

Department of Conservation and Natural Resources
Bradley Crowell Director
James Lawrence, Deputy Director
Dominique Etchegoyhen, Deputy Director



STEVE SISOLAK
Governor

Nevada Commission on Off-Highway Vehicles

**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



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

2022 NEVADA OHV GRANT APPLICATION

RENO AREA



DIRT RIDERS

**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**

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

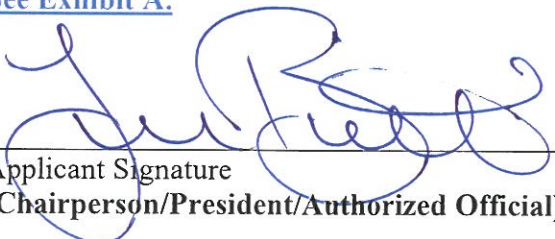
1. Project Name: **RAD Outreach**
2. Project Timeline: **January 1, 2022 – December 31, 2022**
3. Applicant Name: **Reno Area Dirtriders**
Mailing address: **350 Harbour Cove Drive #143, Sparks, NV 89434**
Phone: **518.951.9096**
Email: **RADmins@renoareadirtriders.com**

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).

See Exhibit A.


Applicant Signature
(Chairperson/President/Authorized Official)

Nov. 19, 2021
Date

5. Project Manager: Lacey Barnett

Mailing address: 350 Harbour Cove Drive #143, Sparks, NV 89434

Phone: 518.951.9096

Email: lacey.barnett@renoareadirriders.com

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

Federally managed public land Private Land County City

Other: N/A

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: N/A

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

Landowner has read the Request for Grant Application package.

- a) Landowner agrees with the application and the terms of the grant.
- b) 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.
- c) 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
- d) 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:	\$25,850.00
Matching Funds:	\$4,060.00
Total Project Amount :	\$29,910.00

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:

- **In kind volunteer hours performed by Reno Area Dirtriders members**
- **Donated value by video production company**

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).

See Exhibit B

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 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 type="checkbox"/> Snowmobiling | <input type="checkbox"/> Snowshoe/ski |
| <input checked="" type="checkbox"/> ATV quads | <input type="checkbox"/> Dune buggy | <input checked="" type="checkbox"/> UTV Side by side |
| <input type="checkbox"/> Race Course | <input type="checkbox"/> Skills riding course | |

Please explain how you intend to manage user interactions:

N/A

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).

Part 1

Professionally produce five OHV education videos (each approximately 2-5 minutes long) with topics specific to dirt bike users to tentatively include:

1. Trail safety and etiquette/ethics matters
2. Trail maintenance basics
3. Pre-ride preparedness (gear, equipment, resources, etc.)
4. Navigation (mapping, using GPS, how to find riding areas, respecting closures)
5. How to get involved and help the OHV community in Nevada

Thereafter, actively distribute and market educational videos to a larger targeted audience on Facebook and YouTube utilizing a professional company to apply strategic optimization techniques and ads to achieve a target viewing goal of approximately 10,000 views per video.

Part 2

Continue the success of Reno Area Dirtriders' OHV registration drives of 2021 and conduct at least two (2) additional OHV registration drives during the 2022 calendar year in the Western Northern Nevada area, coordinating with law enforcement and local OHV businesses to conduct VIN inspections and assist users with all paperwork relating to titling and registering OHV's.

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:

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

- No Yes

Number of projects funded: **3**

Amount of funding Received:

2020: Peavine Maze Maintenance - \$33,467.00

2021: RAD Communities - \$15,180.00

2021-2022: Peavine Maze Connectivity, Phase 1 - \$69,153.00

Number of projects Completed:

2020: Peavine Maze Maintenance – Completed

2021: RAD Communities – 75% Complete (will be completed end of 2021)

2021-2022: Peavine Maze Connectivity, Phase 1 – In Progress

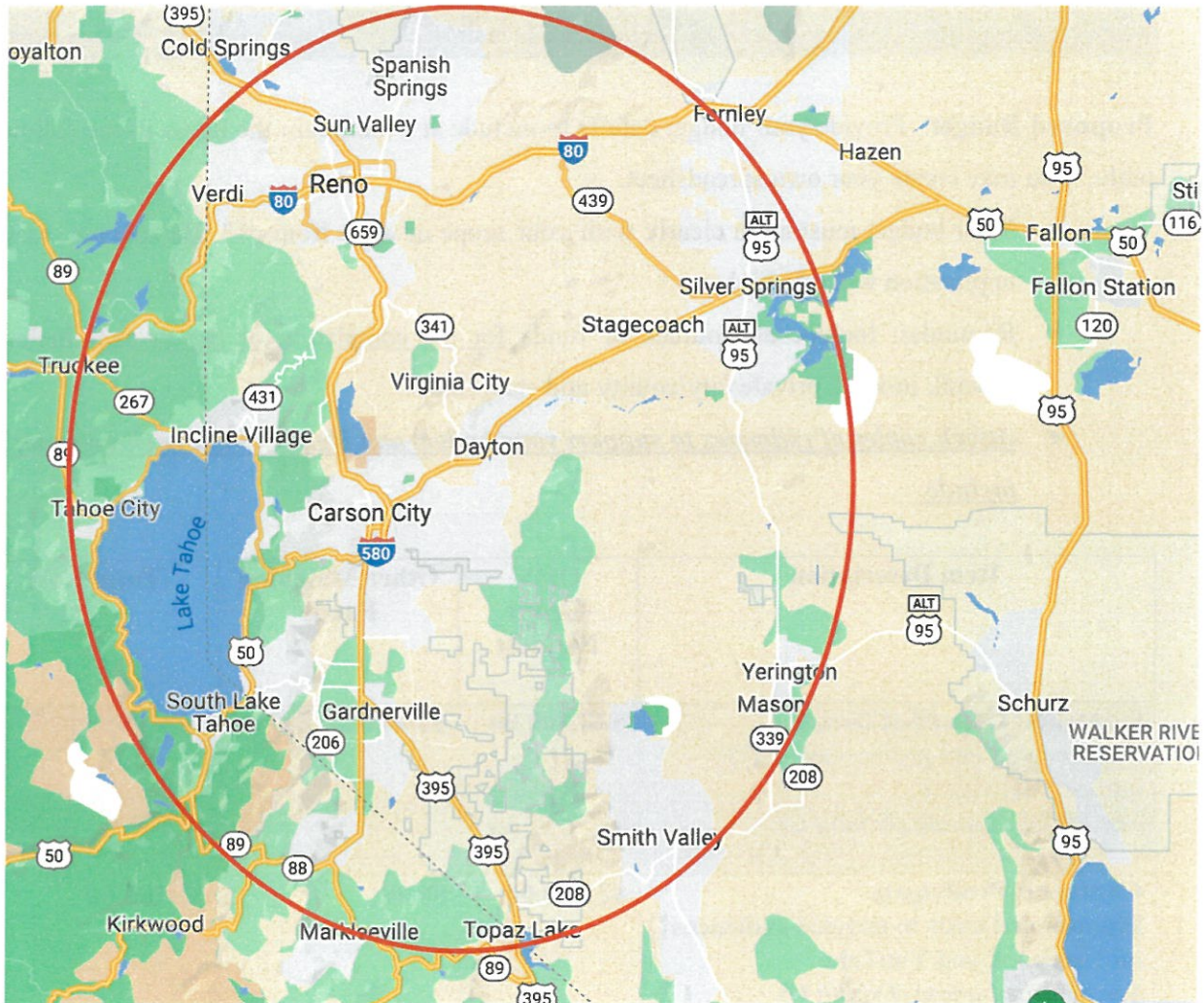
SECTION II – LOCATION, MAPS, PHOTOS

Project Location:

County: **Washoe, Lyon, Storey and Douglas counties**

Nearest Municipality/Town/City: **Reno**

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



SECTION III - Federal Lands or Other

Federal Environmental Compliance – N/A

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.

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 Description	OHV Grant Request	Other Matching Funds	Total Cost
Contract: Generikal Design Produce and edit professional OHV educational videos <i>See attached quote (Exhibit C)</i>	\$20,000.00	\$2,700.00	\$22,700.00
Contract: Prodvigate Promotional costs to targeted audiences on Facebook and YouTube <i>See attached quote (Exhibit C)</i>	\$3,500.00	\$0.00	\$3,500.00
Volunteer or donated labor/in-kind # Hrs. skilled labor @\$27.20/hr. Minimum 50 volunteer hours	\$0.00	\$1,360.00	\$1,360.00
Grant Administration 10% of costs Reno Area Dirtriders	\$2,350.00	\$0.00	\$2,350.00
Totals	\$25,850.00	\$4,060.00	\$29,910.00
Percentages	86%	14%	100%

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.*

Video Production and Promotion

One or more educational videos produced will address the importance of OHV registration to the dirt bike community, the positive impact that registration dollars have on Nevada's OHV users, and also address multiple different safety and compliance considerations and tips which are unique to dirt bike riders.

The production of these videos will be unique in that the filmmaker leading the content creation, *Generikal Design*, is owned and operated by an accomplished local dirtbike rider who has extensive experience producing films for the dirtbike niche audience which are popular on YouTube. Reno Area Dirtriders, as a grassroots organization, can see where members of the local dirtbike community accept vs ignore influence or educational materials from. Our Facebook page gives us insight as to what internet videos are shared around and how our peers respond to them (or not). Our strategy is to make informative videos BY dirtbike riders, FOR dirtbike riders – which has a greater likelihood of engagement and influence within the riding community.

Strategic promotional tactics will be utilized to ensure that the videos are widespread among OHV users in Nevada which are both within RAD's sphere of influence and also to wider audience OHV users who may have never heard of RAD or the Nevada Off-Highway Vehicles program but are engaged on Facebook and YouTube.

OHV Registration Drives

Reno Area Dirtriders' signature OHV registration drives of 2021 (as part of the RAD Communities Project funded by this program) have been hugely successful with significant attendance and have received notable praise and appreciation from a volume of OHV users, law enforcement and public land managers. In fact, after a year of hosting these events, it is clear that there is a steady demand within the Northern Nevada community for them. Photos from some of RAD's ultra-successful 2021 OHV Registration Drives are attached as Exhibit D.

RAD's registration drives provide free customized one-on-one assistance to the public in which we assess each individual scenario and pull together everything that any individual needs to successfully title and register their OHV. This includes having

every DMV form on hand, a notary public for forms which require it, law enforcement present for VIN inspections, and the knowledge to navigate every tricky situation in compliance with DMV procedures. During these events, the public is educated on the impact of OHV registration dollars and many questions about registration and the OHV Program are answered.

During the registration drives, OHV users participating each get to have positive interactions with the law enforcement officers helping us with VIN inspections, who always seem happy to be there. Relational bridges are built the best way possible: at a grassroots level with one person at a time.

At the end of each event, RAD submits all completed title and registration paperwork to the DMV's OHV Unit directly where they receive expedited processing and users receive their titles and registrations in the mail quickly. RAD would like to carry on this success into 2022 and continue to help the public navigate the OHV registration process to encourage and facilitate more 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).*

One video will be produced covering the importance and basics of trail maintenance. The intent is to motivate more users to volunteer for trail stewardship efforts, whether that includes helping with one of RAD's ongoing trail maintenance projects, helping another trail stewardship club, or even initiating their own project. We find that many people are interested in trail work, they just don't know anything about it.

- 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?*

Video Production

This project focuses primarily on public education concerning all kinds of topics relevant to the modern-day dirt bike user, spoken in the voice and from the perspective of experience dirt bike riders with engaging content. The videos will articulate information on many important topics that will be useful to dirt bike riders in Nevada and beyond:

- Trail safety and etiquette/ethics matters
- Trail maintenance basics
- Pre-ride preparedness (gear, equipment, resources, etc.)
- Navigation (mapping, using GPS, how to find riding areas, respecting closures)

- How to get involved and help the OHV community in Nevada

As stated above in the answer to Question 1, the videos will be filmed and edited by a professional who is also an avid dirt bike enthusiast and active steward of public lands. The voice and messaging delivered by a fellow rider resonates with the dirt bike community differently than an a more globalized educational or safety video from other sources.

OHV Registration Drives

The OHV registration drives which began in 2021 to be continued in 2022 and beyond has educated many members of the public on a one-on-one basis. During these registration drives, many questions are answered and myths debunked by RAD and law enforcement together.

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*

One video will be produced educating users on navigation – including locating legal riding areas, using maps and GPS units, and tips for not getting lost.

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.*

N/A

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 educational videos will include messaging relating to minimizing impacts on natural resources, including why its important to stay on established trails, respect seasonal closures, and other ways riders can help ethically share the land and conserve these resources.

RAD will consult with land managers on certain applicable topics and incorporate their input into the content, to ensure messaging is consistent with the objectives of RAD and our land managers alike.

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.*

One of the greatest threats to access is sometimes an ignorant OHV user, who recreates in a way which causes communities and land managers to reconsider OHV access to certain areas.

Reno Area Dirtriders is working hard to promote responsible and ethical recreation among the OHV community to minimize both trail user conflicts and OHV impact on natural resources. This project is one element contributing to our overall outreach and education efforts, with the goal of preserving OHV access as a priority.

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.*

Reno Area Dirtriders has built a network of partners in connection with its education and outreach efforts, community clean-ups, OHV registration drives, trail maintenance and trail planning projects, and fun recreation events. This project will highlight many of these important relationships to RAD, which include the following:

Land Managers:

US Forest Service
Bureau of Land Management

Law Enforcement:

Washoe County Sheriff's Office
Reno Police Department
Douglas County Sheriff's Office
Carson City Sheriff's Office

Other OHV and Non-OHV Clubs:

Pine Nut Mountains Trail Association
Hills Angels 4X4 Club
Desert Pigs
Silver State Race MedX
Sierra Buttes Trail Stewardship
Truckee Dirt Riders
Nevada County Woods Riders
Keep Truckee Meadows Beautiful

Local OHV Businesses:

Michaels Reno Powersports
Carson City Motorsports
Big Valley Honda
Motosource
Reno Motor Sports

All of the above partners assist RAD with our public outreach efforts – whether it is hosting one of RAD’s OHV registration drives at their place of business or on that public land jurisdiction; providing the service of VIN inspections during our events; attending RAD’s fun recreation events to engage with users; or donating time, resources or prizes to volunteer projects.

Networking has been the backbone of RAD’s success as an organization, and every event RAD hosts or project it undertakes includes the participation and support of multiple partners.

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

Half of Reno Area Dirtriders’ OHV registration drives are hosted at local OHV businesses, which is mutually beneficial to both RAD and the hosting business. It brings customers into their business to potentially spend money, and assists with their reputation as partners of a club representing their interests.

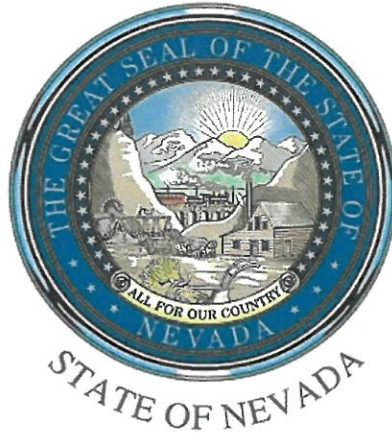
Separate from this project, but as a part of our overall public engagement and outreach role, one of the ways RAD incentivizes new membership sign ups is through our local business partnerships. All of RAD’s business partners offer current RAD members a discount on products or services.

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

N/A

EXHIBIT A
Certificate of Good Standing

SECRETARY OF STATE



CERTIFICATE OF EXISTENCE WITH STATUS IN GOOD STANDING

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

I further certify that the records of the Nevada Secretary of State, at the date of this certificate, evidence, **RENO AREA DIRTRIDERS**, as a DOMESTIC NONPROFIT CORPORATION (82) duly organized under the laws of Nevada and existing under and by virtue of the laws of the State of Nevada since 05/30/2019, 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 11/18/2021.

Barbara K. Cegavske

BARBARA K. CEGAVSKE
Secretary of State

Certificate Number: B202111182164159

You may verify this certificate
online at <http://www.nvsos.gov>

EXHIBIT B
Support Letters from Partners



United States Department of the Interior



BUREAU OF LAND MANAGEMENT
Sierra Front Field Office
5665 Morgan Mill Road
Carson City, Nevada 89701
<http://www.blm.gov/nv>

In Reply Refer To:
8300

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

Subject: Reno Area Dirtriders 2022 Grant Proposal - Outreach Project

Dear Committee Members:

This letter is provided in support of Reno Area Dirtrider's (RAD) proposed "RAD Outreach" project in 2022. RAD's project would create and promote a series of Off-highway Vehicle (OHV) educational videos to further their outreach efforts. The videos will be targeted at dirtbike users who recreate on public lands, and include topics such as safety, navigation and good trail stewardship. In addition, their project will continue the OHV registration drive events which RAD began hosting this year to assist and educate the public.

RAD has established a positive partnership with the BLM in conjunction with many other projects, including multiple successful public lands cleanups and OHV registration drives in 2021. The organization is also working with BLM on the continued development and improvement of the North Reno Recreation Area. The production and promotion of videos concerning off-road ethics in Northern Nevada will compliment their multiple projects and bring value to their collaboration efforts between land managers and public land users.

The proposed public outreach project, as proposed and implemented on federal land (BLM) will be in compliance with all applicable laws, including NEPA and Section 106 of the NHPA.

Sincerely,

Kimberly D. Dow

Sierra Front Field Office Manager
Carson City District



November 12, 2021

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

Subject: Reno Area Dirt Riders

The Nevada Offroad Association (NVORA) supports the grant application submitted by the team at Reno Area Dirt Riders (RAD).

The success of RAD is remarkable. Their high standard of stewardship is demonstrated through their improvements at the “Maze” in Washoe County, relentless engagement with local offroad riders, and the most impressive results from their Nevada OHV registration events.

Nevada has a number of competition clubs for motorcycles, but very few that target the casual or new rider. RAD fills this void by encouraging child friendly events, fellowship, and peer-to-peer education. RAD also promotes responsible use of Nevada’s Public Lands, through consistent messaging, and encouraging positive stewardship values at their events, social media, or any other opportune time.

Taking on a locally generated set of educational videos is yet another example of the forward thinking from the team at RAD!

It is through the efforts of clubs like the Reno Area Dirt Riders, Nevada will create a valuable and genuine force multiplier to our federal agencies tasked with managing vast amounts of Nevada’s Public Lands.

Regards,

Mathew D. Giltner
Executive Director
Nevada Offroad Association

Kim Murcia
Associate Director
Nevada Offroad Association



November 15, 2021

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

RE: Reno Area Dirt Riders

Greetings Commissioners,

Silver State RaceMedX (formerly MotoMedX) is a non-profit, volunteer-based program providing medically trained and equipped personnel to organized recreational and competitive off-road events throughout the greater Northern Nevada region. As a recipient of a generous OHV Commission grant for 2021, we have been honored to work closely with the Reno Area Dirt Riders (RAD), both as a provider of medical and safety services to their many events throughout the year, but also as a like-minded partner in their mission to promote responsible and conscientious use of Nevada's vast OHV opportunities.

Throughout 2021, RAD has been the regional vanguard for OHV trail maintenance, land use stewardship, and OHV vehicle registration compliance. Silver State RaceMedX has been proud to partner with RAD at nearly all of their events, and has established a stalwart partnership with their members which has proven to be mutually advantageous for us both. In fact, a great many of RAD's members have attended our training courses and are now able to provide medical and safety duties at both RAD and Silver State partnered events.

In addition to RAD's physical assistance with Silver State's mission, our organization has incorporated many of RAD's primary tenets into our own policies and procedures. Through the use of their many OHV registration drives throughout the year, we are happy to say Silver State course medics boast a 100% registration compliance rate, something that has now become a non-negotiable requirement for our personnel in order for them to qualify to ride for our organization. Furthermore, registration and proper trail etiquette is an integral part of our curriculum, and is emphasized throughout our training course.

The future of OHV sports in Nevada is fundamentally dependent on those of us who enjoy it, and the Reno Area Dirt Riders organization has become the leader in promoting the necessary steps to preserve our access to Nevada's rich variety of OHV opportunities. With their plans to delve into the arena of professionally-produced media complementing their already successful on-going programs, it is imperative all the players involved in our sport do whatever they can to help RAD continue with their undisputed success thus far. It is for this reason, and many others, Silver State RaceMedX is proud to endorse the Reno Area Dirt Riders' 2022 Nevada OHV Commission grant application, and to continue our partnership with them now and into the foreseeable future.

Thank you for your time and consideration in this matter.

Respectfully,

Steve T. Clark, President
Silver State RaceMedX
www.SilverStateRaceMedX.com

EXHIBIT C
Estimates

PROPOSAL VIDEO PRODUCTION OHV SAFETY VIDEO SERIES

Goal:

Create 5, 2-3 videos for social media to inform and educate the public about OHV Safety.

Potential Video Topics:

- Trail Safety, Etiquette
- Trail Maintenance
- Pre-Ride checklist, know your gear.
- Navigation, How to find riding areas, mapping, using GPS
- How to help, how to get involved

Approach:

Work with the board of the Reno Area Dirt Riders 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 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 2-3 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: 16 hours - Planning, Meetings, Storyboarding, etc. - \$75/hr	\$1200
Video Production: 5 days - \$2500/day, 2 camera operators + assistant, Includes drone	\$12,500
Video Editing: 8 hours per video - \$125/hr	\$5000
Motion Graphics: 2 hours per video - \$150/hr	\$1500
Music Licensing: \$50 per audio track	\$250
Models: \$150/day per model per day, 2-3 models per production day	\$2250
Total	\$22,700
Donated Contribution: \$2,700	-\$2,700
Grand Total	\$20,000

Timing:

2021-2022

Prodvigate

1617 SW 28th Terr
Cape Coral, FL 33914
(347) 391 - 2574

Reno Dirt Riders Proposal

Overview

Prodvigate.com is a YouTube marketing company that specializes in digital marketing on YouTube. We are a Google Partner that assists in helping our clients amplify a message to their desired audience. We accomplish this by running targeted ads on YouTube and we employ machine learning, A/B testing, as well as budget optimization to hit our clients goals. The Reno Area Dirt Riders are looking to educate the public on off highway vehicles through a video series. Our company will help them get their message out to their target audience.

Goals

1. **Promote five 3-5 minute videos of public education for OHV (off highway vehicles):** The target area is western USA, mainly Northern California and Nevada.
2. **Reach an audience of 5k - 10k per video:** An example of audience keywords would include (but not limited to) dirt bike, OHV, Enduro, Trail Riding, Single Track, Motorcycle, Quad, Moonrocks (local OHV area), Sierra Nevada, Desert.

Specifications

We will be targeting users in the defined areas who are between the ages of 16-70, both male and female who have an interest in the above keywords as well as extending our search to motorcycle riders, campers, 4x4, etc.

Pricing

Over the course of 6 months from sign up, Prodvigate can deliver on the aforementioned goals for **7 cents per view** within your target settings.

For 5 videos, we can deliver 10k views to each.

Total: 50,000 views for \$3.5k

EXHIBIT D
Photos from 2021 Registration Drives

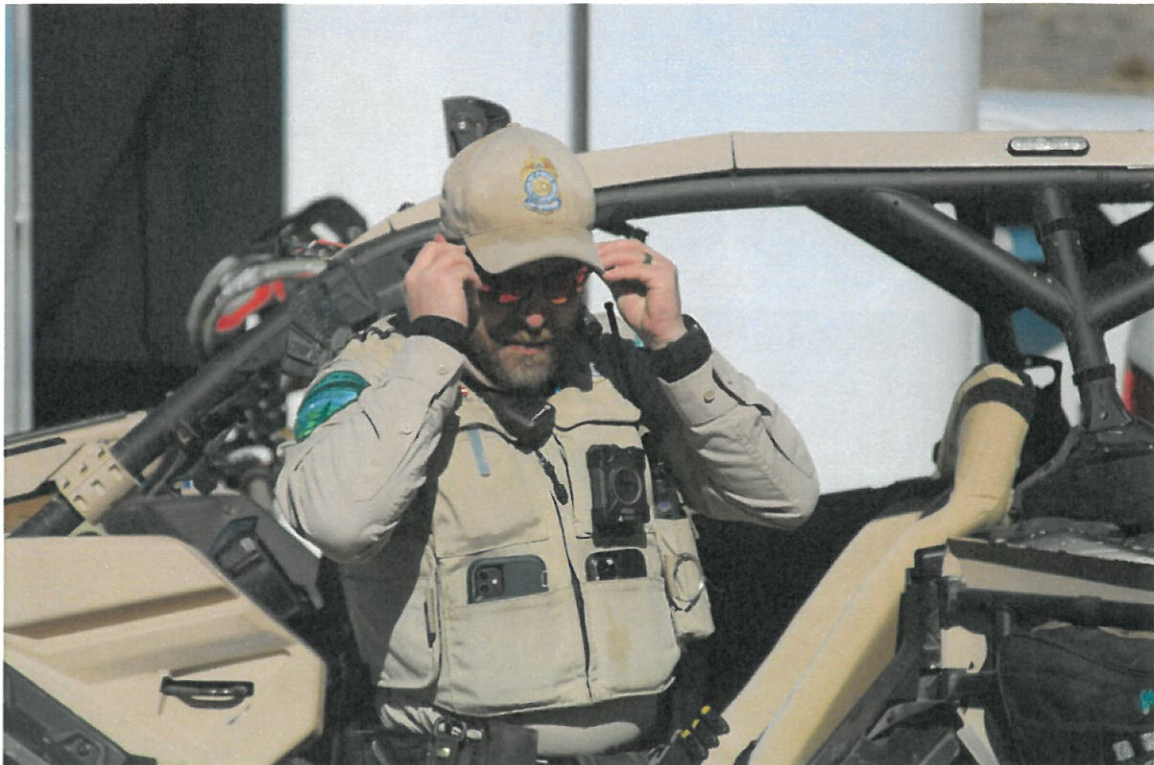
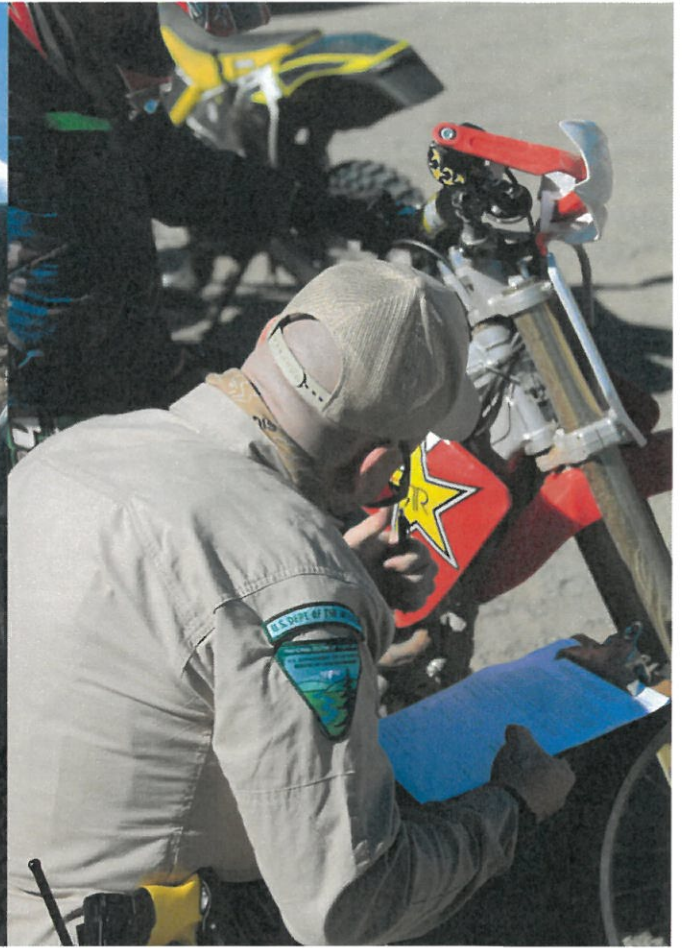


Images from Reno Area Dirriders' OHV Registration Drive on March 27, 2021 hosted at a popular OHV staging and recreation area known as "Moon Rocks" north of Reno, NV. At this event, the line of people was nonstop for 8 hours.



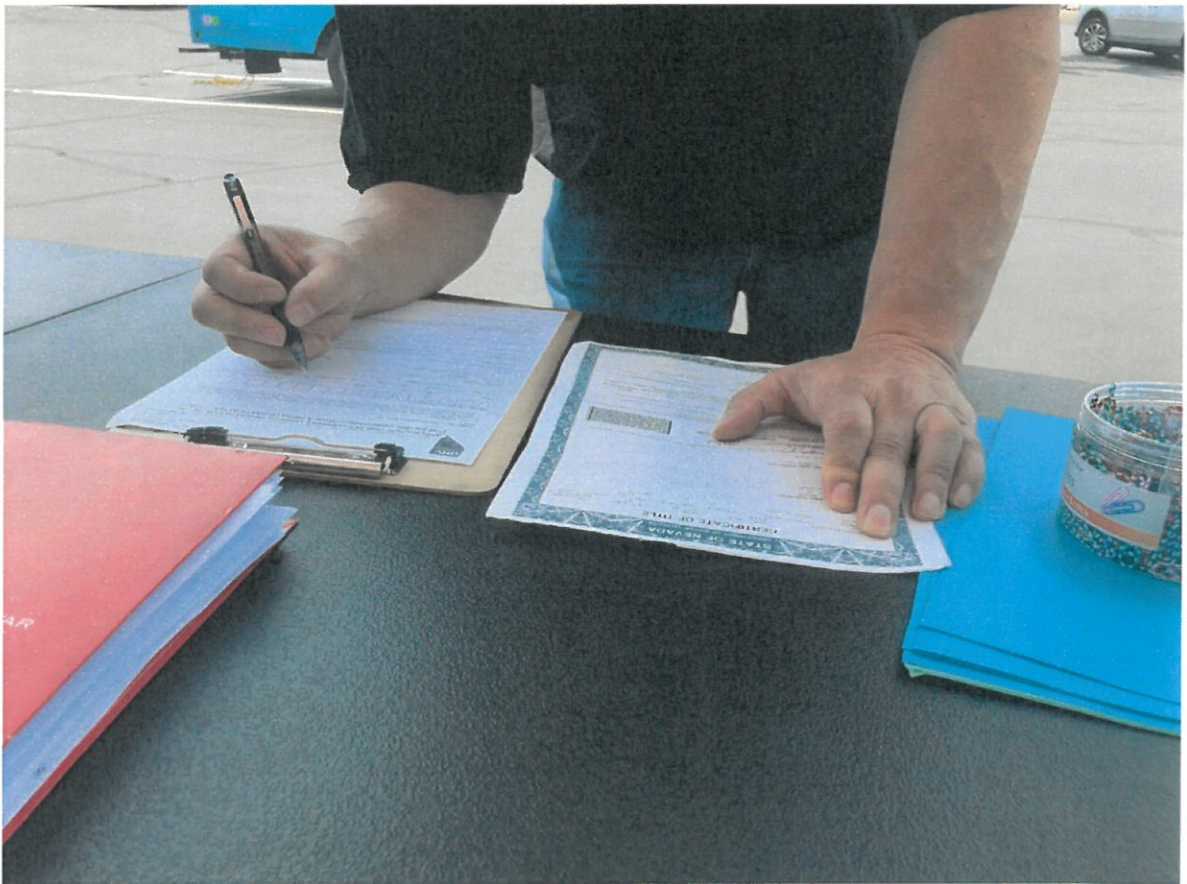
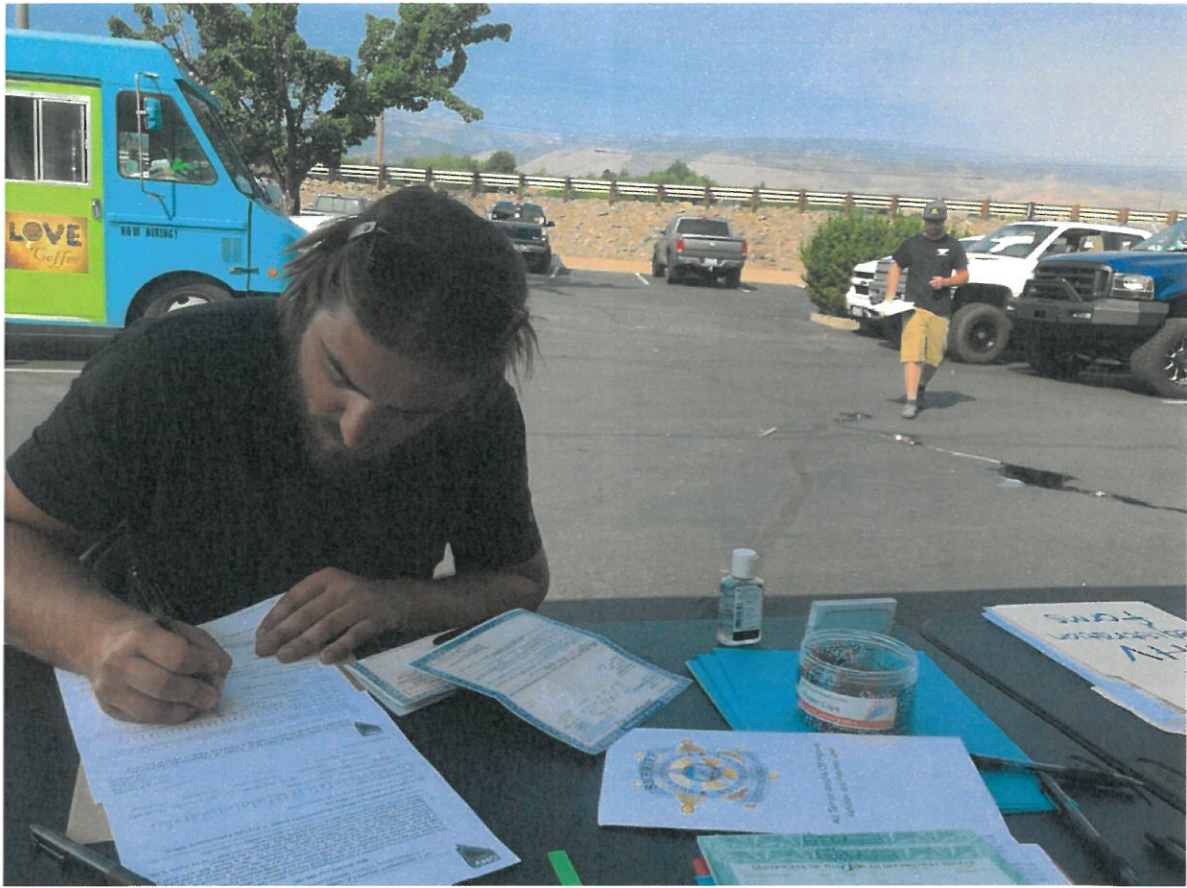
Law enforcement partners of Reno Area Dirtriders include the Bureau of Land Management, Washoe County Sheriff's Office, Reno Police Department, Douglas County Sheriff's Office and Carson City Sheriff's Office.

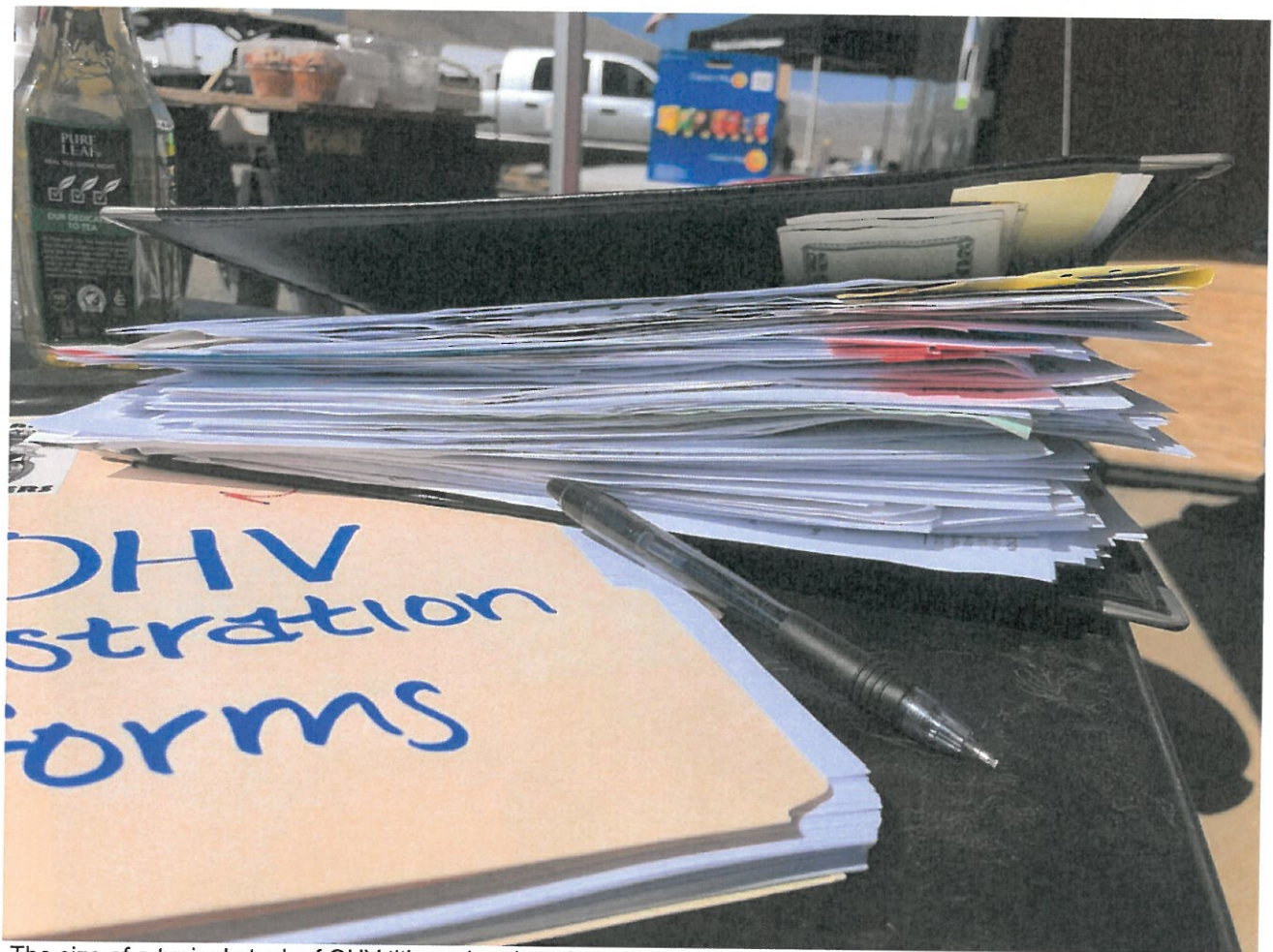
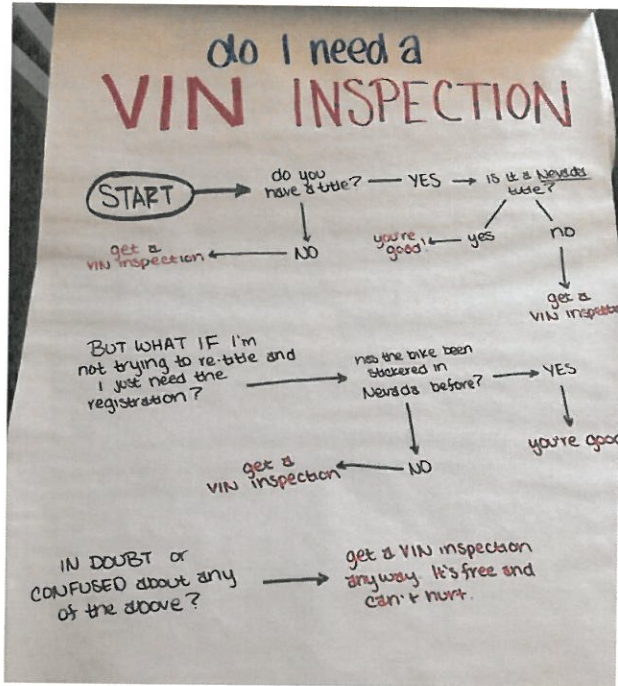




RAD only recruits the coolest looking officers







The size of a typical stack of OHV title and registration paperwork ready for processing at the end of a RAD event