



MARKETING REPORT

FY25 Q2 | April–June

Presented by Francine Burge, Marketing & Communications
Division of Museums & History

MUSEUM INITIATIVES



**THE
EGGSTRAVAGANZA
AWAITS!**

Get your tickets online and
start the hunt!



Eggstravaganza

March 28 – April 19, 2025

[Landing Page](#)

- Views: 5,002
 - +13,418.92%

Paid Social Ads

- Impressions: 194,346
- Clicks: 4,635

Reno News & Review Ad

- 71 QR code scans

Attendance

Goal: 468

Actual: 723

Under One Sky BASKETRY GALLERY:

Waší·šiw Guwá?

The Work of the Washoe People

Join us at the Nevada State Museum, Carson City, for our new exhibit featuring the works of renowned Washoe weavers such as Louisa Keyser (Datsolalee), Scees Bryant Possock, Sarah Jim Mayo, and others. Learn about the basket-making process and the materials used by Native weavers.



Basketry Gallery

Landing Page - 5/16 - 5/31

- Views: 1,908

Paid Social Ads - 5/16 - 5/31

- Impressions: 33,584
- Clicks: 869
- Spend: \$500

Earned Media

- Total Broadcast Placements: 4 on KOLO
- Total Local Viewership: 45,134
- [Washoe basket makers featured in exhibit](#) - [Record Courier](#)
- [New display highlights 'The Work of the Washoe People'](#) - [KOLO online](#)
- [Washoe Tribe Basket Exhibit](#) - [NewsBreak](#)





NHS Artown Talks, part of the On The GO! Series

Free July Nevada History Events

SAT. JULY 5 | 1-2 PM

Miss Wakayama, Nevada's Friendship Doll: Impostor or Victim?

Betsy Morse—NHS Educational Docent

Do we know the true identity of our goodwill doll?

SAT. JULY 5 | 2:30-3:30 PM

EXTRA! EXTRA! Winters Family in the News Once Again!

Lorraine Petersen—NHS Educational Docent

Learn about three of the Winters family homes in Nevada.

SAT. JULY 12 | 1-2 PM

Nevada's First Mine, The Mormon's Potosi Lead Mine

Joe Tingley—Mining Historian

Why was a productive mine worked and then abandoned?

SAT. JULY 12 | 2:30-3:30 PM

Three Hotels: Reno's Historic Lodging:

SAT. JULY 19 | 1-2 PM

Fighting Fire with Fire

Steve Frady—Historian and Author

Understand the history of firefighting on the Comstock.

SAT. JULY 19 | 2:30-3:30 PM

Get To Know... The Reno You Know!

Steve Ellison—YouTube Creator & Host, Historian

Learn the story behind this Reno YouTube Channel.

SAT. JULY 26 | 1-2 PM

Dear Comrade: Correspondence and Other Records of the Nevada Colony Corporation

Sarah Patton—NHS Archivist

Learn about the rapid rise and fall of the socialist colony.

SAT. JULY 26 | 2:30-3:30 PM

Nevada State Capitol

NHS Artown Talks, part of the On The GO! Series

FREE & OPEN TO THE PUBLIC

HOSTED AT:



NEVADA
SUNSET
WINERY



NHS Artown Talks, part of the On The GO! Series

FREE & OPEN TO THE PUBLIC

HOSTED AT:



NEVADA
SUNSET
WINERY



On The GO! Program

Artown Rack Card

- Landing Page
 - Views: 974

Poster/Flyer

- 28 QR code scans

Paid Social Ads - (7/2 - 7/31)

- Impressions: 64,556
- Clicks: 895
- Landing page views during that time: 974
- Spend: \$250

Attendance

- Goal: 226
- Actual: 376



Old Spanish Trail Exhibit Extension

Key Media Placements

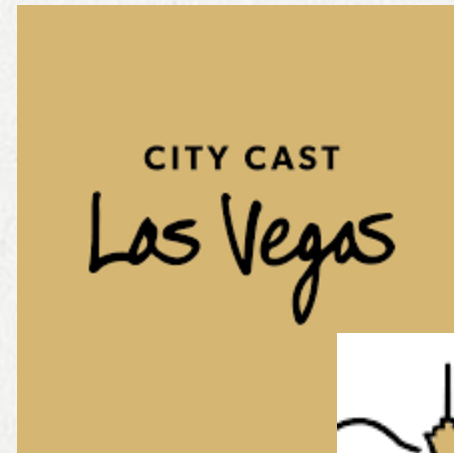
- Las Vegas Review-Journal
- KSNV (Channel 3 News)
- KTNV “Morning Blend” (Channel 13 News)
- City Cast Las Vegas- earned
- [Vegas24Seven.com](https://www.vegas24seven.com)

Organic Social

- 23,000 + views
- 20,000 + reach

City Cast Podcast

- [Listen Here](#)
- [Newsletter Promotion](#)





JOURNEY THROUGH THE OLD SPANISH TRAIL

STEP INTO THE PAST AND EXPERIENCE
THE TRAIL'S VIBRANT LEGACY

- EXPLORE THE 2,700-MILE OLD SPANISH TRAIL, ONE OF AMERICA'S MOST IMPORTANT TRADE ROUTES.
- SEE TEXTILES, ILLUSTRATIONS, AND ARTIFACTS THAT BRING THE TRAIL'S FASCINATING JOURNEY TO LIFE.
- EXTENDED THROUGH MONDAY, JULY 7, 2025.



Nevada State Museum, Las Vegas's post



Nevada State Museum, Las Vegas

Published by Later · April 10 ·

🌱 2,700 miles. Unmapped. Treacherous. Essential. The Old Spanish Trail was a lifeline between New Mexico & Los Angeles—now you can explore its history at the Nevada State Museum! Extended through July 7, 2025. Don't miss it!

#OldSpanishTrail #NevadaStateMuseum #StepIntoHistory



EXTENDED THROUGH MONDAY, JULY 7, 2025.

DISCOVER THE OLD SPANISH TRAIL
A JOURNEY THROUGH TIME WITH RICH CULTURAL HISTORY

The Old Spanish Trail is both one of the most
least known trails and one of the most
important pack mule trading trails in this





STAR SPANGLED STEAM-UP FT. SPECIAL GUEST TRAIN

CELEBRATE 4TH OF JULY WEEKEND WITH
UNFORGETTABLE FAMILY FUN

- Steam train rides on historic locomotives
- Classic picnic games and family activities
- Delicious bites from local food trucks
- Rail history tours in the museum and annex

JULY 4-6, 2025 | 9AM-4PM



Star Spangled Steam-Up: Evening Showcase



THREE NIGHTS. THREE HISTORIC
TRAINS. ENDLESS STEAM POWER.

Kick off your Fourth of July weekend with
expert talks, rare photo ops, and a new
featured locomotive each night at the
Nevada State Railroad Museum, Carson City.



Carson & Tahoe Lumber & Fluming
Company Locomotive No. 1 Glenbrook



Guest Locomotive: Carson & Tahoe Lumber
& Fluming Company Locomotive Tahoe
(Nevada County Narrow Gauge No. 5)



Virginia & Truckee Locomotive No. 25

Star Spangled Steam-Up

Landing Page

- Views: 10,941

Paid Social Ads

- Impressions: 610,250
- Clicks: 6,833

Flyer

- 17 QR code scans

Attendance		
Daytime	Daily Ride Total	Tickets Sold
7/4	485	379
7/5	501	334
7/6	313	222
Total	1299	935
Evening		Tickets Sold
7/3	No. 25	54
7/4	Glenbrook	53
7/5	Tahoe	41
Total		148

Pollinator Palooza

Meta (Boost)

- Spent - \$200
- Impressions: 54,757
- Event Responses: 684
- Interested: 1,100

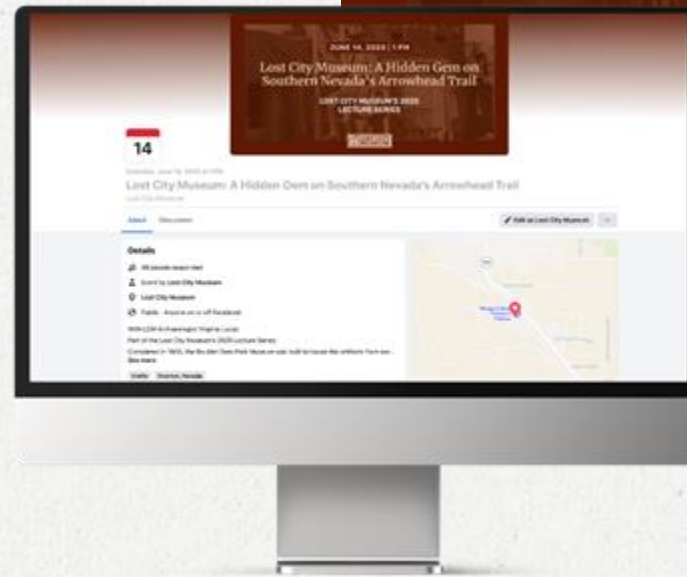




Lost City Museum: A Hidden Gem

Meta

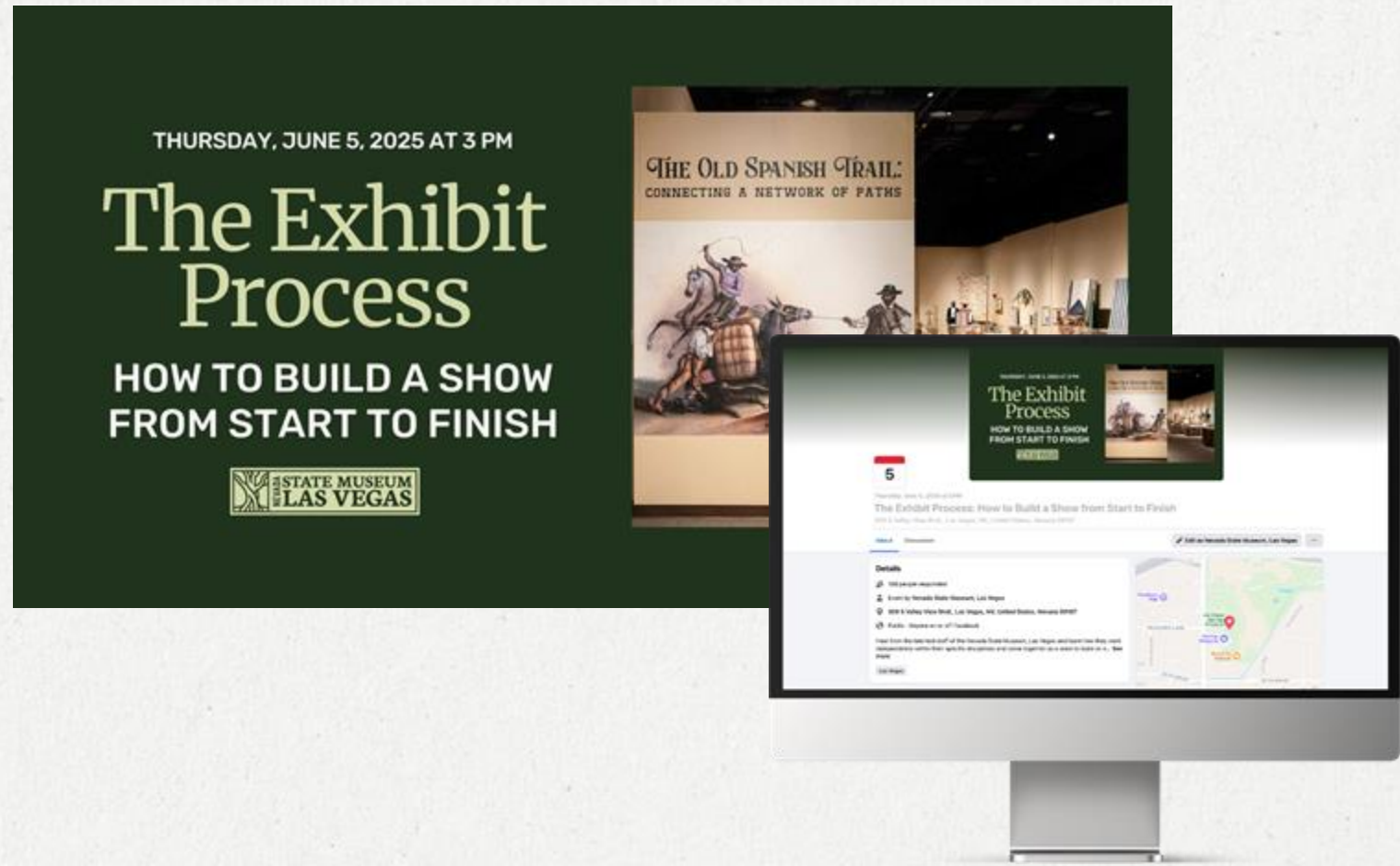
- Spend: \$50
- Impressions: 4,250
- Event Responses: 8
- Interested: 93



The Exhibit Process: How to Build a Show

Meta (Boost)

- Total Spent: \$200
- Impressions: 28,536
- Event Responses: 173
- Interested: 179



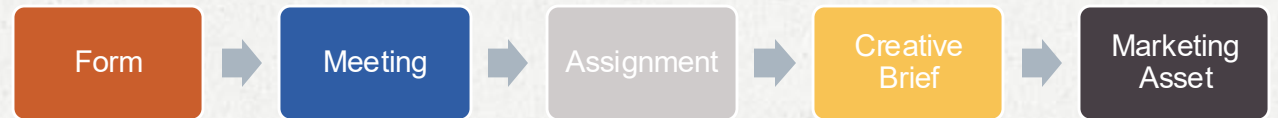
Language Access Plan

- All seven state museums completed work this reporting period within the Language Access Plan.
- Exhibit cards were recorded and transcreated so guests can scan a QR code and have the audio play.
- Nevada State Museum Carson City completed the bulk of their work; content is live online.
- Remaining museums recorded their exhibit cards this quarter; final rollout expected in Q3.
- Initiative enhances accessibility and inclusivity for museum guests.



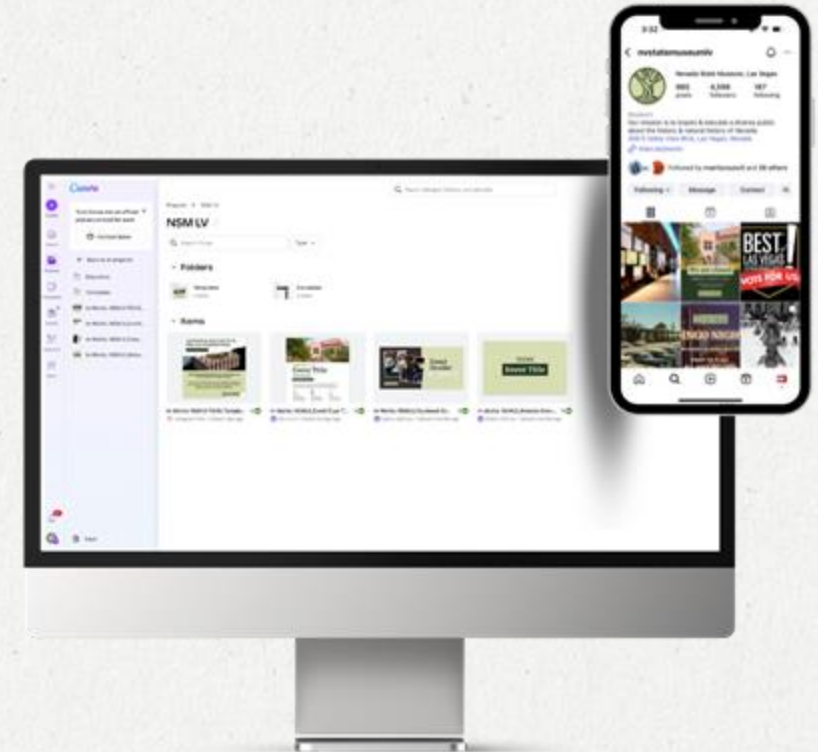
MarComm Policy & Procedures

- This document outlines how division members should work with DTCA's marketing and communications agency, including requesting support with:
 - Social media
 - Email marketing
 - Media relations and releases
 - Advertising
 - Event support
 - Fundraising campaigns



Canva Training

- Training sessions led by Estipona Group's Associate Creative Director, Social Media Manager and Account Manager.
- Trainings included live screen sharing and were recorded for reference.
- Feedback on templates encouraged for ongoing improvement.
- Template refresh will be available at the request of marcomm to keep content fresh.



Bulk Content Pilot Moving Forward FY26

Summary

- Launched a bulk social media content creation pilot in Q1 with Nevada State Museum Las Vegas and Nevada State Railroad Museum, East Ely
- Strong response secured funding to expand this initiative to all DMH institutions in the new fiscal year.

Approach

- Capture large volumes of high-quality content in single visits to each museum.
- Edit and package content for consistent, on-brand distribution across social platforms.
- Implement a repeatable, annual process for efficient content delivery.

Status

- Nevada State Museum Las Vegas and Nevada State Railroad Museum, East Ely content completed and well-received.
- Assets collected for Nevada State Railroad Museum Boulder City; editing to begin in the new fiscal year.
- Budget allocated for expanding bulk content creation Division Wide in the new Fiscal Year

Next Steps

- Edit Boulder City content and plan site visits for remaining institutions.
- Prioritize Nevada Historical Society once their new facility opens.



THANK YOU