



**NEVADA OFF-HIGHWAY VEHICLES PROGRAM  
GRANT APPLICATION**  
Nevada Commission on Off-Highway Vehicles  
Nevada Department of Conservation and Natural Resources

**Applicant Information**

**Organization Name:** Arborglyph LTD.

**Contact Person:** Michael Henderson Owner  
Name Title

**Mailing Address:** 1515 Plumas Street Unit #  
Street Address

Reno NV 89509  
City State Zip Code

**Phone:** (775) 762-4058 **Email:** mike@arborglyphltd.com

**Which best describes your organization? (Check one)**

- |   |   |
|---|---|
| <input type="checkbox"/> State Agency           | <input type="checkbox"/> Non-Profit Organization      |
| <input type="checkbox"/> Federal Agency         | <input type="checkbox"/> Community-Based Organization |
| <input type="checkbox"/> County/City Agency     | <input checked="" type="checkbox"/> For Profit        |
| <input type="checkbox"/> Local/Municipal Entity | <input type="checkbox"/> Other: _____                 |
| <input type="checkbox"/> Individual             |   |

*If the applicant is a corporate or legal entity, proof of good standing in the entity's state of incorporation is required. NAC 490.1345 (Note: grantees must have the capacity to implement and accomplish proposed project and properly administer awarded funds).*

**Has the applicant previously received OHV Grant Program funding?**

No  Yes

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

No  Yes

Number of projects funded: n/a

Amount of funding received: \$ n/a

Number of projects completed: n/a

**Project Information**

**Project Name:** Explore Nevada

**Select all that describes the project type(s) NRS 490.069 Sec.2c?**

<input checked="" type="checkbox"/>	OHV compliance and enforcement	<input checked="" type="checkbox"/>	OHV safety training and education
<input type="checkbox"/>	Studies or planning for trails and facilities	<input type="checkbox"/>	Enhancement or maintenance
<input type="checkbox"/>	Mapping and signing	<input type="checkbox"/>	Construction of trails/facilities
<input type="checkbox"/>	Restoration of areas damaged by OHVs	<input type="checkbox"/>	Acquisition of land
<input type="checkbox"/>	Construction of trail features to minimize impacts on environmentally sensitive areas or important wildlife habitats		

**Project Cost** (grant request and matching funds directly related to the project)

OHV grant request	\$56,692
Matching Funds	\$ n/a
Total Project Amount	\$56,692

**What are the sources or partners for your leveraged (matching) funds?**

<input type="checkbox"/>	Federal	<input type="checkbox"/>	In-kind
<input type="checkbox"/>	State	<input type="checkbox"/>	Private
<input type="checkbox"/>	City/County	<input type="checkbox"/>	Other: _____

Please describe leveraged (matching) funds (ex. another grant, volunteer hours, cash donation, etc.):

Type here: N/A
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**User group(s) that will be able to utilize this project (check all that apply):**

<input checked="" type="checkbox"/>	Single Track Motorcycle	<input checked="" type="checkbox"/>	Snowmobiles
<input checked="" type="checkbox"/>	ATV/Quads	<input checked="" type="checkbox"/>	Dune Buggy
<input checked="" type="checkbox"/>	UTV/Side by Side	<input type="checkbox"/>	Mountain Bikers
<input type="checkbox"/>	Hiking/Backpacking	<input type="checkbox"/>	Equestrian
<input type="checkbox"/>	Snowshoers/Skiers	<input checked="" type="checkbox"/>	Other: <u>Rock Buggy</u>

If applicable, please explain how this project will aid with managing user interactions:

Type here: More people than ever are venturing into nature since the pandemic, and Nevada is a premier destination for new and veteran OHV riders. Many of those new to the sport, and
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some of the veterans, are not familiar with outdoor ethics, or the importance of registering their OHV and the benefits that provides.

We all learn about new places, products, and practices with a wealth of information readily available at our fingertips through social media. But we don't typically search for videos on the topics that are important to furthering the mission of the Nevada Commission on Off-Highway Vehicles, most of us search for information about the destinations we want to visit.

Creating interesting, compelling destination guides, travelogs, and trail reviews, while incorporating OHV registration requirements, Tread Lightly principles, "Ride Safe, Ride Smart" education, trail etiquette, and safety tips is the best way to reach the target audience that most needs to learn these principles, while showing them the importance of registering their OHV.

These videos will include tips such as a destination overview, what to pack, where to purchase fuel and supplies, popular routes, and other helpful tips while showcasing the beautiful scenery and responsible recreation on motorcycles, quads, and UTVs.

### **Proposed Scope of Work**

Please describe exactly what work will be completed. Programs, planning, NEPA, surveys, mapping, include miles of trail, trail type and any other pertinent information (NAC 490.1375). If purchase of equipment is included, please explain where/how it will be housed and maintained.

Type here:

The goal for this project is to create 4 10 – 20-minute feature videos on OHV destinations in Nevada (one per quarter) over the next 12 months. This will reach new and existing users who are searching for OHV content based on location and type of activity. Each video will be approximately 10-20 minutes in length for the Nevada Off Road YouTube channel, complete with thumbnail/poster, relevant tags, and a thorough description.

Three shorter (approximately one minute each) teasers will be created for each of the four videos (12 teasers in total) for use on social media. In each video, information will be included regarding items such as OHV registration in Nevada, "Ride Safe, Right Smart" education, safety gear, proper trail etiquette and Tread Lightly principles.

### **Pre-Production**

We will script and plan shoots for four videos in OHV areas in Nevada. This will include creating a script, outline, or storyboard, coordinating talent and subjects for videos and scheduling shoot days with participants and land managers.

Prior to filming, the content and scripts for all videos will be available to state and federal agencies, Tread Lightly, the Nevada Outdoor School, and other interested parties with a 14-day comment period to ensure a consistent message across all parties. After filming, all parties will have another 14-day period to provide feedback on the produced video prior to publishing.

The locations for the videos will be on BLM managed land that is geographically diverse across the state, near population centers in Las Vegas, Reno/Carson, Elko, and Ely. Potential locations include North Reno Recreation Area (Moon Rocks), Sand Mountain, the Pine Forest Range, Lagomarsino Petroglyph Trail, the Silver State Trail System, Beatty Area Trails, Amargosa Big Dune, and the Logandale Trail System.

Each destination video will include the following information:

- How to reach the location.
- What to bring (highlighting safety equipment and registration).
- Typical weather and recommended times of year to visit.
- Busiest times (i.e. Halloween at Sand Mountain).
- Nearest town with fuel, lodging, and groceries.
- Permits required.
- Overnight camping options.
- Facilities (bathrooms, dumpsters, etc.).
- Popular routes (highlighting GPX files on Nevada OHV website).
- Level of difficulty.

## 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. On-Camera talent will be recorded in the field, and voiceover content will be captured in a studio.

## 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 video platforms used.

We will create post meta for the primary video host (YouTube) including, title, description, keywords, chapters and subtitles.

We will provide 4 feature videos and 3 social videos for each feature (total of 12 social media videos).

## Promotion

Additionally, we will share each video on social media to reach the target audience. This promotion will help increase views and subscribers to the Off Road Nevada YouTube channel.

### Project Deliverables

Please describe *quantitative* outcomes for your project. Examples could include miles of trail created, number of enforcement overtime hours, presentations held, programs facilitated, users engaged, pounds of trash collected, etc.

Type here:

## Content

- 4 Feature Videos 10 – 20 minutes
  - Title
  - Description
  - Keywords
  - Thumbnail image
  - Chapter headings
  - Transcribed subtitles in .srt format
- 3 Social Media Teasers Per Feature (12 Total)
  - Vertical (9x16)
  - 60 seconds
  - With and without burned in captions

## Promotion

- Coordinated promotion on social media with various influencers.

## Messaging

Each video will include the following suggestions:

- Register Your OHV
- Make sure your vehicle is equipped with a spark arrestor
- Travel Responsibly
- Respect the Rights of Other
- Educate Yourself
- Avoid Sensitive Areas
- Do Your Part

Funding this grant for one year creates minimal risk for the commission and allows for feedback and revisions to the format should future grants be awarded.

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**Project Timeline:** Funding Agreements are two years unless specified. Please complete the table below providing a timeline of your project.

Quarter	Date	Project Goals	Deliverables
Q1	Jan-Mar, 25	Video on Nevada OHV destination (exact destination TBD) with routes, popular times to visit, and lists of what to bring while showcasing OHV registration and Ride Safe, Ride Smart principles.	One 10-15 minutes video for YouTube, three one minute videos for social media, promotion of video on social media
Q2	Apr-Jun, 25	Video on Nevada OHV destination (exact destination TBD) with routes, popular times to visit, and lists of what to bring while showcasing OHV registration and Ride Safe, Ride Smart principles.	One 10-15 minutes video for YouTube, three one minute videos for social media, promotion of video on social media
Q3	Jul-Sep, 25	Video on Nevada OHV destination (exact destination TBD) with routes, popular times to visit, and lists of what to bring while showcasing OHV registration and Ride Safe, Ride Smart principles.	One 10-15 minutes video for YouTube, three one minute videos for social media, promotion of video on social media
Q4	Oct-Dec, 25	Video on Nevada OHV destination (exact destination TBD) with routes, popular times to visit, and lists of what to bring while showcasing OHV registration and Ride Safe, Ride Smart principles.	One 10-15 minutes video for YouTube, three one minute videos for social media, promotion of video on social media
Q1	Jan-Mar, 26	n/a	n/a
Q2	Apr-Jun, 26	n/a	n/a
Q3	Jul-Sep, 26	n/a	n/a
Q4	Oct-Dec, 26	n/a	n/a

**Priorities and Scoring Narrative**

Grants will be scored based on answers to the ten (10) criteria listed below. Each criteria carries a weight determined by the OHV Commission, voted upon during the open meeting on 9/7/2021. Please reference Grant Manual Appendix A.

**Law Enforcement Strategy that addresses registration enforcement, including Public Education & Outreach aimed at increasing renewals and new registrations:** *How will your project increase the number of OHV registrations in the district. How will the equipment and time be used to increase OHV safety and awareness? Please reference the Law Enforcement Statistics reporting form.*

Type here:

This project will increase the number of OHV registrations by highlighting the destination opportunities that are possible with a registered OHV in Nevada. Each video will not only include shots of registration stickers on all vehicles but also highlight the use of funds to develop and maintain these OHV areas.

**Planning, Environmental Studies, Conservation:** *Describe how the environmental studies, conservation and/or planning will mitigate resources impacted by OHV recreation. How will your project contribute to the conservation of our natural resources, while enhancing OHV opportunities?*

Type here:

No environmental studies are planned for this grant, however this project will contribute to the conservation of land and natural resources within the State of Nevada by demonstrating proper trail etiquette and inclusion of signage such as “Don’t crush the brush” and other targeted conservation and outdoor ethics messaging., This will reach an audience that might not be familiar with these principles.

**Enhancement or Maintenance of existing trails and facilities:** *How will maintenance needs be prioritized and how often will your project hold a maintenance/ trails enhancement event? HOW will your project be maintained and WHO has committed to the ongoing maintenance of the facility or trail (note: a minimum of 2 maintenance/ trail events are required per year).*

Type here:

This project will enhance existing trails and facilities by communicating access issues to a broader audience and demonstrating the proper way to enjoy Nevada OHV destinations, including OHV registration, safety, and trail etiquette. As a result, less maintenance should be required at facilities since people will pack out their trash and stay on prescribed routes. Focusing on OHV registration will also help increase funding in the future.

**Training:** *Please describe the goals and objectives of your public safety training program. Is it a nationally recognized certification? What sets your safety training program apart from the others?*

Type here:

The goal of this program is to demonstrate proper OHV registration, safety, and outdoor etiquette to the target audience while showcasing Nevada OHV destinations being enjoyed in a responsible manner.

Videos will generate organic search traffic due to the popularity of the topics. Videos will provide evergreen content for NV OHV that will remain relevant and valuable to OHV enthusiasts well into the future.

Videos will include links and information about how viewers can further their education and safety training, such as the online NV OHV Safety Certification course and hands-on safety training provided by Nevada Outdoor School.

We have demonstrated success, minimizing the risk to the OHV commission. Over the past four years we have created 50 videos for the Driving Line/Nitto YouTube channel, generating over four million views between them. These videos are successful by being entertaining and informative, putting promotion of Nitto in the background rather than the foreground.

We have also demonstrated success in growing our own brands and followings (@allterrainfamily and @harrysituations on YouTube and Instagram) and can apply that same recipe for success to the Nevada OHV YouTube channel. Harry Situations currently has over 70,000 followers on Instagram.

**Connectivity/Loops:** *How will the project impact connectivity of OHV trails, facilities, and local communities? Please include maps of areas impacted by your project and describe those impacts.*

Type here:

This proposed project would include information on local communities such as where fuel and supplies can be purchased near the OHV destination. Providing potential visitors with accurate information and stressing proper trail etiquette will result in less damage due to OHV use off trail.

**Access:** *Please describe how your project improves OHV access in the project area. Explain what access/opportunities would be lost or restricted if the project does not occur.*

Type here:

This project will help educate potential visitors to Nevada OHV destinations on how to properly access those destinations and enjoy them responsibly, limiting impact that could result in closures. If the project does not occur, there is a risk that users will not have the information they need to make informed, responsible decisions regarding OHV registration, safety, and proper outdoor ethics.



<p><b>Trail mapping and signing of existing trails and facilities:</b> If a mapping component is included in the grant, please describe how it will be integrated with the current web mapping application found on OHV.NV.GOV</p>
<p>Type here: There is no mapping feature, however this project will enhance the visibility of mapping projects already completed by highlighting and publicizing already mapped areas.</p>
<p><b>Partnering and Leverage:</b> <i>Who else is involved in this project? Please describe outreach with stakeholders, partners and local governments, that you have communicated with in planning this project.</i></p>
<p>Type here: We intend to coordinate with Tread Lightly, Nevada Outdoor School, Nevada OHV Association, land use agencies, and others to have a consistent message to the OHV community. This includes priorities such as Tread Lightly principles and the “Ride Safe, Ride Smart” program of the Nevada Outdoor School. Each group will have the opportunity to provide feedback on scripts prior to filming and input on the videos themselves prior to them being published in order to accomplish this goal.</p>
<p><b>Economic Integration:</b> <i>How will this project improve OHV recreation opportunities that help local, regional, or state economies grow?</i></p>
<p>Type here: The goal of these videos is to inspire people to visit OHV locations in Nevada and enjoy responsible recreation opportunities. Each video will contain information about the nearest town, fuel, lodging, and groceries that will help generate tourism dollars for these areas.</p>
<p><b>Demand for New Facilities:</b> <i>Please provide justification for <b>NEW</b> facility/program development: restrooms, trails, signs, and other amenities.</i></p>
<p>Type here: This project does not require any new facilities to be constructed. Instead, it will showcase existing OHV opportunities in Nevada and highlight responsible recreation including OHV registration, use of safety gear, and proper trail etiquette.</p>

**Project Budget**

**Proposed Budget:** Provide your budget details to include all project expenses, including contracts, labor costs, volunteer or donated labor, equipment, travel, materials, etc. Each section needs to be broken down into specific item costs. You may create your own spreadsheet. (See Grant Manual Appendix B for example)

- Your budget must align clearly with your Scope of Work.

- Be specific. Each section needs to be broken down into individual line items and costs. For example, a lump sum for “travel” should be broken down into items such as lodging, per diem, gas etc.
- All travel expenses should be based off current GSA rates. Rates can be found [here](#) or at <https://www.gsa.gov/travel/plan-book/per-diem-rates>.
- Reminder: Include all sources of funds for the completion of the project including federal, in-kind, private/city/county and state funds.
- **Attach copies of estimates to support your budget and identify what each contract will include.**

## Project Budget Overview

ITEM	DESCRIPTION	HOURLY RATE	HOURS	VIDEOS	TOTAL
<b>Pre-Production</b>	Planning, scripting, research, talent coordination, logistics and scheduling, revising drafts, planning and prep.	\$125.00	28.00	4	\$14,000.00
<b>Production</b>	Time spent shooting episodes. Traveling to and from locations.	\$125.00	28.00	4	\$14,000.00
<b>Post-Production</b>	Editing episodes, recording voiceovers, reviewing drafts, revision, motion graphics, creating post meta.	\$125.00	28.00	4	\$14,000.00
<b>Promotion</b>	Promotion on Social Media	\$125.00	8.00	4	\$4,000.00
<b>Talent Expense</b>	Estimated expense for talent to attend shoot with their own vehicles.	\$125	8.00	4	\$4,000.00
<b>Moon Rocks Expenses</b>	Travel and Per Deim (See detail budget)			1	\$453.80
<b>Sand Mountain Expenses</b>	Travel and Per Deim (See detail budget)			1	\$1,155.88
<b>Pine Forest Expenses</b>	Travel and Per Deim (See detail budget)			1	\$1,927.28
<b>Logandale Expenses</b>	Travel and Per Deim (See detail budget)			1	\$2,597.24
<b>Project Total</b>					<b>\$56,134.20</b>

## Location Specific Budget

Expense	Travel expenses	Description	Miles / Days	Vehicles / People	Rate	Total	Location Total
Moon Rocks	Mileage or Fares	70 miles round trip	70	2	0.67	93.8	<b>\$453.80</b>
	Lodging or Per Diem	NA			138	0	
	Meals Per Diem	Sparks, NV	1	2	80	160	
	Fuel for OHVs	20 gallons per vehicle at \$5 per gallon	20	2	5	200	
Sand Mountain	Mileage or Fares	182 miles round trip	182	2	0.67	243.88	<b>\$1,155.88</b>
	Lodging or Per Diem	Fallon, NV	2	2	110	440	
	Meals Per Diem	Fallon, NV	2	2	68	272	
	Fuel for OHVs	20 gallons per vehicle at \$5 per gallon	20	2	5	200	
Pine Forest	Mileage or Fares	492 miles round trip	492	2	0.67	659.28	<b>\$1,927.28</b>
	Lodging or Per Diem	Winnemucca, NV	3	2	110	660	
	Meals Per Diem	Winnemucca, NV	3	2	68	408	
	Fuel for OHVs	20 gallons per vehicle at \$5 per gallon	20	2	5	200	
Logandale	Mileage or Fares	936 miles round trip	936	2	0.67	1254.24	<b>\$2,597.24</b>
	Lodging or Per Diem	Las Vegas, NV	3	2	126	756	
	Meals Per Diem	Las Vegas, NV	3	2	64.5	387	
	Fuel for OHVs	20 gallons per vehicle at \$5 per gallon	20	2	5	200	

### LAND MANAGEMENT AND ENVIRONMENTAL COMPLIANCE

#### Classification of Land Management:

<input type="checkbox"/>	City/Municipal
<input type="checkbox"/>	County
<input type="checkbox"/>	State
<input checked="" type="checkbox"/>	Federal
<input type="checkbox"/>	Private
<input type="checkbox"/>	Lease; Attach copy of lease with expiration date
<input type="checkbox"/>	R&PP; Attach copy of lease with expiration date
<input type="checkbox"/>	Other: _____

**Landowner(s):** BLM

*If the proposed project is to be carried out on public land, attach any applicable written agreement with any government entity having jurisdiction over that land, including permits, leases, easements, and rights-of-way. NAC 490.135*

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

<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
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#### Standards/guidelines that will be applied to your project (if applicable):

<input type="checkbox"/>	Universal Access to Outdoor Recreation - A Design Guide
<input type="checkbox"/>	USFS Standard Specifications for Construction & Maintenance of Trails
<input type="checkbox"/>	BLM Handbook 9114-1 Trails
<input type="checkbox"/>	NOHVCC Handbooks
<input type="checkbox"/>	Other: <u>N/A</u>

**THE LANDOWNER MUST PROVIDE A LETTER STATING THAT:**

(See Grant Manual Appendix C)

- a) Landowner has read the Request for Grant Application package.
- b) Landowner agrees with the application and the terms of the grant.
- c) Landowner holds an interest in the subject land that is sufficient in scope and authority to allow the applicant to complete the proposed project and operate and maintain the proposed project after its completion.
- d) Landowner is legally committing to maintain the trail/facility and will allow public motorized access to such trail/facilities for 25 years or the normal life of the project; and
- e) Landowner agrees to provide any match or other tasks in the application that are assigned to Landowner.



## 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:  
(8353/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 2024 Winter 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.

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

INTERIOR REGIONS 8 & 10 • LOWER COLORADO BASIN & CALIFORNIA-GREAT BASIN  
ARIZONA, CALIFORNIA, NEVADA, OREGON\*  
\* PARTIAL

**Federal Environmental Compliance:**

**If Federal funds or Land are a part of the project and NEPA was completed**, indicate which document was produced, and **please attach the decision document to this application**:

- |                                     |   |
|-------------------------------------|---|
| <input type="checkbox"/>            | Record of Decision (ROD)  |
| <input type="checkbox"/>            | Finding of No Significant Impact (FONSI) and a Decision Record (DR) |
| <input type="checkbox"/>            | Categorical Exclusion (CX)  |
| <input type="checkbox"/>            | SHPO 106 compliance/concurrence letter                              |
| <input type="checkbox"/>            | Other compliance documents already completed.                       |
| <input checked="" type="checkbox"/> | Not applicable  |

*If NEPA or planning is a part of the project describe the steps in the Scope of Work.*

### Location, Maps, Photos

**Nearest town/city/municipality of project (list multiple if applicable):** Reno, Fallon, Winnemucca, Logandale

**County(s):** Washoe, Churchill, Humboldt, Clark

**Required Maps:** All maps must include a legend, north arrow, scale, and map name. Topographic maps are preferred. You may include *additional* aerial/google maps. (See Grant Manual Appendix D for examples)

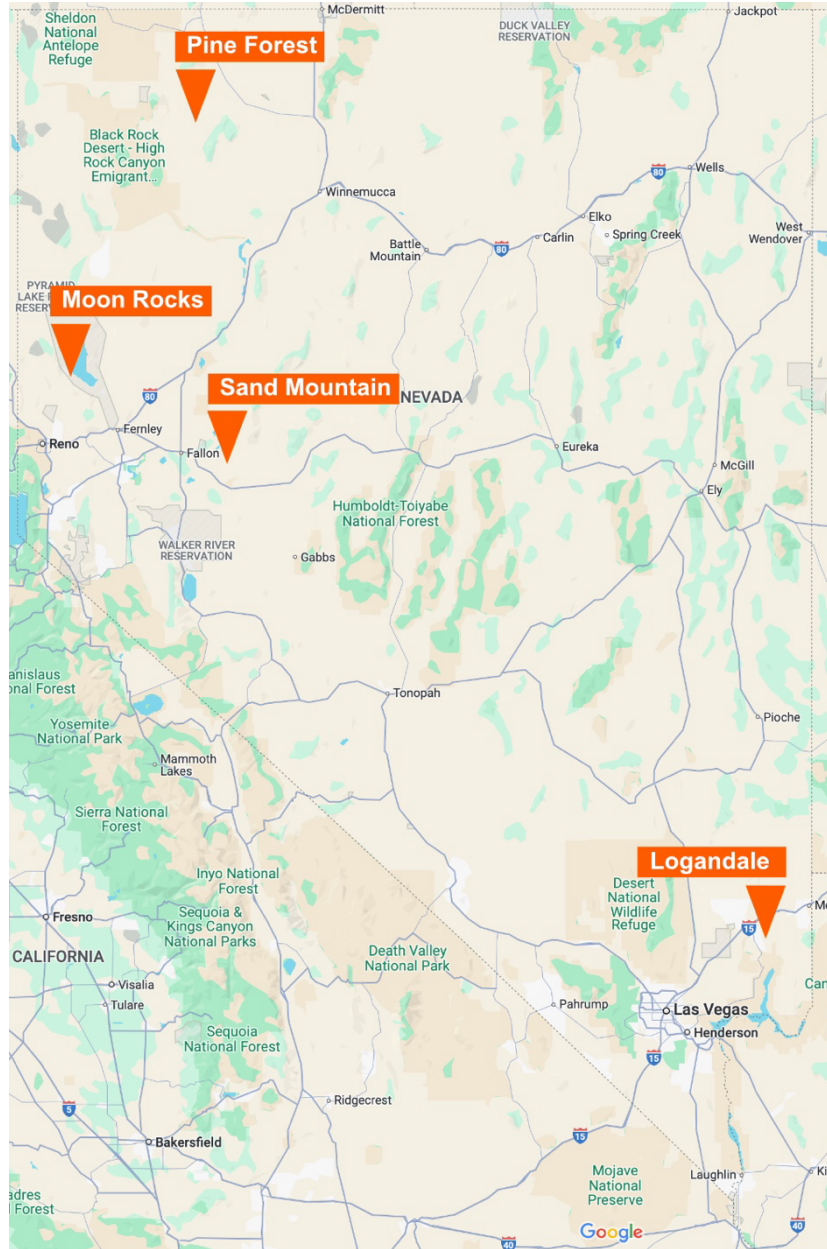
The following map types are required:

1. General location map (showing project area within the state or county)
2. Detail map indicating specific project elements (e.g., structures, trail alignment)
  - Maps larger than 11x17 will not be accepted

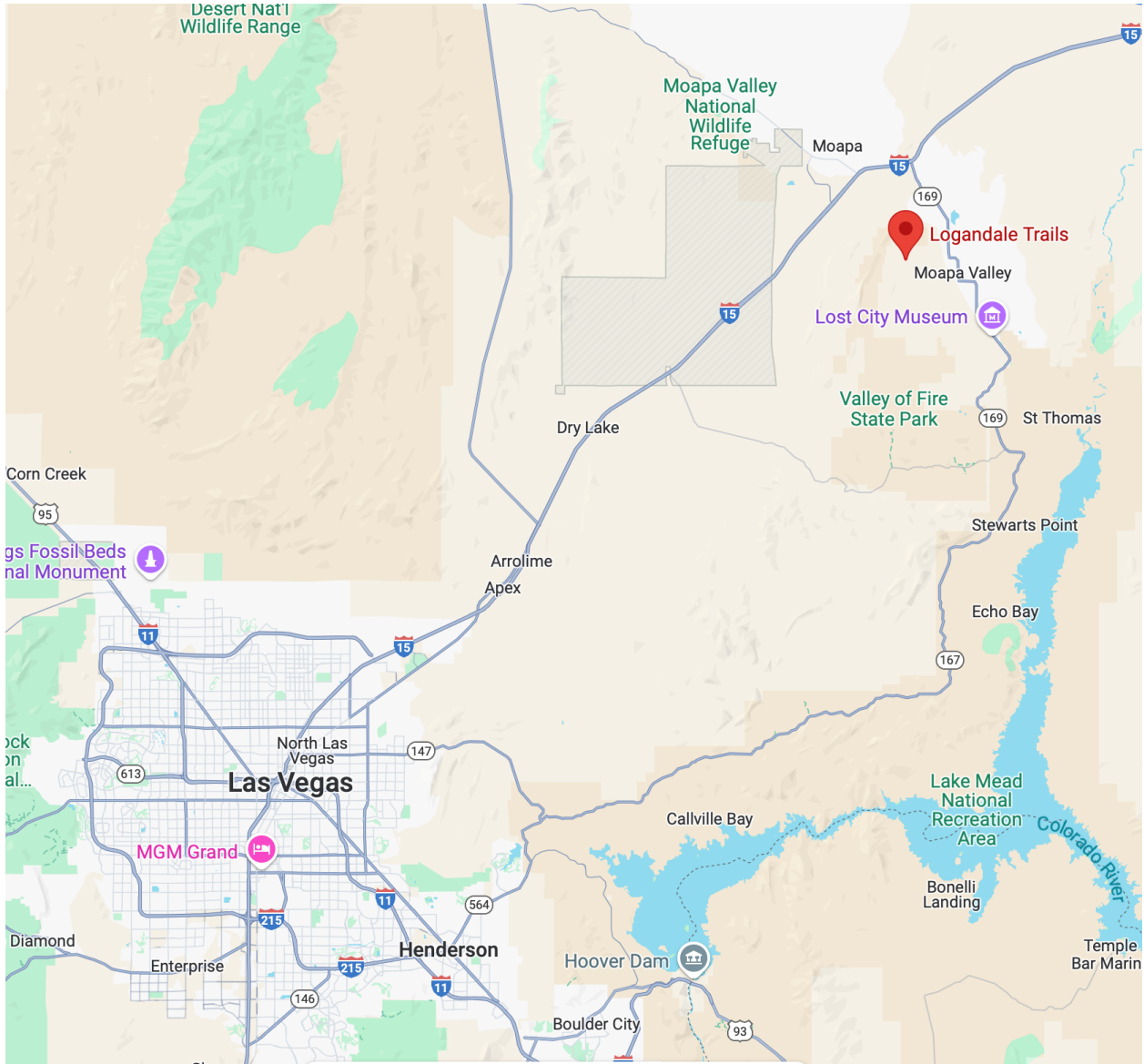
**Required Photographs:** At least two (2) overviews of the project area from different angles and distances. (Good photographs at trail level and google aeriels help the technical advisory committee and the Commission to understand the location, depth and breadth of your project.)

**Trail projects:** If the shapefiles for the trail system are available, please submit them in the e-file. The shapefiles of the trail will be required at project end. Contact the Program for assistance in the collection of the data if needed.

## Overview Map

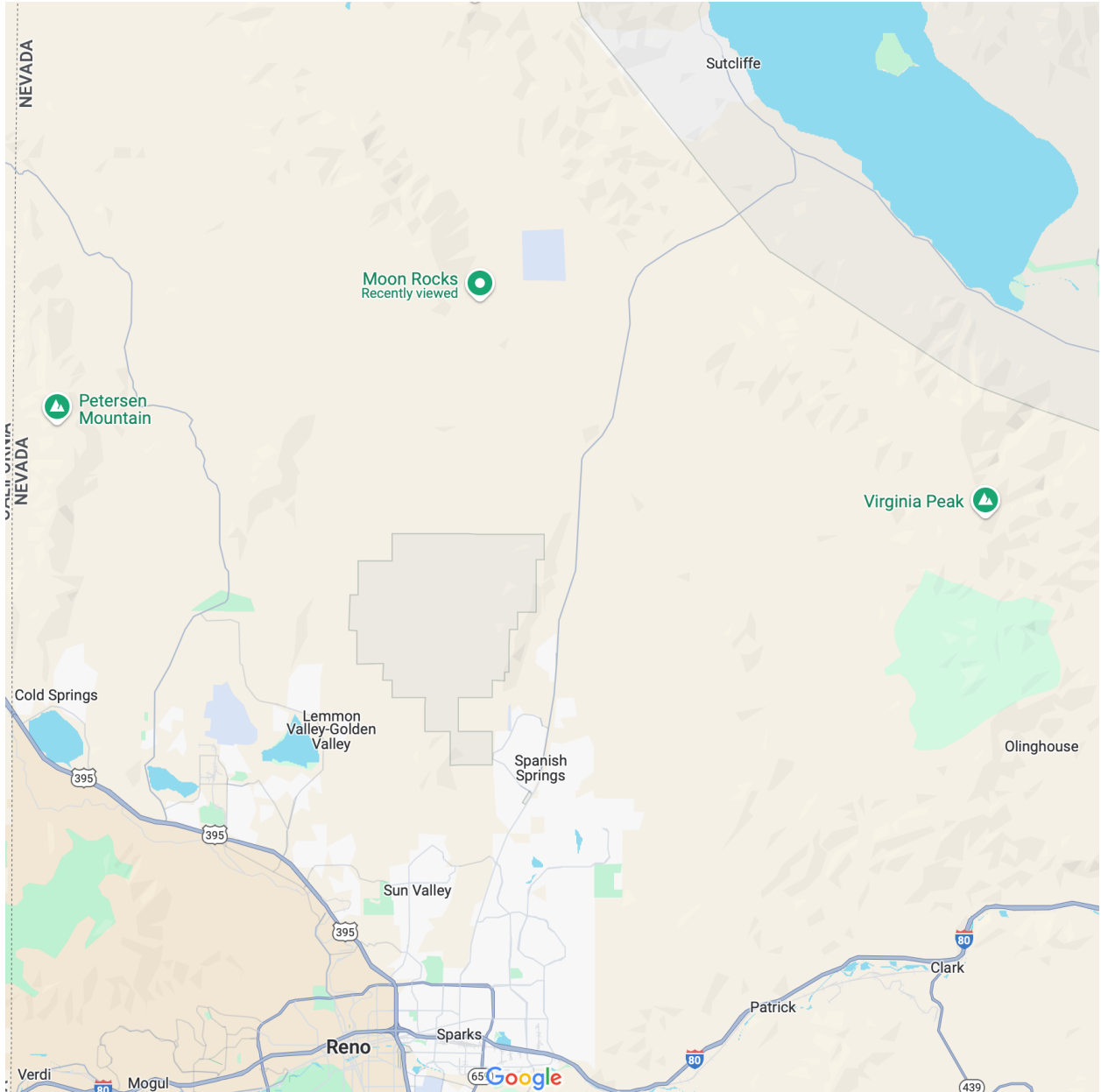


## Logandale Trails Area

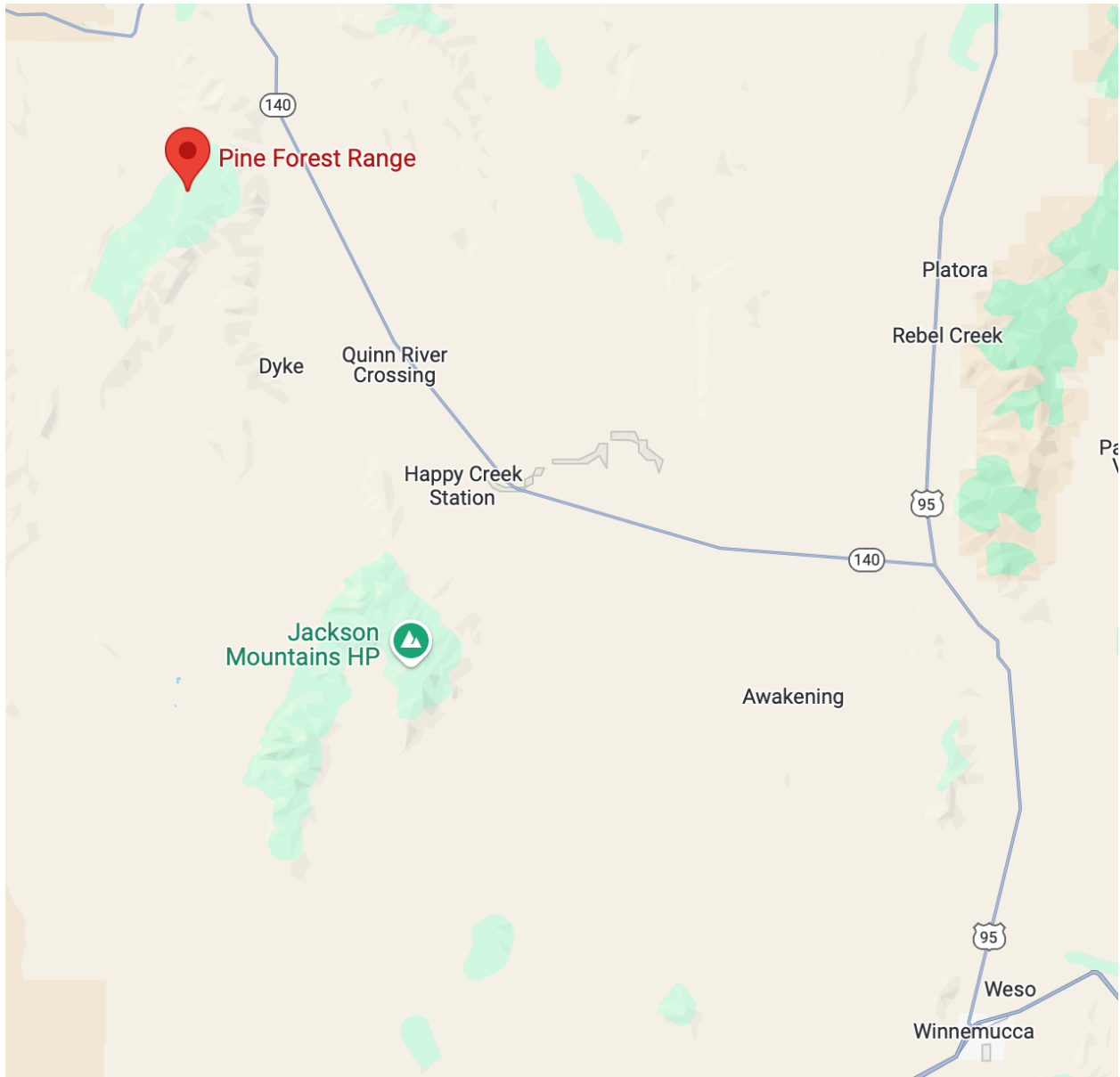


## Moon Rocks Area






### Pine Forest Area



**Disclaimer and Signature**

I certify that my answers are true and complete to the best of my knowledge.

If this application is selected for funding, I understand that false or misleading information in my application or presentations may result in the termination of the grant.

Signature:  Date: 11/15/2024  
Printed Name: Mike Henderson Title: Owner

**APPLICATIONS DUE:  
NOVEMBER 17, 2024, AT 11:59 PM, PST**

SUBMIT: ONE SINGLE ELECTRONIC FILE; PDF VIA EMAIL TO: KBarmore@ohv.nv.gov

OR

ONE FULL-COLOR COPY OR MEMORY DEVICE ENCLOSED WITH APPLICATION  
BY MAIL OR HAND DELIVERY  
(8.5" X 11" ONLY. Maps should be no larger than 11"X17")

TO: NEVADA DEPT. OF CONSERVATION AND NATURAL RESOURCES  
OFF-HIGHWAY VEHICLES PROGRAM  
ATTN: KADEN BARMORE  
901 S. STEWART STREET, SUITE 1003  
CARSON CITY, NV 89701

To request assistance in planning your project or for questions about the OHV Grant program, please contact

Kaden Barmore  
[KBarmore@ohv.nv.gov](mailto:KBarmore@ohv.nv.gov)  
(775) 684-2794

## About Arborglyph LTD.

Arborglyph LTD is a Nevada corporation owned and operated by Michael Henderson in Reno, Nevada. My primary business is in video production with a focus on outdoor and automotive content, with the primary clients in this focus being Driving Line and All-Terrain Family.

Driving Line is an online media entity for automotive enthusiast content operated by Nitto Tire U.S.A. Inc. Arborglyph partners with Harry Wagner to produce a monthly feature video. Over the past four years, we have created 50 videos for the Driving Line/Nitto YouTube channel, generating over four million views between them. These videos continue to generate traffic, views, and comments because they are entertaining and informative, putting Nitto's promotion in the background rather than the foreground and always modeling good outdoor ethics.

Harry Wagner is a lifelong off-road enthusiast, journalist, and photographer creating content for print and online magazines, brands, and media partners. Harry is a seasoned video host and spokesman and is the on-camera personality for the Driving Line video series we create called “Harry Situations.”

All-Terrain Family is a long-running YouTube channel featuring outdoor and off-road content focused on family adventure. To create engaging content, I have partnered with brands like ARB, Nitto Tires, Dometic, Method Race Wheels, Super Springs International, and agencies like Travel Nevada and Visit Carson Valley. The goal of All-Terrain Family has been to tell interesting stories about family adventure while modeling good outdoor ethics.

You can view our full portfolio at [arborglyphltd.com](http://arborglyphltd.com).

## Relevant Portfolio

### Carson Valley Adventures: Sunrise Pass Road Off-Roading with the All-Terrain Family

This was a paid partnership between All-Terrain Family (Michael Henderson) and Visit Carson Valley, published in the fall of 2023. All-Terrain Family created a video travel guide and trail review of the popular Sunrise Pass Road in Douglas County, Nevada. This project focused on creating an interesting, engaging video feature and travel guide to the Sunrise Pass area of the Pine Nut Mountains. It included maps and directions, history and area information, safety and outdoor ethics, and tips for enjoying a day in the backcountry.

#### Project Deliverables

- 14-minute Video Feature: [LINK](#)
- Video Meta: Title, Description, Keywords, Chapters
- Blog post on VCV website
- Social media shorts
- Coordinated social media promotion



## Ten Easy Off-Road Trails in Reno, NV

This video compiles footage and information about easy dirt roads accessible to basic 4x4 vehicles and OHVs in and around Reno, Northern Nevada. It is a good example of the kind of trail guide content we would include in the video features we are planning for this grant application.

This project also features a social media strategy that included posting each trail section as its own stand-alone vertical video to Instagram Reels and YouTube Shorts. This strategy resulted in a number of social media posts that generated hundreds of thousands of views and many comments and discussions. These are viewable on the [@allterrainfamily](#) Instagram profile.

[LINK](#)



## Travel Nevada Social Media Content Partnership

In 2023, Travel Nevada partnered with All-Terrain Family to copyright and create a set of 5 vertical video features on backcountry travel in Nevada based on footage captured over the years, creating content for the All-Terrain Family YouTube Channel. These features included,

- Nevada Ghost Towns: [LINK](#)
- 5 Things you should bring when traveling off-road in Nevada
- Protecting Nevada's Cultural Legacy
- Kid Friendly Adventured in Nevada: [LINK](#)
- OHV Safety

## Don't Make These Mistakes When You Go Overlanding

This video is one of our regular video features for the Driving Link Video Channel, sponsored by Nitto Tires. For this feature, Harry Wagner wrote a script and performed “characters” to humorously communicate some important outdoor ethics issues in an engaging way. The video features Harry’s alter ego, Warry Hagner, demonstrating some of the wrong ways to behave outdoors.

Paired with cinematic footage captured over the last four years of the Harry Situations show on Driving Line, the episode is a visually compelling and creative approach to an age-old problem: how to communicate important but often boring topics that are not actively searched for on the web or social media platforms.

### Project Deliverables

- Feature Video: [LINK](#)
- Video Meta: Title, Description, Keywords, Chapters
- Video thumbnail
- Social media shorts x2
- Coordinated social media promotion



## Official Rubicon Trail Off-Roading Guide

The video is a comprehensive guide to the iconic Rubicon Trail, a must-visit destination for off-road enthusiasts. It highlights the trail's breathtaking beauty, historical significance, and challenges and offers detailed insights and tips for navigating it successfully. Veteran off-roader Harry Wagner shares his 40+ years of experience, covering everything from key obstacles and trail etiquette to the best camping spots and vehicle preparation.

### Project Deliverables

- Feature Video: [LINK](#)
- Video Meta: Title, Description, Keywords, Chapters
- Video thumbnail
- Social media shorts x2
- Coordinated social media promotion





## Letters of Support

The following Letters of Support for this project have been submitted by:

- Kyle Horvath, Director of White Pine County Convention and Visitors Bureau
- Mathew Giltner and Alexis Nelson, Nevada Offroad Association
- Laura Butcher, Nevada Program Manager, Tread Lightly!
- Melanie Erquiaga, Executive Director, Nevada Outdoor School



## WHITE PINE COUNTY TOURISM AND RECREATION BOARD

*Bristlecone Convention Center & Visitors Bureau*

Nevada OHV Commission

My name is Kyle Horvath. I am the Director of Tourism for Ely and White Pine County, Nevada. White Pine County is a four-season mountain destination with unparalleled outdoor recreation opportunities. I am writing this letter in support of Arborglyph LTD's grant proposal to your organization to fund the creation of new off-road video content for the state of Nevada. Arborglyph LTD's proposal focuses on putting out modern videos that highlight Nevada's off road destinations with safety and sustainability messaging that supports the state's "Tread Lightly" values.

I have worked with Arborglyph LTD on past projects in Ely. Their professionalism and organization was impressive and the quality of the final product exceeded our expectations. I am confident that the Nevada OHV Commission would benefit from working with Arborglyph LTD to produce the proposed OHV videos. White Pine County, as well as the other destinations in Nevada with OHV opportunities would benefit from this content. As more riders get into motorized activities it is important to educate them on safe and sustainable practices in a way that is entertaining and inspiring. I look forward to utilizing these videos after they are produced and urge you to fully fund their proposal. Thank you for your consideration.

Sincerely,

Kyle Horvath, Director

150 6th Street • Ely, Nevada 89301  
775 289-3720 • 800 496-9350 • Fax 775 289-6757

Nevada OHV Grant Application – Winter 2024



Kaden Barmore and the Nevada OHV Commission:

November 5, 2024

The Nevada Offroad Association (NVORA) is writing to express our strong support for Arborglyph LTD's request for funding to create OHV focused educational videos. This program will support and augment the existing Ride Safe Ride Smart (RSRS) statewide educational program.

The Nevada Offroad Association advocates for responsible and sustainable offroad recreation on public lands, fostering partnerships across agencies, communities, and enthusiasts alike. The work proposed in this application is laser focused on our motorized community. By integrating the efforts in RSRS provides consistent messaging to our users.

The Association is pleased at Arborglyph's commitment to communicating the *T.R.E.A.D.* principles in lieu of those offered by *Leave No Trace* (LNT) in their digital content. Historically we in the OHV community must remind our educators that LNT excludes motorized offroad recreation. LNT citations are as valid as using the NFL rules at the World Series, quality rules but for different applications.

The Nevada OHV program will directly benefit from the established social media presence of Misters Henderson and Wagner, who have a combined following in the tens of thousands and their media reaches several orders of magnitude beyond their dedicated subscribers.

A significant attribute Arborglyph offers in their application is the coordination and partnership with the team that is already in place within RSRS. Broadening the impactful educational ecosystem that covers nearly every aspect of responsible motorized outdoor recreation.

The Nevada Offroad Association is proud to support this project and looks forward to collaborating with Arborglyph to ensure this program's long-term success.

Respectfully,

Mathew D. Giltner  
Executive Director  
Nevada Offroad Association

Alexis Nelson  
Associate Director  
Nevada Offroad Association

Nevada Offroad Association  
PO Box 1111 • Carson City NV 89701  
Nevadaoffroad.us • Info@nevadaoffroad.us • 775.430.0000

*The Nevada Offroad Association represents the interest more than 50,000 registered off highway vehicle owners in the Silver State.  
A Nevada Nonprofit educational corporation*



Date: November 10, 2024  
Nevada Commission on Off-Highway Vehicles  
901 S. Stewart Street, Suite 1003  
Carson City, NV 89701

Re: Letter of Support for Arborglyph LTD

Commission Members,

On behalf of Tread Lightly!, I am writing in support of Arborglyph LTD's 2024 application to the Nevada Commission on Off-Highway Vehicles to support their outdoor ethics education and safety media content.

Tread Lightly! is a national nonprofit organization with a mission to promote responsible recreation through stewardship programs and ethics education. Tread Lightly!'s educational message, along with its unique training and restoration initiatives, are strategically designed to instill an ethic of responsibility in outdoor enthusiasts and the industries that serve them. The program is long-term in scope with a goal to balance the needs of the people who enjoy outdoor recreation with our need to maintain a healthy environment. Tread Lightly!'s award-winning materials, programs and services are solutions to some of the nation's most pressing recreation issues.

Tread Lightly! supports the efforts of local groups who help share the Tread Lightly! message, maximizing the effectiveness of the program. Arborglyph will provide meaningful content and messaging for the public and youth to learn and practice outdoor ethics and safety.

Tread Lightly! appreciates Arborglyph's efforts to promote responsible, respectful and sustainable OHV use through teaching the T.R.E.A.D. Principles and providing Tread Lightly! educational media content.

Sincerely,

A handwritten signature in black ink that reads "Evan Roberts".

Assistant Director-Programs

801 Robinson Dr. #400  
North Salt Lake, UT 84054

[treadlightly.org](http://treadlightly.org)



Nevada Outdoor School inspires exploration of the natural world, responsible stewardship of our habitat, and dedication to community.



November 4, 2024

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

Re: Arborglyph LTD “Explore Nevada” Grant Application

On behalf of Nevada Outdoor School, I am writing to express our support for the Arborglyph LTD “Explore 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.

We hope that the Commission will find value in the proposed video content creation. NOS is committed to working with Arborglyph LTD to provide guidance and feedback regarding the integration of Ride Safe, Ride Smart education into these 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, Nevada Outdoor School  
[Melanie.Erquiaga@NevadaOutdoorSchool.org](mailto:Melanie.Erquiaga@NevadaOutdoorSchool.org)  
775-623-5656

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 11/26/2024.

FRANCISCO V. AGUILAR  
Secretary of State

Certificate Number: B202411265218145

You may verify this certificate  
online at <https://www.nvsilverflume.gov/home>