

**State of Nevada**  
**Division of Tourism**  
**Projects Relating to Tourism**  
**Grant Program Guidelines**

The 2001 Nevada Legislature through Senate Bill 583 amended NRS Chapter 231 to establish the “Projects Relating to Tourism” (PRT) grant program. The program is designed to develop publicly owned property, facilities and infrastructure within Nevada to support and attract visitors to this state. The program is administered by the Nevada Division of Tourism. Recommendations for grant funding are made by the PRT Review Committee which consists of the Rural Programs Manager and the Grants Manager from the Division of Tourism, plus three members from the territories. Recommendations are presented to the Nevada Commission of Tourism for final approval.

- 1. Grant funds are intended exclusively to develop and improve tourism for and within the State of Nevada. They may be used for no other purpose, and must be obligated for invoices due or expended in the same biennium as awarded.**

Each recipient must provide a local match, an amount of money at least equal to the amount of the grant and for the same purpose. Local match may come from either the private or the public sector. A portion of the local match may be from in-kind goods or services, which assist to carry out the purposes of the grant. In a county having a population of less than 100,000, the Committee may, if convinced that the recipient is financially unable to do so, provide a grant with less than equal matching money provided by the recipient.

Applicants are encouraged to leverage other funds beyond the required match such as grants, local cash, local in-kind; etc. to maximize limited resources. Projects, which include other state or federal agency funds, must demonstrate compliance with all requirements of the other funding agencies before final payment will be made.

- Priority will be given to projects that are unable to access other sources of funds. Documentation must be submitted to show why other sources of funds are not available for the project.
- Priority will be given to projects that produce tangible assets that improve the tourism potential for a community or an area.

**2. Grant funds will be provided to counties, cities and local and regional organizations that promote travel and tourism to assist them in the development of publicly owned property, facilities and infrastructure within Nevada to support and attract visitors to this state. Projects may include, but not be limited to the following:**

- Visitor center, kiosk, rest stop, etc.
  - Downtown improvements
  - Gateway improvements
  - Local park or recreation improvements that will increase visitor/tourist visits
  - Fair grounds and arena improvements
  - Improved parking for visitors/tourists or RV's
  - Infrastructure such as water, sewer, streets, that will directly enhance visitor/tourist visits
- Priority will be given to applications submitted from jurisdictions that collect transient occupancy taxes where taxable lodging exists.
  - Priority will be given to applications submitted from rural communities unless part of an application from a regional organization that includes smaller communities.

**3. Applications for grant funds must be made on an official form. In addition, applicants must provide a formal and complete written statement of the project goal including a complete description of the purpose of the grant funds and how the grant funds will be expended. Grant funds and local match must be used in accordance with an itemized budget submitted in the application. If during the course of the project a recipient finds it necessary to adjust the budget, it may do so with the approval of the Committee or its representative. Submitting creative ideas and plans will be helpful in the grant evaluation process.**

- Priority will be given to projects identified as a local priority arrived at through a planning or a public meeting process that shows broad community support and commitment. Documentation must be submitted showing the plans or process, which identified the project as a local priority.

**4. Funding allocation will consider measurable results provided by the prospective recipient organization. Each grant application should estimate the expected increase in visitor/tourist numbers and the positive impact upon the local economy. A statement should be included with the grant application as to how the number of visitor/tourist visits and the impact on the local economy will be measured. These projections will be used in the evaluation of grant awards, and will be reviewed and compared with the evaluation of the project when competed. The measurable results will be used in the evaluation of future grant applications if for the same or similar projects.**

**5. The following are examples of allowable expenses for the purpose of the grant funds.**

- Capital investments or improvements
- Equipment used as a part of the project
- Real or personal property
- Interpretive signs
- Construction costs
- Permit fees required by local, state or federal entities

**6. The following are NOT Allowable Expenses for the purpose of these grant funds:**

- Salaries (except as local match directly related to a project), cost over-runs, overhead, staff food or lodging, staff benefits, entertainment, or other personnel costs
- Alcohol or drugs.
- Operating costs such as office rent, supplies, telephone, postage, subscriptions, memberships, utilities, maintenance, auto expense, or maintenance of equipment
- In state or out of state travel costs or per diem (except as local match directly related to a project)
- Training registration fees, travel, materials, training consultants, other costs for training staff, volunteers, community leaders, etc.
- Advertising, public relations, publications, promotional gifts, other marketing costs
- Cost of ongoing operation or maintenance
- Non-budgeted expenses
- Expenses incurred or commitments made prior to the grant award

Questions on what constitutes expenses that are allowed or not allowed should be addressed to the Committee or its representatives. The Committee will make the final determination as to which expenses are allowed and which are not allowed.

**7. The Nevada Division of Tourism will set deadlines for the submission of new applications.**

**8. Expenditures by a recipient may commence immediately upon Committee approval as outlined in the grant agreement and approval letter. Payments cannot be made until after the execution of the grant agreement and all other billing procedures are followed.**

**9. Upon notice of the grant award, a grant agreement will be sent that must be signed by the recipient's authorized official and returned to the Nevada Division of Tourism. A payment requires the submission of proper request for payment forms, with original signatures, along with copies of bills, contracts, invoices or purchase orders, and evidence of the required match. An evaluation form must be fully completed online, including documentation of any tangible assets that may have been produced, before final payment can be made.**

**10. The Nevada Division of Tourism may audit grants at any time. Performance on past and pending projects will be considered before further applications by the organization will be considered.**

- 11. Projects funded through the program must comply with all state and local regulations and requirements.**
- 12. After payment, each project must be evaluated and audited. Performance on specific projects will be considered before additional grants are funded. A comparison between the project's goals, budget and other plans, and the actual measurable results, will be done by the Division of Tourism staff.**
- 13. Pursuant to SB 583, the Division of Tourism is empowered with the authority to provide and administer grants of money or matching grants to counties, cities and to local and regional organizations that promote travel or tourism. These guidelines have been established to assist grant applicants in developing proposals for grant funds. The Committee hereby reserves the right to reject any and all proposals. This rejection may be based on the availability of funding and the number and quality of proposals submitted. The Committee further reserves the right to waive any irregularities in any proposal if it is in the best interest of the Committee to do so.**

**For further information please contact:**

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