



OFF-HIGHWAY VEHICLES GRANT PROGRAM

Application ID	Entity	County	Project Name
OHVGP1515	Arborglyph LTD	Washoe County	Explore Nevada Season 2

1. Applicant Information

Organization Name:: Arborglyph LTD

Contact Person: : Mike Henderson

Title: : Owner

Mailing Address: : 10775 Double R Blvd

City: : Reno

State: : NV

9 Digit Zip Code: : 89521

Phone Number: : 7757624058

Email Address:: mike@arborglyphltd.com

I understand that any funding awarded by the program may be terminated at anytime if the recipient fails to comply with program regulations, or the terms of a funding agreement. The applicant understands the program may upon notice to an award recipient terminate a funding award at anytime if funding becomes unavailable. : true

By submitting this grant application, I acknowledge that the Department of Conservation and Natural Resources may terminate grant funding for cause which may include grants that no longer effectuate program goals or agency priorities. : true

By submitting this grant application, I acknowledge that any current or future litigation brought against the State of Nevada or its political subdivisions may result in ineligibility for funding or termination of an active grant.: : true

I have read and acknowledge the requirements stipulated in the program regulations available at: <https://ohv.nv.gov/grant-program>. As an applicant my organization will be able to meet program requirements. : true

2. Organization Type (Select Only One)

Please describe your organization: Arborglyph LTD is a for-profit video production company based in Reno, Nevada, specializing in outdoor recreation and off-highway vehicle (OHV) content. Over the past five years, Arborglyph has produced more than 50 professional destination and adventure videos for the Driving Line YouTube channel, which has over one million subscribers, generating over four million combined views. Arborglyph's core team brings professional expertise in scripting, cinematography (4K cameras, drones, action

cameras), audio production, post-production editing, and motion graphics. The company has established relationships with major OHV industry partners including Nitto Tire and has built a demonstrated track record of creating engaging, informative content that reaches large audiences of OHV enthusiasts and newcomers alike.

3. Applicant History

Has the applicant previously received Nevada OHV Grant Program Funding? : true

Does the applicant currently have open grants from the Nevada OHV Program? : true

Number of projects funded:: 1

Number of projects completed:: 0

Amount of OHV funding received to date:: 35456

4. Project Information

Project Name:: Explore Nevada Season 2

Studies or planning for trails and facilities: false

Mapping and signage: false

Acquisition of land for OHV trails and facilities: false

Enhancement, maintenance, or both of OHV trails and facilities : false

Construction of OHV trails or facilities: false

Restoration of areas damaged by OHVs: false

Construction of trail features to minimize impacts on environmentally sensitive areas or important wildlife habitats : false

OHV safety training and safety education: true

OHV and NRS 490 compliance and enforcement: true

OHV grant request:: 133974

Total match provided:: 40272

Please describe match sources, partnerships, and type:: All matching funds are provided in-kind by Arborglyph LTD. The matching commitment scales with the scope of work awarded and consists of three categories: • OHV Expenses: Arborglyph LTD will purchase and/or rent OHVs (UTVs, motorcycles, snowmobiles for winter features) to feature a variety of vehicle types that appeal to a wider audience of riders. Includes tires, wheels, and routine maintenance. Fixed costs of \$3,312 for tire and wheel sets plus \$1,350 per episode. • Social Media Video Edits: For each full-length feature, Arborglyph LTD will produce 6 additional vertical short videos (Instagram Reels, YouTube Shorts, TikTok) to extend reach to mobile-first audiences. Valued at \$1,050 per episode. • Social Media Content Shares & Interaction: Arborglyph LTD will engage 5-10 times per feature episode to build interest, drive follows to the OHV Commission's social media accounts, and

build awareness for OHV opportunities in Nevada. Valued at \$680 per episode. Total match ranges from \$15,632 (4 videos, 1 year) to \$40,272 (6 videos, 2 years). See the Proposed Matching Funds document for detailed valuations.

Please list all user group(s) able to utilize this project:: Single Track Motorcycle ATV/Quads UTV/Side by Side Dune Buggy Rock Buggy Snowmobiles (Ruby Mountains winter episode)

If applicable, please explain how this project will aid with managing user interactions:: This project directly supports managing user interactions at Nevada's OHV areas by educating riders before they arrive. Each video will include messaging on the importance of registering all OHVs in Nevada, how to register OHVs in Nevada, what OHV registration funds are used for, and how that benefits OHV users in the state. We will highlight the many great projects that the OHV Commission funds as well as the benefits this provides to OHV users in Nevada. Each video provides destination-specific guidance on trail etiquette, right-of-way protocols for shared-use trails, appropriate vehicle types for specific terrain, and Tread Lightly principles. All on-camera talent will model proper safety gear including helmets, goggles, gloves, and appropriate riding apparel, reinforcing the Ride Safe Ride Smart ethic throughout every episode. By reaching users through the platforms they already use (YouTube, Instagram, social media), this project delivers registration and safety messaging at the point of trip planning - before riders are on the trail. The videos from Season 1 have demonstrated that engaging content paired with safety messaging leads to higher viewer retention of educational material compared to traditional outreach methods. This proactive approach reduces conflicts between user groups and minimizes the burden on enforcement resources by creating more informed, responsible trail users.

5. Scope of Work and Deliverables

Scope of work description:: The goal for this project is to continue and expand the successful Explore Nevada video series by creating professional, engaging destination and safety videos on OHV areas across the state of Nevada. Building on the proven model established in our current grant (FY 2025), each video will combine compelling destination content with integrated OHV registration education, safety messaging, and Tread Lightly principles to reach OHV users through the channels they already engage with. We ask the Commission to make two simple decisions that determine the project scope: • Duration: Fund the project for 1 year or 2 years? • Volume: Produce 4 videos per year or 6 videos per year? Based on those two decisions total cost, and grant request ranges from \$44,658 grant request and \$15,362 matching (4 videos in 1 year), to \$133,974 grant request and \$40,272 matching (12 videos in 2 years). At 4 videos per year, we cover one location from each quadrant of the state. At 6 videos per year, we add two additional locations for broader coverage. Over two years, this scales to 8 or 12 of the 12 candidate locations listed below. Filming locations have been selected from a combination of producer recommendations, partner input, and the most-viewed pages on the OHV Commission's trail finder. They are organized into four geographic quadrants with three candidates each, ensuring statewide coverage regardless of the scope selected. Landowner approvals have been obtained for locations where required, and letters of support are included with this application. Northern Nevada Locations • Black Rock / High Rock (Gerlach, Washoe/Humboldt County) - Playa, canyon, and remote terrain. Landowner: BLM. Letter of support obtained from BLM Nevada State Office (Alan B. Shepherd, Deputy State Director). • Jumbo Grade / Ophir Grade / Mt. Davidson (Virginia City, Storey County) - Historic mining roads and scenic terrain. Landowner: BLM. • Prison Hill OHV Area (Carson City, Carson City County) - Popular trail system with close access. Landowner: Carson City. Letter of support obtained from Carson City Open Space Division (Lyndsey Boyer, Open Space Manager). Central Nevada Locations • Berlin-Ichthyosaur State Park & Shoshone (Austin/Gabbs, Nye County) - Ghost town and purpose-built trails. Landowner: Nevada State Parks / BLM. • Kingston & Toiyabe Range (Austin, Lander/Nye County) - Remote mountain range and alpine terrain. Landowner: USFS Humboldt-Toiyabe National Forest. Letter of support obtained from USFS Carson Ranger District (Matthew D. Zumstein, District Ranger). • Cold Springs Station (Reno area, Washoe/Churchill County) - Historic trail with OHV access. Landowner: BLM. Eastern Nevada Locations • Ward Mountain / Ely (Ely, White Pine County) - Mountain trail system. Landowner: USFS / BLM. • Ruby Mountains - Snowmobiling (Elko/Lamoille, Elko County) - Winter motorized recreation. Landowner: USFS Humboldt-Toiyabe National Forest. • Jarbidge (Elko, Elko County) - Remote backcountry and scenic terrain. Landowner: USFS / BLM. Southern Nevada Locations • Amargosa Valley / Big Dune (Beatty/Tonopah, Nye County) - Sand dunes in

southern Nevada. Landowner: BLM. • Mesquite - Caliente / Elgin Schoolhouse (Mesquite/Caliente, Lincoln County) - Connector route and state parks. Landowner: BLM / Nevada State Parks. • Gold Butte (Mesquite, Clark County) - National monument and desert terrain. Landowner: BLM. Proven Track Record from Season 1

Arboryglyph LTD is currently three-quarters of the way through delivering on our FY 2025 Explore Nevada grant, which has produced videos on Sand Mountain, the Logandale Trail System, and Moon Rocks (North Reno Recreation Area), with Pine Forest Range in production. Pre-Production For each video, we will script and plan shoots at OHV areas across Nevada. Pre-production includes creating a script or outline, storyboarding, coordinating talent and subjects, scouting locations, and scheduling shoot days with participants and land managers. Prior to filming, the content and scripts for all videos will be made available to the OHV Commission, the Bureau of Land Management (BLM), Tread Lightly, the Nevada Outdoor School, and other interested parties for a 14-day comment period to ensure a consistent and accurate message across all parties. After filming, all parties will have another 14-day period to provide feedback on the produced video prior to publishing. Production Each video will be shot on location at an off-highway vehicle area in Nevada using high-end 4K video cameras, action cameras, drones, and professional audio equipment. On-camera talent will be recorded in the field, and voiceover content will be captured in a studio setting. Locations will be on federal and state-managed land that is geographically diverse across the state, near population centers and in more remote areas, to showcase the full range of Nevada's OHV opportunities. Each destination video will include the following information: • How to reach the location and recommended vehicle/trailer setup • What to bring, highlighting safety equipment and OHV registration requirements • Typical weather and recommended times of year to visit • Busiest times and how to plan around peak usage • Nearest town with fuel, lodging, and groceries • Required permits and registration information • Overnight camping options and facilities (restrooms, dumpsters, etc.) • Popular routes, highlighting GPX files available on the Nevada OHV website (ohv.nv.gov) • Level of difficulty and appropriate vehicle types • Tread Lightly principles specific to the area Post-Production Videos will be edited in professional non-linear editing platforms. Custom motion graphic elements such as lower thirds, callouts, titles, and cards will be created for each video. Videos will have quality music bed content licensed for the life of the video on the platforms used. We will create post metadata for YouTube including title, description, keywords, chapters, and transcribed subtitles in .srt format for accessibility. Promotion The videos will be posted on the Driving Line YouTube channel (currently over one million subscribers). Driving Line has published more than 75 Arboryglyph-produced videos to date, generating over 13 million views. Additionally, we will share each video on social media via @harrysituations (70k+ followers) and @allterrainfamily (10k+ followers) to reach the target audience. The Nevada OHV Program and Commission will be prominently credited in all videos, descriptions, and promotional materials per grant requirements. Messaging Each video will integrate the following messaging naturally into the content: • Register Your OHV - show registration stickers on all vehicles and explain the process, the importance of registration, and how registration funds are used to benefit OHV users in Nevada • Ride Safe, Ride Smart - demonstrate proper safety gear (helmets, goggles, gloves, appropriate riding apparel) and responsible riding practices • Tread Lightly - travel responsibly, respect the rights of others, educate yourself, avoid sensitive areas, do your part • Make sure your vehicle is equipped with a spark arrestor • Trail etiquette and right-of-way for shared-use areas • Links to the NV OHV Safety Certification course and Nevada Outdoor School training

Project deliverables description:: The following quantitative deliverables will be produced for each video in the series (scale by the number of videos in the selected option): Per Video Deliverables: • 4 - 12 Feature Videos, 10-20 minutes in length, published on YouTube with: title, description, keywords, thumbnail image, chapter headings, and transcribed subtitles (.srt format) • 12 - 36 Social Media Teasers TOTAL (vertical 9:16 format, approximately 60 seconds each), with and without burned-in captions

6. Commission Priorities

Law Enforcement Strategy:: This project aims to directly increase OHV registrations by embedding registration education into compelling destination content that reaches users when they are planning trips. Each video prominently features registration stickers on all vehicles shown, explains the registration process and its benefits, and highlights how registration fees fund the trails and facilities riders enjoy. In Season 1, every video included clear calls to action directing viewers to register their OHVs, and this approach will continue and be strengthened in Season 2. By reaching audiences through YouTube (over 1 million subscribers on the Driving Line channel) and social media (80,000+ combined followers across partner accounts), this project delivers

registration and safety messaging to a significantly larger audience than traditional enforcement methods alone. The videos serve as a force multiplier for the Commission's enforcement efforts - an informed rider who understands registration requirements before arriving at a trail is far more likely to comply than one who encounters enforcement in the field.

Planning, Environmental Studies, and Conservation:: No environmental studies are planned for this grant. However, our goal is to make a meaningful contribution to the conservation of land and natural resources within the State of Nevada by educating a broad audience on responsible OHV use. Each video integrates Tread Lightly principles including staying on designated trails, packing out all trash, avoiding sensitive habitats, and respecting seasonal closures. Conservation messaging and specific guidance on environmentally sensitive areas near each destination will be woven naturally into the content rather than presented as dry instructional material - an approach that entertainment-education research has shown is more effective at changing behavior (Singhal & Rogers, Entertainment-Education: A Communication Strategy for Social Change, 1999). By reaching riders before they arrive at OHV areas, this project reduces environmental damage caused by uninformed use, which in turn reduces the cost of restoration and maintenance for land management agencies.

Enhancement or Maintenance of Existing Trails and Facilities:: This project enhances existing trails and facilities by communicating access information, trail conditions, and proper use guidelines to a broader audience. By demonstrating responsible OHV use at Nevada destinations - including OHV registration, safety gear, and trail etiquette - the videos encourage behavior that reduces wear on facilities. When riders know to pack out their trash, stay on designated routes, and use appropriate vehicles for the terrain, the result is less damage and lower maintenance costs for trail systems and staging areas. Additionally, this project functions as a virtual trail guide that directs users to established routes rather than creating unauthorized trails, which research has identified as one of the most significant sources of trail degradation on public lands (Wimpey & Marion, Journal of Environmental Management, 2011).

Training Strategy:: The goal of this program is to provide OHV registration, safety, and outdoor etiquette education through engaging video content that reaches the target audience through the platforms they already use. While not a formally certified training program, this project functions as an effective first point of contact for safety education that directs viewers to certified training resources. Each video includes links and information about the online NV OHV Safety Certification course and hands-on safety training provided by the Nevada Outdoor School. By integrating safety messaging into entertaining destination content, this approach reaches users who would never seek out a formal safety course on their own - making it a critical complement to existing certified training programs. Arborglyph LTD has demonstrated success with this model in Season 1, producing three completed videos (with a fourth in production) that successfully integrate safety and registration education into compelling destination content. Over the past five years, the team has created more than 50 professional OHV videos for the Driving Line channel, generating over four million views. This track record demonstrates the team's ability to deliver quality educational content that engages audiences at scale.

Connectivity and Loops:: This project impacts the connectivity between OHV trails, facilities, and local communities by serving as an information bridge between riders and destinations. Each video includes practical information about local communities near OHV areas - where to find fuel, lodging, groceries, and supplies. This information connects riders to local businesses and encourages them to use proper staging areas and established trail networks rather than creating ad hoc access points. By providing accurate route information and highlighting GPX files available on the Nevada OHV website (ohv.nv.gov), the videos direct users to designated trail systems and promote the use of mapped routes, reducing off-trail use and improving overall trail system connectivity.

Access:: This project improves OHV access by educating potential visitors on how to properly reach, prepare for, and enjoy Nevada OHV destinations. Many riders - especially those new to the sport - do not visit certain areas simply because they lack information about access points, required permits, appropriate vehicles, or what to expect on arrival. This project removes those information barriers.

Trail Mapping and Signage:: There is no mapping component in this grant. However, this project enhances the visibility and utilization of mapping projects already completed by the Nevada OHV Program. Each video highlights mapped routes and directs viewers to GPX files and trail maps available on the OHV website

(ohv.nv.gov), increasing awareness and use of existing mapping resources.

Partners and Leverage:: This project involves coordination with multiple stakeholders: • OHV Commission: Script review, content guidance, and messaging alignment • Bureau of Land Management (BLM): Location coordination, land use guidance, and support. The BLM Nevada State Office has provided a letter of support for Season 2 (Alan B. Shepherd, Deputy State Director, April 2026). BLM has confirmed that no filming permit is required for this type of activity on BLM public lands and supports the Tread Lightly messaging integrated into each video. • U.S. Forest Service (USFS): Location coordination for filming on Humboldt-Toiyabe National Forest lands. The USFS Carson Ranger District has provided a letter of support for Season 2 (Matthew D. Zumstein, District Ranger, April 2026). Pre-filming coordination with USFS is required and will be conducted for each applicable location. • Carson City Open Space Division: Landowner approval for filming at Prison Hill OHV Area. Letter of support obtained from Lyndsey Boyer, Open Space Manager (April 2026), confirming land access approval per NRS 490.069. • Nevada State Parks: Location coordination for filming at Berlin-Ichthyosaur State Park and Elgin Schoolhouse State Park. • Tread Lightly: Messaging alignment on conservation and responsible use principles • Nevada Outdoor School: Cross-promotion of their OHV safety training programs. Letter of support obtained from Melanie Erquiaga, Executive Director (March 2026), supporting the Ride Safe Ride Smart messaging and NV OHV Certification Program promotion. • Nitto Tire / Driving Line: In-kind product support (tires and wheels) and hosting on a channel with 1M+ subscribers and 13M+ views. Letter of support obtained from H.R. Topham, Media Production Manager (April 2026), confirming 75+ prior Arborglyph collaborations. • Off-road influencers (@harrysituations, @allterrainfamily): Social media promotion and on-camera talent Each partner will have the opportunity to provide feedback on scripts prior to filming and on produced videos prior to publication, ensuring consistent and accurate messaging.

Economic Integration:: The goal of these videos is to inspire people to visit OHV locations in Nevada and enjoy responsible recreation opportunities. Each video contains practical information about the nearest town's fuel, lodging, dining, and grocery options, directly driving tourism dollars to rural Nevada communities that depend on outdoor recreation visitors. Nevada's OHV recreation economy is significant, and these videos help grow it by expanding the audience of informed, prepared visitors. A viewer in Las Vegas who watches a video about an OHV area near Winnemucca or Fallon and decides to make the trip is generating economic activity - fuel, meals, lodging, supplies - that benefits those communities. By featuring locations across the state, this project distributes these economic benefits geographically rather than concentrating them in areas that are already well-known.

New Facilities:: This project does not require any new facilities to be constructed. Instead, it showcases existing OHV opportunities across Nevada and highlights responsible recreation, including OHV registration, use of safety gear, and proper trail etiquette. By promoting existing facilities and trail systems, this project helps maximize the return on the state's existing infrastructure investments.

7. Project Location

Nearest town/city/municipality to project (list multiple if applicable) :: Reno, Carson City, Fallon, Elko, Ely, Beatty, Caliente, Austin, Gabbs

County(s):: White Pine, Elko, Nye, Lincoln, Clark, Churchill, Washoe, Storey, Carson City, Humboldt

8. Land Management and Environmental Compliance

Landowner(s): Carcon City, BLM, NV State Parks, USFS

Please describe land management classification: Landowner(s): Bureau of Land Management (BLM) - Nevada State Office U.S. Forest Service (USFS) - Humboldt-Toiyabe National Forest, Carson Ranger District Nevada State Parks - Berlin-Ichthyosaur State Park, Elgin Schoolhouse State Park Carson City - Open Space Division (Prison Hill OHV Area) Land Management Classification: Federal (BLM, USFS) and State/Local

(Nevada State Parks, Carson City)

Will there be ground disturbing activities? (ex. construction, trail maintenance): false

Universal Access to Outdoor Recreation - A Design Guide: false

USFS Standard Specifications for Construction & Maintenance of Trails: false

BLM Manual 9113-Roads: false

BLM Manual 9102 - Facility Design: false

BLM Manual 9103 - Facility Construction: false

Great Trails: Providing Quality OHV Trails and Experiences or other NOHVCC Handbooks: false

Other standards or guidelines: Other: This project involves video production only - no ground disturbance, construction, or physical modifications to trails or facilities. All filming will take place on existing designated OHV routes and staging areas on BLM, USFS, Nevada State Parks, and Carson City managed land.

Record of Decision (ROD): false

Finding of No Significant Impact (FONSI) and a Decision Record (DR): false

Categorical Exclusion (CX): false

SHPO 106 compliance/concurrence letter: false

Other compliance documents already completed: false

Not applicable: true

9. Budget

10. Additional Materials

Project Dates

Project Dates

Date funding required: 8/1/2026

Initiation of Operations: 8/31/2028

Project Costs

	Program Funds	Local Funding Source	Matching Funds	Total Costs	Other Funding Source
Administrative Fee	\$0.00	\$0.00	\$0.00	\$0.00	
Land Acquisition	\$0.00	\$0.00	\$0.00	\$0.00	
Planning and Assessments	\$0.00	\$0.00	\$0.00	\$0.00	
Labor	\$112,500.00	\$0.00	\$20,760.00	\$133,260.00	0
Contracts	\$0.00	\$0.00	\$0.00	\$0.00	
Material Supplies	\$0.00	\$0.00	\$0.00	\$0.00	
Travel	\$19,074.00	\$0.00	\$0.00	\$19,074.00	
Equipment	\$0.00	\$0.00	\$19,512.00	\$19,512.00	
Other	\$2,400.00	\$0.00	\$0.00	\$2,400.00	
Totals	\$133,974.00	\$0.00	\$40,272.00	\$174,246.00	

Signature Michael Henderson Date: 05/28/2026

Proof of State Standing

APPENDIX A

SECRETARY OF STATE



CERTIFICATE OF EXISTENCE WITH STATUS IN GOOD STANDING

I, FRANCISCO V. AGUILAR, the duly qualified and elected Nevada Secretary of State, do hereby certify that I am, by the laws of said State, the custodian of the records relating to filings by corporations, non-profit corporations, corporations sole, limited-liability companies, limited partnerships, limited-liability partnerships and business trusts pursuant to Title 7 of the Nevada Revised Statutes which are either presently in a status of good standing or were in good standing for a time period subsequent of 1976 and am the proper officer to execute this certificate.

I further certify that the records of the Nevada Secretary of State, at the date of this certificate, evidence **ARBORGLYPH LTD.** as a DOMESTIC LIMITED-LIABILITY COMPANY (86) duly organized or formed and existing, or duly qualified or registered, as applicable, under and by virtue of the laws of the State of Nevada since 01/07/2016, and in good standing in this State.



IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of this State, at my office on 05/11/2026.

FRANCISCO V. AGUILAR
Secretary of State

Certificate Number: B202605116675680

You may verify this certificate

online at <https://www.nvsilverflume.gov/home>

Project Timeline

APPENDIX B

Project Timeline

Explore Nevada OHV Destination Video Series - Season 2

2-Year Duration / 12 Videos (6 per year)

Schedule Overview

This timeline covers 24 months of production across all 12 candidate filming locations. Each year follows the same quarterly cadence: pre-production and early filming in Q1, continued production through Q2-Q3, and final production with reporting in Q4.

Each video follows a three-phase production cycle of approximately 75 total labor hours:

Pre-Production (25 hrs): scripting, research, location scouting, talent coordination, script review with Commission and partners

Production (25 hrs): on-location filming, field recording, drone operation

Post-Production (25 hrs): editing, motion graphics, voiceover, color grading, audio mastering, metadata and captioning

Quarterly Schedule

Quarter	Project Goals	Deliverables
YEAR 1 (Videos 1-6)		
Y1 Q1 (Months 1-3)	Pre-production for first 2 videos. Script development, location scouting, talent coordination, script review period with Commission and partners. Production and post-production for Video 1.	1 feature video + social teasers published. Scripts for Video 2 reviewed.
Y1 Q2 (Months 4-6)	Production and post-production for Video 2. Pre-production for Videos 3-4. Script review periods.	1 feature video + social teasers published.
Y1 Q3 (Months 7-9)	Production and post-production for Videos 3-4. Pre-production for Videos 5-6. Social media promotion campaigns.	2 feature videos + social teasers published.
Y1 Q4 (Months 10-12)	Production and post-production for Videos 5-6. Year 1 metrics compilation and interim report.	2 feature videos + social teasers published. Year 1 interim report submitted.
YEAR 2 (Videos 7-12)		
Y2 Q1 (Months 13-15)	Pre-production for Videos 7-8. Script development, location scouting, talent coordination. Production and post-production for Video 7.	1 feature video + social teasers published. Scripts for Video 8 reviewed.

Y2 Q2 (Months 16-18)	Production and post-production for Video 8. Pre-production for Videos 9-10. Script review periods.	1 feature video + social teasers published.
Y2 Q3 (Months 19-21)	Production and post-production for Videos 9-10. Pre-production for Videos 11-12. Social media promotion campaigns.	2 feature videos + social teasers published.
Y2 Q4 (Months 22-24)	Production and post-production for Videos 11-12. Final reporting, full series metrics compilation, and project closeout.	2 feature videos + social teasers published. Final report submitted.

Video Production Schedule by Location

The table below assigns each of the 12 candidate locations to a production quarter. Exact sequencing may shift based on seasonal access, weather windows, and partner availability. Snowmobiling content (Ruby Mountains) will be scheduled during winter months.

Video	Quarter	Location	Base Town	Phase
YEAR 1				
1	Y1 Q1	Black Rock / High Rock	Gerlach	Pre-prod + Production
2	Y1 Q2	Jumbo Grade / Ophir Grade / Mt. Davidson	Virginia City	Production
3	Y1 Q3	Prison Hill OHV Area	Carson City	Production
4	Y1 Q3	Berlin-Ichthyosaur SP & Shoshone	Austin/Gabbs	Production
5	Y1 Q4	Kingston & Toiyabe Range	Austin	Production
6	Y1 Q4	Cold Springs Station	Reno area	Production
YEAR 2				
7	Y2 Q1	Ward Mountain / Ely	Ely	Pre-prod + Production
8	Y2 Q2	Ruby Mountains - Snowmobiling	Elko/Lamoille	Production
9	Y2 Q3	Jarbridge	Elko	Production
10	Y2 Q3	Amargosa Valley / Big Dune	Beatty/Tonopah	Production
11	Y2 Q4	Mesquite - Caliente / Elgin Schoolhouse	Mesquite/Caliente	Production
12	Y2 Q4	Gold Butte	Mesquite	Production

Note: Location order is tentative. Final scheduling will account for seasonal access (e.g., snow closures for high-elevation locations, winter scheduling for snowmobile content), weather windows, and coordination with land management partners.

Production Cadence

Videos are produced on a rolling basis with phases overlapping across locations:

Months 1-3: Pre-production begins for the first 2 locations while production starts on Video 1

Months 4-6: Video 2 enters production while the next batch enters pre-production

Months 7-9: Peak production period with 2 videos produced and 2 more in pre-production

Months 10-12: Final 2 videos of the year produced; interim reporting (Year 1) or final reporting (Year 2)

This cadence allows adequate time for Commission and partner review of scripts before production begins, typically 2-4 weeks per script.

Deliverables Summary

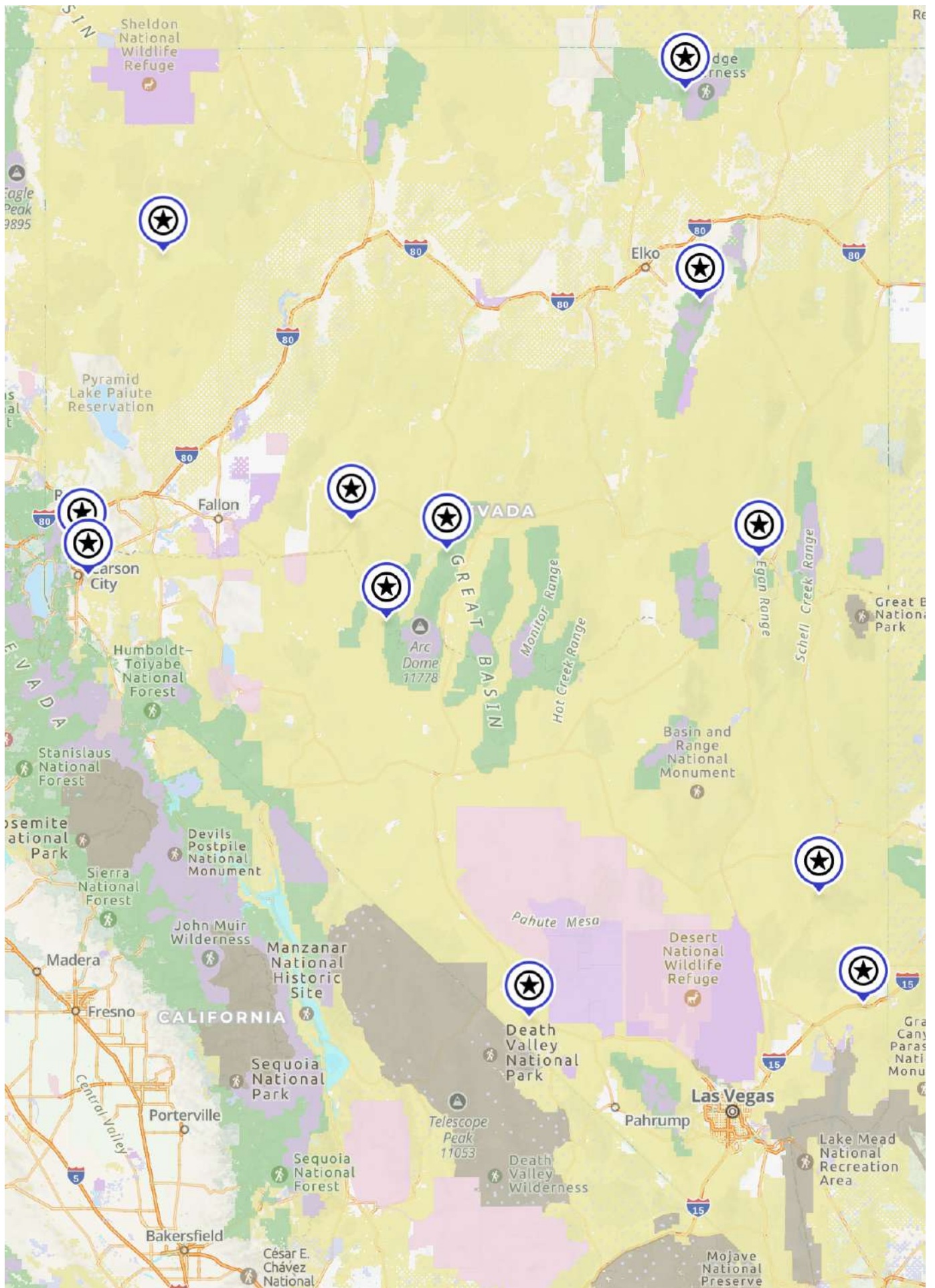
Year 1: 6 feature-length destination videos, 6 sets of social media teasers (3+ per video), interim progress report

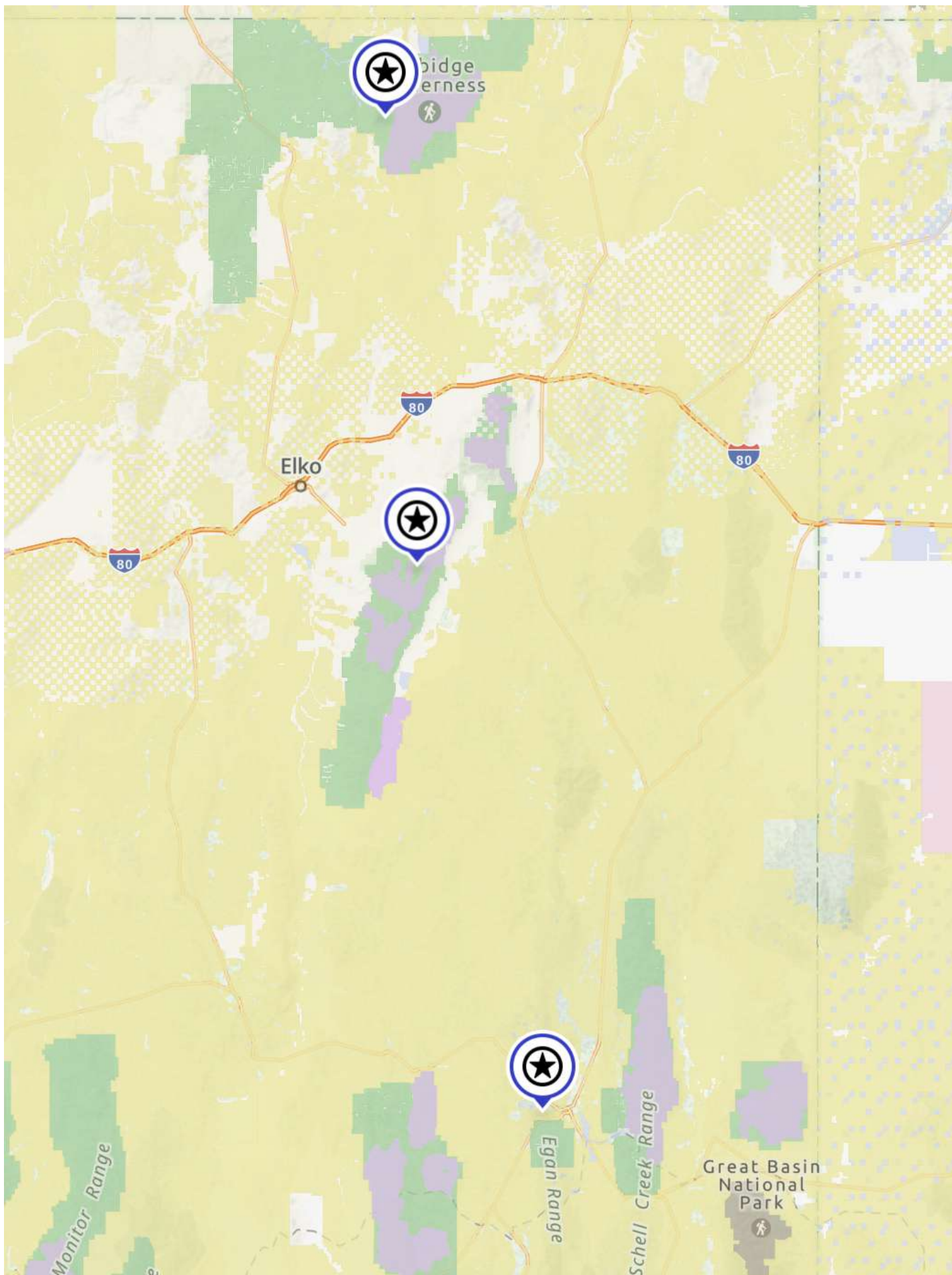
Year 2: 6 feature-length destination videos, 6 sets of social media teasers (3+ per video), final project report with full metrics

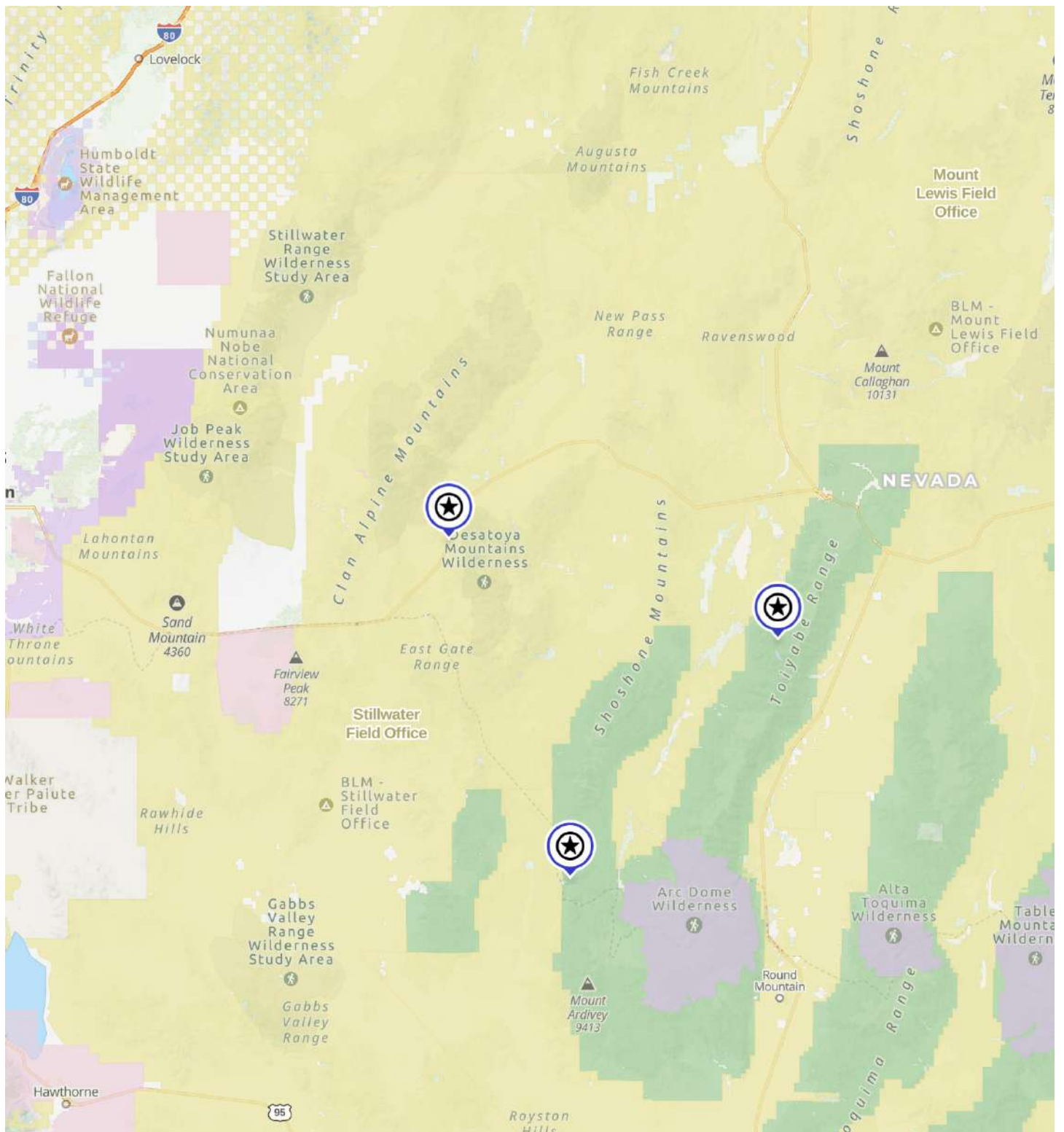
Total: 12 feature videos, 36+ social media teasers, statewide coverage across all four geographic quadrants of Nevada

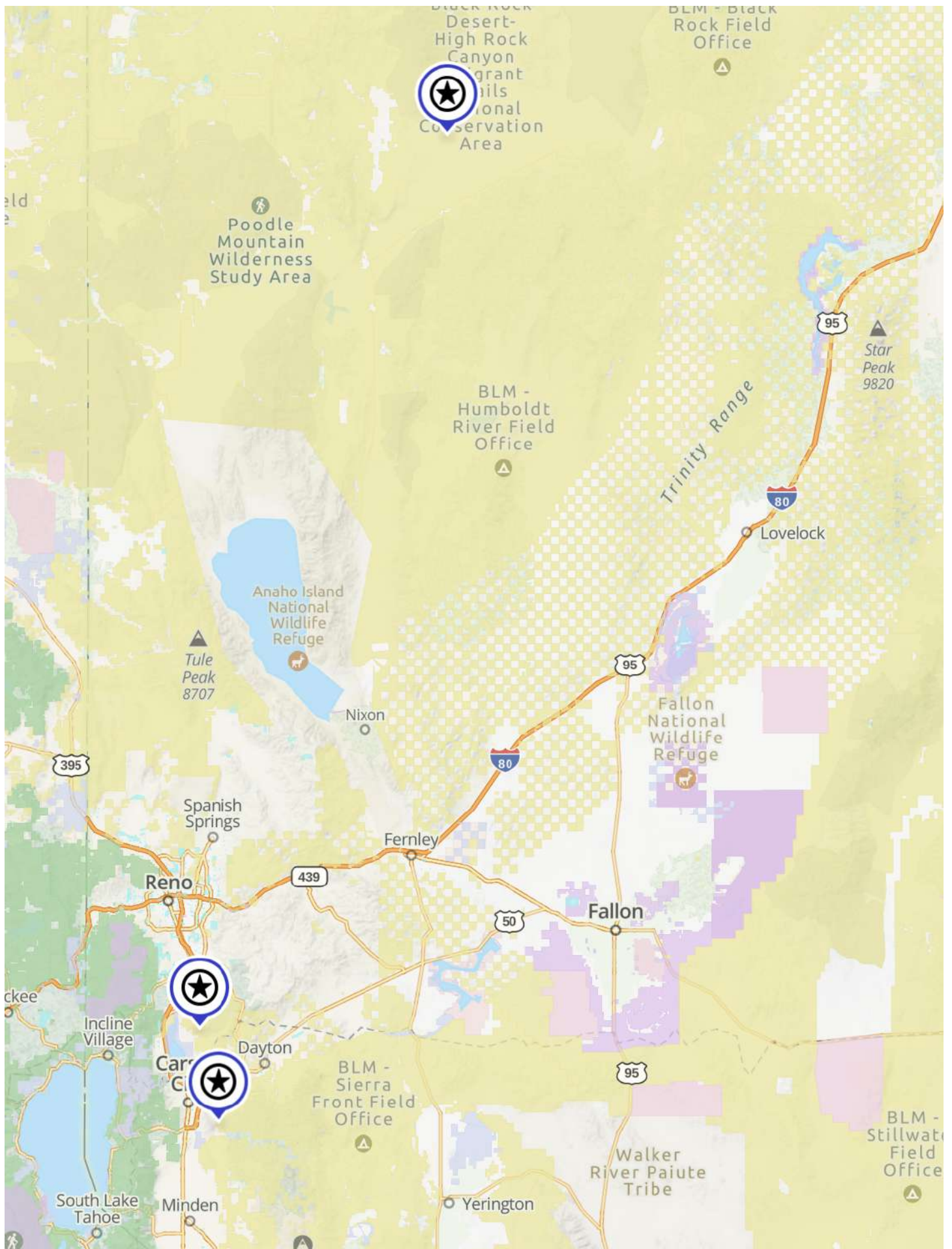
Project Map 1

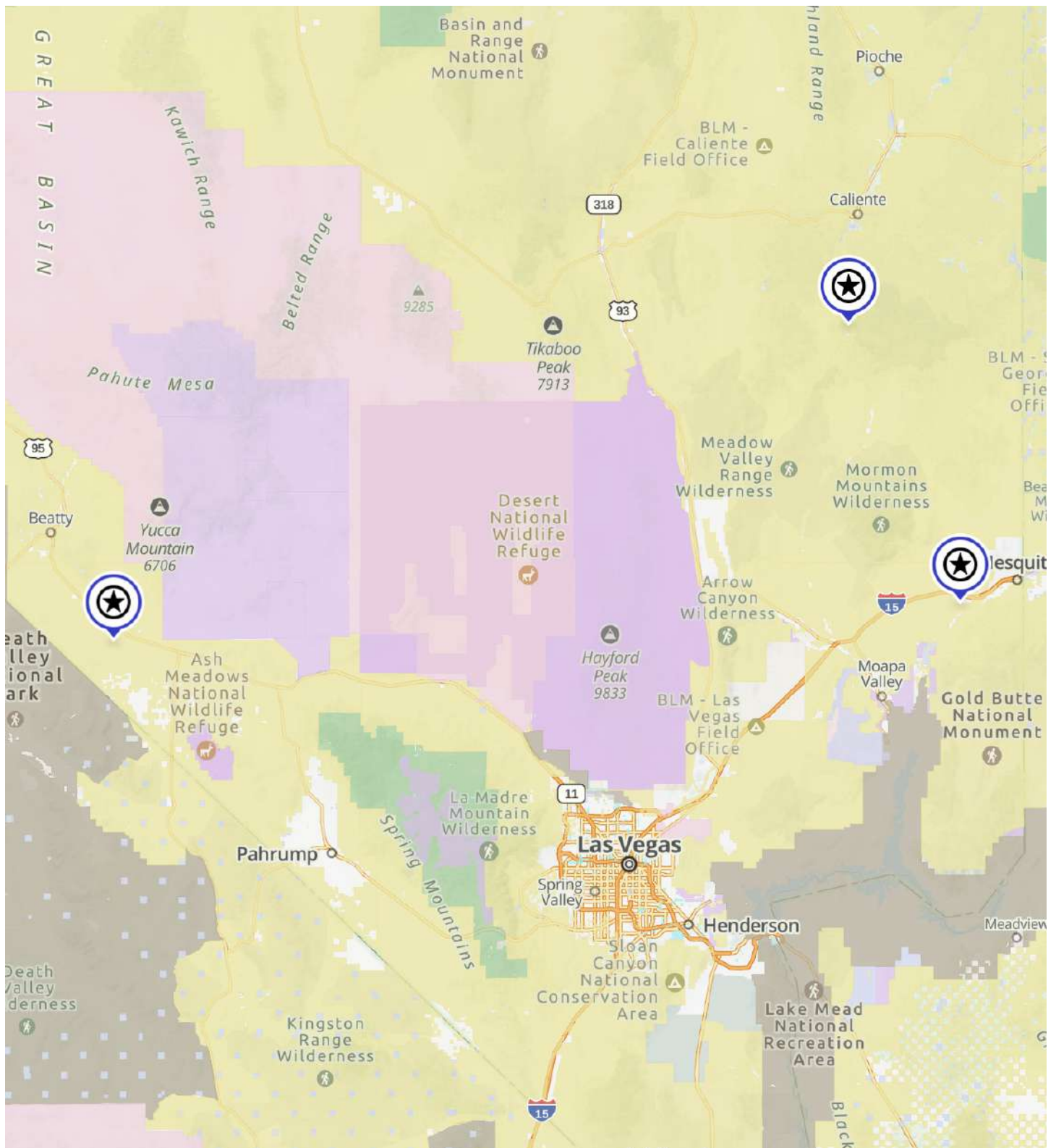
APPENDIX C





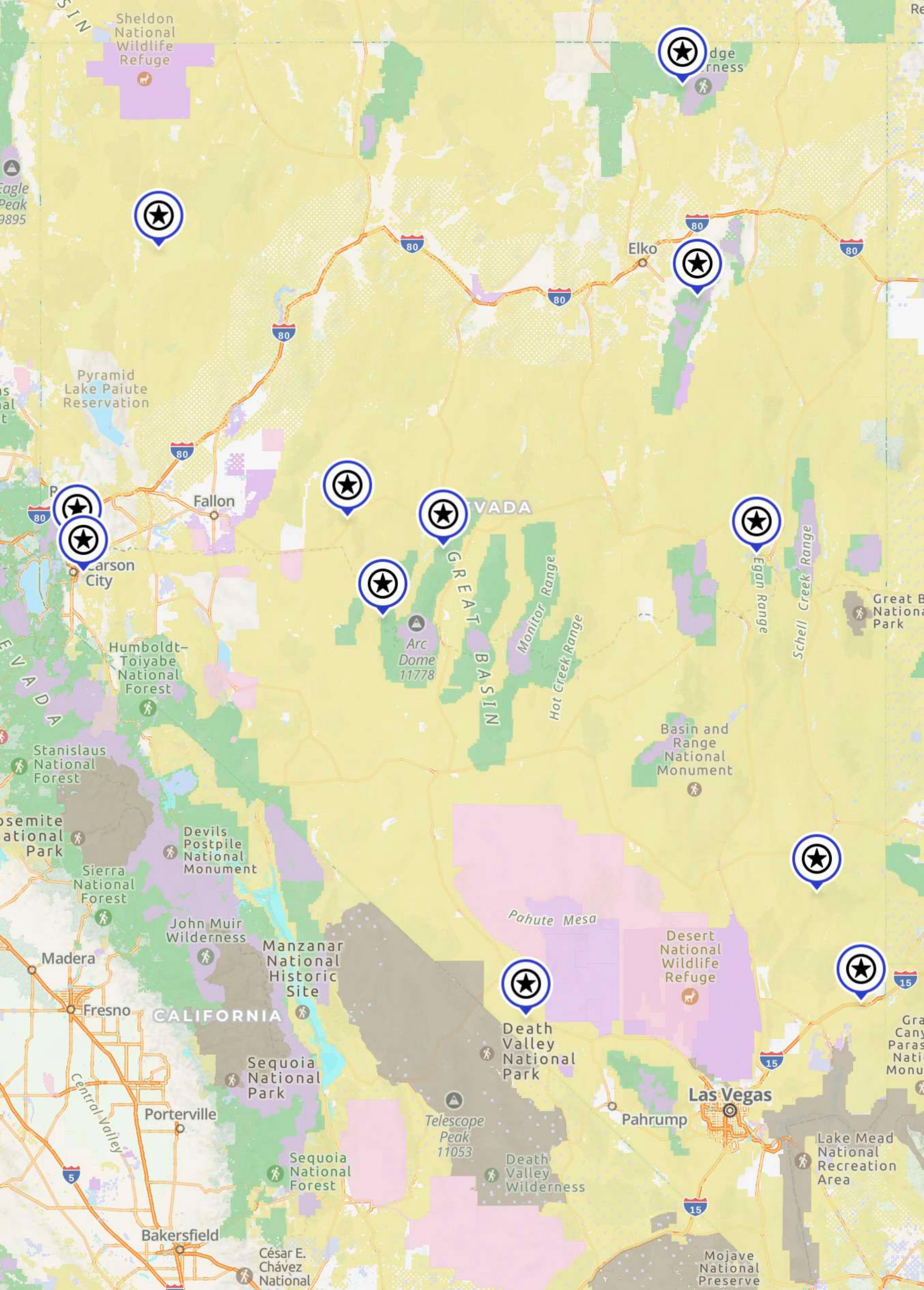






Project Map 2

APPENDIX D



Sheldon National Wildlife Refuge

Edge
rness

Eagle
Peak
9895



Pyramid
Lake Paiute
Reservation

80

80

80

80

80

Elko



Fallon



VADA



Arc
Dome
11778

GREAT
BASIN

Monitor Range
Hot Creek Range



Egan Range

Schell Creek Range

Great B
National
Park

Humboldt-
Toiyabe
National
Forest

Stanislaus
National
Forest

Yosemite
National
Park

Sierra
National
Forest

Devils
Postpile
National
Monument

John Muir
Wilderness

Madera

Fresno

CALIFORNIA

Manzanar
National
Historic
Site

Sequoia
National
Park

Sequoia
National
Forest

Porterville

Bakersfield

César E.
Chávez
National



Death
Valley
National
Park

Telescope
Peak
11053

Death
Valley
Wilderness

Desert
National
Wildlife
Refuge

Las Vegas

Pahrump

15

15

Mojave
National
Preserve

Lake Mead
National
Recreation
Area



Project Photos 1

APPENDIX E

**EXPLORE
MOON ROCKS
NEVADA
OHV GUIDE**



A silver off-road vehicle, possibly a Can-Am, is driving on a sandy desert trail. The vehicle is positioned in the upper left quadrant of the frame. The background features a desert landscape with reddish-brown soil, sparse green and grey shrubs, and a small cliff face. The foreground is dominated by a wide, sandy path with visible tire tracks. A large, semi-transparent red rectangular box is overlaid across the middle of the image, containing the text "ABOUT NEVADA OHV REGISTRATION" in white, bold, sans-serif capital letters.

ABOUT NEVADA OHV REGISTRATION



NO GOING TO THE DMV

dmv.nv.gov/ohv.htm

VIN Inspections are done at OHV dealers.
All registrations are online/mail-In.



EXPLORE NEVADA

SAND MOUNTAIN OHV GUIDE

LOGANDALE TRAILS

EXPLORE NEVADA
OHV GUIDE



Project Photos 2

APPENDIX F























ELY WARD MOUNTAIN RECREATION AREA NORTH TRAILHEAD

Recreation Opportunity

Ward Mountain is a popular destination for hikers, bikers, and disc golfers. The area offers a variety of trails and recreational opportunities for all ages and abilities. The Ward Mountain Trail System is a network of trails that provide a challenging and scenic experience. The Ely Ward Mountain Recreation Area Disc Golf Course is a 9-hole course that offers a unique and challenging experience for disc golfers.

WARD MOUNTAIN TRAIL SYSTEM

The Ward Mountain Trail System is a network of trails that provide a challenging and scenic experience. The trails are well-maintained and offer a variety of difficulty levels. The trails are located in a beautiful area with stunning views of the surrounding landscape.

ELY WARD MOUNTAIN RECREATION AREA DISC GOLF COURSE

The Ely Ward Mountain Recreation Area Disc Golf Course is a 9-hole course that offers a unique and challenging experience for disc golfers. The course is well-maintained and offers a variety of difficulty levels. The course is located in a beautiful area with stunning views of the surrounding landscape.

DISC GOLF HOLES

Hole	Distance	Elevation
1	228'	1,017'
2	242'	1,072'
3	240'	1,174'
4	228'	1,355'
5	210'	1,294'
6	190'	1,266'
7	188'	1,215'
8	240'	1,326'
9	110'	1,407'























Landowner Letter

APPENDIX G



United States Department of the Interior



BUREAU OF LAND MANAGEMENT

Nevada State Office

1340 Financial Boulevard

Reno, Nevada 89502-7147

<https://www.blm.gov/nevada>

In Reply Refer To:
(8340/NV930)

Nevada Off Highway Vehicles Program
Department of Conservation and Natural Resources
901 S. Stewart Street, Suite 1003
Carson City, NV 89701

To Whom it May Concern:

The Bureau of Land Management Nevada State Office (BLM) is writing in support of the “Arborglyph LTD” application for the 2026 Summer NV OHV Program Grant. BLM believes that OHV safety and education are crucial in supporting our land management planning goals and objectives. The “Arborglyph LTD” application focuses on weaving Tread Lightly! principles into videos for the motorized recreating public. This is a widely accepted and effective teaching tool to accomplish the goals of educating the recreating public on safe and responsible recreation use of their public lands. Based on the grant application, we have determined that there is no need for a filming permit on BLM public lands but do provide our support for these activities. The videos that have been produced as a result of the previous grant they were awarded are wonderfully produced and demonstrate a clear benefit to the potential or recurring visitor to BLM public lands.

BLM has seen large growth in outdoor recreation in the last 3-4 years. Many of these people are first time users of public lands utilizing motorized equipment. The “Arborglyph LTD” application is critical to ensuring responsible recreation from this growing use on public lands. Our local field offices look forward to working with Arborglyph LTD on localized, site-specific materials for the prospective visitor. Thank you.

Sincerely,

Alan B. Shepherd
Deputy State Director
Resources, Lands & Planning



CARSON CITY, NEVADA
CONSOLIDATED MUNICIPALITY AND STATE CAPITOL

April 15, 2026

Nevada Off-Highway Vehicles Program
Department of Conservation and Natural Resources
901 S. Stewart Street, Ste 1003
Carson City, Nevada 89701

RE: Explore Nevada Grant

Dear Commissioners:

The above stated off-highway project has my approval as of 4/15/2026.

I have read the Request for Grant Application package and attachments, I agree with the application and the terms of the grant.

The project is located on Open Space property, owned and managed by Carson City and is in conformance with the appropriate land management permits, licenses, clearances, and Federal environmental analyses documentation necessary to comply with local, state and/or federal laws specifically, NRS 490.069. I understand that this project is limited to videography and will not involve ground disturbing activities. Carson City will provide approval and oversight for the videography activities.

As the Open Space Manager for Carson City, I hold interest in the subject land that is sufficient in scope and authority to allow the applicant to complete the proposed project.

If you have any questions or concerns, please contact me at 775-283-7341 or by email at lboyer@carsoncity.gov.

Sincerely,

A handwritten signature in blue ink, appearing to read "Lyndsey Boyer".

Lyndsey Boyer
Open Space Manager





File Code: 1580
Date: April 14, 2026

Nevada Off-Highway Vehicles Program
Department of Conservation and Natural Resources
901 S. Stewart Street, Ste. 1003
Carson City, Nevada 89701

RE: OHV Educational Video Production Project

Dear Commissioners:

Please accept this letter of support for the 2026 Nevada OHV grant application for Harry Situations Productions. As the land managers of the Humboldt-Toiyabe National Forest, Carson Ranger District, we support Harry Situations Productions efforts to draft this application to meet the OHV Education, Safety and Sustainability OHV needs of our community. Furthermore, they align with our goals for OHV recreation, safety and sustainability goals in our region.

With this grant, Harry Situations Productions will be able to assist with providing motorized users on the Carson Ranger District with the needed education, safety and proper OHV use, while adhering to Tread Lightly principles. Through the production of videos informing OHV users on what to bring, when to visit, and how to protect the natural resources and environmentally sensitive areas, the educational videos will provide all users with a safe and enjoyable recreational experience.

As the land managers of the Humboldt-Toiyabe National Forest, Carson Ranger District, we are pleased to partner with Harry Situations Productions and happy to provide this letter of support for this project. If the grant is awarded, additional coordination will need to occur with the district, prior to any filming. For additional questions please contact Brian Hansen, Carson District Recreation Officer, at brian.c.hansen@usda.gov.

Sincerely,

MATTHEW D. ZUMSTEIN
District Ranger





April 6, 2026

Nevada OHV Commission
901 S. Stewart Street, Suite 1003
Carson City, NV 89701

Re: Arborglyph LTD "Explore Nevada" Grant Application

I am writing on behalf of Nitto Tire, for whom I manage the YouTube channel & productions for their enthusiast lifestyle brand, *Driving Line*. We fully support Arborglyph LTD's grant application for the *Explore Nevada* video series and proudly pledge our commitment to publishing the resulting videos on *Driving Line*'s YouTube channel, which currently boasts over 1.2 million subscribers and has earned more than 13 million views as of today in 2026.

Our platform has successfully engaged both serious and casual off-road enthusiasts, overlanders and those seeking to learn more about off-highway vehicle recreation. This success is driven by a mix of entertaining and educational automotive content, including a video series created by Harry Wagner and Mike Henderson of Arborglyph LTD. Their work consistently ranks among our top-performing content in terms of video views, organic views, watch time and audience engagement through comments.

Arborglyph LTD has proven to be a reliable and highly skilled partner, demonstrating exceptional off-road and outdoor expertise, clear communication and timely project delivery. Over the years, we have collaborated on more than 75 videos published on *Driving Line*'s YouTube channel, each reinforcing their credibility and ability to produce compelling content.

Without hesitation, I strongly encourage you to fund their proposal. In addition to hosting the resulting content and expanding its reach through our platform, Nitto Tire will further support the project by providing tire products to outfit some of the vehicles featured in their productions.

We appreciate your consideration and look forward to seeing the *Explore Nevada* series continue to grow and support off-road enthusiasts.

Best,

H.R. Topham
Media Production Manager | Driving Line
htopham@ciedigital.com
c. 989.415.2340

March 24, 2026

Nevada OHV Commission
901 S. Stewart Street, Suite 1003
Carson City, NV 89701

Re: Arborglyph LTD Grant Application

On behalf of Nevada Outdoor School, I am writing to express our support for the Arborglyph LTD "Keep Exploring Nevada" grant application. At Nevada Outdoor School (NOS), providing people with the motivation, knowledge and skills to get outside and Ride Safe, Ride Smart is a big part of our mission and work. The ability to partner with companies like Arborglyph LTD to get this message out to a greater variety of Nevadans and people planning to recreate in Nevada from other places is exciting and can be beneficial for our public lands when the right safety and stewardship message is shared consistently.

We hope that the Commission will find value in the proposed video content creation as we have. NOS has been working with Arborglyph LTD over the last year to provide guidance and feedback regarding the integration of Ride Safe, Ride Smart education into these videos and we really appreciate the consistent safety messaging and use of helmets in their videos.

Our hope is that these videos will reach many OHV enthusiasts who are currently or planning to recreate OHVs here in Nevada with essential information about how to Ride Safe and Ride Smart including how to further their knowledge through the online NV OHV Certification Program, including specific education regarding NRS Chapter 490 and other Nevada specific laws and regulations, as well as skills, through a hands-on safety training. Thank you for your time and consideration.

Sincerely,

Melanie Erquiaga

Melanie Erquiaga, Executive Director
melanie.erquiaga@nevadaoutdoorschool.org
775-623-5656



Nevada Division of State Parks

STATE OF NEVADA

Dept. of Conservation & Natural Resources

Joe Lombardo, Governor

Vinson Guthreau, Director

Robert Mergell, Administrator

May 5, 2026

Nevada Off-Highway Vehicles Program
Department of Conservation & Natural Resources
901 S. Stewart Street, Ste 1004
Carson City, NV 89701

RE: Explore Nevada Grant

Dear Commissioners,

The above stated off-highway vehicle project has my approval and I am in favor of this grant application as of May 5, 2026.

The proposed project would take place on Nevada State Parks property, owned and managed by the State of Nevada. Appropriate photography permits and materials will be needed in order to comply with our policies; however, Nevada State Parks will provide approval and oversight once materials are submitted.

Outreach is a key element in managing our land. Visitors should come to our parks with the appropriate skills and knowledge to recreate safely and responsibly. The outlined project should help our agency accomplish those key learning objectives.

If you have any questions or concerns, please contact me at (775) 684-2771 or rmergell@parks.nv.gov.

Sincerely,

Bob Mergell

Administrator, Nevada State Parks

Detailed Budget

APPENDIX H

Explore Nevada Season 2 — Per-Video Cost Breakdown

FY 2027 NV OHV Grant Application — Arborglyph LTD

Category	Description	OHV Grant Request	Matching Funds	Total Cost
LABOR				
Pre-Production	Scripting, research, talent coordination, location scouting, scheduling (\$125/hr x 25 hrs)	\$3,125	\$0	\$3,125
Production	On-location filming, drone operation, field audio, on-camera talent (\$125/hr x 25 hrs)	\$3,125	\$0	\$3,125
Post-Production	Video editing, motion graphics, voiceover, color grading, audio mix (\$125/hr x 25 hrs)	\$3,125	\$0	\$3,125
	Labor Subtotal	\$9,375	\$0	\$9,375

TRAVEL				
Mileage	Round trip mileage at GSA rate (\$0.725/mile). Avg 494 miles RT across 12 locations, 2 vehicles.	\$716.30	\$0.00	\$716.30
Lodging	GSA rate per night, 2 rooms. Avg 1.7 nights across 12 locations.	\$374.00	\$0.00	\$374.00
Per Diem (M&IE)	GSA M&IE rate. Avg 2.2 days across 12 locations, 2 people.	\$299.20	\$0.00	\$299.20
Fuel for OHVs	Fuel for OHVs used in filming. 2 vehicles x 20 gal @ \$5/gal.	\$200.00	\$0.00	\$200.00
	Travel Subtotal	\$1,590	\$0	\$1,590

OTHER				
Music Licensing	Licensed music bed content per video	\$150	\$0	\$150
Stock Assets	Stock footage, graphics, sound effects as needed	\$50	\$0	\$50
	Other Subtotal	\$200	\$0	\$200

MATCHING FUNDS (In-Kind)				
OHV Purchase/Rental	Purchase/rental of UTVs, motorcycles, snowmobiles for winter features	\$0	\$1,000	\$1,000
OHV Maintenance	Routine maintenance, drive belts, repairs for production vehicles	\$0	\$350	\$350
SM Video Edits	6 vertical short videos per episode (Reels, Shorts, TikTok)	\$0	\$1,050	\$1,050
SM Content & Interaction	5–10 engagements per episode (cross-promo, Commission tags, community)	\$0	\$680	\$680
	Match Subtotal (per episode)	\$0	\$3,080	\$3,080

Note: OHV Expenses also include a one-time fixed cost of \$3,312 for Nitto tires (2 sets, 8 × \$239 = \$1,912) and UTV wheels (2 sets, 8 × \$175 = \$1,400), shared across

PER-VIDEO GRANT		\$11,165	\$3,080
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Notes

Avg of 12 locations; see Travel Detail tab
Avg of 12 locations; see Travel Detail tab
Avg of 12 locations; see Travel Detail tab
Same for all locations

In-Kind; per episode
In-Kind; per episode
In-Kind; per episode
In-Kind; per episode

; all episodes.



Explore Nevada Season 2 — Scope Summary

Two Commission Decisions: (1) Duration — 1 or 2 years | (2) Volume — 4 or 6 videos/year

	4 vid × 1 yr	6 vid × 1 yr	4 vid × 2 yr	6 vid × 2 yr
Number of Videos	4	6	8	12
Duration	1 Year	1 Year	2 Years	2 Years
Videos per Year	4	6	4	6

Budget Breakdown	4 vid × 1 yr	6 vid × 1 yr	4 vid × 2 yr	6 vid × 2 yr
Labor (Grant)	\$37,500	\$56,250	\$75,000	\$112,500
Travel (Grant)	\$6,358	\$9,537	\$12,716	\$19,074
Other (Grant)	\$800	\$1,200	\$1,600	\$2,400
TOTAL OHV GRANT REQUEST	\$44,658	\$66,987	\$89,316	\$133,974

Matching Funds Breakdown	4 vid × 1 yr	6 vid × 1 yr	4 vid × 2 yr	6 vid × 2 yr
OHV Expenses	\$8,712	\$11,412	\$14,112	\$19,512
SM Video Edits	\$4,200	\$6,300	\$8,400	\$12,600
SM Content & Interaction	\$2,720	\$4,080	\$5,440	\$8,160
Total Matching Funds	\$15,632	\$21,792	\$27,952	\$40,272

Notes:

- All labor rates: \$125/hour (consistent with FY 2025 approved rates)
- Mileage at GSA rate: \$0.725/mile. Travel costs are averages; actuals will vary by location.
- OHV Expenses include fixed costs (\$3,312 for tires & wheels) + \$1,350/episode (purchase/rental + maintenance).
- All matching funds are In-Kind contributions by Arborglyph LTD.
- Blue text = input values that can be adjusted. Black text = formulas.

Explore Nevada Season 2 - Location-Specific Travel Expenses

All trips originate from Reno, NV | 2 vehicles | 2 crew members | IRS mileage rate: \$0.725/mi | GSA FY 2026 rates

Location	Overnight City	RT Miles	Vehicles	Nights	Days	Lodging \$/night	M&IE \$/day	Mileage Cost	Lodging Cost	M&IE Cost
Black Rock / High Rock	Gerlach area	220	2	2	2	\$110.00	\$68.00	\$319.00	\$440.00	\$272.00
Jumbo Grade / Ophir Grade / Mt. Davidson	Virginia City	60	2	0	1	\$0.00	\$68.00	\$87.00	\$0.00	\$136.00
Prison Hill OHV Area	Carson City	30	2	0	1	\$0.00	\$68.00	\$43.50	\$0.00	\$136.00
Berlin-Ichthyosaur SP & Shoshone	Austin/Gabbs	460	2	2	2	\$110.00	\$68.00	\$667.00	\$440.00	\$272.00
Kingston & Toiyabe Range	Austin	360	2	2	2	\$110.00	\$68.00	\$522.00	\$440.00	\$272.00
Cold Springs Station	Reno area	100	2	0	1	\$0.00	\$68.00	\$145.00	\$0.00	\$136.00
Ward Mountain / Ely	Ely	640	2	2	3	\$110.00	\$68.00	\$928.00	\$440.00	\$408.00
Ruby Mountains - Snowmobiling	Elko/Lamoille	600	2	2	3	\$110.00	\$68.00	\$870.00	\$440.00	\$408.00
Jarbidge	Elko	700	2	3	3	\$110.00	\$68.00	\$1,015.00	\$660.00	\$408.00
Amargosa Valley / Big Dune	Beatty/Tonopah	840	2	2	3	\$110.00	\$68.00	\$1,218.00	\$440.00	\$408.00
Mesquite - Caliente / Elgin Schoolhouse	Mesquite/Caliente	1,000	2	3	3	\$110.00	\$68.00	\$1,450.00	\$660.00	\$408.00
Gold Butte	Mesquite	920	2	2	3	\$126.00	\$86.00	\$1,334.00	\$504.00	\$516.00
ALL 12 LOCATIONS TOTAL								\$8,598.50	\$4,464.00	\$3,780.00
AVERAGE PER LOCATION								\$716.54	\$372.00	\$315.00

OHV Fuel Cost	Location Total	Notes
\$200.00	\$1,231.00	<i>Northern NV; remote; limited lodging</i>
\$200.00	\$423.00	<i>Northern NV; day trip from Reno</i>
\$200.00	\$379.50	<i>Northern NV; day trip from Reno</i>
\$200.00	\$1,579.00	<i>Central NV; ghost town & OHV trail</i>
\$200.00	\$1,434.00	<i>Central NV; remote mountain range</i>
\$200.00	\$481.00	<i>Central NV; day trip from Reno</i>
\$200.00	\$1,976.00	<i>Eastern NV; standard GSA rate</i>
\$200.00	\$1,918.00	<i>Eastern NV; winter content</i>
\$200.00	\$2,283.00	<i>Eastern NV; remote; may camp 1 night</i>
\$200.00	\$2,266.00	<i>Southern NV; standard GSA rate</i>
\$200.00	\$2,718.00	<i>Southern NV; connector route</i>
\$200.00	\$2,554.00	<i>Southern NV; national monument; LV/Mesquite GSA</i>
\$2,400.00	\$19,242.50	
\$200.00	\$1,603.54	

Locations Ranked by Estimated Travel Cost (Low to High)

Use this to help select cost-effective location combinations for each scope option

#	Location	Overnight City	RT Miles	Nights	Est. Travel Cost	Region
1	Prison Hill OHV Area	Carson City	30	0	\$379.50	Northern NV
2	Jumbo Grade / Ophir Grade / Mt. Davidson	Virginia City	60	0	\$423.00	Northern NV
3	Cold Springs Station	Reno area	100	0	\$481.00	Central NV
4	Black Rock / High Rock	Gerlach area	220	2	\$1,231.00	Northern NV
5	Kingston & Toiyabe Range	Austin	360	2	\$1,434.00	Central NV
6	Berlin-Ichthyosaur SP & Shoshone	Austin/Gabbs	460	2	\$1,579.00	Central NV
7	Ruby Mountains - Snowmobiling	Elko/Lamoille	600	2	\$1,918.00	Eastern NV
8	Ward Mountain / Ely	Ely	640	2	\$1,976.00	Eastern NV
9	Amargosa Valley / Big Dune	Beatty/Tonopah	840	2	\$2,266.00	Southern NV
10	Jarbidge	Elko	700	3	\$2,283.00	Eastern NV
11	Gold Butte	Mesquite	920	2	\$2,554.00	Southern NV
12	Mesquite - Caliente / Elgin Schoolhouse	Mesquite/Caliente	1,000	3	\$2,718.00	Southern NV

Suggested Location Combinations by Scope Option

These are suggestions only - final selections to be determined with the Commission

Option	Suggested Locations	Est. Travel Total
4 videos x 1 year	Prison Hill, Cold Springs Station, Ward Mountain/Ely, Amargosa Valley/Big Dune	\$5,102.50
6 videos x 1 year	Prison Hill, Jumbo Grade/Mt. Davidson, Cold Springs Station, Berlin-Ichthyosaur, Ward Mountain/Ely, Amargosa Valley/Big Dune	\$7,104.50
4 videos x 2 years (8 total)	Year 1: Prison Hill, Cold Springs, Ward Mtn/Ely, Amargosa/Big Dune Year 2: Black Rock/High Rock, Kingston/Toiyabe, Ruby Mtns, Gold Butte	\$12,239.50
6 videos x 2 years (12 total)	All 12 locations across both years, 3 per quadrant	\$19,242.50

Note: Travel estimates are based on GSA FY 2026 rates and IRS 2026 mileage rate (\$0.725/mi). Actual costs will vary. Location combinations are suggestions and can be

Geographic Coverage
1 per quadrant (N, C, E, S)
2 Northern, 2 Central, 1 Eastern, 1 Southern
All 4 quadrants each year
Full statewide coverage

⌵ adjusted based on Commission priorities and se

Proposed Matching Funds - Detailed Breakdown

All matching contributions are in-kind by Arborglyph LTD | Valued at fair market rates

Per-Episode Matching Commitment

Category	Per Episode	Basis
OHV Expenses	\$1,350	Per episode + fixed costs
Social Media Video Edits	\$1,050	Per episode
Social Media Content Shares & Interaction	\$680	Per episode
Recurring Total Per Episode	\$3,080	

Note: OHV Expenses also include a one-time fixed cost of \$3,312 for tire and wheel sets shared across all episodes.

1. OHV Expenses - Detail

Item	Calculation	Value
OHV purchase/rental (UTVs, motorcycles, snowmobile rental)	\$1000/ep x N episodes	\$1000/ep
Nitto tires - 2 sets of 4 for production UTVs	8 x \$239	\$1,912
UTV wheels - 2 sets of 4 (interchangeable across UTVs)	8 x \$175 (est.)	\$1,400
UTV maintenance & repairs (routine maintenance, drive belts)	\$350/ep x N episodes	\$350/ep
Fixed costs (tires + wheels)		\$3,312
Per-episode costs (purchase/rental + maintenance)		\$1,350

2. Social Media Video Edits - Detail

Item	Calculation	Value
Short-form video editing (clip selection, vertical re-edit, captions, music)	6 reels x \$125/hr x 1.0 hr	\$750
Content optimization & posting (platform formatting, scheduling, hashtags)	6 reels x \$125/hr x 0.4 hr	\$300
Category Total Per Episode		\$1,050

3. Social Media Content Shares & Interaction - Detail

Item	Calculation	Value
Community engagement (cross-promo, comments, story shares, interaction)	8 avg x \$125/hr x 0.5 hr	\$500

OHV Commission social media promotion (tagging, directing followers)	8 avg x \$125/hr x 0.36 hr	\$180
Category Total Per Episode		\$680

Total Matching Funds by Scope Option

Scope Option	OHV Expenses	SM Video Edits	SM Engagement	Total Matching
4 videos x 1 year	\$8,712	\$4,200	\$2,720	\$15,632
6 videos x 1 year	\$11,412	\$6,300	\$4,080	\$21,792
4 videos x 2 years	\$14,112	\$8,400	\$5,440	\$27,952
6 videos x 2 years	\$19,512	\$12,600	\$8,160	\$40,272

OHV Expenses include a fixed component of \$3,312 (tires and wheels purchased once) plus \$1,350 per episode. Social media categories scale linearly with episode count. All proposed matching contributions are in-kind by Arborglyph LTD. Professional services valued at \$125/hour.

Cost Estimates and Backup

APPENDIX I

Project Cost and Match

Explore Nevada OHV Destination Video Series - Season 2

Project Cost - Flexible Scope

This application presents a flexible scope structure. We ask the Commission to make two independent decisions that determine the project size:

- Decision 1 - Duration: Fund the project for 1 year or 2 years?
- Decision 2 - Volume: Produce 4 videos per year or 6 videos per year?

These two choices create four possible outcomes, summarized below. Regardless of the combination selected, the per-video production quality, educational content, and safety messaging remain identical.

Outcome	Videos	Duration	OHV Grant Request
4 videos x 1 year	4	1 Year	\$44,658
6 videos x 1 year	6	1 Year	\$66,987
4 videos x 2 years	8	2 Years	\$89,316
6 videos x 2 years	12	2 Years	\$133,974

Match Sources, Partnerships, and Type

All matching funds are provided in-kind by Arborglyph LTD. The matching commitment scales with the scope of work awarded and consists of three categories:

- OHV Expenses: Arborglyph LTD will purchase and/or rent OHVs (UTVs, motorcycles, snowmobiles for winter features) to feature a variety of vehicle types that appeal to a wider audience of riders. Includes tires, wheels, and routine maintenance. Fixed costs of \$3,312 for tire and wheel sets plus \$1,350 per episode.
- Social Media Video Edits: For each full-length feature, Arborglyph LTD will produce 6 additional vertical short videos (Instagram Reels, YouTube Shorts, TikTok) to extend reach to mobile-first audiences. Valued at \$1,050 per episode.
- Social Media Content Shares & Interaction: Arborglyph LTD will engage 5-10 times per feature episode to build interest, drive follows to the OHV Commission's social media accounts, and build awareness for OHV opportunities in Nevada. Valued at \$680 per episode.

Total match ranges from \$15,632 (4 videos, 1 year) to \$40,272 (6 videos, 2 years). See the Proposed Matching Funds document for detailed valuations.

Matching Funds by Scope Option:

Scope Option	Grant Request	Match	Total Project
4 videos x 1 year	\$44,658	\$15,632	\$60,290
6 videos x 1 year	\$66,987	\$21,792	\$88,779
4 videos x 2 years	\$89,316	\$27,952	\$117,268
6 videos x 2 years	\$133,974	\$40,272	\$174,246

Per-Video Budget Breakdown

The budget below uses the FY 2027 required categories. All rates are consistent with the budget approved in our FY 2025 grant. Mileage is calculated at the current GSA rate of \$0.725/mile.

The per-video cost structure is consistent across all scope options. Below is a specific example using the Amargosa Valley / Big Dune location:

Per-Video Cost Breakdown - Amargosa Valley / Big Dune Example:

Category	Description	Grant	Match
Labor	Pre-Production: scripting, research, coordination, scheduling (\$125/hr x 25 hrs)	\$3,125	-
Labor	Production: filming on location, field recording, drone operation (\$125/hr x 25 hrs)	\$3,125	-
Labor	Post-Production: editing, motion graphics, voiceover, color/audio (\$125/hr x 25 hrs)	\$3,125	-
Travel - Mileage	840 miles RT (Reno to Beatty/Tonopah), 2 vehicles at \$0.725/mi	\$1,218	-
Travel - Lodging	2 nights, 2 rooms at GSA rate \$110/night	\$440	-
Travel - Per Diem	3 days, 2 crew members at GSA M&IE rate \$68/day	\$408	-
Travel - OHV Fuel	2 vehicles x 20 gal at \$5/gal	\$200	-
Other	Music licensing and stock assets	\$200	-
Match - In-Kind	OHV expenses (purchase/rental, maintenance)	-	\$1,350/ep + fixed
Match - In-Kind	Social media video edits (6 vertical reels per episode)	-	\$1,050
Match - In-Kind	Social media content shares & interaction (5-10 per episode)	-	\$680

Grant cost for this example location: \$11,841. Travel costs will vary by location and will be detailed in the uploaded budget spreadsheet with specific mileage, GSA lodging rates, and per diem for each destination.

Per-Video Budget (Big Dune Example) - NIFS Copy-Paste Format:

Labor - Pre-Production: scripting, research, coordination, scheduling (\$125/hr x 25 hrs) ...
\$3,125

Labor - Production: filming on location, field recording, drone operation (\$125/hr x 25 hrs) ...
\$3,125

Labor - Post-Production: editing, motion graphics, voiceover, color/audio (\$125/hr x 25 hrs) ...
\$3,125

Travel - Mileage: 840 miles RT (Reno to Beatty/Tonopah), 2 vehicles at \$0.725/mi ... \$1,218

Travel - Lodging: 2 nights, 2 rooms at GSA rate \$110/night ... \$440

Travel - Per Diem: 3 days, 2 crew members at GSA M&IE rate \$68/day ... \$408

Travel - OHV Fuel: 2 vehicles x 20 gal at \$5/gal ... \$200

Other - Music licensing and stock assets ... \$200

GRANT TOTAL (this location): \$11,841

Matching Funds (In-Kind, per episode):

OHV expenses (purchase/rental, maintenance) ... \$1,350/ep + fixed costs

Social media video edits (6 vertical reels per episode) ... \$1,050

Social media content shares & interaction (5-10 per episode) ... \$680

PER-EPISODE MATCH TOTAL: \$3,080 + fixed OHV costs (\$3,312 amortized)

Other supporting documents and charts

APPENDIX J

NEVADA OFF-HIGHWAY VEHICLES PROGRAM GRANT APPLICATION

Fiscal Year 2027

Explore Nevada - Season 2

OHV Safety, Education & Destination Video Series

Submitted by Arborglyph LTD
Mike Henderson, Owner

Section 1: Applicant Information

Organization Name:

Arborglyph LTD.

Contact Person:

Mike Henderson, Owner

Mailing Address:

1515 Plumas Street, Reno, NV 89509

Phone:

(775) 762-4058

Email:

mike@arborglyphltd.com

Acknowledgment Questions:

All four acknowledgment questions: Yes

Please describe your organization:

Arborglyph LTD is a for-profit video production company based in Reno, Nevada, specializing in outdoor recreation and off-highway vehicle (OHV) content. Over the past five years, Arborglyph has produced more than 50 professional destination and adventure videos for the Driving Line YouTube channel, which has over one million subscribers, generating over four million combined views. Arborglyph's core team brings professional expertise in scripting, cinematography (4K cameras, drones, action cameras), audio production, post-production editing, and motion graphics. The company has established relationships with major OHV industry partners including Nitto Tire and has built a demonstrated track record of creating engaging, informative content that reaches large audiences of OHV enthusiasts and newcomers alike.

Has the applicant previously received OHV Grant Program funding?

Yes

Does the applicant currently have open grants from the Nevada OHV Program?

Yes

Number of projects funded: 1

Amount of funding received: \$43,643.20

Number of projects completed: 0

Section 2: Project Information

Project Name:

Explore Nevada - Season 2

Project Type(s) - NRS 490.069 Sec.2c:

- OHV safety training and education
- OHV and NRS 490 compliance and enforcement

Project Cost - Flexible Scope:

This application presents a flexible scope structure. We ask the Commission to make two independent decisions that determine the project size:

- Decision 1 - Duration: Fund the project for 1 year or 2 years?
- Decision 2 - Volume: Produce 4 videos per year or 6 videos per year?

These two choices create four possible outcomes, summarized below. Regardless of the combination selected, the per-video production quality, educational content, and safety messaging remain identical.

Outcome	Videos	Duration	OHV Grant Request
4 videos x 1 year	4	1 Year	\$44,658
6 videos x 1 year	6	1 Year	\$66,987
4 videos x 2 years	8	2 Years	\$89,316
6 videos x 2 years	12	2 Years	\$133,974

Project Cost - NIFS Copy-Paste Format

4 videos x 1 year: 4 videos, 1 Year duration, OHV Grant Request: \$44,658

6 videos x 1 year: 6 videos, 1 Year duration, OHV Grant Request: \$66,987

4 videos x 2 years: 8 videos, 2 Years duration, OHV Grant Request: \$89,316

6 videos x 2 years: 12 videos, 2 Years duration, OHV Grant Request: \$133,974

Match Sources, Partnerships, and Type:

All matching funds are provided in-kind by Arboryglyph LTD. The matching commitment scales with the scope of work awarded and consists of three categories:

- OHV Expenses: Arboryglyph LTD will purchase and/or rent OHVs (UTVs, motorcycles, snowmobiles for winter features) to feature a variety of vehicle types that appeal to a

wider audience of riders. Includes tires, wheels, and routine maintenance. Fixed costs of \$3,312 for tire and wheel sets plus \$1,350 per episode.

- Social Media Video Edits: For each full-length feature, Arborglyph LTD will produce 6 additional vertical short videos (Instagram Reels, YouTube Shorts, TikTok) to extend reach to mobile-first audiences. Valued at \$1,050 per episode.
- Social Media Content Shares & Interaction: Arborglyph LTD will engage 5-10 times per feature episode to build interest, drive follows to the OHV Commission's social media accounts, and build awareness for OHV opportunities in Nevada. Valued at \$680 per episode.

Total match ranges from \$15,632 (4 videos, 1 year) to \$40,272 (6 videos, 2 years). See the Proposed Matching Funds document for detailed valuations.

User Groups Able to Utilize This Project:

- Single Track Motorcycle
- ATV/Quads
- UTV/Side by Side
- Dune Buggy
- Rock Buggy
- Snowmobiles (Ruby Mountains winter episode)

How This Project Will Aid with Managing User Interactions:

This project directly supports managing user interactions at Nevada's OHV areas by educating riders before they arrive. Each video will include messaging on the importance of registering all OHVs in Nevada, how to register OHVs in Nevada, what OHV registration funds are used for, and how that benefits OHV users in the state. We will highlight the many great projects that the OHV Commission funds as well as the benefits this provides to OHV users in Nevada.

Each video provides destination-specific guidance on trail etiquette, right-of-way protocols for shared-use trails, appropriate vehicle types for specific terrain, and Tread Lightly principles. All on-camera talent will model proper safety gear including helmets, goggles, gloves, and appropriate riding apparel, reinforcing the Ride Safe Ride Smart ethic throughout every episode.

By reaching users through the platforms they already use (YouTube, Instagram, social media), this project delivers registration and safety messaging at the point of trip planning - before riders are on the trail. The videos from Season 1 have demonstrated that engaging content paired with safety messaging leads to higher viewer retention of educational material compared to traditional outreach methods. This proactive approach reduces conflicts between user groups and minimizes the burden on enforcement resources by creating more informed, responsible trail users.

Section 3: Proposed Scope of Work

The goal for this project is to continue and expand the successful Explore Nevada video series by creating professional, engaging destination and safety videos on OHV areas across the state of Nevada. Building on the proven model established in our current grant (FY 2025), each video will combine compelling destination content with integrated OHV registration education, safety messaging, and Tread Lightly principles to reach OHV users through the channels they already engage with.

We ask the Commission to make two simple decisions that determine the project scope:

- Duration: Fund the project for 1 year or 2 years?
- Volume: Produce 4 videos per year or 6 videos per year?

At 4 videos per year, we cover one location from each quadrant of the state. At 6 videos per year, we add two additional locations for broader coverage. Over two years, this scales to 8 or 12 of the 12 candidate locations listed below.

Filming locations have been selected from a combination of producer recommendations, partner input, and the most-viewed pages on the OHV Commission's trail finder. They are organized into four geographic quadrants with three candidates each, ensuring statewide coverage regardless of the scope selected. Landowner approvals have been obtained for locations where required, and letters of support are included with this application.

#	Location	Nearest Town	County	Terrain/Activity	Landowner
NORTHERN NEVADA					
1	Black Rock / High Rock	Gerlach	Washoe/Humboldt	Playa, canyon, remote	BLM
2	Jumbo Grade / Ophir Grade / Mt. Davidson	Virginia City	Storey	Historic mining roads	BLM
3	Prison Hill OHV Area	Carson City	Carson City	Popular trail system	Carson City
CENTRAL NEVADA					
4	Berlin-Ichthyosaur SP & Shoshone	Austin/Gabbs	Nye	Ghost town, trails	Nevada State Parks / BLM
5	Kingston & Toiyabe Range	Austin	Lander/Nye	Remote mountain, alpine	USFS
6	Cold Springs Station	Reno area	Washoe/Churchill	Historic trail, OHV access	BLM
EASTERN NEVADA					
7	Ward Mountain / Ely	Ely	White Pine	Mountain trail	USFS / BLM

				system	
8	Ruby Mountains - Snowmobiling	Elko/Lamoille	Elko	Winter motorized rec	USFS
9	Jarbidge	Elko	Elko	Remote backcountry	USFS / BLM
SOUTHERN NEVADA					
10	Amargosa Valley / Big Dune	Beatty/Tonopah	Nye	Sand dunes, southern NV	BLM
11	Mesquite - Caliente / Elgin Schoolhouse	Mesquite/ Caliente	Lincoln	Connector route, parks	BLM / Nevada State Parks
12	Gold Butte	Mesquite	Clark	National monument, desert	BLM

Northern Nevada Locations

- Black Rock / High Rock (Gerlach, Washoe/Humboldt County) - Playa, canyon, and remote terrain. Landowner: BLM. Letter of support obtained from BLM Nevada State Office (Alan B. Shepherd, Deputy State Director).
- Jumbo Grade / Ophir Grade / Mt. Davidson (Virginia City, Storey County) - Historic mining roads and scenic terrain. Landowner: BLM.
- Prison Hill OHV Area (Carson City, Carson City County) - Popular trail system with close access. Landowner: Carson City. Letter of support obtained from Carson City Open Space Division (Lyndsey Boyer, Open Space Manager).

Central Nevada Locations

- Berlin-Ichthyosaur State Park & Shoshone (Austin/Gabbs, Nye County) - Ghost town and purpose-built trails. Landowner: Nevada State Parks / BLM.
- Kingston & Toiyabe Range (Austin, Lander/Nye County) - Remote mountain range and alpine terrain. Landowner: USFS Humboldt-Toiyabe National Forest. Letter of support obtained from USFS Carson Ranger District (Matthew D. Zumstein, District Ranger).
- Cold Springs Station (Reno area, Washoe/Churchill County) - Historic trail with OHV access. Landowner: BLM.

Eastern Nevada Locations

- Ward Mountain / Ely (Ely, White Pine County) - Mountain trail system. Landowner: USFS / BLM.
- Ruby Mountains - Snowmobiling (Elko/Lamoille, Elko County) - Winter motorized recreation. Landowner: USFS Humboldt-Toiyabe National Forest.
- Jarbidge (Elko, Elko County) - Remote backcountry and scenic terrain. Landowner: USFS / BLM.

Southern Nevada Locations

- Amargosa Valley / Big Dune (Beatty/Tonopah, Nye County) - Sand dunes in southern Nevada. Landowner: BLM.
- Mesquite - Caliente / Elgin Schoolhouse (Mesquite/Caliente, Lincoln County) - Connector route and state parks. Landowner: BLM / Nevada State Parks.
- Gold Butte (Mesquite, Clark County) - National monument and desert terrain. Landowner: BLM.

Proven Track Record from Season 1

Arborglyph LTD is currently three-quarters of the way through delivering on our FY 2025 Explore Nevada grant, which has produced videos on Sand Mountain, the Logandale Trail System, and Moon Rocks (North Reno Recreation Area), with Pine Forest Range in production.

Pre-Production

For each video, we will script and plan shoots at OHV areas across Nevada. Pre-production includes creating a script or outline, storyboarding, coordinating talent and subjects, scouting locations, and scheduling shoot days with participants and land managers.

Prior to filming, the content and scripts for all videos will be made available to the OHV Commission, the Bureau of Land Management (BLM), Tread Lightly, the Nevada Outdoor School, and other interested parties for a 14-day comment period to ensure a consistent and accurate message across all parties. After filming, all parties will have another 14-day period to provide feedback on the produced video prior to publishing.

Production

Each video will be shot on location at an off-highway vehicle area in Nevada using high-end 4K video cameras, action cameras, drones, and professional audio equipment. On-camera talent will be recorded in the field, and voiceover content will be captured in a studio setting. Locations will be on federal and state-managed land that is geographically diverse across the state, near population centers and in more remote areas, to showcase the full range of Nevada's OHV opportunities.

Each destination video will include the following information:

- How to reach the location and recommended vehicle/trailer setup
- What to bring, highlighting safety equipment and OHV registration requirements
- Typical weather and recommended times of year to visit
- Busiest times and how to plan around peak usage
- Nearest town with fuel, lodging, and groceries
- Required permits and registration information
- Overnight camping options and facilities (restrooms, dumpsters, etc.)

- Popular routes, highlighting GPX files available on the Nevada OHV website (ohv.nv.gov)
- Level of difficulty and appropriate vehicle types
- Tread Lightly principles specific to the area

Post-Production

Videos will be edited in professional non-linear editing platforms. Custom motion graphic elements such as lower thirds, callouts, titles, and cards will be created for each video. Videos will have quality music bed content licensed for the life of the video on the platforms used.

We will create post metadata for YouTube including title, description, keywords, chapters, and transcribed subtitles in .srt format for accessibility.

Promotion

The videos will be posted on the Driving Line YouTube channel (currently over one million subscribers). Driving Line has published more than 75 Arborglyph-produced videos to date, generating over 13 million views. Additionally, we will share each video on social media via @harrysituations (70k+ followers) and @allterrainfamily (10k+ followers) to reach the target audience. The Nevada OHV Program and Commission will be prominently credited in all videos, descriptions, and promotional materials per grant requirements.

Messaging

Each video will integrate the following messaging naturally into the content:

- Register Your OHV - show registration stickers on all vehicles and explain the process, the importance of registration, and how registration funds are used to benefit OHV users in Nevada
- Ride Safe, Ride Smart - demonstrate proper safety gear (helmets, goggles, gloves, appropriate riding apparel) and responsible riding practices
- Tread Lightly - travel responsibly, respect the rights of others, educate yourself, avoid sensitive areas, do your part
- Make sure your vehicle is equipped with a spark arrestor
- Trail etiquette and right-of-way for shared-use areas
- Links to the NV OHV Safety Certification course and Nevada Outdoor School training

Section 4: Project Deliverables

The following quantitative deliverables will be produced for each video in the series (scale by the number of videos in the selected option):

Per Video Deliverables:

- 1 Feature Video, 10-20 minutes in length, published on YouTube with: title, description, keywords, thumbnail image, chapter headings, and transcribed subtitles (.srt format)
- 3 Social Media Teasers per feature (vertical 9:16 format, approximately 60 seconds each), with and without burned-in captions
- Coordinated social media promotion with off-road influencers
- Nevada OHV Program acknowledgment in all videos and promotional materials

Total Deliverables by Scope:

Deliverable	4 x 1 yr	6 x 1 yr	4 x 2 yr	6 x 2 yr
Feature Videos	4	6	8	12
Social Media Teasers	12	18	24	36
Total Video Assets	16	24	32	48

Section 5: Project Timeline

Timeline will vary based on the duration and volume selected by the Commission. Below is the quarterly cadence for a 1-year project. A separate timeline PDF will be uploaded to NIFS.

1-Year Timeline (4 or 6 videos):

Quarter	Project Goals	Deliverables
Q1 (Months 1-3)	Pre-production for first 2 videos. Script development, location scouting, talent coordination, script review period with Commission and partners. Production and post-production for Video 1.	1 feature video + 3 social teasers published. Scripts for Video 2 reviewed.
Q2 (Months 4-6)	Production and post-production for Video 2. Pre-production for Videos 3-4 (at 4/yr) or 3-6 (at 6/yr). Script review periods.	1 feature video + 3 social teasers published.
Q3 (Months 7-9)	Production and post-production for Videos 3-4 (at 4/yr) or 3-5 (at 6/yr). Social media promotion campaigns.	1-2 feature videos + social teasers published.
Q4 (Months 10-12)	Final video production (at 6/yr: Video 6). Final reporting, metrics compilation, and project closeout.	Remaining videos + teasers published. Final report submitted.

Schedule - NIFS Copy-Paste Format

Q1 (Months 1-3)

- Project Goals: Pre-production for first 2 videos. Script development, location scouting, talent coordination, script review period with Commission and partners. Production and post-production for Video 1.
- Deliverables: 1 feature video + 3 social teasers published. Scripts for Video 2 reviewed.

Q2 (Months 4-6)

- Project Goals: Production and post-production for Video 2. Pre-production for Videos 3-4 (at 4/yr) or 3-6 (at 6/yr). Script review periods.
- Deliverables: 1 feature video + 3 social teasers published.

Q3 (Months 7-9)

- Project Goals: Production and post-production for Videos 3-4 (at 4/yr) or 3-5 (at 6/yr). Social media promotion campaigns.
- Deliverables: 1-2 feature videos + social teasers published.

Q4 (Months 10-12)

- Project Goals: Final video production (at 6/yr: Video 6). Final reporting, metrics compilation, and project closeout.
- Deliverables: Remaining videos + teasers published. Final report submitted.

2-Year Timeline (if 2-year duration selected):

If the Commission selects a 2-year duration, Year 1 follows the same quarterly cadence above for the first 4 or 6 videos. Year 2 repeats the cycle for the remaining videos, with final reporting in Q8.

Section 6: Priorities and Scoring Narrative

1. Law Enforcement Strategy - Registration Enforcement, Public Education & Outreach:

This project aims to directly increase OHV registrations by embedding registration education into compelling destination content that reaches users when they are planning trips. Each video prominently features registration stickers on all vehicles shown, explains the registration process and its benefits, and highlights how registration fees fund the trails and facilities riders enjoy. In Season 1, every video included clear calls to action directing viewers to register their OHVs, and this approach will continue and be strengthened in Season 2.

By reaching audiences through YouTube (over 1 million subscribers on the Driving Line channel) and social media (80,000+ combined followers across partner accounts), this project delivers registration and safety messaging to a significantly larger audience than traditional enforcement methods alone. The videos serve as a force multiplier for the Commission's enforcement efforts - an informed rider who understands registration requirements before arriving at a trail is far more likely to comply than one who encounters enforcement in the field.

2. Planning, Environmental Studies, Conservation:

No environmental studies are planned for this grant. However, our goal is to make a meaningful contribution to the conservation of land and natural resources within the State of Nevada by educating a broad audience on responsible OHV use. Each video integrates Tread Lightly principles including staying on designated trails, packing out all trash, avoiding sensitive habitats, and respecting seasonal closures. Conservation messaging and specific guidance on environmentally sensitive areas near each destination will be woven naturally into the content rather than presented as dry instructional material - an approach that entertainment-education research has shown is more effective at changing behavior (Singhal & Rogers, Entertainment-Education: A Communication Strategy for Social Change, 1999).

By reaching riders before they arrive at OHV areas, this project reduces environmental damage caused by uninformed use, which in turn reduces the cost of restoration and maintenance for land management agencies.

3. Enhancement or Maintenance of Existing Trails and Facilities:

This project enhances existing trails and facilities by communicating access information, trail conditions, and proper use guidelines to a broader audience. By demonstrating responsible OHV use at Nevada destinations - including OHV registration, safety gear, and trail etiquette - the videos encourage behavior that reduces wear on facilities. When riders know to pack out their trash, stay on designated routes, and use appropriate vehicles for the terrain, the result is less damage and lower maintenance costs for trail systems and staging areas.

Additionally, this project functions as a virtual trail guide that directs users to established routes rather than creating unauthorized trails, which research has identified as one of the most significant sources of trail degradation on public lands (Wimpey & Marion, Journal of Environmental Management, 2011).

4. Training:

The goal of this program is to provide OHV registration, safety, and outdoor etiquette education through engaging video content that reaches the target audience through the platforms they

already use. While not a formally certified training program, this project functions as an effective first point of contact for safety education that directs viewers to certified training resources.

Each video includes links and information about the online NV OHV Safety Certification course and hands-on safety training provided by the Nevada Outdoor School. By integrating safety messaging into entertaining destination content, this approach reaches users who would never seek out a formal safety course on their own - making it a critical complement to existing certified training programs.

Arborglyph LTD has demonstrated success with this model in Season 1, producing three completed videos (with a fourth in production) that successfully integrate safety and registration education into compelling destination content. Over the past five years, the team has created more than 50 professional OHV videos for the Driving Line channel, generating over four million views. This track record demonstrates the team's ability to deliver quality educational content that engages audiences at scale.

5. Connectivity/Loops:

This project impacts the connectivity between OHV trails, facilities, and local communities by serving as an information bridge between riders and destinations. Each video includes practical information about local communities near OHV areas - where to find fuel, lodging, groceries, and supplies. This information connects riders to local businesses and encourages them to use proper staging areas and established trail networks rather than creating ad hoc access points.

By providing accurate route information and highlighting GPX files available on the Nevada OHV website (ohv.nv.gov), the videos direct users to designated trail systems and promote the use of mapped routes, reducing off-trail use and improving overall trail system connectivity.

6. Access:

This project improves OHV access by educating potential visitors on how to properly reach, prepare for, and enjoy Nevada OHV destinations. Many riders - especially those new to the sport - do not visit certain areas simply because they lack information about access points, required permits, appropriate vehicles, or what to expect on arrival. This project removes those information barriers.

7. Trail Mapping and Signing:

There is no mapping component in this grant. However, this project enhances the visibility and utilization of mapping projects already completed by the Nevada OHV Program. Each video highlights mapped routes and directs viewers to GPX files and trail maps available on the OHV website (ohv.nv.gov), increasing awareness and use of existing mapping resources.

8. Partnering and Leverage:

This project involves coordination with multiple stakeholders:

- OHV Commission: Script review, content guidance, and messaging alignment
- Bureau of Land Management (BLM): Location coordination, land use guidance, and support. The BLM Nevada State Office has provided a letter of support for Season 2 (Alan B. Shepherd, Deputy State Director, April 2026). BLM has confirmed that no filming permit is required for this type of activity on BLM public lands and supports the Tread Lightly messaging integrated into each video.
- U.S. Forest Service (USFS): Location coordination for filming on Humboldt-Toiyabe National Forest lands. The USFS Carson Ranger District has provided a letter of support

for Season 2 (Matthew D. Zumstein, District Ranger, April 2026). Pre-filming coordination with USFS is required and will be conducted for each applicable location.

- Carson City Open Space Division: Landowner approval for filming at Prison Hill OHV Area. Letter of support obtained from Lyndsey Boyer, Open Space Manager (April 2026), confirming land access approval per NRS 490.069.
- Nevada State Parks: Location coordination for filming at Berlin-Ichthyosaur State Park and Elgin Schoolhouse State Park.
- Tread Lightly: Messaging alignment on conservation and responsible use principles
- Nevada Outdoor School: Cross-promotion of their OHV safety training programs. Letter of support obtained from Melanie Erquiaga, Executive Director (March 2026), supporting the Ride Safe Ride Smart messaging and NV OHV Certification Program promotion.
- Nitto Tire / Driving Line: In-kind product support (tires and wheels) and hosting on a channel with 1M+ subscribers and 13M+ views. Letter of support obtained from H.R. Topham, Media Production Manager (April 2026), confirming 75+ prior Arborglyph collaborations.
- Off-road influencers (@harrysituations, @allterrainfamily): Social media promotion and on-camera talent

Each partner will have the opportunity to provide feedback on scripts prior to filming and on produced videos prior to publication, ensuring consistent and accurate messaging.

9. Economic Integration:

The goal of these videos is to inspire people to visit OHV locations in Nevada and enjoy responsible recreation opportunities. Each video contains practical information about the nearest town's fuel, lodging, dining, and grocery options, directly driving tourism dollars to rural Nevada communities that depend on outdoor recreation visitors.

Nevada's OHV recreation economy is significant, and these videos help grow it by expanding the audience of informed, prepared visitors. A viewer in Las Vegas who watches a video about an OHV area near Winnemucca or Fallon and decides to make the trip is generating economic activity - fuel, meals, lodging, supplies - that benefits those communities. By featuring locations across the state, this project distributes these economic benefits geographically rather than concentrating them in areas that are already well-known.

10. Demand for New Facilities:

This project does not require any new facilities to be constructed. Instead, it showcases existing OHV opportunities across Nevada and highlights responsible recreation, including OHV registration, use of safety gear, and proper trail etiquette. By promoting existing facilities and trail systems, this project helps maximize the return on the state's existing infrastructure investments.

Section 7: Project Budget

The budget below uses the FY 2027 required categories. All rates are consistent with the budget approved in our FY 2025 grant. Mileage is calculated at the current GSA rate of \$0.725/mile.

A detailed budget spreadsheet will be uploaded separately to NIFS. The per-video cost structure is consistent across all scope options. Below is a specific example using the Amargosa Valley / Big Dune location:

Per-Video Cost Breakdown - Amargosa Valley / Big Dune Example:

Category	Description	Grant	Match
Labor	Pre-Production: scripting, research, coordination, scheduling (\$125/hr x 25 hrs)	\$3,125	-
Labor	Production: filming on location, field recording, drone operation (\$125/hr x 25 hrs)	\$3,125	-
Labor	Post-Production: editing, motion graphics, voiceover, color/audio (\$125/hr x 25 hrs)	\$3,125	-
Travel - Mileage	840 miles RT (Reno to Beatty/Tonopah), 2 vehicles at \$0.725/mi	\$1,218	-
Travel - Lodging	2 nights, 2 rooms at GSA rate \$110/night	\$440	-
Travel - Per Diem	3 days, 2 crew members at GSA M&IE rate \$68/day	\$408	-
Travel - OHV Fuel	2 vehicles x 20 gal at \$5/gal	\$200	-
Other	Music licensing and stock assets	\$200	-
Match - In-Kind	OHV expenses (purchase/rental, maintenance)	-	\$1,350/ep + fixed
Match - In-Kind	Social media video edits (6 vertical reels per episode)	-	\$1,050
Match - In-Kind	Social media content shares & interaction (5-10 per episode)	-	\$680

Grant cost for this example location: \$11,841. Travel costs will vary by location and will be detailed in the uploaded budget spreadsheet with specific mileage, GSA lodging rates, and per diem for each destination.

Per-Video Budget (Big Dune Example) - NIFS Copy-Paste Format

Per-Video Cost Breakdown - Amargosa Valley / Big Dune Example:

Labor - Pre-Production: scripting, research, coordination, scheduling (\$125/hr x 25 hrs) ...
\$3,125

Labor - Production: filming on location, field recording, drone operation (\$125/hr x 25 hrs) ...
\$3,125

Labor - Post-Production: editing, motion graphics, voiceover, color/audio (\$125/hr x 25 hrs) ...
\$3,125

Travel - Mileage: 840 miles RT (Reno to Beatty/Tonopah), 2 vehicles at \$0.725/mi ... \$1,218

Travel - Lodging: 2 nights, 2 rooms at GSA rate \$110/night ... \$440

Travel - Per Diem: 3 days, 2 crew members at GSA M&IE rate \$68/day ... \$408

Travel - OHV Fuel: 2 vehicles x 20 gal at \$5/gal ... \$200

Other - Music licensing and stock assets ... \$200

GRANT TOTAL (this location): \$11,841

Matching Funds (In-Kind, per episode):

OHV expenses (purchase/rental, maintenance) ... \$1,350/ep + fixed costs

Social media video edits (6 vertical reels per episode) ... \$1,050

Social media content shares & interaction (5-10 per episode) ... \$680

PER-EPISODE MATCH TOTAL: \$3,080 + fixed OHV costs (\$3,312 amortized)

Section 8: Land Management & Environmental Compliance

Landowner(s):

Bureau of Land Management (BLM) - Nevada State Office

U.S. Forest Service (USFS) - Humboldt-Toiyabe National Forest, Carson Ranger District

Nevada State Parks - Berlin-Ichthyosaur State Park, Elgin Schoolhouse State Park

Carson City - Open Space Division (Prison Hill OHV Area)

Land Management Classification:

Federal (BLM, USFS) and State/Local (Nevada State Parks, Carson City)

Will there be ground disturbing activities?

No

Standards/Guidelines:

Other: This project involves video production only - no ground disturbance, construction, or physical modifications to trails or facilities. All filming will take place on existing designated OHV routes and staging areas on BLM, USFS, Nevada State Parks, and Carson City managed land.

Federal Environmental Compliance:

Not applicable. This project involves video recording on existing public OHV areas only. The BLM Nevada State Office confirmed in their letter of support that no filming permit is required for this type of activity on BLM public lands. USFS filming will be coordinated in advance with the applicable ranger district per their letter of support. Carson City Open Space Division has provided land access approval for Prison Hill OHV Area.

Section 9: Location, Maps, Photos

Nearest Town/City/Municipality:

Gerlach, Virginia City, Carson City, Austin, Gabbs, Ely, Elko, Lamoille, Jarbidge, Beatty, Tonopah, Mesquite, Caliente (final selections depend on scope awarded)

County(s):

Washoe, Humboldt, Storey, Carson City, Nye, Lander, White Pine, Elko, Lincoln, Clark (final selections depend on scope awarded)

Required Maps:

General location map and detail maps for each filming location will be provided as separate PDF uploads to NIFS, following the same format used in our FY 2025 application.

Required Photographs:

At least two overview photographs per filming location will be provided as separate PDF uploads.

Submission Checklist & Reminders

Before submitting via NIFS, ensure you have the following:

- NIFS account created and entity registered (notify the Program once registered)
- Attended at least one mandatory grant training session (April 2 or May 5, 2026)
- Proof of Good Standing from nvsliverflume.gov (dated 2026)
- Updated BLM landowner/support letter (dated 2026, project-specific)
- USFS landowner/support letter (dated 2026, project-specific)
- Carson City landowner/support letter (dated 2026, project-specific)
- Detailed budget spreadsheet (Excel) matching scope of work
- Cost estimates/quotes to support budget
- Project timeline PDF
- General location map + detail maps (PDF, max 11x17)
- At least 2 photographs per location (PDF)
- Letters of support (consider Tread Lightly, Nevada Outdoor School, Driving Line/Nitto)

Key Dates:

- Application Deadline: May 17, 2026 at 11:59 PM PST via NIFS
- Feedback Period: May 17 - June 14, 2026 (can revise and resubmit)
- Final Submission Deadline: June 14, 2026 at 11:59 PM PST
- TAC Review: Early July 2026
- Commission Presentations: Late July 2026 (10-minute presentation + Q&A)