



## **Recovery Committee**

**Tuesday, September 29, 2020  
1:00 P.M.**

### **MEETING LOCATION:**

**Zoom**

<https://us02web.zoom.us/j/84973499861?pwd=bWFBaGxSL3RHeVRJT1dEZkdWVzdwdz09>

Meeting ID: 849 7349 9861

Passcode: 620200



## NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Meeting of the Recovery Committee  
Tuesday, September 29, 2020 – 1:00 P.M.

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### MEMBERS

Christian Passink  
Tracie Barnthouse  
Pam Robinson\*  
Tim Haughinberry\*

Julie Pazina\*  
Patty Herzog\*  
Kristin Windbigler\*

\*Voting members

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Pursuant to the Governor’s Emergency Directive 006, there will be no physical location for this meeting. Therefore, no hardcopy notices have been posted. However, online notices are posted on [www.TravelNevada.biz](http://www.TravelNevada.biz) and [www.notice.nv.gov](http://www.notice.nv.gov)

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### STATEMENT OF THE COMMISSION

- Action may be taken on those items denoted “For Possible Action”.
- Items on this agenda may be taken in a different order than listed.
- Two or more agenda items may be combined for consideration.
- An item may be removed from this agenda or discussion relating to an item on this agenda may be delayed at any time.
- Public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the chair, and speakers are urged to avoid repetition of comments made by previous speakers.
- No action may be taken on any matter brought up under public comment until that matter has been specifically included on an agenda as an item upon which action may be taken (NRS 241.020).
- Meetings are audio-recorded as part of the public record. Speakers are requested to identify themselves before speaking.
- Note: Please provide NCOT with electronic or written copies of testimony and visual presentations if you wish to have complete versions included as exhibits with the minutes.

# AGENDA

## A. Opening

Call to Order and Confirmation of Proper Posting  
Roll Call and Determination of Quorum

## B. Public Comment

Public comment is welcomed by the Commission. A period of public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

## C. Introduction of Committee Members

## D. **For Possible Action** – Nomination of Recovery Committee Chair

## E. **Discussion Only** - Coronavirus Relief Funding

## F. **For Possible Action** – Destination Development – Recovery Grant Opportunity

- E1. Program Overview/Goals
- E2. Recovery Guidelines Review
- E3. Grant Cycle Timeline
- E4. Voluntourism Projects

## G. **For Possible Action** – Public Affairs

- F1. Program Overview/Goals
- F2. Legislative Action Plan
- F3. Tourism Day

## H. **Discussion Only** - Upcoming Meetings

## I. Commissioner Comments

## J. Public Comment

Public comment is welcomed by the Commission. A period of public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

## K. **For Possible Action** - Adjournment

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting **Jessica Grundy** (775) 687-0631 or by email to [jgrundy@travelnevada.com](mailto:jgrundy@travelnevada.com). Materials are available from the Nevada Commission on Tourism office, 401 N. Carson Street, Carson City, Nevada and online at [www.travelnevada.biz](http://www.travelnevada.biz).

Persons with disabilities who require special accommodations or assistance at the meeting should notify Jessica Grundy at the Nevada Commission on Tourism at (775) 687-0631 or [jgrundy@travelnevada.com](mailto:jgrundy@travelnevada.com).

September 29, 2020  
Recovery Committee

Rural Recovery  
Grant Guidelines



## STATE OF NEVADA DIVISION OF TOURISM

### Nevada Division of Tourism Covid-19 Rural Recovery Grant Guidelines

These grant funds have been approved by the Nevada Governor's Finance Office and the Interim Finance Committee utilizing the Coronavirus Relief Funding allocated to the State of Nevada under section 601(a) of the Social Security Act, as added by section 5001 of the Coronavirus Relief Fund ("the Fund"). Under the CARES Act, the Fund is to be used to make payments for specified uses to states and certain local governments; the District of Columbia and U.S. Territories (consisting of the Commonwealth of Puerto Rico, the United States Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands); and Tribal governments. The CARES Act provides that payments from the Fund may only be used to cover costs that—

1. Are necessary expenditures incurred due to the public health emergency with respect to the Coronavirus Disease 2019 (COVID-19);
2. Were not accounted for in the budget most recently approved as of March 27, 2020 (the date of enactment of the CARES Act) for the state or government unless there was a substantial shift in messaging to respond to the COVID-19 pandemic; and
3. Were incurred during the period that begins on March 1, 2020 and ends on December 30, 2020. **ALL PROJECTS MUST BE EXPENDED AND COMPLETED BY DECEMBER 30, 2020.**

1. Nevada Division of Tourism COVID-19 Rural Recovery Grant expenditures must be used for actions taken to respond to second-order effects of the emergency, such as by providing economic support to those suffering from interruptions due to COVID-19-related business closures. The Nevada Division of Tourism requires that all expenditures through the COVID-19 Rural Recovery Grant Program are intended exclusively to develop, promote and improve tourism to and within the state of Nevada to provide economic support to communities and businesses through resumption of activities and steps taken to ensure a safe experience. The funds also must be used to provide an immediate impact towards COVID-19 pandemic recovery. They may be used for no other purpose and must be obligated and/or expended for invoices dated between the grant award date and December 30, 2020.

a. Organizations applying for Nevada Division of Tourism COVID-19 Rural Recovery Grants may also be eligible for Nevada Division of Tourism Voluntourism Impact Project Grants. Voluntourism Impact Project Grants must follow all Rural Recovery Grant guidelines and requirements. The project budget must be between \$5,000 and \$10,000, and a Nevada Division of Tourism staff member must be involved in the project planning and execution when applicable. Projects utilizing community volunteers will receive preference. Organizations may apply for the Voluntourism Impact Project Grant using the same application as the COVID-19 Rural Recovery Grant.

2. Grant funds will be allocated by the Division of Tourism and distributed to political subdivisions of the state, fair and recreation boards, and to local or regional nonprofit organizations, which promote

travel and tourism, to assist them in projects that will contribute to the immediate economic recovery of the community during the COVID-19 pandemic by:

- a. Developing and executing plans and programs for marketing and advertising which are consistent with the state plan;
- b. Promoting specific special events and attractions within their communities including adventure sports, arts and cultural, history and other activities that have potential to generate increased visitation and overnight stays;
- c. Becoming members of and/or attending travel tradeshow, both in person and virtual;
- d. Providing for unique research and model projects which would inventory, assess, compare, plan or assist development or demonstrate feasibility of nonprofit attractions in rural Nevada during and post the COVID-19 pandemic;
- e. Improving publicly owned property, facilities, and infrastructure within Nevada to support and attract tourism recovery.

3. The Division of Tourism will consider applications as follows:

- a. Applications from the six volunteer territory organizations with projects that are multi-jurisdictional and demonstrate territory-wide or statewide impact will have a higher priority.
- b. Applications will only be accepted from political subdivisions of the state, fair and recreation boards, and nonprofit organizations based in communities of less than 100,000 population (2010 U.S. Census) regardless of the county in which the community is located.
- c. Applications from federally recognized Nevada tribes and non-profit organizations based on tribal lands will be considered.
- d. The Division of Tourism WILL NOT consider applications from communities in excess of 100,000 population unless part of a territory application as specified in "a" or unless part of a multi-jurisdictional application involving one or more communities as specified in "b".
- e. Higher priority will be given to applications submitted from jurisdictions that collect transient occupancy taxes where taxable lodging exists.
- f. Priority will be given to organizations following the current state of Nevada COVID-19 health directives. Organizations that refuse to follow the current state of Nevada COVID-19 health directives will be ineligible.
- g. Higher priority will be given to organizations with previous satisfactory grant compliance.

4. Preference will be given to projects that embrace more than one political subdivision such as umbrella organizations, territories, chambers or other similar groups, or to projects that have the highest potential for drawing overnight visitation in the following ranking:

- a. Tourism Recovery. Projects that focus on immediate impact towards tourism recovery and have the flexibility to be adjusted quickly based on the current state of Nevada COVID-19 health directives will be given the highest priority.
  - b. Multi-Jurisdictional. Projects that have the potential to develop, promote and improve visitation for multiple areas of the state as to have the largest statewide impact economically and provide regional promotion.
  - c. National or International Impact. Projects which are unique unto themselves or unique to Nevada that help to create media exposure nationally and internationally for the destination and the state, thus helping to promote tourism to and within the state through increased awareness and interest.
  - d. Destination Improvements. Projects will be considered that will develop, enhance and improve tourism related infrastructure or equipment that will assist in developing attractions and improve the visitor experience.
  - e. Regional Impact. Projects that attract visitors from traditional target markets and projects that draw non-local attendance such as organized tours, familiarization tours, and press trips.
  - f. Events. Applications for special events, festivals, pow wows, live entertainment, etc., must demonstrate that the event will be in full compliance with all current state and local COVID-19 health and safety guidelines.
5. Applications to request grant funding should be submitted before the grant deadline and completed on the official online application form located at [travelnevada.biz](http://travelnevada.biz) to include a statement of the project goals, specifically how the grant funds will be used and an itemized budget of the project.
6. Funding allocation will consider measurable results provided by the prospective grantee organization. Each grant application should project the expected increase in visitor/revenue numbers and provide an estimate of the financial impact this project has on the local economy. A statement should be included with the grant application as to how the number of visitors and the financial 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 reimbursement is requested. The measurable results will be used in the evaluation of future grant applications if for the same or similar projects.
7. The following are allowable expenses for the purpose of the grant funds:
- a. Advertising. Allows for the purchase of advertising space or time, the reasonable fees of a qualified advertising agency, production or fulfillment costs. Funding for advertising should be primarily for projects in markets that will have the highest potential to generate overnight visitation.

- b. Audio-Visual Presentations. Printing, photography, videography, separations, art services, services of a recognized advertising agency or audio-visual firm. Project must have a plan for use in targeted regions, organizations and trade shows outside the local area and/or use in a local area.
  - c. Events. Advertising and promotional literature. Events that attract significant non-local attendance will be considered on a case-by-case basis. Advertising must encourage attendance from out of town, county and/or state to encourage overnight visitation. All events must have a plan to fully comply with all state and local COVID-19 guidelines in place at the time of the event.
  - d. Familiarization and Media Tours. Reasonable expenses for transportation, food and lodging for the qualified travel professionals, provided the end result is measurable publicity for the area and/or the development of saleable tour itineraries within the area or the state.
  - e. Research. Projects related to developing statistical information or background for the further development of marketing and advertising programs, attractions and economic impacts upon areas within the state as it relates to COVID-19 recovery. Projects must complement and/or supplement ongoing research undertaken by the Division of Tourism and be made available to the commission upon request.
  - f. Travel Promotion Literature. (Print) Printing, layout, design, typesetting, color separations, photography, writing copy and distribution of literature. General promotional brochures should be in conformance with Division of Tourism standards for brochure size and distribution. Consideration will also be given to other specially targeted literature that may not need to conform.
  - g. Travel Trade Shows. Booth rental, equipment and services rental, reasonable shipping costs for booth expenses and collateral. In-person travel trade shows are transitioning to a more virtual experience. Virtual travel/trade shows are an allowable expense.
  - h. Capital Improvements. Wayfinding, interpretive signage, banners, billboards, equipment used as part of the project, construction costs, permit fees required by local, state, or federal entities.
8. The following are NOT allowable expenses for the purpose of these grant funds:
- a. Salaries, cost overruns, overhead, staff food or lodging, staff benefits, entertainment or transportation, supplies (except as authorized in Item 7f).
  - b. Equipment purchase that does not directly improve the visitor experience, not specifically tourism related or available to the general public.
  - c. Administrative postage and bulk permit fees. Other postage that is specifically expended on direct mail fulfillment or bulk rate mail related to the distribution of brochures or a direct mail campaign is acceptable provided a postmaster's receipt is presented.
  - d. Expenses incurred, cost overruns or commitments made prior to the notification of the grant award.



- e. Operating costs such as office rent, supplies, telephone, cell service, postage (except as authorized in Item 7g), utilities, regular maintenance, auto expense, or maintenance of equipment.
- f. Cost of ongoing operation or maintenance as it pertains to capital improvements.

Questions as to what constitutes expenses that are allowed or not allowed should be addressed to the Nevada Division of Tourism. The Nevada Division of Tourism will make the final determination as to which expenses are allowed or not allowed based on the grant stipulations approved by the Nevada Division of Tourism and the Coronavirus Relief Fund guidelines.

- 9. Deadlines will be set by the Division of Tourism for the submission of new applications for this recovery grant cycle. All projects must be completed by 12/30/20. Any grant funds not utilized in an approved manner must be returned to the Nevada Division of Tourism. Failure to comply with all requirements, including completion of the final evaluation or failure to provide information requested by the Division of Tourism, may result in ineligibility for future Nevada Division of Tourism grants.
- 10. Expenditures by a grantee can commence as soon as the Commission has approved the grant recommendations and the grantee has a signed grant agreement. All projects must adhere to provisions set in the Grant Agreement and Nevada Division of Tourism COVID-19 Rural Recovery Grant Guidelines. Payments cannot be made until after the execution of the Grant Agreement by the recipient's authorized official. The Grant Agreement must be signed by the authorized official and returned to the Division of Tourism. A reimbursement billing requires the submission of two Outlay Reports and Request for Reimbursement forms, each with original signatures, along with copies of bills, contracts, invoices or purchase orders, and copies of the materials for which the grant was used. An Evaluation Form must be fully completed online before final payments can be made.
- 11. The Nevada Division of Tourism retains the rights for unlimited usage with no expiration date for all grant funded video and photography. It is the responsibility of the grant recipient for such projects to provide photography and raw video files, B-roll, etc. to the Nevada Division of Tourism prior to any final reimbursement payment.
- 12. Projects funded for websites and online advertising will require the recipient to include a reciprocal link to [travelnevada.com](http://travelnevada.com) which will be provided to the recipient at the time of the grant award.
- 13. Grants may be audited at any time by the Division of Tourism or its representatives. Performance and compliance on past and pending projects will be considered before further applications by the organization will be considered.

14. Nevada Division of Tourism COVID-19 Rural Recovery Grants may not be combined with other federal aid programs, but if an organization has already received Coronavirus Relief Fund disbursements, Recovery Grant funds may augment those funds. Organizations must provide what entity granted the Fund disbursements, the amount, and how the Rural Recovery Grant Funds would be used differently than any other Fund disbursements already received.

Per United States Treasury Guidance:

*Are recipients required to use other federal funds or seek reimbursement under other federal programs before using Fund payments to satisfy eligible expenses?*

No. Recipients may use Fund payments for any expenses eligible under section 601(d) of the Social Security Act outlined in the Guidance. Fund payments are not required to be used as the source of funding of last resort. However, as noted below, recipients may not use payments from the Fund to cover expenditures for which they will receive reimbursement.

*Are there prohibitions on combining a transaction supported with Fund payments with other CARES Act funding or COVID-19 relief Federal funding?*

Recipients will need to consider the applicable restrictions and limitations of such other sources of funding. In addition, expenses that have been or will be reimbursed under any federal program, such as the reimbursement by the federal government pursuant to the CARES Act of contributions by States to State unemployment funds, are not eligible uses of Fund payments.

15. Pursuant to NRS 231.260, the Division of Tourism is empowered with the authority to provide and administer grants of money or matching grants to political subdivisions of the state, to fair and recreation boards, and to local or regional organizations, which promote travel or tourism. These guidelines have been established to assist grant applicants in developing proposals for securing grant funding. The Division of Tourism hereby reserves the right to reject any and all proposals. This rejection may be based on the availability of funding and the number of applications submitted. The Division of Tourism further reserves the right to waive any irregularities in any proposal if it is in the best interest of the Division to do so.

\* \* \* \* \* For further information please go to <https://travelnevada.biz/about-grants/>

September 29, 2020  
Recovery Committee

Rural Recovery  
Application Questions



## APPLICATION QUESTIONS

Was this project included in the organization's most recently adopted budget as of March 27<sup>th</sup>, 2020? If the answer is yes, this project is ineligible for the COVID-19 Rural Recovery Grant Program and the Voluntourism Impact Project Grant Program unless there will be a substantial, documented shift in messaging due to the COVID-19 pandemic.

Yes, the project was included in the most recently adopted budget as of March 27, 2020 and there will not be a substantial shift in messaging. The project is ineligible.

Yes, the project was included in the most recently adopted budget as of March 27, 2020, and there will be a substantial, documented shift in messaging. The project may be eligible.

No, the project was not included in the most recently adopted budget as of March 27, 2020.

Has your organization previously received Coronavirus Relief Funds? If the answer is yes, please describe the source and use. You may be eligible for additional funds if the project is substantially different from the project for which your organization already received funds.

How will this project develop, promote, or improve visitation to and within the State of Nevada to provide immediate economic support to the community during the COVID-19 pandemic? How will this project contribute specifically to the promotion of a resumption of activities or steps taken to ensure a safe experience?

Date work will begin on this project. Please note, pre-committed funds and expenses incurred prior to the award date are ineligible (please see COVID-19 Recovery Grant guidelines).

Date on which this project will be completed. Please note funds must be expended and the project must be completed by **12/30/20**. If the project cannot be completed within the allowed time frame per the Federal Coronavirus Relief Fund requirements, the project is ineligible.

If a project is eligible for Nevada Division of Tourism COVID-19 Rural Recovery Grant funds, it may also be eligible for the Nevada Division of Tourism Voluntourism Impact Project (VIP) Grant program. Would you like to apply for both the COVID-19 Rural Recovery Grant and the Voluntourism Impact Project Grant? If so, this application will be considered for both the Rural Recovery and VIP grant programs. VIP grants primarily focus on capital improvements with a budget between \$5,000 and \$10,000 using the same guidelines as the Rural Recovery Program (please see Nevada Division of Tourism COVID-19 Rural Recovery Grant Guidelines). Projects utilizing volunteers will receive priority. If applying for the VIP

grant program in addition to the Rural Recovery Grant program, please describe how your project will tie into your re-opening or safety re-marketing programs and how volunteers will be utilized.

What geographic area of the state will receive the benefit of the project? Where will the increase in room nights and economic impact occur?

Total budget of project. This program does not require a matching amount - please provide the complete cost of the project.

Nevada Division of Tourism grant funds requested.

Specifically describe how grant funds received will be utilized in this project. Please limit to 3 paragraphs.

How many visitors do you expect to draw to your area as a result of this project? What other parameters will be used to measure success?

How many additional hotel/motel nights do you expect visitors to spend in your area as a result of this project?

What is the overall economic impact of this project, especially as it relates to COVID-19 pandemic recovery?

If this application includes a capital project, who currently holds title to the property involved? In whom will title be vested upon completion of the project? Will the project be completed by the 12/30/20 deadline? Projects not expected to be completed by the deadline will not be considered.

The Nevada Division of Tourism receives on average twice the requests for funding than funding available. Please explain why this project should receive priority over other grant applications.

If this organization or grant is associated with a website, what is the URL?

If you have not received Nevada Division of Tourism grant funds before, does your organization have experience complying with other comparable grant programs?

Please attach any documents you would like to have included during review of your application.

## BUDGET

### Audio/Visual/Creative Assets

- Long Form Video
- Short Form Video (:30, :15, etc.)
- Podcasts
- Photography
- Other

### FAM Tour

- Virtual Tour Expenses
- Sales FAM Travel Expenses
- Other

### Publicity/Public Relations

- PR Agency Fees/Retainment
- Media Hosting
- Virtual Media Hosting
- Other

### Internet/Digital

- Website Design
- Website Updates
- Search Engine Optimization
- Paid Search
- Google Ads

Banner Ads

Email Marketing

Text Marketing

Professional Fees

Other

Missions

Virtual Missions

Domestic Missions

Other

Paid Media

Digital

Magazine

Television

Radio

Billboards

Other

Printed Collateral

Brochures

Distribution

Other

Trade or Trade Show

Virtual Trade Show fees

Booth Space

Registration Fees

Shipping of Literature

Travel Expenses

Other

Social Media

Social Media Ads

Boosted Posts

Dark Posts

Influencer Marketing

Agency Fees/Retainment

Other

Capital Projects

Billboards

Signage

Construction

Equipment

Materials

Permits

Preparation

Production

Professional Fees

Other

Other

Other