



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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