



# OFF-HIGHWAY VEHICLE REGISTRATION PROGRAM

## MARKETING PLAN

PROJECT NO.: RFP NO. 60407616 / 2009-RADIO-807D

**RADIOACTIVE PRODUCTIONS**

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# EXECUTIVE SUMMARY

In 2009, the Nevada State Legislature enacted a law (NRS 490) requiring the registration of Off-Highway Vehicles (OHV) in the state which went into effect in 2012. Since that time, the State of Nevada Department of Motor Vehicles (DMV) has registered over 40,000 OHVs. The Nevada Off-Highway Vehicle Registration Program is managed by the Nevada Commission on Off-Highway Vehicles further referred to as “the Commission”. The Governor of the State of Nevada appoints 11 voting members to serve on the Commission. The Commission selects an additional nine non-voting advisory members per NRS 490. The price to register an OHV in Nevada is \$21.00/vehicle. The revenue generated from the registration program is collected by the DMV and held in a general fund overseen by the State of Nevada Department of Conservation and Natural Resources (DCNR). DCNR provides oversight of the Commission, ensures fiscal and fiduciary responsibilities of the Commission, and allocates general resources (Administration, Information Technology) to the Commission. Within the guidelines set forth by the State of Nevada and the DCNR, the Commission is autonomous to advocate for the OHV community, to develop OHV initiatives throughout the state, to cultivate partnerships and to issue grants to qualified awardees.

The Commission’s website, [www.nvohv.com](http://www.nvohv.com), describes how funding is appropriated:

‘Fifteen percent (15%) of the funds from OHV registration is allocated to the Nevada DMV for the registration process and collection of the fees. Eighty-five percent (85%) of the funds raised from registering OHVs in Nevada benefit the OHV community through a grant program which issues funding annually to qualified awardees divided proportionally into four categories: Five percent (5%) for the Commission administration, sixty percent (60%) for trails, twenty percent (20%) for law enforcement and fifteen percent (15%) for public education.’

Grant funding may be issued for a variety of projects: to improve trails and facilities, to construct trails and perform trail maintenance, to increase signage and wayfinding along trails, to fund trail mapping proposals, to preserve the land through education and enforcement, to protect vehicles against theft, to keep state money in the state, and to encourage tourism (“Nevada Off-Highway Vehicle Program”, 2016).

## OFF-HIGHWAY VEHICLES ACQUIRED AT A DEALERSHIP IN NEVADA AFTER 2012

The registration process for newly bought vehicles in the State of Nevada is completed by a title clerk at a dealership where the purchase takes place. By automatically completing the registration process for new vehicles, the dealerships are facilitating responsible and lawful OHV recreation while providing a service to the State by assisting OHV buyers with being entered into the DMV system. The DMV issues renewal notices annually to remind individuals to renew their OHV registration(s). Registered OHV owners can renew online which makes the renewal process easier for the consumer.

## CHALLENGES: OFF-HIGHWAY VEHICLES ACQUIRED BEFORE 2012 OR PURCHASED OUT OF STATE

Consumers who acquired Off-Highway Vehicles before 2012 have been slow to comply with the law requiring registration. Nevadans who have purchased OHVs out of state and have brought them back to Nevada must also register their vehicles as well as pay sales tax to the state. There are two primary reasons OHV riders are in non-compliance with the OHV Registration Law.

1. **VIN Inspection** - The registration process requires a VIN inspection by an authorized dealer or sworn law enforcement officer which is seen as a deterrent by many in the OHV community.
2. **Enforcement** - Lack of enforcement by government agencies does not motivate people to register their OHVs.
3. **Out of State OHV Purchases** - Out of State OHV buyers are not likely to register OHVs when transferred to Nevada.

## THE SOLUTION: OFF-HIGHWAY VEHICLE REGISTRATION MARKETING PROGRAM - EDUCATION & ADVOCACY

The Off-Highway Vehicle Registration Marketing Program is a joint venture between the Nevada Commission on Off-Highway Vehicles and Clark County, Nevada. The purpose of the project is to assist the Commission with increasing OHV user registration throughout the State of Nevada by traditional and non-traditional communication channels. Educating the OHV community on the benefits of registration as well as advocating for a simpler registration process are seen as integral components of this project. Demand for off-road recreation is high in Nevada and will continue to increase in the years to come with a strong economy. Off-roading is seen as a pleasurable recreational activity and many participants would like increased access to motorized trail maps. By boosting OHV registration revenue, the Commission can fund additional grants that will ultimately benefit the OHV community at-large.

A marketing plan has been developed that identifies brand development, campaign messages, slogans or taglines, and draft media design assets to promote the OHV Registration Program through traditional and non-traditional marketing channels.



# PROJECT KEY CONTACTS & INFORMATION

## PROJECT MANAGEMENT

Clark County, Nevada Sue Baker - email: Sue.Baker@ClarkCountyNV.gov  
Clark County, Nevada Desert Conservation Program - Heather Green - email: HYG@ClarkCountyNV.gov  
Clark County, Nevada Desert Conservation Program - Kimberley Jenkins - email: Kimberley.Jenkins@ClarkCountyNV.gov  
Clark County, Nevada Purchasing Department - Sherry Wimmer - email: Sherry.Wimmer@ClarkCountyNV.gov

## NEVADA OFF-HIGHWAY VEHICLE COMMISSION MEMBERS

Greg McKay, Chairman, Represents snowmobile owners and users  
Sue Baker, Vice Chairman, Represents the Nevada Association of Counties  
Charlie Cox, Treasurer, Clark County – Represents ATV Owners  
Paul Jackson, Washoe County – Represents OHV users in recreational areas that do not primarily involve OHVs.  
Darin Elmore, Washoe County – Represents wildlife interests  
Kerry Lee, Lincoln County – Represents the Nevada Sheriff's and Chief's association  
Michael Gerow, Washoe County – Represents OHV Dealers  
Gary Lambert, Washoe County – Represents OHV owners, users and OHV racing  
Jennifer Scanland, Executive Secretary - jscanland@ohv.nv.gov

## PUBLIC INFORMATION OFFICERS

Clark County, Nevada - Erik Pappa - email: epappa@ClarkCountyNV.gov  
Clark County, Nevada - Stacey Welling - email: stac@ClarkCountyNV.gov  
State of Nevada - Jennifer Ramella - email: jramella@dcnr.nv.gov

## STATE OF NEVADA IT/WEB DEVELOPMENT TEAM

Sean Nichols - email: sean.nichols@ndep.nv.gov  
Kevin Weiss - email: kweiss@ndep.nv.gov

## STATE OF NEVADA DEPARTMENT OF TOURISM

Claudia Vecchio - email: cvecchio@travelnevada.com  
Jennifer Griswold - email: jgriswold@travelnevada.com

## STATE OF NEVADA DEPARTMENT OF MOTOR VEHICLES

Central Services & Records - Vehicle Programs - DMV Manager II - Anne Liao: aliao@dmv.nv.gov

## TRAIL MAP INFORMATION

Bureau of Land Management - Leo Drumm - email: ldrumm@blm.gov  
U.S. Forest Service - Jamie Fields - email: jamiefields@fs.fed.us ; Allison Bruner - email: abruner@fs.fed.us  
Clark County, Nevada - Kimberley Jenkins - email: Kimberley.Jenkins@ClarkCountyNV.gov  
Washoe County, Nevada - Cheryl Surface - email: CSurface@washoecounty.us  
Nevada State Parks Contracted Trail Map Data to Great Basin Institute - Kevin Dose email: kdose@thegreatbasininstitute.org

## MINERAL COUNTY SHERIFF'S OFFICE

Lt. Brian Dillard - email: bdillard@mineralcountynv.org  
Request to wrap a 20' enclosed Trailer.

## COMMUNITY PARTNERS

Off Road Business Association - Fred Wiley - email: fwiley@orba.biz ; Alexis Nelson - email: anelson@orba.biz  
Partners In Conservation - Elise McAllister - email: picorg@mvdsl.com  
Sierra Avalanche Center - Don Triplat - email: don@sierraavalanchecenter.org





# COMMISSION'S NON-VOTING ADVISORS LIST

## **BUREAU OF LAND MANAGEMENT (BLM)**

Leo Drumm, 775-861-6465, ldrumm@blm.gov

## **STATE OF NEVADA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES (DCNR)**

Jim Lawrence, 775-684-2726, jlawrence@dcnr.nv.gov

## **STATE OF NEVADA DEPARTMENT OF MOTOR VEHICLES (DMV)**

Doreen Rigsby, 775-684-4322, drigsby@dmv.nv.gov

## **STATE OF NEVADA DEPARTMENT OF WILDLIFE (NDOW)**

Tyler Turnipseed, 775-684-1500, tturnipseed@ndow.org

## **STATE OF NEVADA INDIAN COMMISSION**

Chris Gibbons, 775-687-0644, cgibbons@nic.nv.gov

## **UNITED STATES FISH AND WILDLIFE SERVICE (USFWS)**

Ted Koch, 775-861-6300, ted\_koch@fws.gov

## **UNITED STATES FOREST SERVICE (USFS)**

Jamie Fields, 775-352-1254, jamiefields@fs.fed.us

## **NATURAL RESOURCE CONSERVATION DISTRICT, USDA, OR ENVIRONMENTAL SCIENCE TEACHER**

Vacant

## **NEVADA COMMISSION ON TOURISM**

Vacant

# ANALYSIS

## NEVADA OFF-HIGHWAY VEHICLE REGISTRATION PROGRAM

WWW.NVOHV.COM

### HISTORY AND BACKGROUND

Off-road recreation is a popular outdoor activity in the State of Nevada and is practiced by a large number of Nevadans as well as tourists visiting the state. The term “Off-Highway Vehicle” includes any kind of vehicle that was manufactured with the main reason to drive on unpaved terrain and encompasses many different types and sizes of vehicles (dirt bikes, 4-wheelers, ATVs/UTVs, snowmobiles, etc.). With that big market in mind, the Nevada State Legislature saw the need to pass and amend a bill that requires owners of OHVs to be registered with the State of Nevada. In 2009, the Nevada State Legislature enacted a law (NRS 490) requiring the registration of Off-Highway Vehicles (OHV) in the state which went into effect in 2012. Today, all OHVs must be registered in Nevada and owners must pay an annual fee for registration or renewal (“Nevada Off-Highway Vehicle Program”, 2016). OHVs acquired by users before 2012 have been slow to comply with the law requiring registration. Since 2012, dealerships have been instrumental in educating off-roading enthusiasts on the law and registering newly purchased OHVs.

### NEVADA COMMISSION ON OFF-HIGHWAY VEHICLES

The Nevada Off-Highway Vehicle Registration Program is managed by the Commission on Off-Highway Vehicles which is overseen by the Nevada Department of Conservation and Natural Resources. The Governor of the State of Nevada selects 11 voting members to serve on the Commission. The Commission selects nine additional non-voting members who represent several agencies of interest to the program identified in the NRS 490. The Commission must meet four times per year and oftentimes, the Commission meets more than four times per year. The Commission is in charge of selecting the projects that are awarded grants from the fund for Off-Highway Vehicles after reviewing and scoring applications. These decisions are also based on feedback from non-voting advisory members and any input from the public through the formal open meeting process. In addition, the Commission updates the Nevada Legislature in every regular session with a report on the Commission’s decisions and activities (“Nevada Off-Highway Vehicle Program”, 2016). Commission Chairman, Greg McKay, said that, “The Commission through its grant program may select and subsidize National Environmental Protection Agency studies that could maintain or possibly expand OHV riding opportunities. Also, the Commission can be an OHV advocate as a state entity. Historically, only some groups like BlueRibbon and the American Motorcycle Association have been advocates” (McKay, 2016).

### REGISTRATION PROCESS

The registration process is completed in 3 stages: completing a Vehicle Identification Number (VIN) Inspection, mailing an application with supporting documentation, and then receiving the decal in the mail. A licensed Nevada OHV dealer or a law enforcement officer must perform the VIN inspection. The application and supporting documentation may be submitted to the DMV by authorized dealers. The dealer fees for this service are paid to the dealer separately and the dealer may set the pricing but not charge more than \$2.00 (NRS 490.070). After that, the owner will receive the OHV registration decal by mail which takes approximately 10 days. Registration forms may differ based on the date of vehicle registration or the time and location of the vehicle purchase (“Nevada Off-Highway Vehicle Program”, 2016).

### PURPOSE - WHAT ARE FEATURES OF THE PROGRAM AND HOW FEATURES BENEFIT USERS

The Nevada Off-Highway Vehicle Registration Program was designed with the OHV user in mind. Eighty-five percent of funds raised from registering OHVs in Nevada benefit the OHV community through a grant program which issues funding annually or more frequently to qualified awardees. Grants may be awarded to improve trails and facilities, to construct trails and perform trail maintenance, to increase signage and wayfinding along trails, to fund trail mapping proposals, to preserve the land through education and enforcement, to protect vehicles against theft, to keep state money in the state and to encourage tourism (“Nevada Off-Highway Vehicle Program”, 2016).

## INDUSTRY/MARKET SUMMARY

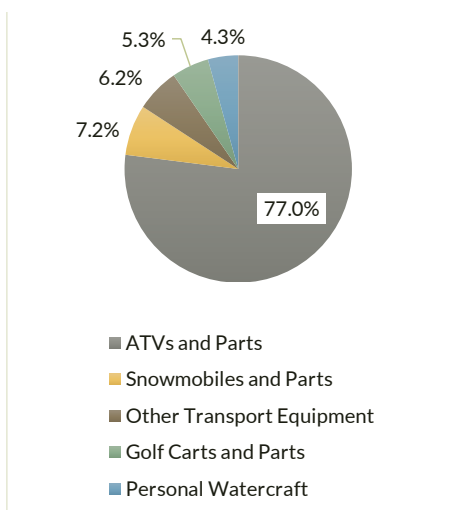
### OFF-HIGHWAY VEHICLE INDUSTRY ANALYSIS

In 2015, the number of people in the United States who said that they lived in a household with an Off-Highway Vehicle was 10.48 Million (Statista, "All-terrain Vehicle ownership..."). The projected demand of individuals purchasing OHVs in 2015 was 2.49 million (Statista, "All-terrain Vehicle Purchase..."). According to the U.S. Forest Service 2008 study, Western States attract the most participation in off-roading recreation comparatively to the rest of the country (USFS, 2008).

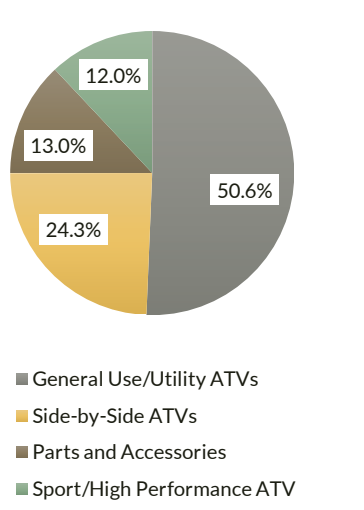
ATV and Snowmobile industry revenue is valued at \$8.4 billion with ATVs capturing 77% of the market and Snowmobiles occupying 7.2% (O'Hollaren - ATV, Golf Cart & Snowmobile Manufacturing, 2016). The ATV manufacturing industry alone is valued at \$6.5 billion revenue with corresponding market share as follows: 50.6% general use ATVs, 24.3% Side-by-Side ATVs, 13% Parts and Accessories, and 12.1% Sport and High-Performance ATVs (O'Hollaren - ATV Manufacturing, 2016). Off-Highway Motorcycles (dirt bikes) make up almost 12% of the \$6.2 billion motorcycle industry (LeClair - Motorcycles, 2016). Off-Highway Vehicles are an elective purchase with consumer demand being affected by expendable income and changes in the economy. As discretionary income rises, demand for off-roading vehicles will increase.

Greater demand will lead to increased off-roading interest and activity in Nevada. The Nevada Off-Highway Vehicle Registration program is poised to capitalize on this increase in demand by launching its OHV registration marketing initiative.

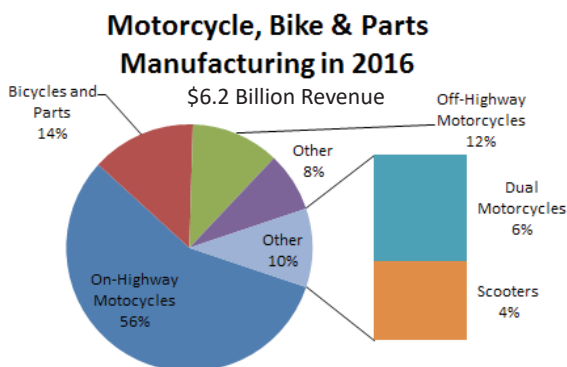
**ATV, Golf Cart, and Snowmobile Manufacturing**  
\$8.4 Billion Revenue



**ATV & Parts Manufacturing**  
\$6.5 Billion Revenue



**Graph 1: 2016 Industry Manufacturing for ATVs (Data Source: IBIS World Reports - O'Hollaren - ATV, Golf Cart & Snowmobile Manufacturing; ATV Manufacturing, 2016)**



**Graph 2: 2016 Industry Manufacturing for Off-Highway Motorcycles (Data Source: IBIS World Reports - LeClair - Motorcycle, Bike & Parts Manufacturing in the US)**



## NEVADA OFF-HIGHWAY VEHICLE MARKET SIZE

In 2013, the Off-Highway Vehicle total market size in Nevada was estimated at 250,000 (KTVN Channel 2, “Off Highway Vehicle Registration...”). As of August 2016, there are 42,298 Registered Off-Highway Vehicle users in Nevada (DMV, 2016). The Commission estimates 10% of OHV riders in Nevada are registered. The Nevada State Parks 2009 survey concludes that the total number of Off-Highway Vehicles in Nevada as 425,435. The U.S. Forest Service projects that 1 in 3 people living in rural areas participate in OHV activities and 1 in 4 people living in urban areas participate in OHV activities (U.S. Forest Service, “Off-Highway Vehicle Recreation...”, 2008). **By averaging the estimates from each source, an estimated total of Off-Highway Vehicles in the State of Nevada is 463,545.**

## NEVADA OHV REGISTERED USERS - CURRENT AND ESTIMATED POPULATIONS

Nevada County							Estimate # of OHV Users (Aug 2016)			
	June-16	July-16	Aug-16	3-Month Avg	Population Size	Percent by Pop	Lower Estimate*	Mid-Range 1 Estimate	Mid-Range 2 Estimate**	Upper Estimate***
Carson City	1,314	1,353	1,325	1,331	53,969	2.47%		13,307		17,990
Churchill	1,423	1,457	1,417	1,432	25,103	5.71%		14,323		8,368
Clark - Urban					1,997,070					499,268
Clark - Rural	13,229	13,670	13,498	13,466	72,380	0.65%		134,657		24,127
Douglas	2,528	2,581	2,556	2,555	48,553	5.26%		25,550		16,184
Elko	4,187	4,182	4,053	4,141	53,358	7.76%		41,407		17,786
Esmeralda	61	64	67	64	926	6.91%		640		309
Eureka	149	156	147	151	1,903	7.92%		1,507		634
Humboldt	1,235	1,250	1,224	1,236	17,388	7.11%		12,363		5,796
Lander	487	484	482	484	6,560	7.38%		4,843		2,187
Lincoln	458	455	442	452	5,004	9.03%		4,517		1,668
Lyon	2,828	2,908	2,875	2,870	53,344	5.38%		28,703		17,781
Mineral	243	258	253	251	4,584	5.48%		2,513		1,528
Nye	1,913	1,911	1,902	1,909	45,456	4.20%		19,087		15,152
Pershing	334	332	326	331	6,714	4.93%		3,307		2,238
Storey	316	325	318	320	3,974	8.04%		3,197		1,325
Washoe - Urban					327,767					81,942
Washoe - Rural	10,380	10,509	10,386	10,425	109,030	2.39%		104,250		36,343
White Pine	1,035	1,040	995	1,023	10,218	10.02%		10,233		3,406
Other	29	32	32	31				310		
<b>Total</b>	<b>42,149</b>	<b>42,967</b>	<b>42,298</b>	<b>42,471</b>	<b>2,843,301</b>		<b>250,000</b>	<b>424,713</b>	<b>425,435</b>	<b>754,031</b>
% Change		1.94%	-1.56%							
<b>Estimated Average Total of OHV Riders in Nevada</b>										<b>463,545</b>

**Table 1: Data Taken from the Nevada Department of Motor Vehicles Off-Highway Vehicle Quarterly Revenue and Expense Report for Fiscal Year 2017 through August 31, 2016**

The chart above illustrates the latest three-month average of registered OHV users, the current population of residents in each County, and the percent by population of registered users.

\*Lower Estimate from KTNV Channel 2 2013 “OHV Riders Need to Register Now” Online Article

\*\*The Mid Range Estimate Accounts for the total population of each County by applying the projection that 10% of registered Users are in each County. The NV OHV Commission estimates that only 10% of OHV Riders are Registered in Nevada

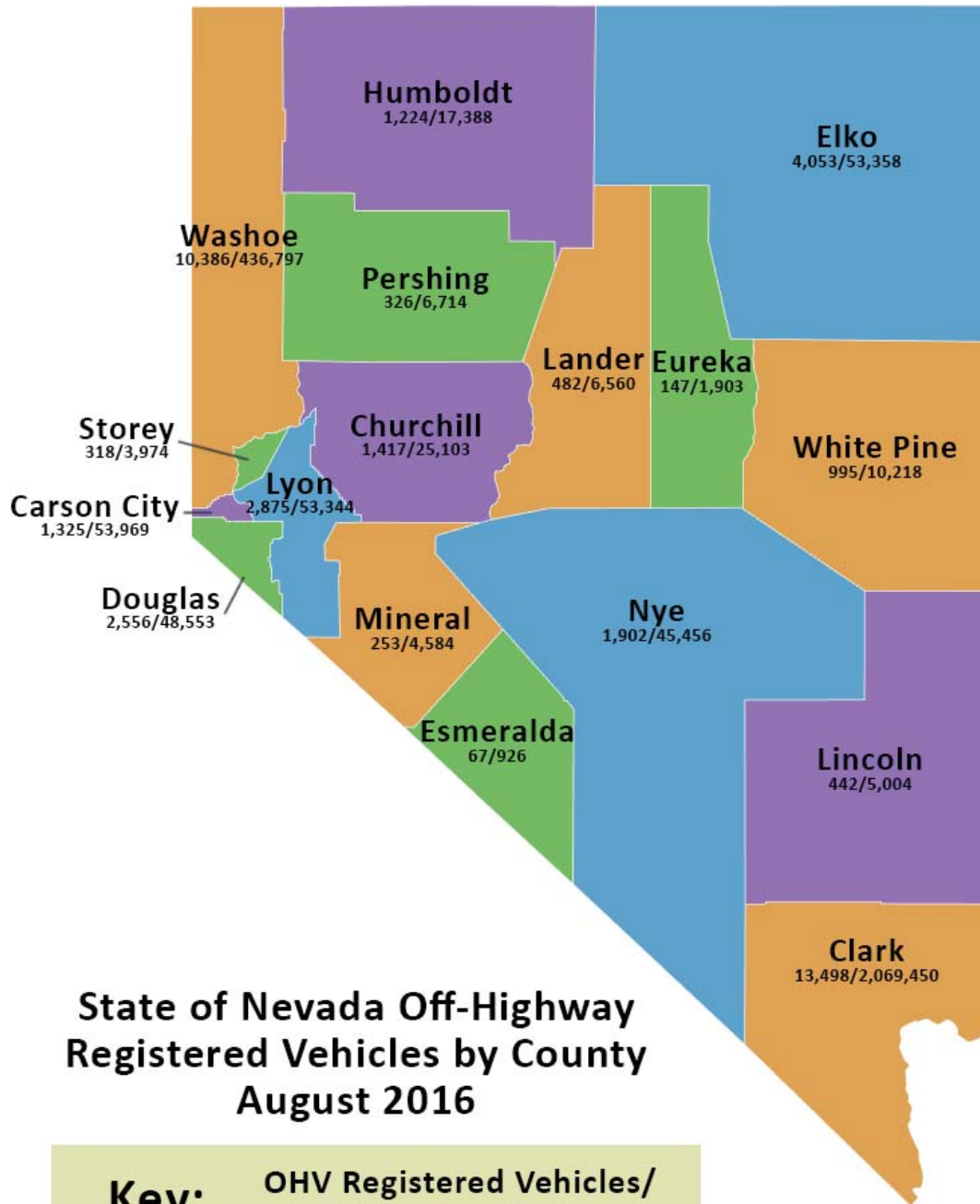
\*\*\* The Nevada State Park survey estimates 425,435 OHV users in Nevada

\*\*\*\*The Upper Estimate applies 1 in 3 Rural Nevadans participate in OHV recreation and 1 in 4 Urban Nevadans participate in OHV recreation based on U.S. Forest Service estimates.





## NEVADA OHV REGISTERED USERS AND POPULATION BY COUNTY - AUGUST 2016



\*32 "other" are registered in Nevada but do not have a County affiliation

## NEVADA MARKET NEEDS & TRENDS - NORTHERN AND SOUTHERN & URBAN AND RURAL

Nevada has two population dense urban areas centered around Reno in the northern region of the state and Las Vegas in the southern region. The 2008 Forest Service survey suggests that in Western states ‘more than one in three non-metropolitan residents participated in OHV recreation as compared with about one in four metropolitan residents saying they participated in OHV recreation’ (USFS, 2008). The urban population lives in and around Reno, Nevada and Las Vegas, Nevada. Urban OHV enthusiasts recreate with their OHV on the weekends and in their spare time. The rural population lives in small towns interspersed across the State of Nevada where off-roading is viewed as a way of life.

About 86% of the land mass of Nevada is managed by various jurisdictions (“Population of Nevada”, 2016). The U.S. Department of Defense and the U.S. Department of Energy occupy a significant portion of land in Nevada that is not open to the public for recreation. Nevada contains federal lands overseen by the Bureau of Land Management (BLM), National Park Service, and U.S. Forest Service that contain open and limited-use areas designated for recreation. The BLM and NPS are overseen by the U.S. Department of Interior and the USFS is overseen by the U.S. Department of Agriculture. Rules and regulations may vary for each federal, state and local agency or area. This can be confusing to OHV enthusiasts recreating in Nevada because rules can differ based on the jurisdiction and location.

Some off-roading trails were developed from old dirt roads that have evolved by repeated use over long periods of time. There appears to be a lack of formal maps of existing OHV trails throughout the state. Some trails lack proper signage making it challenging for users to find correct paths. Due to these issues, users do not have a clear understanding of routes that have been designated for off-roading. Consolidating OHV trail map information throughout Nevada will be helpful to OHV users and trail maps will be provided on the OHV registration website as a resource.

The diverse geological terrain ranging from desert to mountain ranges makes Nevada an exciting region to participate in off-roading activities. The diversity of landscapes and vast open spaces inspires OHV recreation and many enthusiasts say they also participate in the following activities while off-roading: Camping, Hunting/Fishing, Photography, etc. (Clark County, Nevada Off-Highway Vehicle Survey, 2015). A complete list of activities that OHV users participate in is provided below.

1 4-wheeling casual use, groups	21 Handcart Treks	41 Scenic Drives
2 Art classes	22 Hang gliding	42 Scientific Research
3 ATV & SxS casual use, desert racing, groups	23 Hiking	43 Short - Circuit racing
4 Backpacking	24 Historic re-enactments	44 Solitude, wilderness experience
5 BLM-sponsored events, (i.e. National Public Lands Day or National Trails Day)	25 Horseback riding casual use	45 Stadium (on BLM land) racing
6 Camping	26 Hunting	46 Star gazing
7 Coyote Calling	27 Marathons / Foot races	47 Taking pets/dogs outdoors for exercise, fun
8 Cultural events	28 Motorized recreation	48 Target shooting
9 Data collecting and monitoring	29 Mountain Bike riding casual use, groups, events	49 Telescope parties
10 Destination driving	30 Mudders	50 Testing for races
11 Educational hikes	31 OHV motorcycles casual use, desert racing, groups	51 Trailhead meet and greet events
12 Educational presentations	32 Partying	52 Training dog events
13 Equestrian endurance events	33 Permitted events-----many issues relevant to all kinds of permitted events document "Report to RAC 9-2012"	53 Training dogs
14 Equestrian group rides	34 Photography	54 Truck desert racing
15 Exploring	35 Picnics, family or group outings	55 Uplifting, positive message events like lighting paper lanterns
16 Extreme sports	36 Rock Climbing	56 Volunteer events
17 Fishing	37 Rock Crawling	57 Walking
18 Flying remote airplanes	38 Rock Hounding	58 Wild flowers viewing
19 Frisbee throwing	39 Rocket Launching	59 Wildlife viewing
20 Geocaching	40 Sand Buggies	60 Wind surfing on land
		61 Youth activities

**Table 2: Off-Highway Vehicle Recreational Niches/Uses**

Snowmobiling is a popular recreational activity in the Northern Nevada back country from approximately November - April. Zephyr Cove and Hope Valley are popular areas to snowmobile. A challenge for snowmobilers is that recreation is dependent upon snow fall and this might change from year to year. Also, the locations where snowmobilers recreate vary each year due to the snowfall, so common routes and trails may change each year. The possibility of avalanches make this activity dangerous. Snowmobile tracks are a popular form of recreation for snowmobilers. There is a perception amongst snowmobilers that registration is **not** required.



## TYPES OF VEHICLES

Per the [Nevada Revised Statute 490.060](#) the “Off-Highway Vehicle” definition is below (Nevada, NRS 490). The term ‘Off-Highway Vehicle’ means a motor vehicle that is designed primarily for off-highway and all-terrain use. The term includes, but is not limited to:

### AN ALL-TERRAIN VEHICLE

A small motor vehicle with three or four wheels that is designed for use on various types of terrain called also ATV. These also may be referred to as “quads” or “4-wheelers”. Utility Task Vehicle (UTV): Similar to an All-Terrain Vehicle, the machines need to work off-road and to carry equipment.

### AN ALL-TERRAIN MOTORCYCLE

Commonly referred to as a ‘dirt bike’ which is a small motorcycle that is designed to be used on rough surfaces.

### A DUNE BUGGY

A low, wide-wheeled motor vehicle for recreational driving on sand.

### A SNOWMOBILE

Any of various automotive vehicles for travel on snow; specifically: an open vehicle for usually one or two persons with steerable skis on the front and an endless belt at the rear.

### ANY MOTOR VEHICLE USED ON PUBLIC LANDS FOR THE PURPOSE OF RECREATION

Type of Motorized Vehicle	Number Per 501 Households	Expansion Factor	Total Number
Off Highway Vehicle (OHV)	121	0.2415	210,113
All Terrain Vehicle (ATV)	74	0.1477	125,499
Dirt Bike	28	0.0559	48,621
Snowmobile	22	0.0439	38,202
<b>TOTAL</b>	<b>245</b>		<b>425,435</b>

**Table 3: Nevada State Park 2009 Survey. Number of OHVs, ATVs, Snowmobiles and Dirt Bikes in Nevada**

## SPECIALIZED ACTIVITIES

Off-roading includes a variety of specialized activities that participants can engage in with others or individually. These activities might require special arrangements in regards to land and tracks. They include but are not limited to the following:

### RACING

A competition to see which participant is the fastest at a set course

### MOTOCROSS OR SUPERCROSS

An off-road racing sport where riders race in enclosed tracks with dirt roads, and muddy hills and turns.

### STUNT RIDING

Performing acrobatic maneuvers on dirt roads and hills.

### OBSTACLE COURSE RIDING

Navigating vehicles over jumps and barricades



## MACROENVIRONMENT

### ECONOMIC, LEGAL AND REGULATORY FACTORS

1.35 million Nevadans are currently employed according to the Nevada Governor's Office of Economic Development (Data Library, 2016). Off-Road recreation is dependent upon discretionary income of individuals to purchase new vehicles and become involved with this activity. A robust Nevada economy may see an increase in OHV recreational activity. It is easier to educate a new user on a good habit, so it is important to capture the new OHV users into the registration process and retain renewals each year. Authorized dealers educate OHV enthusiasts on the law and register new vehicles upon purchase. Once a vehicle is registered, the vehicle is in the DMV's database to receive renewal notices by mail.

### COUNTY ENFORCEMENT

Lack of uniformed enforcement across the State of Nevada does not encourage OHV registration. Snowmobile dealerships also report a lack of seasonal enforcement in back country areas of Northern Nevada. The Sheriff's Department of each County in Nevada has the authority to enforce and issue citations regarding the OHV Registration law. Many law enforcement officers try to educate OHV users and issue warnings. Citations are usually only issued to repeat offenders. Below is a list of Sheriff's Departments by County.

#### NEVADA COUNTY

Carson City  
Churchill  
Clark  
Douglas  
Elko  
Esmeralda  
Eureka  
Humboldt  
Lander  
Lincoln  
Lyon  
Mineral  
Nye  
Pershing  
Storey  
Washoe  
White Pine

#### SHERIFF

Ken Furlong  
Ben Trotter  
Joe Lombardo  
Ron Pierini  
Jim Pitts  
Kenneth Elgan  
Keith A. Logan  
Mike Allen  
Ron Unger  
Kerry D. Lee  
Al McNeil  
Randy Adams  
Sharon Wehrly  
Jerry Allen  
Gerald Antinoro  
Chuck Allen  
Dan Watts

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### STATE ENFORCEMENT

The Nevada Department of Wildlife Law Enforcement Bureau is able to enforce and issue citations regarding OHV Registration. Challenges for NDOW include a large area of land to manage and limited resources for staffing and funding noted below.

*'The mission statement for the Bureau of Law Enforcement of Nevada Department of Wildlife is to protect and manage the wildlife resources and provide for public safety and protection of life and property of resident and visitors of the State of Nevada through enforcement of wildlife and boating safety laws.'*

*The NDOW law enforcement program is made up of 14 subsets to include wildlife protection, operation game thief, wildlife investigations, dispatch, communications, boating enforcement, boating education, human wildlife conflicts, guide program, regulation adoption, officer recruitment and training, community relations, AIS (aquatic invasive species), and boat access. This program has the largest patrol area in the country with the exception of Alaska. There is a total of 110,000 square miles of land in the state which equates to 3,139 square patrol miles per game warden with 32 officers. Additionally, Nevada has 385,000 surface acres of water to patrol which equates to 11,000 surface acres of water per officer to patrol. The large land mass necessary to patrol makes OHV registration enforcement efforts challenging for NDOW officers.*

*Previously, NDOW requested dedicated funding from the Nevada OHV Commission to enforce N.R.S. 490 unless a violation occurs in the normal course of the officer's duties or in a case of public safety' (OHV Commission Meeting, May 2012).*



#### FEDERAL ENFORCEMENT - BUREAU OF LAND MANAGEMENT, NATIONAL PARK SERVICE, U. S. FOREST SERVICE

Federal agencies do not enforce Nevada State law.

The following is excerpted from an email written by Leo Drumm, the Transportation and Travel Non-Voting Advisor from the BLM to the Nevada Commission on OHVs.

*'The Bureau of Land Management (BLM) administers approximately 45 million acres of public land in Nevada. All land has an OHV designation of either Open (to unrestricted cross country travel), Limited (to existing or designated routes), or Closed (to all motorized use). Over the past ten years, we have been revising our Land Use Plans and moving from generally 'Open' to generally 'Limited' areas. Currently, we have approximately 14 million acres still 'Open' to unrestricted cross country travel. Approximately 27 million acres are 'Limited' to either existing or designated routes. Approximately 3 million acres are 'Closed' to motorized use. Most of the 'Closed' areas are Congressionally designated Wilderness Areas with the rest usually some type of critical or sensitive habitat. By 2020, the vast majority of public land in Nevada will be 'Limited' to existing or designated routes.*

*Regarding enforcement of the Nevada OHV registration requirement, **BLM law enforcement rangers can only enforce Federal Regulations. They do not enforce Nevada Revised Statutes.** There is a Federal Regulation that requires OHV users to comply with any State laws there may be related to operation, registration, etc. while operating on public land. See below.*

*43 CFR 8341.1(d) It is prohibited to operate an off-road vehicle in violation of State laws and regulations relating to use, standards, registration, operation, and inspection of off-road vehicles.*

*Since the State registration law went into effect in 2012, BLM law enforcement rangers have written less than 20 citations for violation of this Federal Regulation in Nevada. My understanding from our law enforcement rangers is that many of these citations were issued to OHV users after they had been given a warning during a previous contact' (Drumm, 2016).*

Off-roading recreation is dependent on access to public land. Any type of land closure or restriction by a federal, state, or local agency is seen as a negative correlation by OHV users towards government at-large. The Nevada Commission on Off-Highway Vehicles should continue to work with governing agencies, environmental groups, user groups and continuously advocate for access to public lands for OHV recreation.

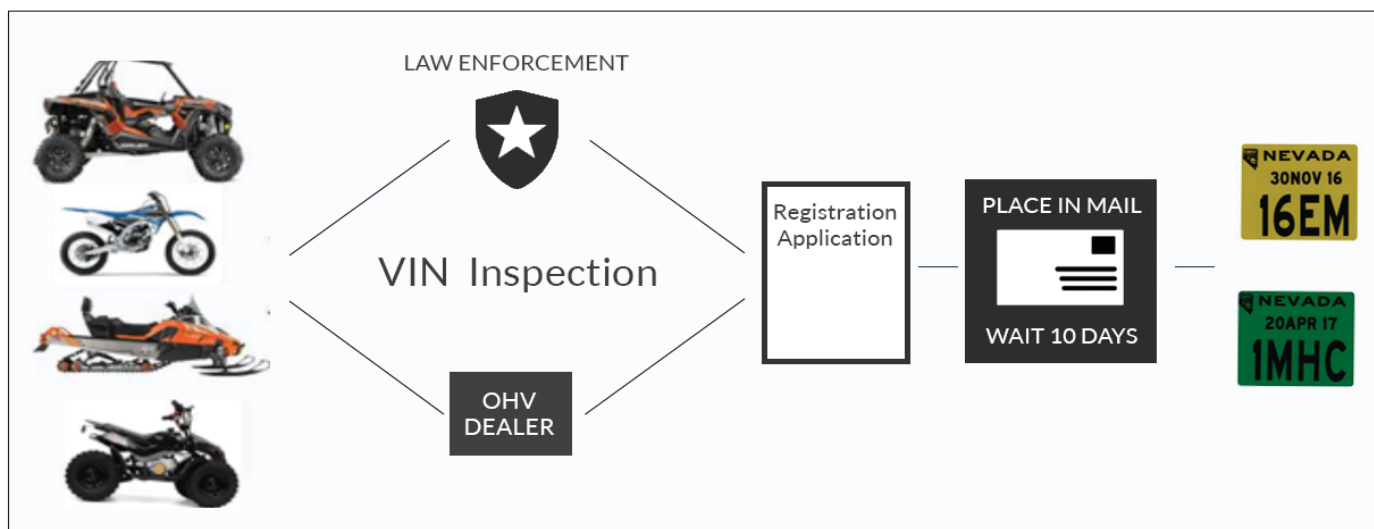


## POLITICAL VARIABLES - NEVADA STATE LEGISLATURE

In 2009, the Nevada Legislature approved the Off-Highway Vehicle registration requirement. The Nevada Commission on Off-Highway Vehicles was created by law and charged with managing the Off-Highway Vehicle Registration program beginning in 2011. In 2015, Assembly Bill 217 in the Nevada legislature tried to eliminate OHV registration fees for dirt bikes and ATVs. This would have been detrimental to the Commission and the grant program and process that the Commission had built so far (Spillman, 2015). Recently, the Commission has been reclassified under the State of Nevada Department of Conservation and Natural Resources. This has allowed the Commission to have access to additional resources and established formal guidelines for distributing grants.

## 2017 LEGISLATION - PAVE THE WAY TO MAKE OHV REGISTRATION EASIER

The Commission has an opportunity to report on the OHV Registration Program and to propose modifications to the legislation governing the OHV Registration process in the upcoming 2017 Nevada State Legislative session. The current law regulating Off-Highway Vehicle Registration in the State of Nevada requires VIN Inspection by either an authorized OHV dealer or a sworn law enforcement officer. The VIN Inspection of the vehicle along with a registration application must be mailed to the Nevada Department of Motor Vehicles. This process typically takes 10 days before an applicant receives his or her OHV decal. Simplifying the process would have a positive effect on the number of registered OHVs.



**Graphic 1: The State of Nevada OHV Registration Process**

The Commission has a great opportunity to advocate for changes during the 2017 legislative session that would simplify the registration process. A few advocacy ideas are listed below.

### 1. ELIMINATE VIN INSPECTIONS OR ALLOW PHOTO VIN INSPECTION

Eliminating VIN Inspections would facilitate the process to register one's OHV.

### 2. TECHNOLOGICAL ADVANCES - ONLINE REGISTRATION

Online registration would simplify the process and make it easier for users to register and more individuals would be willing to do so. If applicants are allowed to take a photo of their VIN and complete the process accordingly or register their OHVs online, the OHV registration process would be easier on consumers and thus, generate an increase in OHV registration.

### 3. TEMPORARY REGISTRATION

Buyers would like to be issued a temporary registration at the time of purchase of a new OHV. After buying a new vehicle, individuals must wait 10 days for the registration sticker and most would like to start riding legally immediately after purchase.

### 4. CHANGE REGISTRATION TERM TO TWO-YEARS OR FIVE-YEARS

Changing the registration period to a two-year or five-year term would alleviate the need to renew annually.

### 5. ESTABLISHING TEMPORARY STICKERS AND OUT OF STATE LICENSES

Allowing neighboring dealerships to issue them as well as Nevada dealerships.





## COMPETITION

### CALIFORNIA NON-RESIDENT STICKERS - “KEEP MONEY IN NEVADA”

For non-residents of California, the state offers a California Non-Resident OHV Use Permit for \$30.00 for those who want to participate in OHV recreation on public lands. California Non-Resident permits are offered for purchase by 6 vendors in the State of Nevada. California does not require VIN inspections. Starting next year, California Non-Resident OHV Use Permits will be available online. Many Nevadans purchase California Non-Resident permits as the process is easier and allows for lawful recreation of an OHV in both Nevada and California. The California Non-Resident registration permits are a direct competitor of the Nevada registration permits and messaging should be developed to inspire these individual to “Keep Nevada Dollars in Nevada”.

NEVADA VENDORS							
Proshop Motorsports & Marine	575 West Lake Mead Parkway	Henderson	Clark	NV	89015	702-564-5598	Tue-Sat: 8am-5pm Sun-Mon: Closed
Carter Powersports	6275 South Decatur Boulevard	Las Vegas	Clark	NV	89118	702-795-2000	Mon-Sat: 9am-6pm Sun: Closed
Funny's I	4747 North Rancho Drive	Las Vegas	Clark	NV	89130	702-658-1116	24 Hours   7 Days
Parker's Kawasaki	1201 Highway 160 #99	Pahrump	Nye	NV	89048	775-537-6686	Tue-Fri: 10am-6pm Sat: 10am-5pm
Doghouse Repair	1371 West Basin Avenue	Pahrump	Nye	NV	89060	775-727-9344	Mon-Fri: 8:30am-4pm Sat-Sun: Closed
Reno Motosports	964 Terminal Way	Reno	Washoe	NV	89502	775-322-1499	Mon-Sat: 9am-6pm Sun: Closed

**Table 4: Nevada Vendors of California Non-Resident OHV Registration Decals (2017 California, 2016)**

## NEVADA OHV REGISTRATION

### NON-REGISTRATION

Based on the Forest Service survey (USFS, 2008) and recent OHV registration numbers in the State of Nevada, at least 90% of OHV owners in the State are projected to not be registered in Nevada. Several issues might affect why OHV users do not want to register their vehicles. One factor could be the lack of awareness regarding the regulation of OHV registration or the process of how to register an OHV in Nevada. The process is cumbersome requiring OHV users to physically bring their vehicles to a dealer or a sworn law enforcement officer for the Vehicle Identification Number (VIN) inspection which is time consuming. Another issue is that registration decals are not provided immediately. OHV users have to wait approximately 10 days until stickers are delivered to their address of choice by mail. Due to the lack of consequences of non-registration, many OHV users decide to be non-compliant with the law and not register their OHVs. Statewide education and enforcement of OHV registration might reverse this trend.

### NON-RENEWALS

The number of registered OHVs in Nevada dropped 1.56% from July 2016 to August 2016 after experiencing a total increase in registration and renewals from June 2016 to July 2016. In August 2016, 669 vehicle applications were not submitted for renewals after registration expired. OHV users in Nevada have to pay late fees if they do not renew their registration permit before the expiration date. Changing the registration period to a two-year or five-year term would alleviate the need to renew annually, make the process easier on previously registered and renewing OHV users, and save administrative costs.

## BUYER ANALYSIS

### USER GROUPS

There are distinct off-roading user groups in Nevada that must be considered when developing targeted educational messaging and advertising for OHV users. Within each user-group there are distinct categories of OHV riders and even further subdivisions based on type of vehicle, purpose, and associations.

		Estimate # of OHV Users			
NEVADA		Percentage	Lower Estimate	Mid-Range Estimate	Mid-Range Estimate Upper Estimate
Urban Total	2,324,837	2.47%		238,907	581,209
Rural Total	518,464	5.71%		185,807	172,821
State Population	2,843,301	0.65%	250,000	424,714	425,435 754,031
Estimated Average Total of OHV Riders in Nevada					463,545

**Table 5: Urban and Rural Population Estimates in Nevada**

\*Urban population includes the Las Vegas and Reno–Sparks Metropolitan Areas. Rural population represents the rest of the state.

### URBAN POPULATION

Urban Population - Individuals that live in and around Las Vegas, Nevada and Reno, Nevada and recreate with their OHV on the weekends and in their spare time. Many individuals in these user groups are members of OHV clubs and closely connected to other off-roading enthusiasts online. There is a real sense of camaraderie and knowledge-sharing amongst urban OHV enthusiasts. Individuals tend to join groups based on specific vehicle types (dirt bikes, 4-wheelers, ATVs/UTVs, snowmobiles) or recreational activities (racing, rock crawling, etc.).

### RURAL POPULATION

Rural Population - Individuals that live in smaller towns interspersed across Nevada. Riding an OHV is a way of life and many of the off-roading enthusiasts are not members of a club or association. Rural off-roading enthusiasts are passionate about the land and having continued and open access to roads and trails. Members of these communities often engage in off-roading as a family activity and participate in community and OHV related events that revolve around trail maintenance, trail construction, and environmental cleanup.

### TOURIST POPULATION

The Nevada Department of Tourism estimated that ‘about 650,000 travelers participating in ATV/OHV in Nevada in 2015’ based on 2015 Travels America data sample (Griswold, 2016). While the estimated population of individuals traveling to Nevada is large, we are not focusing our current efforts targeting this audience for OHV Registration. If OHV riders are registered in other states, there is a reciprocity agreement in effect allowing tourists to ride for a certain amount of days with no additional requirement. The Nevada Commission on Off-Highway Vehicles is evaluating offering short term registration stickers as other state’s do and it generates good income. The Off-Road Business Association (ORBA) conducted an Economic Study in 2016 and results are pending.

## USER GROUPS - SINGLE RIDER, COUPLE, FAMILY, GROUP

We find the following segmentation to occur amongst off-roading enthusiasts.



Graphic 3: Understanding User Groups

## DEMOGRAPHICS OF RIDERS - AGE, GENDER, INCOME

The following demographic information was derived from the 2015 Clark County, Nevada Off-Highway Vehicle survey. Participants from all cross-sections of the population were represented in the OHV community in the Clark County survey (Clark County, Nevada *Off-Highway Vehicle Survey*, 2015). Below is an overview of demographic data compiled from the survey results:

- The survey indicates that the largest demographic of OHV users in the County were men (85%). *Over 50% of this population was between the ages of 30 - 49.*
- Women account for a smaller demographic of OHV respondents to the survey (15%). *The largest female group represented in the survey was between the ages of 40 - 59.*
- Eighty four percent of survey participants were Caucasian and 4% of survey respondents were Hispanic/Latin. The current demographics of the State of Nevada demonstrate a 28% Latin population across the state (US Census, 2015). **There is speculation that there will be an increase in the Hispanic/Latin OHV user group in the years to come and thus, content should also be created in Spanish to be inclusive of this user group.**
- According to the survey results, the median income level of OHV users was between \$83,000 - \$108,000. The average income level of OHV users is higher than the median United States household income of \$53,046 (US Census, 2015). Enthusiasts of OHV riding are able to support the financial investments needed to sustain this type of activity.
- Seventy percent of OHV users participating in the survey were married and 20% were single. Couples, families and groups are prominent user groups in this activity.
- Participants in the survey had all levels of education including high school experience (31%), associate's degree (18%) and bachelor's degree or higher (30%).



## PERCEPTION, ATTITUDES AND BEHAVIORS

Nevadans want access to public lands. Public land closures that prevent access to trails create a negative perception in the marketplace towards government. Regardless of user group, OHV riders fear that access to public lands will be restricted by a government agency. There seems to be an underlying sentiment of distrust towards government agencies amongst some members of the OHV community in Nevada. Since the NV OHV Commission is a governmental entity, any closure of public land may create a negative correlation to a government entity and thus, the OHV registration process. Whenever possible, public lands should be kept accessible to off-roading enthusiasts.

The current vehicle registration process requires a VIN inspection of an off-highway vehicle (OHV). This is perceived as an obstacle to some individuals wanting to register their OHV. "Your average everyday user doesn't like having to register their vehicles and pay the government a registration fee for an off-highway-use vehicle" (Spillman, 2015).

Outreach efforts need to be inclusive and reflective of all riders in the OHV community in Nevada. **Off-roading is a popular activity that women have greater participation rates in Western states comparatively to the rest of the nation** (USFS, 2008). Therefore, OHV registration campaign messaging and promotional advertisements should be reflective of and include women. Targeting younger generations and producing content in English and Spanish is important to reach these segments of the OHV population in Nevada.

By understanding the obstacles to registration, we are able to educate users on the features of the OHV registration program and how the features benefit the off-roading community. Tackling misinformation posted on websites regarding the legality of OHV registration will also be helpful. The screenshot below shows misinformation posted on the Snow Tracks website (<http://www.snowtracks.com/reporter/nevada/>) stating that snowmobiles in Nevada do not need to be registered.

### Laws & Regulations

**Registration/Permits:** Nevada does not require registration of snowmobiles (however, trailers do need to be registered with the DMV). Trail permits are not required.

Image 1: SnowTracks.com Website





## PERFORMANCE (CURRENT AND PAST)

### PRODUCT

The Department of Motor Vehicles in Nevada offers Off-Highway Vehicle registration as mandated by law in Nevada. Registration allows the OHV user to legally operate his/her vehicle on publicly maintained land and trails all over Nevada for one year. Then, renewal of the permit is required. Each registration decal issued for an OHV must be placed on the left side or rear of the OHV in such a manner that the registration decal is clearly visible from the left side or rear of the OHV (Nevada Revised Statute 490.060).



Image 2: Nevada Off-Highway Vehicle Registration Decal

### PURPOSE: NEVADA OFF-HIGHWAY VEHICLE REGISTRATION GRANTS PROGRAM

Funds that are generated through the Off-Highway Vehicle Registration program are funneled back into Nevada communities in the form of a grants initiative. The OHV Grants Program encourages user groups to take-action to support local OHV trails, to develop projects, and to build the OHV community from the ground-up. If people connect with the land by building a trail or maintaining it, they will continuously put forth effort on trail preservation for years to come. Trail construction, trail maintenance, signage, awareness, education, and the development of ancillary facilities (restrooms, shade structures, etc.) are opportunities that can be funded through the NV OHV Commission Grant Program. It's important to educate OHV riders throughout Nevada about past successful grant awardees and their work done to-date as well as regarding the opportunities available to apply for grants. The protocol for OHV grants are provided below. The Commission has put together a bill draft request for the 2017 Nevada legislative session asking for additional flexibility for allocating grants.

(a) Not more than 5 percent of the money that is in the Account as of January 1 of each year may be used for the reasonable administrative costs of the Account.

(b) Except as otherwise provided in subsection 4, 20 percent of any money in the Account as of January 1 of each year that is not used pursuant to paragraph (a) must be used for law enforcement, as recommended by the Office of Criminal Justice Assistance of the Department of Public Safety, or its successor, and any remaining portion of that money may be used as follows:

(1) Sixty percent of the money may be used for projects relating to:

(I) Studies or planning for trails and facilities for use by owners and operators of off-highway vehicles. Money received pursuant to this sub-subparagraph may be used to prepare environmental assessments and environmental impact studies that are required pursuant to 42 U.S.C. §§ 4321 et seq.

(II) The mapping and signing of those trails and facilities.

(III) The acquisition of land for those trails and facilities.

(IV) The enhancement and maintenance of those trails and facilities.

(V) The construction of those trails and facilities.

(VI) The restoration of areas that have been damaged by the use of off-highway vehicles.

(2) Fifteen percent of the money may be used for safety training and education relating to off-highway vehicles.

## PRICE OF REGISTRATION COMPARED TO DIFFERENT STATES

State	OHV Registration Fee	Duration	Title Requirement	VIN Inspection Requirement
Nevada	\$21.00	1 Year	No	Yes, users have to take OHV to a dealer or law enforcement agent
Arizona	\$25.00	1 Year	Yes	No
California	\$52.00	2 Years	Yes	No
Utah	\$18.00	1 Year	Yes	No
Colorado	\$25.25	Valid from April 1 through March 31	Yes	No, unless VIN number is not visible
Oregon	\$10.00	2 Years	No	No, the number is needed for the application
Idaho	\$12.00	Valid through December 31 of the issued year	Yes	No

**Table 6: OHV Sticker Prices for Western States**

## PROMOTION AND PLACEMENT

On May 31, 2012, Kevin Malone, DMV, reported the following,

'The Commission had \$85,000 in one time funding to promote the OHV authorized Registration program. A website was formed solely for the Nevada OHV Commission. The URL address that was chosen is [www.NVOHV.com](http://www.NVOHV.com). The Commission website has been an effective resource providing users with OHV registration information, dealers that can conduct VIN Inspection, and information regarding the Grant Process and Awardees. The Commission also had two billboards featured in Reno and a rotating billboard at 15 locations in Las Vegas. Radio advertising [was completed for] eight stations up north and five stations in the south to advertise... Gas pump toppers were suggested for advertising in rural areas. Partners in Conservation also offered to help spread the word about OHV Registration at Logandale, Nevada OHV shops and at PR events' (OHV Commission Meeting, May 2012).

The Commission has not conducted much continuous active targeted marketing, education, dialogue, advertising, or promotional campaigns directed towards increasing the numbers of OHV registrants.

OHV riders are typically educated at the time of purchase of a new OHV. Dealers and title clerks that work at dealerships have been integral to the OHV Registration process by fielding questions and completing the paperwork for the registration on behalf of the person purchasing the off-roading vehicle.



**Image 3: Billboard Showing Past OHV Registration Advertising**

The Department of Motor Vehicles has also been a key partner in processing registrations and fielding inquiries on the registration process. This advocacy has been instrumental with the program success to-date.



## NEVADA OHV REGISTRATION PROGRAM STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT ANALYSIS)

Internal	
Strengths	Weaknesses
Mandated by law - NRS 490. ( <a href="https://www.leg.state.nv.us/nrs/NRS-490.html">https://www.leg.state.nv.us/nrs/NRS-490.html</a> )	Relatively new program (less than 10 years old).
Income Generated by NV OHV Registration is funneled back to the Community with Grants.	Commission meets 4 times/per year - slow for decision and approval process.
The price point for registration is comparatively low to other neighboring states.	NV OHV Registration Process is dependent upon Nevada Legislature - NV OHV Commission is not autonomous to make own rules.
NV OHV Registration Renewal is available online.	VIN Inspection is required which is seen by some as an obstacle to register.
NV OHV Commission Members are enthusiastic and OHV advocates.	Lack of uniform enforcement, Only 10% registered, Lack of formal maps of trails.
External	
Opportunities	Threats
NV OHV Recreation is a Growing Market Sector	California Non-Resident OHV Decal (Easier process to purchase and available to Nevadans to use in both California and Nevada.)
NV OHV Users are active Online	Lack of NV Off-Highway Vehicle Registration Enforcement discourages NV OHV User Registration.
Nevada has good weather conditions allowing for year round access to trails.	Public Land Closures develop a negative correlation to OHV Registration.
The OHV Tourist Population in Nevada is a large market of untapped revenue.	Perception of punishment if not yet registered or back-payments owed, increase of non-renewals.
Create trail maps, 90% statewide not-registered, Large untapped latin demographic.	

**Table 7: OHV Registration SWOT Analysis**





## TRENDS

Trends have a tendency to improve a product or engage new user groups. The advent of electric OHVs is new and electric off-road racing vehicles will gain popularity in years to come (Heilman, 2016). The U.S. Forest Service reports that, “Increasing gains in technology will most likely extend these trends as new OHV’s are produced that are more suitable for women or children, or which are more affordable for low income populations” (USFS, 2008). Off-roading recreation has become a staple of mainstream media. Celebrities are participating in the activity and the inclusion of dirt bikes and 4-wheelers in music videos is quite popular. Not all celebrities opt to wear helmets in their videos or when posting on social media. Safety should be considered as secondary messaging in the OHV Registration advertising efforts. Below are some screenshots taken from popular celebrities and music videos (A History of 4-Wheelers in Hip-Hop, 2016).



Image 4: Music Video: Imma Boss by Meek Mill featuring Rick Ross



Image 5: Music Video - Figure it Out by French Montana featuring Kanye West and NAS



Image 6: Photo of Pop Celebrities Justin Bieber and Selena Gomez



# Marketing and Communication Strategies

## OVERVIEW, MISSION AND PURPOSE

### EDUCATE ON THE FEATURES OF THE OHV REGISTRATION PROGRAM AND HOW THE FEATURES BENEFIT THE OHV USER

The goal of the marketing plan shall be to assist the Commission with increasing OHV user registration. The marketing plan identifies brand development, campaign messages, sample slogans or taglines, and draft media design that promotes the OHV Registration Program through traditional and non-traditional marketing channels.

### KEY STRATEGIES

It's necessary to develop a long-term relationship with Nevada Off-Highway Vehicle users by establishing and building trust. By understanding the needs and wants of OHV users and educating OHV enthusiasts on the benefits of the registration program, the team will be able to develop messaging and cultivate relationships that connect with target audiences. Off-Highway Vehicle registration is the law in Nevada. No one likes to be told what to do. The recommendation for the OHV Commission is to take an organic approach that identifies key influencers, peers, advocates, and partners to educate other OHV users on the benefits of OHV registration for the community. By learning about the OHV environment in Nevada and developing partnerships with key-influencers and associations, there will be a greater return on investment with individuals wanting to share the benefits of OHV registration with those in their communities.

### PEER-TO-PEER MARKETING

Peer to peer marketing encourages OHV users to engage other OHV users by advocating for the registration process to individuals within their social networks. Registered OHV users are in the process of being identified that correspond to each vehicle type, user group that is being targeted and region of the State where they recreate. Using registered OHV users in the campaigns, advertisements and personal stories for the website, the participants will spread the message to their respective networks. Typically, people have peers with similar interests and tend to be influenced by peer relationships. If non-registered OHV users see exciting messages involving someone in their peer group whose OHV is registered, this will cause someone to want to learn more about OHV registration and potentially act by registering their own vehicle.

### CREATE AND EXPAND ONLINE PRESENCE

Communicating with users in the digital space is necessary to connect with audiences. Online marketing allows for quantifiable metrics to be obtained to understand what types of messaging is resonating with target audiences and adjust as needed.

#### Website Development

The website is the first impression to users and is a valuable communications tool.

- Responsive design to adapt to a variety of devices (desktops, laptops, tablets, smartphones, etc.)

- Search Engine Optimization (SEO) is necessary so that the website is easily found online.

- Determine effective keywords to gain traffic and visibility from search engines.

#### Paid Campaign Management

- Search Engine Marketing and Social Media Marketing

- Manage paid online campaigns on Google AdWords, YouTube, Facebook, Instagram and Twitter

#### Social Media Management (Two-Way Dialogue)

- Engage and cultivate relationships with OHV users online

- Listen, respond, engage and build a following on social channels

- Develop a monthly social media calendar for posting

#### Content Marketing and Creation

- Continuously create fresh content for website and social media channels

#### Email Marketing

- Develop email marketing lists and segment database

- Design, develop, deploy and measure email marketing campaigns using best practices

## REAL NEVADANS IN ADVERTISING AND PROMOTIONAL CAMPAIGN EFFORTS

The team plans to use real Nevadans that are registered Off-Highway Vehicle users in media assets including print advertisements, brochures, website and videos.



Image 7: Promotional Advertising Seeking Registered OHV Users in Northern Nevada



Image 8: Promotional Advertising Seeking Registered OHV Users in Southern Nevada



Image 9: Promotional Postcard Seeking Registered OHV Users to participate in the ad campaign

Registered OHV riders that correspond to each user type and vehicle type for both Northern and Southern Nevada regions are being sought to include in advertising campaigns from both the rural and urban populations.

NORTHERN NEVADA				
	DIRT BIKE	4 WHEELER	ATV/RZR	SNOWMOBILE
Single				<input checked="" type="checkbox"/> Urban
Couple				
Family				
Group				
SOUTHERN NEVADA				
	DIRT BIKE	4 WHEELER	ATV/RZR	SNOWMOBILE
Single				X
Couple		<input checked="" type="checkbox"/> Urban		X
Family	<input checked="" type="checkbox"/> Urban		<input checked="" type="checkbox"/> Rural	X
Group			<input checked="" type="checkbox"/> Urban	X

**Table 8: OHV Users Groups and Vehicle Type for Use in Developing Corresponding Advertising Campaigns**

Each participant in photos, videos, advertisements, and promotional messaging will need to sign both a Clark County, Nevada release waiver and a State of Nevada release waiver.



#### Clark County Photo/Video/Digital/Audio Release

The undersigned, being of legal age and competent to enter into this release, does hereby authorize Clark County, through Clark County Television (CCTV) Channel 4 or the Office of Public Communications (OPC), their assignees or transferees, to take photographs and/or create video, digital, and/or audio recordings of my voice and image, for purposes of creating a Public Service Announcement (PSA) or some other production concerning \_\_\_\_\_ [State General Topic of PSA].

I hereby acknowledge and authorize Clark County CCTV4 and the OPC to utilize said images and recordings for various multi-media dissemination, related to the above-described PSA or production, and acknowledge that my identity may become known.

I understand and agree that Clark County CCTV4 or the OPC will have exclusive and total ownership and rights of publication regarding these images and recordings, and may use these images and recordings for whatever purposes it deems appropriate related to the PSA or production, and that it has the sole authority to publish, disseminate or broadcast the images and recordings.

I further acknowledge that I will not be compensated, either now or at any time in the future, in any manner whatsoever, for my participation in these recordings, or for any future use or dissemination of these images and recordings.

I further release Clark County CCTV4 or the OPC from any claims related to intentional or unintentional alterations/editing of these images and recordings, and agree to indemnify, release and hold harmless Clark County CCTV4 and the OPC and its employees, agents and assigns from and against any and all claims, losses, actions, and expenses which may result from my appearance in these recordings.

Name (please print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Telephone ( ) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Witness (please print) \_\_\_\_\_

Witness Signature \_\_\_\_\_

#### Document 1: Clark County, Nevada Release Waiver



## DATABASE MARKETING

Marketing efforts need to be targeted to OHV users in Nevada. The proposed method of database marketing is essentially to create a massive list of OHV users and focus our advertising on these users. The proposed database would develop a user profile based on personal, demographic, geographic characteristics enabling the team to direct marketing efforts with greater accuracy. We can have a voluntary opt-in on the website and outreach at industry events.

The Nevada Commission on Off-Highway Vehicles is in the process of submitting a records request to the Department of Motor Vehicles any of the following information:

- Name and Mailing Address of Registered OHV users
- Email Address of Registered OHV users (Used at the time of Renewal)
- Zip Codes of OHV Registered Users

There are more than 40,000 registered OHV users in the state of Nevada. This information would be helpful to direct targeted marketing efforts and understand where the population density is for registered users.

## PUBLIC OUTREACH (ATTENDANCE AT EVENTS)

The team plans to conduct OHV related outreach and events by bringing the VIN Inspection process to the people. An inquiry has been made with the Las Vegas Metropolitan Police Department to understand the process for coordinating and schedule a sworn law enforcement officer at an OHV related event and costs associated with this initiative. The current vehicle registration process requires a VIN inspection of an off-highway vehicle (OHV). This is perceived as an obstacle to some individuals wishing to register their OHV. Since a sworn law enforcement officer is able to conduct VIN Inspection and if we are able to schedule a law enforcement officer at a well attended event of off-roading enthusiasts, we can assist people with registering their vehicles on site at a booth/table at an event and completing necessary paperwork for registration.

- Mobile VIN Inspection at Events
- Notify Dealers and Title Clerks of Mobile VIN Inspection at Events
- Assist People with OHV Paperwork On-Site
- Educate the OHV Community about the Benefits of Registration


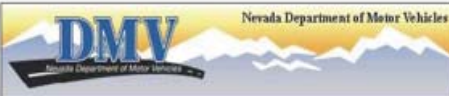

## IDENTIFY PARTNERS

The Nevada Commission on Off-Highway Vehicles recognizes that there are many key partners that play a vital role in the success of the NV OHV Registration Program including the Nevada Department of Motor Vehicles. Dealers who perform VIN Inspections and title clerks that educate users on Nevada law NRS 490 and are also responsible for the effectiveness of the OHV Registration program. The Nevada Commission on Off-Highway Vehicles needs to engage these partners and understand their suggestions for improving the process. A list of dealers who can conduct VIN Inspection is included on the following page. Partnerships are also a key component of advocacy and peer-to-peer marketing. Further, government agencies that have trail map data and monitor access to public land are critical to the mission and ultimate success of the Commission and OHV Registration program.

## DEALERS

Dealers who are licensed to do VIN Inspection are a key partner in the Off-Highway Vehicle Registration process and each dealer that performs VIN Inspection should be included on the OffRoadNevada.org website under 'Resources'.

11/2/2016 Business Licenses Report

**Department Licensed Businesses**

Note: To verify a business license select the license type from the list provided below. The list may be sorted by clicking on the column headers.

Report Run Date 2016-11-02

**OFF HIGHWAY VEHICLE DEALER**

License Type	NAME	PHYSICAL ADDRESS	CITY	ZIP	COUNTY	PHONE
BODY SHOP	5TH GEAR POWER SPORTS	420 30TH ST	ELKO	89601	ELKO	(775) 738-8933
BROKER	ADESA LAS VEGAS	1000 E GOWAN RD	NORTH LAS VEGAS	89030	CLARK	(702) 399-2324
DEALER	AFFORDABLE AUTOS	3430 S HIGHWAY 160	PRIMRUMP	89048	NYE	(775) 537-1818
GARAGE REGISTRATION	AHERN RENTALS INC	2902 E ALEXANDER RD	NORTH LAS VEGAS	89030	CLARK	(702) 362-0623
MANUFACTURER	AHERN RENTALS INC	1705 W SCHWABER RD	LAS VEGAS	89106	CLARK	(702) 648-6212
OFF HIGHWAY VEHICLE DEALER	AHERN RENTALS INC	1247 US HIGHWAY 395 N	GARDNERVILLE	89410	DOUGLAS	(775) 782-6100
REBUILDER	AHERN RENTALS INC	3750 N VIRGINIA ST	RENO	89506	WASHOE	(775) 322-8228
SALVAGE POOL	APCO EQUIPMENT CORPORATION	3432 N 5TH ST	NORTH LAS VEGAS	89032	CLARK	(702) 871-7474
TRANSPORTER	BATTLE BORN HARLEY-DAVIDSON	2900 RESEARCH WAY	CARSON CITY	89706	CARSON CITY	(775) 882-7433
WRECKER	BIG VALLEY HONDA	2225 MARKET ST	RENO	89502	WASHOE	(775) 322-4311
WRECKER	BOBOAT OF RENO INC	7755 SECURITY CIR	RENO	89506	WASHOE	(775) 393-9929
REFEREE	CABELAS	8650 BOCMONTOWN RD	VERDI	89439	WASHOE	N/A
EMISSION STATION	CARTEL CITY LOANS	5951 US HIGHWAY 50 E	CARSON CITY	89701	CARSON CITY	(775) 882-8882
DUI SCHOOL	CAR 4 YOU	5030 PARADISE RD STE D103	LAS VEGAS	89119	CLARK	(702) 798-1899
PROFESSIONAL DRIVING SCHOOL	CARSON MOTORSPORTS	951 JACOS VALLEY RD	CARSON CITY	89705	DOUGLAS	(775) 267-3767
TRAFFIC SAFETY SCHOOL	CARTER POWERSPORTS	6275 S DECATUR BLVD	LAS VEGAS	89118	CLARK	(702) 795-2000
	CCPART	3441 CLAYTON ST	NORTH LAS VEGAS	89032	CLARK	(775) 322-4377
	CCPART	9915 N VIRGINIA ST	RENO	89506	WASHOE	(775) 322-4377
	CCPART	4810 N LAKE BLVD	LAS VEGAS	89115	CLARK	(702) 638-9300
	DESERT AUTO SALES	4140 W DESERT INN RD #1	LAS VEGAS	89102	CLARK	(702) 771-1010
	FORD COUNTRY	280 N GIBSON RD	HENDERSON	89014	CLARK	(702) 566-3673
	FREEDOM EURO CYCLE	5031 WAGON TRAIL AVE STE 105B	LAS VEGAS	89118	CLARK	(702) 430-3500
	FREEDOM EURO CYCLE	4055 SUMMIT RIDGE DR	RENO	89523	WASHOE	(775) 358-3500
	FREEDOM EURO CYCLE	9726 S VIRGINIA ST	RENO	89511	WASHOE	(775) 358-3500
	GAUDIN MOTOR CO	6625 ROY HORN WAY	LAS VEGAS	89118	CLARK	(702) 731-2121
	GLOBAL EXCHANGE	5781 PRIMRUMP VALLEY BLVD	PRIMRUMP	89048	NYE	(702) 332-2169
	H & E EQUIPMENT SERVICES INC	845 H HILLS BLVD	RENO	89506	WASHOE	(775) 358-3323
	H & E EQUIPMENT SERVICES INC	4129 LOREE RD	NORTH LAS VEGAS	89030	CLARK	(702) 320-6500
	HIGH DESERT POWERSPORTS	3620 US HIGHWAY 50 E STE B	CARSON CITY	89701	CARSON CITY	(775) 297-9988
	INSURANCE AUTO AUCTIONS	1229 N BOULDER HWY STE 900	HENDERSON	89011	CLARK	(702) 565-8795
	INSURANCE AUTO AUCTIONS	4086 PERU DR	MCCARRAN	89434	STOREY	(775) 636-8829
	KAWASAKI OF RENO	2345 MARKET ST	RENO	89502	WASHOE	(775) 786-8656
	LAW POWERSPORTS	250 MOAPA VALLEY BLVD STE 368	OVERTON	89040	CLARK	(702) 952-1633
	MASON POWER LLC	6545 W SAWHAY AVE	LAS VEGAS	89146	CLARK	(702) 798-1024
	MASON VALLEY EQUIPMENT	890 W BRIDGE ST	VERMILION	89447	LYON	(775) 463-2442
	MICHAEL'S CYCLE WORKS	2680 S CARSON ST	CARSON CITY	89701	CARSON CITY	(775) 883-6111
	MICHAEL'S RENO POWERSPORTS	10828 S VIRGINIA ST	RENO	89511	WASHOE	(775) 825-8680
	NEVADA POWER PRODUCTS, INC	1160 GLENDALE AVE	SPARKS	89431	WASHOE	(775) 358-0114
	NEVADA POWER PRODUCTS, INC	3660 US HIGHWAY 50 E	CARSON CITY	89701	CARSON CITY	(775) 358-0114
	NEVADA RV	3812 CIVIC CENTER DR	NORTH LAS VEGAS	89030	CLARK	(702) 413-7855
	NEVADA SUZUKI	3475 BOULDER HWY STE A	LAS VEGAS	89121	CLARK	(702) 457-0343
	NORTHERN NEVADA EQUIPMENT LLC	1343 W IDAHO ST	ELKO	89601	ELKO	(775) 777-3092
	PACIFIC MOTOR SCOOTERS	2700 E PATRICK LN STE 6	LAS VEGAS	89120	CLARK	(702) 222-9693
	PAVE RENTS	25 VESTA BLVD	SPARKS	89434	WASHOE	(541) 683-5073
	PARKER'S KAWASAKI	1201 S HIGHWAY 160 STE 99	PRIMRUMP	89048	NYE	(775) 537-6686
	PROSHOP MOTORSPORTS AND MARINE	575 W LAKE MEAD PKWY	HENDERSON	89015	CLARK	(702) 564-8895
	QUALITY AUTO	5480 US HIGHWAY 50 E	CARSON CITY	89701	CARSON CITY	(775) 882-9922
	RENNER EQUIPMENT COMPANY	402 W BRIDGE ST	VERMILION	89447	LYON	(775) 463-3535
	RENNER EQUIPMENT COMPANY	5222 RENO HWY	FALLON	89406	CHURCHILL	(775) 867-4555
	RENO CYCLES & GEAR	3445 KJETZKE LN	RENO	89502	WASHOE	(775) 355-8810

[https://dmvapp.nv.gov/DMV/DBL/Business\\_Reports/Pages/BusinessLicenses.aspx?LT=BOHV](https://dmvapp.nv.gov/DMV/DBL/Business_Reports/Pages/BusinessLicenses.aspx?LT=BOHV)

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Nevada Off-Highway Vehicle Clubs and Associations are listed below. Reaching out to clubs and associations is important to educate users on the benefits of the OHV Registration Program.

Clubs and Associations	
Northern Nevada	
@ Large ATV	Email: dutyandme@yahoo.com Phone: (775) 427-4435
Friends of Sand Mountain	Email: crowley9@pacbell.net
Northern Nevada ATV Association	Email: turtle89446@yahoo.com
Northern Nevada Off Road	Email: info@nvoffroad.com
Renner ATV Riders	Email: info@renneratvridders.com Phone: (775) 867-4555
Roughneck ATV Club	Official Site: <a href="http://www.roughnecks-atv.org">http://www.roughnecks-atv.org</a>
Reno 4x4	Official Site: <a href="http://www.reno4x4.com">www.reno4x4.com</a> Facebook: <a href="https://www.facebook.com/pages/Reno4x4com/125418357477900">facebook.com/pages/Reno4x4com/125418357477900</a> Twitter (@Reno4x4): <a href="https://www.twitter.com/reno4x4">www.twitter.com/reno4x4</a>
Sierra Nevada ATV Association	Phone: (775) 323-5551 E-mail: <a href="mailto:zampano1@msn.com">zampano1@msn.com</a>
Team Shannon Quad Racing	Facebook: <a href="https://www.facebook.com/TeamShannonRacing">www.facebook.com/TeamShannonRacing</a>
Southern Nevada	
TrailRaters	Facebook: <a href="https://www.facebook.com/trailraters?fref=nf">www.facebook.com/trailraters?fref=nf</a> Twitter (@TrailRaters): <a href="https://www.twitter.com/trailraters">www.twitter.com/trailraters</a> Youtube: <a href="https://youtube.com/channel/UCi6R7u4U6Rs-1F8oAJY8_HQ">youtube.com/channel/UCi6R7u4U6Rs-1F8oAJY8_HQ</a>
my2wheels	Official Site: <a href="http://www.my2wheels.com/cms_index.php">www.my2wheels.com/cms_index.php</a> Twitter (@my2wheels): <a href="https://www.twitter.com/my2wheels">www.twitter.com/my2wheels</a> Iconosquare: <a href="https://www.iconosquare.com/tag/my2wheels">www.iconosquare.com/tag/my2wheels</a>
Nevada BackRoaders	Official Site: <a href="http://www.nevadabackroaders.com">www.nevadabackroaders.com</a>
Vegas Valley Four Wheelers	Official Site: <a href="http://www.vv4w.org">www.vv4w.org</a> Facebook: <a href="https://www.facebook.com/VegasValley4Wheelers">www.facebook.com/VegasValley4Wheelers</a>
Southern Nevada Land Cruisers TLCA	Facebook: <a href="https://www.facebook.com/pages/Southern-Nevada-Land-Cruisers/168036699950024">facebook.com/pages/Southern-Nevada-Land-Cruisers/168036699950024</a>
Sin City 4x4	Official Site: <a href="http://www.sincityoff-road.com">www.sincityoff-road.com</a>
Sin City Wicked FJs	Facebook: <a href="https://www.facebook.com/pages/Sin-City-Wicked-FJs/284296488268950">facebook.com/pages/Sin-City-Wicked-FJs/284296488268950</a>
Southern Nevada 4x4	Twitter (@SNV4x4): <a href="https://www.twitter.com/snv4x4">www.twitter.com/snv4x4</a>
SNORE	Official Site: <a href="http://www.snoreracing.net/about-snore.html">www.snoreracing.net/about-snore.html</a> Facebook: <a href="https://www.facebook.com/snoreracing">www.facebook.com/snoreracing</a> Google+: <a href="https://www.plus.google.com/u/0/s/Southern%20Nevada%20Off%20Road%20Enthusiasts">www.plus.google.com/u/0/s/Southern%20Nevada%20Off%20Road%20Enthusiasts</a>
Dust Devils MC	Official Site: <a href="http://www.dustdevilsmc.com">www.dustdevilsmc.com</a> Facebook: <a href="https://www.facebook.com/RenoCoordinator">www.facebook.com/RenoCoordinator</a>
Hills Angels 4X4	Official Site: <a href="http://www.hillsangels4x4.com">www.hillsangels4x4.com</a>
Dunes and Trails ATV Club	Official Site: <a href="http://www.dunesandtrailsatv.org">www.dunesandtrailsatv.org</a>



## GOVERNMENT AGENCIES

### FEDERAL AGENCIES

National System of Public Lands: US Department of the Interior Bureau of Land Management

**DEPT. OF THE INTERIOR: BUREAU OF LAND MANAGEMENT SOUTHERN NEVADA DISTRICT OFFICE**

4701 North Torrey Pines Drive, Las Vegas, NV 89130

(702) 515-5000

[www.blm.gov/nv/st/en/fo/lvfo.html](http://www.blm.gov/nv/st/en/fo/lvfo.html)

**DEPT. OF THE INTERIOR: NATIONAL PARK SERVICE**

601 Nevada Way Boulder City, NV

(702) 293-8906

[www.nps.gov/lake/index.htm](http://www.nps.gov/lake/index.htm)

**DEPT. OF THE INTERIOR: US FISH AND WILDLIFE SERVICES**

4701 N Torrey Pines Dr, Las Vegas, NV 89130

(702) 515-5450

[www.fws.gov/refuge/las\\_vegas](http://www.fws.gov/refuge/las_vegas)

**DEPARTMENT OF AGRICULTURE: FOOD SERVICES**

4701 N Torrey Pines Dr, Las Vegas, NV 89130

(702) 515-5400

[www.nasda.org/6181.aspx](http://www.nasda.org/6181.aspx)

### STATE AGENCIES

**PUBLIC LANDS INSTITUTE**

4505 Maryland Parkway RAJ 280 Box 452040 Las Vegas, Nevada 89154

(702) 895-4678

[www.publiclands.unlv.edu](http://www.publiclands.unlv.edu)

**NEVADA COMMISSION ON OFF-HIGHWAY VEHICLES**

[www.nvohv.com](http://www.nvohv.com)

**NEVADA DEPARTMENT OF TOURISM**

[www.travelnevada.com](http://www.travelnevada.com)

**SOUTHERN NEVADA AGENCY PARTNERSHIP**

[www.snap.gov](http://www.snap.gov)

### COUNTY AGENCIES

Clark County, Nevada

Washoe County, Nevada



## NEVADA OFF-ROADING TOURS - ENSURE THAT OHV TOURS HAVE VEHICLES REGISTERED

Tour	Address	Contact Information	Cost
Adrenaline ATV Tours	4780 W Ann Rd, North Las Vegas, NV 89031	(866) 881-2887 <a href="http://www.atvlasvegas.com/">www.atvlasvegas.com/</a>	\$99 Per Person
Las Vegas Tours and Rentals	1660 Nevada Highway, Boulder City, NV 89005	(702) 558-7547 <a href="http://www.vegasatvtours.com/">www.vegasatvtours.com/</a>	\$199
Las Vegas ATV's	3113 W. Tompkins Avenue	(702) 825-1411 <a href="http://www.lasvegasatvs.com/">www.lasvegasatvs.com/</a>	\$100+
Camp and Ride Moapa	1500 Lewis Ranch Rd, Moapa, NV 89025	(702) 278-4314 <a href="http://www.campandridemoapa.com/">www.campandridemoapa.com/</a>	\$100+
Awesome Adventures	4676 S Valley View Blvd, Las Vegas, NV	(702) 257-7338 <a href="http://www.awesomeadventures.com">www.awesomeadventures.com</a>	\$149 - \$474
RVN4FUN - Adventure Vacations	3855 E Patrick Ln, Las Vegas, NV	(702) 254-0770 <a href="http://www.rvn4fun.com/">www.rvn4fun.com/</a>	\$99-\$149
Trac-On Off Road Dirt Bike Tours	3475 Boulder Hwy, Las Vegas, NV	(702) 232-6680 <a href="http://www.trac-on.com">www.trac-on.com</a>	Unknown

## EVENTS - OFFER A GREAT OPPORTUNITY TO INTERACT WITH OHV RIDERS AND PROMOTE OHV REGISTRATION

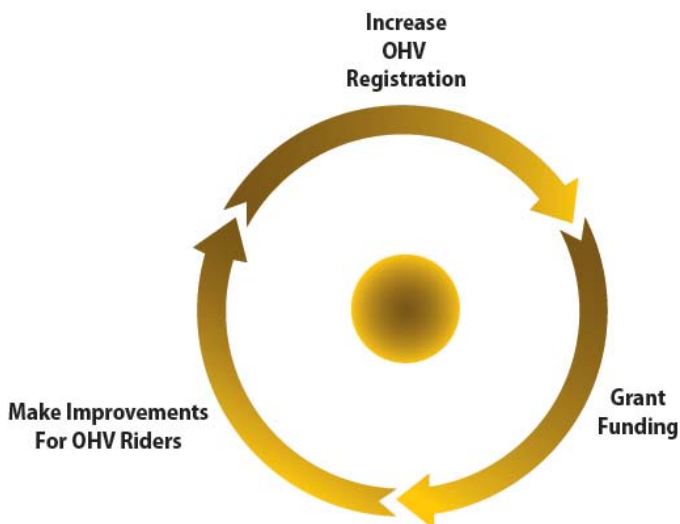
Event	Date Range	Website
<a href="#">Best in the Desert Races</a>		<a href="http://www.bitd.com">www.bitd.com</a>
Canidae Tap It Silver State 3000 *	May 1-3, 2015	
<a href="#">Clark County Fair</a>	April 12-26, 2017	<a href="http://www.ccfair.com">www.ccfair.com</a>
General Tire "Vegas to Reno"*	August 16-19, 2017	
<a href="#">Hump n Bump</a>	November 4-5, 2016	<a href="http://www.vv4w.org">www.vv4w.org</a>
<a href="#">Lucas Oil Off Road Racing</a>	August 13-14, 2016	<a href="http://www.lucasoiloffroad.com">www.lucasoiloffroad.com</a>
<a href="#">Mesquite OffRoad Weekend</a>	February 20-22, 2015	<a href="http://www.mesquiteoffroad.com">www.mesquiteoffroad.com</a>
<a href="#">Supercross World Championship</a>	October 15, 2016	<a href="http://www.supercrosslive.com">www.supercrosslive.com</a>
<a href="#">MRAN races</a>		<a href="http://www.racemran.com">www.racemran.com</a>
<a href="#">POLARIS RZR MINT "400"*</a>	March 1-5, 2017	<a href="http://www.themint400.com">www.themint400.com</a>
<a href="#">SNORE Sponsored Racing</a>		<a href="http://www.snoreracing.net">www.snoreracing.net</a>
<a href="#">Taste of Dakar</a>	March 17-19, 2017	
Washoe County Hot August Nights	August 2017	<a href="http://www.hotaugustnights.net">www.hotaugustnights.net</a>
World Off Road Championship		<a href="http://www.worcsracing.com">www.worcsracing.com</a>

\*Organized by the Best in the Desert Racing Series

## OBJECTIVES

The goal of this project is to increase OHV user registration throughout Nevada. This shall be accomplished by developing a marketing communications strategy and plan that promotes the OHV Registration Program. The goal is to register 7,500 OHVs in Nevada in year one. The vehicles could be previously unregistered or have expired registrations.

Here is a table of a break-even lower estimate, a mid-range estimate, and an upper-level estimate for an increase in registrations projected over the next 5 years.



**Graphic 4: Nevada Commission on Off-Highway Vehicles - OHV Registration Life Cycle**

Results from marketing and advertising campaigns are usually seen 6 months - 1 year after the launch of a new marketing initiative. The breakeven estimates are derived from dividing the (Advertising Expenditures or Project Fee)/(Cost of Registration). The upper estimate would nearly double the amount of 40,000+ current registrants. The team will aspire to meet the breakeven estimates and try to exceed these registration goals.

Amount of OHV Registrations/Year					
Year		Breakeven A*	Breakeven B**	Mid-Range	Upper
Year One	2017 - 2018	1,650	7,500	5,000	7,500
Year Two	2018 - 2019	3,000	5,000	7,500	10,000
Year Three	2019 - 2020	3,000	5,000	7,500	10,000
Year Four	2020 - 2021	3,000	5,000	7,500	10,000
Year Five	2021 - 2022	3,000	5,000	7,500	10,000
Total New Registrations		13,650	27,500	35,000	47,500

**Table 9: OHV New Registration Goals Per Year**

**\*Breakeven A - Estimate derived from dividing** (Advertising Expenditures)/(Cost of Registration)

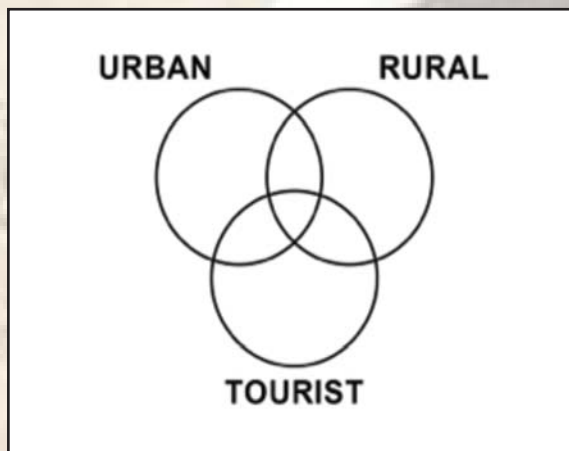
**\*\*Breakeven B - Estimate derived from dividing** (Annual Project Fee)/(Cost of Registration)

## TARGET AUDIENCE

Our target audiences are urban and rural Nevada Off-Highway Vehicle owners and enthusiasts. Target audiences are further segmented by Northern Nevada and Southern Nevada and urban and rural populations. The greatest overall return on investment will be seen by marketing to younger demographics of off-road enthusiasts since they will have the longest amount of time to renew their vehicles and remain interested in OHV activities. We are not targeting the tourist population at this time.

Gender	MEN			WOMEN		
Age	18-29	13-49	50+	18-29	13-49	50+
Interest	Off-Roading, Off-Road Vehicle, Dirt Bike, Quad, 4-Wheeling, Razor, Snowmobiling, Off-Road Racing					

Table 9: Proposed Segmentation of Target Audiences



Graphic 4: Different Populations of OHV Riders



## PROJECT TIMELINE (YEAR 1)

The Nevada Off-Highway Vehicle Registration Marketing Program project timeline is provided below.

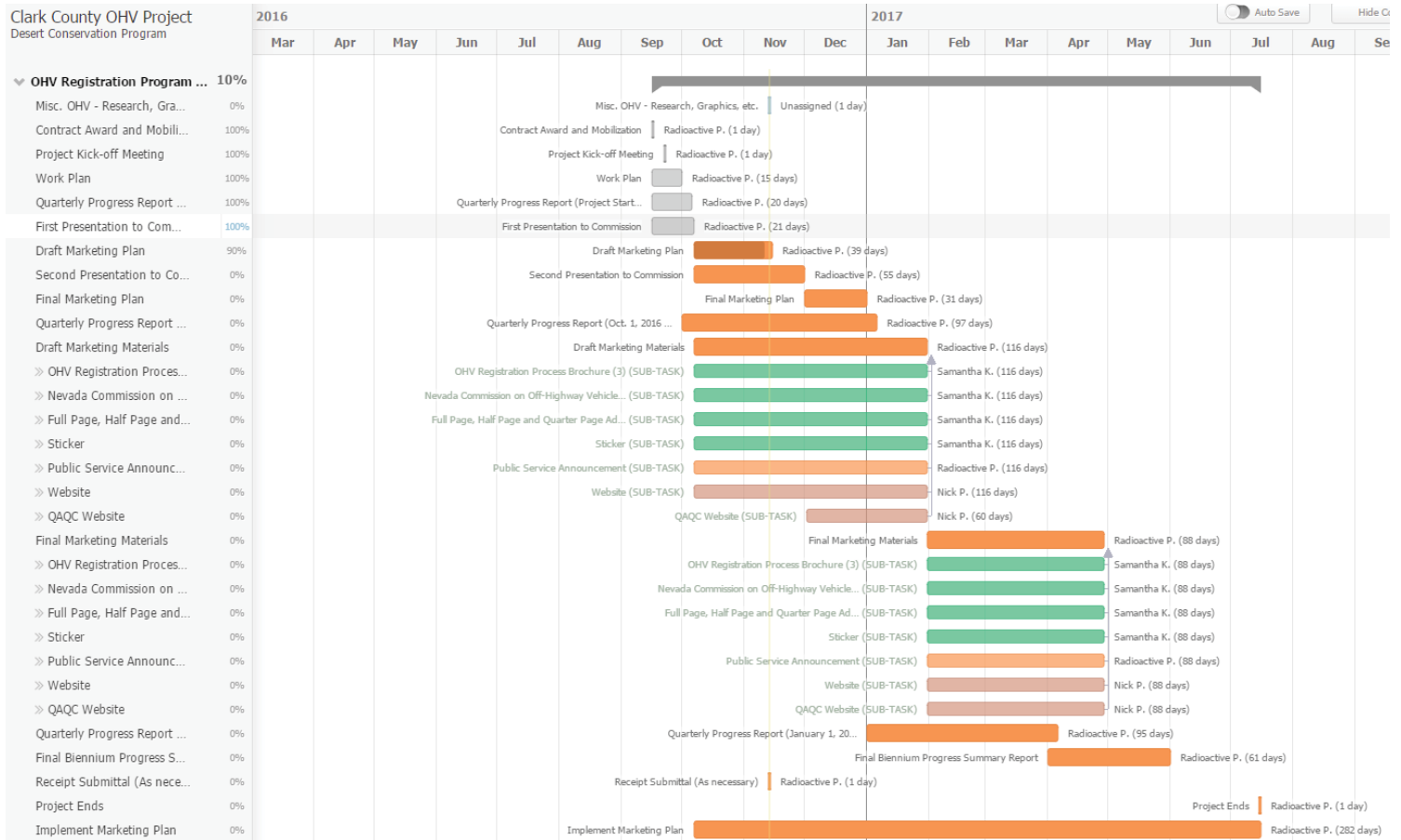


Table 10: Project Timeline

## OFF ROAD NEVADA BRAND DEVELOPMENT AND OFF-ROAD SMART CAMPAIGN MESSAGING

### BRAND DEVELOPMENT

Brand Definition - *'A brand is a mental construct consisting of perceptions, emotions, beliefs and associations that someone holds consciously and unconsciously about an organization (Schab, 2016).'*

In developing a brand, a concept that follows a few guidelines is key to effective brand development.

### BRAND DEVELOPMENT GUIDELINES

A Brand name should be ...

- Easy to remember
- Quickly conveys the recreational activity to the user
- Be inclusive of different vehicle types
- Express the geographical boundaries of a region.

The Nevada Commission website lists the term 'Off Road' in the opening statement on its website:

*'The Nevada OHV program promotes safe and responsible use of Nevada's outstanding opportunities for off-road recreation.'*

In developing a brand, an image is being built that users will remember, share, like and be inclined to visit and refer others to do the same. We want to build confidence and trust in the marketplace by providing access to registration, grant information, and trail maps.

Consistent Domain Registration, Social Media Channels, and logo will assist users in remembering the brand identity and assist with search engine navigation and sharing on social media.

**Website Domain Primary Domain:** [www.OffRoad.NV.gov](http://www.OffRoad.NV.gov)

**Website Domain Redirect Link:** [www.OffRoadNevada.org](http://www.OffRoadNevada.org)

**Facebook:** [www.facebook.com/OffRoadNevada](http://www.facebook.com/OffRoadNevada)

**Twitter:** [www.twitter.com/offroadnevada](http://www.twitter.com/offroadnevada)

**Instagram:** [www.instagram.com/offroadnevada](http://www.instagram.com/offroadnevada)

**Gmail:** [OffRoadNevada@gmail.com](mailto:OffRoadNevada@gmail.com)

**YouTube\*:** [www.youtube.com/channel/UCG1hApOWArg4JCMRncE\\_rNA](http://www.youtube.com/channel/UCG1hApOWArg4JCMRncE_rNA)

\*A YouTube channel name will not be assigned until 100 subscribers are obtained.

For example, an OHV Rider might say, "Hey, check out this new website 'Off Road Nevada' - it has trail maps from across the State!" **Off Road Nevada** is the brand that the team is building to develop and to cultivate repeat use amongst OHV riders.

Off-Nevada Logos are Provided Below for Selection Purposes



Graphic 5: Off Road Nevada Logo Options

## CAMPAIGN MESSAGING

Campaign Definition - *'Campaigns are short-term marketing activities designed within the framework of the brand strategy to aid in the growth of a brand (Schab, 2016).'*

The point of the comprehensive "Off-Road Smart" campaign is to create a message that is relatable and aspirational.

People either consider themselves smart (relatable) or aspire to be smart.

Also, people know and understand that off-roading can be dangerous and those that do it the RIGHT way know that in order to keep oneself, one's passengers, and one's fellow off-roading enthusiasts safe, one has to be smart about it. If registering your OHV is part of the process of approaching off-roading in a smart way, off-roaders may also be more inclined to encourage other off-roaders to do the same.

In addition to that, it allows the communication of a variety of messages that feed into this whole idea of being smart.

*'If you register your vehicle, you are operating legally. That is smart.'*

*'If you register your vehicle, your fees mean improved trails and amenities. That is smart.'*

*'If you register your vehicle, you fees mean better resources available. That is smart, and makes you smart.'*

Creating campaign messaging around the 'Smart' slogan will resonate with the OHV users. Any specific messaging we choose can really fit into the overarching message to be 'Smart' about OHV recreation. We can deviate slightly from 'Off-Road Smart' and use 'Ride Smart' and include other taglines: 'Ride Smart, Stay on Trails', 'Ride Smart, Register Your Vehicle', etc. The 'Off Road Smart' tagline helps to convey action whereas 'Ride Smart' is more commanding. Personal stories of Nevada OHV registered users as well as successful NV OHV Commission grant awardees can assist with helping people identify with the messaging. All registered users 'Off-Road Smart' or 'Ride Smart'.

Finally, simplifying the message as 'Off-Road Smart' or 'Ride Smart' allows us the ability to play more with imagery and see if that has an affect on people's reaction and the action they take. A clean, straightforward message with great imagery is key in advertising (digital and print), as people's attention spans are very short.

## ADDITIONAL MESSAGING

### What questions do people ask when registering their vehicle?

*One title clerk that we spoke with at a Las Vegas Dealership explained that a frequently asked question that people asked when registering their OHVs is if people get their sticker right away. She said that they inquire about temporary registration because they want to be able to ride legally as soon as they buy.*



## MEDIA AND PLACEMENT

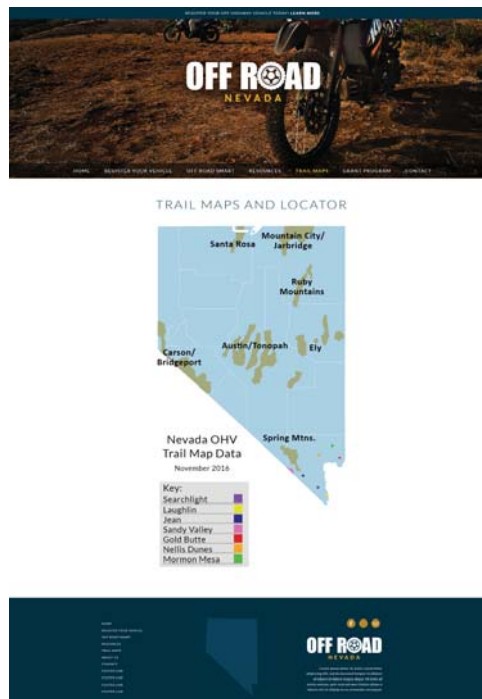
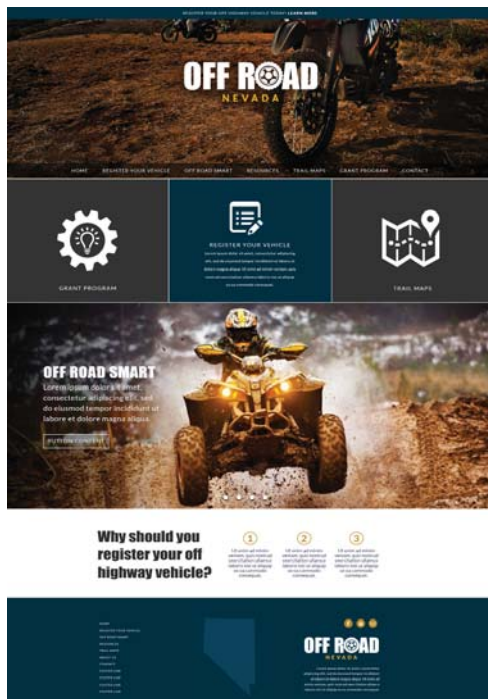
### WEBSITE - TRADITIONAL COMMUNICATION CHANNELS (ONE-WAY COMMUNICATION)

The Website will disseminate information to Off-Highway Vehicle Riders and provide users with information about trails throughout Nevada. The Desert Conservation Program will provide data for trail information within Clark County. The website should be readily upgradable to include trails and information for areas outside of Clark County at a future date. Across Nevada different agencies create and maintain roads and trails for Off-Highway Vehicle use. The U.S. Forest Service, Bureau of Land Management, National Park Service and the U.S. Fish and Wildlife Service manage separate trail map data. The appropriate land manager from each entity must be contacted to make sure maps are correct and up to date.

An additional resource for trailmaps is <http://www.nvtrailmaps.com/>.

Organization	Trail Map Data Format	Geographical Location of Data	GIS Specialist or Contact Person	Received
Clark County, Nevada	ESRI ArcMap Version 10.2.2 – data can be provided as a standard shapefile, (.kmz) files	Logandale, Nellis Dunes	Lee Bice - Bice@ClarkCountyNV.gov	
Bureau of Land Management		Red Rock National Conservation Area; Gold Butte area	Leo Drumm - ldrumm@blm.gov	
U.S. Forest Service	ArcGIS and have the data stored in a file geodatabase (.gdb) with a feature dataset for each ranger district and PDF Files.	Austin, Tonopah, Carson City, Bridgeport, Ely, Mt. City, Jarbridge, Ruby Mountains, Santa Rosa, Spring Mt. National Recreation Area	Alison Bruner - abruner@fs.fed.us	Yes
National Park Service				
Nevada State Parks - Trail Map Data Provided by Great Basin Institute			Kevin Dose - kdose@thegreatbasininstitute.org	
Washoe County, Nevada			Cheryl Surface - CSurface@washoecounty.us	

Table 11: GIS Trail Map Data Resources



The website should be interactive, user friendly and have content updated often to encourage repeat use. At left, is an initial mockup design of the proposed website homepage and a trail map page.

## WEBSITE HOSTING ON STATE OF NEVADA SERVER

The website will be hosted on the State of Nevada server. Since the Nevada Off-Highway Vehicle Commission is classified under the Nevada Department of Conservation and Natural Resources (DCNR) - the server hosting and website will be under the responsibility of the DCNR IT department. Compliance is necessary with State of Nevada IT hosting requirements and IT policies. The department decided on one Content Management System (CMS) and one operating system platform for consistency in patches, ease of maintenance and to comply with the IT security policies of the State. The chosen operating system for the department is **Microsoft Windows Server 2012 R2** with the intention of migrating to Windows Server 2016 at some point in the future. The chosen CMS is **ExpressionEngine 3.4.4 by EllisLab**. The department owns an ExpressionEngine license allowing multiple websites to be hosted (Weiss, 2016). A separate development and production license are required to be purchased as well as support and upgrading fees.



Graphic 5: Website Development Process



## WEBSITE HOSTING ON STATE OF NEVADA SERVER CONTINUED

Based on past experience, the DCNR IT team has had to contact the vendor, EllisLab, on several occasions for assistance with the configuration of the IT servers during the installation. Technical support by the vendor gives product updates and security patching in the future. Without regular security updates the website becomes vulnerable to hackers. Also, occasionally updating the Microsoft Server itself will cause problems on the website if the Content Management System is not updated also. It also puts DCNR IT staff in bad position without support from the manufacturer. At some point, Microsoft will stop supporting Windows Server 2012 and the DCNR IT team will be more than likely be forced to upgrade to the newer version ExpressionEngine - without paid support the licenses will need to be purchased again. Without support it puts the DCNR IT staff in the same position as using an Open Source software, it's cheaper up front but it always costs more in staff time to support the product over time (Weiss, 2016).

	Radioactive	NV OHV Marketing Registration Program Budget				
DESCRIPTIONS	Year One	Year Two	Year Three	Year Four	Year Five	TOTAL
License #1	\$299.00	\$0.00	\$0.00	\$0.00	\$0.00	\$299.00
License #2	\$299.00	\$0.00	\$0.00	\$0.00	\$0.00	\$299.00
Support	\$588.00	\$613.00	\$638.00	\$663.00	\$688.00	\$3,190.00
Upgrade License #1	\$0.00	\$149.00	\$0.00	\$149.00	\$0.00	\$298.00
Upgrade License #2	\$0.00	\$149.00	\$0.00	\$149.00	\$0.00	\$298.00
TOTAL	\$1,186.00	\$911.00	\$638.00	\$961.00	\$688.00	\$4,384.00

Table 12: Nevada State Website Development and Hosting Fees

## SEPARATE HOSTING SPACE FOR WEBSITE SERVER ON NEVADA STATE DCNR SERVER

Hosting both the new OHV website and the DCNR website on one server would be problematic. Updates on the OHV site would affect the other DCNR sites and vice versa. All of the DCNR websites are built on the same templates and the OHV website have a different design aesthetic than the DCNR websites. The templates get overwritten when updates are pushed. Keeping both entities separate from each other is an appropriate solution (Weiss, 2016).

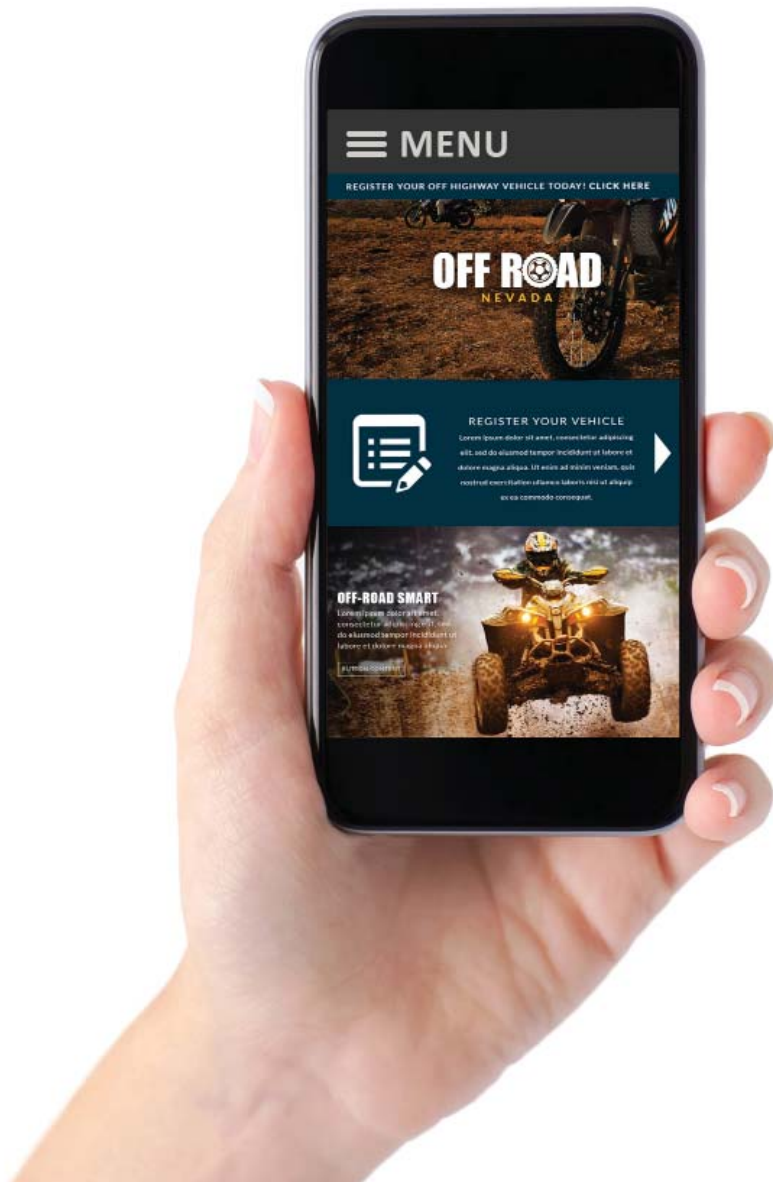
A SAMPLE MOCKUP OF THE PROPOSED WEBSITE HOMEPAGE IS PROVIDED BELOW.



A sample mockup of the proposed website homepage is provided above.



A SAMPLE MOCKUP OF THE PROPOSED MOBILE APPLICATION (PROPOSED IN YEAR 2 - 2017 - 2018)



A sample mockup of the proposed Mobile Application for smartphones is provided above.

## PUBLIC SERVICE ANNOUNCEMENT

An approximately 30-second Public Service Announcement (PSA) video describing the program, its benefits, and the grant program will be created. Depending upon the Commission's recommendation, the video may be shown on the following platforms - local TV stations aired during popular programming (Local News) and placed on YouTube. The YouTube can be embedded on the website as well as social media channels.

### DELIVERABLE: PUBLIC SERVICE ANNOUNCEMENT (1)

#### PRE-PRODUCTION

Script - Collaborate with clients during the Pre-Production process to ensure that target audience and message development are identified. We will write a script and present to the client for any feedback and incorporate suggestions into iterative versions of the script until the script is approved.

Storyboard - Develop a storyboard that represent the shots planned with the visual imagery on one-side and the audio portion of the script on the other side.

Production Schedule - Develop a schedule and coordinate logistics for shooting.

#### PRODUCTION

The main task of production is to capture the project assets – interviews, scripted scenes with talent, B-Roll, dynamic features of the surrounding areas and scenic timelapses.

#### POST-PRODUCTION

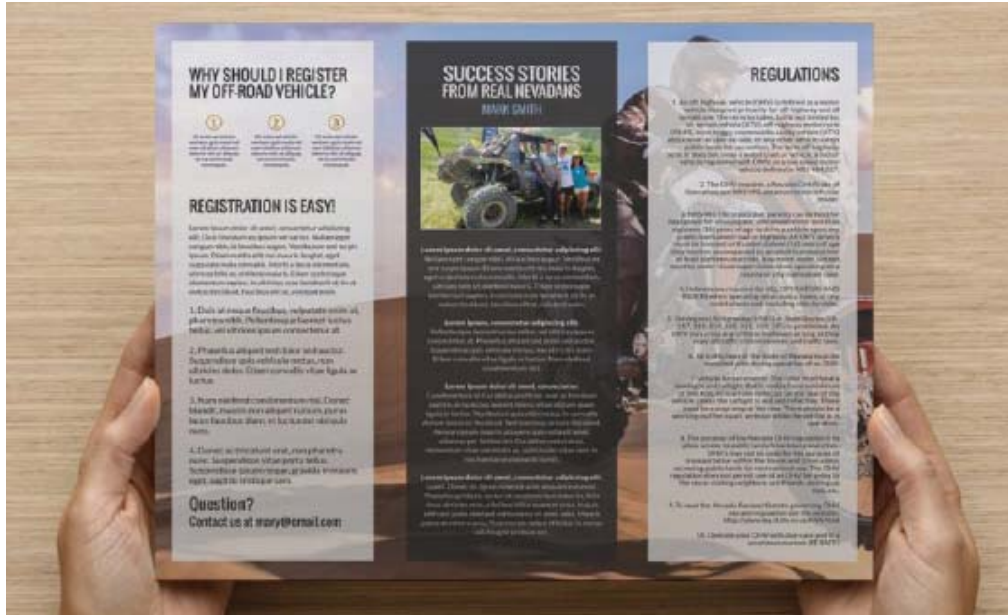
Post-production is “where the magic happens.” We edit and compile the footage from the shoot following the storyboard and script by using non-linear editing software and adding music, graphics, effects and finishing touches. This phase includes editing, client review, and final production.

Approximately 30-seconds in length

Example PSA Script 1	Example PSA Script 2
<p><b>CONTEXT:</b> Fast paced video of each vehicle type - dirt bike, quad, ATV, and snowmobile. Each OHV user speaks and discusses a different feature of Registration, Grants Program and Off-Road Smart.</p> <p>Split Screen: Fast introduction of couple riding off-road vehicles and dirt biker.</p> <p>Couple: We love the outdoors.</p> <p>Dirt Biker: We love the freedom of the ride.</p> <p>Family: That's why we register our vehicles in Nevada. To keep our money where we ride.</p> <p>Group Participant : The Nevada Off Highway Vehicle Commission improves access to our trails every year.</p> <p>Voiceover: Off-Road Smart. Register your vehicle today.</p> <p>The Nevada Commission on Off-Highway Vehicles has funded \$XXX,XXX in off-roading trail construction, trail maintenance, signage, awareness, education, and the development of facilities. Keep our money where we ride.</p> <p>For more information, visit: <a href="http://Offroadnevada.org">Offroadnevada.org</a></p>	<p><b>CONTEXT:</b> A Nevadan runs an adventure entertainment company and talks about his or her experience with getting his or her vehicle registered. S/he talks about how it benefited his/her customers because the government was able to provide better trails and facilities for recreation. Also, s/he talks about how customers feel safe because the company complies with prevailing laws.</p> <p><b>SCRIPT:</b> Registered OHV Owner &amp; Nevadan: I run an adventure entertainment business and I have all my Off-Highway Vehicles registered. With my registration, the government can provide grants to community organization to improve trails and give my customers the best off-road adventure trip they'll ever have. Annual registration is only \$21 and besides being the law, vehicle registration is my social and professional responsibility. It's not just a transaction, it's an investment. My customers feel legally safe and enjoy the best that Nevada has to offer in off-roading.</p> <p>I'm a registered user, and I off-road smart!</p> <p>Voiceover: Register your vehicle today, go to <a href="http://www.offroadnevada.org">www.offroadnevada.org</a> for more information.</p>

## BROCHURES

See below for sample of brochure layout.



### DELIVERABLE: OHV REGISTRATION PROCESS BROCHURE (3)

For Distribution by Law Enforcement Officers

For Distribution by OHV Dealers and Supply Retailers

For Distribution by Commission Members at Public Outreach Events

### DELIVERABLE: NEVADA COMMISSION ON OFF-HIGHWAY VEHICLES BROCHURE (1)

Describing the history, purpose and goals of the Commission



### **METHODOLOGY FOR OHV REGISTRATION PROCESS BROCHURE(S) AND NEVADA COMMISSION ON OHV BROCHURE**

- Work with the team to research and establish key points for each piece as well as establish the overarching design aesthetic for the project so that all digital and print items (brochures, advertisements, social media posts, website) are consistent in look and feel.
- Locate and/or create relevant imagery (photos, infographics, tables/charts) and establish a library of assets for each piece. Create personal stories that are relatable to OHV riders in Nevada. This step will include locating assets for both the English and Spanish versions of the piece.
- Create effective copy based on the research and suggested key points as well as collect any unique content that is relevant and interesting for each brochure (success stories, funding information, etc).
- Once all copy/content is written and approved, drop all copy into the piece and assess where/what imagery is most appropriate.
- Present a draft of each piece to the team as well as any additional parties established by the client for review and edit requests.
- Once final designs are approved, provide both digital and print-ready files to a printer for production of each brochure.
- Work with printer to finalize each brochure for production and deliver printed brochures to the client and respective parties for dissemination to the public.
- All design files will be delivered to the client at the completion of the project. The design files are electronic versions of the brochures that will allow for future updates.

### **ADVERTISEMENTS**

#### **DELIVERABLE: FULL PAGE, HALF PAGE AND QUARTER PAGE ADVERTISEMENTS (3)**

Appropriate for publications like the Nevada Department of Wildlife Hunting or Fishing Guide

#### **METHODOLOGY FOR ADVERTISEMENTS**

- Work with the team to establish key concept(s) for the ad based on overarching campaign goals.
- Locate and/or create imagery that serves to communicate the overall concept of the ad as well create a sense of relatability to the target audience.
- Determine effective copy points that clearly communicate our key message to the audience.
- Establish sizing specifications based on publications that the ad is expected to appear in.
- Once specifications, images and copy points are established, create several versions of the full page ad that show different typographical layouts and how each conveys the message in different ways. Each version will be presented in the three required specifications (Full, Half, Quarter) or in different variations as deemed appropriate.
- Present a draft of each ad to the team as well as any additional parties established by the client for review and edit requests.
- Once approved, provide both digital and print-ready files.
- Work with each publication requested to ensure all files provided are to exact specification and ready to be placed if and when requested.





THE PRICING FOR THE NEVADA DEPARTMENT HUNTING AND FISHING GUIDES ARE PROVIDED BELOW (FOWLER, 2016).

Advertisement Description	2017 Nevada Fishing Regulations Guide	2017 Nevada Big Game Guide	2017 Nevada Hunting Regulations Guide
In stores	1-Jan-17	1-Mar-17	1-Jul-17
Circulation	95,000	55,000	72,000
Close Date	3-Dec-16	29-Jan-17	24-May-17
Full page	\$2,800 (\$2,520)*	\$1,900 (\$1,710)*	\$2,250 (\$2,000)*
½ page	\$1,650 (\$1,485)*	\$1,200 (\$1,080)*	\$1,375 (\$1,237.50)*
⅓ page	\$1,100 (\$990)*	\$800 (\$720)*	\$915 (\$823.50)*
¼ page	\$825 (\$742.05)*	\$600 (\$540)*	\$690 (\$621)*
⅙ page	\$550 (\$495)*	\$400 (\$360)*	\$460 (\$414)*

Table 13: Nevada Department Hunting and Fishing Guides Pricing

\*Rates after applying a 10% discount

# OFF-ROAD SMART

Register Your Off-Highway Vehicle  
Keep Nevada Dollars in Nevada.

The Nevada Off-Highway Vehicle program promotes safe and responsible use of Nevada's outstanding opportunities for off-road recreation. The program provides grants to fund off-roading initiatives throughout the state including trail improvements, mapping, education, safety and other projects.

**OFF ROAD**  
NEVADA

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

Full Page Ad - Option 1a



# OFF-ROAD SMART

Register Your Off-Highway Vehicle

Keep Nevada Dollars in Nevada

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

**OFF ROAD**  
NEVADA

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





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**OFF ROAD**  
NEVADA

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

## AD SAMPLES

**PRIOR PAGES**  
Full Page Ad

**TOP**  
Half Page Ad

**BOTTOM**  
Quarter Page Ad



## STICKER



### METHODOLOGY FOR STICKER DESIGN

- Establish multiple concise copy points that will communicate the message required within the limited space available.
- If needed, locate relevant imagery that is consistent with the overall aesthetic of the campaign.
- Once copy points are established, mock up several versions of the sticker.
- Present a detailed version of each sticker/logo as well a mock up of each on different NV OHV Commission-funded outlets (vehicles, restrooms, trail signage, etc) to the team as well as any additional parties established by the client for review and edit requests.
- Include Links to the Nevada Off Road Vehicle website and Social Media links.
- Once final designs are approved, provide both digital and print-ready files to a printer for production of each sticker.
- Work with printer to finalize each sticker for production and deliver printed stickers to the client and respective parties for dissemination to the grant awardees.

## NON-TRADITIONAL COMMUNICATION CHANNELS

### SOCIAL MEDIA (TWO-WAY COMMUNICATION)

The objectives of this social media campaign is to first deliver information to current and potential OHV users in the State of Nevada - the need to register their OHVs and the benefits that they and their community will reap from doing that. The marketing campaign also aim to do the following:

- Create an ongoing conversation among the OHV users themselves to spread the message of this marketing campaign
- Continuing engagement will help disperse future updates and information effectively.
- Drive traffic to the Off Road Nevada website ([www.offroadnevada.org](http://www.offroadnevada.org)) where more in depth information on the registration process and Nevada OHV Grant Program can be found.

The marketing team has created social media accounts on Facebook, Twitter, Instagram and YouTube. They all share the name “OffRoadNevada” to keep it consistent on all platforms and have clear connection to each other. Optimizing all the profiles will increase traffic and improve search results by using keywords such as OHV, Nevada, off road, snowmobiling, dirt bikes.

**Website Domain Primary Domain:** [www.OffRoad.NV.gov](http://www.OffRoad.NV.gov)

**Website Domain Redirect Link & Advertising:** [www.OffRoadNevada.org](http://www.OffRoadNevada.org)

**Facebook:** <https://www.facebook.com/OffRoadNevada/>

**Twitter:** <https://twitter.com/offroadnevada>

**Instagram:** <https://www.instagram.com/offroadnevada/>

**Gmail:** [OffRoadNevada@gmail.com](mailto:OffRoadNevada@gmail.com)

**YouTube\*:** [https://www.youtube.com/channel/UCG1hApOWArg4JCMRncE\\_rNA](https://www.youtube.com/channel/UCG1hApOWArg4JCMRncE_rNA)

\*A YouTube channel name will not be assigned until 100 subscribers are obtained.

Each social network has a unique audience and will be treated differently. The marketing team will utilize Facebook, Instagram and Twitter to share photos, infographics and maps. YouTube, Facebook, and Twitter will be used to post videos while links to articles of interest and updates from the commission will be shared on Facebook and Twitter.

### SOCIAL MEDIA CROSS PROMOTION

Cross-promoting social accounts can extend the reach of content that each platform focuses on. Videos from the YouTube channel will constantly be shared on other social media accounts.

- Promoted and targeted posts on Twitter and Facebook will help reach the target audience more effectively based on interest in OHV activities and location (Nevada).
- Hashtags are used to identify messages on a specific topic and develop an easy way to connect users who are interested in the same topic. In this campaign, the marketing team will create a conversation among OHV users on Facebook, Instagram and Twitter through these hashtags:

**#OffRoadSmartNV**

**#OffRoadSmart**

**#OffRoadNevada**



## ADVERTISING ON OHV WEBSITES OR OHV INTERESTS

The marketing team will capitalize on Google AdWords ability to advertise to the target audience within the State of Nevada in the search engine results. Offroadnevada.org will be promoted in search results that include keywords (off-roading, OHV, Nevada OHV trails, etc.) in addition to related interests (hunting, fishing, outdoor photography). The Google AdWords campaign will include promotion of the 30-second PSA video, Grant Program video and Personal Success Story videos on YouTube.

	Platform	Budget	Target Audience	Messages
Facebook	\$50/week; \$216.67/month; \$2,600/year	Age 30-49 (73% use Facebook) Age 18-29 (87% use Facebook) Location: NV	NV OHV Registration, Grant Program Safety, Responsibility, Environmental awareness, Community improvement	Has the biggest percentage of both age groups that we target 1.4 million users in Nevada (84K with interest in Off Rooding)
Instagram	\$20/week; \$86.67/month; \$1,040/year	Age 18-29 (53% use Instagram) Location: NV	NV OHV Registration, Grant Program, Cool, exciting imagery	0.5 million users in Nevada (160K with interest in Off Rooding)
Twitter	\$10/week; \$43.33/month; \$520/year	Age 18-29 (37% use Twitter) Location: NV	NV OHV Registration, Grant Program, Informational content, Cool content	Target searches or users who tweet with words you enter
Google AdWords	Website: \$15/week; \$65/month; \$780/year  YouTube: \$5/week; \$21.67/month; \$260/year	Age 18-49 Location: NV	NV OHV Registration, Grant Program	Daily potential reach: 31+ Clicks 1K+ impressions Budget and bidding: \$2.64 daily budget

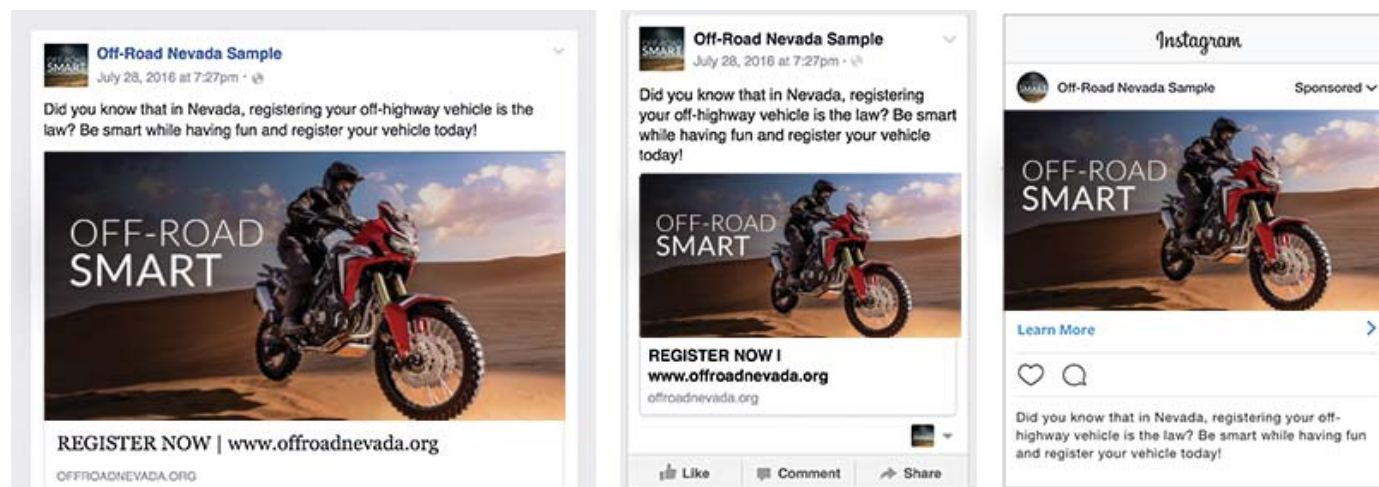
Table 14: Social Media Advertising Budget

Audience Interests	Gender	Age	Location	Platform	Size*	Daily Reach*
Off Road Action, Off Road Action, Off Rooding, 4-Wheel and Off-Road, Off Road Racing, Dirt Bike, ATVs, Snowmobiles	Male	18-29	Nevada	Facebook	32000	1,100 - 3,000
				Instagram	51000	1,300 - 3,400
	Male	30-49	Nevada	Facebook	26000	930 - 2,400
				Instagram	27000	970 - 2,500
	Female	18-29	Nevada	Facebook	5900	770 - 2,000
				Instagram	48000	1,300 - 3,500
	Female	30-49	Nevada	Facebook	6800	660 - 1,700
				Instagram	25000	960 - 2,500

Table 15: Social Media Advertising Reach by Gender and Age



Here is one ad across three placements: Facebook Desktop, Facebook Mobile, Instagram (run through Facebook)



The team is very well-versed in social media advertising. Facebook has strict rules and specifications for ads so the ones seen above are Facebook approved ads.

Also, Facebook and Instagram are so powerful because it's a low-cost way to target the established demographic as well as test multiple demographics to see what messages respond better to whom. If the 18-25 group responds best to a "cooler, off-roading" message and imagery while the 25-35 respond to messages of "safety or responsibility", the team can create specialized campaigns that cater to those demographics and put ad dollars where they are going to get the biggest return on investment.

The marketing team will activate the social media accounts on Facebook, Instagram and Twitter with a weekly budget of approximately \$50, \$20, and \$10 respectively, then promote the website and share the marketing messages on the Nevada Off-Highway Vehicle Registration and Grant Program.

## EXECUTION

After obtaining approval from The Commission on media assets, the campaign will start by rolling out the website (OffRoadNevada.org) and placing a \$15/week ad buy on Google AdWords to promote the website on the search engine. On Google Adwords as well, the marketing team will create a video campaign to promote the YouTube Channel and the marketing assets uploading to that channel (30-second PSA video, Grant Program videos, and Personal Success Story videos) with a weekly budget of \$5.

Three advertisement spaces will be bought on the 2017 issues of:

- **Wildlife Fishing Regulations Guide - Full page - Circulation Size: 95,000**
- **Wildlife Hunting Regulations Guide - ½ page - Circulation Size: 72,000**
- **Wildlife Big Game Guide - ¼ page - Circulation Size: 55,000**

After the Commission's approval on the copy and design of the OHV Registration Process Brochures and the Commission's Brochure, the brochures will produced and delivered for distribution to Law Enforcement Officers, OHV Dealers and Supply Retailers, and Commission Members.



### **BROCHURE COST ESTIMATE**

QUANTITY	8.5" X 11" TRI-FOLD BROCHURE	# OF BROCHURES	TOTAL COST
500	\$401.97	4	\$1,607.88
750	\$562.77	4	\$2,251.08
1,000	\$705.00	4	\$2,820.00
1,500	\$904.47	4	\$3,617.88
2,000	\$1,004.97	4	\$4,019.88

### **STICKER SIZE**

A \$500.00 budget has been allocated annually to custom printing for stickers to be placed on Commission funded outlets (vehicles, restrooms, trailers, trail signage, etc.). The size of the sticker will be dependent upon input from the Commission as well as the size of the applicable purpose and use of the sticker. Custom sizes and printing will be created with the consistent OffRoadNevada branding and messaging.

### **SOCIAL MEDIA**

The purpose of establishing a social media presence for this project is to utilize the most valuable platforms for marketing and advertising tools – Facebook, Instagram, Twitter, YouTube. Facebook not only allows an audience to be built focused on those interested in off-roading, but also provides a space in which audiences engage. With proper management, Off-Road Nevada “fans” will begin to look for a variety of interesting off-road information and the team can reiterate the core message of registering off-roading vehicles.

In addition, the extensive access to information about users including basic demographics as well as their lifestyles, Facebook would allow advertising dollars to be spent the most strategically and deliver messaging to targeted groups.

Proposed Social Media Schedule:

November 2016 – FEBRUARY 2017

- Establish Facebook, Twitter, Instagram Profiles
- Connect with Nevada-based Off-Roaders Groups
- Utilize boosted posts and ads to build awareness of the group

MARCH 2017 – APRIL 2017

- Test a variety of messages to target audiences to understand which types of messaging are most effective amongst which users
- Continue engaging fans and potential new fans with interesting and relevant information
- Continue to boost posts to ensure that our current fans see our messaging

MAY 2017 – JUNE 2017

- Once effective messaging is established, start testing those messages to users (that are not currently fans of the page) that have connections to other off-roading brands and groups
- Establish which types of brands and groups have the most captive and engaged audience
- Continue engaging fans and potential new fans with interesting and relevant information
- Continue to boost posts to ensure that current fans see messaging

By June 2017, the social media efforts should be able to explain the following:

1. Do off-highway vehicle users look to social media for information about off-roading?
2. When advertising to off-highway vehicle users, what messages are most effective?
3. What other off-roading brands and groups should we be targeting to grow our audience?

In addition, a detailed report will be provided of each ad campaign and results as it relates to:

REACH - How many users were exposed to the message.

ENGAGEMENT - How many users clicked on a link. How many users liked or commented on a post.



## EVALUATION

The marketing team will utilize quantitative and qualitative methods to measure the reach and engagement of the marketing campaign NV OHV Registration. It will measure its impact on OHV registration in Nevada and Nevada OHV users' perceptions and attitude towards the registration program, the process and the OHV Grant program.

On the numbers side, the goal is to see how much the marketing and advertising efforts contribute to increasing registration numbers and visits to the OffRoadNevada.org website.

Data will be collected on NV OHV users' perceptions on the marketing campaign, the registration program, the process and the OHV Grant program by calling and visiting several licensed OHV dealers in Nevada. This will be done quarterly and aims to measure the trends in response to the ongoing campaign to increase OHV registration and its messages.

## SOCIAL MEDIA ENGAGEMENT

A social media software will be used to assess social media engagements in real time providing information on shares, likes and retweets. That information will be used to determine the impact of messages on each target audience subcategory and the need to modify content. Comments on different social media platforms are a good indicator of engagement and user awareness to the brand. The marketing team will also measure conversion rates which is the percentage of social media followers that shares comments on posts by OffRoadNevada. This indicates how engaged followers react to the type of content provided. Comments will also be analyzed to determine interests or concerns that the audience communicates and add it to the revision process.

The OHV registration results will be examined monthly after acquiring the report from the Commission. The marketing team will evaluate all aspects of the plan after collecting the necessary data and revise accordingly. It will focus on identifying what is effective in delivering the message and obtaining results. Areas that do not deliver will be adjusted, modified or eliminated.

## MARKETING BUDGET 2016-2017

Total Budget: \$33,000

CATEGORY	Q2 (Dec 2016)		Q3 (Jan-Feb-March 2017)		Q4 (April - May - June 2017)		Year 1 (2016-2017)
	TOTAL EXPENSES	% OF TOTAL	TOTAL EXPENSES	% OF TOTAL	TOTAL EXPENSES	% OF TOTAL	
<b>Traditional Advertising - TV/Radio/Magazines</b>	<b>\$ 3,060.00</b>		<b>\$ 1,237.50</b>	<b>100%</b>	<b>\$ 16,000.00</b>	<b>56%</b>	<b>\$ 20,297.50</b>
Local TV News Ad Placements					\$ 10,000.00	63%	\$ 10,000.00
Radio Ads					\$ 5,000.00	31%	\$ 5,000.00
Magazine Ads - NDOW Fishing Regulations Guide (Full Page)	\$ 2,520.00	82%					\$ 2,520.00
Magazine Ads - NDOW Hunting Regulations Guide (1/2 Page)			\$ 1,237.50	100%			\$ 1,237.50
Magazine Ads - NDOW Big Game Guide (1/4 Page)	\$ 540.00	18%					\$ 540.00
Misc Magazine Ads - Nevada/OHV Interests					\$ 1,000.00	6%	\$ 1,000.00
<b>Traditional Advertising - Print Media</b>			<b>\$ -</b>	<b>0%</b>	<b>\$ 3,320.00</b>	<b>12%</b>	<b>\$ 3,320.00</b>
Brochure 1 (Qty 1000) - Law Enforcement Officers					\$ 705.00	21%	\$ 705.00
Brochure 2 (Qty 1000) - OHV Dealers and Supply Retailers					\$ 705.00	21%	\$ 705.00
Brochure 3 (Qty 1000) - Commission Members					\$ 705.00	21%	\$ 705.00
Brochure 4 (Qty 1000) - Nevada Commission on Off-Highway Vehicles Brochure					\$ 705.00	21%	\$ 705.00
Stickers (Custom)					\$ 500.00	15%	\$ 500.00
<b>Traditional Advertising - Public Relations</b>			<b>\$ -</b>	<b>0%</b>	<b>\$ 1,350.00</b>	<b>5%</b>	<b>\$ 1,350.00</b>
BLM Permitted Events (No Cost)							
SNORE Events - Booth at Event (\$200/Event; 4 Events/Year)					\$ 200.00	15%	\$ 200.00
Best In The Desert Events - Booth at Event (\$150/Event; 7 Events/Year)					\$ 150.00	11%	\$ 150.00
Event Giveaway Items (T-Shirts)					\$ 1,000.00	74%	\$ 1,000.00
<b>Non-Traditional Advertising - Social Media</b>			<b>\$ -</b>	<b>0%</b>	<b>\$ 3,915.00</b>	<b>14%</b>	<b>\$ 3,915.00</b>
Facebook (\$650 Monthly)					\$ 1,950.00	50%	\$ 1,950.00
Instagram (\$260 Monthly)					\$ 780.00	20%	\$ 780.00
Twitter (\$130 Monthly)					\$ 390.00	10%	\$ 390.00
YouTube (\$265 Monthly)					\$ 795.00	20%	\$ 795.00
<b>Non-Traditional Advertising - Online</b>			<b>\$ -</b>	<b>0%</b>	<b>\$ 2,200.00</b>	<b>8%</b>	<b>\$ 2,200.00</b>
Google AdWords - Website (\$400 Monthly)					\$ 1,200.00	55%	\$ 1,200.00
OHV Website Ads - Dirt Rider, ATV.com					\$ 1,000.00	45%	\$ 1,000.00
<b>Research</b>			<b>\$ -</b>	<b>0%</b>	<b>\$ 917.50</b>	<b>3%</b>	<b>\$ 917.50</b>
Research - Surveys, Focus Groups					\$ 917.50	100%	\$ 917.50
<b>Contingency</b>					<b>\$ 1,000.00</b>	<b>3%</b>	<b>\$ 1,000.00</b>
Adjust Expenditures Based on Marketing Results					\$ 1,000.00	100%	\$ 1,000.00
<b>TOTALS</b>	<b>\$ 3,060.00</b>	100%	<b>\$ 1,237.50</b>	100%	<b>\$ 28,702.50</b>	100%	<b>\$ 33,000.00</b>

## MARKETING BUDGET 2017-2018

Total Budget: \$60,000

CATEGORY	Q1 (July- Aug- Sept 2017)		Q2 (Oct- Nov- Dec 2017)		Q3 (Jan -Feb- Mar 2018)		Q4 (Apr- May- June 2018)		Year 2 (2017-2018)
	TOTAL EXPENSES	% OF TOTAL	TOTAL EXPENSES	% OF TOTAL	TOTAL EXPENSES	% OF TOTAL	TOTAL EXPENSES	% OF TOTAL	
<b>Traditional Advertising - Magazines</b>	<b>\$ 4,157.50</b>	<b>11%</b>	<b>\$ 400.00</b>	<b>8%</b>	<b>\$ 3,460.00</b>	<b>42%</b>	<b>\$ 400.00</b>	<b>5%</b>	<b>\$ 8,417.50</b>
Magazine Ads - NDOW Fishing Regulations Guide (Full Page)	\$ 2,520.00	61%			\$ 2,520.00	73%			\$ 5,040.00
Magazine Ads - NDOW Hunting Regulations Guide (1/2 Page)	\$ 1,237.50	30%							\$ 1,237.50
Magazine Ads - NDOW Big Game Guide (1/4 Page)	\$ -	0%			\$ 540.00	16%			\$ 540.00
Misc Magazine Ads - Nevada/OHV Interests	\$ 400.00	10%	\$ 400.00	100%	\$ 400.00	12%	\$ 400.00	100%	\$ 1,600.00
<b>Traditional Advertising - Print Media</b>	<b>\$ 3,320.00</b>	<b>9%</b>	<b>\$ -</b>	<b>0%</b>	<b>\$ -</b>	<b>0%</b>	<b>\$ -</b>	<b>0%</b>	<b>\$ 3,320.00</b>
Brochure 1 (Qty 1000) - Law Enforcement Officers	\$ 705.00	21%							\$ 705.00
Brochure 2 (Qty 1000) - OHV Dealers and Supply Retailers	\$ 705.00	21%							\$ 705.00
Brochure 3 (Qty 1000) - Commission Members	\$ 705.00	21%							\$ 705.00
Brochure 4 (Qty 1000) - Nevada Commission on Off-Highway Vehicles Brochure	\$ 705.00	21%							\$ 705.00
Stickers (Custom)	\$ 500.00	15%			\$ -				\$ 500.00
<b>Traditional Advertising - Public Relations</b>	<b>\$ 2,000.00</b>	<b>5%</b>	<b>\$ 1,550.00</b>	<b>30%</b>	<b>\$ 1,550.00</b>	<b>19%</b>	<b>\$ 2,450.00</b>	<b>31%</b>	<b>\$ 7,550.00</b>
BLM Permitted Events/Clark County Fair (No Cost)									
SNORE Events - Booth at Event (\$200/Event; 4 Events/Year)	\$ 200.00	10%	\$ 200.00	13%	\$ 200.00	13%	\$ 200.00	8%	\$ 800.00
Best In The Desert Events - Booth at Event (\$150/Event; 7 Events/Year)	\$ 300.00	15%	\$ 150.00	10%	\$ 150.00	10%	\$ 450.00	18%	\$ 1,050.00
Event Giveaway Items (T-Shirts)	\$ 600.00	30%	\$ 600.00	39%	\$ 600.00	39%	\$ 600.00	24%	\$ 2,400.00
Staff Time at Events (\$100/Event)	\$ 900.00	45%	\$ 600.00	39%	\$ 600.00	39%	\$ 1,200.00	49%	\$ 3,300.00
<b>Non-Traditional Advertising - Social Media</b>	<b>\$ 1,105.00</b>	<b>3%</b>	<b>\$ 1,105.00</b>	<b>22%</b>	<b>\$ 1,105.00</b>	<b>13%</b>	<b>\$ 1,105.00</b>	<b>14%</b>	<b>\$ 4,420.00</b>
Facebook (\$216.67 Monthly)	\$ 650.00	59%	\$ 650.00	59%	\$ 650.00	59%	\$ 650.00	59%	\$ 2,600.00
Instagram (\$86.67 Monthly)	\$ 260.00	24%	\$ 260.00	24%	\$ 260.00	24%	\$ 260.00	24%	\$ 1,040.00
Twitter (\$43.33 Monthly)	\$ 130.00	12%	\$ 130.00	12%	\$ 130.00	12%	\$ 130.00	12%	\$ 520.00
YouTube (\$21.67 Monthly)	\$ 65.00	6%	\$ 65.00	6%	\$ 65.00	6%	\$ 65.00	6%	\$ 260.00
<b>Non-Traditional Advertising - Online</b>	<b>\$ 760.00</b>	<b>2%</b>	<b>\$ 660.00</b>	<b>13%</b>	<b>\$ 760.00</b>	<b>9%</b>	<b>\$ 660.00</b>	<b>8%</b>	<b>\$ 2,840.00</b>
Google AdWords - Website (\$65 Monthly)	\$ 260.00	34%	\$ 260.00	39%	\$ 260.00	34%	\$ 260.00	39%	\$ 1,040.00
OHV Website Ads - Dirt Rider, ATV.com	\$ 500.00	66%	\$ 400.00	61%	\$ 500.00	66%	\$ 400.00	61%	\$ 1,800.00
<b>Communications - Content Management</b>	<b>\$ 1,400.00</b>	<b>4%</b>	<b>\$ 1,400.00</b>	<b>27%</b>	<b>\$ 1,350.00</b>	<b>16%</b>	<b>\$ 1,391.50</b>	<b>17%</b>	<b>\$ 5,541.50</b>
Multi Media Production - Photos and Videos	\$ 1,400.00	100%	\$ 1,400.00	100%	\$ 1,350.00	100%	\$ 1,391.50	100%	\$ 5,541.50
<b>Communications - Website/Mobile App</b>	<b>\$ 25,911.00</b>	<b>67%</b>	<b>\$ -</b>	<b>0%</b>	<b>\$ -</b>	<b>0%</b>	<b>\$ -</b>	<b>0%</b>	<b>\$ 25,911.00</b>
Website Software Technical Support	\$ 613.00	2%							\$ 613.00
Website Upgrade License #1	\$ 149.00	1%							\$ 149.00
Website Upgrade License #2	\$ 149.00	1%							\$ 149.00
Mobile App	\$ 25,000.00	96%							\$ 25,000.00
<b>Contingency</b>							<b>\$ 2,000.00</b>	<b>25%</b>	<b>\$ 2,000.00</b>
Adjust Expenditures Based on Marketing Results							\$ 2,000.00	100%	\$ 2,000.00
<b>TOTALS</b>	<b>\$ 38,653.50</b>	<b>100%</b>	<b>\$ 5,115.00</b>	<b>100%</b>	<b>\$ 8,225.00</b>	<b>100%</b>	<b>\$ 8,006.50</b>	<b>100%</b>	<b>\$ 60,000.00</b>



## MARKETING BUDGET 2018-2019

Total Budget: \$60,000

CATEGORY	Q1 (July- Aug- Sept 2018)		Q2 (Oct- Nov- Dec 2018)		Q3 (Jan -Feb- Mar 2019)		Q4 (Apr-May-June 2019)		Year 3 (2018-2019)
	TOTAL EXPENSES	% OF TOTAL	TOTAL EXPENSES	% OF TOTAL	TOTAL EXPENSES	% OF TOTAL	TOTAL EXPENSES	% OF TOTAL	
<b>Traditional Advertising - Magazines</b>	\$ 1,737.50	8%	\$ 500.00	7%	\$ 3,560.00	36%	\$ 500.00	2%	\$ 6,297.50
Magazine Ads - NDOW Fishing Regulations Guide (Full Page)		0%			\$ 2,520.00	71%			\$ 2,520.00
Magazine Ads - NDOW Hunting Regulations Guide (1/2 Page)	\$ 1,237.50	71%							\$ 1,237.50
Magazine Ads - NDOW Big Game Guide (1/4 Page)		0%			\$ 540.00	15%			\$ 540.00
Misc Magazine Ads - Nevada/OHV Interests	\$ 500.00	29%	\$ 500.00	100%	\$ 500.00	14%	\$ 500.00	100%	\$ 2,000.00
<b>Traditional Advertising - Print Media</b>	\$ 3,320.00	16%	\$ -	0%	\$ -	0%	\$ -	0%	\$ 3,320.00
Brochure 1 (Qty 1,000) - Law Enforcement Officers	\$ 705.00	21%							\$ 705.00
Brochure 2 (Qty 1,000) - OHV Dealers and Supply Retailers	\$ 705.00	21%							\$ 705.00
Brochure 3 (Qty 1,000) - Commission Members	\$ 705.00	21%							\$ 705.00
Brochure 4 (Qty 1,000) - Nevada Commission on Off-Highway Vehicles Brochure	\$ 705.00	21%							\$ 705.00
Stickers (Custom)	\$ 500.00	15%							\$ 500.00
<b>Traditional Advertising - Public Relations</b>	\$ 2,100.00	10%	\$ 1,650.00	24%	\$ 1,650.00	17%	\$ 2,550.00	11%	\$ 7,950.00
BLM Permitted Events/Clark County Fair (No Cost)									
SNORE Events - Booth at Event (\$200/Event; 4 Events/Year)	\$ 200.00	10%	\$ 200.00	12%	\$ 200.00	12%	\$ 200.00	8%	\$ 800.00
Best In The Desert Events - Booth at Event (\$150/Event; 7 Events/Year)	\$ 300.00	14%	\$ 150.00	9%	\$ 150.00	9%	\$ 450.00	18%	\$ 1,050.00
Event Giveaway Items (T-Shirts)	\$ 700.00	33%	\$ 700.00	42%	\$ 700.00	42%	\$ 700.00	27%	\$ 2,800.00
Staff Time at Events (\$100/Event)	\$ 900.00	43%	\$ 600.00	36%	\$ 600.00	36%	\$ 1,200.00	47%	\$ 3,300.00
<b>Non-Traditional Advertising - Social Media</b>	\$ 1,326.00	6%	\$ 1,326.00	19%	\$ 1,326.00	13%	\$ 1,326.00	6%	\$ 5,304.00
Facebook (\$260 Monthly)	\$ 780.00	59%	\$ 780.00	59%	\$ 780.00	59%	\$ 780.00	59%	\$ 3,120.00
Instagram (\$104 Monthly)	\$ 312.00	24%	\$ 312.00	24%	\$ 312.00	24%	\$ 312.00	24%	\$ 1,248.00
Twitter (\$52 Monthly)	\$ 156.00	12%	\$ 156.00	12%	\$ 156.00	12%	\$ 156.00	12%	\$ 624.00
YouTube (\$26 Monthly)	\$ 78.00	6%	\$ 78.00	6%	\$ 78.00	6%	\$ 78.00	6%	\$ 312.00
<b>Non-Traditional Advertising - Online</b>	\$ 948.00	5%	\$ 948.00	14%	\$ 948.00	10%	\$ 946.50	4%	\$ 3,790.50
Google AdWords - Website (\$65 Monthly)	\$ 260.00	27%	\$ 260.00	27%	\$ 260.00	27%	\$ 260.00	27%	\$ 1,040.00
OHV Website Ads - Dirt Rider, ATV.com	\$ 688.00	73%	\$ 688.00	73%	\$ 688.00	73%	\$ 686.50	73%	\$ 2,750.50
<b>Communications - Content Management</b>	\$ 2,425.00	12%	\$ 2,425.00	35%	\$ 2,425.00	24%	\$ 2,425.00	11%	\$ 9,700.00
Multi Media Production - Photos and Videos	\$ 2,425.00	100%	\$ 2,425.00	100%	\$ 2,425.00	100%	\$ 2,425.00	100%	\$ 9,700.00
<b>Communications - Website/Mobile App</b>	\$ 8,638.00	42%	\$ -	0%	\$ -	0%	\$ -	0%	\$ 8,638.00
Support	\$ 638.00	7%							\$ 638.00
Website Updates - Trail Maps, Maintenance	\$ 3,000.00	35%							\$ 3,000.00
Mobile App Updates - Trail Maps, Maintenance	\$ 5,000.00	58%							\$ 5,000.00
<b>Contingency</b>							\$ 15,000.00	66%	\$ 15,000.00
Adjust Expenditures Based on Marketing Results							\$ 15,000.00	100%	\$ 15,000.00
<b>TOTALS</b>	<b>\$ 20,494.50</b>	100%	<b>\$ 6,849.00</b>	100%	<b>\$ 9,909.00</b>	100%	<b>\$ 22,747.50</b>	100%	<b>\$ 60,000.00</b>

## MARKETING BUDGET 2019-2020

Total Budget: \$60,000

CATEGORY	Q1 (July- Aug- Sept 2019)		Q2 (Oct- Nov- Dec 2019)		Q3 (Jan -Feb- Mar 2020)		Q4 (Apr- May- June 2020)		Year 4 (2019 - 2020)
	TOTAL EXPENSES	% OF TOTAL	TOTAL EXPENSES	% OF TOTAL	TOTAL EXPENSES	% OF TOTAL	TOTAL EXPENSES	% OF TOTAL	
<b>Traditional Advertising - Magazines</b>	\$ 1,737.50	8%	\$ 500.00	7%	\$ 3,560.00	36%	\$ 500.00	2%	\$ 6,297.50
Magazine Ads - NDOW Fishing Regulations Guide (Full Page)		0%			\$ 2,520.00	71%			\$ 2,520.00
Magazine Ads - NDOW Hunting Regulations Guide (1/2 Page)	\$ 1,237.50	71%							\$ 1,237.50
Magazine Ads - NDOW Big Game Guide (1/4 Page)		0%			\$ 540.00	15%			\$ 540.00
Misc Magazine Ads - Nevada/OHV Interests	\$ 500.00	29%	\$ 500.00	100%	\$ 500.00	14%	\$ 500.00	100%	\$ 2,000.00
<b>Traditional Advertising - Print Media</b>	\$ 3,320.00	16%	\$ -	0%	\$ -	0%	\$ -	0%	\$ 3,320.00
Brochure 1 (Qty 1,000) - Law Enforcement Officers	\$ 705.00	21%							\$ 705.00
Brochure 2 (Qty 1,000) - OHV Dealers and Supply Retailers	\$ 705.00	21%							\$ 705.00
Brochure 3 (Qty 1,000) - Commission Members	\$ 705.00	21%							\$ 705.00
Brochure 4 (Qty 1,000) - Nevada Commission on Off-Highway Vehicles Brochure	\$ 705.00	21%							\$ 705.00
Stickers (Custom)	\$ 500.00	15%					\$ -		\$ 500.00
<b>Traditional Advertising - Public Relations</b>	\$ 2,100.00	10%	\$ 1,650.00	24%	\$ 1,650.00	17%	\$ 2,550.00	11%	\$ 7,950.00
BLM Permitted Events/Clark County Fair(No Cost)									
SNORE Events - Booth at Event (\$200/Event; 4 Events/Year)	\$ 200.00	10%	\$ 200.00	12%	\$ 200.00	12%	\$ 200.00	8%	\$ 800.00
Best In The Desert Events - Booth at Event (\$150/Event; 7 Events/Year)	\$ 300.00	14%	\$ 150.00	9%	\$ 150.00	9%	\$ 450.00	18%	\$ 1,050.00
Event Giveaway Items (T-Shirts)	\$ 700.00	33%	\$ 700.00	42%	\$ 700.00	42%	\$ 700.00	27%	\$ 2,800.00
Staff Time at Events (\$100/Event)	\$ 900.00	43%	\$ 600.00	36%	\$ 600.00	36%	\$ 1,200.00	47%	\$ 3,300.00
<b>Non-Traditional Advertising - Social Media</b>	\$ 1,381.25	7%	\$ 1,381.25	20%	\$ 1,381.25	14%	\$ 1,381.25	6%	\$ 5,525.00
Facebook (\$270.84 Monthly)	\$ 812.50	59%	\$ 812.50	59%	\$ 812.50	59%	\$ 812.50	59%	\$ 3,250.00
Instagram (\$108.34 Monthly)	\$ 325.00	24%	\$ 325.00	24%	\$ 325.00	24%	\$ 325.00	24%	\$ 1,300.00
Twitter (\$54.16 Monthly)	\$ 162.50	12%	\$ 162.50	12%	\$ 162.50	12%	\$ 162.50	12%	\$ 650.00
YouTube (\$27.1 Monthly)	\$ 81.25	6%	\$ 81.25	6%	\$ 81.25	6%	\$ 81.25	6%	\$ 325.00
<b>Non-Traditional Advertising - Online</b>	\$ 811.50	4%	\$ 811.50	12%	\$ 811.50	8%	\$ 812.00	4%	\$ 3,246.50
Google AdWords - Website (\$65 Monthly)	\$ 260.00	32%	\$ 260.00	32%	\$ 260.00	32%	\$ 260.00	32%	\$ 1,040.00
OHV Website Ads - Dirt Rider, ATV.com	\$ 551.50	68%	\$ 551.50	68%	\$ 551.50	68%	\$ 552.00	68%	\$ 2,206.50
<b>Communications - Content Management</b>	\$ 2,425.00	12%	\$ 2,425.00	36%	\$ 2,425.00	25%	\$ 2,425.00	11%	\$ 9,700.00
Multi Media Production - Photos and Videos	\$ 2,425.00	100%	\$ 2,425.00	100%	\$ 2,425.00	100%	\$ 2,425.00	100%	\$ 9,700.00
<b>Communications - Website/Mobile App</b>	\$ 8,961.00	43%	\$ -	0%	\$ -	0%	\$ -	0%	\$ 8,961.00
Website Software Technical Support	\$ 663.00	7%							\$ 663.00
Website Upgrade License #1	\$ 149.00	2%							\$ 149.00
Website Upgrade License #2	\$ 149.00	2%							\$ 149.00
Website Updates - Trail Maps, Maintenance	\$ 3,000.00	33%							\$ 3,000.00
Mobile App Updates - Trail Maps, Maintenance	\$ 5,000.00	56%							\$ 5,000.00
<b>Contingency</b>							\$ 15,000.00	66%	\$ 15,000.00
Adjust Expenditures Based on Marketing Results							\$ 15,000.00	100%	\$ 15,000.00
<b>TOTALS</b>	<b>\$ 20,736.25</b>	100%	<b>\$ 6,767.75</b>	100%	<b>\$ 9,827.75</b>	100%	<b>\$ 22,668.25</b>	100%	<b>\$ 60,000.00</b>

## MARKETING BUDGET 2020-2021

Total Budget: \$60,000

CATEGORY	Q1 (July- Aug- Sept 2020)		Q2 (Oct- Nov- Dec 2020)		Q3 (Jan -Feb- Mar 2021)		Q4 (Apr-May-June 2021)		Year 5 (2020-2021)
	TOTAL EXPENSES	% OF TOTAL	TOTAL EXPENSES	% OF TOTAL	TOTAL EXPENSES	% OF TOTAL	TOTAL EXPENSES	% OF TOTAL	
<b>Traditional Advertising - Magazines</b>	\$ 1,737.50	8%	\$ 500.00	7%	\$ 3,560.00	36%	\$ 500.00	2%	\$ 6,297.50
Magazine Ads - NDOW Fishing Regulations Guide (Full Page)		0%			\$ 2,520.00	71%			\$ 2,520.00
Magazine Ads - NDOW Hunting Regulations Guide (1/2 Page)	\$ 1,237.50	71%							\$ 1,237.50
Magazine Ads - NDOW Big Game Guide (1/4 Page)		0%			\$ 540.00	15%			\$ 540.00
Misc Magazine Ads - Nevada/OHV Interests	\$ 500.00	29%	\$ 500.00	100%	\$ 500.00	14%	\$ 500.00	100%	\$ 2,000.00
<b>Traditional Advertising - Print Media</b>	\$ 3,320.00	16%	\$ -	0%	\$ -	0%	\$ -	0%	\$ 3,320.00
Brochure 1 (Qty 1,000) - Law Enforcement Officers	\$ 705.00	21%							\$ 705.00
Brochure 2 (Qty 1,000) - OHV Dealers and Supply Retailers	\$ 705.00	21%							\$ 705.00
Brochure 3 (Qty 1,000) - Commission Members	\$ 705.00	21%							\$ 705.00
Brochure 4 (Qty 1,000) - Nevada Commission on Off-Highway Vehicles Brochure	\$ 705.00	21%							\$ 705.00
Stickers (Custom)	\$ 500.00	15%							\$ 500.00
<b>Traditional Advertising - Public Relations</b>	\$ 2,100.00	10%	\$ 1,650.00	24%	\$ 1,650.00	17%	\$ 2,550.00	11%	\$ 7,950.00
BLM Permitted Events/Clark County Fair (No Cost)									
SNORE Events - Booth at Event (\$200/Event; 4 Events/Year)	\$ 200.00	10%	\$ 200.00	12%	\$ 200.00	12%	\$ 200.00	8%	\$ 800.00
Best In The Desert Events - Booth at Event (\$150/Event; 7 Events/Year)	\$ 300.00	14%	\$ 150.00	9%	\$ 150.00	9%	\$ 450.00	18%	\$ 1,050.00
Event Giveaway Items (T-Shirts)	\$ 700.00	33%	\$ 700.00	42%	\$ 700.00	42%	\$ 700.00	27%	\$ 2,800.00
Staff Time at Events (\$100/Event)	\$ 900.00	43%	\$ 600.00	36%	\$ 600.00	36%	\$ 1,200.00	47%	\$ 3,300.00
<b>Non-Traditional Advertising - Social Media</b>	\$ 1,436.50	7%	\$ 1,436.50	21%	\$ 1,436.50	15%	\$ 1,436.50	6%	\$ 5,746.00
Facebook (\$281.67 Monthly)	\$ 845.00	59%	\$ 845.00	59%	\$ 845.00	59%	\$ 845.00	59%	\$ 3,380.00
Instagram (\$112.67 Monthly)	\$ 338.00	24%	\$ 338.00	24%	\$ 338.00	24%	\$ 338.00	24%	\$ 1,352.00
Twitter (\$56.33 Monthly)	\$ 169.00	12%	\$ 169.00	12%	\$ 169.00	12%	\$ 169.00	12%	\$ 676.00
YouTube (\$28.17 Monthly)	\$ 84.50	6%	\$ 84.50	6%	\$ 84.50	6%	\$ 84.50	6%	\$ 338.00
<b>Non-Traditional Advertising - Online</b>	\$ 831.00	4%	\$ 831.00	12%	\$ 831.00	8%	\$ 805.50	4%	\$ 3,298.50
Google AdWords - Website (\$65 Monthly)	\$ 260.00	31%	\$ 260.00	31%	\$ 260.00	31%	\$ 260.00	32%	\$ 1,040.00
OHV Website Ads - Dirt Rider, ATV.com	\$ 571.00	69%	\$ 571.00	69%	\$ 571.00	69%	\$ 545.50	68%	\$ 2,258.50
<b>Communications - Content Management</b>	\$ 2,425.00	12%	\$ 2,425.00	35%	\$ 2,425.00	24%	\$ 2,425.00	11%	\$ 9,700.00
Multi Media Production - Photos and Videos	\$ 2,425.00	100%	\$ 2,425.00	100%	\$ 2,425.00	100%	\$ 2,425.00	100%	\$ 9,700.00
<b>Communications - Website/Mobile App</b>	\$ 8,688.00	42%	\$ -	0%	\$ -	0%	\$ -	0%	\$ 8,688.00
Website Software Technical Support	\$ 688.00	8%							\$ 688.00
Website Updates - Trail Maps, Maintenance	\$ 3,000.00	35%							\$ 3,000.00
Mobile App Updates - Trail Maps, Maintenance	\$ 5,000.00	58%							\$ 5,000.00
<b>Contingency</b>							\$ 15,000.00	66%	\$ 15,000.00
Adjust Expenditures Based on Marketing Results							\$ 15,000.00	100%	\$ 15,000.00
<b>TOTALS</b>	<b>\$ 20,538.00</b>	100%	<b>\$ 6,842.50</b>	100%	<b>\$ 9,902.50</b>	100%	<b>\$ 22,717.00</b>	100%	<b>\$ 60,000.00</b>



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