

Firm	Services	Total	Per Story	Rate	Hours
Freelancer	Photography	\$ 10,000.00	\$ 1,000.00	\$ 100.00	10.0
Freelancer	Video	\$ 12,500.00	\$ 2,500.00	\$ 125.00	20.0
Krevich Consulting	Graphic Design	\$ 9,975.00	\$ 997.50	\$ 95.00	10.5
Right Start Data	Website Development	\$ 5,100.00	\$ 510.00	\$ 150.00	3.4
MXT Media	Project Management & Coordination	\$ 25,000.00	\$ 2,500.00	\$ 125.00	20.0
Travel Expenses (Mileage, Airfare, Hotel, Meals, Rental Car)		\$ 10,000.00	\$ 1,000.00	-	-
Media Buys (Billboards, Online Ads, Social Media Ads, Print Ads, Radio Ads, TV Ads, etc.)		\$ 20,000.00	\$ 2,000.00	-	-
Sub Total		\$ 92,575.00	\$ 9,257.50	-	-
Right Start Data	Website Trail Map Integration	\$ 15,000.00	-	\$ 150.00	100.0
Equipment		\$ -	-	-	-
OHV Grant Request Total		\$ 107,575.00	-	-	-
Clark County, NV OHV Registration Marketing Program Contract - Year 1		\$ 150,000.00	-	-	-
Clark County, NV OHV Registration Marketing Program Contract - Year 2		\$ 100,000.00	-	-	-
Project Total		\$ 357,575.00	-	-	-



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



OFF-HIGHWAY VEHICLES GRANT PROGRAM
NEVADA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES
NEVADA COMMISSION ON OFF-HIGHWAY VEHICLES
NRS 490

FALL 2017 GRANT APPLICATION

(RFA APPENDIX A)

APPLICATIONS DUE

November 1, 2017, 4:00 PM, PST

Please mail early; Applications postmarked prior to 4:00 pm on November 1, 2017 but not received prior to that time are untimely and will not be considered.

NOTE: this is the State OHV program, NOT the Federal Recreational Trails Program

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

TO: NEVADA DEPT. OF CONSERVATION AND NATURAL RESOURCES
OFF-HIGHWAY VEHICLES PROGRAM
ATTN: DCNR J. SCANLAND
901 S. STEWART STREET, SUITE 1001
CARSON CITY, NV 89701

AND

ONE ELECTRONIC FILE; PDF VIA EMAIL jscanland@ohv.nv.gov
OR MEMORY DEVICE ENCLOSED WITH APPLICATION.

DO NOT ATTACH ITEMS THAT ARE NOT REQUIRED.

For questions please contact:

Jenny Scanland

Executive Secretary

(775) 684-2794

(jscanland@ohv.nv.gov)

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

Project # _____ (State admin only)

This application has seven (VII) 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 INFORMATION

1. **Project Name:** Off-Highway Vehicles Program Marketing, Media Buys & Ad Creation & Website Trail Map Integration Project
2. **Project Dates:** Expected *Start*: April 1, 2018 Expected *Completion*: June 30, 2019
3. **Applicant Name:** Lora Hendrickson / MXT Media and Nick Phillips / Right Start Data
Phone: 702-235-2140
Mailing address: 5481 Castle Vista Ct, Las Vegas, NV 89118

Email: lora@mxtmedia.org
4. **Classification of Applicant:** *(check one)*
☐ Federal ☐ State ☐ County ☐ Local/Municipal ☐ Other: _____
☐ Partnership ☐ Non-profit **X 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).
5. **Project Manager:** Lora Hendrickson
Phone: (702) 235-2140

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

Email:

lora@mxtmedia.org

6. **State T-Vendor #** (if available)_State of Nevada Purchasing Vendor No.: 8272778378

7. **Landowner:** Not Applicable

Contact: _____

Phone: _____

Mailing Address: _____

Email: _____

9. **Classification of Land Control:** (check all that apply) Not Applicable

☐ 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

10. **Project Costs:** (Please do not submit match not directly related to the project)

State OHV Grant Request: \$165,075

Other Funds: \$250,000

Total Project Amount \$415,075 100%

What are the sources of your leveraged (other) funds?

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

Please describe source(s):

Type here: Clark County, Nevada – OHV Registration Marketing Program (2016-2018)
--

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.
- X Safety training and education related to the use of off highway vehicles
- ☐ Compliance and enforcement

Note: Operations & management and purchase or lease of equipment associated directly with a project are eligible.

12. **All Trail USERS:** (check all that apply)

- | | | |
|--|--|---|
| <input type="checkbox"/> Mountain Biking | <input type="checkbox"/> Hiking/Backpacking | <input type="checkbox"/> Equestrian |
| <input type="checkbox"/> Single track motorcycle | <input type="checkbox"/> Snowmobiling | <input type="checkbox"/> Snowshoe/ski |
| <input checked="" type="checkbox"/> ATV quads | <input checked="" type="checkbox"/> Dune buggy | <input checked="" type="checkbox"/> Side by side 50" or wider |
| <input type="checkbox"/> Race Course | <input type="checkbox"/> Skills riding course | |

Other Type here: Off-Highway Motorcycles and Snowmobiles
--

13. **Scope of Work:** Please describe *exactly* what work will be completed. Programs, planning, NEPA, surveys, mapping etc. and include miles of trail, trail type and other measurable 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 VII, Scoring Narrative).

Type here:

The goal of the Off-Highway Vehicles Program Marketing, Media Buys, Ad Creation & Website Trail Map Integration project is twofold:

Objective 1. Develop a public outreach campaign that is effective in showcasing the benefits of OHV Registration by creating specific media (video, photos, educational materials, advertisements, etc) of projects funded by the OHV Commission and to develop messages that publicize grant awards/projects and awardees. Working in tandem with recipients of OHV grants, we will seek to capture photos and video footage of key milestones and finished OHV grant projects, create a specific targeted ad campaign and media assets for each selected grant award project, and push content to the off-road community in Nevada through various media channels. We will develop a unique ad campaign for ten (10) OHV grant awards across Nevada. By developing stories of each grant award and disseminating the information to the public, the OHV Commission will be communicating to the public how OHV registration dollars are being spent to make improvements to the off-road community.

We will work with the Department of Conservation and Natural Resources (DCNR) staff and the OHV Commission to identify the ten (10) grant projects that should be selected. Once a grant award has been selected for story development, we will communicate directly with the grant awardee regarding their project to assess key milestones, project timeline, and establish what dates might be worth capturing via professional photography and professional videography. Key milestones might include a ground breaking, ribbon cutting, grand opening, or event. We might also determine what work is being done on site or throughout the project life-cycle to capture a time-lapse which is to record changes that take place slowly over time. We will schedule professional photography and videography around the key milestones for each project. The photos and video footage captured will be the basis for developing a strategic ad campaign for each project. We will identify which media channel(s) is(are) the most appropriate for each grant award project i.e. Billboards, Online Ads, Social Media Ads, Print Ads, Radio Ads, TV Ads, etc. to comprehensively tell the story of the grant project to each specific area in Nevada. To reach OHV users from all age groups, a communication strategy for each ad campaign

that encompasses both traditional and non-traditional marketing channels will be evaluated including social media and mobile advertising.

We will oversee the implementation of media throughout the life-cycle of the project. Once we've created the content for a grant project and developed a strategy for media placement, we will seek approval from DCNR staff to move forward on a specific ad campaign. Based on feedback provided by DCNR, the grant awardees and other team members, we will revise the media assets accordingly.

The production and dissemination of public services announcements (ie.: videos and ads) and educational materials are the conduits for the Nevada Commission on Off-Highway Vehicles to connect directly with the Nevada OHV user community and spread the message of improvements made to the off-road community. A table will be created for each ad campaign and grant award project including the Project Overview, Objectives, Team, Target Audience, Message, Media, Execution and Evaluation.

We will ensure that all project milestones and deliverables are met on-time and on-budget by using our task-based real time project management platform. Data will be used each step of the way to guide the team's process from the strategic plan to the creation of the videos and educational materials and assessment of ad campaign results. We will evaluate the success of campaigns and assess how messages are being understood by the demographics of users that we are trying to reach and employ adaptive management techniques if necessary.

We will report our findings to DCNR and the OHV Commission.

We have included the purchase of a 4-seater side-by-side in the cost of the proposal as a means to have accessibility to various remote areas in Nevada necessary for filming and photography of grant projects.

Objective 2. To continuously update trail maps on the OHV website with KML/KMZ data including updating software to show way points, packaging data for download by end users from site for use on GPS systems that can read KML/KMZ data and upload printable PDFs of maps for download by end users as needed. Trail map data will be provided by a third-party and approved by DCNR staff prior to placement on the OHV website (<https://ohv.nv.gov/trails>).

14. Standards/Guidelines that will be applied to your project: **Not 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: _____

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

X No ☐ Yes

Number of projects funded: Zero

Amount of funding Received: \$ Zero

Number of projects Completed: Zero

SECTION II – LOCATION, MAPS, PHOTOS

Project Location:

County: State of Nevada* / Clark County

*The project would take place across the State of Nevada with the development of marketing materials media assets created in Las Vegas, Nevada.

Nearest Municipality/Town/City: Las Vegas, Nevada

Center of project: Latitude: N/A Longitude: N/A

Maps are a very important part of the application. They are considered part of the final agreement if funded. Please provide readable, proficient maps. N/A

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: N/A

- ☐ *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)

X Not applicable

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

SECTION IV - BUDGET

Proposed Budget: Provide your budget details in the following format. This budget should align clearly with your scope of work from #13.

- ***Please follow this format as much as possible*** and be very specific, as your application will rate higher. You may create your own spreadsheet.
- 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 and identify what each contract will include.***
- ***Attach copies of all quotes/estimates.***

Firm	Services	Total	Per Story	Rate	Hours
Freelancer	Photography	\$ 10,000.00	\$ 1,000.00	\$ 100.00	10.0
Freelancer	Video	\$ 25,000.00	\$ 2,500.00	\$ 125.00	20.0
Krevich Consulting	Graphic Design	\$ 9,975.00	\$ 997.50	\$ 95.00	10.5
Right Start Data	Website Development	\$ 5,100.00	\$ 510.00	\$ 150.00	3.4
MXT Media	Project Management & Coordination	\$ 25,000.00	\$ 2,500.00	\$ 125.00	20.0
Travel Expenses (Mileage, Airfare, Hotel, Meals, Rental Car)		\$ 10,000.00	\$ 1,000.00	-	-
Media Buys (Billboards, Online Ads, Social Media Ads, Print Ads, Radio Ads, TV Ads, etc.)		\$ 40,000.00	\$ 4,000.00	-	-
Sub Total		\$ 125,075.00	\$12,507.50	-	-
Right Start Data	Website Trail Map Integration	\$ 15,000.00	-	\$ 150.00	100.0
Equipment		\$ 25,000.00	-	-	-
OHV Grant Request Total		\$ 165,075.00	-	-	-
Clark County, NV OHV Registration Marketing Program Contract - Year 1		\$ 150,000.00	-	-	-
Clark County, NV OHV Registration Marketing Program Contract - Year 2		\$ 100,000.00	-	-	-
Project Total		\$ 415,075.00	-	-	-

SECTION VI – TRANSMITTAL LETTERS and LETTERS OF SUPPORT

Transmittal Letter(s): transmittal letter(s) must be submitted **and attached to this application**. They must be signed by the appropriate club or agency head, (Chairperson/President of the organization or other authorized official) AND by **the landowner**.

- ☐ **Land Owner:** a letter of support by the landowners (county, city, state, federal, private) stating that they have read and agree (1) to the application (2) that the applicant's interest in the subject land 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 NAC 490.1355 (3) and any match or other tasks in the application that are assigned to them. The State may require the landowner/agency to be co-grantee on the grant agreement/contract. **Not applicable**
- ☐ A commitment to maintain the trail/facility, and allow for motorized access to those facilities for 25 years or the normal life of the project, by the appropriate entity. **Not applicable**
- ☐ **Letters of Support are limited to three (3).** Please attach them to the application.

SECTION VII – SCORING NARRATIVE

Address the following 14 questions in the order listed below.

- **Be specific and concise** with your answers.
- **Please submit no more than five (5) double-sided pages for your Narrative.**
- **Please type directly into this application.** *If the form doesn't work for you, please cut and paste into another document and answer in the same order as given below. (if not applicable answer N/A)*

1	<i>Public Education, Law Enforcement & Outreach:</i> <i>Please describe how your project/program will incorporate public education and/or outreach to increase registration and showcase the benefit of OHV communities, including registration events.</i>	The Off-Highway Vehicles Program Marketing, Media Buys & Ad Creation project will showcase the benefits of OHV Registration by creating specific media (video, photos, advertisements, etc) of projects funded by the OHV Commission, developing messages that publicize grant awards/projects and awardees. Working in tandem with recipients of OHV grants, we will seek to capture photos and video of key milestones and finished OHV grant projects. These photos and videos can be used to create advertisements and assist with proactive communication from the OHV Commission as to the benefits of OHV Registration dollars. Videos and photos can be used on the OHV
---	---	---

		<p>website (https://ohv.nv.gov/), shared via online social media channels, and in traditional forms of media placement which include print publications, billboards, radio or television ads. By sharing the progress of OHV projects across the State of Nevada, the OHV Commission will be informing the off-road community of OHV Registration benefits. Conveying the benefits of OHV Registration, we hope to see OHV Registration numbers increase.</p> <p>A detailed campaign strategy will be created for each OHV project targeting each specific region.</p>
2	<p>Trail Mapping: Please describe how your project /program will move public lands in Nevada towards having travel plans completed and will result in trail mapping and creation of maps for the public. (With landowner/manager approval).</p>	<p>Once mapping is completed by a third-party, MXT Media's sub-consultant, Right Start Data, would add the map to the OHV Website under the trails section (http://ohv.nv.gov/trails). Trail map data from the third-party would need to be provided in the appropriate digital format, .kmz or .kml data, and as a pdf so users can download. By providing trail maps as to where people can ride legally, we are promoting lawful off-road recreation.</p>
3	<p>Access: Please describe how your project/program ensures protection of access. Explain what access/opportunities would be lost or restricted if the project doesn't occur.</p>	Not applicable
4	<p>Demand for New Facilities: Please describe the justification (the DEMAND) for NEW facility/program development: restrooms, trails, signs, and other amenities.</p>	Not applicable
5	<p>Connectivity: Please describe the increase in connectivity between trails, facilities and other locations that your project/program would provide when completed. Attach maps if necessary. i.e. towns, parks, areas, trails etc.</p>	Not applicable
6	<p>Environmental Studies: please describe how your environmental studies, project/program is in a highly desired area that will result in maintaining or expanding OHV riding areas.</p>	Not applicable

7	Design for Conservation: please describe how your project/program considers water and habitat conservation. Example: how the trail features are designed to be sustainable while protecting environmentally sensitive areas or important wildlife habitat area.	Not applicable
8	Existing Facilities: please describe how your project /program assists in the maintenance and/or rehabilitation of Existing Facilities. “Taking care of what is already there to protect the investment”.	Not applicable
9	Leveraged Projects: please describe how your project/program leverages private, BLM, USFS, State, local government, or in-kind funding, services or donations (considered as investment in the project. Match is not required but is commended and will receive additional points).	MXT Media is under contract with Clark County, Nevada for the Off-Highway Vehicle Registration Marketing Program project which has been active from September 2016 to June 30, 2018. In year 1, Clark County contributed \$100,001 and the State contributed \$49,999. In year 2, the County contributed \$100,000. The current allocation to-date for this project is \$250,000.
10	Partnering: Please describe coordination that has occurred with stakeholders, partners and the public in which all interests have had an opportunity to be heard related directly to this project/program.	For the Clark County Off-Highway Vehicle Registration Marketing Program project, we have collaborated directly with federal agencies (BLM, USFS), state agencies (DMV, DCNR, NDOW, OHV Commission), and local agencies (Clark County, City of Mesquite Police Department, Humboldt County Sheriff’s Office) and non-profit organizations (Partners-In-Conservation). We have asked for feedback from these entities regarding the new OHV website, integrated OHV trail maps, coordinated OHV registration events to name a few of the opportunities.
11	Youth and Family Engagement: Please describe how your project/program helps to engage youth and families.	By highlighting the grant projects funded by the OHV Commission, we would be communicating to families the new improvements occurring statewide which in turn could lead to increased confidence and exploration by families in areas where off-road recreation may not have occurred.

12	Economic Integration; Please describe how your project/program develops outdoor recreation opportunities that help local and/or regional economies grow (e.g., economic impact, additional OHV funding sources, improved user or business group participation).	By highlighting the grant projects funded by the OHV Commission, we are stimulating economic activities (tourism, development, recreation) to local off-road areas that the public may not be aware of.
13	Underserved populations: Please describe how your project/program helps to meet the needs of underserved regions and populations. (e.g., identify people and neighborhoods without access to trails, and establishes outdoor recreation opportunities for them; or creates new recreational opportunities not currently available in the area)	By highlighting the grant projects funded by the OHV Commission, we are publicizing areas and projects around the State of Nevada that may be underserved regions and populations.
14	Maintenance: although this OHV grant program requires maintenance of all facilities funded for 25 years or the normal life of the project, we would like you to please describe HOW your project will be maintained and WHO has committed to the ongoing maintenance of the facility or continuation of the service/program. (Please also attach letter as described in Section VI).	Not applicable
	Additional justification or project history if you feel important and doesn't fit under a criterion listed above.	OHV Marketing Project Report Attached

SECRETARY OF STATE



CERTIFICATE OF EXISTENCE WITH STATUS IN GOOD STANDING

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

I further certify that the records of the Nevada Secretary of State, at the date of this certificate, evidence, **MXT MEDIA**, as a corporation duly organized under the laws of Nevada and existing under and by virtue of the laws of the State of Nevada since April 1, 2017, and is in good standing in this state.



IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of State, at my office on October 30, 2017.

Barbara K. Cegavske

Barbara K. Cegavske
Secretary of State

Electronic Certificate
Certificate Number: C20171030-2054
You may verify this electronic certificate
online at <http://www.nvsos.gov/>

RIGHT START DATA

581 Via Balizan Ave
Las Vegas NV 89123
(702) 757-7150

Estimate

Date	Estimate #
10/30/2017	287

Name / Address
MXT Media 5481 Castle Vista Ct Las Vegas, NV 89118

			Project
Description	Qty	Rate	Total
100 hours setting up KML/KMZ data maps on website, including updating software to show way points, packaging data for download by end users from site for use on GPS systems that can read KMZ/KML data and uploading printable PDFs of maps for download by end users as needed.	100	150.00	15,000.00
34 hours website development including but not limited to uploading new project stories to website, website design, grant detail pages to highlight project successes, other programming tasks as directed.	34	150.00	5,100.00
		Total	\$20,100.00



Lora Hendrickson <lora@mxtmedia.org>

New Invoice: #2017035 from Krevich Consulting

1 message

Krevich Consulting <invoicing@messaging.squareup.com>
Reply-To: Krevich Consulting <samantha@krevichconsulting.com>
To: lora@mxtmedia.org

Tue, Oct 31, 2017 at 1:45 AM



Krevich Consulting

New Invoice

\$9,975.00 due on November 30, 2017

[Pay Invoice](#)

ESTIMATE: Graphic Design Services - Off Road**Nevada**

Invoice #2017035

October 31, 2017

Customer

MXT Media

lora@mxtmedia.org

Please note: THIS IS ONLY AN ESTIMATE

Graphic Design Services - All Collateral -	\$9,975.00
(\$95/Hr) x 105 (\$95.00 ea.)	

Sub-Total	\$9,975.00
------------------	-------------------

10/31/2017

MXT Media Mail - New Invoice: #2017035 from Krevich Consulting

Total Due

\$9,975.00

Krevich Consulting
samantha@krevichconsulting.com
[708-717-2471](tel:708-717-2471)

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MY CUSTOM CAN-AM OFFROAD VEHICLE

MAVERICK X3 MAX TURBO

TOTAL PRICE (MSRP)

\$ 24,008.96*

Transportation and
preparation not included
Transportation charge: \$
885.00

MONTHLY PAYMENT

\$ 464.16

6.00 % on 60 months



Vehicle may not be exactly as shown. Price may not always include accessory installation costs. According to your geographic position, tax, title, license, transport, preparation and other fees may not be included, dealer prices may vary. Refer to a local authorized BRP dealer for details and availabilities.

SUMMARY

BASE PRICE (MSRP)

\$ 21,999.00*

Transportation and preparation not included
Transportation charge: \$ 885.00

1. PACKAGE

1. PACKAGE



MAVERICK X3 MAX TURBO

2. COLORS & ENGINE

\$ 0.00

COLOR

INCLUDED IN PACKAGE
WHITE

\$ 0.00

ENGINE

INCLUDED IN PACKAGE

TURBO

\$ 0.00

3. ACCESSORIES

\$ 2,009.96

Extras



EMERGENCY KIT

(715004359)

\$ 129.99

Roofs



LONESTAR RACING ALUMINUM ROOF - BLACK

(715004340)

\$ 1,399.99

Windshields, Windscreens & Mirrors



RACING SIDE MIRRORS

(715002898)

\$ 199.99



REAR POLYCARBONATE WINDOW

(715003744)

\$ 279.99

TOTAL PRICE (MSRP)

\$ 24,008.96*

Transportation and preparation not included

Transportation charge: \$ 885.00

Off-Highway Vehicle Registration Marketing Program Report

2009-MXT-807F / Milestone M09

MXT Media – Lora Hendrickson & Right Start Data – Nick Phillips

10/13/2017

Project Name: Off-Highway Vehicle Registration Program Marketing
Project Number: 2009-MXT-807F
Milestone No.: M09 – Report to Off-Highway Vehicle Commission
Consultant: MXT Media

Overview

The purpose of this project is to develop a marketing plan that would promote awareness of the OHV Registration Program, ultimately resulting in a higher rate of Off-Highway Vehicle (OHV) user registration across Nevada.

Funding

The funding information for this project is provided below.

Funding

Y1: Sept. 2016 – June 2017

- State: \$49,999
- Clark County: \$100,001
- Total: \$150,000
- Marketing Budget: \$33,000
- Advertising Dates: May – June 2017 (2 Months)

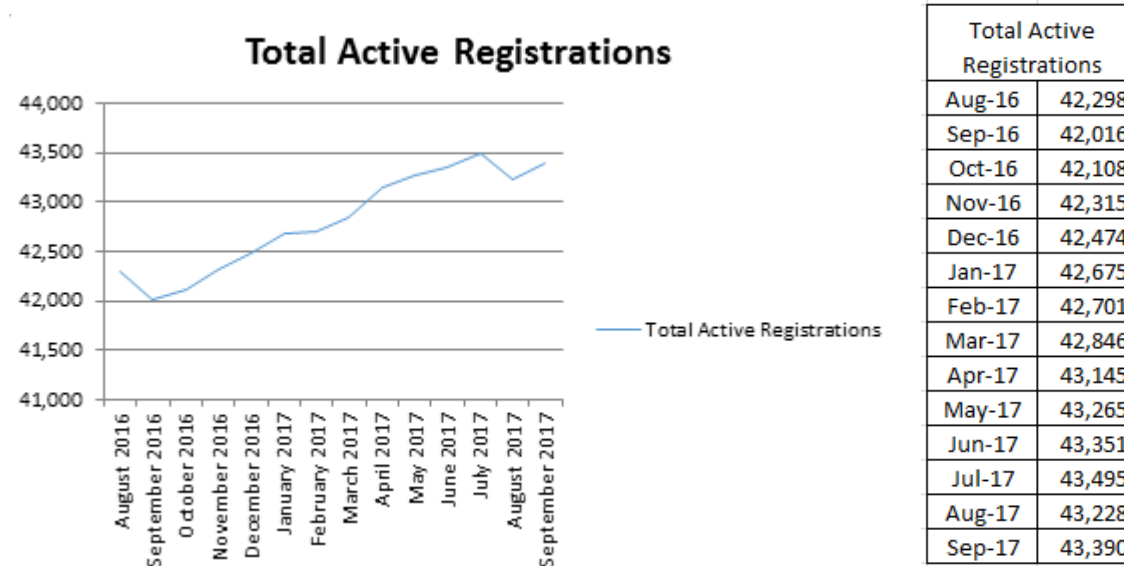
Y2: July 2017 – June 2018

- State: \$ 0
- Clark County: \$100,000
- Total: \$100,000
- Marketing Budget: \$60,000
- Advertising Dates: July 2017 – June 2018 (12 Months)

Project Name: Off-Highway Vehicle Registration Program Marketing
 Project Number: 2009-MXT-807F
 Milestone No.: M09 – Report to Off-Highway Vehicle Commission
 Consultant: MXT Media

Total Active Off-Highway Vehicle Registrations August 2016 – September 2017

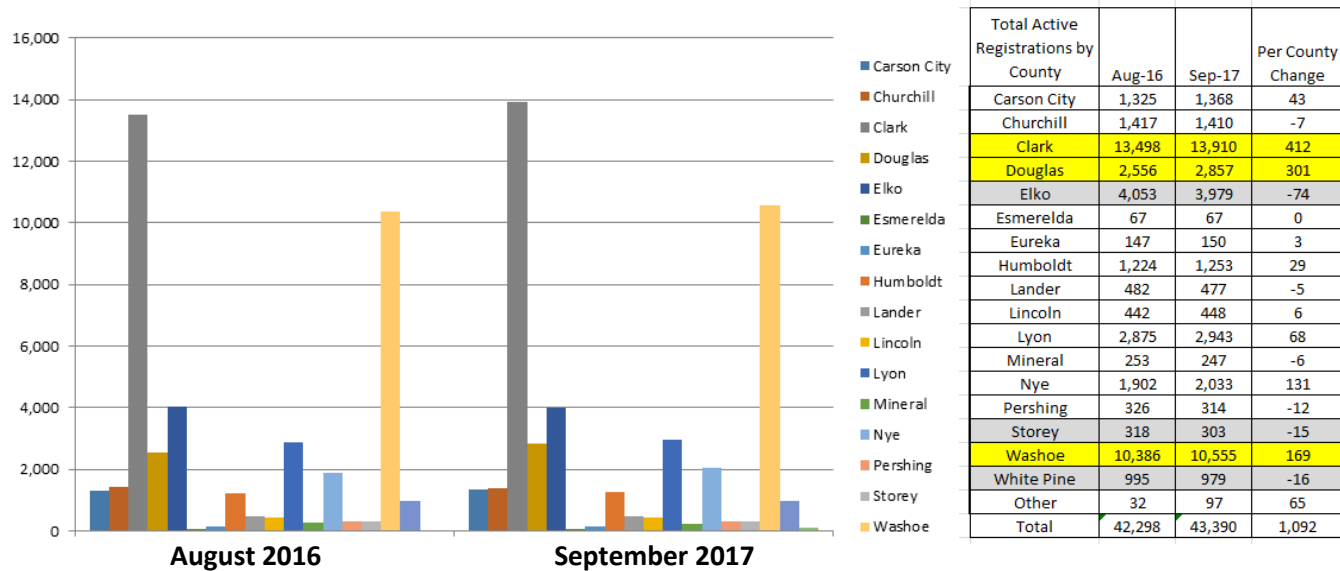
Active off-highway vehicle registrations have steadily inclined from September 2016 to July 2017.



Project Name: Off-Highway Vehicle Registration Program Marketing
 Project Number: 2009-MXT-807F
 Milestone No.: M09 – Report to Off-Highway Vehicle Commission
 Consultant: MXT Media

Off-Highway Vehicle Registration Numbers by County August 2016 – September 2017

Evaluating the DMV data between August 2016 to September 2017 shows an increase in statewide OHV registrations by a total of 1,092 registrations. Clark County has seen the most significant increase in OHV registrations with 412 followed by Douglas County with 301 and Washoe County with 169. The counties that have declined the most in OHV registrations are Elko County (-74), White Pine (-16) and Storey County (-15).



Below are some reasons people give for not registering their OHVs:

1. People are unsure of what the OHV registration dollars fund and do not see a benefit in registering their OHVs.
2. Having to take vehicles for a VIN inspection, the OHV registration process is too much work.
3. There is limited enforcement of OHV registration statewide, so there is no penalty if someone does not register his or her OHVs.
4. The paperwork must be mailed into the DMV, people may not have stamps or checks and are not able to complete OHV registration paperwork online.
5. People cannot process the OHV registration paperwork at a DMV office in person.

Project Name: Off-Highway Vehicle Registration Program Marketing

Project Number: 2009-MXT-807F

Milestone No.: M09 – Report to Off-Highway Vehicle Commission

Consultant: MXT Media

Timeline

Year 1 – September 2016 – June 2017

Below is a timeline of accomplishments during Year 1 of the OHV Registration Program Marketing contract.

- Market Research
- Marketing Plan (Draft and Final)
- Presentations to OHV Commission (October 2016, December 2016, March 2017)
- Deliverables
 - Brochures for Distribution by OHV Commission
 - Brochures for Distribution by Suppliers, Dealerships and Law Enforcement
 - Print Ads – Full Page, Half Page, Quarter Page
 - 30-Second Public Service Announcement
 - Stickers
 - Website
 - Website was moved to Nevada State Department of Conservation and Natural Resources (DCNR) Server on April 25, 2017. Testing was conducted.
 - The official launch date for the OHV.NV.GOV website was May 15, 2017.
 - The old website nvohv.com domain was redirected to the new website OHV.NV.GOV on May 15, 2017.
- Implement Marketing Plan (May – June 2017) - **\$33,000 Marketing Budget**
 - Tasks negotiated on a per-task basis and authorized by Work Authorization Form (WAF)
 - Promotes the OHV Registration Program through traditional and non-traditional marketing channels.
 - Placement and Photography of Nevada Department of Wildlife Print Ads
 - Fishing Guide (Full Page)
 - Big Game Guide (Quarter Page)
 - Hunting Guide – Big Game (Full Page)
 - Hunting Guide – Small Game* (Full Page)

**Publisher did not charge for the ad, since it was the first publication.*
 - Production of Off-Road Nevada T-shirts
 - Production of Brochures
 - For Distribution by OHV Commission
 - For Distribution by Suppliers, Dealerships and Law Enforcement
 - Off-Road Nevada Stickers
 - Rectangular
 - Circular
 - Google Adwords/YouTube Advertising
 - Social Media Advertising (Facebook & Instagram)
 - Radio Advertisements
 - Television Advertisements of 30-Second Public Service Announcement
 - Off-Road Smart Billboard
 - Nevada State Parks Trail Map Data Sorting Project
 - Advertising on Online Magazines (ATV.com & DirtRider.com)

Project Name: Off-Highway Vehicle Registration Program Marketing
Project Number: 2009-MXT-807F
Milestone No.: M09 – Report to Off-Highway Vehicle Commission
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Year 2 – July 2017 – June 2018

Below is a timeline of accomplishments and summary of work during Year 2 of the OHV Registration Program Marketing contract.

- Presentation to OHV Commission (September 2017)
We presented to the OHV Commission and gave an update on the project to-date.
A link to the presentation can be found here:
http://ohv.nv.gov/assets/etc/meetings/Marketing_OHV_Presentation_Sept_14_20171.pdf
- Revised/Updated Deliverables
Marketing materials were updated based on comments from DCNR staff.
 - Brochures for Distribution by OHV Commission
 - Brochures for Distribution by Suppliers, Dealerships and Law Enforcement
 - Print Ads – Full Page, Half Page, Quarter Page
 - 30-Second Public Service Announcement
 - Stickers
 - Website
- Implement Marketing Plan (July 2017 – June 2018) - **\$60,000 Marketing Budget**
 - Tasks negotiated on a per-task basis and authorized by Work Authorization Form (WAF)
 - Promotes the OHV Registration Program through traditional and non-traditional marketing channels.
 - Placement and Photography of Nevada Department of Wildlife Print Ads
 - Fishing Guide (Full Page)
 - Big Game Guide (Full Page)
 - Hunting Guide – Big Game (Full Page)



Project Name: Off-Highway Vehicle Registration Program Marketing
Project Number: 2009-MXT-807F
Milestone No.: M09 – Report to Off-Highway Vehicle Commission
Consultant: MXT Media

- Online Advertising

- **Placement and Graphics for Online Magazine Ads**

Online ads were placed on popular online magazine websites. Ads are geotargeted for Nevada which determines the geolocation of a website visitor and only delivers ads to someone located in Nevada. Ads are also responsive and respond to whether the user is viewing the magazine website from a tablet, desktop, or other mobile device.

- ATV.com and Affiliate Sites – Example Ad Below

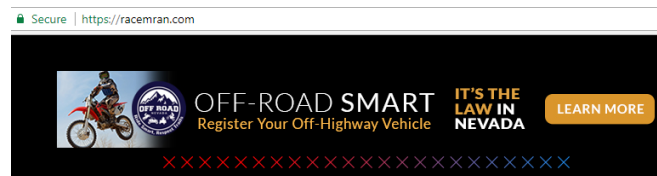


- DirtRider.com and Affiliate Sites – Example Ad Below



- **Placement of Online Ad(s) on Club or Association Website(s)**

An Off-Road Smart ad is placed on the Motorcycle Racing Association of Nevada (MRAN) website (<https://racemran.com/>) that if clicked provides a direct link to the OHV Registration Website page (<http://ohv.nv.gov/register>).



Other clubs and associations have been contacted but the clubs are often volunteer organizations and slow to act and make decisions or could be in the process of revising their website. Having ads the websites of Clubs and Associations provide great visibility to our target audience.

- **Placement of Online Ad(s) on NellisAFBNews.com**

The marketing team is in the process to secure online advertising on NellisAFBNews.com that will target military personnel and provide graphics for web ads and link to the OHV Registration website.

- **Social Media Advertising**

Social media advertising reached the target audience but was found by DCNR to be too antagonistic and resulted in vulgar language being used by constituents online. DCNR decided to suspend the social media accounts and set up a meeting to discuss with the marketing team and the County. It was decided by DCNR to suspend social media advertising until the OHV Commission has completed more off-highway vehicle related projects and additional staff personnel are on-hand to adequately respond to social media comments.

Project Name: Off-Highway Vehicle Registration Program Marketing
Project Number: 2009-MXT-807F
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- **Google AdWords Setup and Management**

Search engine marketing involves the promotion of websites by increasing the visibility of a website in search engine results primarily through paid advertising. Google AdWords is an advertising service for organizations wanting to display ads on Google and YouTube. An OHV Registration ad was created for Google AdWords and has been active in driving traffic to the OHV website. Screenshots of the Google Adwords OHV Registration ad and the total number of views, clicks, results and popular search phrases are provided below as of 10/12/17.

Off-Highway Vehicle - Registration . Off-Road Nevada

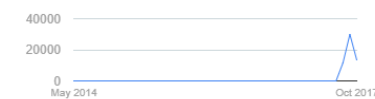
[Ad](#) www.ohv.nv.gov

Learn How to Register your Off-Highway Vehicle in Nevada

- ATVs, Dirt Bikes, etc

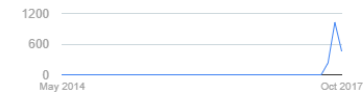
Views ⓘ

54,956

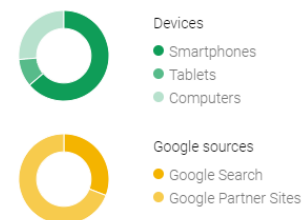


Clicks ⓘ

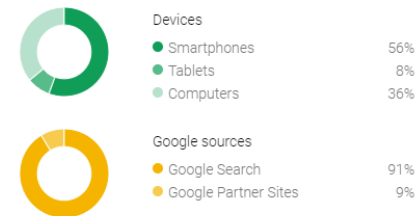
1,720



Your ad was viewed on



Your ad was clicked on



Google Analytics



Get more in-depth data by selecting key pages of your website

[LEARN MORE](#) [SELECT PAGES](#)

Impact of this ad on your site

New visits from your ad

~ 64%

Average time spent on your website

🕒 96.79 seconds

Average number of pages viewed

📄 2.14 pages

Search phrases ⓘ

715 Total

Phrases	Views	↓ Clicks
ohv registration	920	300
ohv nevada	782	245
off highway vehicle reg...	497	176
off road vehicle registr...	263	85
off road atv	596	71
off road vehicles	640	52

Project Name: Off-Highway Vehicle Registration Program Marketing

Project Number: 2009-MXT-807F

Milestone No.: M09 – Report to Off-Highway Vehicle Commission

Consultant: MXT Media

- Website Updates – Right Start Data has been contracted at 3 hours/month for 12 months to continue to make updates to the website on an as-needed basis. Some of the many website updates are listed below:
 - Homepage – Complete redesign of the homepage header
 - Homepage – Added logos to the footer
 - Homepage and Commission pages – Added a phone number in an emergency situation when the Commission meeting was posted with the wrong information and update the PDF as well as add a phone number to the home page
 - Homepage – Removed social media links when social media was deactivated, then added social media links once social media was reactivated
 - Homepage – Developed functionality for the video at the bottom of the website to rotate so it's not the same video each time someone visits the website
 - Registration page – Updated all DMV forms as the forms were changed by DMV
 - Registration page – Added a big button for click here to renew to alleviate emails Jenny S. was receiving
 - Registration page – Added new DMV decals (displaying three different colors)
 - Resources page – Added an education section
 - Resources page – Updated the marketing materials including the brochures and the banners
 - Trail Information page – Added land manager to each trail map
 - Trail Information page – Removed the previously added “suggest a trail functionality”
 - Trail Information page – Renamed the trails multiple times and added additional information about each
 - Trail Information page – Added map for the previously unsupported street view to work
 - Trail Information page – Added PDF functionality to be able to download PDF versions of trail maps
 - Trail Information page – Added purple lines to Trail Map Legend as per a website recommendation
 - Trail Information page – Per request of DCNR, removed El Dorado Dry Lake Bed/Boulder City Dry Lake Bed and provided screenshot
 - FAQ page – Removed the redirects based on a new opinion that it was needed for state controlled websites (previously told to add it to all websites)
 - Commission page – Updated the members a few times
 - Contact Us page – Added phone numbers, DMV information, updated the form with the dropdown to go to the correct individual based on the request type so that DCNR staff does not have to forward website comments
 - Created a new page for media, news or press releases
 - Added additional people to google analytics account
 - Flew to Carson City for OHV website training as a non-reimbursed expense per request of DCNR staff
 - Spoke with Polaris regarding potential work with them on mapping and/or an app
 - DCNR staff member requested support on uploading files to the website for the OHV Commission or other items
 - Provided support regarding clarification, need and installation of SSL Certificate
 - Provided Expression Engine information, so DCNR staff could renew license
 - Provided technical feedback to DCNR staff to respond to website comments

Project Name: Off-Highway Vehicle Registration Program Marketing
Project Number: 2009-MXT-807F
Milestone No.: M09 – Report to Off-Highway Vehicle Commission
Consultant: MXT Media

- Video Production – The marketing team is in the process of creating nine additional Off-Road Smart videos that highlight real Nevadans whose vehicles are registered. Videos will be added to the Off-Road Smart page of the OHV website
- Placement of 30-second Public Service Announcement on Fox 5 (KVVU.com)
 - Air dates November 2017 – December 2017 during NASCAR, UFC & College Football
 - Shown in Clark County, Nye County and Lincoln County
- Channel 13 Advertising (KTNV.com)
 - OHV Registration Week on Channel 13's Morning Show
 - 4 OHV Registration Tips
 - 1 x 4-6 Minute Segment on the Morning Blend



OHV Commissioner Sue Baker and OHV Registered User Ellen Guerra on Channel 13's Morning Blend

- Video Links Provided Below:
 - Tuesday, 10/3 -- http://www.ktnv.com/morning-blend/off-highway-tip-10_3_17
 - Wednesday, 10/4 -- http://www.ktnv.com/morning-blend/off-highway-tip-10_4_17
 - Thursday, 10/5 -- http://www.ktnv.com/morning-blend/off-highway-tip-10_5_17
 - Friday, 10/6 -- http://www.ktnv.com/morning-blend/off-highway-tip-10_6_17
- Show and Tip (2 videos)
- Television Monitoring Data for week of October 2 – 6, 2017

Report Generated:	11 Oct 2017 18:39:59 UTC
Story Count:	5
Audience:	36,852
Nielsen Audience:	36,852
Calc Ad Value:	\$3,906
Calc Publicity Value:	\$11,720

- Placement of 30-second Public Service Announcement
Air Dates October 2 – October 29, 2017
- Digital Ad Campaign on Channel 13's Website

Project Name: Off-Highway Vehicle Registration Program Marketing

Project Number: 2009-MXT-807F

Milestone No.: M09 – Report to Off-Highway Vehicle Commission

Consultant: MXT Media

- Placement of Billboards

- Reno (Fall) – The below billboard design will be placed in Washoe County during 10/30/17 – 12/24/17. The site location for this billboard was selected by DCNR staff.



- Las Vegas (Spring) – The below billboard design will be placed in Clark County from 2/26/18 – 4/22/18 near the Las Vegas Motor Speedway exit.



- Promotional Giveaway Items & Brochures

- T-Shirts

Off-Road Nevada t-shirts are passed out at public outreach events. Individuals give an email address or like a social media network. When someone wears a t-shirt, s/he is advertising for Off-Road Nevada!



- Stickers

Circular stickers are distributed at public outreach events. Off-road enthusiasts often like to place stickers on their vehicles or trailers.



Project Name: Off-Highway Vehicle Registration Program Marketing

Project Number: 2009-MXT-807F

Milestone No.: M09 – Report to Off-Highway Vehicle Commission

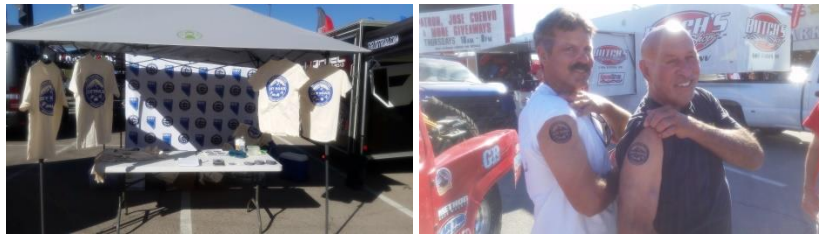
Consultant: MXT Media

- Creation, Production and Distribution of Posters – Posters were sent to each DMV office, Law Enforcement Agencies, BLM, USFS, NDOW, & Dealerships across the State; Posters have also been distributed at Public Outreach Events.



■ Events

- **August 17, 2017 Best in the Desert Event at Texas Station** – Vegas to Reno Rally – Public outreach to educate attendees regarding Nevada’s requirement for OHV Registration, promote the new OHV website and distribute Off-Road Nevada t-shirts, temporary tattoos, stickers and magnets.



Photos from Best in the Desert Event at Texas Station

- **September 21, 2017 Silver State 150 OHV Registration Event** (Hosted by Sheriff Lee in Lincoln County) – Provided t-shirts and stickers to Sheriff Lee to distribute at event

Project Name: Off-Highway Vehicle Registration Program Marketing
Project Number: 2009-MXT-807F
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Consultant: MXT Media

- **September 23, 2017 Humboldt County Sheriff's Office OHV Registration Event**

- Coordinated event with Captain Kevin Malone and his team at Humboldt County Sheriff's Office for a coordinated VIN Inspection and OHV Registration event on 9/23 in Winnemucca, Nevada. Over 50 people attended the event. We processed the paperwork for 9 dirt bikes, 19 ATVs, 5 Side-by-Sides, and 2 Snowmobiles. A few people wanted to get the large ATV registration but didn't have their Insurance information with them - so they took the paperwork with them to mail to the DMV directly. There were a few people that stopped by the event but didn't want to bring in their vehicle for a VIN Inspection, so they were told that they could call the Sheriff's office and someone would come out to do a VIN Inspection.
- Event was advertised in the *Humboldt Sun*, a local newspaper, and on the local radio station. Flyers were created in English and Spanish and distributed throughout Humboldt County.
- The Nevada Outdoor School also attended the event and had some interactive activities and games for people to learn how to recreate responsibly with their OHVs.



Humboldt County OHV Registration Event Flyer



Pictures from Humboldt County OHV Registration Event

Here's a comment left on Humboldt County Sheriff's Office Facebook page:

Darrel Unrein This was awesome was able to get all my toys registration done in one day and didn't have to drive for ever. Thanks a million. Also was awesome to have the first Snowmobile to be done in this in the 2 years this has been done.

Project Name: Off-Highway Vehicle Registration Program Marketing
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- **September 30, 2017 National Public Lands Day in Logandale, Nevada**
– Public outreach to educate attendees regarding Nevada’s requirement for OHV registration, promote the new OHV website and distribute Off-Road Nevada t-shirts, temporary tattoos, stickers and magnets.



National Public Lands Day Table at Event

- **October 7, 2017 Get Outdoors Nevada Day in Henderson, Nevada** – Public outreach to educate attendees regarding Nevada’s requirement for OHV registration, promote the new OHV website and distribute Off-Road Nevada t-shirts, temporary tattoos, stickers and magnets.



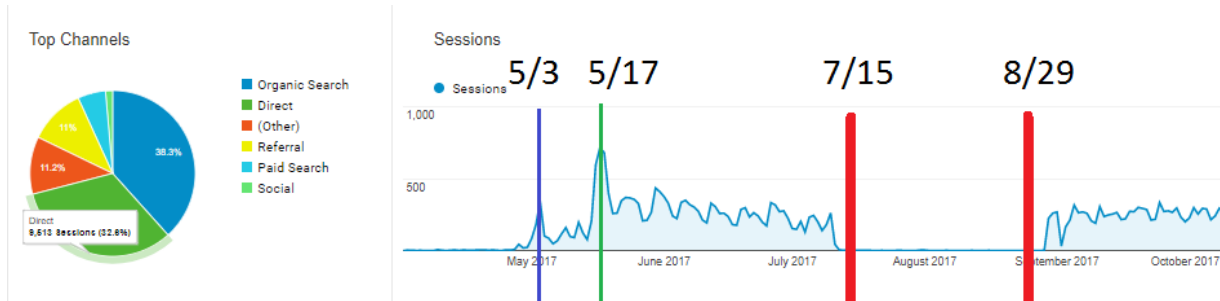
Get Outdoors Nevada Day Booth



Get Outdoors Nevada Day Participant

Project Name: Off-Highway Vehicle Registration Program Marketing
 Project Number: 2009-MXT-807F
 Milestone No.: M09 – Report to Off-Highway Vehicle Commission
 Consultant: MXT Media

Website Traffic

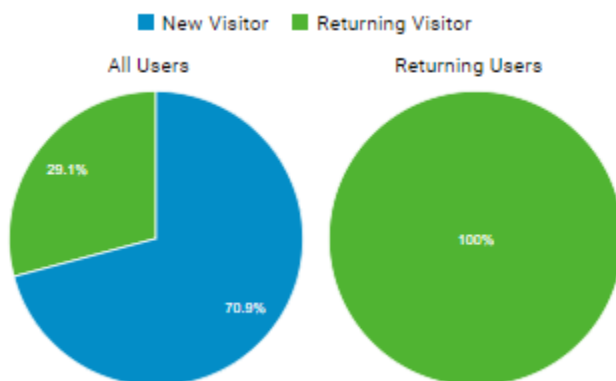


○ Key Dates

- 5/3 – Channel 3 Nightly News Interview with Sue Baker <http://news3lv.com/news/local/the-easiest-way-to-find-the-best-trails-in-nevada>
- 5/12 – Las Vegas Sun Article <https://lasvegassun.com/news/2017/may/12/moto-info-new-site-offers-a-to-z-guide-to-off-road/>
- 5/15 – Website officially “launched”
- 5/17 – Channel 4 (Reno) <http://mynews4.com/news/local/nevada-launches-website-for-off-road-vehicle-registration-information>
- 7/15 – 8/29 Google Analytics code disappeared from OHV website (<http://ohv.nv.gov/>) making data unavailable for this time period.

○ New Visitors and Returning Visitors

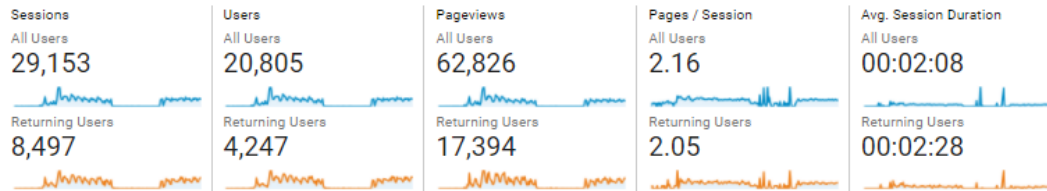
29% of visitors to the OHV website are returning.



Project Name: Off-Highway Vehicle Registration Program Marketing
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○ Audience Overview

There have been 29,000 visits to the OHV website to-date with almost 8,500 of those visits being repeat users. The average duration of time that someone spends on the website is two minutes. Each user typically visits two pages on the website.



○ Website Traffic – Top 30 Sources

Google AdWords, online magazines and television ads are popular drivers of traffic to the OHV website. The domain “OffRoadNevada.org” is used by the individuals who have heard a radio ad, seen a print ad, t-shirts, stickers or when people share the website via word of mouth. Facebook was a key driver to the website as well but since advertising has been suspended on this platform this could decline or stagnate in the future.

Source / Medium	Acquisition	
	Sessions	
	29,153	% of Total: 100.00% (29,153)
1. (direct) / (none)	9,513 (32.63%)	
2. google / organic	8,947 (30.69%)	
3. offroadnevadaorg / offline	3,238 (11.11%)	
4. dmvmv.com / referral	1,698 (5.82%)	
5. google / cpc	1,593 (5.46%)	
6. bing / organic	1,371 (4.70%)	
7. yahoo / organic	830 (2.85%)	
8. nvohv.com / referral	411 (1.41%)	
9. riderplanet-usa.com / referral	237 (0.81%)	
10. m.facebook.com / referral	225 (0.77%)	

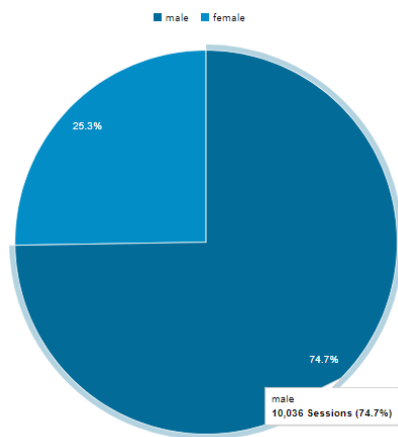
Source / Medium	Acquisition	
	Sessions	
	29,153	% of Total: 100.00% (29,153)
11. l.facebook.com / referral	88 (0.30%)	
12. facebook.com / referral	68 (0.23%)	
13. duckduckgo.com / referral	47 (0.16%)	
14. dmvmv.org / referral	46 (0.16%)	
15. rzrforums.net / referral	41 (0.14%)	
16. atv.com / referral	40 (0.14%)	
17. ndow.org / referral	37 (0.13%)	
18. cycleworld.com / referral	32 (0.11%)	
19. ohv.nv.gov / referral	32 (0.11%)	
20. ccintra / referral	29 (0.10%)	

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- Website Demographics

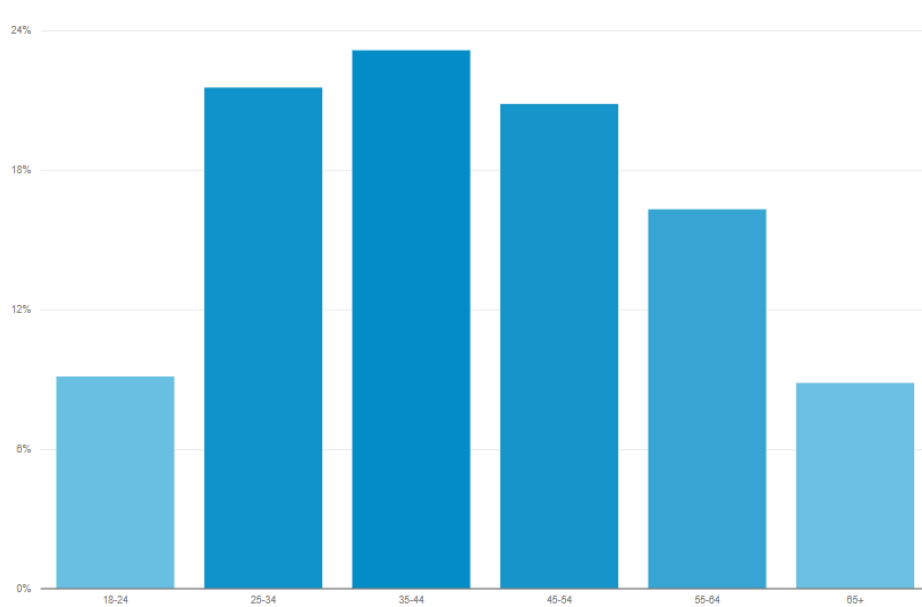
Gender of Visitors to OHV Website

Approximately, 75% of visitors to the website are men and 25% are women.



Age of Visitors to OHV Website

The most popular age demographic visiting the OHV website is between the ages of 35 – 44 although there is representation amongst all age demographics.



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○ Website – Page Visits & Duration

The OHV registration page is the most viewed on the website with over 22,000 views followed by the homepage with over 21,000. People are accessing the website to obtain information on OHV registration. The trails page is the third most popular with over 6,000 views.

Page	Pageviews	Unique Pageviews	Avg. Time on Page
	62,826 % of Total: 100.00% (62,826)	49,260 % of Total: 100.00% (49,260)	00:01:51 Avg for View: 00:01:51 (0.00%)
1. /register	22,125 (35.22%)	17,644 (35.82%)	00:03:34
2. /	21,137 (33.64%)	15,840 (32.16%)	00:00:41
3. /trails	6,444 (10.26%)	4,941 (10.03%)	00:03:34
4. /faq	4,339 (6.91%)	3,880 (7.86%)	00:03:49
5. /commission	1,465 (2.33%)	1,097 (2.23%)	00:01:50
6. /off-road-smart	1,347 (2.14%)	1,099 (2.23%)	00:01:29
7. /grant-program	1,108 (1.76%)	939 (1.91%)	00:01:30
8. /resources	918 (1.46%)	761 (1.54%)	00:01:17
9. /contact	602 (0.96%)	493 (1.00%)	00:02:21
10. /channel/UCG1hApOWArg4JCMRncE_rNA?v=VOZyr-QCJ7E	574 (0.91%)	555 (1.13%)	00:02:49