



Date: July 17, 2019

TO: DISTRIBUTION

RE: DESERT CONSERVATION PROGRAM PROJECT COMPLETION NOTIFICATION:
OHV MARKETING
2017-MXT-1775A

The work for the above referenced project has been completed. Please see the attached for all project related information.

The purpose of the above referenced project was:

The purpose of this project is to increase OHV user registration throughout Nevada by developing a marketing communications strategy and plan that promotes the Commission OHV Registration Program.

The major accomplishment or findings of this project include:

The major accomplishment for the Project Completion Notification for subject project include:

- Presenting initial concept ideas to OHV Commission for input and feedback.
- Developing draft and final marketing plans.
- Identifying campaign messages, and tagline.
- Developing draft media assets: ads, brochures, stickers, PSA script, posters and website mockup.
- Developing draft and final marketing materials.
- Running print ads in NV Fishing Guide and NV Big Game Hunting Guide.
- Running PSA ads on radio and television.
- Securing billboard advertisements.
- Hosting public outreach events.
- Hosting 14 OHV registration events, which garnered 221 new OHV registrations

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For more information about this project and/or for other Project Reports or Symposium Reports, please visit our website at: <http://www.clarkcountynv.gov/airquality/dcp/Pages/default.aspx>

If you have any questions, please contact Heather Green at (702) 455-1605.

Sincerely,

A handwritten signature in blue ink that reads "Jodi Bechtel" with a stylized flourish at the end. Below the signature, the word "for" is written in a smaller, cursive script.

Marci D. Henson
Director, Air Quality
Administrator, MSHCP

cc:

- US Fish and Wildlife Service
- Board of County Commissioners (7)
- Permittees' Executive Committee
- Permittees' Process Management Group
- Thomas Boldt, Purchasing
- Catherine Jorgenson, District Attorney – Civil Division
- Desert Conservation Program Community Advisory Committee
- Desert Conservation Program Interested Parties List
- Multiple Species Habitat Conservation Plan Implementing Agencies
- Science Advisor
- SNPLMA Office (for SNPLMA projects)
- Congressional Office
- DCP Staff

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DESERT CONSERVATION PROGRAM PROJECT COMPLETION NOTICE

Date of Issuance: 7/10/2019

General Project Information

Project Category	Conservation
Compliance Category	9b-Roads/OHV
Project Level	Level 3
Project Title	OHV Marketing
Project Number	2017-MXT-1775A
Contractor	MXT Media
Contractor Person of Contact	Lora Hendrickson
Contractor Project Manager	Lora Hendrickson
DCP Project Manager	Heather Green
DCP Person of Contact/Contract Manager	Heather Green
Competitive Award or Sole	Competitive Award
Contract Start Date	07/01/2018
Purchase Order Number	4800008834-012
Contract End Date	06/30/2019
Commissioner & District	A Michael Naft B Marilyn Kirkpatrick C Larry Brown D Lawrence Weekly E Tick Segerblom F Justin Jones G James B. Gibson
Congressional Rep & District	1 Dina Titus 2 Mark Amodei 3 Susie Lee 4 Steven Horsford

Financial Breakdown

Funding Source	S10 17-19
Original Contract Amount	\$100,000.00
Total Change Request Amount	0.00
Revised Contract Amount <small>(Original Award plus Change Requests)</small>	\$100,000.00
Funds Not Used in Contract	14,328.15
Final Payout Amount	\$ 85,671.85

Performance Information

Total Number of Change Requests	18
Number of Change Requests by Contractor	17
Number of Change Requests by DCP	1
Total Number of Deliverables	6
Number of Deliverables Accepted	6
Number of Deliverables Rejected	0
Number of Delinquent Deliverables	0
Total Number of Milestones	35
Number of Delinquent Milestones	0
Number of Milestones Met on Time	35
Total Number of Invoices Submitted	32
Number of Rejected Invoices	0