

The City Council of the City of Elko, State of Nevada met for a regular meeting beginning at 4:00 PM, Tuesday, October 19, 2021. The meeting was held in the council chambers, 1751 College Ave., Elko and via GoTo Meeting.

This meeting was called to order by Mayor Reece Keener. He stated the agenda for this meeting has been posted for this date and time in accordance with State of Nevada NRS 241. The public can participate in person, by phone, tablet, laptop, or computer by registering with the GoTo Meeting link provided in the agenda, or calling 775-777-0590. Questions can be sent to cityclerk@elkocitynv.gov.

I. CALL TO ORDER

The Agenda for this meeting of the City of Elko City Council has been properly posted for this date and time in accordance with NRS requirements.

II. ROLL CALL

Present:

Mayor Keener
Council Member Simons
Council Member Stone
Council Member Morris
Council Member Puccinelli

City Staff Present:

City Manager Calder
Assistant City Manager Wilkinson
Jan Baum, Financial Services Director
DJ Smith, Computer Information Systems Coordinator
Kelly Wooldridge, City Clerk
Dale Johnson, Utilities Director
Diann Byington, Recording Secretary

III. PLEDGE OF ALLEGANCE

IV. COMMENTS BY THE GENERAL PUBLIC

Pursuant to N.R.S. 241, this time is devoted to comments by the public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified as an item for possible action. ACTION WILL NOT BE TAKEN

Carolyn Jordan, ABC4 Salt Lake City, handed out some paperwork (Exhibit "A") and spoke about possible advertising/promotional uses for ARPA funds.

Sheldon Hetzel, Bailey Homes, said it has come to his attention that a number of non-profits in the community are struggling with space, etc., for their services. He wondered if the City will have some space coming available that the non-profits could use. In Winnemucca, some non-profits are sharing larger spaces and it is working out. There are at least 4 local nonprofits that are willing to do this. We are also approaching a housing crisis. There are a lot of supplies and materials that they cannot get.

V. **APPROVAL OF MINUTES**

VI. **PUBLIC HEARING**

VI.A. Review and possible approval of the City of Elko American Rescue Plan Act (ARPA) Grant Application Form, and matters related thereto. **FOR POSSIBLE ACTION**

Jan Baum, Financial Services Director, went over the ARPA Grant Application they put together (Exhibit “B”).

**** A motion was made by Council Member Simons, seconded by Council Member Stone, to approve the City of Elko American Rescue Plan Act Grant Application form subject to City Attorney approval.**

The motion passed unanimously. (5-0)

VI.B. Review and possible approval of City of Elko water and sewer project prioritization list for ARPA eligible infrastructure projects, and matters related thereto. **FOR POSSIBLE ACTION**

Curtis Calder, City Manager, gave a presentation (included in the packet).

Mayor Keener liked the report and how it was put together. He wondered if there was any cooperation that has been talked about with the County for some of the community health needs?

Mr. Calder answered he was not aware of any. The County has about \$10 million vs. our \$28 million.

Councilwoman Simons asked about some of the money going towards the geothermal system.

Mr. Calder answered a study was done on the geothermal system. Phase One would cost about \$3.3 million just to replace the pipes in the ground and keep it at its normal capacity. If you wanted to expand the capacity up to the college and other places, a lot more work would be done and the price tag gets closer to \$9-\$10 million. He doesn't think it would qualify under ARPA but it is listed under our infrastructure wish list.

Scott Wilkinson, Assistant City Manager, said it is important that we let Dale Johnson take a few minutes to inform the Council on how these projects really add to the security of our water system and address some deficiencies.

Dale Johnson, Utilities Director, explained each project on the list and how it will benefit the City.

Scott Gavorsky, Gavorsky Consulting Nevada Recovers, asked if the proposed deadline for the application will be December 31, 2021.

Mr. Calder answered yes and that will be for the first round of ARPA grant funding. There will be a second round and maybe a third.

**** A motion was made by Council Member Stone, seconded by Council Member Morris, to approve the City of Elko Water and Sewer Project Prioritization list for ARPA eligible infrastructure projects as stated with Priority 1 and 2.**

The motion passed unanimously. (5-0)

VI.C. Presentation by Vitality Unlimited regarding ARPA eligible projects for future consideration, and matters related thereto. FOR POSSIBLE ACTION

Sarah Adler, SSGR, Vitality Unlimited, gave a presentation (Exhibit “C”).

VIII. COMMENTS BY THE GENERAL PUBLIC

Pursuant to N.R.S. 241, this time is devoted to comments by the public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified as an item for possible action. ACTION WILL NOT BE TAKEN

Mr. Calder stated staff does not envision a third public hearing. They believe they can bring back the individual requests during regular meetings as the requests are received. If there is a request to get more public input, he was willing to work with their schedules to get another meeting scheduled. Now that we have the application, we will be directing applicants to do that first, let staff vet the applications and then presentations could be made at Council Meetings if needed.

There being no further business, Mayor Reece Keener adjourned the meeting.

Mayor Reece Keener

Kelly Wooldridge, City Clerk



Proposal for the City of Elko 2022

Presented By:

Carolyn Glaser Jordan

Sr. Account Executive

O: 801-975-4510

C: 801-859-9236

CGlaser@good4utah.com





ABC 4

ABC 4 is the local ABC station based out of Salt Lake City. We also own the CW and METV stations. Elko County currently receives our station as your current ABC, CW and METV stations.

When looking at recent data, we pulled the Top Indexing television programs watched in Elko County, our three stations pull the top 100 programs.

Series	Station	Run Time	Rtg	AA	Index
Last Man Standing	KUCW (CW)	30	0.19*	24*	212*
House on Haunted Hill	KCSG+ (MeTV)	120	1.17	151	200
The Beast Must Die	KCSG+ (MeTV)	120	0.86	111	181
House of Horrors	KCSG+ (MeTV)	120	1.08	139	174
Last Man Standing	KUCW (CW)	30	0.64	82	165
Supergirl	KUCW (CW)	60	0.45*	58*	165*
The Good Doctor	KTVX (ABC)	60	1.54	198	164
Inside Edition	KTVX (ABC)	12	1.48*	191*	157*
Two and a Half Men	KUCW (CW)	30	0.70	90	157
The Three Stooges	KCSG+ (MeTV)	20	0.57	74	149
Superman & Lois	KUCW (CW)	60	0.39	50	149
America's Funniest Home Videos	KTVX (ABC)	60	1.69	218	141
The Three Stooges	KCSG+ (MeTV)	20	0.52	67	140
World's Funniest Animals	KUCW (CW)	60	0.50*	65*	140*
Star Trek	KCSG+ (MeTV)	60	0.67	87	139
Carol Burnett and Friends	KCSG+ (MeTV)	30	0.89	115	137
Home Economics	KTVX (ABC)	30	1.45	186	136
Black Friday	KCSG+ (MeTV)	120	0.62	79	135
Hogan's Heroes	KCSG+ (MeTV)	30	1.19	153	135
Wagon Train	KCSG+ (MeTV)	60	0.63	82	134
The Rifleman	KCSG+ (MeTV)	30	0.62	80	134
The Rifleman	KCSG+ (MeTV)	30	0.73	94	133
Bonanza	KCSG+ (MeTV)	60	0.59	76	133
Last Man Standing	KUCW (CW)	30	0.57	73	132
Coroner	KUCW (CW)	60	0.50	65	131
Two and a Half Men	KUCW (CW)	30	0.48*	62*	131*
Gunsmoke	KCSG+ (MeTV)	60	0.51	66	130
Shark Tank	KTVX (ABC)	60	1.45	187	130
Have Gun Will Travel	KCSG+ (MeTV)	30	0.66	84	128
Hogan's Heroes	KCSG+ (MeTV)	30	1.03	133	128
Two and a Half Men	KUCW (CW)	30	0.62	79	127

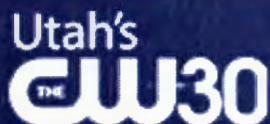
Utah's
THE CW 30

MeTV
4.2 UTAH



black-ish	KTVX (ABC)	30	1.32	171	126
DC's Stargirl	KUCW (CW)	60	0.37	48	124
The Rifleman	KCSG+ (MeTV)	30	0.60	78	124
The Three Stooges	KCSG+ (MeTV)	20	0.44	57	124
Raw Travel	KUCW (CW)	30	0.81	104	123
Perry Mason	KCSG+ (MeTV)	60	1.08	139	122
Schitt's Creek	KUCW (CW)	30	0.38	49	120
LITTLE LEAGUE WORLD	KTVX (ABC)	180	1.84	237	120
Mama's Family	KCSG+ (MeTV)	30	0.43	55	119
black-ish	KUCW (CW)	30	0.25*	32*	118*
Wanted: Dead or Alive	KCSG+ (MeTV)	30	0.62	80	118
The King of Queens	KUCW (CW)	30	0.61	78	118
LITTLE LEAGUE WORLD	KTVX (ABC)	64	2.23	287	116
black-ish	KUCW (CW)	30	0.14	18	116
The Rifleman	KCSG+ (MeTV)	30	0.63	81	116
NFL Preseason Football	KUCW (CW)	180	1.56	201	116
Schitt's Creek	KUCW (CW)	30	0.30	39	115
The Creation of the Hum	KCSG+ (MeTV)	120	0.50	65	114
LITTLE LEAGUE WORLD	KTVX (ABC)	150	2.44	314	114
Home Economics	KTVX (ABC)	30	1.22	157	114
ABC4 News on KUCW	KUCW (CW)	60	0.45	58	113
The Three Stooges	KCSG+ (MeTV)	20	0.39	51	111
Penn & Teller: Fool Us	KUCW (CW)	60	0.36	47	110
Rawhide	KCSG+ (MeTV)	60	0.55	71	109
Two and a Half Men	KUCW (CW)	30	0.55	71	109
Burden of Truth	KUCW (CW)	60	0.27	34	108
Match Game	KTVX (ABC)	60	1.78	230	108
Monk	KCSG+ (MeTV)	60	0.53	68	106
DC's Legends of Tomorrow	KUCW (CW)	60	0.27	35	106
NFL Preseason Football	KTVX (ABC)	180	4.28	551	106
The Outpost	KUCW (CW)	60	0.23	30	105
Perry Mason	KCSG+ (MeTV)	60	0.49	63	104
Inside Edition	KTVX (ABC)	30	1.63	210	104
Green Acres	KCSG+ (MeTV)	30	0.63	81	103
2021 Little League World	KUCW (CW)	90	1.26	162	103
Wellington Paranormal	KUCW (CW)	30	0.16*	21*	100*
Two and a Half Men	KUCW (CW)	30	0.27	35	100
The Ultimate Surfer	KTVX (ABC)	60	1.86	239	99
The Best of the Ed Sullivan Show	KCSG+ (MeTV)	30	0.49	63	99
The Republic of Sarah	KUCW (CW)	60	0.19	25	99
M*A*S*H	KCSG+ (MeTV)	30	0.91	118	99
LITTLE LEAGUE WORLD	KTVX (ABC)	151	1.42	183	99
The Conners	KTVX (ABC)	30	1.15	148	99
Home Economics	KTVX (ABC)	30	1.08	139	99
NFL Preseason Football	KTVX (ABC)	176	4.94	636	98
The Conners	KTVX (ABC)	30	1.92	247	98
Dynasty	KUCW (CW)	60	0.17	21	97
My Three Sons	KCSG+ (MeTV)	30	0.17	22	97
ABC 4 Utah News at 10p	KTVX (ABC)	30	2.74	353	97

After reviewing this information, we are confident that Elko and Elko County residents are watching our networks.



ARPA

“American Rescue Plan Act of 2021” Qualified Messaging

Source: <https://www.congress.gov/bill/117th-congress/house-bill/1319/text>

SEC. 2302. FUNDING FOR VACCINE CONFIDENCE ACTIVITIES.

In addition to amounts otherwise available, there is appropriated to the Secretary for fiscal year 2021, out of any money in the Treasury not otherwise appropriated, \$1,000,000,000, to remain available until expended, to carry out activities, acting through the Director of the Centers for Disease Control and Prevention—

(1) to strengthen vaccine confidence in the United States, including its territories and possessions; (2) to provide further information and education with respect to vaccines licensed under section 351 of the Public Health Service Act ([42 U.S.C. 262](#)) or authorized under section 564 of the Federal Food, Drug, and Cosmetic Act ([21 U.S.C. 360bbb-3](#)); and (3) to improve rates of vaccination throughout the United States, including its territories and possessions, including through activities described in section 313 of the Public Health Service Act, as amended by section 311 of division BB of the Consolidated Appropriations Act, 2021 ([Public Law 116-260](#)).

SEC. 2704. FUNDING FOR EDUCATION AND AWARENESS CAMPAIGN ENCOURAGING HEALTHY WORK CONDITIONS AND USE OF MENTAL HEALTH AND SUBSTANCE USE DISORDER SERVICES BY HEALTH CARE PROFESSIONALS.

(a) IN GENERAL.—In addition to amounts otherwise available, there is appropriated to the Secretary for fiscal year 2021, out of any money in the Treasury not otherwise appropriated, \$20,000,000, to remain available until expended, for the purpose described in subsection (b).

(b) USE OF FUNDS.—The Secretary, acting through the Director of the Centers for Disease Control and Prevention and in consultation with the medical professional community, shall use amounts appropriated by subsection (a) to carry out a national evidence-based education and awareness campaign directed at health care professionals and first responders (such as emergency medical service providers), and employers of such professionals and first responders. Such awareness campaign shall—

(1) encourage primary prevention of mental health conditions and substance use disorders and secondary and tertiary prevention by encouraging health care professionals to seek support and treatment for their own mental health and substance use concerns; and (2) help such professionals to identify risk factors in themselves and others and respond to such risks.

ARPA

SEC. 2707. FUNDING FOR COMMUNITY-BASED FUNDING FOR LOCAL BEHAVIORAL HEALTH NEEDS.

(a) IN GENERAL.—In addition to amounts otherwise available, there is appropriated to the Secretary for fiscal year 2021, out of any money in the Treasury not otherwise appropriated, \$50,000,000, to remain available until expended, to carry out the purpose described in subsection (b).

(b) USE OF FUNDS.—

(1) IN GENERAL.—The Secretary, acting through the Assistant Secretary for Mental Health and Substance Use, shall award grants to State, local, Tribal, and territorial governments, Tribal organizations, nonprofit community-based entities, and primary care and behavioral health organizations to **address increased community behavioral health needs worsened by the COVID-19 public health emergency.**

(2) USE OF GRANT FUNDS.—Grant funds awarded under this section to eligible entities shall be used for **promoting care coordination among local entities;** training the mental and behavioral health workforce, relevant stakeholders, and community members; expanding evidence-based integrated models of care; addressing surge capacity for mental and behavioral health needs; providing mental and behavioral health services to individuals with mental health needs (including co-occurring substance use disorders) as delivered by behavioral and mental health professionals utilizing telehealth services; and supporting, enhancing, or expanding mental and behavioral health preventive and crisis intervention services.

“SEC. 602. CORONAVIRUS STATE FISCAL RECOVERY FUND.

“(a) APPROPRIATION.—In addition to amounts otherwise available, there is appropriated for fiscal year 2021, out of any money in the Treasury not otherwise appropriated—

“(1) \$219,800,000,000, to remain available through December 31, 2024, for making payments under this section to States, territories, and Tribal governments to mitigate the fiscal effects stemming from the public health emergency with respect to the Coronavirus Disease (COVID-19); and

“(c) REQUIREMENTS.—

“(1) USE OF FUNDS.—Subject to paragraph (2), and except as provided in paragraph (3), a State, territory, or Tribal government shall only use the funds provided under a payment made under this section, or transferred pursuant to section 603(c)(4), to cover costs incurred by the State, territory, or Tribal government, by December 31, 2024—

“(A) **to respond to the public health emergency with respect to the Coronavirus Disease 2019 (COVID-19) or its negative economic impacts, including assistance to households, small businesses, and nonprofits, or aid to impacted industries such as tourism, travel, and hospitality;**

How Television fits into ARPA

When reviewing the current outline of ARPA we can see that public communication efforts are approved under the funding guidelines.

We are all in the midst of a health/social crisis. People want to know what officials in their neighborhood are doing to help. What services are available in my area?

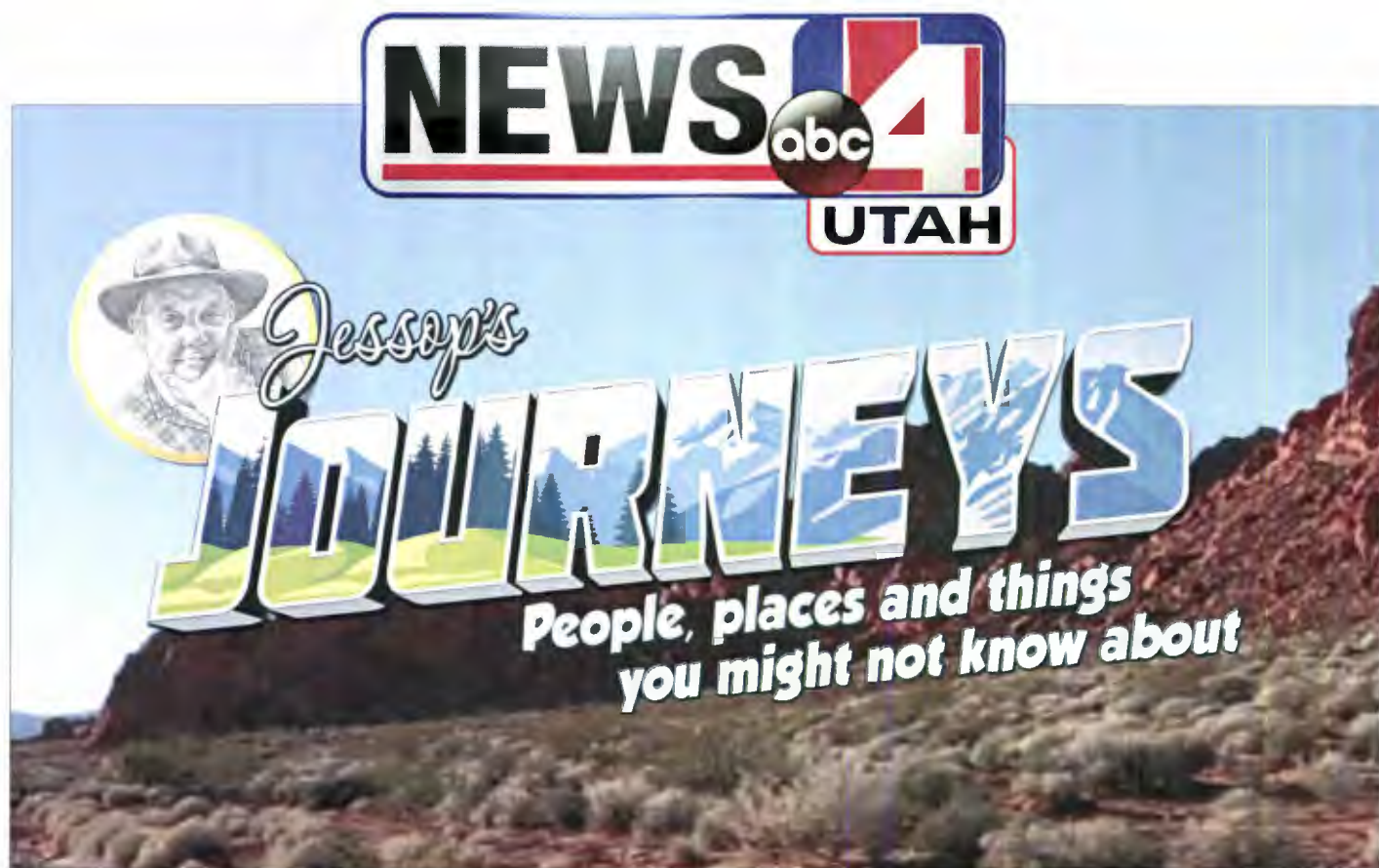
What messages do you want to deliver to the community?

By partnering with ABC4 we can be your voice to residents. We can set up different programs that would reach local citizens about what's available to them.

Outlined is a list of different ideas we can do to assist the city of Elko communicate to their residents.

- 13 Live segments to air on all 3 Networks
- On-line Marketing Campaigns
- Television Commercials to air during News Programs

THIS IS YOUR INVITATION
TO TELL PEOPLE IN YOUR NEIGHBORHOOD
WHAT YOU ARE DOING ABOUT THE PANDEMIC
WITH A FULL DAY BROADCASTS
FROM YOUR CITY



WHAT ARE YOU DOING ABOUT THE PANDEMIC?

Join ABC4 News for an interesting and informative road trip highlighting “people, places and things you might not know about”, in a full day of **H.R.1319 - American Rescue Plan Act of 2021** qualifying broadcasting from your neighborhood. Imagine an interview with ABC4 News personality Doug Jessop airing every hour from your neighborhood from 7a.m. to 7 p.m. on three (3) powerful TV stations – ABC4, CW30 and METV.

Station	Time	Program	Break Length
ABC4	7a-8a	Good Morning America	2:00
ABC4	8a-9a	Good Morning America	2:00
ABC4	9a-10a	Good Things Utah	2:00
ABC4	10a-11a	Good Things Utah	2:00
ABC4	11a-12n	The View	1:30
ABC4	12n-1p	ABC4 Midday News	2:00
ABC4	1p-2p	Good Morning America 3	2:00
ABC4	2p-3p	General Hospital	2:00
ABC4	3p-4p	Drew Barrymore	2:00
ABC4	4p-5p	ABC4 News at 4	2:30
ABC4	4p-5p	ABC4 News at 4:30	2:30
ABC4	5p-6p	ABC4 News at 5	2:30
ABC4	6p-7p	ABC4 News at 6	2:30

Station	Time	Program	Break Length
CW30	730a - 8a	Good Morning Utah	2:00
CW30	8a-9a	Right This Minute	2:00
CW30	9a-10a	The Doctors	2:00
CW30	10a-11a	Wendy Williams	2:00
CW30	11a-12n	Drew Barrymore	1:30
CW30	12n-1p	Tamron Hall	2:00
CW30	2p-3p	The First 48	2:30
CW30	3p-4p	Blackish	2:30
CW30	4p-5p	The Goldbergs	2:30
CW30	5p-6p	Last Man Standing	2:30
CW30	6p-7p	Big Bang Theory	2:30
CW30	7P-8P	CW30 News @ 7	2:30

Station	Time	Program	Break Length
METV	7a-8a	Leave It To Beaver	2:00
METV	8a-9a	Perry Mason	2:00
METV	9a-10a	Matblock	2:00
METV	10a-11a	In the Heat of the Night	2:00
METV	11a-12n	Waltons	1:30
METV	12n-1p	Gunsmoke	2:00
METV	1p-2p	Bonanza	2:00
METV	2p-3p	Riflemen	2:00
METV	3p-4p	Wagon Train	2:00
METV	4p-5p	Adam 12	2:00
METV	5p-6p	Addams Family	2:00
METV	6p-7p	MASH	2:00



Doug Jessop is the hat-wearing broadcast veteran that focuses on positive and uplifting stories on ABC4 News.

www.abc4.com/author/douglas-jessop/

www.DougJessop.com

www.YouTube.com/dougjessop

www.Facebook.com/dougjessopnews

www.Instagram.com/dougjessopnews

www.Twitter.com/dougjessopnews

www.Linkedin.com/in/dougjessop

Full Day Broadcast Talking Points Worksheet

Time	Program	Length	Interviewee	Topic / Talking Points
7a-8a	Good Morning America	2:00		
8a-9a	Good Morning America	2:00		
9a-10a	Good Things Utah	2:00		
10a-11a	Good Things Utah	2:00		
11a-12n	The View	1:30		
12n-1p	ABC4 Midday News	2:00		
1p-2p	Good Morning America 3	2:00		
2p-3p	General Hospital	2:00		
3p-4p	Drew Barrymore	2:00		
4p-5p	ABC4 News at 4	2:30		
4p-5p	ABC4 News at 4:30	2:30		
5p-6p	ABC4 News at 5	2:30		
6p-7p	ABC4 News at 6	2:30		

WHAT ARE YOU DOING ABOUT THE PANDEMIC?

Join ABC4 News for an interesting and informative road trip highlighting “people, places and things you might not know about”, in a full day of broadcasting with **“H.R.1319 - American Rescue Plan Act of 2021 qualifying messaging”** from your neighborhood. Imagine an interview with ABC4 News personality Doug Jessop airing every hour from your neighborhood from 7a.m. to 7 p.m. on three (3) powerful TV stations.

- ☐ Advance taping and creation of a series of thirteen (13) ARPA qualifying Jessop’s Journeys segments varying from 1:30 to 2:30 minutes in length and broadcast all in one power packed day on ABC4, CW30 and METV
- ☐ All “Jessop’s Journeys” stories will be archived with a web backlink on ABC4.com/Journeys
- ☐ A 100,000 video impressions geo-targeted internet campaign will push your stories to specific areas of your city
- ☐ Social media post on Facebook/ABC4Utah highlighting your “Jessop’s Journeys” story
- ☐ Social media posts on @dougjessopnews Facebook, Instagram, Twitter
- ☐ Digital copy of your segments will be provided to you for use in your ARPA qualified messaging!

\$19,950

(Billed as \$17,950 Net to Nexstar Media Group + \$2000 Net to Fedora Incorporated)

Authorized Client Signature/Date

Accepted by Nexstar Media Group/Date

Digital Marketing Solutions

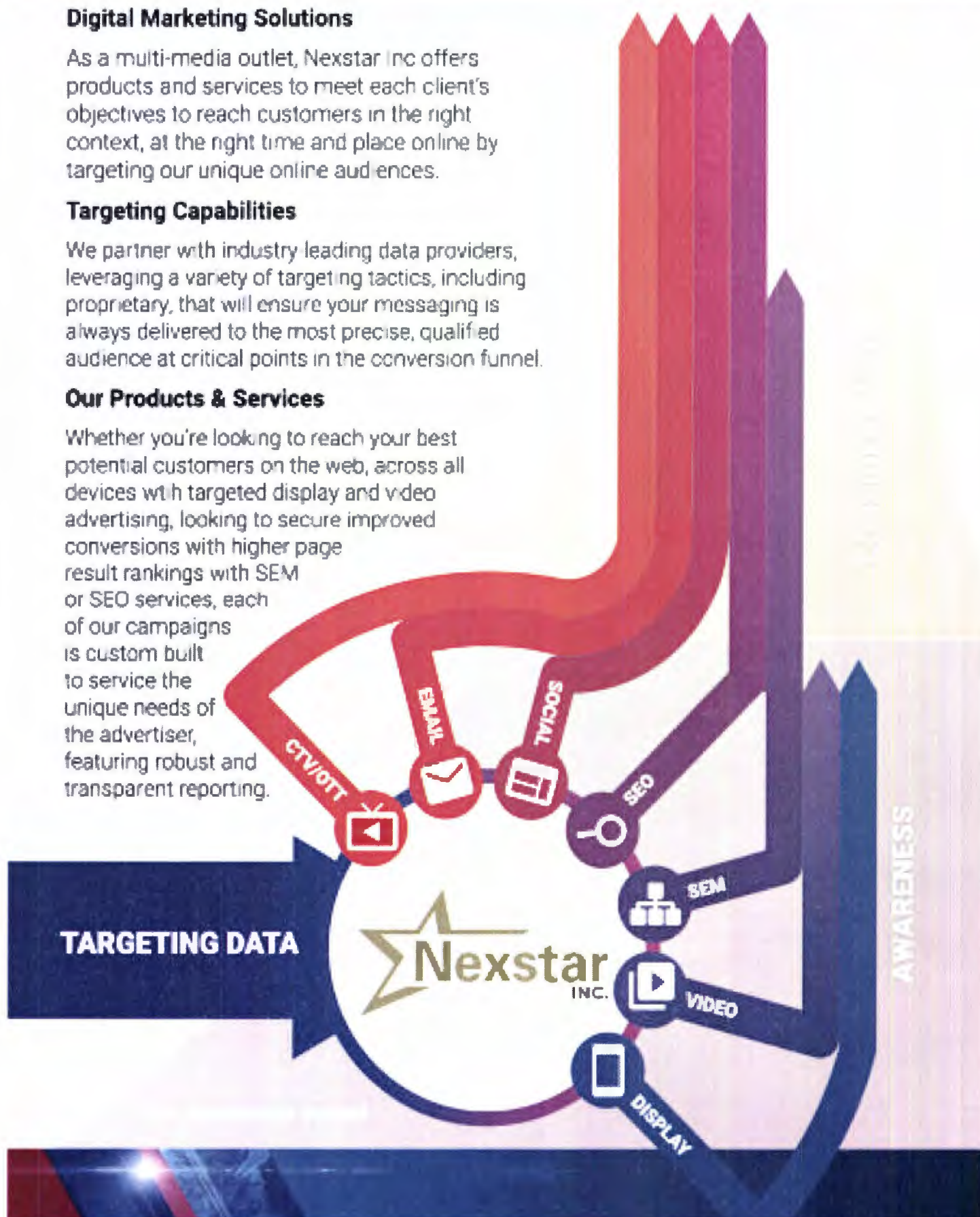
As a multi-media outlet, Nexstar Inc offers products and services to meet each client's objectives to reach customers in the right context, at the right time and place online by targeting our unique online audiences.

Targeting Capabilities

We partner with industry leading data providers, leveraging a variety of targeting tactics, including proprietary, that will ensure your messaging is always delivered to the most precise, qualified audience at critical points in the conversion funnel.

Our Products & Services

Whether you're looking to reach your best potential customers on the web, across all devices with targeted display and video advertising, looking to secure improved conversions with higher page result rankings with SEM or SEO services, each of our campaigns is custom built to service the unique needs of the advertiser, featuring robust and transparent reporting.



Merging Broadcast & Digital

Nexstar combines premium, direct to publisher relationships, along with ad technology and industry leading brand safety for ultimate targeting, reach and programmatic scalability

What is OTT?

Delivered via a device that connects the internet to television, OTT provides TV and film content without the need for a broadcast signal or cable subscription, enabling the use of digital targeting tactics and reporting. All Nexstar inventory is delivered via CTV.

The Nexstar Inc Advantage

Nexstar's programmatic strategy focuses on driving the most awareness and engagement within users who are determined to be most likely to convert leveraging data to reach the audience efficiently. Our bidding not only uses an automated bidding system but also utilizes automated machine learnings from the campaign data as a point of optimization. Programmatic can include PMP targeting, whitelisting, and site direct negotiations

Publisher Direct Relationships

Leveraging the second largest supply-side video platform behind Google in the US, Nexstar uses true direct to publisher relationships that optimize campaign spending towards working media and less margins associated with management from multiple parties.

Filtering against the comScore 1,000 list of highest quality, premium outlets we deliver a greater value for ad spend against our competitors.



Conversion Targeting

Leveraging our national footprint of 200M+ monthly users on average across 122 websites with a presence in all 210 DMAs, Conversion Targeting uses 6 tiers of targeting to isolate consumers in specific geographies, with precise behavioral and interest characteristics in our digital ecosystem, further keeping brands top of mind across their larger browsing experience.

Initial Touchpoint Targeting

We target consumers on their initial interaction with one of our digital properties, engaging them before banner blindness sets in for a high impact experience.

Retargeting

As part of the conversion targeting campaign, we collect those users that we've isolated within the Nexstar Inc digital ecosystem, retargeting them for 30-days after. Taking into consideration and optimal frequency, we provide provisions for keeping brands top of mind and encourage conversions.

Behavioral Targeting

Isolating for brand loyalty as determined by overall frequency and recency of visits, we can leverage our unique audiences to engage our most loyal consumers.

Geographic Targeting

To ensure relevance between advertisers and consumers, we isolate the specific geography where ads will be delivered.

Audience Targeting

Targeting users based on their interest and intent to buy, we isolate the right consumers at the right stage of the conversion funnel.

Topical Targeting

Extending the relevance of advertiser creatives, we can align display against stories that are topically relevant to a specific industry.



Digital Options to Use

☐ OTT

- 100K Targeted OTT impressions delivered monthly for the duration of the campaign.
- KTVX's DSP trafficks all IAB standard video files, including standard :15-:30 second MP4 and MOV files.
- Cost: \$3,000/month

☐ Email

- 50K targeted emails dropped monthly for the duration of the campaign.
- Includes campaign creation in the cost.
- Cost: \$1,500/month

☐ Initial Touchpoint Targeting

- Display Only
 - 300K targeted display impressions delivered across ABC4.com and its extended ad network of sites, collecting a targeted audience which is then retargeted for 30-days after.
 - Cost: \$3,600/month
- Display & Video Retargeting
 - 100K targeted display impressions delivered across ABC4.com, collecting a local retargeting audience.
 - 200K video retargeted impressions delivered for 30-days after.
 - Cost: \$6,200/month

Work With Our Creatives

Combine broadcast, web and social by working with Nexstar Inc's digital experts to reach consumers in the Utah DMA and beyond customized to your marketing goals. Contact us today to start crafting your custom sponsorship.



Locality on a
National Scale



Engaging Digital
Campaigns



Customized
Sponsorships



Multiplatform



Broadcast Quality
Video



Content
Creation

Carolyn Jordan
Sr. Account Executive
O:801-975-4510
CJordan@nexstar.tv



CITY OF ELKO

Website: www.elkocity.com
Email: JBaum@elkocitynv.gov

American Rescue Plan Act (ARPA) Grant Application (pdf fillable form)

On March 11, 2021, the American Rescue Plan Act (ARPA) was signed into law by the Federal Government. As a result of ARPA the City of Elko was allocated a maximum of \$27,476,865.36; \$13,738,432.68 received in July, 2021 and the remaining funds to be received no earlier than July, 2022.

The following grant application was developed by the City of Elko based on guidelines provided by the Department of the Treasury outlined in the Interim Final Rule for Coronavirus State and Local Fiscal Recovery Funds in order to help mitigate the negative impacts of COVID-19 to individuals, non-profits and small businesses that service the City of Elko community.

There are five primary eligible uses for ARPA Funding. Grants will only be awarded if sub-recipient use of funds adheres to an eligible use category:

- 1) Support public health expenditures
- 2) Address negative economic impacts caused by the public health emergency
- 3) Replace lost public sector revenue
- 4) Provide premium pay for essential workers
- 5) Invest in water, sewer, and broadband infrastructure

Applicant Organization Legal Name

Organization Type (non-profit, municipality, business, etc.)

Contact Name

Organization Contact Information:

Mailing Address _____

Physical Address _____

Town _____

State, Zip Code _____

Contact Email Address _____

Contact Phone _____

Website _____

City of Elko Business License

Tax ID Number

DUNS Number

(Data Universal System Number issued by the Federal Government for Federal Grants - if needed application link below)

<https://www.grants.gov/web/grants/applicants/organization-registration/step-1-obtain-duns-number.html>

Grant(s) already received as a result of COVID-19

Grant Name _____

Amount _____

Grant Name _____

Amount _____

Name of Grant Project/Request

Exhibit B



CITY OF ELKO

Website: www.elkocity.com
Email: JBaum@elkocitynv.gov

American Rescue Plan Act (ARPA) Grant Application (pdf fillable form)

ARPA Category For Project/Request (choose from list)

Support public health expenditures
Address negative economic impacts caused by the public health emergency
Replace lost public sector revenue
Provide premium pay for essential workers
Invest in water, sewer, and broadband infrastructure

Dollar Amount of Request

(attach calculation support for dollar amount requested)

Entity agrees to comply with Title VI Assurances

- ☐ YES
☐ NO

Project Description (attach additional information if necessary)

Authorized Signature

Signature confirms under penalty of perjury under the laws of the State of Nevada, the information provided on this application is true, correct and complete to the best of my knowledge or belief.

1) For questions regarding this application please contact the City of Elko Clerk's Office via the email address below.

Attach any additional documents supporting the request and submit application to the Elko City Clerk at:

Email: CityClerk@elkocitynv.gov

Address: 1751 College Avenue, Elko, NV 89801

2) Application does not guarantee grant award. Applications are subject to review and approval by Elko City Council and terms outlined by the Department of the Treasury Coronavirus State and Local Fiscal Recovery Funds Interim Final Rule as it applies to Non-Entitlement Units (link below).

[Interim Final Rule](#)

3) Grant recipients will be subject to Federal reporting requirements as detailed in the "Compliance and Reporting Guidance for State and Local Fiscal Recovery Funds" which include inspection of records and possible Single Audit (link below).

[Compliance and Reporting Guidance](#)

4) Grant funded Eligible Costs must be incurred by December 31, 2024 and expended by December 31, 2026

5) Additional information may be requested by the City of Elko to determine sub-recipient eligibility.

6) To be eligible for the first round of ARPA Grant Funding applications need to be received by the Elko City Clerk by **December 31, 2021**.

"No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance." The City of Elko is committed to complying with the requirements of the Title VI in all of its federally funded programs and activities.