



ANNUAL
REPORT

FY 2022-23

Making Northwest Nebraska a Destination.

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DAWES COUNTY TRAVEL BOARD

BOARD OF DIRECTORS

Drew Pope
Chairman

Robyn Baquet
Vice-Chairman

George Ledbetter
Treasurer

Brandon Davenport
Secretary

Janelle Winkelman
At-Large Member

Stacy Swinney
At-Large Member

Vic Rivera
Commissioner Member

STAFF

Kerri Rempp, Director of Tourism

The board also worked with Rural Futures Institute Interns during the summer seasons of FY 21-22 and 22-23.

Purpose

The purpose of the Dawes County Visitors Promotion Committee (also known as the Dawes County Travel Board) shall be generally to promote, encourage, and attract visitors to Dawes County and to promote and encourage use of the travel and tourism facilities within the county. And, the Dawes County Improvement and Promotion funds shall be used to improve the visitor attractions and facilities in Dawes County, except that no proceeds shall be used to improve facilities in which pari-mutual wagering is conducted. If the Travel Board determines that the visitor attractions are adequate and do not require improvement, the governing body of the county may use the Improvement Fund to promote, encourage, and attract visitors to Dawes County. It shall:

1. Prepare and submit to the County Commissioners a budget including anticipated receipts and disbursements for the period July 1 through June 30 of each year.
2. Carry out the planning and expenditure of monies, and with the approval of the Dawes County Commissioners as provided in the Nebraska Visitors Promotion and Improvement Act (NE R.R.S. 81-3717), to best encourage visits to the area.
3. Present to the Dawes County Commissioners, each month, financial reports and minutes of their meeting.
4. Design, contract, and distribute promotional material extolling the beauty, uniqueness and visitor attractions of the area.
5. Monitor and review any contract services to ensure quality and accuracy of materials
6. Consider and approve applications for any grants for any organizations interested in promoting tourism in the area.

DAWES COUNTY TRAVEL BOARD

Executive Summary

The tourism industry continues to be strong in Northwest Nebraska and requests for information about the area increased in FY2022-23.

Northwest Nebraska purchased more than \$80,000 of advertising during the fiscal year and saw an increase in website traffic, followers across social media and newsletter platforms and requests for travel guides to be mailed. More than 38,000 visitors viewed the Northwest Nebraska website more than 62,000 times. In addition, 542 travel guides were mailed to 33 U.S. states and two foreign countries based on those visits and other advertising directly linked to our purchases. Advertising by the Western Nebraska Tourism Coalition resulted in an additional 256 requests for travel guides from 40 U.S. states and five foreign countries.

While revenue in FY22-23 fell roughly \$20,000, the year was still the second highest on record, and December 2022 and January 2023 revenue set records for those months. The decrease in revenue, was likely the result of high gas prices. The leading year for revenue, 2021-22, generated high visitation due to pent up demand from COVID stay-at-home recommendations, and as that demand eased it also likely impacted revenues in Northwest Nebraska. Finally, an additional contributing factor could be the decrease in out-of-state hunting permits being offered by Nebraska Game & Parks.

Despite the decline, Dawes County remains in the top 20 in the state for lodging tax collections.

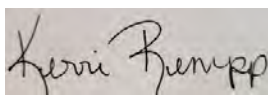
During the calendar year 2021, the latest available information, tourism contributed \$29.3 million in economic impact. Just over \$3 million was spent on retail, with another \$7.6 million on transportation. The remaining \$18.2 million was spent on leisure and hospitality activities. Tourism supported 264 jobs in 2021. Sioux County added another \$757,000 in direct travel spending, and tourism added another eight jobs in that county. Average overnight spending in Dawes County was \$260.90/per person and \$95.60/per person in Sioux County.

Detailed data for 2022 on the county level will be available later this year at <https://visitnebraska.com/nebraska-economic-impact-report-dashboard>. Historical data can also be reviewed at that link.

Dawes County increased its Promotion grant giving by \$1,670 over the previous fiscal year. Improvement grant giving increased by \$69,000 as projects put on hold during the pandemic were finally able to move forward.

Finally, thanks to our partners in the lodging industry and the visitors to Northwest Nebraska. Promoting the region would not be possible without them!

Respectfully,



DAWES COUNTY TRAVEL BOARD

Financial Statements

APPROVED PROMOTION GRANTS FY 2022-23

- Harvest Moon Fall Festival (2022 Event) - \$2,500
- Grey Eagle Warrior Challenge (2022 Event) - \$960
- Governor's Pine Ridge Turkey Hunt (2022 Event) - \$500
- Trading Stories: Native American Film Festival (2022 Event) - \$1,000
- Chadron Festival of Quilts (2023 Event) - \$1,087.50
- Camp Norwesca - \$2,500
- Fur Trade Days (2023 Event) - \$4,500
- Northwest Nebraska Volksmarch (2023 Event) - \$806
- Western Wildlife Art Show (2023 Event) - \$3,200
- Classics in the Park (2023 Event) - \$2,343
- Old West Trail Rodeo (2023 Event) - \$4,000
- White River Wacipi (2023 Event) - \$900
- Crawford Chamber 4th of July (2023 Event) - \$2,500

APPROVED IMPROVEMENT GRANTS FY 2022-23

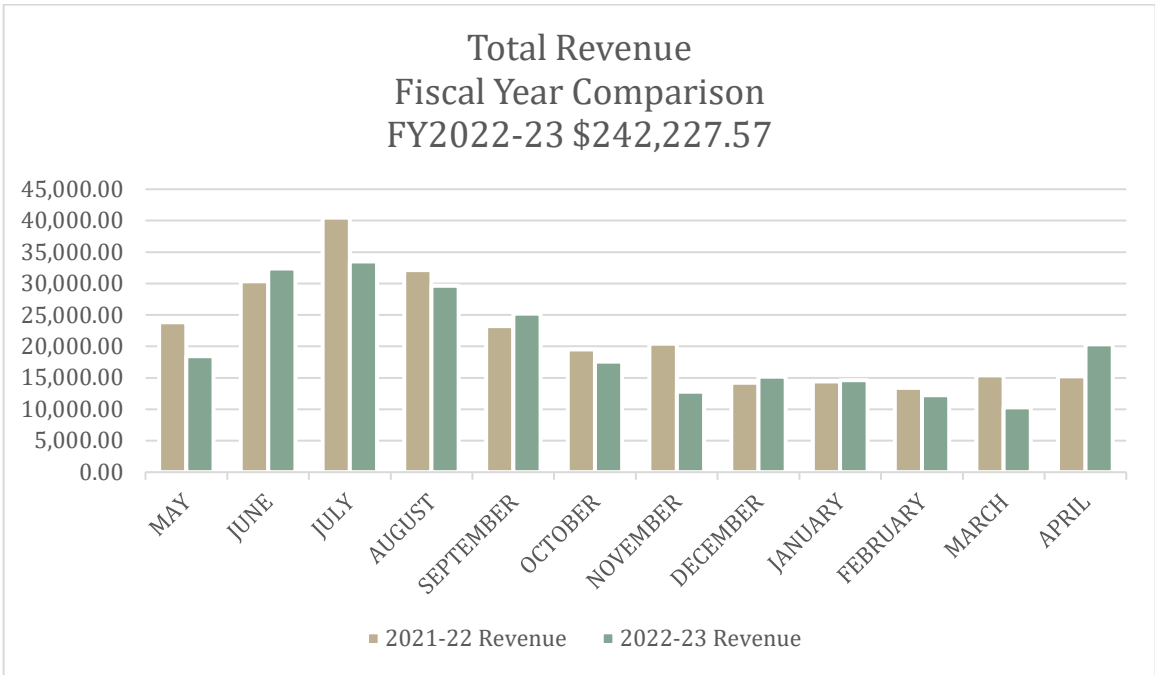
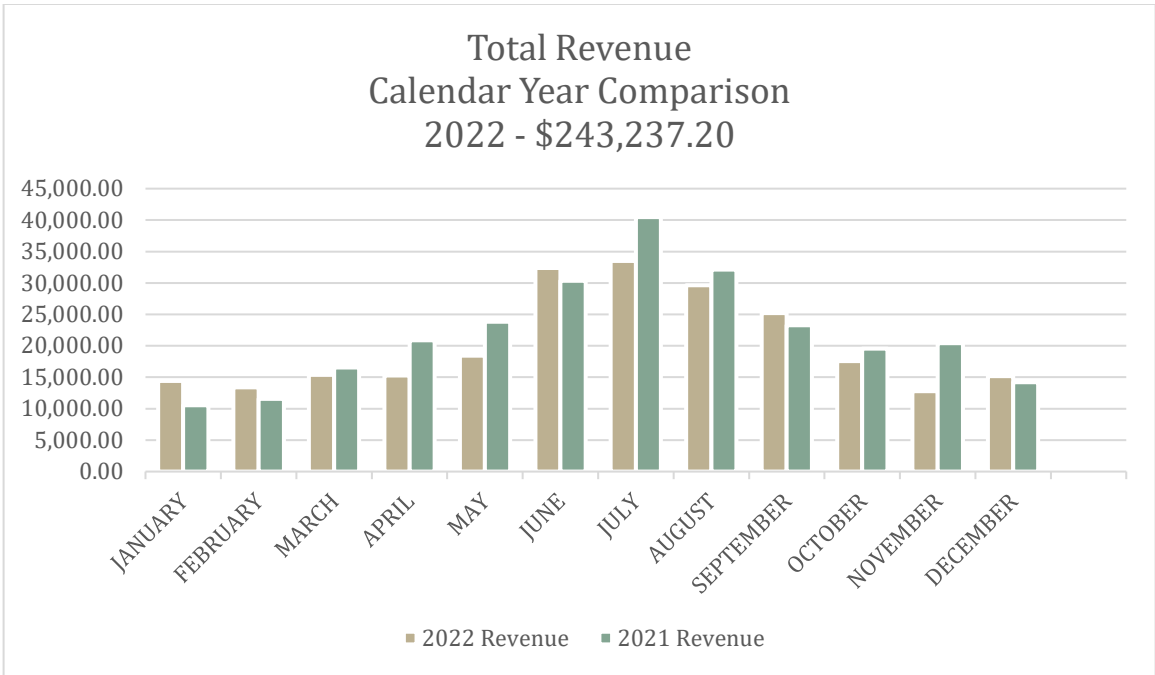
- City of Chadron Cowboy Trail Connection Mile 1 - \$44,000
- Post Playhouse Theatre Seats - \$25,000

YEAR-TO-YEAR COMPARISON

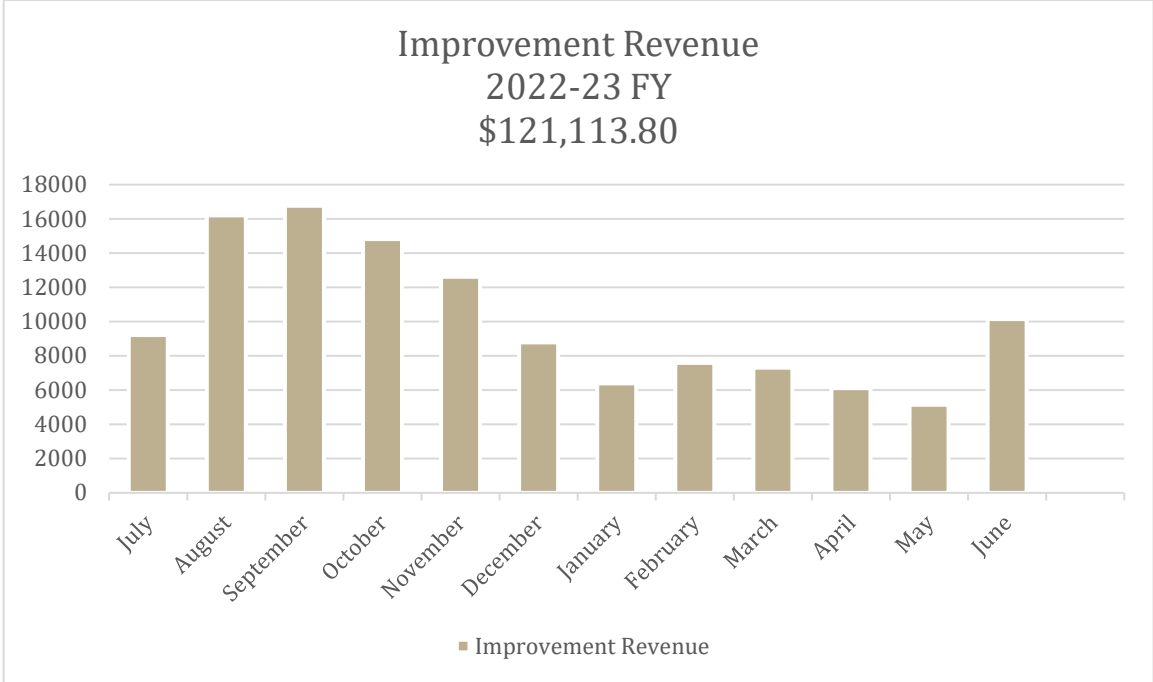
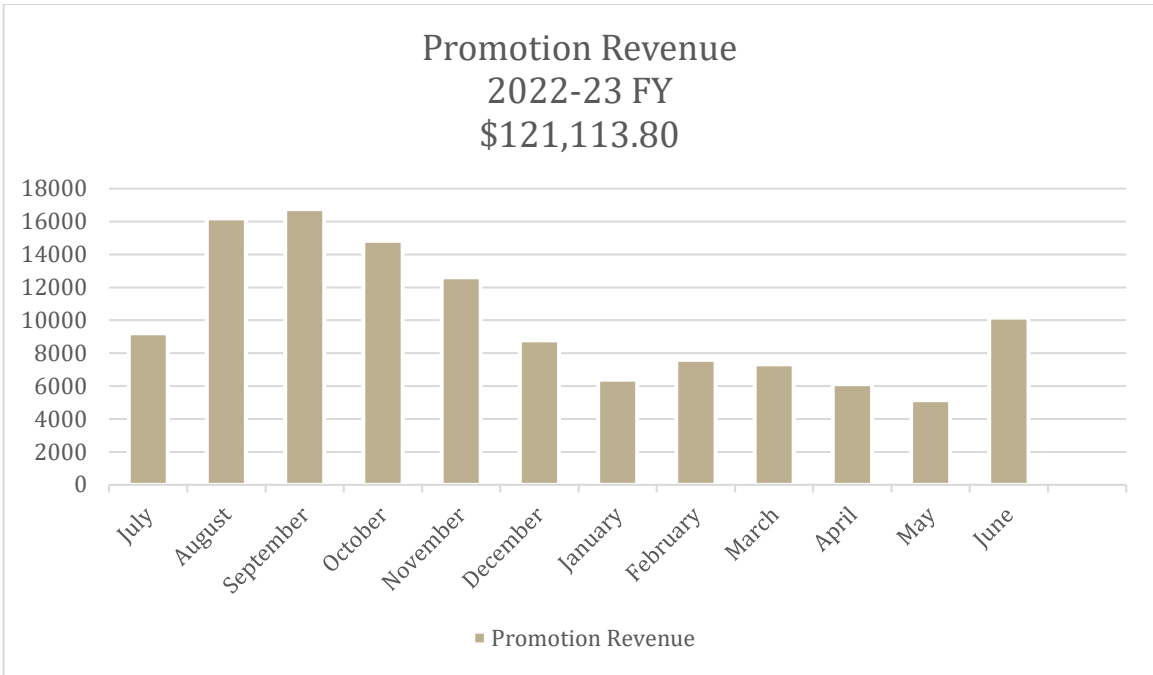
DESCRIPTION	PROMOTION	IMPROVEMENT
2021-22	\$25,126	\$0
2022-23	\$26,796.50	\$69,000
Difference	\$1,670.50	\$69,000

*NOTE: The information on this page reflects grants approved during the fiscal year; it does not necessarily reflect grants that have been paid out. Some improvement grants are on multi-year agreements, while some promotion grants are approved in one FY and paid in the next FY.

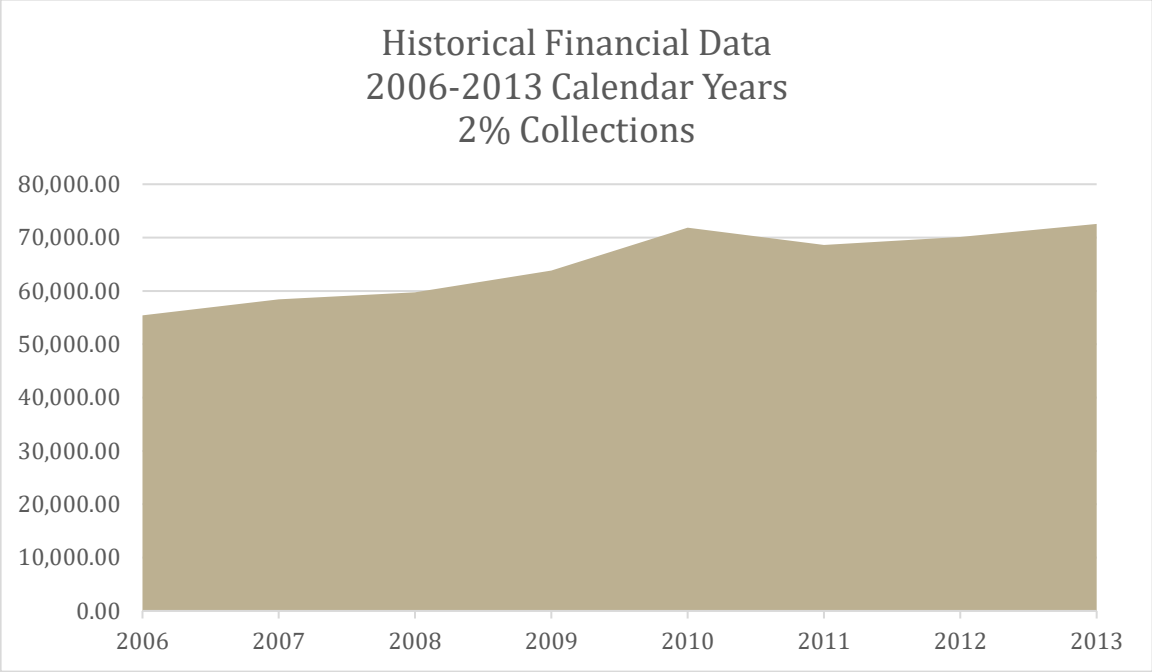
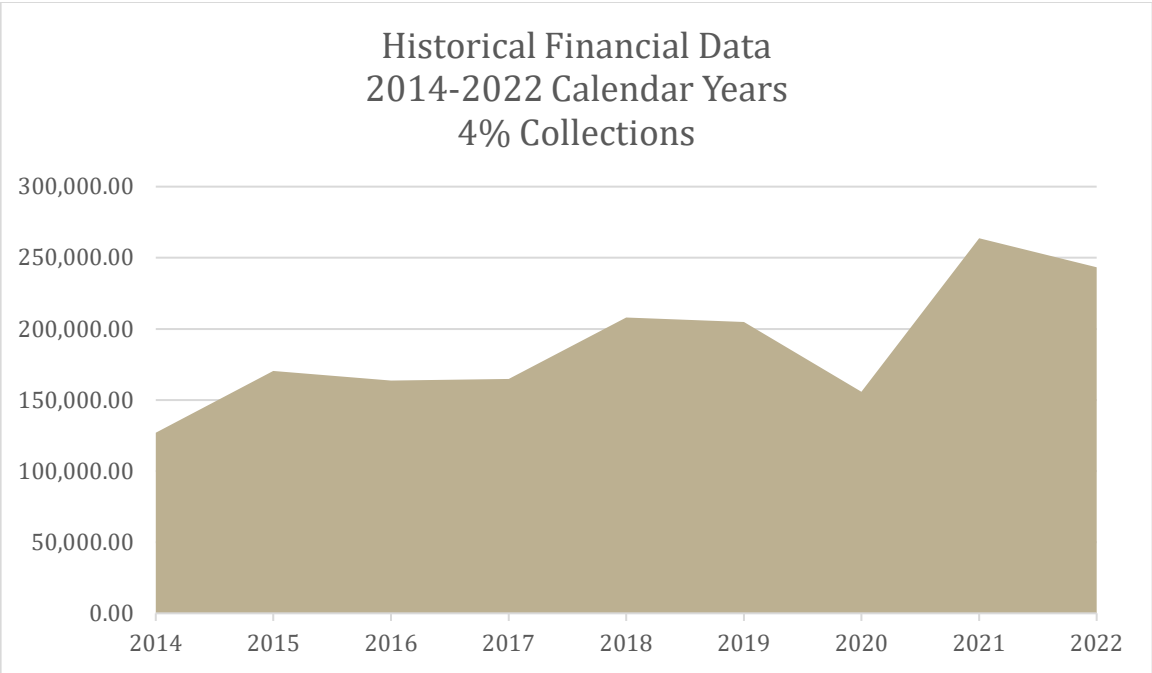
DAWES COUNTY TRAVEL BOARD



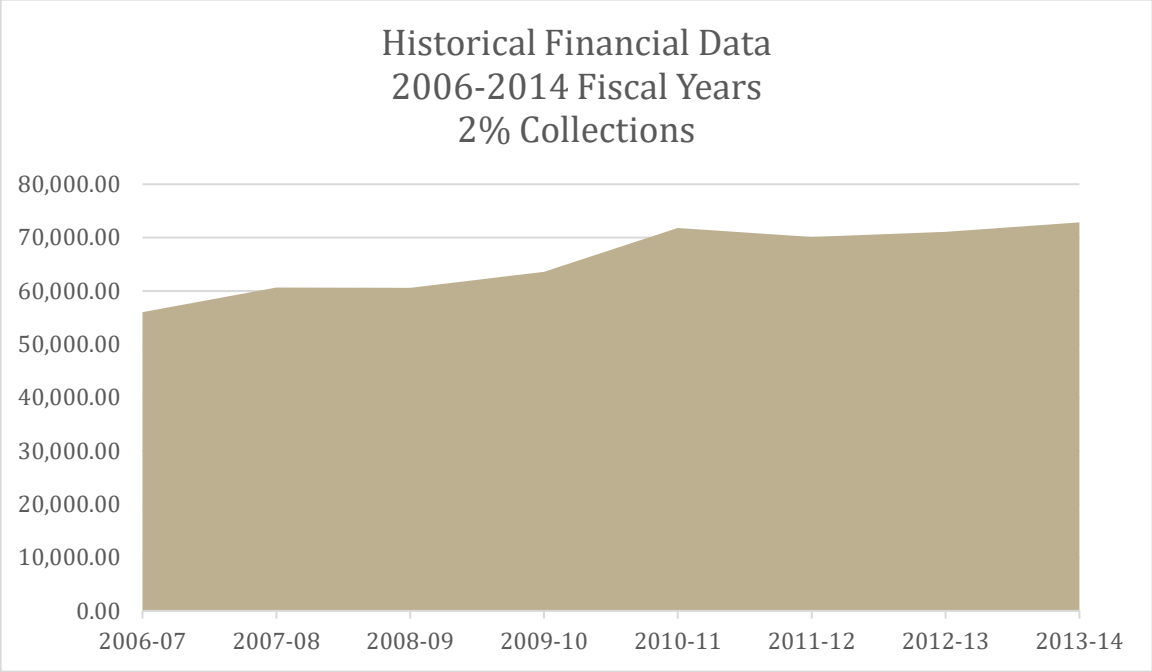
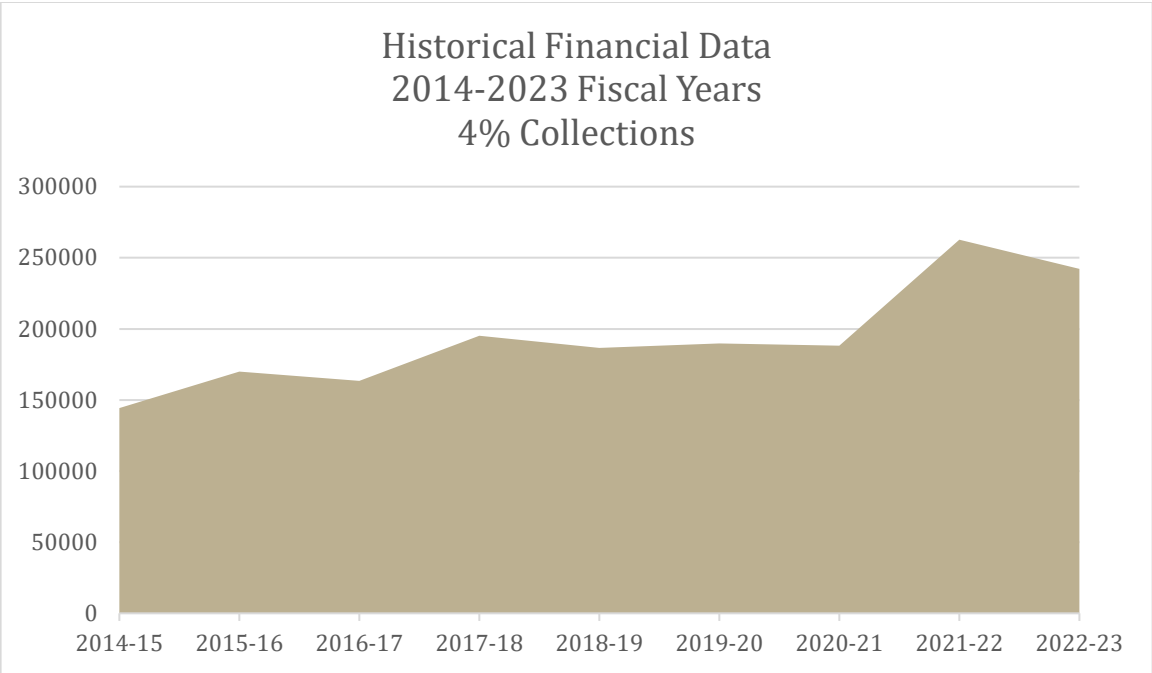
DAWES COUNTY TRAVEL BOARD



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County-to-County Comparisons

Seventy-nine Nebraska counties collect lodging taxes. The vast majority impose a 4% tax on lodging; however, some counties collect only 2 or 3%. The top 20 collecting counties remained the same in 2022 as in 2021, though there was some movement within the list. Dawes County ranked 18th in lodging tax collections, down two spots from 2021.

Of the counties in the top 20, only four – Keith, Cherry, Cheyenne and Dawes – have populations below 10,000, based on the 2020 Census. Only York County has a population between 10,000-15,000. Dawson, Cass, Dakota and Otoe counties have populations between 15,000-30,000, while the remainder of the top 20 have populations of more than 31,000. Six counties that posted declining populations in the 2020 Census remained in the Top 20 for lodging tax collections: Lincoln, Cheyenne, Cherry, Dawes, Adams and Otoe.

County	2020 County Population	2022 Revenue	2021 Revenue
Douglas	584,526	10,079,110.24	8,105,545.71
Lancaster	322,608	4,250,158.96	3,549,802.44
Sarpy	190,604	1,902,157.54	1,610,563.87
Buffalo	50,084	1,681,912.40	1,323,302.75
Hall	62,895	1,232,651.25	1,122,312.93
Lincoln	34,676	1,204,341.43	1,129,941.78
Keith	8,335	557,814.14	550,894.20
Madison	35,585	494,078.04	475,786.62
Scotts Bluff	36,084	486,847.19	449,356.17
York	14,125	484,253.45	425,277.68
Platte	34,296	391,071.59	350,127.64
Cherry	5,455	362,690.25	347,099.97
Cheyenne	9,468	348,529.99	363,323.54
Dodge	37,167	339,387.07	293,694.90
Dawson	24,111	332,293.58	307,176.19
Adams	31,205	272,608.64	249,005.35
Dakota	21,582	257,087.30	228,038.94
Dawes	8,199	243,237.20	263,714.75
Cass	26,598	241,952.00	255,434.75
Otoe	15,912	185,909.86	174,430.31

DAWES COUNTY TRAVEL BOARD

Financial Summary

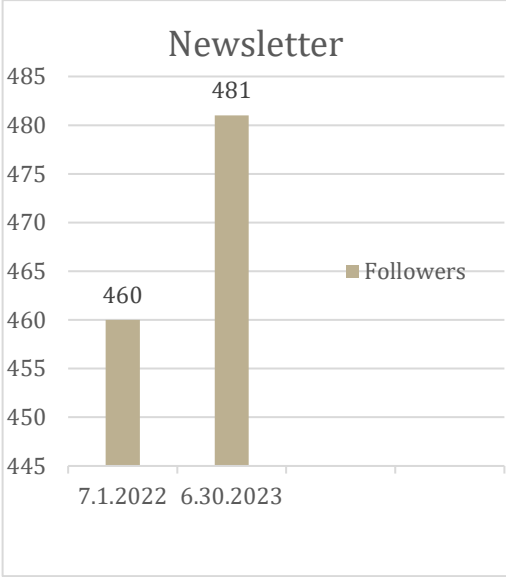
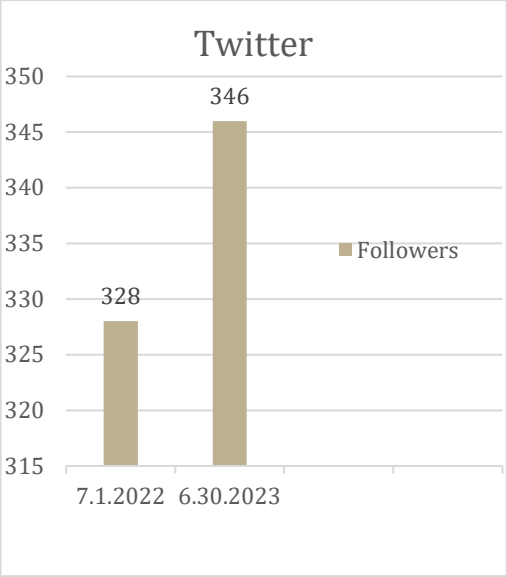
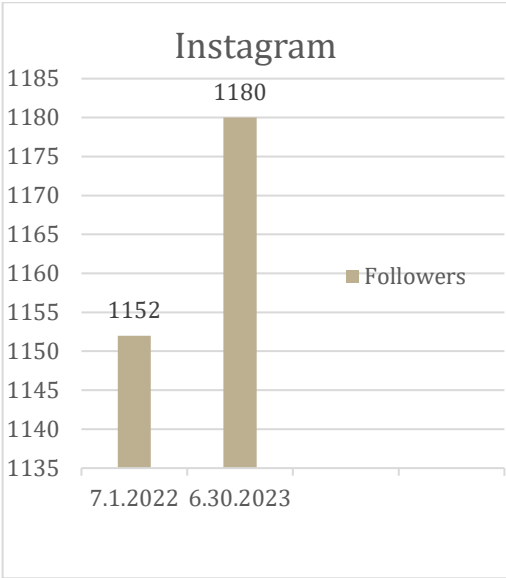
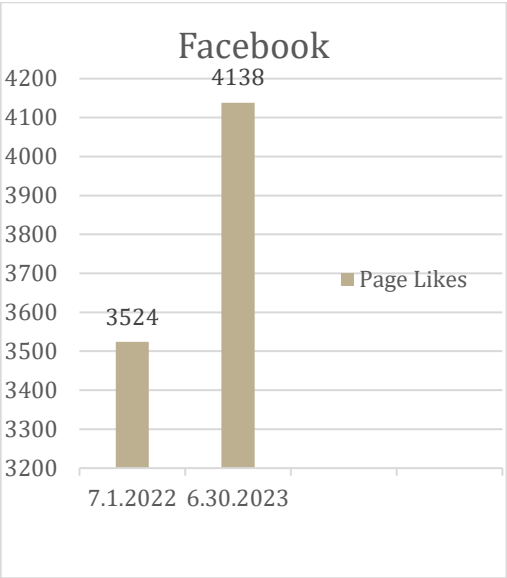
The Dawes County Travel Board is funded through revenues generated by a lodging tax on overnight accommodations. Lodging facilities remit this tax to the state, and the county receives revenues each month from the State of Nebraska. The revenues, however, are deposited two months in arrears. For example, revenue received in July represents lodging taxes collected in May. Other revenue in the FY2022-23 included reimbursement from Sioux County for joint marketing efforts in the amount of \$2,334.43, a \$5,250 marketing grant from the Nebraska State Tourism agency, a \$5,355, grant from Rural Prosperity and \$9,825 in travel guide advertising sales. (These figures are included in the Revenues category below).

In addition to the grants listed on Page 3, the Dawes County Travel Board's expenses can be broken into the following general categories: General Operational Expenses, Conferences/Shows/Travel, Advertising/Promotion. Expenses include salary and benefits for a full-time director, summer intern salaries and other operational expenses, while Advertising/Promotion includes all advertising as well as promotional efforts such as brochures, maps and other products and hosting writers or other Familiarization Tours. The director attends area events, distributes magazines, maps and brochures and traditionally attends travel shows to promote the region annually. Most of the expenses for attendance at the National Western Stock Show in Denver, Colo., are reimbursed by the Western Nebraska Tourism Coalition. The Dawes County Travel Board fully funds the cost to have the director and volunteers attend the Omaha International Sports & Travel Show and the La Crosse Sport Show. In addition, the director attends the Nebraska State Tourism Conference, Brochure Swap and Western Nebraska Tourism Coalition meetings.

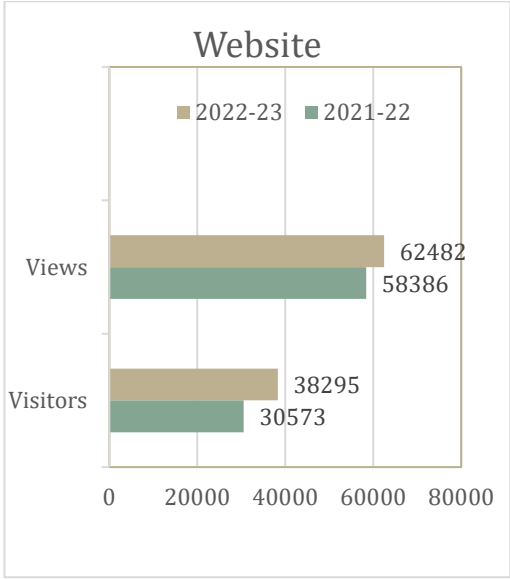
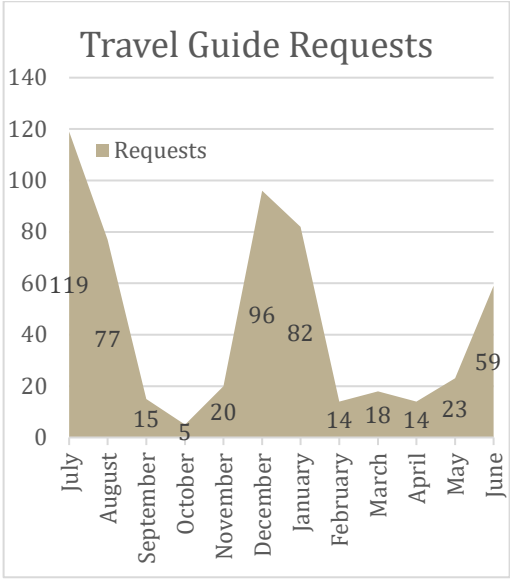
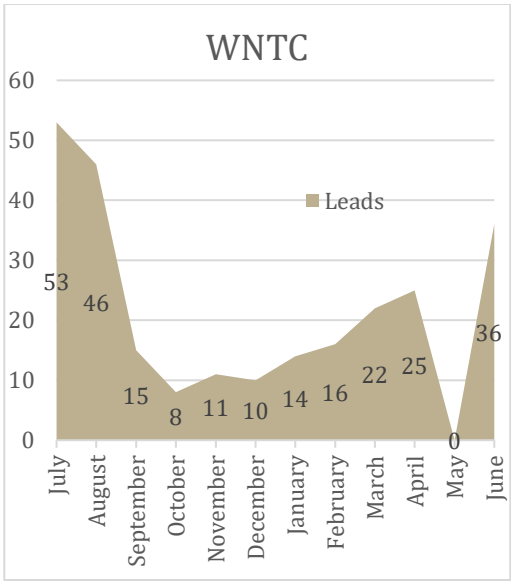
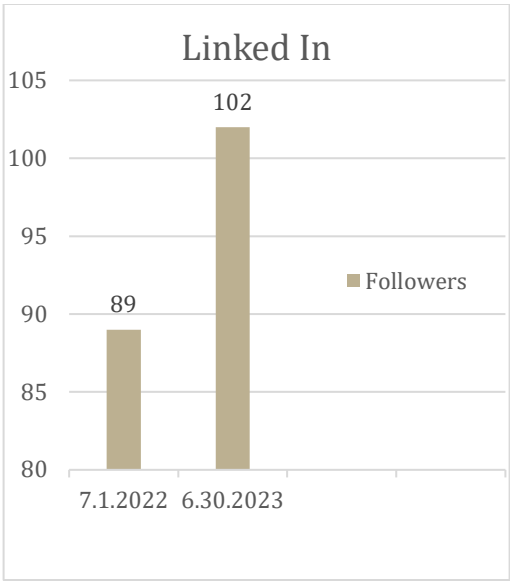
Quarter One	Expenses*	Salaries/Benefits	Total Expenses	Total Revenues
	*Excluding Salary/Benefits			
FY 2022-23	\$64,621.53	\$16,388.08	\$81,009.61	\$84,353.79
FY2021-22	\$57,279.24	\$18,356.97	\$75,636.21	\$98,249.71
Quarter Two				
FY 2022-23	\$29,040.71	\$18,808.10	\$47,848.81	\$86,328.27
FY2021-22	\$38,644.05	\$10,368.50	\$49,012.55	\$81,836.95
Quarter Three				
FY 2022-23	\$31,968.12	\$17,398.66	\$49,366.78	\$45,137.05
FY2021-22	\$21,422.12	\$15,493.05	\$36,935.17	\$50,461.34
Quarter Four				
FY 2022-23	\$56,502.42	\$17,434.40	\$74,036.82	\$49,172.89
FY2021-22	\$32,471.96	\$21,947.44	\$54,419.41	\$56,049.74
22-23 TOTALS	\$182,132.77	\$70,029.24	\$252,262.02	\$264,992.00
21-22 TOTALS	\$149,837.37	\$66,165.96	\$216,003.33	\$286,597.74

DAWES COUNTY TRAVEL BOARD

Outreach

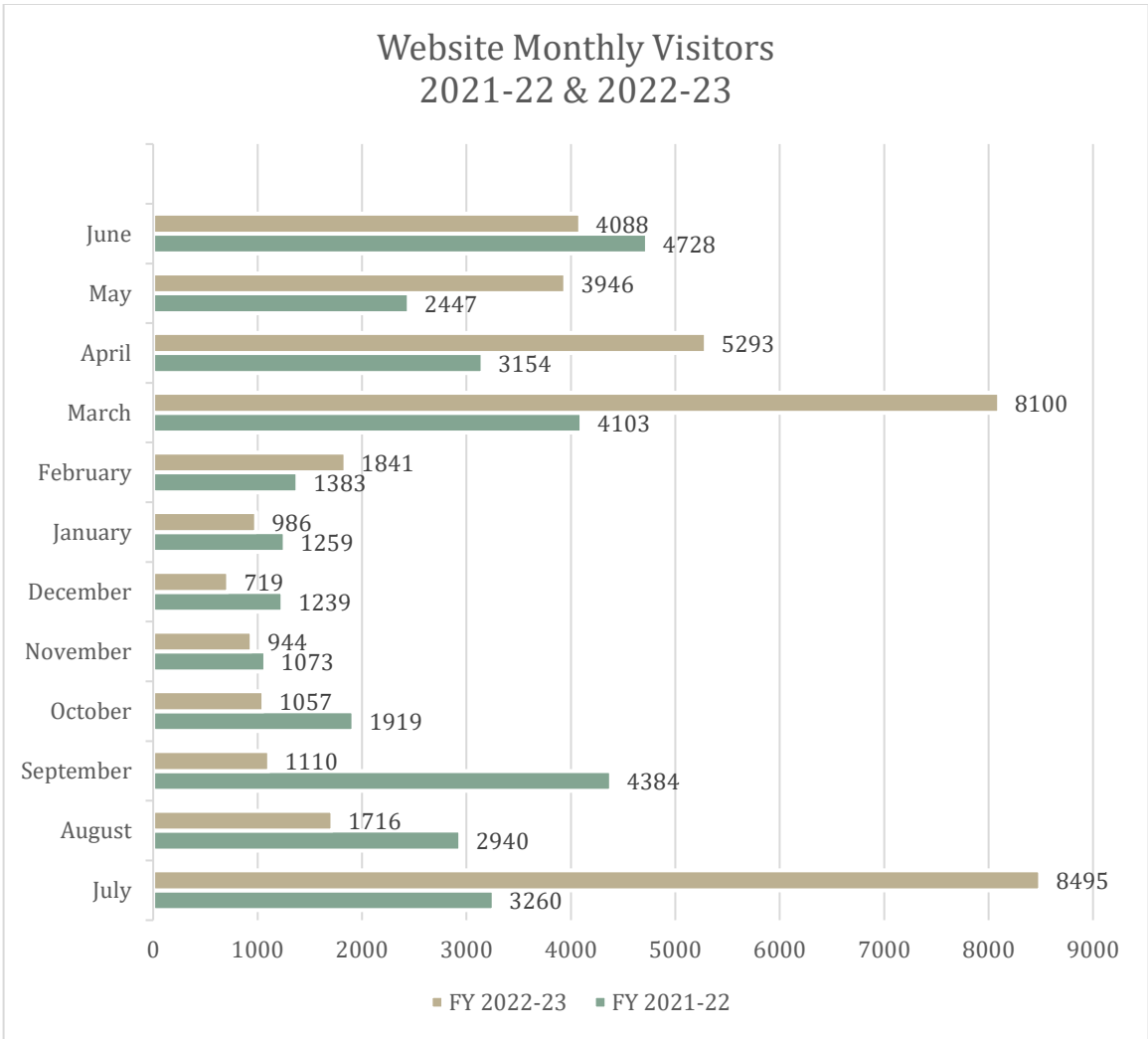


DAWES COUNTY TRAVEL BOARD

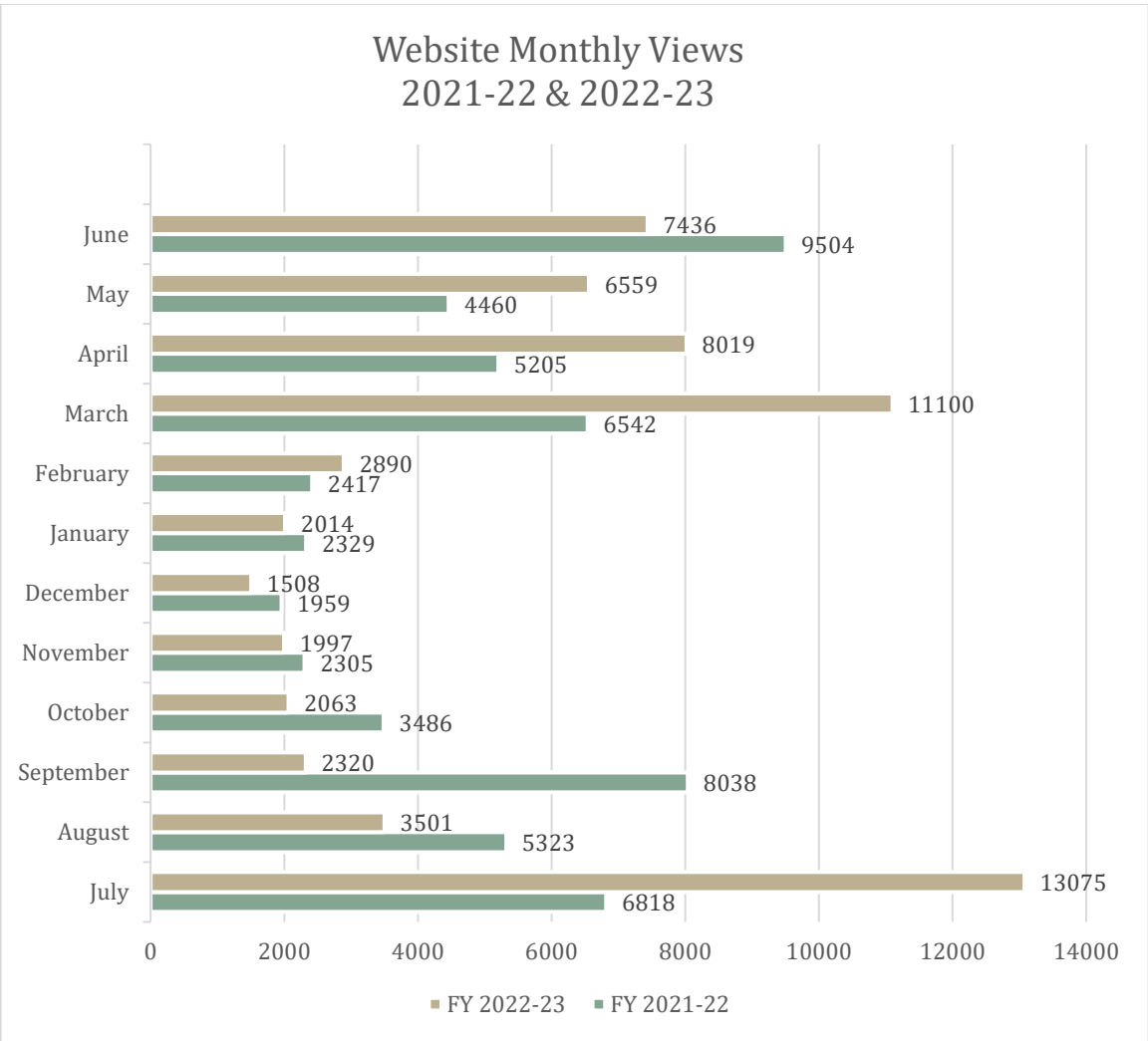


NOTE: WNTC Lead numbers for May were 0 due to a malfunction on the backside of Western Nebraska’s website.

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DAWES COUNTY TRAVEL BOARD



Traditional Media

Northwest Nebraska Tourism has also been the focus of several media mentions in more traditional outlets, such as radio, newspaper and its own Loose Gravel blog, hosted on discoverNWNebraska.com.

- Director Appearances on Sound-off & Community Focus on KCSR/KBPY monthly
- Three KCSR interviews: State Tourism Grant, Passport Stops, Treasure Chest/Awards
- Chadron Record: Leadership Transition
- Loose Gravel Blog Stories (monthly)
- Issued 9 Press Releases
- Publication of Loose Gravel Stories by Media Outlets (Samples of clips follow.)

Lusk Herald – Saddlebum Studio

<https://luskherald.com/article/artistic-historical-roots-lead-couple-to-northwest-nebraska>

Panhandle Post – Sowbelly Canyon/Coffee Park

<https://panhandlepost.com/posts/2c4638c7-c3bb-4c8d-b71a-fdf0d4c3d7d9>

North Platte Post – Sowbelly Canyon

https://northplattepost.com/posts/2c4638c7-c3bb-4c8d-b71a-fdf0d4c3d7d9?utm_source=dlvr.it&utm_medium=twitter

Longview News-Journal (Texas) - Camp Norwesca

https://www.news-journal.com/camp-norwesca-a-secluded-setting-for-camps-weddings-retreats/article_eabc9ff-67e9-5ee2-8d94-c3fa2ad69e25.html#2

News Channel Nebraska – Barn Quilt

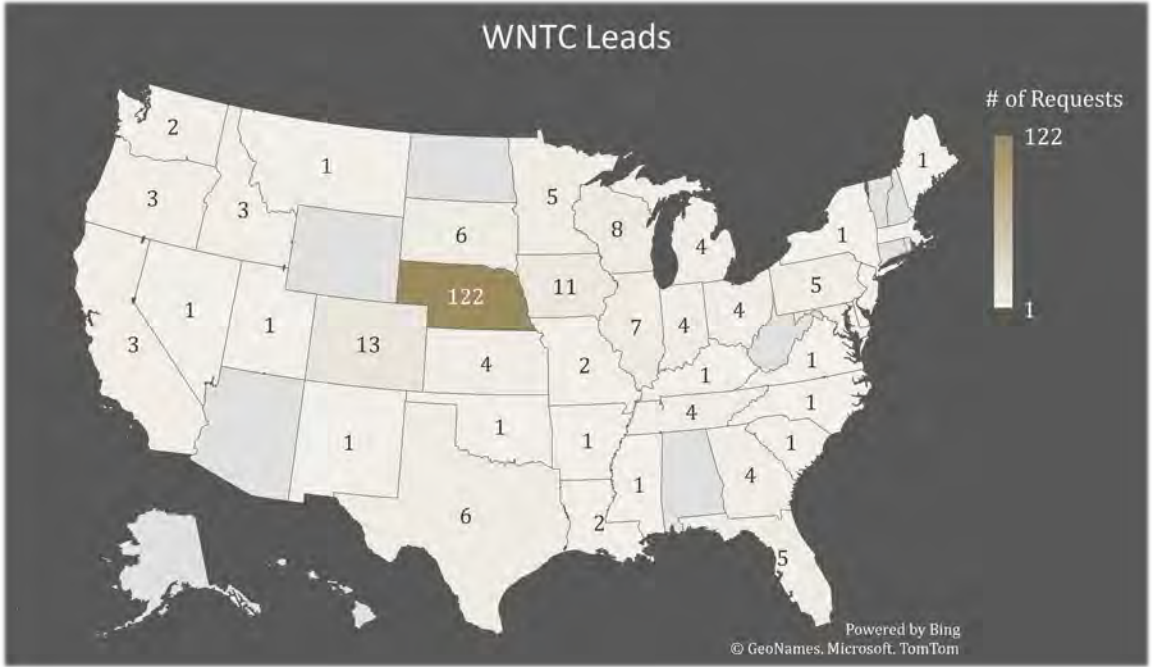
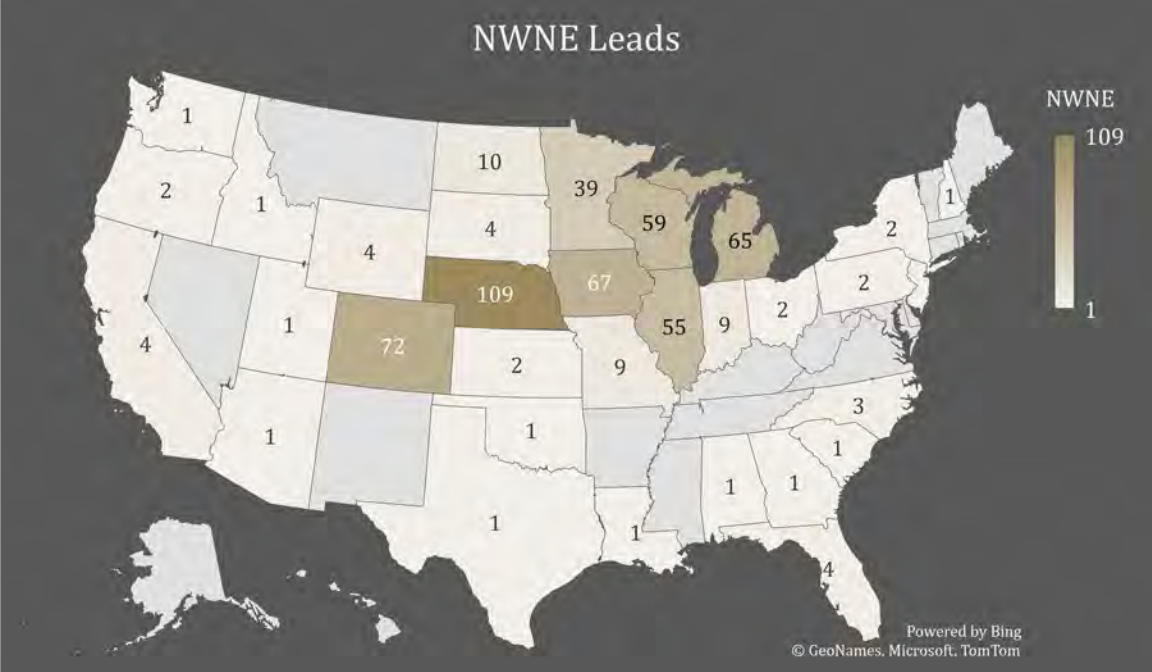
<https://central.newschannelnebraska.com/story/48804552/northwest-nebraska-barn-quilt-trail-launching-this-summer-with-more-than-40-locations>

Chadron Record – Dark Skies at Agate

https://rapidcityjournal.com/community/chadron/news/agate-fossil-beds-offers-night-sky-viewing/article_a2d0dff0-00cb-11ee-924f-436dda00223b.html

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Geographic Data



NOTE: Leads are calls or emails to ask for a travel guide.

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NOTE: International leads represent combined requests directly to Northwest Nebraska and from Western Nebraska Tourism Coalition.

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NOTE: The Chadron Visitors maps represent visitors to the Chadron Chamber of Commerce & Visitors Bureau from July 1, 2022 – June 30, 2023. 117 signatures from 32 states and 4 countries were included on the guest log.

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NOTE: The Crawford Visitors maps represent visitors to the Chadron Chamber of Commerce & Visitors Bureau from July 1, 2022 – June 30, 2023. 102 signatures from 27 states and 6 countries were included on the guest log. There were also nine signatures with unknown state/country origins.

DAWES COUNTY TRAVEL BOARD

Advertising

The primary function of the Dawes County Travel Board is to promote Northwest Nebraska as a tourist destination, and advertising plays a key role in accomplishing that goal. In 2022-23, the Dawes County Travel Board spent more than \$80,100 on advertising across a diverse number of mediums. HomeSlice Media Group serves as the advertising agency for Northwest Nebraska Tourism, coordinating all of the digital advertising and some print advertising.

Homeslice purchased the following traditional media advertising products with a circulation reach of 695,000 in 2022-23:

- Nebraska Game Guides
- Nebraskaland Magazine

Homeslice also coordinated digital advertising that delivered more than 4.5 million impressions and 40,817 clicks through to the website. That advertising included ads on the Google Display Network and across social media platforms, including Facebook and Instagram.

Northwest Nebraska's digital campaigns are divided as follows:

- DMC 1 – Iowa, Missouri, Kansas, Wisconsin: Advertising in this new market began in the spring of 2023 with a total buy of \$19,250 planned through April 2024. \$16,000 of the cost will be reimbursed through a State Tourism grant in FY23-24.
- DMC 2 – South Dakota, Wyoming, Nebraska, Colorado: FY22-23 buy totaled \$27,880.11

In addition to the advertising coordinated through HomeSlice Media Group, the Dawes County Travel Board also purchased the following advertising in FY 2022-23:

- Miles Partnership & Fluegge Consulting: Advertising with the Nebraska State Tourism Agency on its social media platforms, website and state travel guide (\$7,000) (Partially reimbursed through grant funds in the amount of \$5,250)
- Eagle Communications: Geofencing of the Omaha Travel Show & La Crosse Travel Show (\$2,005)
- WCOW: La Crosse Travel Show Local Radio Promotions (\$300)
- Nebraska Life Magazine: 3 Full Page Ads (\$4,752)
- Chadrad Communications: Website 1-year campaign that spans part of FY22-23 and FY23-24 (Total cost \$1,200 w/ half paid by Sioux County Travel Board)
- Chadrad Communications Remote Broadcast (\$142.50)
- USA Today Midwest Road Trip Edition: Quarter-page ad (\$1,500) Edition published in FY21-22 and available during part of FY22-23
- USA Today National Parks Edition: Quarter-page ad (\$1,500) Edition published in FY21-22 and available during part of FY22-23
- Destination Western Magazine 2023: Full Page ad – premium placement (\$3,718).
- AAA Living Nebraska-Iowa Magazines: 2 Half-Page ads (\$7,028)

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- Post Playhouse Program: Quarter-Page Ad (\$300)
- Down Country Roads: Half-Page Ad (\$435)
- Iowa Outdoors: Quarter-Page Ad (\$400)

In total, the purchase of this advertising allowed the Dawes County Travel Board the potential to reach more than 14.6 million people during the fiscal year.

Digital advertising campaigns delivered more than 11 million impressions based on reporting and/or rate cards.

Print advertising campaigns were available to more than 2.4 million people based on circulation or readership numbers provided by the outlets.

Broadcast campaigns were made available to a potential listenership of more than 1.1 million people.

More detailed reports and samples of some of our advertising are available in the Appendix.

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Projects

STATE TOURISM GRANTS

The Dawes County Travel Board successfully completed the requirements of its 2022 grant award from the Nebraska State Tourism Agency and received \$5,250 in advertising reimbursement funds. Northwest Nebraska Tourism was awarded \$25,000 in grant funding from the state for the grant cycle that covers February 2023-May 2024.

INDUSTRY MEMBERSHIPS

The Dawes County Travel Board/Northwest Nebraska is an active member in the Nebraska Travel Association, Western Nebraska Tourism Coalition (WNTC) and Rural Rendezvous. Northwest Nebraska Director Kerri Rempp was elected chairman of WNTC through May 2024 and filled a seven-month vacancy on the Nebraska Travel Association Board. She was then elected to fill a three-year term on the board and voted in as secretary. The director was also a member of the Fur Trade Days Board and the Harvest Moon Fall Festival Board and served on the committee organizing the Northwest Nebraska Volksmarch. She was also a member of the Heartland Center Rural Prosperity Grant committee.

TRAVEL WRITERS/BUS TOUR OPERATORS

Northwest Nebraska hosted five travel writers in FY22-23 and assisted one bus tour in locating a step-on guide and planning stops in the region. The travel writers were hosted in June with their content expected in FY23-24.

TRAVEL GUIDE

Northwest Nebraska published its third annual travel guide in January 2023. The 4x9-inch, 56-page booklet provides visitors guidance on things to do in the region, and is also available online in electronic format and as a downloadable PDF. Fifteen thousand copies were printed, paid for through the sale of advertising. Those copies have been and will continue to be distributed throughout the region at local attractions, hotels, restaurants and gas stations. Copies have also been provided to visitors' bureaus across the state through the annual Nebraska Travel Association Brochure Swap and to the staffed, west-bound I-80 rest stops. They were also delivered to Fall River County, SD, and Niobrara County, WY. The guides are available by mail upon request, and the Northwest Nebraska website includes a form to request a copy as well as an online flipbook version.

WAYFINDING

Northwest Nebraska Tourism is working with Chadron State College, the Sandoz Society, Nebraska Department of Transportation and the cities of Chadron, Crawford and Harrison on wayfinding signs. At the conclusion of the fiscal year, Chadron was awaiting approval by NDOT for its project. Harrison was applying

DAWES COUNTY TRAVEL BOARD

for grant funding and awaiting logo images to complete sign design for submission to NDOT. Crawford was awaiting logo design, sign design and mapping.

TREASURE CHEST OF THE NORTHWEST

Northwest Nebraska Tourism teamed up with Chadrad Communications to host a pre-tourism season bash in April. Paid for with a grant from the Heartland Steering Committee, the evening event brought more than 70 individuals working in the region's tourism industry together. The night provided networking opportunities, and Northwest Nebraska Tourism provided packets for each business to make available to their employees to facilitate answering questions from tourists. We also hosted a regional brochure exchange for attendees. The night also featured the first ever regional tourism industry awards. Prairie Agate Rock Shop was selected as the Business/Attraction of the Year, the Sioux County Fair Board received the Volunteers of the Year Award and Laure Sinn received Frontline Employee of the Year.

HISTORICAL SCAVENGER HUNT

Northwest Nebraska, the Chadron Chamber of Commerce and the Mari Sandoz High Plains Heritage Center co-sponsored the Puzzle Pieces Historical Scavenger Hunt during Fur Trade Days 2022. Each of the three entities contributed items for the prizes, and 20 people participated in the event.

CREATIVE DISTRICT

Northwest Nebraska Tourism is working with the City of Chadron, Museum of the Fur Trade, Chadron State College and the Chadron Arts Council to apply for the establishment of a Creative District through the Nebraska Arts Council. During FY22-23, the partners continued data collection required for the application. At the conclusion of the fiscal year, the group was still waiting for attorneys to complete an MOU required for submission.

NORTHWEST NEBRASKA VOLKSMARCH

Northwest Nebraska Tourism worked with the Trailblazers Club in Omaha to sanction three year-round or seasonal Volksmarch trails in the region. The office also collaborated with the Northwest Nebraska Trails Association, Panhandle Public Health District and the Chadron Community Hospital to host the second annual Northwest Nebraska Volksmarch in May 2023. 52 participants from four states hiked the loop at Chadron State Park. There are plans to have NNTA form a Volksmarch subcommittee and take over ownership of the event from the Trailblazers.

NORTHWEST NEBRASKA CHRISTMAS EVENTS

Northwest Nebraska Tourism in collaboration with the Chadron Chamber of Commerce, Chadrad Communications, New Leaf, Farmers State Bank, Mari Sandoz High Plains Heritage Center, Dawes County, Fort Robinson State Park and the Crawford Chamber of Commerce marketed the region's Christmas events as "A Country Christmas in Northwest Nebraska." Posters were printed and distributed with a schedule,

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online schedules maintained and the events were promoted through press releases and appearances on radio.

NORTHWEST NEBRASKA WEBSITE

The Northwest Nebraska Director and one Travel Board Member undertook a redesign of the discovernwnebraska.com website during the fiscal year. The newly designed site went live in early February.

NORTHWEST NEBRASKA VIDEOGRAPHY

As part of the \$25,000 State Tourism Grant awarded to Northwest Nebraska in February 2023, the Northwest Nebraska Director worked with Homeslice Media to create video assets. These assets will be available to use in its marketing and to create a 5 minute video to be used at travel shows.

INTERN PROJECTS

The Dawes County Travel Board worked with the Rural Futures Institute, ESU 13, and the Dawes/Sioux County Extension to host two RFI interns. Additionally, one RFI intern arrived in the community to work with tourism for the summer of 2023. The projects they completed are as follows:

2022

- Rural Tourism Survey: Distribution of the survey created in 2021 continued during the summer of 2022 to gather additional data.
- A Soul to Sole Walking Tour for Fort Robinson State Park was completed.
- Initial work for a Soul to Sole Walking Tour of Crawford was started, with the project awaiting input from Crawford citizens, clubs, organizations with knowledge of the historical downtown.
- The Northwest Nebraska Barn Quilt project was launched, with more than 30 barn quilts designed by the interns. Grant funding paid for the businesses to participate, and all of the barn quilts were delivered by spring 2023 for installation. The project also kicked off a 4-H effort in Crawford to host a barn quilt workshop. The workshop resulted in a large Crawford sign at the tourism booth and additional community members making individual barn quilts to list on the trail.
- The interns brainstormed the format for the 2022 Puzzle Pieces Scavenger Hunt during Fur Trade Days and helped run the event.
- The interns assisted with data compilation for the Creative District application.

2023

- The RFI intern compiled ADA data for local lodging, dining, attractions and transit for disabled users to access.
- Two, five and seven-day itineraries were created using Google Forms so visitors can select their attractions, lodging and dining and email themselves an itinerary.
- A bike-packing resource guide was created with suggestions of where to eat, camp, visit for cyclists on long-term rides.

Recommendations

ADVERTISING

The Dawes County Travel Board began reaching new markets in 2023 as part of its State Tourism grant for \$25,000. The grant also paid for videography, which will allow the board to consider streaming and cable television advertising. As budget allows, the board should continue to expand into new mediums and build on the success it sees in the new markets.

SHOW BOOTH/TRAVEL SHOWS

Northwest Nebraska Tourism purchased a rolling monitor mount and a television during FY22-23 to further enhance the show booth by using video produced through the State Tourism grant. The board committed to sending the director La Crosse, Wisconsin, and Omaha in FY23-24, and as tourism grows should continue to evaluate the shows the agency attends.

MERCHANDISING

Northwest Nebraska Tourism began exploring the possibilities of providing branded merchandise for sale as souvenirs in the Chadron Chamber of Commerce and Visitors Bureau. A process for paying state sales tax has been briefly discussed with the Dawes County Treasurer. A barrier to completing this project is the time commitment to review, design and order merchandise, as well as space constraints at the Visitor's Center.



Northwest Nebraska Tourism
706 W. 3rd St., Chadron, NE 69337
www.discovernwnebraska.com

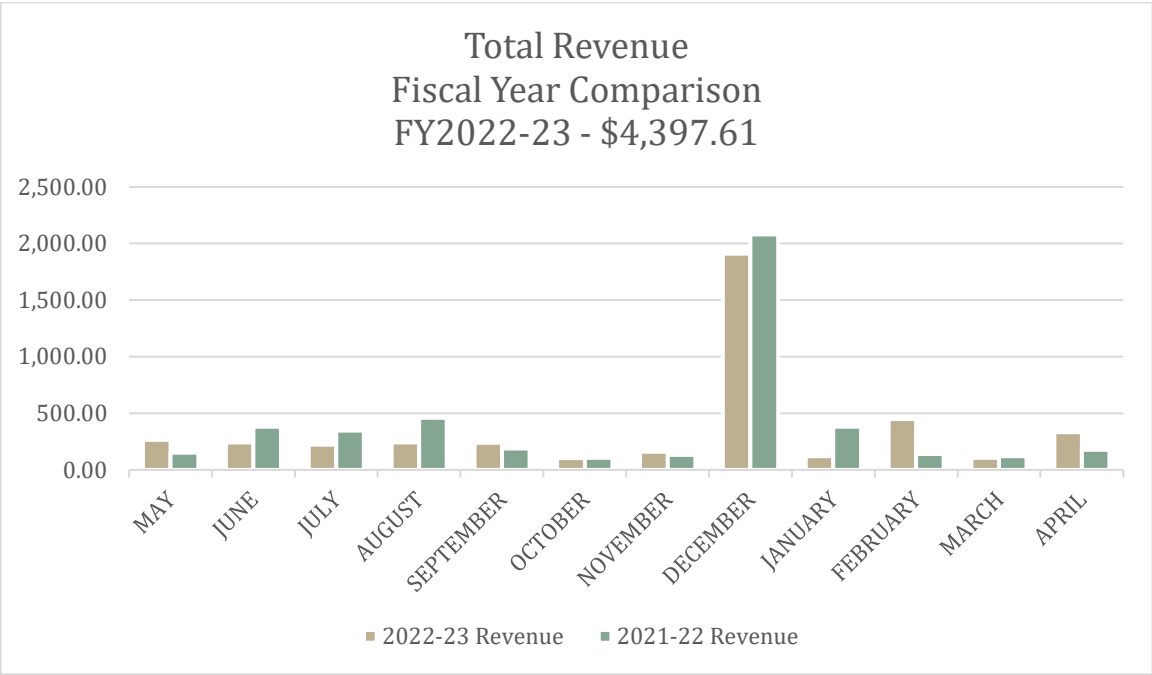
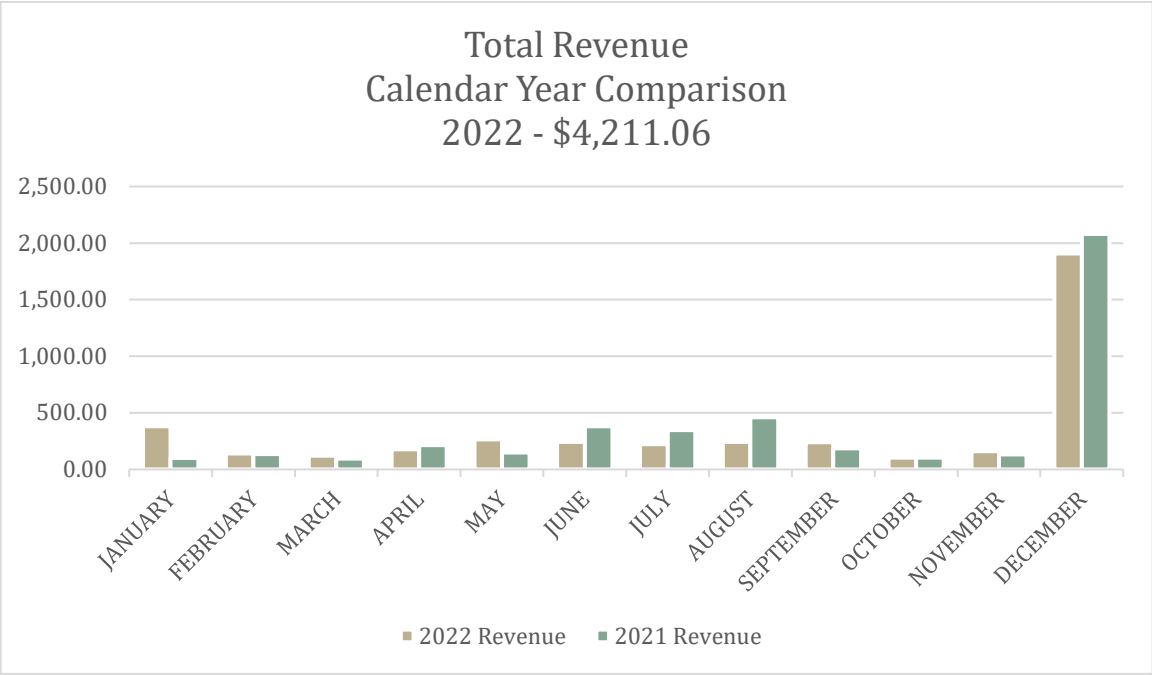
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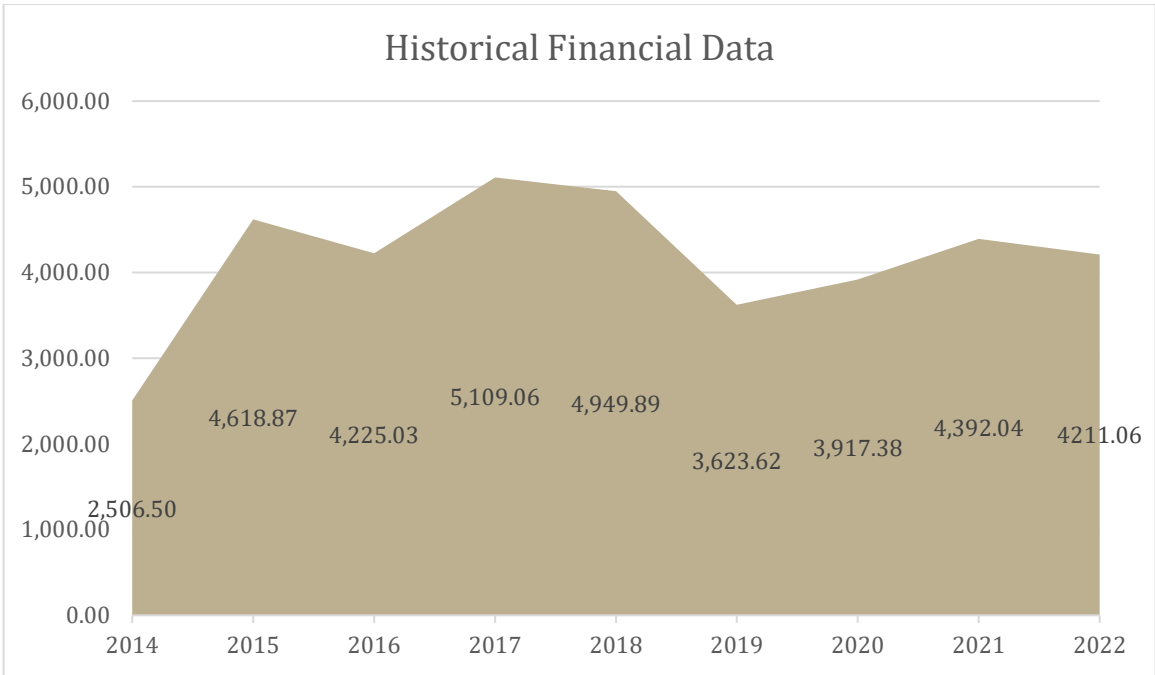
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FY22-23 Expenditures 43
Advertising Reports 53

DAWES COUNTY TRAVEL BOARD

Sioux County



DAWES COUNTY TRAVEL BOARD



APPROVED PROMOTION GRANTS

- Sioux County Historical Society - \$925
- Sioux County Fair & Rodeo Board - \$1,070 (2023 Events & 2023-24 Northwest Nebraska Travel Guides)

APPROVED IMPROVEMENT GRANTS

- None

YEAR-TO-YEAR COMPARISON

DESCRIPTION	PROMOTION	IMPROVEMENT
2021-22	\$2,300	\$500
2022-23	\$1,995	\$0
Difference	(\$380)	(\$500)

***NOTE:** The information on this page reflects grants approved during the fiscal year; it does not necessarily reflect grants that have been paid out.

DAWES COUNTY TRAVEL BOARD

ADDITIONAL PROMOTIONAL EFFORTS

The Sioux County Travel Board undertook additional promotional efforts beyond the inter-local agreement with Dawes County in FY2022-23. Sioux County joined Dawes County in splitting advertising costs for a one-year website banner advertisement with Chadrad Communications that will span parts of FY2022-23 and FY2023-24 (full-year cost to Sioux County - \$600).

The Sioux County Travel Board also purchased an ad specific to Sioux County in the Northwest Nebraska Travel Guide (\$300), and sponsored Christmas Day programming on Chadrad Communications (\$200).

APPENDIX

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Sioux County Data..... 27

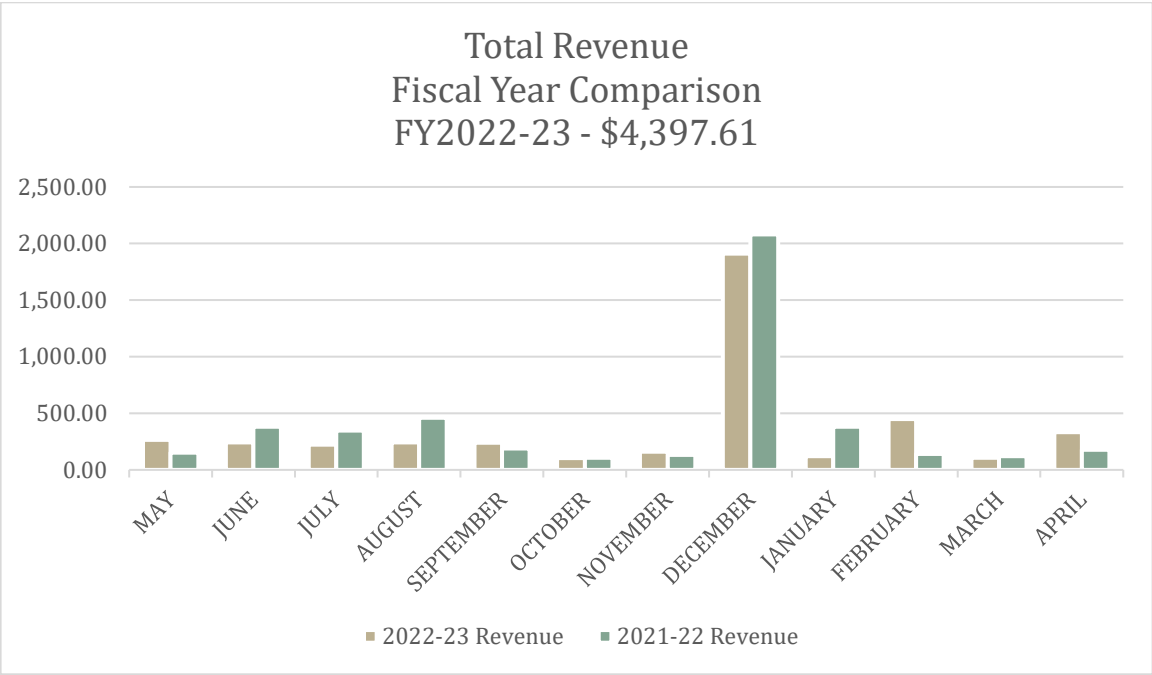
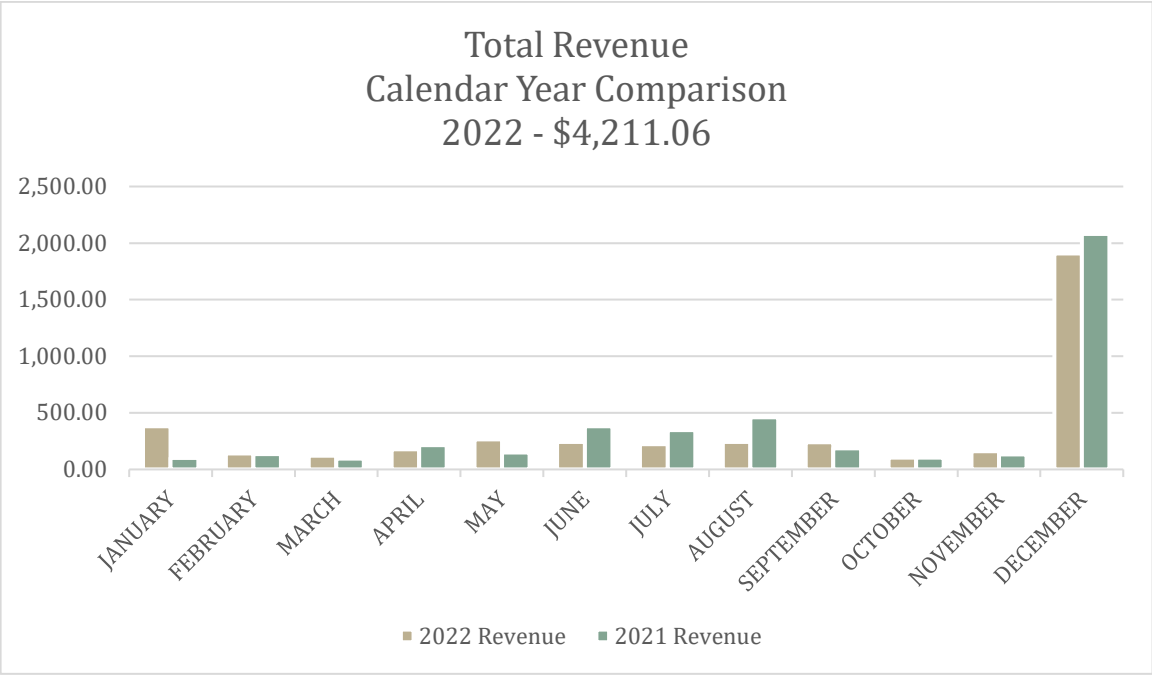
FY22-23 Website Traffic Monthly Reports 30

FY22-23 Expenditures 43

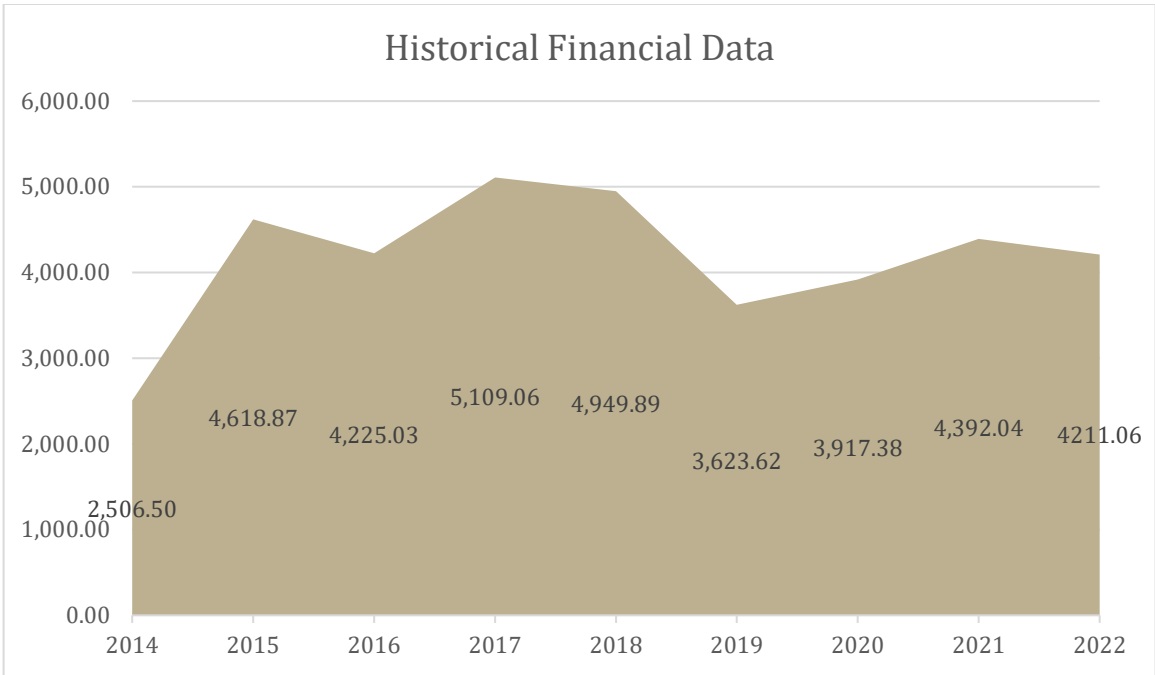
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DAWES COUNTY TRAVEL BOARD

Sioux County



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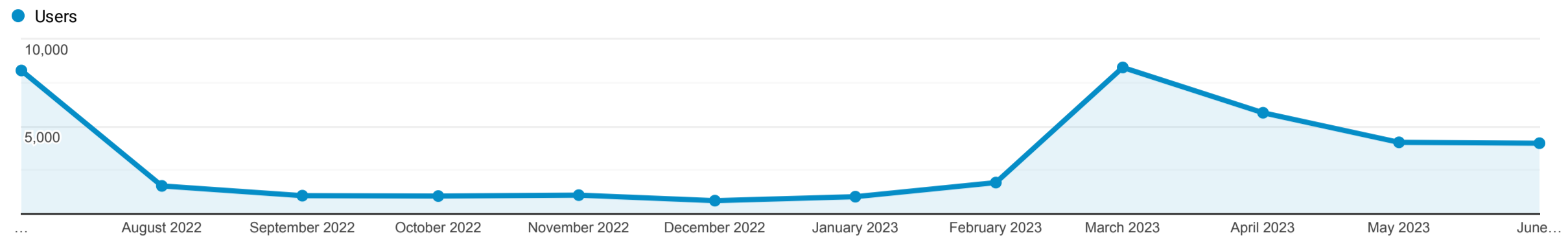
The Sioux County Travel Board also purchased an ad specific to Sioux County in the Northwest Nebraska Travel Guide (\$300), and sponsored Christmas Day programming on Chadrad Communications (\$200).

Audience Overview

Jul 1, 2022 - Jun 30, 2023

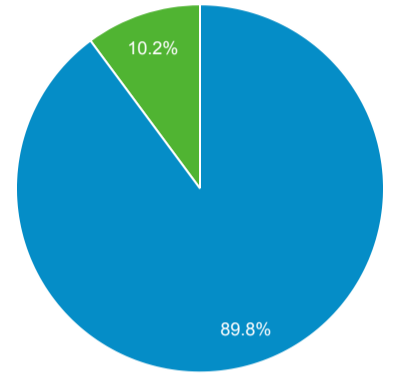
All Users
100.00% Users

Overview



Users 37,817	New Users 37,510	Sessions 45,331	Number of Sessions per User 1.20
Pageviews 64,458	Pages / Session 1.42	Avg. Session Duration 00:00:52	Bounce Rate 80.72%

■ New Visitor ■ Returning Visitor



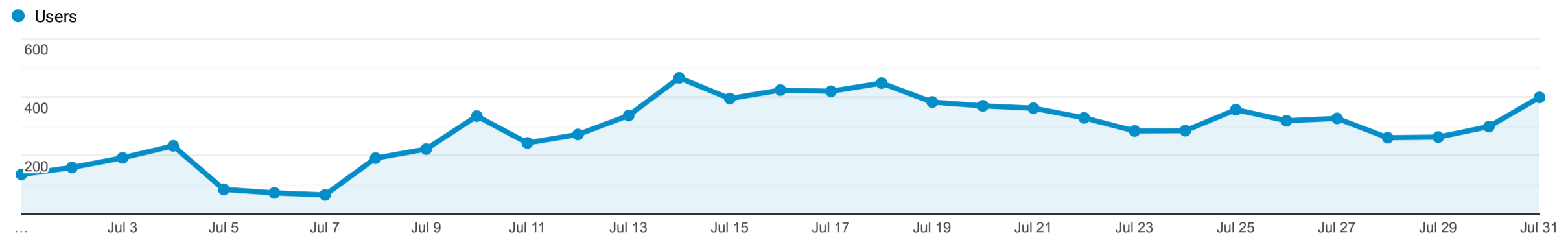
Language	Users	% Users
1. en-us	35,945	95.02%
2. es-us	597	1.58%
3. zh-cn	239	0.63%
4. en-gb	195	0.52%
5. en	131	0.35%
6. en-au	104	0.27%
7. es-419	75	0.20%
8. en-ca	70	0.19%
9. es-mx	58	0.15%
10. es-es	51	0.13%

Audience Overview

Jul 1, 2022 - Jul 31, 2022

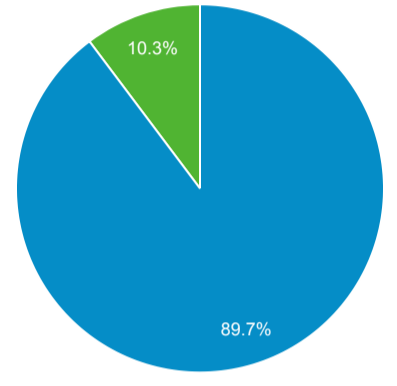
All Users
100.00% Users

Overview



Users 8,168	New Users 7,959	Sessions 9,457	Number of Sessions per User 1.16
Pageviews 13,087	Pages / Session 1.38	Avg. Session Duration 00:00:49	Bounce Rate 81.73%

■ New Visitor ■ Returning Visitor



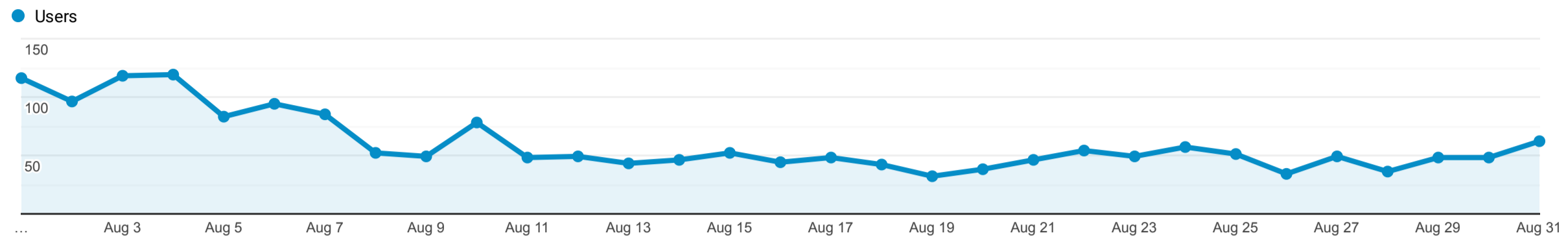
Language	Users	% Users
1. en-us	7,693	93.95%
2. es-us	238	2.91%
3. zh-cn	54	0.66%
4. en	41	0.50%
5. en-gb	27	0.33%
6. es-419	24	0.29%
7. en-au	18	0.22%
8. es-mx	14	0.17%
9. en-ca	12	0.15%
10. es-es	8	0.10%

Audience Overview

Aug 1, 2022 - Aug 31, 2022

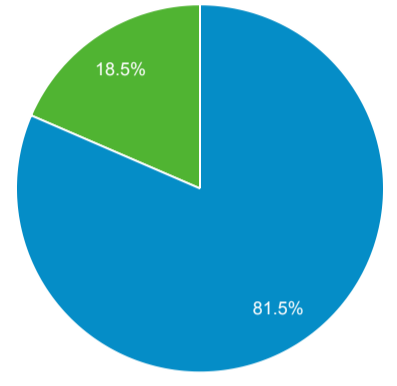
All Users
100.00% Users

Overview



Users 1,581	New Users 1,449	Sessions 2,075	Number of Sessions per User 1.31
Pageviews 3,457	Pages / Session 1.67	Avg. Session Duration 00:01:26	Bounce Rate 74.07%


■ New Visitor ■ Returning Visitor



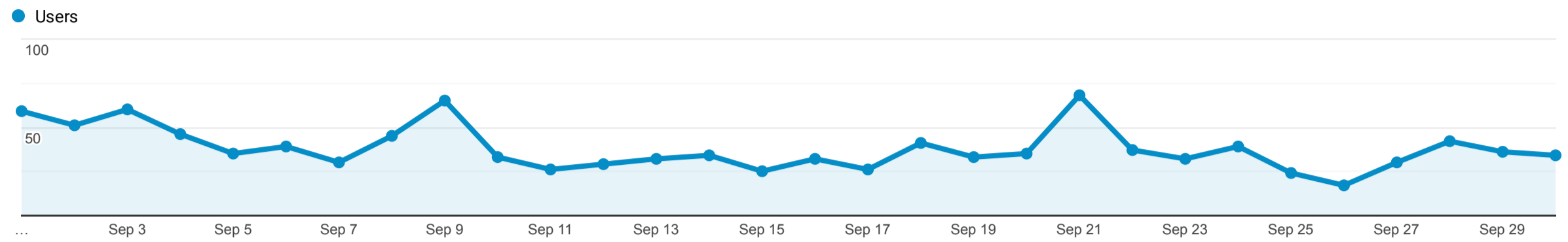
Language	Users	% Users
1. en-us	1,484	93.86%
2. en	10	0.63%
3. en-ca	10	0.63%
4. en-au	9	0.57%
5. es-us	9	0.57%
6. zh-cn	7	0.44%
7. de-de	6	0.38%
8. en-gb	6	0.38%
9. c	3	0.19%
10. es-419	3	0.19%

Audience Overview

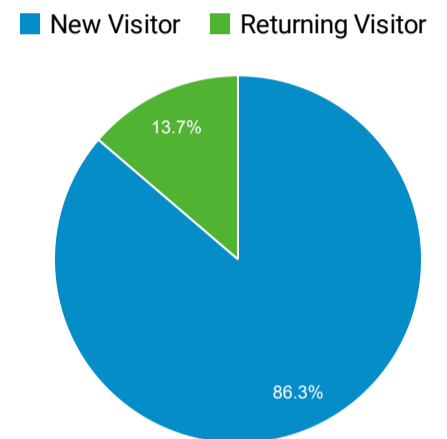
Sep 1, 2022 - Sep 30, 2022


All Users
 100.00% Users

Overview



Users 1,024	New Users 974	Sessions 1,244	Number of Sessions per User 1.21
Pageviews 2,263	Pages / Session 1.82	Avg. Session Duration 00:01:26	Bounce Rate 69.13%



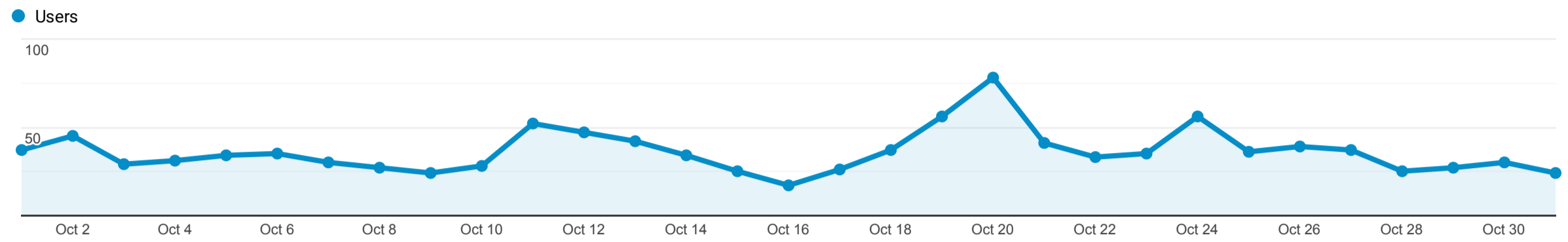
Language	Users	% Users
1. en-us	960	93.75%
2. zh-cn	11	1.07%
3. en	9	0.88%
4. hu-hu	8	0.78%
5. en-gb	6	0.59%
6. en-au	3	0.29%
7. it-it	3	0.29%
8. en-ca	2	0.20%
9. en-nz	2	0.20%
10. es-us	2	0.20%

Audience Overview

Oct 1, 2022 - Oct 31, 2022

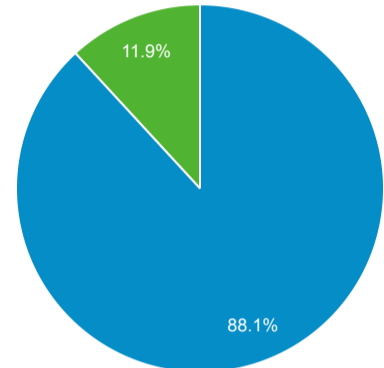
All Users
100.00% Users

Overview



Users 1,002	New Users 967	Sessions 1,215	Number of Sessions per User 1.21
Pageviews 2,019	Pages / Session 1.66	Avg. Session Duration 00:01:16	Bounce Rate 70.95%

■ New Visitor ■ Returning Visitor



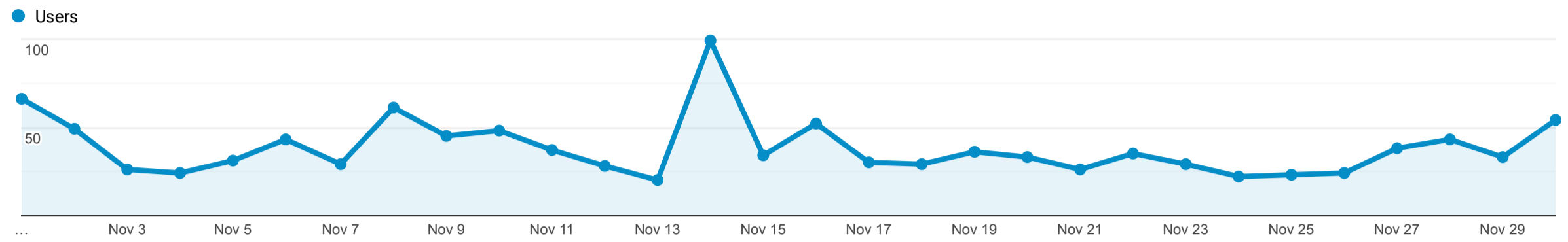
Language	Users	% Users
1. en-us	939	93.71%
2. zh-cn	13	1.30%
3. en	8	0.80%
4. hu-hu	7	0.70%
5. en-ca	5	0.50%
6. en-au	4	0.40%
7. en-gb	4	0.40%
8. c	3	0.30%
9. en-nz	2	0.20%
10. fr	2	0.20%

Audience Overview

Nov 1, 2022 - Nov 30, 2022

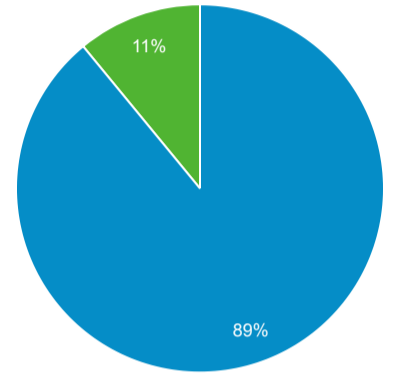
All Users
100.00% Users

Overview



Users 1,054	New Users 1,016	Sessions 1,240	Number of Sessions per User 1.18
Pageviews 2,075	Pages / Session 1.67	Avg. Session Duration 00:01:18	Bounce Rate 73.31%

■ New Visitor ■ Returning Visitor



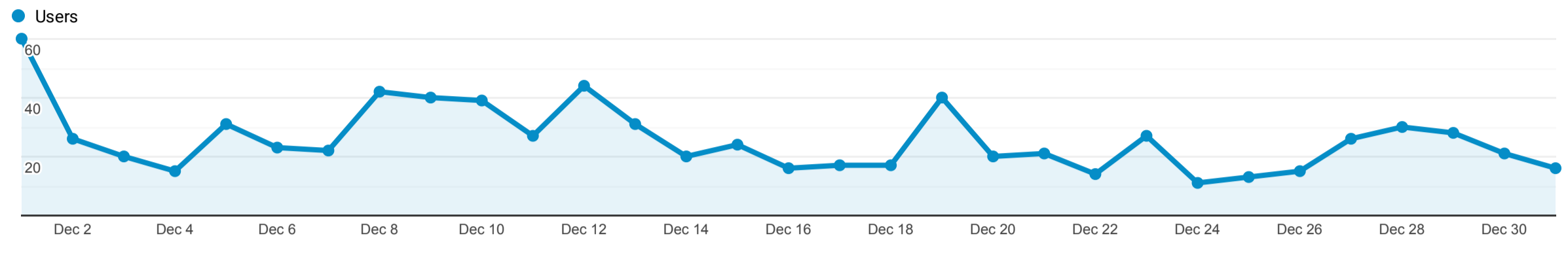
Language	Users	% Users
1. en-us	1,016	96.39%
2. zh-cn	16	1.52%
3. en-gb	5	0.47%
4. en-ca	3	0.28%
5. es-es	2	0.19%
6. c	1	0.09%
7. ca-es	1	0.09%
8. de-de	1	0.09%
9. en	1	0.09%
10. en-au	1	0.09%

Audience Overview

Dec 1, 2022 - Dec 31, 2022

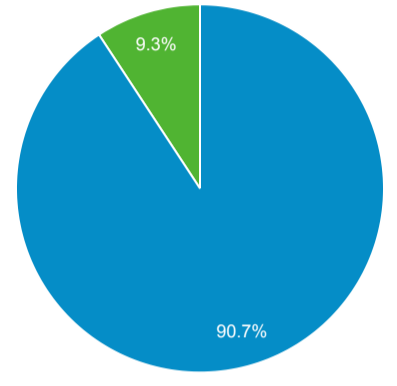
All Users
100.00% Users

Overview



Users 739	New Users 716	Sessions 854	Number of Sessions per User 1.16
Pageviews 1,499	Pages / Session 1.76	Avg. Session Duration 00:01:31	Bounce Rate 72.83%

■ New Visitor ■ Returning Visitor



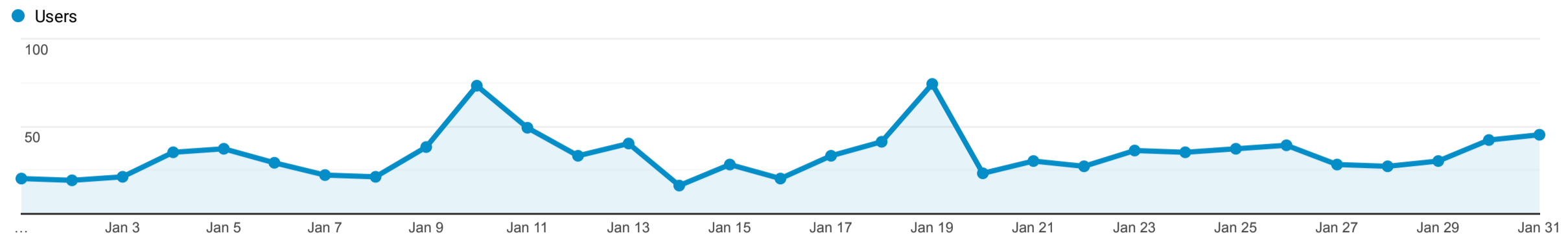
Language	Users	% Users
1. en-us	699	94.46%
2. zh-cn	11	1.49%
3. en-gb	9	1.22%
4. en	4	0.54%
5. c	3	0.41%
6. fr-fr	3	0.41%
7. de	2	0.27%
8. da	1	0.14%
9. de-de	1	0.14%
10. en-ca	1	0.14%

Audience Overview

Jan 1, 2023 - Jan 31, 2023

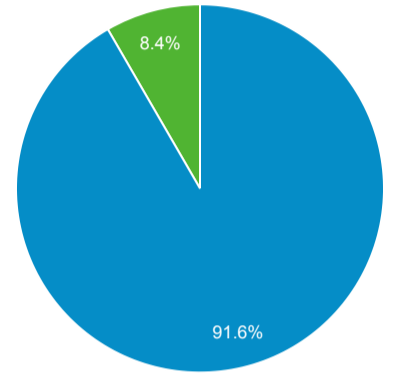
All Users
100.00% Users

Overview



Users 966	New Users 943	Sessions 1,125	Number of Sessions per User 1.16
Pageviews 1,994	Pages / Session 1.77	Avg. Session Duration 00:01:42	Bounce Rate 72.71%

■ New Visitor ■ Returning Visitor



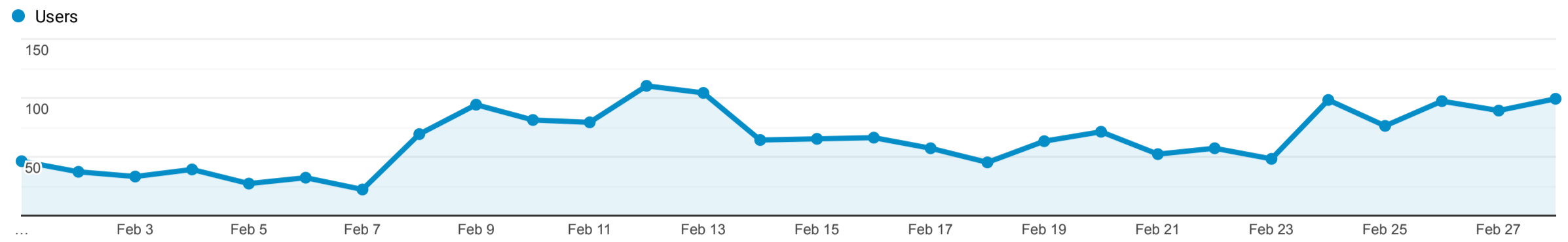
Language	Users	% Users
1. en-us	910	94.20%
2. zh-cn	15	1.55%
3. en-gb	10	1.04%
4. en	6	0.62%
5. en-au	5	0.52%
6. de-de	3	0.31%
7. de	2	0.21%
8. en-ca	2	0.21%
9. es-us	2	0.21%
10. fr-fr	2	0.21%

Audience Overview

Feb 1, 2023 - Feb 28, 2023

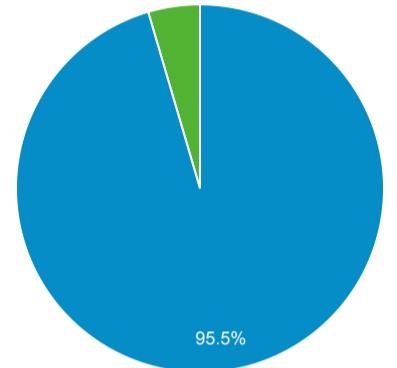
All Users
100.00% Users

Overview



Users 1,771	New Users 1,742	Sessions 1,876	Number of Sessions per User 1.06
Pageviews 2,550	Pages / Session 1.36	Avg. Session Duration 00:00:39	Bounce Rate 83.16%

■ New Visitor ■ Returning Visitor



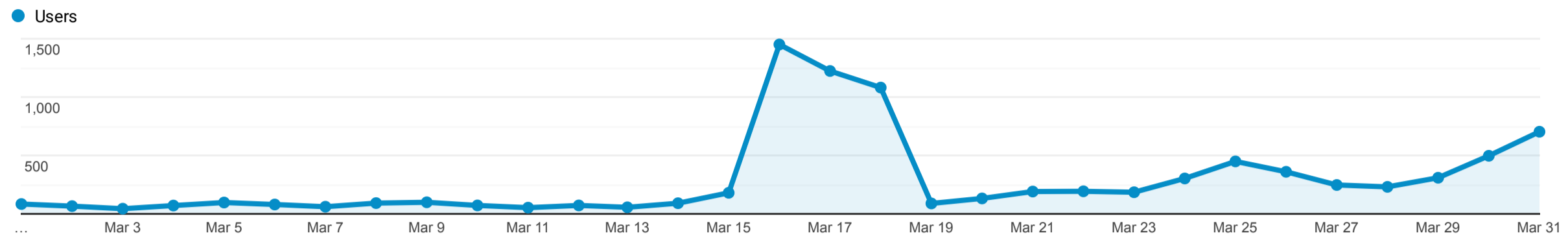
Language	Users	% Users
1. en-us	1,710	96.56%
2. zh-cn	32	1.81%
3. en-gb	10	0.56%
4. en-au	4	0.23%
5. c	2	0.11%
6. de-de	2	0.11%
7. es-es	2	0.11%
8. fr-fr	2	0.11%
9. de	1	0.06%
10. en	1	0.06%

Audience Overview

Mar 1, 2023 - Mar 31, 2023

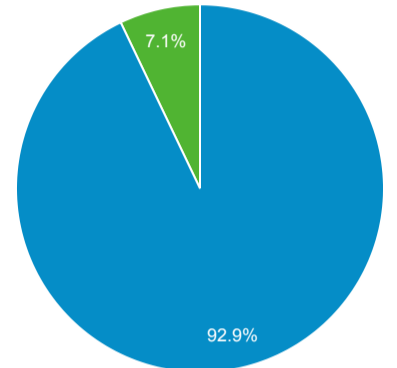
All Users
100.00% Users

Overview



Users 8,342	New Users 8,346	Sessions 9,335	Number of Sessions per User 1.12
Pageviews 11,482	Pages / Session 1.23	Avg. Session Duration 00:00:28	Bounce Rate 87.57%

■ New Visitor ■ Returning Visitor



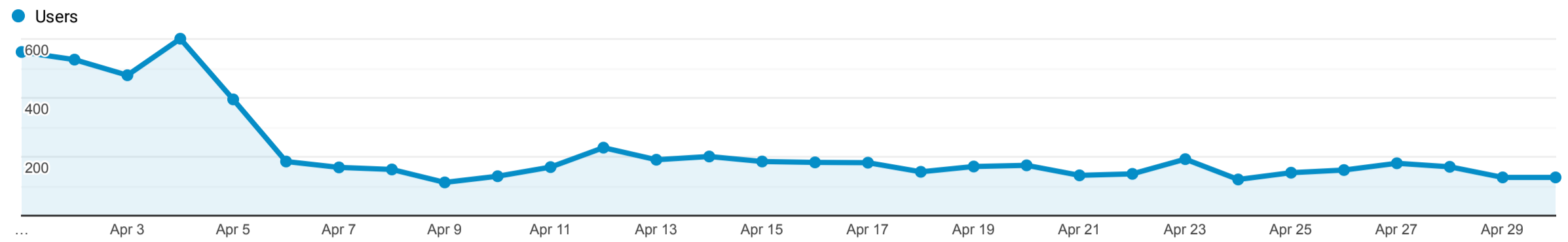
Language	Users	% Users
1. en-us	7,988	96.10%
2. es-us	115	1.38%
3. en-gb	35	0.42%
4. en-au	26	0.31%
5. zh-cn	26	0.31%
6. en	18	0.22%
7. es-419	16	0.19%
8. es-mx	16	0.19%
9. en-ca	12	0.14%
10. ru-ru	10	0.12%

Audience Overview

Apr 1, 2023 - Apr 30, 2023

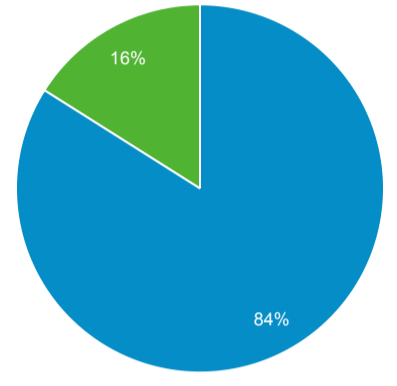
All Users
100.00% Users

Overview



Users 5,756	New Users 5,511	Sessions 7,417	Number of Sessions per User 1.29
Pageviews 9,635	Pages / Session 1.30	Avg. Session Duration 00:00:41	Bounce Rate 83.62%

■ New Visitor ■ Returning Visitor



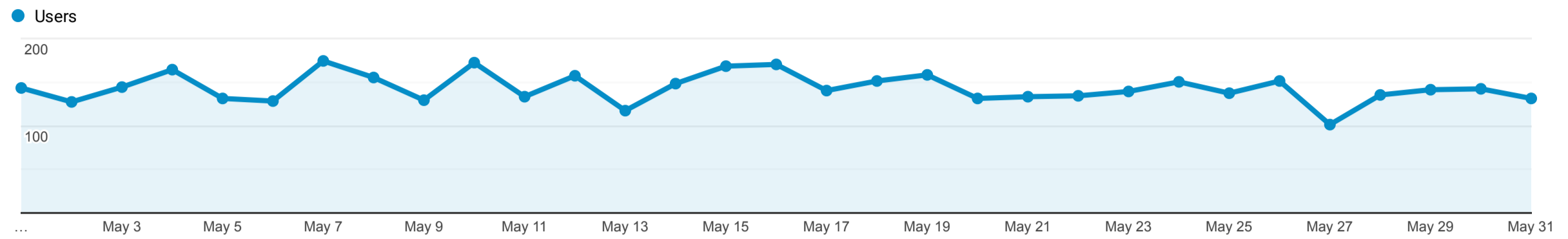
Language	Users	% Users
1. en-us	5,427	94.22%
2. es-us	154	2.67%
3. en-gb	37	0.64%
4. es-419	26	0.45%
5. zh-cn	17	0.30%
6. es-mx	14	0.24%
7. en-ca	13	0.23%
8. en-au	12	0.21%
9. es-es	12	0.21%
10. en	10	0.17%

Audience Overview

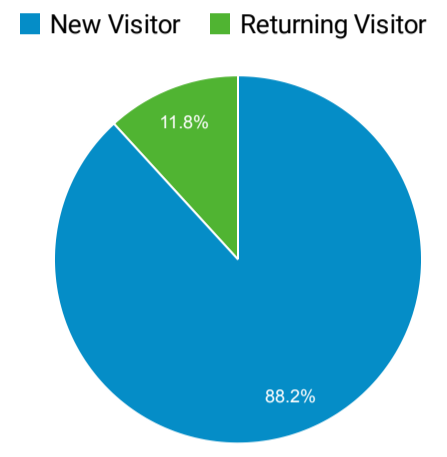
May 1, 2023 - May 31, 2023

All Users
100.00% Users

Overview



Users 4,067	New Users 3,966	Sessions 4,832	Number of Sessions per User 1.19
Pageviews 7,058	Pages / Session 1.46	Avg. Session Duration 00:00:59	Bounce Rate 78.25%



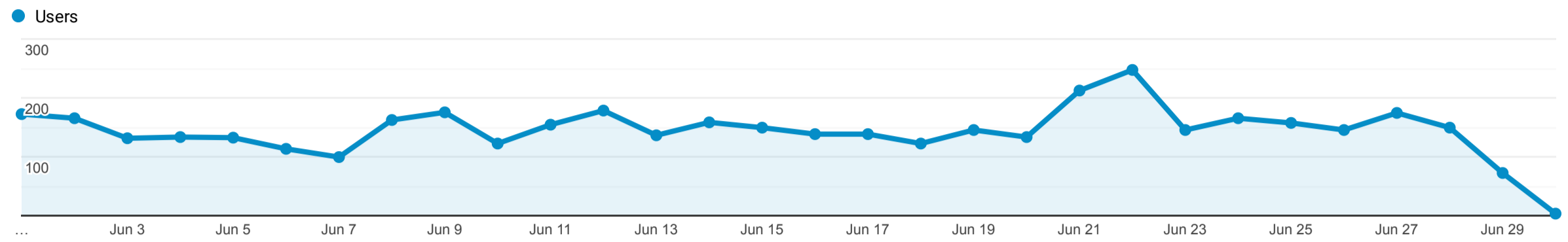
Language	Users	% Users
1. en-us	3,840	94.40%
2. es-us	71	1.75%
3. en-gb	27	0.66%
4. zh-cn	21	0.52%
5. es-es	19	0.47%
6. en	13	0.32%
7. en-au	11	0.27%
8. es-mx	11	0.27%
9. en-ca	9	0.22%
10. es-419	5	0.12%

Audience Overview

Jun 1, 2023 - Jun 30, 2023

All Users
100.00% Users

Overview



Users 4,018	New Users 3,921	Sessions 4,661	Number of Sessions per User 1.16
Pageviews 7,339	Pages / Session 1.57	Avg. Session Duration 00:01:02	Bounce Rate 75.86%



Language	Users	% Users
1. en-us	3,885	96.69%
2. es-us	31	0.77%
3. en-gb	21	0.52%
4. zh-cn	16	0.40%
5. en	13	0.32%
6. en-au	11	0.27%
7. es-mx	6	0.15%
8. en-ca	5	0.12%
9. de-de	3	0.07%
10. nl-nl	3	0.07%

Dawes County Lodging Tax Improvement Fund Receipts

Deposited	Actual	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
July	May	8,489.70	2,807.52	11,909.99	9,215.52	
August	June	13,518.96	5,920.79	15,165.44	16,200.77	
September	July	15,712.75	14,219.01	20,248.70	16,760.61	
October	August	16,273.21	10,089.19	16,073.98	14,828.15	
November	Sept	9,398.11	11,796.90	11,622.44	12,609.99	
December	October	5,912.63	8,309.60	9,764.55	8,783.78	
January	November	6,035.85	6,414.92	10,221.57	6,391.67	
February	December	5,915.95	4,738.26	7,108.30	7,594.95	
March	January	4,805.45	5,260.89	7,208.29	7,319.41	
April	February	5,585.69	5,783.31	6,706.60	6,113.78	
May	March	2,213.18	8,271.67	7,687.05	5,138.18	
June	April	996.99	10,426.52	7,631.21	10,156.99	
	Income	94,858.47	94,038.58	131,348.12	121,113.80	0.00
<hr/>						
<i>FY 2020-21</i>						
<i>Balance 07-31</i>	\$ 98,050.69					
<i>Balance 08-31</i>	\$ 81,184.43					
<i>Balance 09-30</i>	\$ 94,913.44					
Balance 10-31	\$ 86,437.53					
<i>Balance 11-30</i>	\$ 95,234.43					
<i>Balance 12-31</i>	\$ 88,544.03					
<i>Balance 01-31</i>	\$ 84,456.95					
<i>Balance 02-28</i>	\$ 89,195.21					
<i>Balance 03-31</i>	\$ 94,456.10					
<i>Balance 04-30</i>	\$ 99,989.41	+\$5250 grant 04 2021		+\$25,000 grant 06 2020		
<i>Balance 05-31</i>	\$ 105,703.44					
<i>Balance 06-30</i>	\$ 89,129.96					

2021-22 balances

balance 07-31	\$ 75,822.10
balance 08-31	\$ 77,407.04
balance 09-30	\$ 96,008.69
balance 10-31	\$ 105,082.67
balance 11-30	\$ 108,948.41
balance 12-31	\$ 112,810.52
balance 01-31	\$ 109,532.09
balance 02-28	\$ 111,664.39
balance 03-31	\$ 117,813.86
balance 04-30	\$ 119,020.46
balance 05-31	148,797.51*
balance 06-30	164,983.82**

*+\$30000 Playhouse reimburse

**+12,000 state grant

FY 2022-23

balance 07-31	\$162,852.76
balance 08-31	\$170,981.69
balance 09-30	*\$170,603.27
balance 10-31	\$179,931.42
balance 11-30	\$192,541.41
balance 12-31	\$197,811.19
balance 01-31	\$204,202.86
balance 02-28	\$195,579.81
balance 03-31	\$201,243.22
balance 04-30	# \$205,871.70
balance 05-31	\$206,131.89
balance 06-30	\$183,612.69

2020-2025

Dawes County Lodging Tax Promotion Fund Receipts

Deposited	Actual	2020-2021	2021-2022	2022-2023	2018-2019	2019-2020	
							2022-2023
July	May	2,807.52	11,909.98	9,215.51	8,401.09	8,489.70	balance 07-31 \$ 77,328.77
August	June	5,920.79	15,165.44	16,200.77	12,444.96	13,518.96	balance 08-31 \$ 71,951.11
September	July	14,219.01	20,248.71	16,760.61	12,468.33	15,712.75	balance 09-30 *\$ 85,026.09
October	August	10,089.19	16,073.99	14,828.15	9,469.19	16,273.21	balance 10-31 **\$89,750.48
November	Sept	11,796.90	11,622.43	12,609.99	12,702.47	9,398.11	balance 11-30 # \$89,544.33
December	October	8,309.59	9,764.56	8,783.78	4,216.83	5,912.63	balance 12-31 ^ \$89,527.20
January	November	6,414.93	10,221.57	6,391.68	8,353.97	6,035.85	balance 01-31 ^^ \$91,950.24
February	December	4,738.26	7,108.31	7,594.94	4,159.27	5,915.95	balance 02-28 > \$88,645.87
March	January	5,260.90	7,208.30	7,319.40	5,770.29	4,805.44	balance 03-31 \$81,295.44
April	February	5,783.30	6,706.60	6,113.78	4,369.60	5,585.69	balance 04-30 \$71,315.75
May	March	8,271.68	7,687.06	5,138.17	4,292.74	2,213.19	balance 05-31 \$71,575.93
June	April	10,426.52	7,631.22	10,156.99	6,679.47	996.98	balance 06-30 \$74,411.42
	Income	94,038.59	131,348.17	121,113.77	93,328.21	94,858.46	
2021-22							
Balance 07-31	\$ 50,102.68						
Balance 08-31	\$ 57,708.61						
Balance 09-30	\$ 68,230.33	ads +\$1045	Sioux+ \$2056.45				2022-23 ad revenue
Balance 10-31	\$ 81,836.91	ads+\$3690		(+Sioux Co 08 20 \$1950.55)		*+09 22 Sioux Co \$2,334.44 &	\$740.00
Balance 11-30	\$ 76,498.97	ads+\$295				**+\$192 WNTC reimburse &	\$2,750.00
Balance 12-31	\$ 84,105.40	ads+\$2782.50				+ #ads	\$2,555.00
Balance 01-31	\$ 82,520.89	ad+\$990				^ +WNTC reimburse &	\$12.00
Balance 02-28	\$ 74,621.36	ad+\$295; WNTC+\$250			RCJ \$7.36	Ads	\$1,605.00
Balance 03-31	\$ 77,087.64	ad+\$100				>+Ads	\$1,105.00
Balance 04-30	\$ 70,937.69						
Balance 05-31	\$ 71,954.03						
Balance-06-30	\$ 72,452.61						
							+ \$742.50 Rural grant 04 21

Dawes County Visitors Improvement Fund Expenditures						
July 2022-June 2023						
995 - County Visitors Fund	Budget	Year-to-date Expenditures			Budget	Percent
Budgeted Categories	(submitted)	Approved	Submitted	Paid	Remaining	Remaining
					0.00	
2-0100 Postal Service					0.00	#DIV/0!
2-1012 Printing and Publishing		0.00	0.00	0.00		
2-1700 Travel Expenses					0.00	#DIV/0!
2-1751 Dues, Subscriptions,Registration					0.00	#DIV/0!
2-2545-Misc Labor	3,000.00		0.00	0.00		
2-6000 Visitor's promotion	89,221.36	60,734.24	60,734.24	60,734.24	28,487.12	31.93%
<i>Hour Media AAA Living June-Aug 2022</i>		3,514.00	3,514.00	3,514.00		
<i>Nebraska Life July-Aug 2022</i>		1,440.00	1,440.00	1,440.00		
<i>Nebraska Life Mar April 2023</i>		1,656.00	1,656.00	1,656.00		
<i>Home slice digital ads May 2022</i>		2,024.94	2,024.94	2,024.94		
<i>Homeslice/G+ P Big Game guide 2022</i>		617.94	617.94	617.94		
<i>USA today 2 ads 1/4 page 2022</i>		3,000.00	3,000.00	3,000.00		
<i>Homeslice digital ads June 2022</i>		5,071.84	5,071.84	5,071.84		
<i>AAA magazine Nov Dec 2022 1/2 pg</i>		3,514.00	3,514.00	3,514.00		
<i>Homeslice G+P fish turkey guides 2023</i>		1,235.00	1,235.00	1,235.00		
<i>Homeslice digital/print July Aug 2022</i>		18,065.84	18,065.84	18,065.84		
<i>State Tourism travel guide social media ads</i>		7,000.00	7,000.00	7,000.00		
<i>Homeslice digital ads March 2023</i>		4,877.99	4,877.99	4,877.99		
<i>Omaha Mag Destination W Neb ad 2023</i>		3,718.00	3,718.00	3,718.00		
<i>Homeslice digital ads Apr 2023 (less credit)</i>		4,998.69	4,998.69	4,998.69		

	(submitted)	Approved	Submitted	Paid	Remaining	Remaining
<i>Homeslice G+P ads</i>						
2-6040 Chadron Chamber	15,000.00	15,000.00	15,000.00	15,000.00	0.00	0.00%
First quarter (July-Sept)	3,750.00	3,750.00	3,750.00	3,750.00		
Second quarter (Oct.-Dec)	3,750.00	3,750.00	3,750.00	3,750.00		
Third quarter (Jan-March)	3,750.00	3,750.00	3,750.00	3,750.00		
Fourth quarter (April-June)	3,750.00	3,750.00	3,750.00	3,750.00		
2-6041 Crawford Chamber	7,000.00	7,000.00	7,000.00	7,000.00	0.00	0.00%
First quarter (July-Sept)	1,750.00	1,750.00	1,750.00	1,750.00		
Second quarter (Oct.-Dec)	1,750.00	1,750.00	1,750.00	1,750.00		
Third quarter (Jan-March)	1,750.00	1,750.00	1,750.00	1,750.00		
Fourth quarter (April-June)	1,750.00	1,750.00	1,750.00	1,750.00		
2-6060 Promotional Supplies-Distribution					0.00	#DIV/0!
2-6070 Special Projects	161,398.46	74,355.00	30,355.00	30,355.00	87,043.46	53.93%
<i>Barn Quilt down payment-grant reimbursed)</i>		2,677.50	2,677.50	2,677.50		
<i>Chadron Downtown Plaza</i>						
<i>Chadron Cowboy Trail Connection phase 1</i>		44,000.00				
Post Playhouse seating 2023		25,000.00	25,000.00	25,000.00		
<i>Barn Quilt final payment</i>		2,677.50	2,677.50	2,677.50		
	30,000.00					
	70,000.00					
<i>App development+subscription</i>						
2-9900 Miscellaneous		0.00	0.00	0.00	0.00	#DIV/0!
3-0101 Office Supplies		0.00	0.00	0.00	0.00	#DIV/0!
3-0301 Signs, Lamar						
7-0201 interfund transfer to promotion						
995 Total	275,619.82	157,089.24	113,089.24	113,089.24	162,530.58	
Necessary Cash Reserve						
Total Requirements						

Dawes County Visitors Promotion Fund Expenditures						
July 2022-June 2023						
990 - County Visitors Fund						
Budgeted Categories	Budget	Year-to-date Expenditures			Budget	Percent
	(Submitted)	Approved	Submitted	Paid	Remaining	Remaining
1-0336 Tourism Director	\$42,000.00	\$43,402.17	\$43,402.17	\$43,402.17	\$(1,402.17)	-3.34%
July		\$3,267.06	\$3,267.06	\$3,267.06		
Aug		\$3,362.75	\$3,362.75	\$3,362.75		
Sept.		\$3,793.63	\$3,793.63	\$3,793.63		
Oct		\$3,169.60	\$3,169.60	\$3,169.60		
Nov.		\$3,565.81	\$3,565.81	\$3,565.81		
Dec.		\$5,185.27	\$5,185.27	\$5,185.27		
Jan.		\$3,199.32	\$3,199.32	\$3,199.32		
Feb		\$3,937.24	\$3,937.24	\$3,937.24		
March		\$3,273.61	\$3,273.61	\$3,273.61		
April		\$3,456.84	\$3,456.84	\$3,456.84		
May		\$3,367.70	\$3,367.70	\$3,367.70		
June		\$3,823.34	\$3,823.34	\$3,823.34		
1-0400 Tourism intern summer 2021	\$3,000.00	\$-	\$-	\$-		
2-0100 Postal Service	1,000.00	1,135.50	1,135.50	1,135.50	-135.50	-13.55%
Post office box annual	100.00					
Postage June 2022		22.91	22.91	22.91		
Postage July		262.43	262.43	262.43		
Postage Aug		126.50	126.50	126.50		
Postage Sept		12.10	12.10	12.10		
Postage Oct		111.82	111.82	111.82		
Postage Nov		2.40	2.40	2.40		
Postage Dec		123.62	123.62	123.62		
Postage Jan		87.80	87.80	87.80		
Postage Feb		5.88	5.88	5.88		
Postage Mar		226.13	226.13	226.13		
Postage May		153.91	153.91	153.91		
2-1012 Printing and Publishing	5,000.00	5,052.51	5,052.51	5,052.51	-52.51	

2022-23

	(Submitted)	Approved	Submitted	Paid	Remaining	Remaining
Rack cards+Trifold brochures	1,000.00					
Northwest Nebraska tearoff map reprint	1,100.00	1,207.85	1,207.85	1,207.85		
Print Vacation package brochure						
Trail Guide reprint 3000 pc		3,844.66	3,844.66	3,844.66		
2-1700 Travel Expenses	7,500.00	7,189.23	7,189.23	7,189.23	310.77	4.14%
<i>Travel show volunteers Ruff, Ledbetter</i>		4,082.80	4,082.80	4,082.80		
<i>Neb tourism conf hotel</i>						
<i>Omaha Show hotel, gas</i>	1,500.00	531.47	531.47	531.47		
<i>State Tourism Conf 2022 gas room</i>	1,000.00	377.04	377.04	377.04		
<i>Denver Stock show meals+WNTC meet</i>	600.00	273.47	273.47	273.47		
<i>Omaha showmisc parking</i>	700.00	32.00	32.00	32.00		
<i>Omaha Show expenses</i>	1,000.00					
<i>Mileage June 2022</i>		193.88	193.88	193.88		
<i>LaCrosse show expenses</i>	500.00	902.42	902.42	902.42		
<i>NETA Retreat, mag distribution July Aug 2022</i>		247.44	247.44	247.44		
<i>Gas June 2022</i>		45.63	45.63	45.63		
<i>Gas Kimball screen pick up</i>		48.39	48.39	48.39		
<i>Brochure swap 2023 hotel</i>		119.95	119.95	119.95		
<i>Omaha show expenses partial</i>		130.79	130.79	130.79		
<i>Mileage</i>						
<i>Brochure swap 2023 expenses</i>		203.95	203.95	203.95		
<i>NETA mtg expenses</i>						
2-2545 Misc Labor	3,000.00					
2-1751 Dues, Subscriptions,Registration	8,000.00	8,816.32	8,816.32	8,816.32	-816.32	-10.20%
<i>La Crosse show space rent</i>		680.00	680.00	680.00		
<i>Western NE Tourism Coalition</i>	3,200.00	3,955.72	3,955.72	3,955.72		
<i>Omaha Travel Show space rent</i>	750.00	750.00	750.00	750.00		
<i>NE Travel Association membership</i>	500.00	500.00	500.00	500.00		
<i>Chadron Rotary Director membership</i>	500.00					
<i>Neb Tourism Conf registration</i>		225.00	225.00	225.00		
<i>Brochure swap registration</i>		125.00	125.00	125.00		
<i>Quiver app services annual</i>		2,500.00	2,500.00	2,500.00		
<i>McAfee sftware Amazon screen ap</i>		80.60	80.60	80.60		
2-6000 Visitor's promotion - Grants	28,740.65	48,147.86	22,583.89	22,583.89	-19,407.21	-67.53%
Crawford Chamber July 4 2023 events		2,500.00				
<i>Fur Trade Days 2022</i>		4,000.00	3,945.92	3,945.92		

2022-23

	(Submitted)	Approved	Submitted	Paid	Remaining	Remaining
Fur Trade Days 2023		4,500.00				
<i>Old West Trails Rodeo 2022</i>	3,500.00	4,000.00	4,000.00	4,000.00		
<i>Colter Run 2022</i>						
<i>Peabody Fiddle Contest 2022</i>	500.00	675.00	675.00	675.00		
<i>Ride the Ridge</i>	1,440.00					
<i>Crawford Chamber July 4 2022 events</i>	1,500.00	2,150.00	1,795.63	1,795.63		
Old West Trail Rodeo 2023		4,000.00				
<i>Senior Pro Rodeo 2022</i>	1,000.00	1,000.00	437.13	437.13		
<i>Crawford Cattle Call 2022</i>	2,000.00					
White River Wacipi powwow 2023		900.00				
<i>NW Nebraska Farmers Market</i>	1,000.00					
<i>NW Nebraska Volksmarch 2022</i>		650.00	150.00	150.00		
<i>Dawes Co Ag Soc. Fair</i>	2,000.00					
<i>Pine Ridge Turkey Hunt 2022</i>	500.00	500.00	357.80	357.80		
<i>Chadron Library Film Festival 2022</i>	1,000.00	1,000.00	910.30	910.30		
<i>Pine Ridge Trail Race Series</i>	1,500.00					
Gray Eagle challenge 2022		960.00				
<i>Chadron Chamber tear off maps</i>		710.36	710.36	710.36		
<i>Chadron Festival of Quilts 2023</i>	1,100.00	1,087.50	781.88	781.88		
<i>Bands on Bordeaux 2022</i>		1,350.00	1,161.70	1,161.70		
<i>Chadron Hoop Shoot 2022</i>	1,200.00					
Camp Norwesca radio ads 2022-23		2,500.00				
Chadron Chamber Tear off maps		873.00				
<i>Harvest Moon Festival Oct. 2022</i>		2,500.00	2,500.00	2,500.00		
Volksmarch 2023		806.00				
<i>White River Wacipi 2022</i>		1,600.00	1,600.00	1,600.00		
Classics Car Show 2023	1,500.00	2,343.00				
<i>Western Wildlife Art Show 2022</i>		2,000.00	1,215.17	1,215.17		
Western Wildlife Art Show 2023		3,200.00				
<i>Chadron Classics Car Show 2022</i>		2,343.00	2,343.00	2,343.00		
2-6030 Ad-based print expenses	15,740.65	9,361.69	9,361.69	9,361.69		
<i>Travel Guide print final</i>		5,827.69	5,827.69	5,827.69		
<i>Travel Guide 2023 print deposit</i>		3,534.00	3,534.00	3,534.00		
2-6060 Promotional Supplies+Services	5,500.00	3,912.35	3,912.35	3,912.35	1,587.65	28.87%
<i>brochure FTD Scavenger hunt</i>						
<i>Fam tour meals</i>						
<i>Brochure swap 2022 registration</i>	60.00					

2022-23

	(Submitted)	Approved	Submitted	Paid	Remaining	Remaining
<i>Dark sky tour meals 2022</i>		398.57	398.57	398.57		
<i>Pens Nov 2022</i>		1,240.00	1,240.00	1,240.00		
<i>Media+Fam tour lodging</i>	400.00					
<i>Local brochure distribution</i>	200.00					
<i>Fam tour meals</i>	250.00					
	500.00					
<i>Promo items Dec 2022</i>		943.38	943.38	943.38		
<i>ABA Fam tour meals</i>						
<i>Luggage tags</i>		1,330.40	1,330.40	1,330.40		
2-6070 Special Projects-Advertising	23,740.65	6,013.26	6,006.52	6,006.52	17,727.39	74.67%
<i>Down Country Roads 1/2 pg May 2023</i>		435.00	435.00	435.00		
<i>Iowa Outdoors summer 2023</i>		400.00	400.00	400.00		
<i>WNTC Co-op Ad</i>	1,000.00					
<i>Nebraska Life May June 2023 full page</i>		1,656.00	1,656.00	1,656.00		
<i>Post Playhouse ad</i>		300.00	300.00	300.00		
<i>Geofencing Omaha Wisc 2023-Eagle Comm</i>		2,005.00	2,005.00	2,005.00		
<i>ChadRad online ad 1 year (Sioux Co split)</i>	525.00	600.00	600.00	600.00		
<i>Omaha magazine destin WNE ad</i>						
<i>KCSR Spring show 2023 advertising</i>		142.50	142.50	142.50		
<i>Star Herald Discover us ad Summer</i>						
<i>Ag Banquet sponsorship</i>		65.00	65.00	65.00		
<i>Radio interview LaCrosse show 2023</i>		300.00	300.00	300.00		
<i>Crawford Clipper notices June July 2022</i>		8.84	8.84	8.84		
<i>Crawford Clipper public notice Aug 2022</i>		4.42	4.42	4.42		
<i>Crawford clipper pub notice Sept 2022</i>		4.42	4.42	4.42		
<i>Crawford Clipper Pub Notice Oct 2022</i>		4.42	4.42	4.42		
<i>Crawford Clip Pub notice Nov Dec 2022</i>	5.00	8.84	8.84	8.84		
<i>Crawford Clipper Pub Notice Jan 2023</i>		4.42	4.42	4.42		
<i>Crawford Clipper Pub Notice Feb 2023</i>		4.42	4.42	4.42		
<i>Crawford Clipper Pub Notice Mar April 2023</i>		8.84	8.84	8.84		
<i>Chadron Record public notice June 2022</i>	5.00	5.70	5.70	5.70		
<i>Chadron Record notice July 2022</i>	5.00	12.44	12.44	12.44		
<i>Chadron Record Public Notice Aug 2022</i>	5.00	6.74				
<i>Chadron Record Public Notice Sept 2022</i>	5.00	6.74	6.74	6.74		
<i>Chadron Record Public Notice Oct 2022</i>	5.00	7.26	7.26	7.26		
<i>Chadron Record Public notice Nov 2022</i>	5.00	6.74	6.74	6.74		
<i>Chadron Record Public notice Dec 2022</i>		7.36	7.36	7.36		

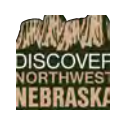
2022-23

	(Submitted)	Approved	Submitted	Paid	Remaining	Remaining
<i>Crawford Clipper notices May June 2-23</i>		8.16	8.16	8.16		
<i>Crawford Clipper Pub Notice</i>						
2-9900 Miscellaneous	4,240.67	1,558.27	1,558.27	1,558.27	2,682.40	63.25%
WNTC meal cater (reimbursed)		192.00	192.00	192.00		
<i>Rural Futures interns</i>						
State park pass 2023		30.00	30.00	30.00		
Director logo shirts		103.17	103.17	103.17		
US Forest Service video permits		1,233.10	1,233.10	1,233.10		
2-9905 Director Benefits Reimbursement	28,100.00	26,727.07	26,727.07	26,727.07	1,372.93	95.11%
July.-Sept 2022	6,000.00	6,887.42	6,887.42	6,887.42		
Oct.-Dec. 2022	6,000.00	6,988.49	6,988.49	6,988.49		
Jan-March 2023	6,000.00	6,886.52	6,886.52	6,886.52		
April-June 2022	6,000.00	5,964.64	5,964.64	5,964.64		
3-0101 Office Supplies	3,000.00	3,427.26	3,427.26	3,427.26	-427.26	-14.24%
<i>toner cartridges</i>		175.99	175.99	175.99		
<i>Paper + printer cartridge April 2023</i>		184.33	184.33	184.33		
<i>Manna Avast antivirus(Sept-1yr sub)</i>	50.00					
<i>Adobe software lease 54.99/month</i>	683.52	655.88	655.88	655.88		
<i>Outlaw print Scavenger hunt books 2022</i>		45.00	45.00	45.00		
<i>Outlaw Print FTD brochures copies</i>		32.25	32.25	32.25		
<i>Outlaw Print Festival of Trees color copies</i>		30.00	30.00	30.00		
<i>Elementor Pro web templates (annual)</i>		59.00	59.00	59.00		
<i>Outlaw Print copies Travel show prize list</i>		10.00	10.00	10.00		
<i>Travel Show supplies wagon, mats, TV case</i>		245.49	245.49	245.49		
<i>Jetpack web security service annual</i>		250.80	250.80	250.80		
<i>Treasure chest, Travel shows misc Jan 2023</i>		31.61	31.61	31.61		
<i>TV, booth lobby materials 2023</i>		432.45	432.45	432.45		
<i>Jetpack web backup service</i>		12.00	12.00	12.00		
<i>Treasure chest supplies WalMart, Bizconnect</i>		97.34	97.34	97.34		
<i>Google developer fee</i>						
<i>Phone service June 2022</i>	100.00	46.18	46.18	46.18		
<i>Phone service July 2022</i>	100.00	45.30	45.30	45.30		
<i>Phone service Aug 2022</i>	100.00	45.26	45.26	45.26		
<i>Phone service Sept 2022</i>	100.00	45.26	45.26	45.26		

2022-23

	(Submitted)	Approved	Submitted	Paid	Remaining	Remaining
<i>Printer cartridge Nov 2022</i>						
<i>Constant Contact newsletter service</i>	378.00	346.50	346.50	346.50		
<i>Phone service Oct 2022</i>	100.00	45.00	45.00	45.00		
<i>Phone service Nov 2022</i>		45.00	45.00	45.00		
<i>Phone service Dec 2022</i>	100.00	45.00	45.00	45.00		
phone service Jan 2023		45.00	45.00	45.00		#DIV/0!
phone service Feb 2023	100.00	45.23	45.23	45.23		
phone service Mar 2023	100.00	45.23	45.23	45.23		
phone service April 2023	100.00	45.01	45.01	45.01		
phone service May 2023	100.00	49.36	49.36	49.36		
phone service	100.00					
Print annual report 2021-22		54.83	54.83	54.83		
Vistaprint business cards						
WalMart misc supplies July 2022		8.50	8.50	8.50		
Festival of Trees extension cords		77.45	77.45	77.45		
Rackspace email service (\$10/month)	120.00	120.00	120.00	120.00		
Credit card Finance charge		1.75	1.75	1.75		
WalMart supplies Festival of Trees		9.26	9.26	9.26		
Web listing solutions Google site manage						
3-0301 Signs						
7-0201 Interfund transfer to Improvement						
990 Total	178,562.62	164,743.49	139,172.78	139,172.78	13,819.13	
Necessary Cash Reserve						
Total Requirements						

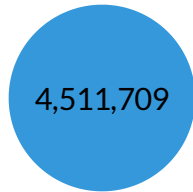




★ Overview



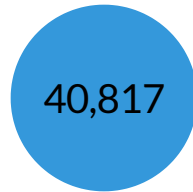
RDS Spend



Impressions



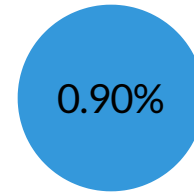
Client CPM



Clicks

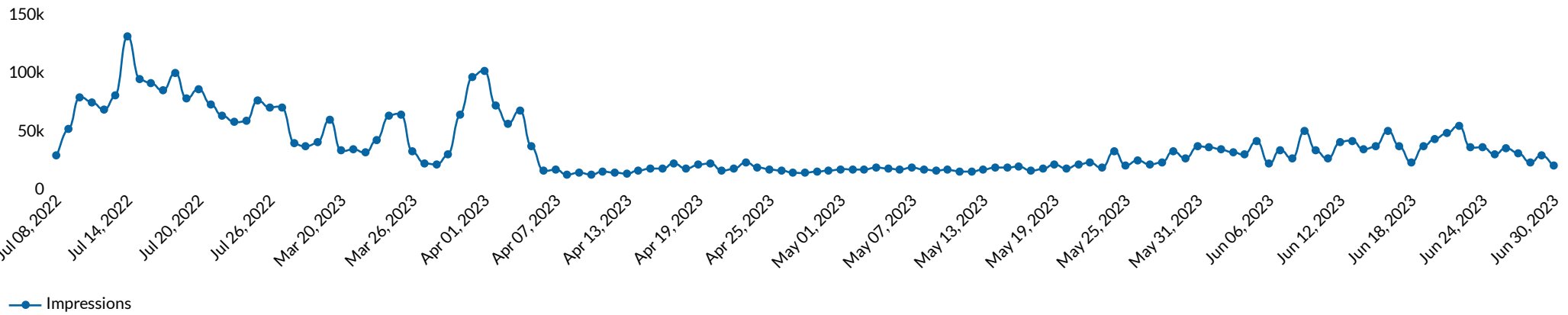


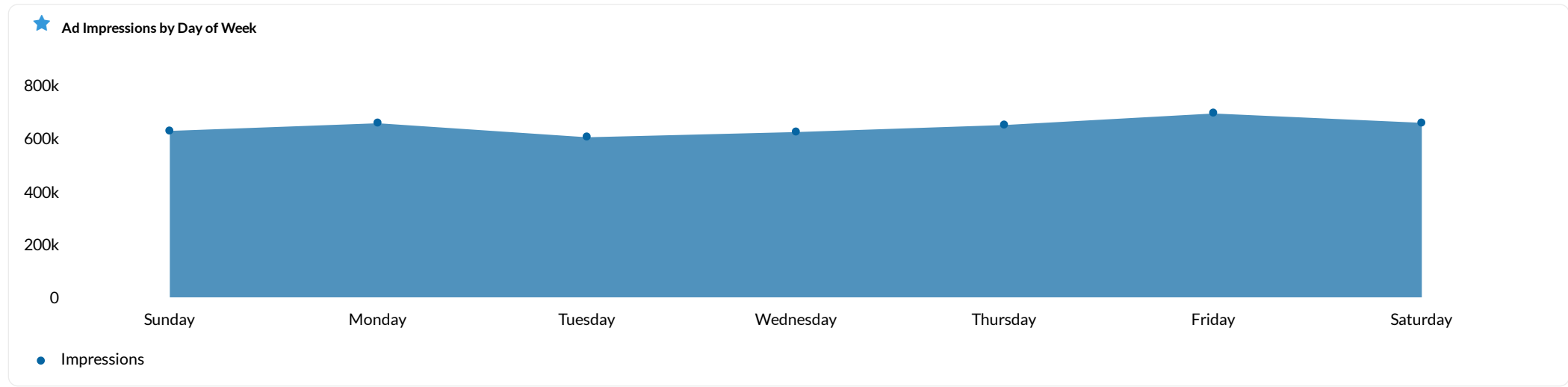
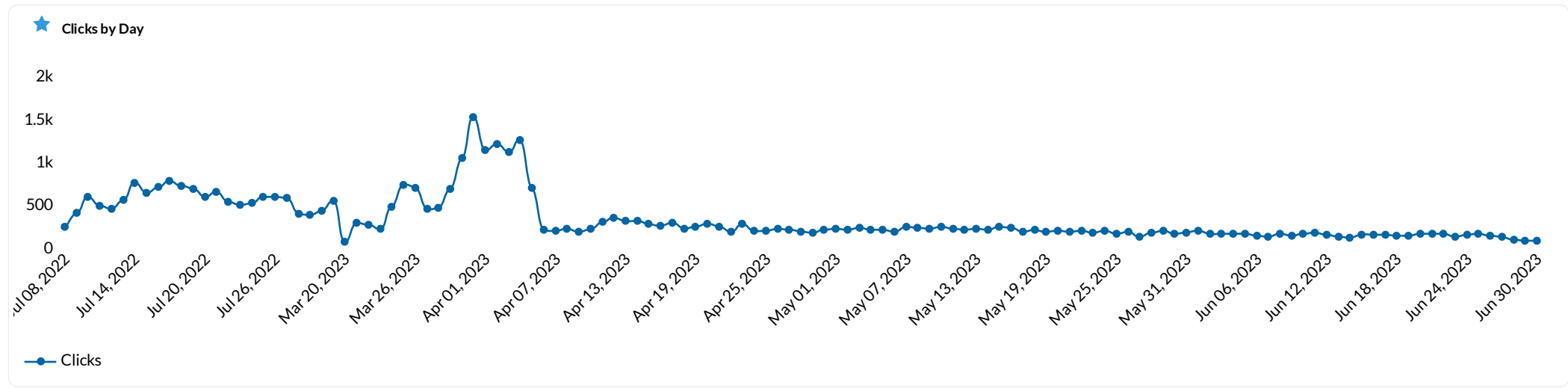
Client CPC

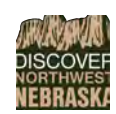



CTR

★ Impressions by Day





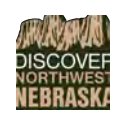


 Conversions from Google Ads

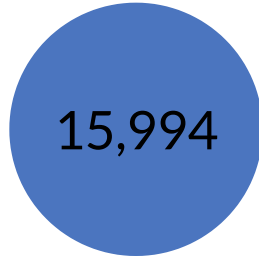
Conversion Action Name	Conversions
Visit Lodging Page	13.00
Download PDF	4.00
Request Travel Guide	1.00

 Facebook/Meta Events & Actions

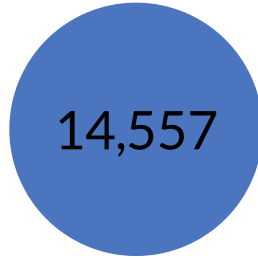
Action Type	Count
Post Engagement	10,811
Post Reaction	1,166
Comment	59
Landing Page View	23
Like	4



Website Analytics - GA4



Sessions



Total users

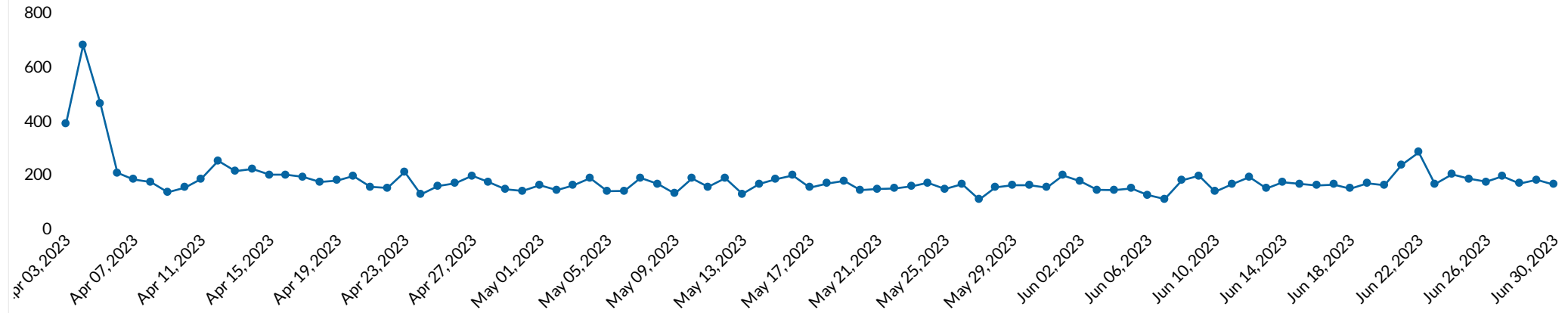


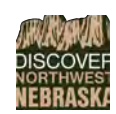
New users



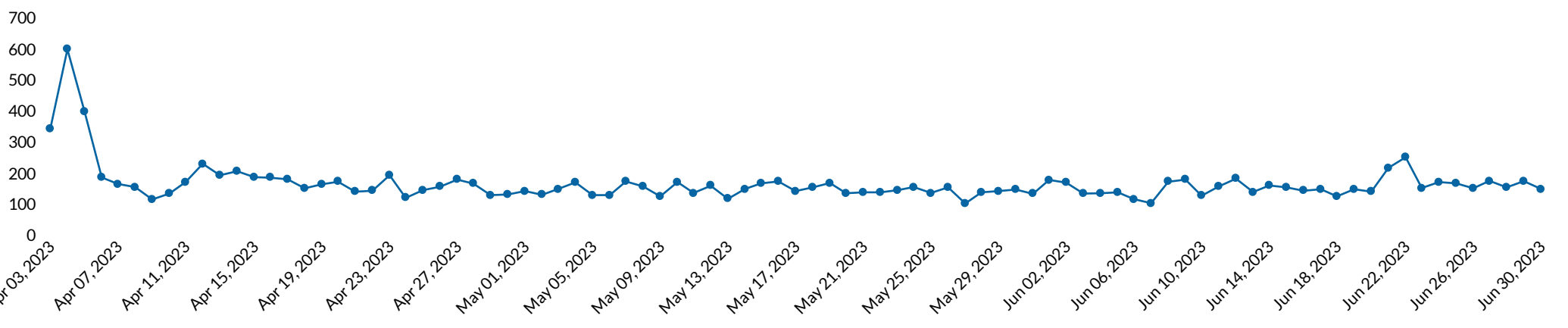
Sessions per user

Sessions By Date

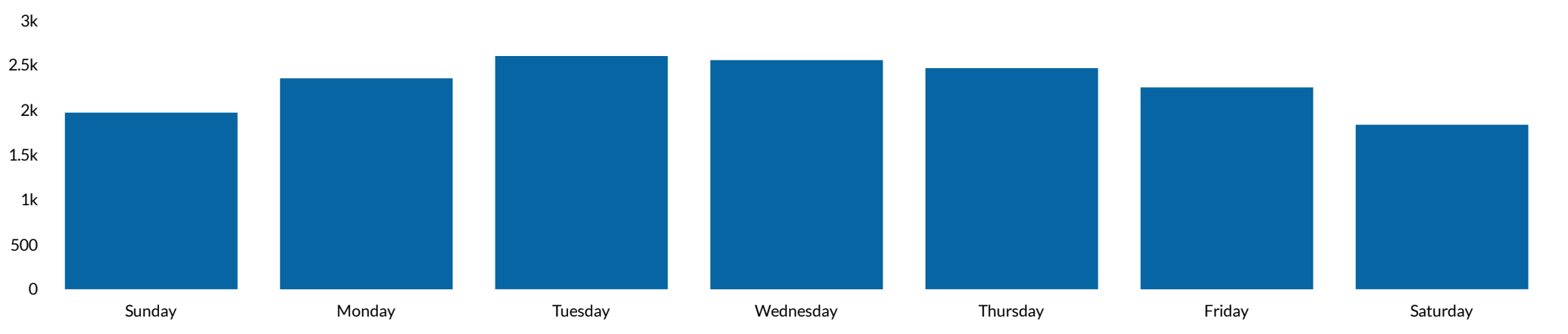




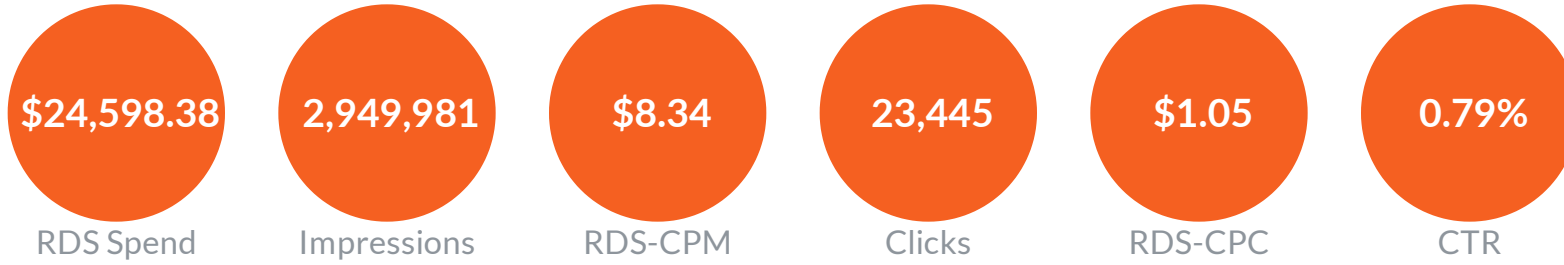
Users By Date



Sessions By Day Of Week



Display Overview



Display Campaigns

Campaign Name	Impressions	RDS-CPM	Clicks	RDS-CPC	CTR	RDS Spend
DMC 1 2023- Display	620,147	\$8.39	6,526	\$0.80	1.05%	\$5,206.02
DMC 2 2023- Display	1,082,161	\$10.18	8,388	\$1.31	0.78%	\$11,019.94
Spring 2022 - Display - App	97,439	\$11.83	989	\$1.17	1.01%	\$1,152.99
Spring 2022 Display - No Better Direction	542,845	\$6.25	3,231	\$1.05	0.60%	\$3,393.29
Spring 2022 Display - No Better Direction - Iowa	607,389	\$6.30	4,311	\$0.89	0.71%	\$3,826.14

Display Ads

Grid contains more rows, but they have been clipped.

Ad Preview

[Image Ad Preview](#)

northwest nebraska - 2022-336x280-px.jpg
discovernwnebraska.com



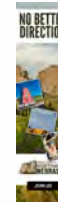
northwest nebraska - 2022-300x600-px.jpg
discovernwnebraska.com



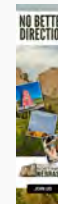
northwest nebraska - 2022-300x600-px.jpg
discovernwnebraska.com



northwest nebraska - 2022-160x600-px.jpg
discovernwnebraska.com



northwest nebraska - 2022-160x600-px.jpg
discovernwnebraska.com



f Ads Social



Client Cost



Impressions



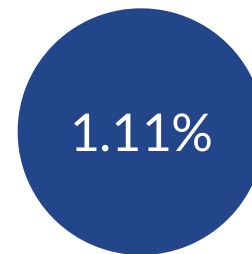
Client CPM



Client CPC



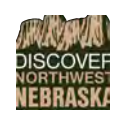
Clicks



CTR



Total Ad Reach



| SOCIAL - PAGE 2 |

 Social Campaigns

Campaign	Impressions	Client CPM	Clicks	Avg. Daily Frequency	Client CPC	Client Cost per Inline Post Engagement	Client Cost
DCM 2 - 2023	804,282	\$12.91	8,602	1.21	\$1.21	\$2.05	\$10,383.56
DCM 1 - 2023	339,407	\$11.58	4,201	1.16	\$0.94	\$1.67	\$3,929.76
Spring 2022 - No Better Direction - Iowa	201,189	\$19.44	2,351	1.10	\$1.66	\$2.25	\$3,911.36
Spring 2022 - No Better Direction	174,206	\$17.70	1,651	1.17	\$1.87	\$2.49	\$3,083.32
Spring 2022 - App	42,644	\$22.59	567	1.29	\$1.70	\$2.38	\$963.40

f Ads Social Ads

Ad



Mobile Preview

apple & Android



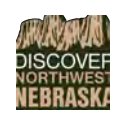
march2023



No Better Direction





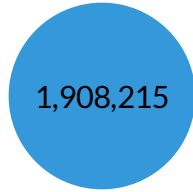


| SUMMARY - PAGE 1 |

★ Overview



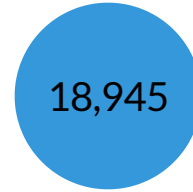
RDS Spend



Impressions



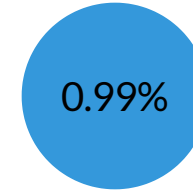
Client CPM



Clicks

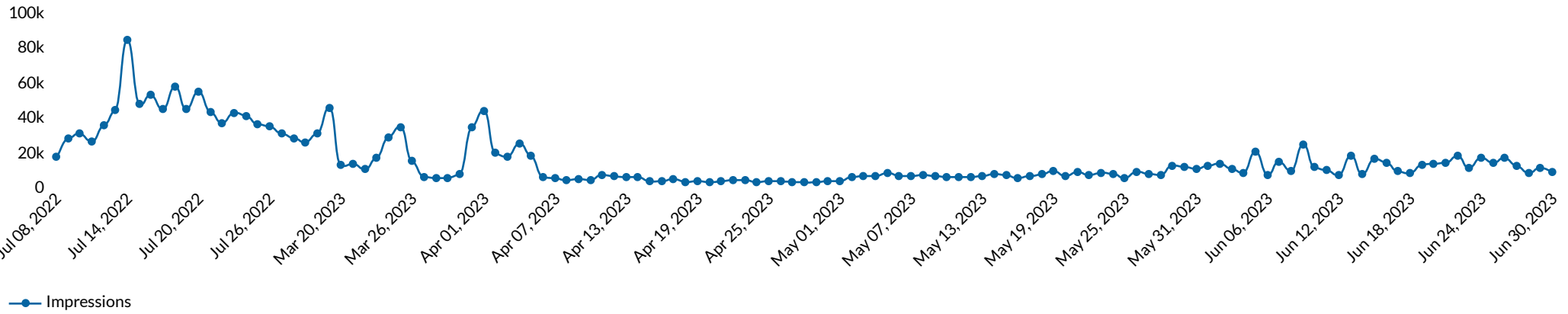


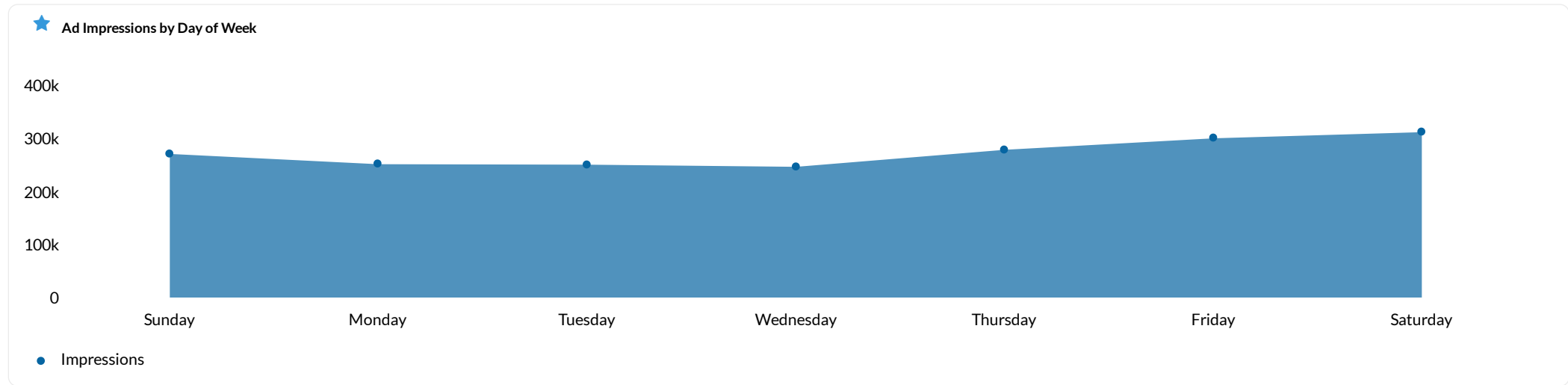
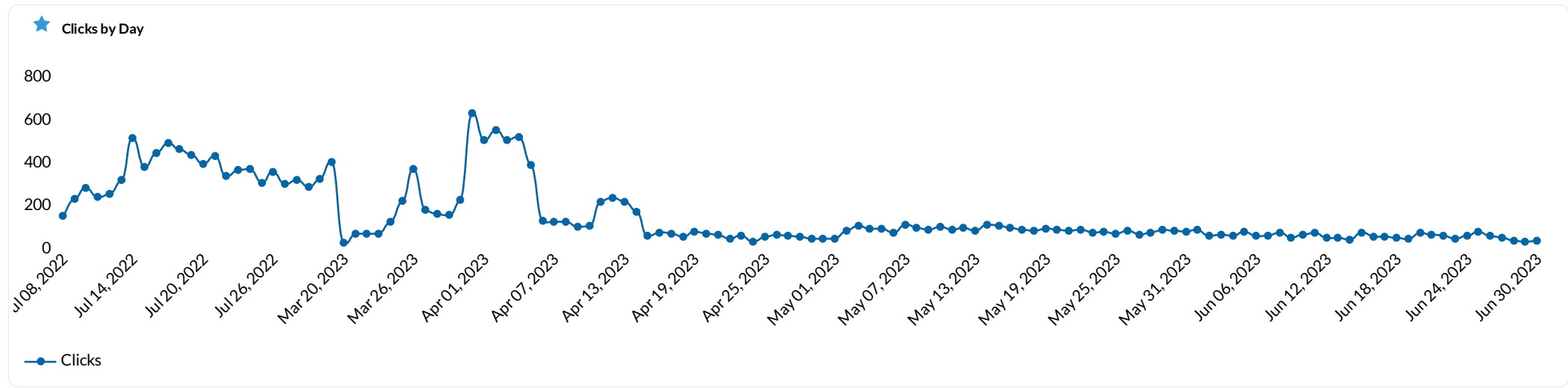
Client CPC




CTR

★ Impressions by Day





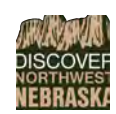


 Conversions from Google Ads

Conversion Action Name	Conversions
Visit Lodging Page	6.00
Download PDF	1.00

 Facebook/Meta Events & Actions

Action Type	Count
Post Engagement	4,500
Post Reaction	484
Landing Page View	23
Comment	16
Like	3



Website Analytics - GA4



Sessions



Total users

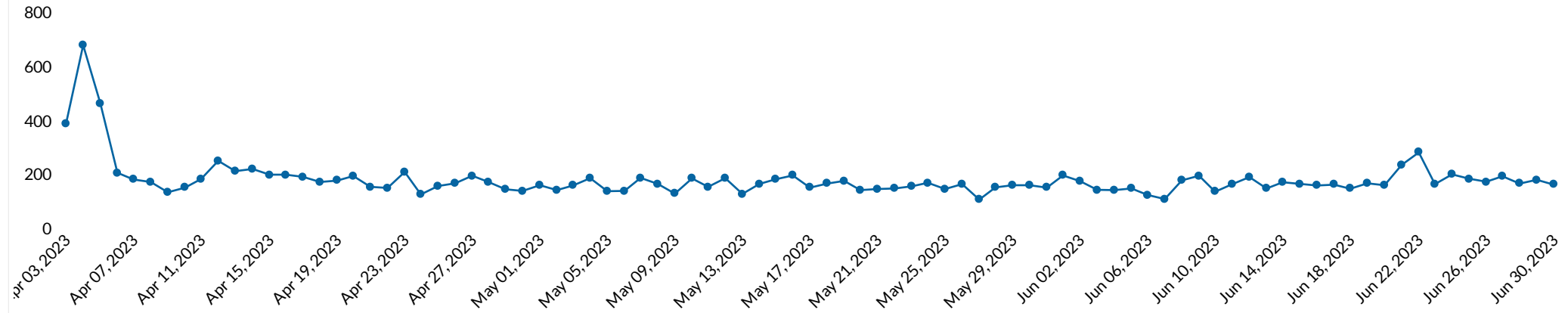


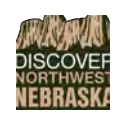
New users



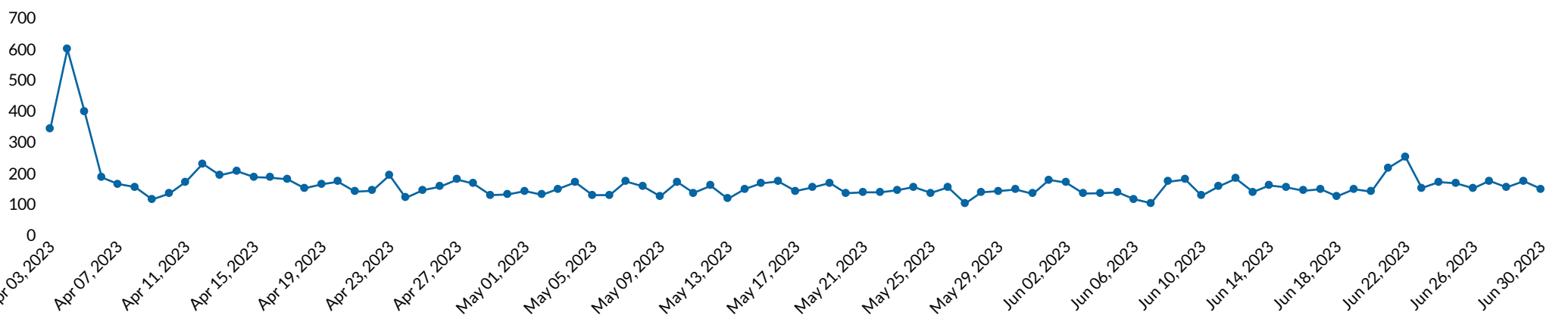
Sessions per user

Sessions By Date

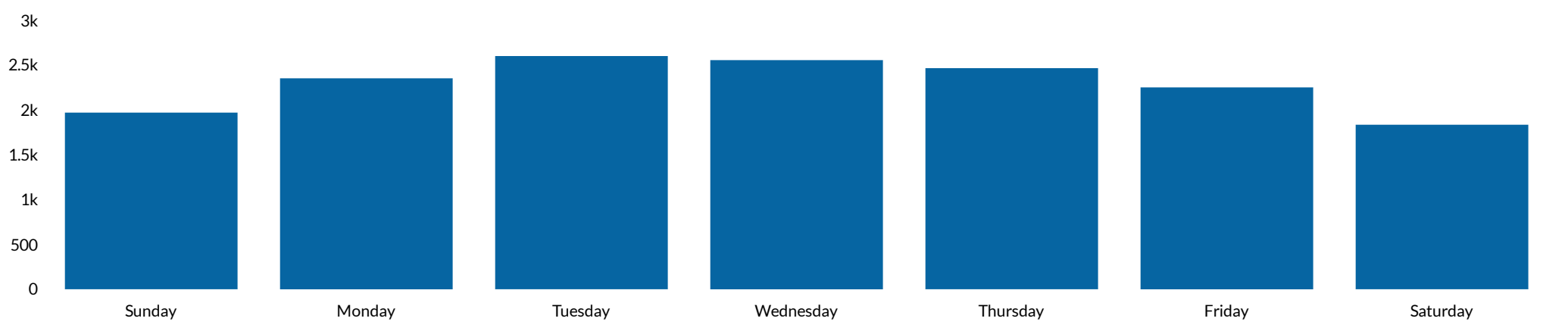




Users By Date

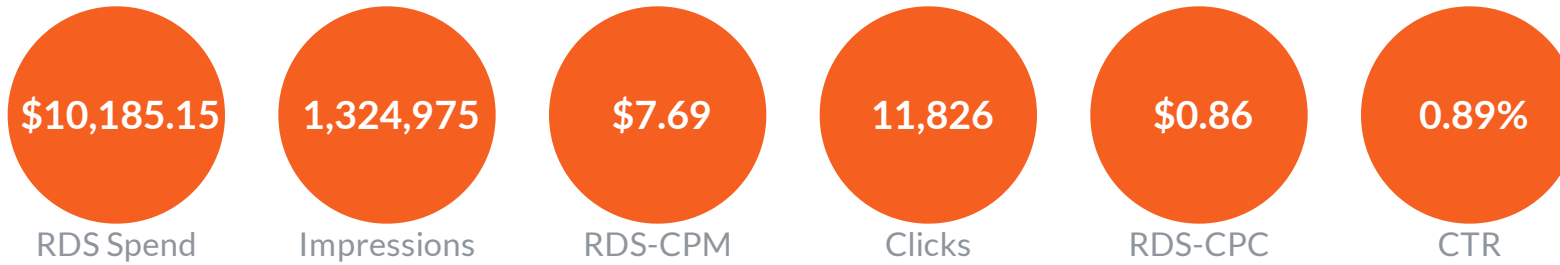


Sessions By Day Of Week





Display Overview



Display Campaigns

Campaign Name	Impressions	RDS-CPM	Clicks	RDS-CPC	CTR	RDS Spend
DMC 1 2023- Display	620,147	\$8.39	6,526	\$0.80	1.05%	\$5,206.02
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Display Ads

Grid contains more rows, but they have been clipped.

Ad Preview

[Image Ad Preview](#)

northwest nebraska - 2022-336x280-px.jpg
discovernwnebraska.com



northwest nebraska - 2022-300x600-px.jpg
discovernwnebraska.com



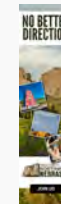
northwest nebraska - 2022-300x600-px.jpg
discovernwnebraska.com



northwest nebraska - 2022-160x600-px.jpg
discovernwnebraska.com



northwest nebraska - 2022-160x600-px.jpg
discovernwnebraska.com



f Ads Social



Client Cost



Impressions



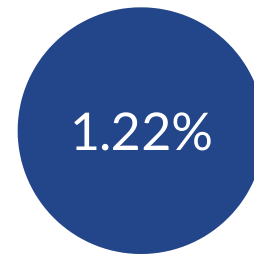
Client CPM



Client CPC



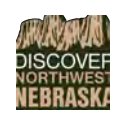
Clicks



CTR



Total Ad Reach



 Social Campaigns

Campaign	Impressions	Client CPM	Clicks	Avg. Daily Frequency	Client CPC	Client Cost per Inline Post Engagement	Client Cost
DCM 1 - 2023	339,407	\$11.58	4,201	1.16	\$0.94	\$1.67	\$3,929.76
Spring 2022 - No Better Direction - Iowa	201,189	\$19.44	2,351	1.10	\$1.66	\$2.25	\$3,911.36
Spring 2022 - App	42,644	\$22.59	567	1.29	\$1.70	\$2.38	\$963.40

f Ads Social Ads

Ad



Mobile Preview

apple & Android



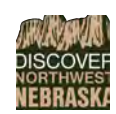
march2023



No Better Direction





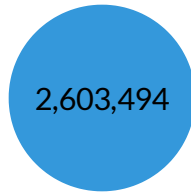


| SUMMARY - PAGE 1 |

★ Overview



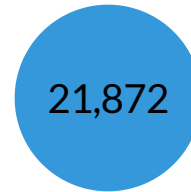
RDS Spend



Impressions



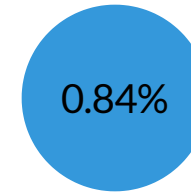
Client CPM



Clicks

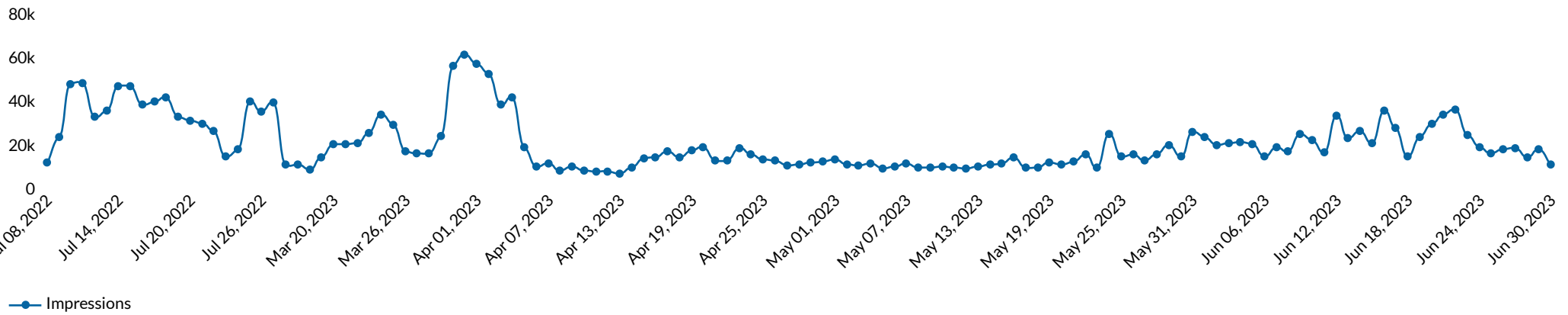


Client CPC



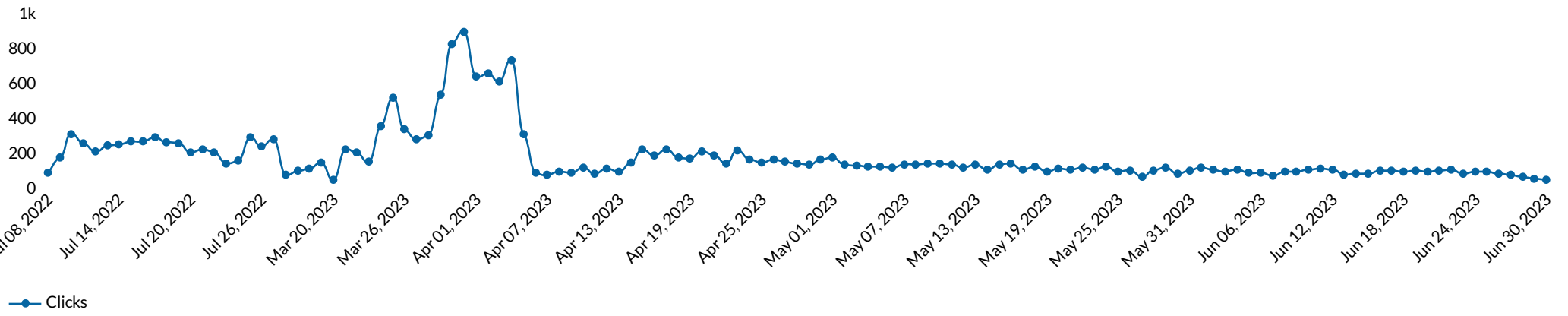
CTR

★ Impressions by Day

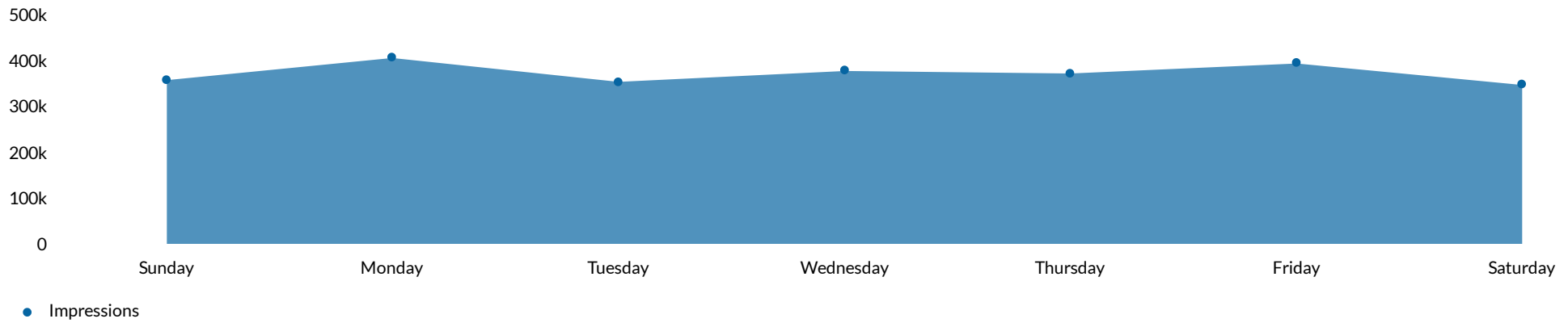


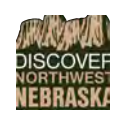



★ Clicks by Day



★ Ad Impressions by Day of Week





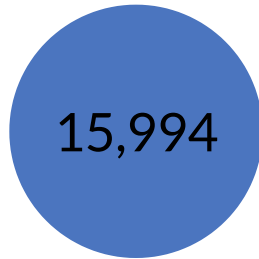
 Conversions from Google Ads

Conversion Action Name	Conversions
Visit Lodging Page	7.00
Download PDF	3.00
Request Travel Guide	1.00

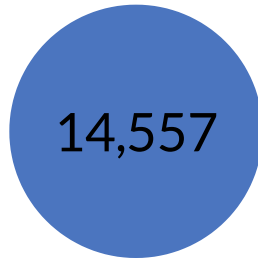
 Facebook/Meta Events & Actions

Action Type	Count
Post Engagement	6,311
Post Reaction	682
Comment	43
Like	1

Website Analytics - GA4



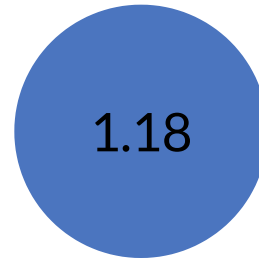
Sessions



Total users

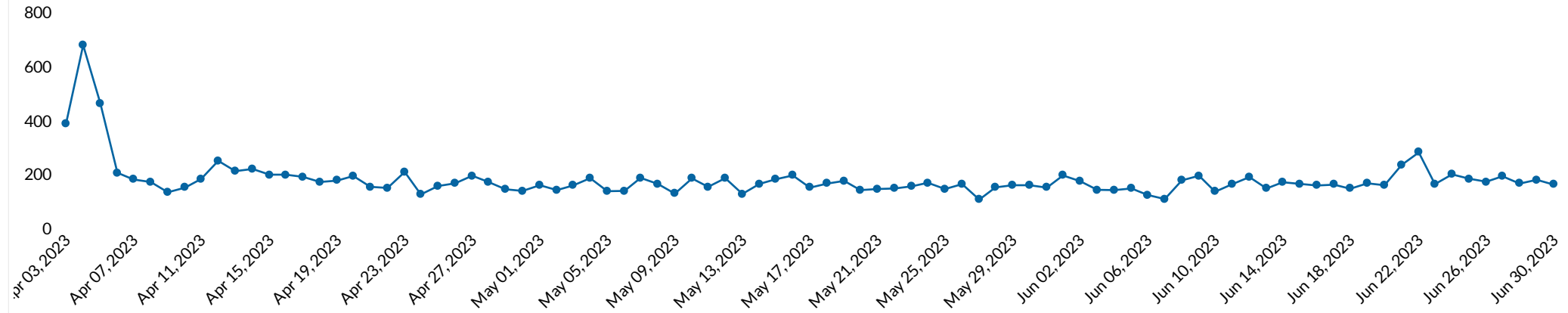


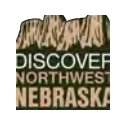
New users



Sessions per user

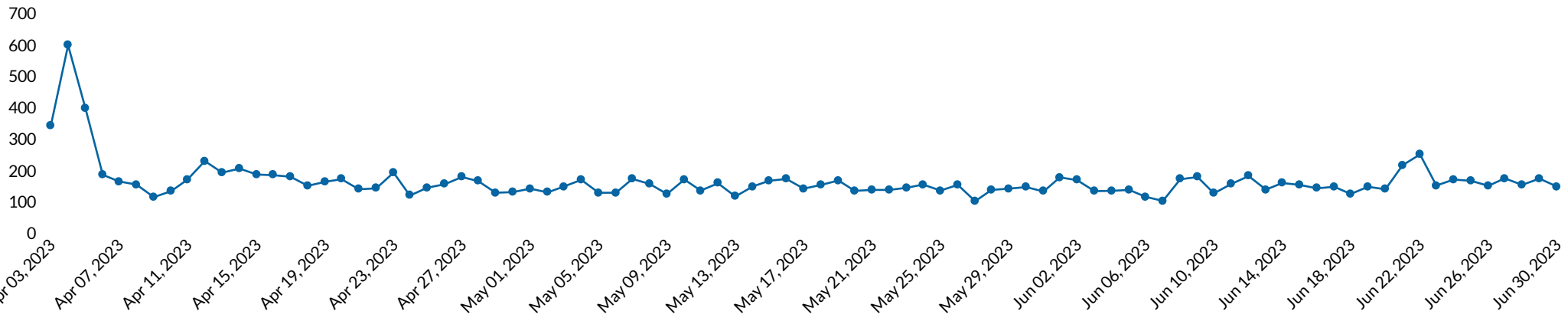
Sessions By Date



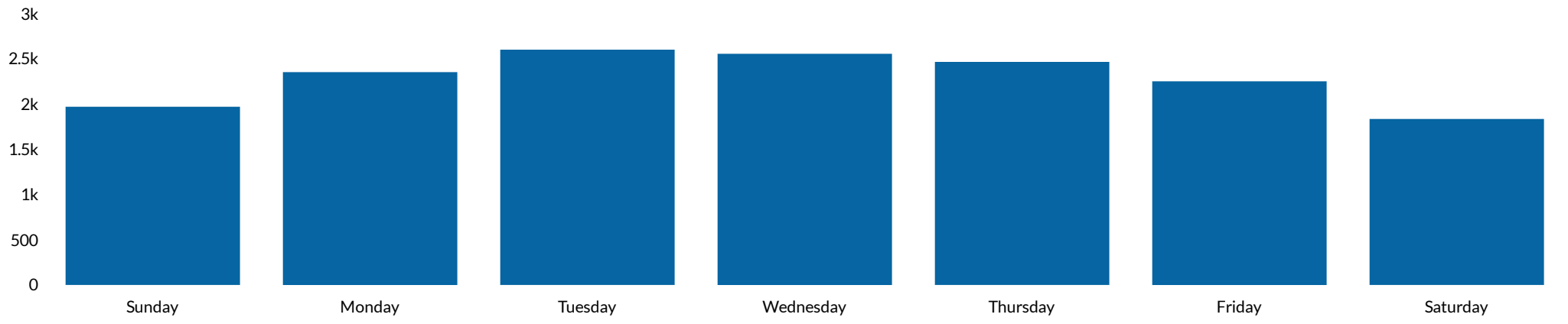


WEBSITE ANALYTICS - GA4 - PAGE 2

Users By Date

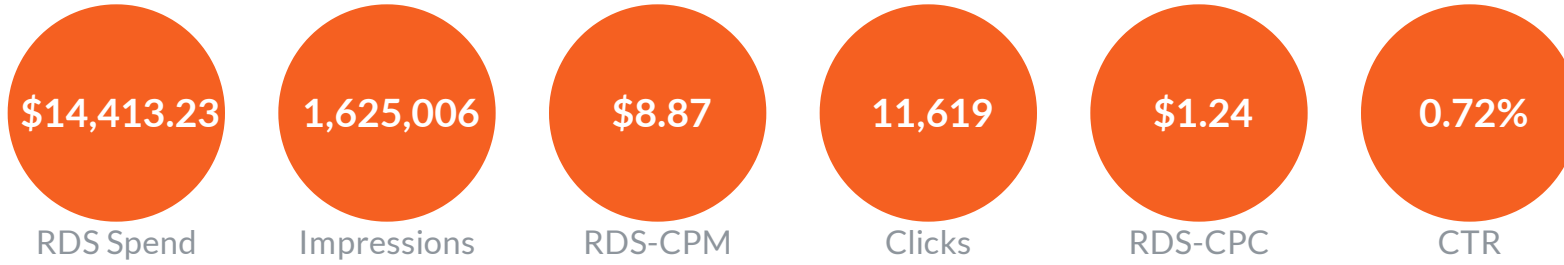


Sessions By Day Of Week





Display Overview



Display Campaigns

Campaign Name	Impressions	RDS-CPM	Clicks	RDS-CPC	CTR	RDS Spend
DMC 2 2023- Display	1,082,161	\$10.18	8,388	\$1.31	0.78%	\$11,019.94
Spring 2022 Display - No Better Direction	542,845	\$6.25	3,231	\$1.05	0.60%	\$3,393.29

Display Ads

Grid contains more rows, but they have been clipped.

Ad Preview

[Image Ad Preview](#)

northwest nebraska - 2022-336x280-px.jpg
discovernwnebraska.com



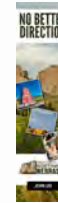
northwest nebraska - 2022-300x600-px.jpg
discovernwnebraska.com



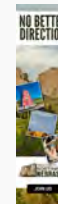
northwest nebraska - 2022-300x600-px.jpg
discovernwnebraska.com



northwest nebraska - 2022-160x600-px.jpg
discovernwnebraska.com



northwest nebraska - 2022-160x600-px.jpg
discovernwnebraska.com



f Ads Social



Client Cost



Impressions



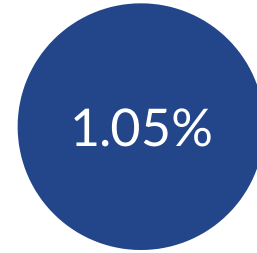
Client CPM



Client CPC



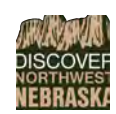
Clicks



CTR



Total Ad Reach



 Social Campaigns

Campaign	Impressions	Client CPM	Clicks	Avg. Daily Frequency	Client CPC	Client Cost per Inline Post Engagement	Client Cost
DCM 2 - 2023	804,282	\$12.91	8,602	1.21	\$1.21	\$2.05	\$10,383.56
Spring 2022 - No Better Direction	174,206	\$17.70	1,651	1.17	\$1.87	\$2.49	\$3,083.32

f Ads Social Ads

Ad



Mobile Preview

march2023



No Better Direction



Eagle Communications Geofencing campaigns

For the event in Wisconsin you had: 58,631 impressions with 70 clicks.

For the Event in Omaha you had: 121,432 impressions with 125 clicks.

Both campaigns performed over the impressions expected and both campaigns had a very good click-through rate.

ADVERTISER PERFORMANCE

DATE RANGE: Jul 1, 2022 - Jun 30, 2023

PREPARED FOR: Advertiser: 114645_NORTHWEST NEBRASKA/DAWES COUNTY (1)

IMPRESSIONS

Total impressions
162,898

CLICK-THROUGH RATE

Total clicks
599.00

Click-Through Rate
0.37%

Line item type	Total CTR	Total impressions
Sponsorship	0.37%	162,898

Creative size (delivered)	Total CTR	Total impressions
Fluid	0.40%	67,930
300x250	0.34%	94,968

Placement	Total CTR	Total clicks	Total impressions
NE: Things to Do	0.12%	88	73,173
-	0.72%	295	41,149
NE: Trip Ideas	0.68%	161	23,506
NE: Hotels & Lodging	0.16%	18	11,431
NE: All Other	0.28%	21	7,566
NE: Restaurants	0.26%	16	6,073

1 - 6 / 6 < >

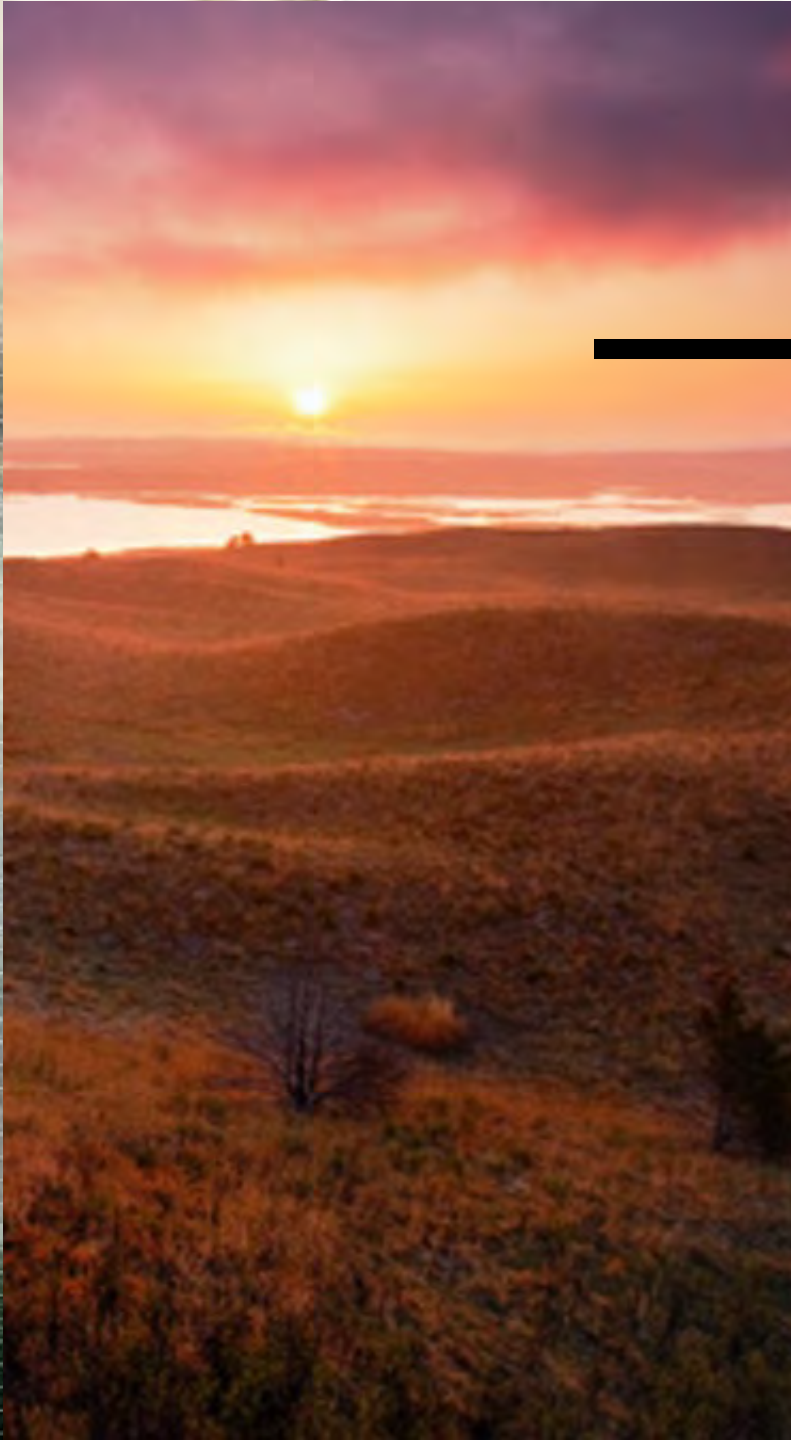
Line item	Total impressions	Total clicks	Total CTR
1. 3_19785_NE_Northwest Nebraska/Dawes County_Formatted_5954200696	103,586	408	0.39%
2. 1_24304_NE_Northwest Nebraska/Dawes County_Formatted_year	59,312	191	0.32%

LISA SATURDAY | ACCOUNT EXECUTIVE

d (303) 867-8301

e LISA.SATURDAY@MILESPARTNERSHIP.COM





Paid Social Coop

Discover Northwest Nebraska

March 2023

Visit
Nebraska

Campaign

Promote a brand post on Facebook

Campaign Date: 03/16 – 03/18

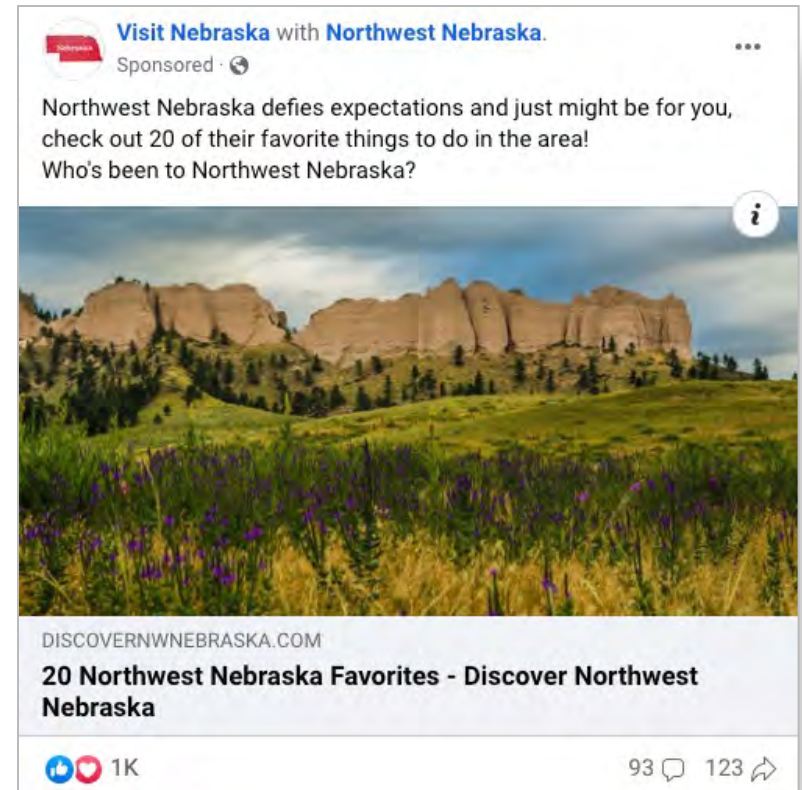
- Primary Goal
 - Link Clicks
- Targeting
 - See Screenshot
 - 35+
- Location:
 - Denver, Fort Collins, Longmont, Sterling, Des Moines, Lincoln, Omaha, Rapid City
- Audience Size: ~2M – ~2.3M
- Budget: \$2,000

Interests: Adventure travel, American History, hiking trails, Mountain biking, Outdoor enthusiast, Cultural history, Outdoor Life or Horseback riding
Behaviors: Frequent Travelers

Coop Post

Effects of Paid:

- Boost to Organic due to paid engagement
- All paid reach is target
- Copy was intended to drive awareness and engagement



Coop Post Results

Results

Total Reach: 150,336

Likes: 1,137

Comments: 110

Shares: 1123

Link Clicks: 4,166

uCTR: 4.58%

Visit Nebraska with Northwest Nebraska. Sponsored · 🌐

Northwest Nebraska defies expectations and just might be for you, check out 20 of their favorite things to do in the area! Who's been to Northwest Nebraska?

DISCOVERNWNBRASKA.COM

20 Northwest Nebraska Favorites - Discover Northwest Nebraska

1K 93 123

*Website clicks is reported by Facebook analytics, not by industry partner.
uCTR is closer to an engagement rate based on reach

Visit
Nebraska

No Better Direction for Big Game.

With over 180,000 acres of public land, Northwest Nebraska is the perfect place for both hunting and outdoor adventure.

The northern edge of the Nebraska Panhandle's rare topography is full of elk, turkey and both whitetail and mule deer.

Prepare now so you'll be ready to hunt with us on opening day in Northwest Nebraska!



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