



NEVADA OFF-HIGHWAY VEHICLES PROGRAM GRANT APPLICATION

Nevada Commission on Off-Highway Vehicles
Nevada Department of Conservation and Natural Resources

Applicant Information

Organization Name: Generikal Design

Contact Person: Chris Bartkowski CEO
Name Title

Mailing Address: 10643 Pine Cone Drive
Street Address Unit #

Truckee CA 96161
City State Zip Code

Phone: 716.785.0849 **Email:** Generikal@gmail.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: 3

RAD Outreach / Video Series - \$25,850.00 (2022)
SAC - Daily Flow Social Series - 26,250 (2021)
SAC - Motorized Awareness - \$11,600 (2018)

Amount of funding received: \$ _____

Number of projects completed: 3

Project Information

Project Name: THE RIDE GUIDE - Video/Photo Series

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

| | | | |
|--------------------------|--|-------------------------------------|-----------------------------------|
| <input 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 | \$83,000 |
| Matching Funds | \$8,500 |
| Total Project Amount | \$92,500 |

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

| | | | |
|--------------------------|-------------|-------------------------------------|--------------|
| <input type="checkbox"/> | Federal | <input checked="" type="checkbox"/> | In-kind |
| <input type="checkbox"/> | State | <input checked="" 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:
Volunteer hours/time.

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 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 type="checkbox"/> | Other: _____ |

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

Type here:
The production team will exercise caution and courtesy while filming in OHV areas, ensuring minimal disruption to other users. By adhering to established trail etiquette and prioritizing safety, we aim to maintain a positive impact on the OHV community. All motorized production will take place on BLM land.

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.

Produce a video series called “THE RIDE GUIDE”. This video series will be a relatable, repeatable, and visually engaging video guide that anyone can use regardless of motorized discipline. This repeatable daily process will be relevant to every ride from beginning to end for beginner to pro. Inform and educate the public about OHV safety in a way that does not take away from enjoyment while riding OHV’s. Highlight lesser traveled riding areas of Nevada to capture content that is new, engaging and also helps boost tourism.

Create 5, 3-5 minute videos of different OHV disciplines. OHV disciplines will include, snowmobiling (mountain riding), snowmobiling (trail riding), dirt biking (single track), dirt biking (freeride/track) and UTV/ATVs.

The daily process will include topics such as, making sure your OHV is registered, providing proper gear, machine maintenance, navigation, group management, conditions/weather, where to ride/where not to ride, terrain choices, safety procedures, communication, emergency preparedness and how to get involved in the OHV community.

From the above content produced, edit 10 vertical short (60-90sec) reels for social media consumption. These videos will be a montage of disciplines and each video will focus on one topic of the daily process at a time. These short form videos will showcase that THE RIDE GUIDE process is repeatable and applicable to any one and everyone when enjoying OHVs.

Photography will also be captured during each production. Collection of professional photos will also be available with unlimited rights in perpetuity for web, print, social use.

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.

- 5, 3-5min horizontal videos ready for social media, YouTube and website..
- 10, 60-90sec vertical “reels” specifically for social media and YouTube “shorts”.
- Work with partners and supporters to post content. All content will be posted online and to @offroadnevada on Instagram.

- Collection of photos from each video will also be available for social media, print and/or web use.
- Photo and video content will be licensed to NV OHV in perpetuity.

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 | Winter pre-production / filming complete. | |
| Q2 | Apr-Jun, 25 | Summer pre-production. | |
| Q3 | Jul-Sep, 25 | Summer filming complete. | |
| Q4 | Oct-Dec, 25 | Consider any pick-up production. | Deliver photos |
| Q1 | Jan-Mar, 26 | Film any winter pick-up shots. | |
| Q2 | Apr-Jun, 26 | Fim any summer pick-up shots. | |
| Q3 | Jul-Sep, 26 | Rough drafts of videos/photos. | |
| Q4 | Oct-Dec, 26 | Deliver Final photos & videos. | Final delivered |

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.*

Capture content that shows where OHV registration money is being utilized to increase, improve and expand riding areas.

Focus on riding areas and communities that have not been captured yet or much at all in the state of Nevada.

Include content that also shows where NOT to ride, like railroad tracks/ service roads, private property, closed areas, sensitive ecosystems, etc.

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?*

This project seeks to foster a responsible and sustainable OHV community in Nevada. By providing educational resources on safety, environmental stewardship, and legal compliance, we aim to minimize the impact of OHV activities on natural resources and ensure the long-term viability of off-road recreation in the state.

The repeatable nature of THE RIDE GUIDE features and fosters responsible ethics when operating snowmobiles, OHVs and dirtbikes. By providing engaging educational resources we aim to minimize the impact of OHV activities on national resources. By highlighting less trafficked OHV areas this will help spread out the footprint and enhance OHV opportunities.

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).*

N/A

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?*

THE RIDE GUIDE will create a relatable, repeatable daily process for every ride from beginning to end for beginner to pro.

The videos will cover a wide range of important topics relevant to all riders in Nevada, providing valuable information and insights from the perspective of those who have a deep understanding of the sports.

Topics will include: Proper gear, machine maintenance, group management, conditions, terrain, safety, communication, emergency preparedness.

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 focusing on less popular riding areas, this video series will encourage riders to discover new areas, support local businesses and foster a sense of community. The impacts of this project include increased rider access to diverse trail experiences, reduced travel distances between popular destinations, and enhanced economic benefits for local businesses.

| |
|--|
| <p>Access: <i>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.</i></p> |
| <p>N/A</p> |
| <p>Trail mapping and signing of existing trails and facilities: <i>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</i></p> |
| <p>N/A</p> |
| <p>Partnering and Leverage: <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>Bureau of Land Management, Let’s Ride Adventures, Truckee Dirt Riders, Sierra Avalanche Center, Reno Tahoe / RSCVA, High Fives Foundation, Lake Tahoe Snowmobilers, Michael's Reno Powersports and FXR.</p> <p>These partners will aid in online distribution of this video series.</p> |
| <p>Economic Integration: <i>How will this project improve OHV recreation opportunities that help local, regional, or state economies grow?</i></p> |
| <p>Our project will highlight towns and communities that can benefit from OHV tourism. We will show places to eat, places to stay and give the viewer a better look into the town and communities that Nevada has for OHV recreation. By riding sustainably, increasing the number of OHV’s registered in Nevada and by crafting these videos in an exciting, educational, and entertaining way to the viewer, these videos will promote OHV recreation here in Nevada contributing to economic growth from tourism.</p> |
| <p>Demand for New Facilities: <i>Please provide justification for NEW facility/program development: restrooms, trails, signs, and other amenities.</i></p> |
| <p>N/A</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](https://www.gsa.gov/travel/plan-book/per-diem-rates) 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.**

| Item Description | OHV Grant Request | Matching Funds / Contributor | Total Cost |
|--|-------------------|------------------------------|-----------------|
| Contract: Generikal Design Produce and edit Professional OHV Educational videos Costs include Travel and expenses | \$50,000 | \$5,000 | \$55,000 |
| Contract: Let’s Ride Adventures Producer / Consultant to create education materials for the video series “The Ride Guide” Costs include Travel and expenses | \$23,000 | \$3,500 | \$26,500 |
| Hire Models \$1,000/day | \$10,000 | \$1,000 | \$11,000 |
| Other: (Specify) | | | |
| Totals | \$83,000 | \$8,500 | \$92,500 |
| Percentages | 90% | 10% | 100% |

LAND MANAGEMENT AND ENVIRONMENTAL COMPLIANCE

Classification of Land Management:

- City/Municipal
- County
- State
- Federal
- Private
- Lease; Attach copy of lease with expiration date

R&PP; Attach copy of lease with expiration date
 Other: _____

Landowner(s): Letter of approval attached

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)?

Yes No

Standards/guidelines that will be applied to your project (if applicable):

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

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.

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:**

Record of Decision (ROD)
 Finding of No Significant Impact (FONSI) and a Decision Record (DR)
 Categorical Exclusion (CX)
 SHPO 106 compliance/concurrence letter
 Other compliance documents already completed.
 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, Ely, Elko
White Pine County, Elko County, Washoe, Lyon, Storey and Douglas

County(s): counties

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)
 - o 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 aerials 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.

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: CHRIS BARTKOWSKI Date: 11.12.24

Printed Name: Chris Bartkowski Title: CEO - Generikal Design

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

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

OR

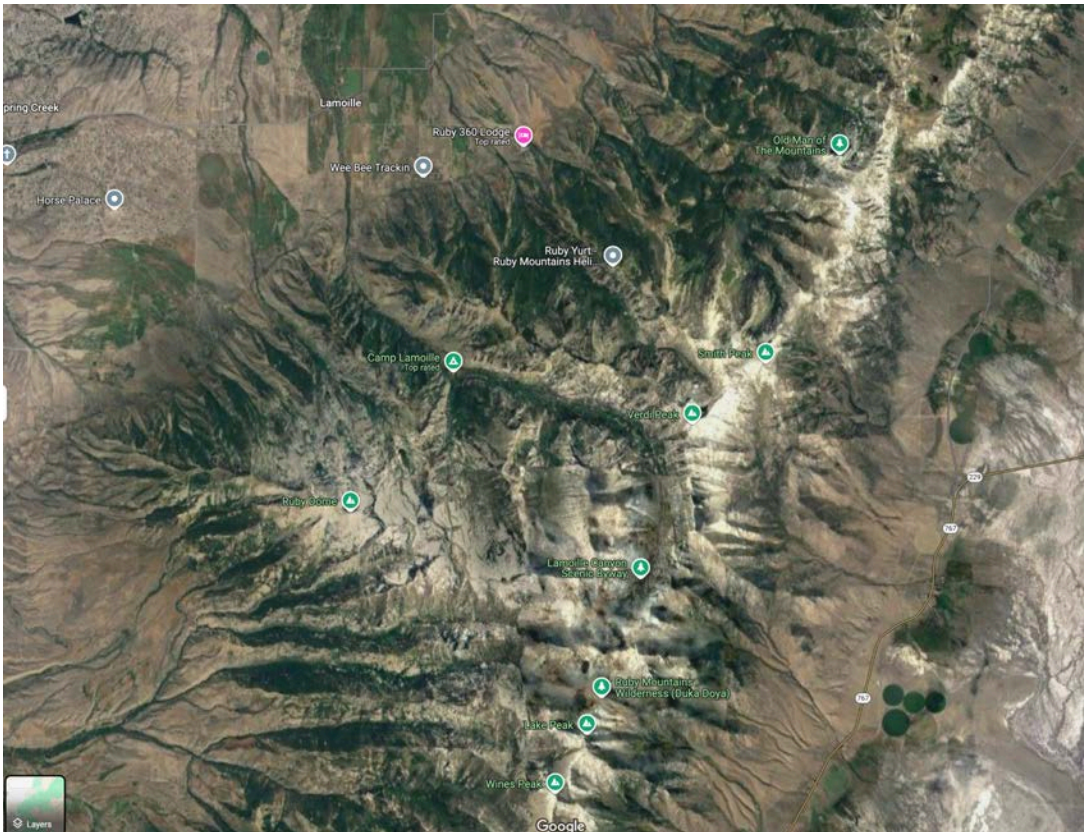
ONE FULL COLOR COPY OR MEMORY DEVICE ENCLOSED WITH APPLICATION
BY MAIL OR HAND DELIVERY
(8.5" X 11" ONLY. Maps should be no larger than 11"X17")

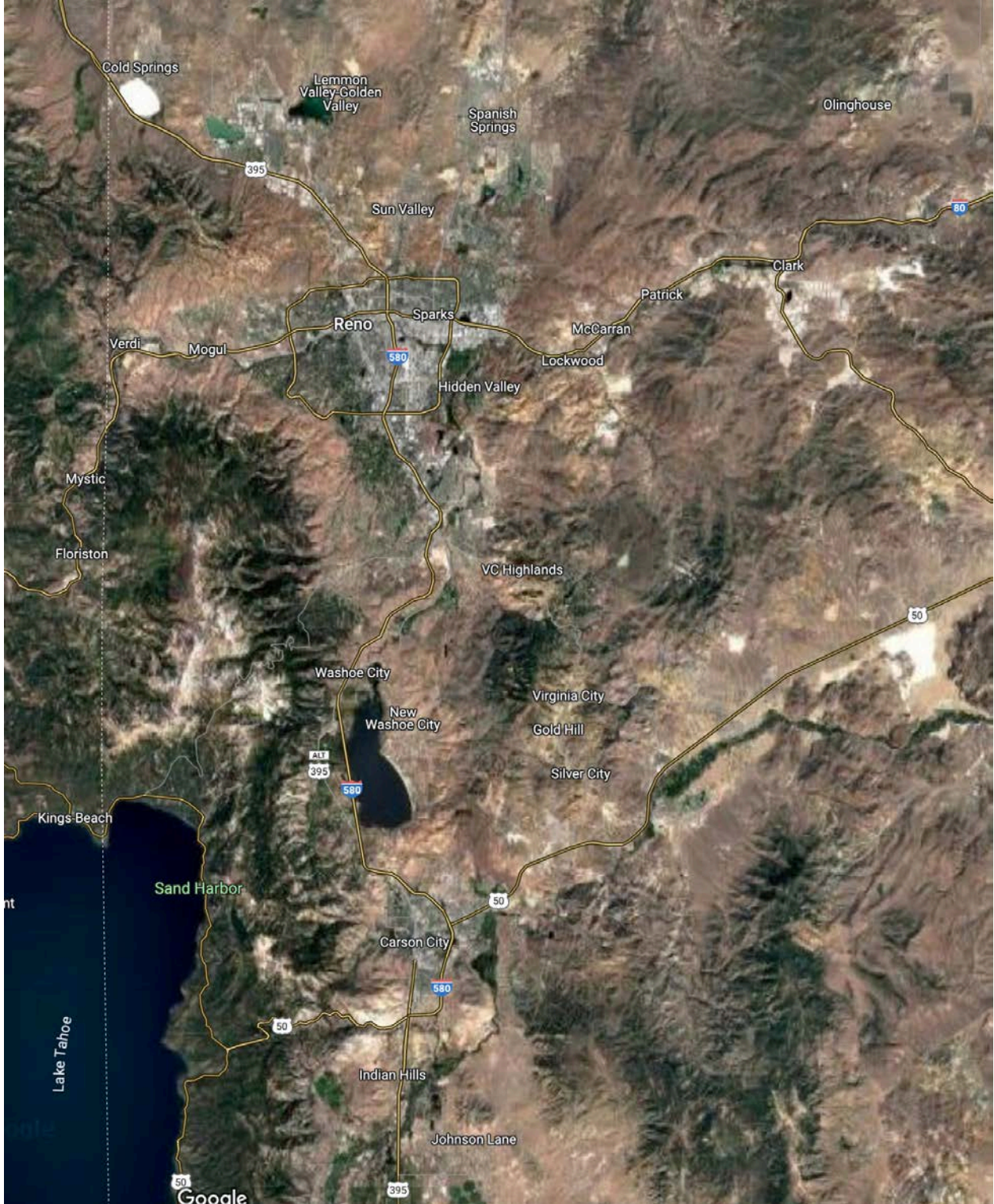
TO: NEVADA DEPT. OF CONSERVATION AND NATURAL RESOURCES
OFF-HIGHWAY VEHICLES PROGRAM
ATTN: KADEN BARMORE
901 S. STEWART STREET, SUITE 1003
CARSON CITY, NV 89701

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

Kaden Barmore
KBarmore@ohv.nv.gov
(775) 684-2794

Nevada OHV Grant Application – Winter 2024





Nevada OHV Grant Application – Winter 2024

Invoice #0124
 Lets Ride Adventures
 P.o. box 316
 Calpine CA 96124



Prepared for:
Generikal Design
 The Ride Guide video project

Date: 11/13/2024

| Description of Work | HRS | Rate | Sub Total |
|--|-----|------------|-----------------------------|
| Pre production, storyboarding, educational flow and ride guide steps. Scripting / meetings, planning. | 40 | \$75 / hr | \$3,000.00 |
| Planning and organizing locations, models, vehicles, and contacting partners / sponsors. Venue specifics and logistics / scheduling. | 50 | \$75 / hr | \$3,750.00 |
| Travel expenses, OHV registration, vehicle fuel, rentals, trail passes, product, safety gear, supplies | | | \$10,000.00 |
| Video production 5 days, on site safety and medical lead / coordinator, winter avalanche safety lead, day rate for modeling and director of photography. | 50 | \$150 / hr | \$7,500.00 |
| Video editing consultant, producer, director. 6 hours per video | 30 | \$75 / hr | \$2,250 |
| | | | Total: \$26,500.00 |
| Donated Contribution | | | - \$3,500 |
| Grand Total | | | Grand Total: \$23,000.00 |

Payment Terms

to be made payable to :

Lets Ride Adventures
 Duncan Lee
 P.o. box 316 Calpine CA 96124

PROPOSAL VIDEO PRODUCTION “THE RIDE GUIDE” Video Series

Goal:

Create 5, 3-5 minute docu-style videos for social media to inform and educate the public about OHV safety in a way that does not take away from enjoyment while riding OHV's in lesser traveled to NV OHV areas. Highlight local legends / pros to tell the story of how to ride “the right way”.

Potential Video Topics:

- Snowmobiling in a remote town like Ely, NV: Mapping, access, avalanche concerns, remote awareness.
- Desert racing/riding: Highlight a dirtbike race team and what type of prep, safety protocols, etc. is involved to race.
- Side by Side Family riding: Follow a family through the motions of getting gear ready, prep, mapping, etc.
- Hunting: Shadow a hunter and highlight appropriate OHV use for tracking, exploring and hunting.
- THE RIDE GUIDE: Highlight proper technique of various OHV genres all doing “the right thing”.

Approach:

Work with Duncan Lee of Let's Ride Adventures to determine content for each video. Videos to be storyboarded/outlined and approved prior to shooting. Estimated production of these videos will require 5 full days in and around Reno, NV. Aerial/drone footage and supporting photography will also be captured during production. Generikal Design will provide appropriate models or talent for each production. Motion graphics will also be added once picture lock has been approved. Generikal Design will produce, edit and deliver 5 finished 3-5 minute videos ready for social media distribution.

Usage:

Raw video assets may be purchased with unlimited rights for legacy/signature usage. Generikal Design has the right to use approved content and finished tear sheets for portfolio ad personal promotional use. Generikal Design is a contracted employee and is held responsible for his own insurance and workers comp. Music will be licenced.

Rates:

| | |
|--|-----------------|
| Pre-Production: 20 hours - Planning, Meetings, Storyboarding, etc. - \$75/hr | \$1,500 |
| Video Production: 5 days - \$5,000/day, 2 camera operators + assistant, Includes drone | \$25,000 |
| Photographer: 5 days - \$1,000/day | \$5,000 |
| Edit Photos: 8 hours - \$150/hr | \$1,200 |
| Video Editing: 16 hours per video - \$150/hr | \$12,000 |
| Motion Graphics: 4 hours per video - \$150/hr | \$3,000 |
| Music Licensing: \$50 per audio track | \$250 |
| Admin Costs / Travel Expenses | \$6,050 |
| Total | \$54,000 |
| Donated Contribution: | -\$4,000 |
| Grand Total | \$50,000 |



United States Department of the Interior



BUREAU OF LAND MANAGEMENT
Sierra Front Field Office
5665 Morgan Mill Road
Carson City, Nevada 89701
Phone: 775-885-6000
Fax: 775-885-6147
<https://www.blm.gov/nevada>

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

RE: Letter of Support

Dear Grant Review Committee,

I am writing in support of the "The Ride Guide" - Video/Photo Series grant proposal. This project will inform and educate the public about OHV safety in a way that does not take away from enjoyment while riding OHV in local rural and urban communities.

The Ride Guide Video's filmed in different location within Nevada will be effective in promoting responsible riding habits and emphasizing the need for OHV registration. The goals of this grant proposal will lead to outcomes that aim to create a more sustainable and enjoyable OHV riding and enhance rural communities in Nevada.

The Sierra Front Field Office works closely with the OHV community to promote safe and effective use of public lands. *This proposal* will bring much-attention to and will help preserve our natural resources, reduce environmental impact, and ensure that our facilities remain accessible and enjoyable for future generations of riders. BLM fully support this project.

Sincerely,

Paul Fuselier

Acting Sierra Front Field Office Manager

INTERIOR REGION 10 • CALIFORNIA-GREAT BASIN
CALIFORNIA*, NEVADA*, OREGON*
* PARTIAL



WWW.HIGHFIVESFOUNDATION.ORG 
1077S PIONEER TRAIL SUITE #108, TRUCKEE, CA 96161 
EIN# 26-4275773 

October 28, 2024

Dear NV OHV Commission,

On behalf of the High Fives Foundation, we are writing to express our enthusiastic support for the RIDE GUIDE video series, particularly those episodes that highlight the inclusion of adaptive athletes enjoying OHVs and dirt bikes safely on Nevada's public lands.

We have had the pleasure of working with Chris at Generikal Design on numerous successful video projects in the past. His team consistently delivers high-quality, engaging content that inspires and motivates. We are confident that this collaboration will result in another exceptional series of videos.

The inclusion of adaptive athletes in outdoor activities is a cause that is close to our hearts at High Fives. We have also successfully worked with Duncan Lee as an ambassador, educator, and positive influencer in the past, and we believe that his involvement in this project will further elevate its impact.

There is a clear need for this type of content. By showcasing the abilities of adaptive athletes and the accessibility of outdoor recreation, we can inspire others to get involved and challenge themselves. These videos will not only entertain but also educate and empower viewers.

We would also like to help promote this content on our various social channels. Highfives currently has 73k instagram followers, 19k Facebook followers and 2.2k Youtube subscribers. We wholeheartedly support this initiative and look forward to seeing the positive impact it will have on the outdoor community.

Sincerely,

A handwritten signature in black ink, appearing to read 'Roy Tuscany'.

Roy Tuscany,, Founder/CEO High Fives Foundation

October 31, 2024

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

Subject: Nevada OHV Video Series

Dear Nevada OHV Commission,

I am writing to recommend the consideration of Chris Bartkowski with *Generikal Design* and Duncan Lee of *Let's Ride Adventures* to work on the Nevada OHV Video Series. This series has the potential to significantly enhance outdoor recreation safety, and OHV education in Nevada. Their collaboration will most certainly produce a clear, informative, and effective video series.

As a Director and Founder of the Truckee Dirt Riders, we have relied on *Generikal Design* to help promote and grow our motorcycle club since 2018. His dedication and passion for OHV activities are evident in his work.

I believe that this video series would be an excellent resource for both visiting and local riders for quick reminder of important safety and rules information. Chris and Duncan will with no doubt, produce high-quality, engaging video content that effectively communicates this important information.

Given their passion for snowmobiling, four-wheeling, and dirt biking, I am confident that they will bring a very high level of dedication and expertise to the Nevada OHV Video Series. Their deep knowledge of these activities, coupled with their creative vision, will ensure a quality product.

I wholeheartedly endorse this project and believe it will have a positive impact on outdoor recreation in Nevada.

Sincerely,

Bill Pindar
Board Director and Founder
Truckee Dirt Riders, a *California Non-Profit 501(c)(3) Corporation*
PO Box 10701
Truckee, CA 96162
truckeedirriders@gmail.com



I am writing to enthusiastically recommend the NV OHV Video Series, a collaborative effort between Chris Bartkowski of Generikal Design and Duncan Lee of Let's Ride Adventures. This series has the potential to significantly enhance outdoor recreation safety and education in Nevada.

Chris and Duncan have proven their ability to produce high-quality, engaging video content that effectively communicates important information. Their past work with the Sierra Avalanche Center has yielded exceptional results, significantly contributing to increased awareness of avalanche safety.

Given their passion for snowmobiling, OHV, and dirt biking, I am confident that they will bring the same level of dedication and expertise to the NV OHV Video Series. Their deep knowledge of these activities, coupled with their creative vision, will ensure the production of informative and compelling videos that resonate with both experienced riders and newcomers.

I wholeheartedly endorse this project and believe it will have a positive impact on outdoor recreation in Nevada.

Sincerely,

A handwritten signature in black ink that reads "Travis Feist".

Travis Feist
Education Coordinator
Sierra Avalanche Center

Nevada OHV Grant Application – Winter 2024

To Whom It May Concern,

I am writing on behalf of Michael's Reno Powersports to enthusiastically recommend The Ride Guide, a collaborative effort between Chris Bartkowski of Generikal Design and Duncan Lee of Let's Ride Adventures.

As a large, local dealer, Michael's Reno Powersports has over 40 years of serving Northern Nevada and California. We are committed to educating both new and existing OHV/Dirt bike users. We recognize the importance of high-quality video content in providing accessible and engaging information. Unfortunately, there is a significant lack of such content available, particularly for Nevada-specific riding conditions.

The Ride Guide has the potential to fill this void and significantly enhance outdoor recreation safety and education in Nevada. By sharing this content with a broader audience, we believe it can inspire riders worldwide and contribute to a safer and more enjoyable experience for all.

Chris and Duncan, as stewards of the dirt bike, OHV, and snowmobile industries, have a longstanding positive reputation for creating engaging, educational, and fun content. Their past work demonstrates their ability to produce exceptional results and significantly increase awareness of critical safety issues.

Given their passion for snowmobiling, OHV, and dirt biking, we are confident that they will bring the same level of dedication and expertise to The Ride Guide. Their deep knowledge of these activities, coupled with their creative vision, will ensure the production of informative and compelling videos that resonate with both experienced riders and newcomers.

We wholeheartedly endorse this project and believe it will have a positive impact on outdoor recreation, both locally and internationally.

Sincerely,

Maya Keller

General Manager, Michael's Reno Powersports

Team Manager, MRPSBR Husqvarna Pro Race Team



LAKE TAHOE SNOWMOBILERS

307.760.6133
SCOTT@LAKETAHOESNOWMOBILERS.COM

November 15th, 2024

As President of the Lake Tahoe Snowmobilers, I am thrilled to endorse the NV OHV Video Series, a collaborative effort between Chris Bartkowski of Generikal Design and Duncan Lee of Let's Ride Adventures.

This project aligns perfectly with our organization's mission to promote safe and responsible snowmobiling in the Lake Tahoe region. Mr. Bartkowski's proven track record in utilizing NV OHV funds for impactful video production, coupled with Mr. Lee's expertise in creating engaging outdoor content, ensures the success of this endeavor.

We believe that this series will not only educate and inspire snowmobilers but also contribute to the overall safety and preservation of our beloved backcountry. By providing a variety of video formats, including horizontal and vertical versions, this project will effectively reach audiences across multiple platforms, from websites to social media. This versatility will enhance the impact of the series and maximize its potential to educate and engage viewers.

By providing valuable information on trail etiquette, avalanche awareness, and emergency preparedness, this project will empower riders to make informed decisions and minimize risks.

We wholeheartedly support this initiative and look forward to its positive impact on our community.

Scott Spero

President



Secretary of State Certificate of Status

I, SHIRLEY N. WEBER, PH.D., California Secretary of State, hereby certify:

Entity Name: GENERIKAL DESIGN
Entity No.: 3979849
Registration Date: 01/06/2017
Entity Type: Stock Corporation - CA - General
Formed In: CALIFORNIA
Status: Active

The above referenced entity is active on the Secretary of State's records and is authorized to exercise all its powers, rights and privileges in California.

This certificate relates to the status of the entity on the Secretary of State's records as of the date of this certificate and does not reflect documents that are pending review or other events that may impact status.

No information is available from this office regarding the financial condition, status of licenses, if any, business activities or practices of the entity.



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of October 28, 2024.

SHIRLEY N. WEBER, PH.D.
Secretary of State

Certificate No.: 260753930

To verify the issuance of this Certificate, use the Certificate No. above with the Secretary of State Certification Verification Search available at bizfileOnline.sos.ca.gov.