPA VALLEY BLVD, OVERTON

**WHAT TO BRING**

- > YOUR OHV
- > YOUR OHV'S PAPERWORK AND TITLE
- > YOUR ID
- > \$21 CHECK TO NEVADA DMV (PER VEHICLE)
- > INSURANCE INFORMATION
- • • • • OR LARGE ATV REGISTRATION (ONLY)

**WHY REGISTER?**

It's the law.  
 In addition, funding for the Commission's Off-Highway Vehicle Grant Program relies on revenues generated by the Off-Highway Vehicle Registration Program. Your registration fees benefit the Off-Highway Vehicle community and Nevada as a whole in many ways:

- Improve trails and facilities
- Protect the land through education and enforcement
- Protect your vehicles against theft
- Keep Nevada dollars in Nevada
- Encourage tourism

SPONSORED BY

This work was supported in part by the Clark County Desert Conservation Program using Section 10 funds, as project #2017-0005-1775A, to further implement or develop the Clark County Multiple Species Habitat Conservation Plan.

# Advertising for OHV Registration Events

OHV Registration Event Video --  
<https://youtu.be/cM6ArdLUubs>

**LAS VEGAS REVIEW JOURNAL** NEWS LOCAL SPORTS BUSINESS OPINION CRIME ENTERTAINMENT LIFE VIDEOS 60°F

Already a print subscriber? [Register here](#) for unlimited digital access. Need help? Call 702-383-0400 from 6am to 5pm PT.

## OFF-HIGHWAY VEHICLE REGISTRATION EVENT

SATURDAY, FEBRUARY 9 | 9AM - 12PM

4 WHEEL PARTS [MORE INFO](#)

3901 W RUSSELL RD. | LAS VEGAS



## NEWS

Education Investigations Las Vegas Shooting Nation and World Politics and Government Pot News Special Features Traffic



**CLARK COUNTY**  
Coordination considered key in Clark County homeless housing program

**EDUCATION**  
Education funding a hot topic as Nevada Legislature set to begin

# REGISTER YOUR OFF-HIGHWAY VEHICLE

ATV, LARGE ATV, DIRT BIKE, SIDE-BY-SIDE, DUNE BUGGY



## Spring 2019 Off-Highway Vehicle VIN Inspection & Registration Event

SATURDAY, MARCH 2 | 10AM - 1PM

**PARKER'S KAWASAKI**  
1201 SOUTH HIGHWAY 160, PAHRUMP, NV 89048

OHV VIN INSPECTIONS BY LAW ENFORCEMENT & OHV REGISTRATION EVENT

[WWW.OFFROADNEVADA.ORG](http://WWW.OFFROADNEVADA.ORG)

### WHY REGISTER?

Funding for the Commission's Off-Highway Vehicle Grant Program relies on revenues generated by the Off-Highway Vehicle Registration Program. Your registration fees benefit the Off-Highway Vehicle community and Nevada as a whole in many ways: Improve trails and facilities, Protect the land through education and enforcement, Protect your vehicles against theft, Keep Nevada dollars in Nevada, and encourage tourism.

### SPONSORED BY



This work was supported in part by the Clark County Desert Conservation Program using Section 10 funds, as project #2017-MXP-1775A, to further implement or develop the Clark County Multiple Species Habitat Conservation Plan.

### WHAT TO BRING

- > YOUR OHV
- > YOUR OHV'S PAPERWORK
- > YOUR OHV'S TITLE
- > YOUR ID
- > \$21 CHECK TO NEVADA DMV (PER VEHICLE)
- > INSURANCE INFORMATION FOR LARGE ATV REGISTRATION (ONLY)

# OHV Registration Event Photos





# Public Outreach

- Oct 6, 2018 & Feb 16, 2019  
Public Outreach at the Pioneer Saloon  
in Goldsprings, NV
- April 10 – 14, 2019 Clark County Fair



# NDOW Hunting & Fishing Guides

## Full Page Ads



TODAY'S  
REGISTRATION  
DOLLARS  
*Create Tomorrow's*  
**OFF-ROAD  
ADVENTURES**

The Nevada  
OFF-HIGHWAY  
VEHICLES PROGRAM

For more information, visit:  
[WWW.OFFROADNEVADA.ORG](http://WWW.OFFROADNEVADA.ORG)



YOUR REGISTRATION DOLLARS HELP FUND THESE PROJECTS



SHOSHONE TRAIL ASSESSMENT  
LANDER COUNTY, NV



DOUGLAS COUNTY SHERIFF'S DEPARTMENT  
& SEARCH AND RESCUE



RIDE SAFE AND SMART AND OUTDOOR ETHICS  
HUMBOLDT COUNTY, NV



U.S. FOREST SERVICE RANGER TRAIL  
RECONSTRUCTION AND SIGNAGE

# Rack Card



## OFF-HIGHWAY VEHICLES IN NEVADA

**FOR MORE INFORMATION ON:**

- + OHV REGISTRATION
- + OHV TRAILS IN NEVADA
- + THE OHV GRANT PROGRAM

VISIT US AT: [WWW.OFFROADNEVADA.ORG](http://WWW.OFFROADNEVADA.ORG)



This work was supported in part by the Clark County Desert Conservation Program using Section 10 funds, as project #2009-NWT-8070, to further implement or develop the Clark County Multiple Species Habitat Conservation Plan.

## REGISTRATION IS EASY!

### STEP ONE

#### SELECT THE APPROPRIATE FORM

Registration forms and procedures differ depending on when and where your vehicle was purchased or whether it is homemade. Forms are located on our website at [www.OffRoadNevada.org](http://www.OffRoadNevada.org).

### STEP TWO

#### TAKE APPROPRIATE FORM AND VEHICLE FOR A VIN INSPECTION

A Vehicle Identification Number (VIN) inspection will have to be completed by a licensed Nevada Off-Highway Vehicle dealer or a sworn law enforcement officer if your vehicle has never been registered or titled in Nevada.

**PLEASE NOTE:** The DMV does not perform VIN inspections for Off-Highway Vehicles.

### STEP THREE

#### COMPLETE APPLICATION AND MAIL IN SUPPORTING DOCUMENTATION

Mail your application and supporting documentation to the Nevada DMV ATTN: OHV SECTION; 555 Wright Way, Carson City, NV 89711. The dealer who completes the VIN inspection may submit the documents on your behalf for a nominal fee.

The Nevada Certificate of Title, if issued, is processed separately from the registration decal. All ownership documents will be required to title the Off-Highway Vehicle. The title will be mailed to the lender or other lienholder, if any, or to the owner if there is no lienholder.

#### PLEASE NOTE:

When you receive your registration decal, affix the decal to the Off-Highway Vehicle. Decals are issued by mail only. Once you've registered for the first time, renewal can be done online or by mail.

## YOUR REGISTRATION DOLLARS HELP FUND THESE PROJECTS

### GRANT RECIPIENTS

 <p>Partners in Conservation Logandale Trails Restroom</p>	 <p>Nevada Outdoor School Trail Ethics and Education</p>
 <p>Kokopelli ATV Club Trail Marking</p>	 <p>U.S. Forest Service Ranger Trail Reconstruction &amp; Signage</p>

# Billboards



# US Forest Service Posters



**REGISTER YOUR  
OFF-HIGHWAY  
VEHICLE**

**IT'S THE LAW**

Funding for the Commission's off-highway vehicle grant program relies on revenues generated by the Off-Highway Vehicle Registration Program. Your registration fees benefit the Off-Highway Vehicle community and Nevada as a whole in many ways:

- Improve trails and facilities
- Protect the land through education and enforcement
- Protect your vehicles against theft
- Keep Nevada dollars in Nevada
- Encourage tourism
- Registration is now the law in all western states
- Funding for the Commission's off-highway vehicle grant program relies on revenues generated by the registration of off-highway vehicles in Nevada

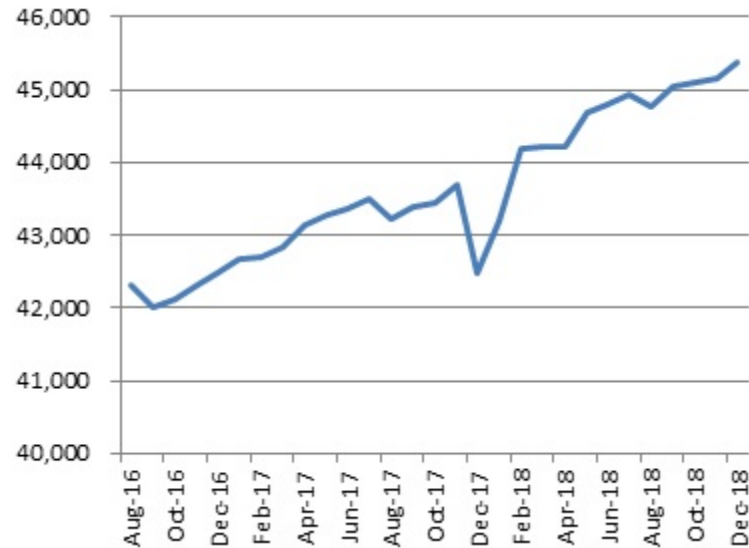
   [WWW.OFFROADNEVADA.ORG](http://WWW.OFFROADNEVADA.ORG)

This work was supported in part by the Clark County Desert Conservation Program using Section 10 funds, as project #2011-1031-1775A, to further implement or develop the Clark County Multiple-Species Habitat Conservation Plan.



# OHV Registration Numbers

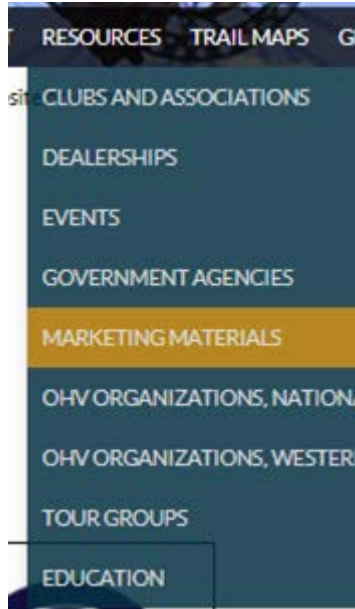
Total Active Registrations	
Aug-16	42,298
Sep-16	42,016
Oct-16	42,108
Nov-16	42,315
Dec-16	42,474
Jan-17	42,675
Feb-17	42,701
Mar-17	42,846
Apr-17	43,145
May-17	43,265
Jun-17	43,351
Jul-17	43,495
Aug-17	43,228
Sep-17	43,390
Oct-17	43,456
Nov-17	43,692
Dec-17	42,474
Jan-18	43,207
Feb-18	44,199
Mar-18	44,212
Apr-18	44,212
May-18	44,672
Jun-18	44,784
Jul-18	44,927
Aug-18	44,757
Sep-18	45,030
Oct-18	45,090
Nov-18	45,155
Dec-18	45,370



# OHV Registration Numbers

Active Registrations by County	Aug-16	Sep-17	Dec-18	Change
Carson City	1,325	1,368	1,464	139
Churchill	1,417	1,410	1,485	68
Clark	13,498	13,910	14,863	1,365
Douglas	2,556	2,857	3,148	592
Elko	4,053	3,979	3,967	-86
Esmerelda	67	67	74	7
Eureka	147	150	145	-2
Humboldt	1,224	1,253	1,349	125
Lander	482	477	452	-30
Lincoln	442	448	405	-37
Lyon	2,875	2,943	3,033	158
Mineral	253	247	237	-16
Nye	1,902	2,033	2,245	343
Pershing	326	314	305	-21
Storey	318	303	328	10
Washoe	10,386	10,555	10,836	450
White Pine	995	979	934	-61
Other	32	97	100	68
<b>Total Active Registrations</b>	<b>42,298</b>	<b>43,390</b>	<b>45,370</b>	<b>3,072</b>

# Marketing Materials



Please feel free to copy these banners and use them on your website or in emails.

Logo



Project Funded By Sticker



728 x 90



468 x 60





# State Grant Update



<https://youtu.be/yS3hnbkqNSE>

# Questions?

[lora@mxtmedia.org](mailto:lora@mxtmedia.org)

