



# MARKETING REPORT

**FY26 Q3 | January-March**

Presented by M.E. Kawchack, Dept. of Tourism & Cultural Affairs

# DMH INITIATIVES

# Email Performance Growth & Optimization

## Email Performance Overview

	NHS (Jan)	General DMH (Feb)	NHS (Mar)	Focus: NSRMC C	Mint Gala	General DMH (Mar)	Century of Lost City
<b>Open Rate</b>	15.77%	36.84%	28.79%	42.15%	40.98%	39.24%	28.19%
<b>Click Rate</b>	0.89%	2.9%	2.03%	1.91%	12.81%	1.32%	1.92%
<b>Read Rate</b>	34.6%	24.9%	35.90%	23.9%	39.70%	23%	30.3%

### Open Rate Growth

- January: 15.77%
- February: 38.7%
- March: 36.89%

### Engagement Quality

- January Read Rate: 34.6%
- February Read Rate: 25.95%
- March Read Rate: 29.9%



## Capturing Our Living History, Together

When we think of history, we often think of black and white photos, fossils, and artifacts behind glass. And while I'm proud to work with our museums to preserve these stories, I recognize that history doesn't just live in the past—it's happening all around us, every single day.

That's why I'm so excited about Our Nevada Stories. This oral storytelling project—hosted by [America.250.Nevada](#) and sponsored by the Division of Museums and History—is in full swing. By collecting the voices, memories, and experiences of everyday Nevadans, it celebrates and preserves Nevada history as it's happening.

I encourage you to take a few minutes to [record your story](#). Whether it's about a family tradition, your connection to your community, or a moment that shaped you, you'll be helping preserve our shared history. Your story will live among others through a searchable digital archive, the Nevada Arts Council Folklife program, and as immersive exhibits inside the State Museums.

Every voice is part of our shared history, and no story is too small. Thank you for being part of this important project!



**Dan Thielen**  
Administrator, Nevada Division of Museums & History



## Coming Soon: Exhibit Sneak Peeks

### 1925 & 1926 Pageants

Lost City Museum  
Opening Soon

Last month, we highlighted the Lost City Museum, exploring its origins and significance in the region. Now, we're zooming in on a fascinating chapter from that

# MUSEUM INITIATIVES



- Marketing dollars spent & tactics
  - Rail Bikes Google Advertising - \$985.97 from Feb. 25 - March 31
    - This campaign will run through May 25th and spend \$3,000 total.
  - Greenspun
  - Desert Companion
- Marketing Metrics/ how the events performed
  - Impressions: 100,145
  - Clicks: 4,059
  - Website
    - Q3 Site-Wide Sessions: 34,080
  - Greenspun
    - 383 sessions (52s avg. engagement time)
- Tickets sold
  - 521 Rail Bike tickets sold in Q1, a 75% increase period over period
    - \$47K Revenue from Rail Bike Tickets





- Marketing dollars spent & tactics
  - Archaeology Day
    - Greenspun: 107 sessions generated
    - Mesa Valleys Progress print ad
  - Native American Heritage Day
    - Meta Advertising - \$445.08 from Feb. 24 - Feb. 28
    - Greenspun: 185 sessions generated
    - Mesa Valleys Progress print ad
- Marketing Metrics/ how the events performed
  - Impressions: 61,047
  - Reach: 30,928
  - Event responses: 435
  - Engagements: 3,313
  - Greenspun
    - 579 sessions generated across all LCM website pages
- Number of attendees
  - Archaeology Day - 130
  - Native American Heritage Day - 424
- Sales
  - Archaeology Day – \$1200.81
  - Native American Heritage Day - \$1703.69

## Archaeology Day: What will you uncover?

Saturday, January 31 | 10am–2pm


Join us for an archaeological adventure!  
Perfect for all ages. Archeology Day invites families to:

- COMPLETE HANDS-ON ACTIVITIES
- WIN PRIZES
- MEET THE PEOPLE PRESERVING OUR PAST



Scan or visit  
[lostcitymuseum.org/events](https://lostcitymuseum.org/events)  
for more information.

721 South Moapa Valley Blvd Overton, NV 89040



## A Day of Culture, Community & Celebration


FEBRUARY 28 | 10AM–2PM

Join the Lost City Museum for Native American Heritage Day, a vibrant celebration of Native American culture.

This immersive event offers fun for the whole family, including:

- Traditional performances
- Authentic food
- Local vendors
- Art workshop

While this event is free to attend, a \$5 donation to support the museum is appreciated.



Details at  
[LostCityMuseum.org/events](https://LostCityMuseum.org/events)  
721 South Moapa Valley  
Blvd, Overton, NV 89040



- Marketing dollars spent & tactics
  - Meta Advertising - \$204.84 from March 12 - April 11
  - Greenspun
  - Mesa Valleys Progress
- Marketing Metrics/ how the events performed
  - Impressions: 29,355
  - Reach: 11,266
  - Event responses: 205

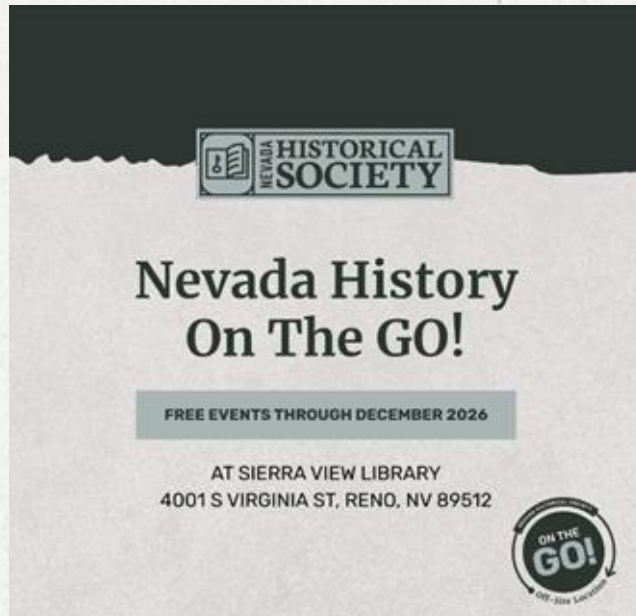
A promotional poster for an event at the Lost City Museum. The background is a solid dark brown color. At the top, the date and time "SATURDAY, APRIL 11, 2026 AT 1 PM" are written in white. The main title "A Century of the Lost City" is in a large, white, serif font. Below it, "AN AMERICA 250 COMMUNITY EVENT" is written in a smaller white font. A white rectangular box contains the text "EXHIBIT OPENING AND LECTURE". At the bottom left is the Lost City Museum logo. On the right side, there are three historical images: a man in a hat standing on a wooden ladder against a stone wall, a circular stone structure with a central opening, and a newspaper clipping titled "PAGEANT PUEBLO GRANDE" with a map of the region and the date "April 24, 1926".



- Marketing dollars spent & tactics
  - Meta Advertising - \$1,200 from Jan. 9 - March 31
- Marketing Metrics/ how the events performed
  - Impressions: 712,464
  - Reach: 200,219
  - Website
    - Q3 Site-Wide Sessions: 10,223

- Marketing dollars spent & tactics
  - Meta Advertising - \$104.95 from Jan 11 - Feb 28
- Marketing Metrics/ how the events performed
  - Impressions: 77,042
  - Reach: 47,638

- Marketing dollars spent & tactics
  - Meta Advertising - \$231.6 from Feb. 12 - March 12
- Marketing Metrics/ how the events performed
  - Impressions: 182,826
  - Reach: 144,301
  - Event Responses: 81
  - Landing page views: 878
  - Website
    - Q3 Site-Wide Sessions: 21,756
  - Greenspun
    - 266 sessions




**Travel Nevada Year**  
Guidebook Workshop Series

**Mar 12**  
4pm - 7pm

**Create Your Own Nevada Guidebook**  
Visit Our Education Room  
Drop-ins Welcome

Contact our Education Department for details, pricing, and registration:  
educationnsmv@nevadaculture.org or 702-822-8746



**THANK YOU**