



**STATE OF NEVADA  
Off-Highway Vehicles Program**

901 South Stewart Street, Suite 1003  
Carson City, Nevada 89701  
Telephone (775) 684-2794  
Facsimile (775) 684-2715  
[www.nvohv.com](http://www.nvohv.com)



**NEVADA OFF-HIGHWAY VEHICLES PROGRAM  
NEVADA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES**

**2022 NEVADA OHV GRANT APPLICATION**  
(REQUEST FOR GRANT APPLICATIONS, APPENDIX A)

**APPLICATIONS DUE**  
**November 19, 2021, 5:00 PM, PST**

**Please mail early; Applications postmarked prior to 8:00 am on November 19, 2021, but not received prior to that time are untimely and will not be considered.**

SUBMIT: ONE FULL COLOR COPY  
BY MAIL OR HAND DELIVERY  
(8.5" X 11" ONLY. MAPS MAY BE 11"X17" NO LARGER)

AND

ONE SINGLE ELECTRONIC FILE; PDF VIA EMAIL [NNarkhede@ohv.nv.gov](mailto:NNarkhede@ohv.nv.gov)  
OR MEMORY DEVICE ENCLOSED WITH APPLICATION

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

**For questions please contact:**  
**Nikhil Narkhede**  
**(775) 684-2794**  
[NNarkhede@ohv.nv.gov](mailto:NNarkhede@ohv.nv.gov)

**NEVADA OFF-HIGHWAY VEHICLES PROGRAM**  
**2022 GRANT APPLICATION**  
**Nevada Commission on Off-Highway Vehicles**  
**Nevada Department of Conservation and Natural Resources**

This application has FIVE sections which are all REQUIRED to be filled out in full. To avoid disqualification, all application areas must be concise and complete; certifications must be signed and dated. Denied applications: correspondence will be sent to applicant by email describing the reason for declaring the application incomplete.

**SECTION I - PROJECT AND APPLICANT INFORMATION**

1. Project Name: Off-Highway Vehicle Education & Marketing
2. Project Timeline: 2022-2023
3. Applicant Name: MXT Media – Lora Hendrickson  
Mailing address: 5481 Castle Vista Ct; Las Vegas, Nevada 89118  
  
Phone: (702) 235-2140  
Email: lora@mxtmedia.org

**4. Classification of Applicant: (check one)**

- ☐ Federal   ☐ State   ☐ County   ☐ Local/Municipal   ☐ Other: \_\_\_\_\_  
☐ Partnership   ☐ Non-profit   ☒ for Profit   ☐ 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).*

\_\_\_\_\_  
Applicant Signature  
(Chairperson/President/Authorized Official)

\_\_\_\_\_  
Date

**5. Project Manager:** Lora Hendrickson

Mailing address: 5481 Castle Vista Ct; Las Vegas, NV 89118

Phone: (702) 235-2140

Email: lora@mxtmedia.org

**6. Classification of Land Control: (check all that apply)**

**Bureau of Land Management for Trail Cleanup**

☒ Federally managed public land    ☐ Private Land    ☐ County    ☐ City

☐ Other: \_\_\_\_\_

☐ Lease; Attach copy of lease with expiration date.

☐ R&PP; Attach copy of lease with expiration date.

*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*

**7. Landowner:** **Bureau of Land Management**

Mailing address: 4701 N Torrey Pines Dr, Las Vegas, Nevada 89130

Phone: (702) 515-5000

Email: [kkendrick@blm.gov](mailto:kkendrick@blm.gov)

**8. THE LANDOWNER MUST PROVIDE A LETTER STATING THAT: N/A**

(See example Appendix B)

- 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.

**The State may require the landowner/agency to be co-grantee on the grant agreement/contract.**

## 9. PROJECT COSTS:

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

State OHV Grant Request: \$409,900

Matching Funds: 0.00

Total Project Amount : \$409,900

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

☐ Federal ☐ Private ☒ In-kind ☐ City/County ☐ Other

Please describe additional funding source(s):

Type here:

\$256/Quarter x 8 Quarters = \$1,667 of In-Kind Advertising (Beasley Media)

## 10. LETTERS OF SUPPORT FROM PARTNERS are required:

- a) Confirming they agree to the terms of the grant; and
- b) That they are committed to providing match/cash or other tasks in the application that are assigned to them.

**Additional Letters of Support may be attached at the end of this application (limit 3).**

## 11. Project Type(s) (NRS 490.069 Sec.2c) check all that apply:

- ☐ Studies or planning for trails and facilities;
  - ☐ Environmental Assessments and Environmental Impact Studies.
  - ☐ Other studies \_\_\_\_\_
- ☐ Acquisition of land for trails and facilities
- ☐ Mapping and signing of trails and facilities
- ☒ Reconstruction, enhancement or maintenance of existing trails and facilities
- ☐ Construction of new trails and facilities
- ☐ Restoration of areas that have been damaged by the use of off-highway vehicles.
- ☐ The construction of trail features, trailheads, parking, or other ancillary facilities which minimize impacts to environmentally sensitive areas or important wildlife habitat areas.
- ☒ Safety training and education related to the use of off highway vehicles and registration
- ☐ Compliance and enforcement (See Appendix C, Enforcement Strategy example)

**12. ALL TRAIL USERS: (*check all that apply*)**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Mountain Biking                    | <input type="checkbox"/> Hiking/Backpacking              | <input type="checkbox"/> Equestrian                  |
| <input checked="" type="checkbox"/> Single track motorcycle | <input checked="" type="checkbox"/> Snowmobiling         | <input type="checkbox"/> Snowshoe/ski                |
| <input checked="" type="checkbox"/> ATV quads               | <input checked="" type="checkbox"/> Dune buggy           | <input checked="" type="checkbox"/> UTV Side by side |
| <input checked="" type="checkbox"/> Race Course             | <input checked="" type="checkbox"/> Skills riding course |  |

Please explain how you intend to manage user interactions:

MXT Media is responsible for the State of Nevada's Off-Highway Vehicle Program Marketing & Advertising Campaigns (Website, Social Media & Print, Radio, Billboard, TV) Promoting Off-Highway Vehicle Registration and Safety Awareness all across Nevada

- Oversees Website Development, Upgrades, & Maintenance for State Website (ohv.nv.gov)
- Schedules and Coordinates Events; Facilitates Public Outreach at Clark County Fair & Other Events
- Work with USFS, BLM, NPS, DCNR, DMV, NDOW, Clark County & Police and Sheriff Departments regularly and as-needed
- Create Educational Materials – Brochures, Rack Cards, Flyers
- Advertising & Media Buys – Radio Ads, Digital Campaigns, Billboard Campaigns, Social Media
- Present Annually to State of Nevada Commission on Off-Highway Vehicles

**13. Scope of Work:** Please describe *exactly* what work will be completed. Programs, planning, NEPA, surveys, mapping, include miles of trail, trail type and other quantitative goals including a timeline for completing the work. NAC 490.1375. If purchase of equipment is included, please explain where/how it will be housed and maintained. (In order to avoid duplication, **do not include** justification or narrative in this section; refer to Section V, Scoring Narrative).

**Please see attached pages.**

## **MXT Media Grant Application**

### **2022-2023 State of Nevada Off-Highway Vehicles Program**

#### **1. Project Management - Set Goals & Initiatives with Department of Conservation & Natural Resources Staff & Off-Highway Vehicle Commissioners, Contract Management, Planning, Execution, Coordination, Monitoring & Measuring Results**

**MXT Media - \$25,000/Year**

- a. MXT Media will support and direct the team by identifying The Nevada Off-Highway Vehicles Program public outreach and education program objectives; defining project scope, goals and deliverables; creating schedules and project timelines; tracking deliverables; monitoring and reporting on the progress of various projects; reporting to key stakeholders on outcomes as well as challenges and solutions; evaluating and assessing results.
- b. Participate in Conference Calls, Meetings on an ongoing and as needed basis
- c. Monitor OHV.NV.GOV Website Activity and Make Recommendations and Updates as Needed
- d. Post Social Media Content from Social Media Library
- e. Research Market Trends & Make Suggestions to DCNR Staff & OHV State Commissioners
- f. Ad Hoc Assignments - For example, License Plate Design



#### **2. Public Outreach Events - Schedule, Coordinate & Exhibit the Nevada Off-Highway Vehicles Program to the Public**

**MXT Media - \$10,000/Year**

- a. Off-Highway Vehicle Registration Events
- b. Off-Road Dealerships Across the State
- c. Popular Off-Road Destinations (For example, Pioneer Saloon in Jean, Nevada)
- d. Trailheads (For example, Logandale Trails)
- e. County Fairs (For example, Clark County Fair)

## MXT Media Grant Application

### 2022-2023 State of Nevada Off-Highway Vehicles Program

- f. Tradeshows (Mint 400, Best in the Desert Series, etc)



Nevada Off-Highway Vehicles Program - Ride Now Dealership Desert Rose Show  
Las Vegas, Nevada - October 2019



Public Outreach at the Pioneer Saloon  
Goldsprings, Nevada - 2018 & 2019



Off-Highway Vehicle Registration Event - RideNow Dealership  
Las Vegas, Nevada - 2017 - 2019

## MXT Media Grant Application

2022-2023 State of Nevada Off-Highway Vehicles Program



Clark County Fair  
Logandale, Nevada - 2017-2019

### 3. Video Production - Create Additional Video Content for the OHV.NV.GOV Website

MXT Media - \$10,000/Year

#### a. Off-Road Smart Videos - Peer-to-Peer Messaging - Videos about Real Nevadans that are Registered & Off-Road Smart!

<https://ohv.nv.gov/off-road-smart>

- i. Safety Tips from Fellow Off-Road Enthusiasts
- ii. Videos Highlight Registered Users
  - 1. Vehicles - Dirt Bike, ATV, Side-by-Side, Snowmobile
  - 2. User Types - Individuals, Couples, Families, and Groups
- iii. Create Shareable Content for Social Media

#### b. Off-Highway Vehicle Grant Videos - Grantees tell the story about their project in their own words

<https://ohv.nv.gov/grant-recipients>

- i. Grantees tell the Stories about their Projects
- ii. Videos Reinforce Messaging that Off-Highway Vehicle Registration Dollars are Flowing Back Into the Community by way of Grant Projects
- iii. Create Shareable Content for Social Media

## MXT Media Grant Application

2022-2023 State of Nevada Off-Highway Vehicles Program

### 4. Trail Cleanups - Searchlight, Primm, Nelson, Laughlin

#### The Bureau of Land Management & Clark County, Nevada support Trail Cleanups

MXT Media - \$6,800/Cleanup (Average) - \$13,600.00/Annual (2 Cleanups/Year)

MXT Media will hire Gone Junkin, a junk removal service in Las Vegas, Nevada, to conduct a site visit and evaluate the amount of trash and material that needs to be removed from each area. Once a site visit is conducted, we will work with Gone Junkin to set a date for each cleanup, create an event flyer, and advertise the event. MXT Media will work with the OHV Dealerships and OHV Associations to recruit volunteers for the day of the cleanup. MXT Media will order the necessary materials for the cleanup including - heavy duty trash bags, gloves, protective eye-wear, magnetic sweepers, trash grabber pickers, shovels, rakes, etc. Gone Junkin will provide 4 staff members to assist on the day of the cleanup with any large items including - TVs, couches, tires and other large bulk items that might be found on-site. Removal of abandoned vehicles will be coordinated with the local Police Department. Volunteers will clean up any debris that is scattered in the areas including bullet casings, nails, various metal debris, aluminum cans, plastic bottles, etc. A portable potty will be rented for the day of the cleanup and lunch will be provided for the volunteers. Gone Junkin will remove all of the trash collected and take it to the nearest dump and pay any additional dump fees for bulk items. MXT Media will coordinate the cleanup logistics (date, time, permits, etc) with the local Land Managers including the Bureau of Land Management and Clark County, Nevada.

Item		Cleanup 1	Cleanup 2	Cleanup 3	Cleanup 4	Total
Gone Junkin (Junk Removal)	Site Visit	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 1,000.00
	Labor - 4 People (\$300 x 6 Hours)	\$1,800.00	\$ 1,800.00	\$1,800.00	\$ 1,800.00	\$ 7,200.00
	Travel	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 600.00
	Hauling, Disposal	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 3,000.00
	Sub-Total	\$2,950.00	\$ 2,950.00	\$2,950.00	\$ 2,950.00	\$ 11,800.00
	Miscellaneous- Dump Charges - TVs, Tires, Tow Vehicles, etc.	\$2,500.00	\$ 2,500.00	\$2,500.00	\$ 2,500.00	\$ 10,000.00
Materials	Trash Bags, Gloves, Magnetic Sweepers, Shovels, Rakes, Trash Grabber Clamps, Portable Trash Bins	\$ 750.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 1,500.00
Volunteer Lunches		\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 1,400.00
Portable Potty Rental		\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 3,000.00
Total		\$7,300.00	\$ 6,800.00	\$6,800.00	\$ 6,800.00	\$ 27,700.00

## MXT Media Grant Application

### 2022-2023 State of Nevada Off-Highway Vehicles Program



Dear Lora,

I have attached the proposed estimate for what will be required to clean up the areas you have stated. I have made these proposed estimates based off not having been able to visit the sites.

Gone Junkin' Vegas, LLC  
Michael Goodwin- Owner  
Phone: 702-903-5137  
Email: [Mike@gonejunkinvegas.com](mailto:Mike@gonejunkinvegas.com)  
Web: [www.Gonejunkinvegas.com](http://www.Gonejunkinvegas.com)

Table 1

Item	Clean up site #1	Clean up site #2	Clean up site #3	Clean up site #4	Total	
Site Visit	\$250.00	\$250.00	\$250.00	\$250.00	\$1,000.00	
Labor- 4 People. \$300 per hour X'6	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$7,200.00	
Travel Fee per load	\$150.00	\$150.00	\$150.00	\$150.00	\$600.00	
Hauling Disposal	\$750.00	\$750.00	\$750.00	\$750.00	\$3,000.00	
Sub Total	\$2,950.00	\$2,950.00	\$2,950.00	\$2,950.00	\$11,800.00	
Misc. Dump Charges,TV's, Tires, Tow vehicles	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$10,000.00	

## **MXT Media Grant Application**

### 2022-2023 State of Nevada Off-Highway Vehicles Program

#### **5. The Nevada Off-Highway Vehicles Program Website (OHV.NV.GOV)**

**Subconsultant - Once Interactive (\$1,000/Month | \$12,000/Year)**

MXT Media oversees and works collaboratively with the Subconsultant, Once Interactive, to maintain and update the State of Nevada Off-Highway Vehicles Program website (<https://ohv.nv.gov/>) which is the primary source and resource to communicate with off-road enthusiasts throughout the State of Nevada which includes information on Off-Highway Vehicle Registration & Obtaining Titles, Trails Maps, Associations, Off-Road Smart Tips from Real Nevadans, Grant Information and the Commission pages.

MXT Media collaborates with the [State of Nevada - Department of Conservation and Natural Resources](#) on a daily, weekly and monthly basis to ensure that the information on the website is accessible and communication initiatives are being met. MXT Media works closely with the [State of Nevada - Department of Motor Vehicles](#) to keep information on the Off-Highway Vehicles Website Registration Page accurate and up to date with State of Nevada laws. MXT Media collaborates with the [Great Basin Institute](#) regarding the Off-Highway Vehicles Website Trail Maps Pages (<https://ohv.nv.gov/trails>) & "Get the Dirt" Pages.

MXT Media updated the current version of the Off-Highway Vehicle Website (2020-2021 Grant Cycle) as follows:

- a. **High-Energy Graphics** - The look and feel of the website is designed to visually appeal to the energetic nature of an off-road enthusiast and include intuitive elements with a more responsive menu and layout.
- b. **Mobile Design (Mobile, Tablet)** - The Mobile Design is much more User Friendly and Responsive than the previous version.
- c. **Security Enhancements** - Upgraded to the latest version of Expression Engine EE6 (Per Department of Conservation and Natural Resources IT Standards)

This new version brought stability, security, and functionality improvements to the Content Management System. This new version will stay up to date with the new versions of PHP and MySQL for five years and support them as it does not introduce any breaking changes.

- d. **PHP Version was also updated** - from 5.4 > 8.0.X

## MXT Media Grant Application

2022-2023 State of Nevada Off-Highway Vehicles Program

### Original State of Nevada Off-Highway Vehicle Program Website Version 1.0

(Not Designed by MXT Media)



#### Nevada Off-Highway Vehicle Program

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

#### OHV Registration Program

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

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

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

You may also call us during normal business hours:

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

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

#### Why Register?

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

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



OHV Decal



Large ATV Decal

## MXT Media Grant Application

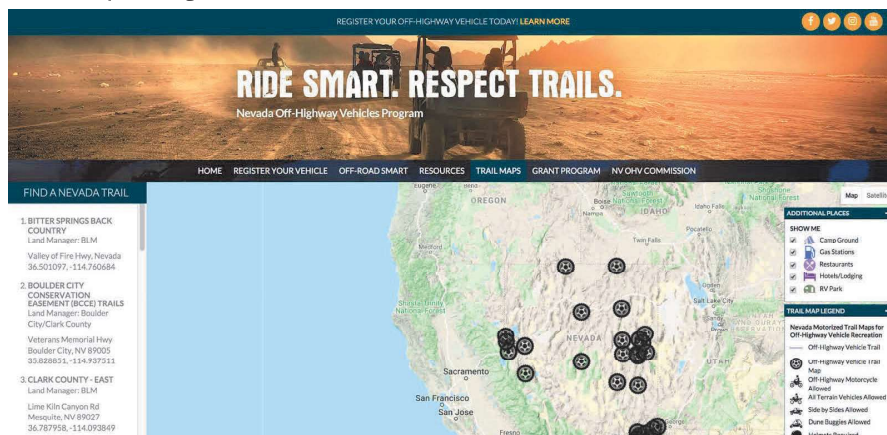
### 2022-2023 State of Nevada Off-Highway Vehicles Program

#### State of Nevada Off-Highway Vehicles Program - Website Version 2.0

##### Homepage - Website Version 2.0



##### Trail Maps Page - Website Version 2.0



## MXT Media Grant Application

2022-2023 State of Nevada Off-Highway Vehicles Program

## State of Nevada Off-Highway Vehicles Program - Website Version 3.0 (Current Version)



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

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



## MXT Media Grant Application

### 2022-2023 State of Nevada Off-Highway Vehicles Program

#### 6. Graphic Design - Creating Print & Digital Visual Graphics Consistent with The Nevada Off-Highway Vehicles Branding & Communications Objectives

Subconsultant - Krevich Consulting - \$11,400/Year

- Print Materials - NDOW Ads, Billboards, Rack Cards, Brochures
- Online Materials - Social Media Ads, Digital Ads, Website Graphics

#### 7. Advertising

- Nevada Department of Wildlife Ads

Vendor - JF Griffin (Publisher) - \$5,200/Year

Nevada Big Game Application - 80,000 Circulation - \$2,600/Year

Nevada Big Game Hunting Guide - 60,000 Circulation - \$2,600/Year



## MXT Media Grant Application

### 2022-2023 State of Nevada Off-Highway Vehicles Program

#### b. Billboards

Lamar - \$20,000/Year

Evaluate Billboard location for maximum exposure & rotate seasonally by Nevada's geographic region



#### 2022-2023 Billboard Pricing

- 1 Static Preempt = \$2,000 /cycle
- 1 Digital Program Preempt = \$2,000 /cycle

Total: \$4,000 /cycle /market

Billboard Vinyl Costs & Install = \$1,000 per (14x48) Vinyl

Statewide Billboard Campaign includes - Reno, Sparks, Fernley, Elko, Las Vegas, Laughlin, Searchlight, Mesquite

## MXT Media Grant Application

### 2022-2023 State of Nevada Off-Highway Vehicles Program

#### c. Digital Media (Beasley Media Group) - \$20,000/Year

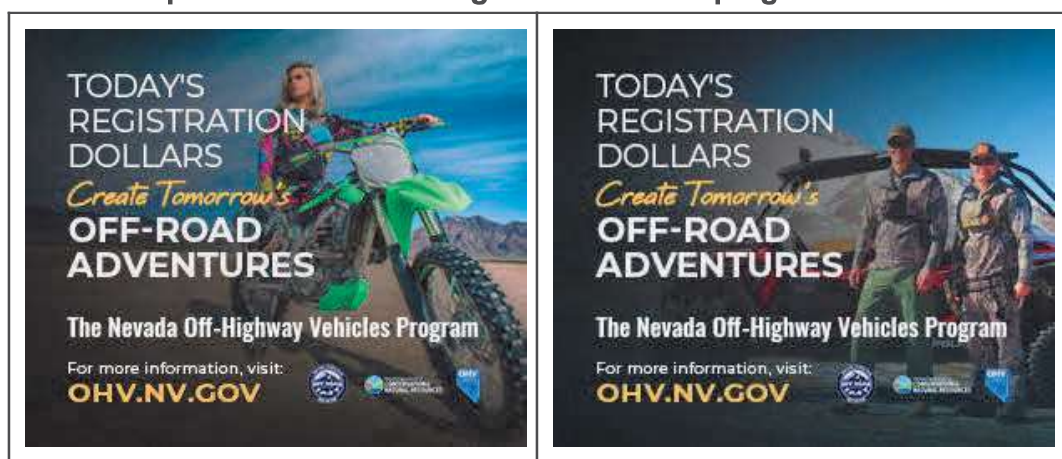


MXT Media collaborated with Beasley Media Group to create a multi-media advertising campaign which included Streaming Audio, Video & Visual Graphics. Individuals were targeted on their desktop and mobile devices if a user expressed interest in off-road related topics. The campaign then retargeted users by redelivering the message and encouraging a user 'click' on a button to 'learn more' and would be redirected to the State of Nevada Off-Highway Vehicles Website Registration Page where they could download a Registration form.

The **key performance indicators** were the number of Off-Highway Vehicle Registration Form downloads which totaled **1,185 total form downloads** and generated an estimated **\$23,700 worth of revenue**.

















OHV Registration Forms	Total Downloads	Amount	Total
Dealership	129	\$ 20.00	\$ 2,580.00
Out of State	229	\$ 20.00	\$ 4,580.00
Private Party	689	\$ 20.00	\$13,780.00
Home Made	18	\$ 20.00	\$ 360.00
Before 2012	120	\$ 20.00	\$ 2,400.00
<b>Total</b>	<b>1,185</b>		<b>\$23,700.00</b>

#### Visual Graphics Created for Digital Media Campaign



## MXT Media Grant Application

2022-2023 State of Nevada Off-Highway Vehicles Program

 <p>  <b>GET STUCK IN THE MUD</b>  <b>GET STUCK WITHOUT REGISTRATION</b></p> <p><a href="#">LEARN MORE</a></p>	 <p>  <b>GET STUCK IN THE MUD</b>  <b>GET STUCK WITHOUT REGISTRATION</b></p> <p><a href="#">LEARN MORE</a></p>
 <p> <b>QUICK &amp; EASY OHV REGISTRATION</b> <b>\$21</b> <a href="#">LEARN MORE</a></p>	 <p> <b>QUICK &amp; EASY OHV REGISTRATION</b> <b>\$21</b> <a href="#">LEARN MORE</a></p>
 <p><b>CHECKLIST:</b>  <b>Register My Off Road Vehicle</b> <b>\$21</b> <a href="#">LEARN MORE</a></p>	 <p><b>CHECKLIST:</b>  <b>Register My Off Road Vehicle</b> <b>\$21</b> <a href="#">LEARN MORE</a></p>

## MXT Media Grant Application

### 2022-2023 State of Nevada Off-Highway Vehicles Program

#### d. Radio Ads

##### Statewide Radio Advertisers - \$15,000/Year

Radio is an effective advertising medium that allows the delivery of messages and communications to Off-Road enthusiasts. Past campaigns have focused on Registration, Registration events, Safety and Trail Maps.

#### e. Social Media Advertising - Facebook, Instagram, YouTube

##### Facebook, Instagram, YouTube - \$7,500/Year

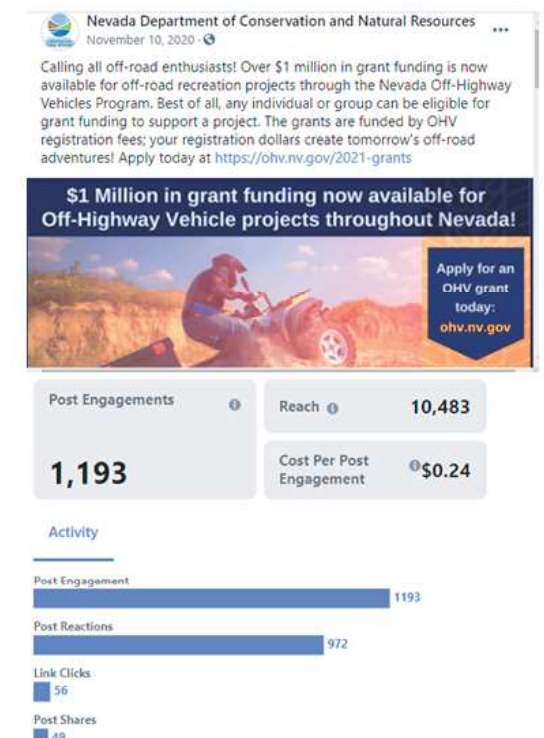
##### i. Publishing & Boosting Posts from the Content Library

ORN Social Media Post Library				
TYPE	TOPIC	POST COPY/TEXT	LINK	GRAPHIC
Video Link	Dawn Fidler	Meet Southern Nevada Off-Road Enthusiast, Dawn Fidler from Jean, Nevada.	<a href="#">LINK</a>	Video preview will auto d
Video Link	NVOHV Program Music Video	Check out our first ever Nevada Off-Highway Vehicle Program Music Video! We're going off road. 🚗	<a href="#">LINK</a>	Video preview will auto d
Video Link + In copy link	GRANTS Trail Mapping System	Did you know that the OHV trail map system we enjoy today was the product of a team of hard working land managers and partners along with an NVOHV Program Grant funded by NDOH registration dollars. Check out all of our grant recipients and see all the ways they are improving our trails here in Nevada! <a href="https://ohv.nv.gov/grant-recipients">https://ohv.nv.gov/grant-recipients</a>	<a href="#">LINK</a>	Video preview will auto d
Video Link + In copy link	GRANTS Logandale Trails	With their NVOHV Program Grant funds, our friends at Partners in Conservation were able to complete the construction of two new restrooms at the main trailheads followed by the upgrade of the trailhead to include shade structures, tables, concrete work for accessibility and other trailhead amenities at Logandale trails. Check out all of our grant recipients and see all the ways they are improving our trails here in Nevada! <a href="https://ohv.nv.gov/grant-recipients">https://ohv.nv.gov/grant-recipients</a>	<a href="#">LINK</a>	Video preview will auto d
Video Link + In copy link	GRANTS Boulder City OHV	Over at the Boulder City OHV program, their NVOHV Program Grant funds were used to enhance OHV opportunities by hosting community rodeos, and providing education of OHV legal routes and riding areas. It's all about education! Check out all of our grant recipients and see all the ways they are improving our trails here in Nevada! <a href="https://ohv.nv.gov/grant-recipients">https://ohv.nv.gov/grant-recipients</a>	<a href="#">LINK</a>	Video preview will auto d
Video Link + In copy link	GRANTS Sierra Avalanche Center	To ensure the safety of all of our Nevada snowmobilers, the Sierra Avalanche Center used their NVOHV Program Grant funds for the creation of an Avalanche Safety Training Program as well as class curriculum and safety book. No matter your OHV preference, safety is always at the top! Check out all of our grant recipients and see all the ways they are improving our trails here in Nevada! <a href="https://ohv.nv.gov/grant-recipients">https://ohv.nv.gov/grant-recipients</a>	<a href="#">LINK</a>	Video preview will auto d
Video Link + In copy link	GRANTS USFS Ranger Trail Ely	Out in Ely, Nevada, our friends at the U. S. Forest Service used their NVOHV Program Grant funds to widen the trails to accommodate Side-by-Sides and mitigate safety issues. Now that is putting your registration dollars to work for you! Check out all of our grant recipients and see all the ways they are improving our trails here in Nevada! <a href="https://ohv.nv.gov/grant-recipients">https://ohv.nv.gov/grant-recipients</a>	<a href="#">LINK</a>	Video preview will auto d
Video Link + In copy link	GRANTS Sierra Trail Works/Peavine	With an NVOHV Program Grant funded by your registration dollars, Sierra Trail Works was able to complete the The Peavine Mountain Road Maintenance Off-Highway Vehicle project, with 26.3 miles of road maintenance and 2.0 miles of route restoration within the southern portion of the Peavine network of dirt roads and OHV trails. This crucial road maintenance prioritizes safety and drainage. Thanks for helping keep our trails safe! Check out all of our grant recipients and see all the ways they are improving our trails here in Nevada! <a href="https://ohv.nv.gov/grant-recipients">https://ohv.nv.gov/grant-recipients</a>	<a href="#">LINK</a>	Video preview will auto d
Video Link + In copy link	GRANTS National Off-Highway Vehicle Conservation Council/Shoshone	Utilizing their NVOHV Program Grant, our friends at the National OHV Conservation Council to move forward with their project, which included the assessment of 40.3 miles of existing Shoshone system trails and the planning for three new trail connections between the Hill Creek campground and the Shoshone trail. New trails? Yes please! Check out all of our grant recipients and see all the ways they are improving our trails here in Nevada! <a href="https://ohv.nv.gov/grant-recipients">https://ohv.nv.gov/grant-recipients</a>	<a href="#">LINK</a>	Video preview will auto d

## MXT Media Grant Application

### 2022-2023 State of Nevada Off-Highway Vehicles Program

#### ii. Create & Run Social Media Ads



## 8. Law Enforcement

### Various Statewide Advertisers - \$50,000/Year

MXT Media worked with the **Mesquite Police Department** to create, design and redesign Off-Highway Vehicle marketing assets. MXT Media would like to replicate this collaboration throughout the State of Nevada by reaching out to assist Police & Sheriff Departments & Federal, State, and Local Government Agencies identify, create and place Off-Highway Vehicle advertising and marketing campaigns that are consistent with the State of Nevada Off-Highway Vehicles Program Branding.

Below are examples of materials created for the Mesquite Police Department and the United State Forest Service.

- a. Redesigned Mesquite Police Department Off-Highway Vehicle Travel Map & Guidelines **Handout** - 1,500 Handouts Ordered
- b. Designed Off-Highway Vehicle **Webpage** for Mesquite Police Department
- c. **Mesquite Police Department Off-Highway Vehicle Advertisements**
  - i. View on Mesquite Publication (Print Ad)
  - ii. Mesquite Monthly Publication (Print Ad)

## **MXT Media Grant Application**

### 2022-2023 State of Nevada Off-Highway Vehicles Program

- iii. Moapa Valley Progress (Print Ad)
  - iv. Mesquite Citizen Journal Publication (Online Ad)
- d. Off-Highway Vehicle Registration Event **Marketing Materials**
  - i. Event Flyer
  - ii. Social Media Ads
  - iii. Web asset for OHV.NV.GOV Homepage
- e. United States Forest Service - Off-Highway Vehicle **Posters**

a. Old Mesquite Police Department Off-Highway Vehicle Handout

**General Operational Requirements**  
(additional City, County or State laws may apply)

1. All OHV over 70cc (NRS 490.082.1j) operated in the City of Mesquite and State of Nevada must be registered. NRS 490.082, MMC 6-7-3
2. The operator of an OHV inside the City of Mesquite is required to be 16 years of age or older and possess a valid motor vehicle operators license. MMC 6-7-3, NRS 490.110.1.
3. Traffic Laws Applicable: To the fullest extent practicable, the traffic laws of the state of Nevada, and of the City of Mesquite municipal code are applicable to the operation of OHVs on any designated public streets, roads, and/or highways of the city. NRS 490.130, MMC 6-7-5-G
4. OHV shall only be used and operated within the city of Mesquite over such public streets, roads, or highways that are designated by resolution of the city council as open to such OHV use and operation. MMC 6-7-6-A. **Mesquite Boulevard, Sandhill Boulevard, Pioneer Boulevard from Oasis Boulevard to Sandhill Boulevard, Falcon Ridge Boulevard from Pioneer Boulevard to Mesquite Boulevard are closed to OHV traffic.**
5. No person may operate an OHV on a designated public street, road, or highway for any purpose other than to travel to or from a private or public area that is open for use by OHV. **Use of an OHV for general transportation is prohibited.** MMC 6-7-3-E
6. Parent/Adult Responsibility: In addition to any juvenile culpability which may be imposed due to violations of Mesquite municipal code, the responsibility for complying with the provisions of Mesquite municipal code shall rest upon the adult owner or custodian of any OHV or the head of household where any OHV is kept, whether or not ownership of the OHV is claimed by any other person residing in said household. A husband or wife, or two (2) or more adults living together, may jointly or separately be charged as heads of the household where an OHV is kept. MMC 6-7-7-A.



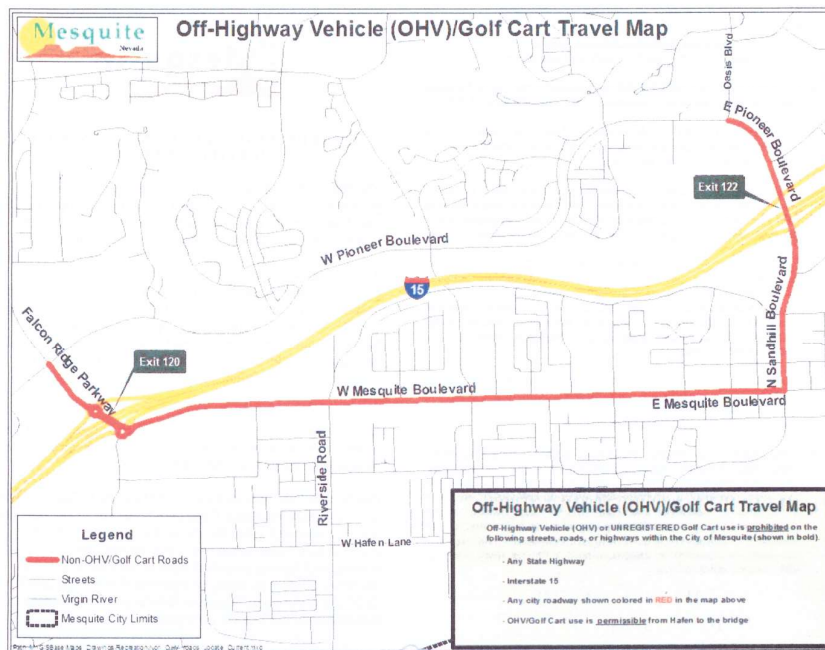
**OFF HIGHWAY VEHICLE OPERATION INSIDE  
THE CITY OF MESQUITE**

The State of Nevada and City of Mesquite has established guidelines to allow OHV operators access to areas open for OHV use. Use of an OHV for general transportation or travel for purpose other than access to recreational areas is prohibited.

An Off-Highway Vehicle (OHV) is a motor vehicle that is designed primarily for off-highway and all-terrain use. All OHV operated in Nevada are required to be registered, unless exempt by NRS 490.082.3. A person may operate a registered off-highway vehicle on any public land, trail, way or unpaved county road unless prohibited by the governmental entity which has jurisdiction over the public land, trail, way or unpaved county road.

All OHV operated by government agencies or operated for work conducted by or at the direction of a public or private utility are exempt from registration. NRS 490.082.

Operation of OHV inside the City of Mesquite is limited to use set in Mesquite Municipal Code (MMC) 6-7-6. " OHV shall be used and operated within the city of Mesquite only over such public streets, roads, or highways that are designated by resolution of the city council as open to such OHV use and operation. All streets, roads, or highways that are not open for OHV use in the city of Mesquite shall be posted with signs indicating that OHV use is not permitted."



**MXT Media Grant Application**  
2022-2023 State of Nevada Off-Highway Vehicles Program

**a. New Mesquite Police Department Off-Highway Vehicle Handout**





## Off Highway Vehicle Operation in The City of Mesquite

The State of Nevada and City of Mesquite has established guidelines to allow OHV operators access to areas open for OHV use. Use of an OHV for general transportation or travel for purpose other than access to recreational areas is prohibited.

An Off-Highway Vehicle (OHV) is a motor vehicle that is designed primarily for off-highway and all-terrain use. All OHVs operated in Nevada are required to be registered, unless exempt by NRS 490.082.3. A person may operate a registered off-highway vehicle on any public land, trail, way or unpaved county road unless prohibited by the governmental entity which has jurisdiction over the public land, trail, way or unpaved county road.

All OHV operated by government agencies or operated for work conducted by or at the direction of a public or private utility are exempt from registration, NRS 490.082.

Operation of OHV inside the City of Mesquite is limited to use set in Mesquite Municipal Code (MMC) 6-7.6. "OHV shall be used and operated within the city of Mesquite only over such public streets, roads, or highways that are designated by resolution of the city council as open to such OHV use and operation. All streets, roads, or highways that are not open for OHV use in the city of Mesquite shall be posted with signs indicating that OHV use is not permitted."

## General Operational Requirements

(Additional City, County or State laws may apply)


1. All OHV over 70cc (NRS 490.082.3) operated in the City of Mesquite and State of Nevada must be registered, NRS 490.082, MMC 6-7.5
2. The operator of an OHV inside the City of Mesquite is required to be 16 years of age or older and possess a valid motor vehicle operators license. MMC 6-7.3, NRS 490.101.
3. Traffic Laws Applicable: To the fullest extent practicable, the traffic laws of the state of Nevada, and of the City of Mesquite municipal code are applicable to the operation of OHVs on any designated public streets, roads, and/or highways of the city NRS 490.130, MMC 6-7.5.C
4. OHV shall only be used and operated within the city of Mesquite over such public streets, roads, or highways that are designated by resolution of the city council as open to such OHV use and operation. MMC 6-7.6.A. **Mesquite Boulevard, Sandhill Boulevard, Pioneer Boulevard from Oasis Boulevard to Sandhill Boulevard, Falcon Ridge Boulevard from Pioneer Boulevard to Mesquite Boulevard are closed to OHV traffic.**
5. No person may operate an OHV on a designated public street, road, or highway for any purpose other than to travel to or from a private or public area that is open for use by OHV. **Use of an OHV for general transportation is prohibited.** MMC 6-7.3.E
6. Parent/Adult Responsibility: In addition to any juvenile culpability which may be imposed due to violations of Mesquite municipal code, the responsibility for complying with the provisions of Mesquite municipal code shall rest upon the adult owner or custodian of any OHV or the head of household where any OHV is kept, whether or not ownership of the OHV is claimed by any other person residing in said household. A husband or wife, or two (2) or more adults living together, may jointly or separately be charged as heads of the household where an OHV is kept. MMC 6-7.7.A.


# MXT Media Grant Application

## 2022-2023 State of Nevada Off-Highway Vehicles Program

### b. Mesquite Police Department Webpage Design

[CONTACT US](#) [CITY JOBS](#) [CITY NEWS](#) [CALENDAR](#) [FAQS](#) [QUICK LINKS](#)

[Government](#) [Departments](#) [Community](#) [Business](#) [Visitors](#)



## OFF HIGHWAY VEHICLES IN MESQUITE


### Off Highway Vehicle Operation in The City of Mesquite

[DOWNLOAD PRINTABLE PDF](#)

The State of Nevada and City of Mesquite has established guidelines to allow OHV operators access to areas open for OHV use. Use of an OHV for general transportation or travel for purpose other than access to recreational areas is prohibited.

An Off-Highway Vehicle (OHV) is a motor vehicle that is designed primarily for off-highway and all-terrain use. All OHV operated in Nevada are required to be registered, unless exempt by NRS 490.082.3. A person may operate a registered off-highway vehicle on any public land, trail, way or unpaved county road unless prohibited by the governmental entity which has jurisdiction over the public land, trail, way or unpaved county road.


All OHV operated by government agencies or operated for work conducted by or at the direction of a public or private utility are exempt from registration, NRS 490.082.



Operation of OHV inside the City of Mesquite is limited to use set in Mesquite Municipal Code (MMC) 6-7-6. OHV shall be used and operated within the city of Mesquite only over such public streets, roads, or highways that are designated by resolution of the city council.

### Off-Highway Vehicle (OHV) Travel Map

[DOWNLOAD PRINTABLE MAP PDF](#)




Off-Highway Vehicle (OHV) use is prohibited on the following streets, roads, or highways within the City of Mesquite:

- Any State Highway
- Interstate 15
- Any city roadway shown colored in RED in the map above

### General Operational Requirements (additional City, County or State laws may apply)



- All OHV over 70cc (NRS 490.082.3) operated in the City of Mesquite and State of Nevada must be registered. NRS 490.082, MMC 6-7-3
- The operator of an OHV inside the City of Mesquite is required to be 16 years of age or older and possess a valid motor vehicle operators license. MMC 6-7-3, NRS 490.0703.
- Traffic Laws Applicable: To the fullest extent practicable, the traffic laws of the state of Nevada, and of the City of Mesquite municipal code are applicable to the operation of OHVs on any designated public streets, roads, and/or highways of the city. NRS 490.030, MMC 6-7-5-G.
- OHV shall only be used and operated within the city of Mesquite over such public streets, roads, or highways that are designated by resolution of the city council as open to such OHV use and operation. MMC 6-7-6-A, **Mesquite Boulevard, Sandhill Boulevard, Pioneer Boulevard from Oasis Boulevard to Sandhill Boulevard, Falcon Ridge Boulevard from Pioneer Boulevard to Mesquite Boulevard are closed to OHV traffic.**
- No person may operate an OHV on a designated public street, road, or highway for any purpose other than to travel to or from a private or public area that is open for use by OHV. **Use of an OHV for general transportation is prohibited.** MMC 6-7-3-E.
- Parent/Adult Responsibility: In addition to any juvenile culpability which may be imposed due to violations of Mesquite municipal code, the responsibility for complying with the provisions of Mesquite municipal code shall rest upon the adult owner or custodian of any OHV or the head of household where any OHV is kept, whether or not ownership of the OHV is claimed by any other person residing in said household. A husband or wife, or two (2) or more adults living together, may jointly or separately be charged as heads of the household where an OHV is kept. MMC 6-7-7-A.

[DOWNLOAD PDF WITH ALL INFORMATION ON THIS PAGE](#)



**CONTACT INFORMATION**

915 Mesquite Trail, Mesquite, NV 89027  
Phone: 702.544.3475  
[Contact Us](#)



- About Mesquite
- News
- Contact Us
- FAQ

## MXT Media Grant Application

2022-2023 State of Nevada Off-Highway Vehicles Program

- c. Mesquite Police Department Off-Highway Vehicle Advertisements
  - i. View On Mesquite Print Advertisement



The advertisement features a background image of two off-highway vehicles (OHVs) driving on a dirt trail in a desert landscape with mountains in the distance. The text is overlaid on the image, with the main title in large white and yellow letters, and the schedule and contact information in white and yellow text on a dark blue background.

# RESIDENTIAL OHV VIN INSPECTIONS ARE NOW AVAILABLE

---

## Mondays & Wednesdays 8:00am to 12:00pm

Mesquite Police Departments will provide VIN inspections within the City of Mesquite based on officer availability. Register your OHV. **It's the Law!**



### CALL **702-346-6911** FOR MORE INFORMATION

Advertisement funded through a grant by the State of Nevada Off-Highway Vehicles Program

## MXT Media Grant Application

2022-2023 State of Nevada Off-Highway Vehicles Program

### ii. Mesquite Monthly Print Advertisement



The advertisement features a top banner with three images: a green dune buggy, a blue and yellow ATV, and a person on a motorcycle. Below the banner, the event title is in large white letters on an orange background. The dates and times are in white and orange text. The location is in white text on a dark blue background. Logos for various organizations are displayed in the bottom left, and a list of items to bring is in the bottom right.

**OFF-HIGHWAY VEHICLE  
REGISTRATION EVENT**

**EVERY SATURDAY IN OCTOBER**  
**OCT. 3, 10, 17, 24 | 9AM - 12PM**

**MESQUITE JUSTICE FACILITY**  
**500 HILLSIDE DRIVE | MESQUITE, NV 89027**

**WHAT TO BRING**

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

Logos include: Nevada Off Road Recreation, Clark County Sheriff's Office, Nevada State Police, Nevada OHV, and Nevada DMV.

## MXT Media Grant Application

### 2022-2023 State of Nevada Off-Highway Vehicles Program

#### iii. Moapa Valley Progress Advertisement

## REGISTER YOUR OFF-HIGHWAY VEHICLE

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



## OFF-HIGHWAY VEHICLE REGISTRATION EVENT

## EVERY SATURDAY IN OCTOBER

OCT. 3, 10, 17, 24 | 9AM - 11AM

## MESQUITE JUSTICE FACILITY

500 HILLSIDE DRIVE | MESQUITE, NV 89027

### WHAT TO BRING

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

### WHY REGISTER?

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



## **MXT Media Grant Application**

2022-2023 State of Nevada Off-Highway Vehicles Program

### **iv. Mesquite Citizen Journal Advertisement**



## MXT Media Grant Application

### 2022-2023 State of Nevada Off-Highway Vehicles Program

- d. Mesquite Police Department Off-Highway Vehicle Registration Event
  - i. Event Flyer

# REGISTER YOUR OFF-HIGHWAY VEHICLE

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



## OFF-HIGHWAY VEHICLE REGISTRATION EVENT

### EVERY SATURDAY IN OCTOBER

OCT. 3, 10, 17, 24 | 9AM - 11AM

#### MESQUITE JUSTICE FACILITY

500 HILLSIDE DRIVE | MESQUITE, NV 89027

#### WHY REGISTER?

Funding for the Commission's Off-Highway Vehicle Grant Program relies on revenue generated by the Off-Highway Vehicle Registration Program. Your registration fees benefit the Off-Highway Vehicle community and Nevada as a whole by: keeping wages, improving roads and facilities, protecting the land through education and enforcement, reducing poor vehicle safety, keeping Nevada's culture in Nevada, and encouraging tourism.

#### SPONSORED BY



#### WHAT TO BRING

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

## MXT Media Grant Application

### 2022-2023 State of Nevada Off-Highway Vehicles Program

- ii. Mesquite Police Department Off-Highway Vehicle Registration Event  
Marketing Materials - Social Media Ad



- iii. Mesquite Police Department Off-Highway Vehicle Registration Event  
Marketing Materials - OHV.NV.GOV Website Asset

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

**OFF-HIGHWAY VEHICLE REGISTRATION EVENT**

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

**EVERY SATURDAY IN OCTOBER**  
OCT. 3, 10, 17, 24 | 9AM - 11AM  
**MESQUITE JUSTICE FACILITY**  
500 HILLSIDE DRIVE | MESQUITE, NV 89027

**WHAT TO BRING**

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

**WHY REGISTER?**

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

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

**SPONSORED BY**

## MXT Media Grant Application

2022-2023 State of Nevada Off-Highway Vehicles Program

### e. United States Forest Service - Off-Highway Vehicles "It's the Law" Posters



# REGISTER YOUR OFF-HIGHWAY VEHICLE

## IT'S THE LAW

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

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

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

## MXT Media Grant Application

2022-2023 State of Nevada Off-Highway Vehicles Program

### United States Forest Service - Kiosk at Spring Mountains National Recreation Area



#### 9. Travel - Statewide Travel to and from Project Locations for Photography, Video and other project related activities

MXT Media - \$5,000/Year



Lora Hendrickson <lora@mxtmedia.org>

You received a new estimate! (#2020013)

1 message

**Krevich Consulting** <messenger@messaging.squareup.com> Thu, Oct 7, 2021  
Reply-To: "messenger@messaging.squareup.com"  
<CAESQhloNTlwXzAwZjVjZDE1LWNiYTctNDk1OC1hZTE0LTg5NzhIMzliNTJjMxoLYzoxNDE2NTY5NTEiCW1lc3NlbmdlcilgKxz0zu4aYtAa1zyHN1OqIbv7dh6b/gvaEZscMNU/O/o=@reply2.squ  
To: lora@mxtmedia.org



Krevich Consulting

New Estimate

\$22,800.00

Estimate

[View Estimate](#)

Estimate #2020013 sent

October 7, 2021

Customer

MXT Media  
lora@mxtmedia.org

Message

For review.

<b>NVOHV Program Design 2022 - 10</b>	<b>\$11,400.00</b>
<b>Hours Monthly</b>	
(\$950.00 ea.) x 12	
<hr/>	
<b>NVOHV Program Design 2023 - 10</b>	<b>\$11,400.00</b>
<b>Hours Monthly</b>	
(\$950.00 ea.) x 12	
<hr/>	
Subtotal	\$22,800.00
<b>Total</b>	<b>\$22,800.00</b>

Krevich Consulting

samantha@krevichconsulting.com  
708-717-2471

© 2021 Square, Inc.

[Square Privacy Policy](#) | [Security](#)





Project proposal: Off Road Nevada (ohv.nv.gov) - Maintenance Proposal

Client: MXT Media

Delivered on: October 03, 2021

Submitted by: Bjorn Wallman



# Your Investment

Below is the maintenance plan we've estimated based on the scope of services. If you have any questions about our pricing or need to increase or decrease the scope of work, please leave a comment and let us know.

## MONTHLY MAINTENANCE PLAN

Description	Price	Qty	Subtotal
Monthly Website Updates	\$100	4	\$400
Bug Fixes etc	\$100	2	\$200
Software/Server Updates	\$100	4	\$400
Total			\$1,000

# NEXT STEPS

1. Please read the contract on the previous page to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
3. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
4. Sign in the box that pops up to make the acceptance official.
5. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
6. We'll email you a separate copy of the signed contract for your records.
7. If you'd like to speak to us by phone, don't hesitate to call 1.702.563.4480



SIGNATURE  
Bjorn Wallman



SIGNATURE  
Lora Hendrickson

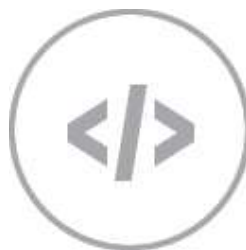


## Why Us?

At Once Interactive Inc., we're all about the experience. We design simple, compelling, and functional websites that make it easy for users to quickly find exactly what they're looking for when they arrive at your site and then convert them into paying customers. It's about creating a online experience that transforms users into followers, customers into ambassadors.

We do this by listening to you, understanding your target audience, and putting our extensive online knowledge to work on a plan that will improve your business goals and change the way you think about the potential of the internet.

Oh, and if you're wondering, we're mobile first. It's not just the way of the future. It's the way of right now.





Nevada Department of Wildlife  
Full Page Hunting Guide Ads 2022-2023

**Scott Fowler** <sfowler@jgriffin.com>

to me: ✉

Nevada Fishing- Rate card- \$4750.00

Nevada Big Game Application- Rate card- \$2600.00

Nevada Big Game hunting- Rate card- \$2600.00

Nevada Small Game- Rate card- \$2400.00



## Off Road Nevada

### Proposal 2022-2023

#### CLIENT REQUEST -

- Target off road track sites and/or general high traffic impressions
- Statewide campaign targets: Reno, Sparks, Fernley, Elko, Las Vegas, Searchlight, Mesquite

#### Billboard Pricing

- One Static Billboard
- Useful to increase frequency in desired location
- Preempt pricing \*\* = \$2,000 /cycle

1 (14x48) billboard  
(value = up to \$5,000 - \$10,000)

#### Digital Programs

- Multiple Digital Billboard locations targeting specific area
- Can help to supplement static programs
- Useful to increase geographic reach
- Preempt pricing \*\* = \$2,000 /cycle

varies by program 4 up to 14 locations  
(value = up to \$15,500)

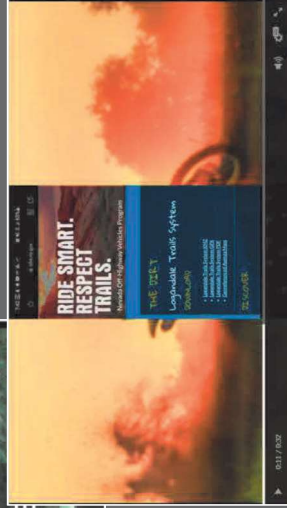
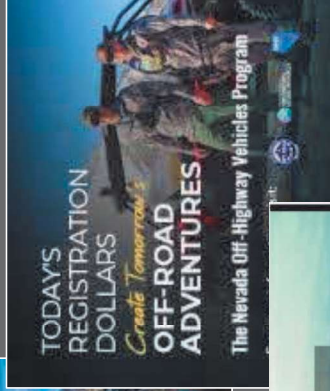
- Vinyl and Install are additional costs for each static billboard = \$1,000
- New vinyls will be required for 2022 and beyond as current vinyls have expired their integrity.

**NOTE:** The individual rates for boards are configured for the entire package. Package assumed for 1 or more cycles – (cycle = 4 weeks/28 days). Projections over 6 months in advance may be redefined upon contracting. Rates may/or may not be available upon renewal.

**\*\* Preempt conditions:** In honoring this discount opportunity, your copy may be moved, removed, or condensed at any time at Lamar's discretion without prior notice or approval. Lamar always tries to keep you on preferred pool of locations as possible, understanding that there may be times those locations are temporarily not available and you will be relocated to another location/program until your preferred becomes available again. For digital boards, daily spot delivery may fluctuate.

**Alexandra Goranson, Account Executive**  
1863 Helm Drive | Las Vegas, NV 89119  
702-873-4600 | agoranson@lamar.com

# OHV.NV.GOV – Off Road 2021 Campaign Results- RURAL



Based on the counts of the devices in the rural zip codes of Nevada, the campaign delivered over 400,000 impressions to the targeted audience over 4 months.

The strategy used the cost effective and impactful programmatic video channels such as YouTube, as well as pre-roll positions on the sites this audience is consuming.

By including streaming audio, we were able to reach this audience while they listened to their podcasts and music as well.

The overall traffic that we drove to the site was impactful and effective in creating engaged users who downloaded needed forms for certain registrations.

The retargeting line item redelivered the message to those who did not complete a transaction, bringing them back to the site to complete their download/transaction.

# OHV.NV.GOV – Off Road 2021 Campaign Results

OHV.NV.GOV (MKT MEDIA)

On Going (May 1, 2021 - Jul 12, 2021)

The KPI's for this campaign were to reach the rural areas in Nevada in order to promote Offroad Vehicle Registration and create an engaged audience that would convert to form downloads.

## Results:

Dealer Form: 129  
Out of State Form: 229  
Private Party Form: 689  
Home Made Form: 18  
Form Purchase: 120



## CAMPAIGN CONVERSIONS

### OVERALL CONVERSIONS

Product	# Site Views	# VT Site Views	# Form All Purchases ↓	# Form Nevada Dealership	# Form Out of State	# Form Private Party	# Form OHV Homemade
Display Rearranging Cross Device	9,427	8,399	90	106	199	510	16
Programmatic Pre-Roll Video, Cross Device	2,877	2,774	26	19	30	174	2
Programmatic Audio	154	154	4	4	6	5	0
<b>Total</b>	<b>12,458</b>	<b>11,327</b>	<b>120</b>	<b>129</b>	<b>229</b>	<b>689</b>	<b>18</b>

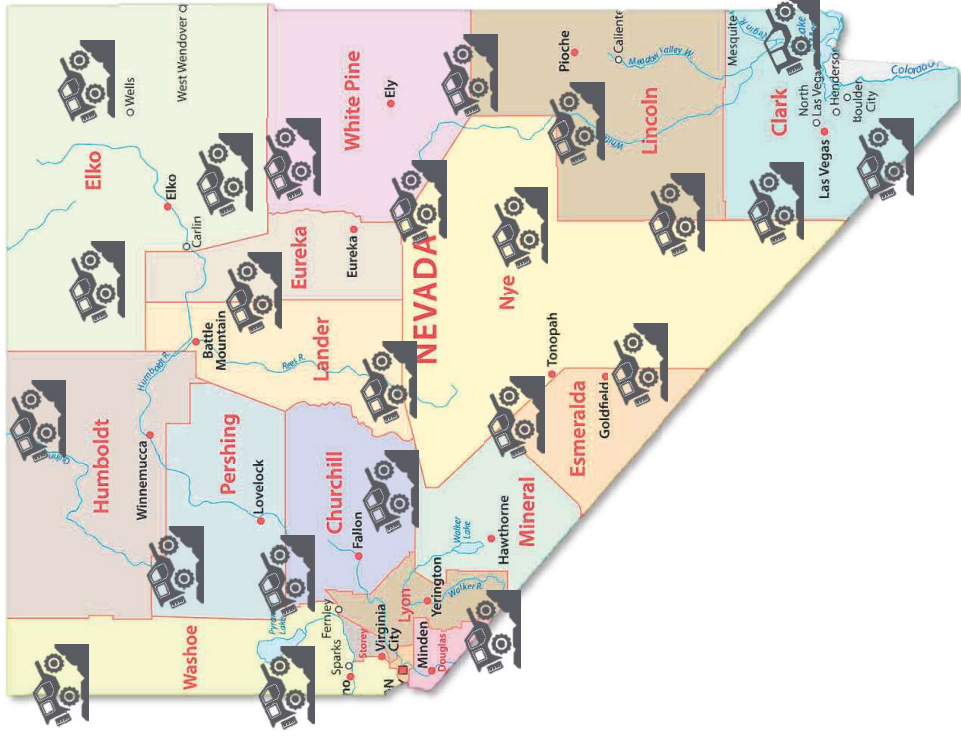
1 - 3 of 3 items

### OVERALL DELIVERY

Product	# Impressions	# Clicks	# CTR ↓	# Video Fully Played	# Video Views	# Video Views Rate
Display Rearranging Cross Device	332,056	620	0.19 %	0	0	0.00 %
Programmatic Pre-Roll Video, Cross Device	760,622	563	0.07 %	349,429	762,341	100.23 %
Programmatic Audio	251,885	109	0.04 %	241,961	55,450	22.01 %
<b>Total</b>	<b>1,344,563</b>	<b>1,292</b>	<b>0.10 %</b>	<b>591,390</b>	<b>817,791</b>	<b>60.82 %</b>

1 - 3 of 3 items

# OHV.NV.GOV – Off Road EXPANDED - All of Nevada



# OHV.NV.GOV – Off Road

## 2022 – 2023 Proposed Campaign

Monthly Flight:  
\$1666.00

Quarterly:  
\$5000

Annual Campaign:  
\$20,000

2022 / 2023 Campaign:  
\$40,000



YOUR AUDIENCE IS APPROXIMATELY 850,000 X A MIN. 2X FREQUENCY, FOR A MINIMUM REACH OF 1,400,000 IMPRESSIONS OVER TIME. THIS FLIGHT WILL DELIVER ROUGHLY 8% OF THE AUDIENCE EACH MONTH. THIS WILL ALLOW FOR ONGOING MESSAGING AND CREATIVE CHANGES THAT COINCIDE WITH THE SEASONS.

PLATFORM	DESCRIPTION	NOTES	QUANTITY/IMP	MONTHLY
15 AND 30 SECOND PRE ROLL VIDEO	CATEGORY AND CONTENT TARGETED	PRE-ROLL STRATEGY EXPANDING TO THE ENTIRE STATE WIDE AUDIENCE	40,000	\$ 800.00
STREAMING AUDIO	INCLUDES SPOTIFY, GIMLET, PANDORA,	ALL CHANNELS WITHIN THE AUDIENCE PARAMETERS - 30 SECOND SPOTS.	20,000	\$ 500.00
TARGETED DISPLAY BANNERS	ALL ONLINE SIZES, TARGETING AUDIENCES CROSS-DEVICE	CATEGORY/CONTENT TARGETED PLACEMENT ON TOP COMSCORE, MULTIPLE PMP'S, FIRST PARTY ACCESSIBLE SITES	36,699	\$ 364.99
VALUE ADDED	TARGETED BANNERS	BASED ON ANNUAL CAMPAIGN	25,600	\$ 256.00
			122,299	\$ 1,923
			LESS VALUE ADDED	\$ 1,667

CLIENT: \_\_\_\_\_ CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ EMAIL: \_\_\_\_\_

\_\_\_\_\_ PHONE: \_\_\_\_\_

APPROVED BY: \_\_\_\_\_ FLIGHT DATES: \_\_\_\_\_

DATE: \_\_\_\_\_ MEDIA REP: \_\_\_\_\_

QUARTERLY	\$	5,000
CAMPAIGN	\$	19,999
ANNUAL CAMPAIGN	\$	39,997
TOTAL 2022 & 2023	\$	

#### 14. Standards/Guidelines that will be applied to your project:

- ☐ Universal Access to Outdoor Recreation - A Design Guide
- ☐ USFS Standard Specifications for Construction & Maintenance of Trails
- ☐ BLM Handbook 9114-1 Trails
- ☐ NOHVCC Handbooks

Other: Advertising & Design Standards

#### 15. Has the applicant received funding from the OHV Program in the past?

☐ No ☒ Yes

Number of projects funded: 2

Amount of funding Received: \$ 237,500

Number of projects Completed: 2

- Managed **\$130,000** Grant with State of Nevada Department of Conservation and Natural Resources Off-Highway Vehicle Program (2020-2021)
- Managed **\$107,500** Grant with State of Nevada - Department of Conservation and Natural Resources Off Highway Vehicle Program (2018-2019)
- Managed **\$50,000** Contract with Clark County, Nevada – Desert Conservation Program (2018 - 2019) – **Tortoise Awareness & Invasive Species Marketing to Off-Highway Vehicle Enthusiasts**
- Managed **\$350,000** Contract with Clark County, Nevada - Desert Conservation Program (2016 - 2019) – **Off-Highway Vehicle Registration Marketing**

### **SECTION II – LOCATION, MAPS, PHOTOS**

**Project Location: Statewide Advertising & Proposed Trail Cleanups in  
Searchlight, Laughlin, Primm & Nelson**

County: Clark County, Nevada

Nearest Municipality/Town/City: Searchlight, Laughlin, Primm & Nelson

Center of project: Latitude: TBD Longitude: TBD

**If the shape-files for the trail system are available, please submit them in the e-file. The shape-files of the trail will be required at project end. Program will assist in the collection of the data if needed. Exact Locations will be coordinated with the Bureau of Land Management**

**MAPS ARE A VERY IMPORTANT PART OF THE APPLICATION. THEY ARE  
REQUIRED AND CONSIDERED PART OF THE FINAL AGREEMENT IF FUNDED.**

**Required Maps: for all maps please include a legend, north arrow, scale, and map name.**

**Topographic maps preferred. You may include *additional* aerial/google maps.**

- ☐ General location map (showing project area within the state or county)
- ☐ Topographic map (7.5 minute series quadrangle, 1:24,000 scale) with project boundary and map name Township:\_\_\_\_\_ Range:\_\_\_\_\_ Sections\_\_\_\_\_
- ☐ Detail map indicating specific project elements (e.g., structures, trail alignment)
  - Maps larger than 11x17 will not be accepted

**Please attach the following 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 scoring committee to understand the location, depth and breadth of your project.)*

### **SECTION III - Federal Lands or Other**

#### **Federal Environmental Compliance**

**A. 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:**

- ☐ Record of Decision (ROD)
- ☐ Finding of No Significant Impact (FONSI)
- ☐ Categorical Exclusion (CX)
- ☐ SHPO 106 compliance/concurrence letter.
- ☐ Other compliance documents already completed. (do not attached the EA or EIS)
- ☐ Not applicable

**If NEPA or planning is a part of the project describe the steps in the Scope Section I, #13.**

**The project will be reviewed for potential environmental impacts and if necessary, BLM will provide the appropriate NEPA documents.**

## SECTION IV - BUDGET

**Proposed Budget:** Provide your budget details to include at a minimum the items in the following table. You may create your own spreadsheet.

- Your budget must align clearly with your scope of work from #13. Be specific, as your application will rate higher.
- 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.*

Item	OHV Marketing 2-Year Budget Proposal		2022	2023	Total
1	MXT Media	Project Management	\$ 25,000.00	\$ 25,000.00	\$ 50,000.00
2		Public Outreach	\$ 10,000.00	\$ 10,000.00	\$ 20,000.00
3		Video Production	\$ 10,000.00	\$ 10,000.00	\$ 20,000.00
4		4 Trail Cleanups - 2 Annually	\$ 13,850.00	\$ 13,850.00	\$ 27,700.00
5	Once Interactive	Web Development & Maintenance	\$ 12,000.00	\$ 12,000.00	\$ 24,000.00
6	Krevich Consulting	Graphic Design	\$ 11,400.00	\$ 11,400.00	\$ 22,800.00
7a	NDOW Hunting Magazines	Print Media	\$ 5,200.00	\$ 5,200.00	\$ 10,400.00
7b	Lamar Media	Billboards	\$ 20,000.00	\$ 20,000.00	\$ 40,000.00
7c	Beasley Media Group	Digital Media Marketing	\$ 20,000.00	\$ 20,000.00	\$ 40,000.00
7d	Misc.	Radio Ads	\$ 15,000.00	\$ 15,000.00	\$ 30,000.00
7e	Facebook/Instagram /YouTube	Social Media Ads	\$ 7,500.00	\$ 7,500.00	\$ 15,000.00
8	Law Enforcement	Local Advertising	\$ 50,000.00	\$ 50,000.00	\$100,000.00
9	Travel		\$ 5,000.00	\$ 5,000.00	\$ 10,000.00
	<b>Total</b>		<b>\$ 204,950.00</b>	<b>\$ 204,950.00</b>	<b>\$409,900.00</b>

## **SECTION V – 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 public meeting on 9/7/2021. Please reference scoring criteria form.

- 1. 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 on the district. How will the equipment and time be used to increase OHV safety and awareness? Please reference the Law Enforcement Statistics reporting form.*  
Hosting Off-Highway Vehicle Registration Events & Working with OHV Organizations (Dealerships) & Marketing Initiatives increase Off-Highway Vehicle Registrations
- 2. 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).*  
Bureau of Land Management and Clark County said that they support a trail cleanup in the following Areas: Searchlight, Laughlin, Primm & Nelson.
- 3. 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?* We can work with a Police Department(s) or other Organization to Create Safety Videos as needed.
- 4. Trail mapping and signing of existing trails and facilities:** *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*  
We work with the Great Basin Institute to keep the trails maps up to date on the State website (OHV.NV.GOV).
- 5. 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.*  
By doing trail cleanups in the areas of Searchlight, Laughlin, Primm and Nelson we can improve the conditions of the area and better the community at-large.
- 6. 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?*  
  
The proposed trail cleanups assist with the health of the area and by removing refuse from a public land we are preserving the beauty and integrity of the area for all.
- 7. 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.*

The OHV website (OHV.NV.GOV) provides information of OHV Registration, Trail Maps and Grant Applications. The OHV website has a “Get the Dirt Page” associated with each trail that highlights the local community for each trail which may include links to a Local Chamber of Commerce and other nearby attractions. This benefits the local community by providing a prospective trail rider information prior to their trail ride. Information on the trails land manager is also provided which improve access for patrons. The Resources section of the OHV website includes links to Clubs and Associations, Dealerships, Land Managers and other resources accessible to the public.

- 8. Partnering and Leverage:** *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.*

MXT Media works with DCNR, DMV, USFS, BLM, NPS, NDOW, Clark County & Police and Sheriff Departments regularly and as-needed

- 9. Economic Integration:** *How will this project improve OHV recreation opportunities that help local, regional, or state economies grow?*

The OHV

- 10. Demand for New Facilities:** *Please provide justification for NEW facility/program development: restrooms, trails, signs, and other amenities.*

MXT Media can create a survey and place on the OHV website (OHV.NV.GOV) & social media and ask respondents to complete the survey and make suggestions of new facilities. The OHV Commission can use the survey to gauge future endeavors.



*Chief MaQuade Chesley*  
MESQUITE POLICE DEPARTMENT

Nikhil Narkhede  
Department of Conservation and Natural Resources  
Nevada Off-Highway Vehicles Program  
901 S. Stewart, Suite 5005  
Carson City, NV 89701

November 15, 2021

RE: Mesquite Police Department Reference Letter – MXT Media

Dear Nikhil,

This letter is to recommend MXT Media for full consideration of their OHV Grant Application for the upcoming year(s). MXT Media has successfully collaborated with Mesquite Police Department on a number of Off-Highway Vehicles Initiatives and we hope that the State of Nevada Off-Highway Vehicle Commission will extend the opportunity for MXT Media to work with other Police & Sherriff Departments throughout the State of Nevada. MXT Media's efforts have increased OHV Registration in Mesquite as well as increased public education and safety of OHV's in the Virgin Valley.

The Mesquite Police Department has successfully worked with MXT Media in the past as follows:

- OHV Registration Events
- Revised City of Mesquite Police Department OHV Map Handout
- Revised City of Mesquite Police Department Online OHV Web Page
- Print Media Ad Creation & Ad Placement
- Digital Media Ad Creation & Ad Placement
- OHV Event Registration Flyers & Web Assets

If you need additional information, please do not hesitate to contact me.

Thank you,

*Kim Otero*

Kim Otero

Administrative Manager/Grant Specialist



# United States Department of the Interior



## BUREAU OF LAND MANAGEMENT

Southern Nevada District Office

Las Vegas Field Office

4701 N. Torrey Pines Drive

Las Vegas, Nevada 89130

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

In Reply Refer To:  
9268 (LLNVS01000)

**NOV 15 2021**

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

Re: Off-Highway Vehicle Education & Marketing

Dear Commissioners:

The above stated project has the support of the Bureau of Land Management (BLM) Las Vegas Field Office, as of November 15, 2021. The location for the proposed project is within lands managed by the BLM. If approved, the grant would allow MXT media to conduct desert cleanups in and around the following areas: Searchlight, Primm, Nelson, and Laughlin Nevada.

The proposed project is consistent with land use allocations described in the approved Las Vegas Resource Management Plan (1998) and in compliance with applicable federal, state, and local laws and regulations. The project will be reviewed for potential environmental impacts and if necessary, BLM will provide the appropriate National Environmental Policy Act (NEPA) documents, as required by the NEPA.

We have reviewed the grant application and, if approved, will comply with those terms that are applicable to the BLM. If you have any questions or concerns, please contact Kenny Kendrick, Supervisory Resource Management Specialist, at (702) 515-5073 or [kkendrick@blm.gov](mailto:kkendrick@blm.gov).

Sincerely,

Stephen Leslie  
Assistant Field Manager  
Las Vegas Field Office

**INTERIOR REGION 8 • LOWER COLORADO BASIN**

ARIZONA, CALIFORNIA\*, NEVADA\*

\* PARTIAL