



TRAVEL NEVADA
FY 2023 Grant Workshop

March 18, 2022



Agenda



- **Rural Marketing Grants Reimagined**
- **Grant Guidelines**
- **FY 2023, Cycle 1 Timeline**
- **New Users Registration**
- **New Applications**
- **Application Questions**
- **Q&A**

Rural Marketing Grants Reimagined



Phase 1

FY 2023 Cycle 1

- Update application & evaluation
- Encourage more layered programs
- Test rubric
- Expand internal review of grants
- Conduct industry workshops

Phase 2

FY 2023 Cycle 2

- New online grant application interface
- Introduce workplan templates
- Robust co-op programs
- Report on actuals (FY 22 & 23C1)
- Conduct industry workshops

Phase 3

FY 2024

- One cycle
- Define funding categories
- Conduct industry workshops

Rural Marketing Grant Guidelines



- **Qualifying applicants**

- Political subdivisions of the state
- Fair and recreation boards
- Local, regional and tribal non-profit organizations
- Communities under population of 100,000

Rural Marketing Grant Guidelines



- **Funding available for**

- Marketing and advertising campaigns
- Destinations, new and existing events, attractions
- Tourism related educational conferences
- Tourism related research

- **Destination Development grants available in FY 2023**

- Projects related to tourism' or infrastructure projects will not be prioritized as part of this grant cycle

Rural Marketing Grant Guidelines



- **Priorities given for projects that**
 - Generate overnights stays
 - Promote rural Nevada
 - Is multi-jurisdictional
 - Has an international, national or regional impact, generating non-local visitors and attendees
- **50% Local matching funds**
 - Cash match
 - Volunteer match
 - Territories excluded

Grant Timeline



- **FY 2023, Cycle 1**
 - July 1, 2022 – June 30, 2023
- **Applications open – Mar 16 to Apr 29, 2022**
- **Evaluation and recommendations – May 2022**
 - Internal & Tourism Advisory Committee review
- **Recommendations for grant approval – June 2022**
 - Nevada Commission on Tourism Meeting June 8

New Users Registration



- **Federal Tax ID – IRS issued**
- **Corporate ID – Nevada Secretary of State**
 - <https://www.nvsos.gov/sos>
 - Must be current
- **If awarded, register with the State's Controller's Office - NevadaEPro**
 - <https://nevadaepro.com/bs/>

Travel Nevada Rural Marketing Grants

- <https://travelnevada.biz/>
- ✓ **Read the guidelines**
- ✓ **Registered your organization**
- **Start an application**

RURAL MARKETING GRANTS

Rural Marketing Grants help the communities of Nevada market their destination to potential visitors around the world in an effort to generate overnight stays. Travel Nevada awards \$1.65 million per year to rural partners for a variety of marketing projects which include video production; online, radio, television and print advertising; brochures; tourism community assessments; attending travel/trade shows and more. Non-profits and local tourism entities are eligible to apply for funding in this program.

[ACCESS ONLINE](#)

Rural Marketing Grant Resources:

- Grant Reimbursement Form (PDF)
- Rural Marketing Grant Guidelines (PDF)
- Certificate of Volunteer Hours Form (PDF)
- Grant Travel Reimbursement Guidelines (PDF)
- Travel Expense Reimbursement Claim (Excel)
- Travel Nevada Logos & Assets
- Travel Nevada Brand Guidelines (PDF)
- Sending Assets to Travel Nevada (PDF)

Questions?

Email: Ruralgrants@travelnevada.com

Recording will be available on Monday, March 20