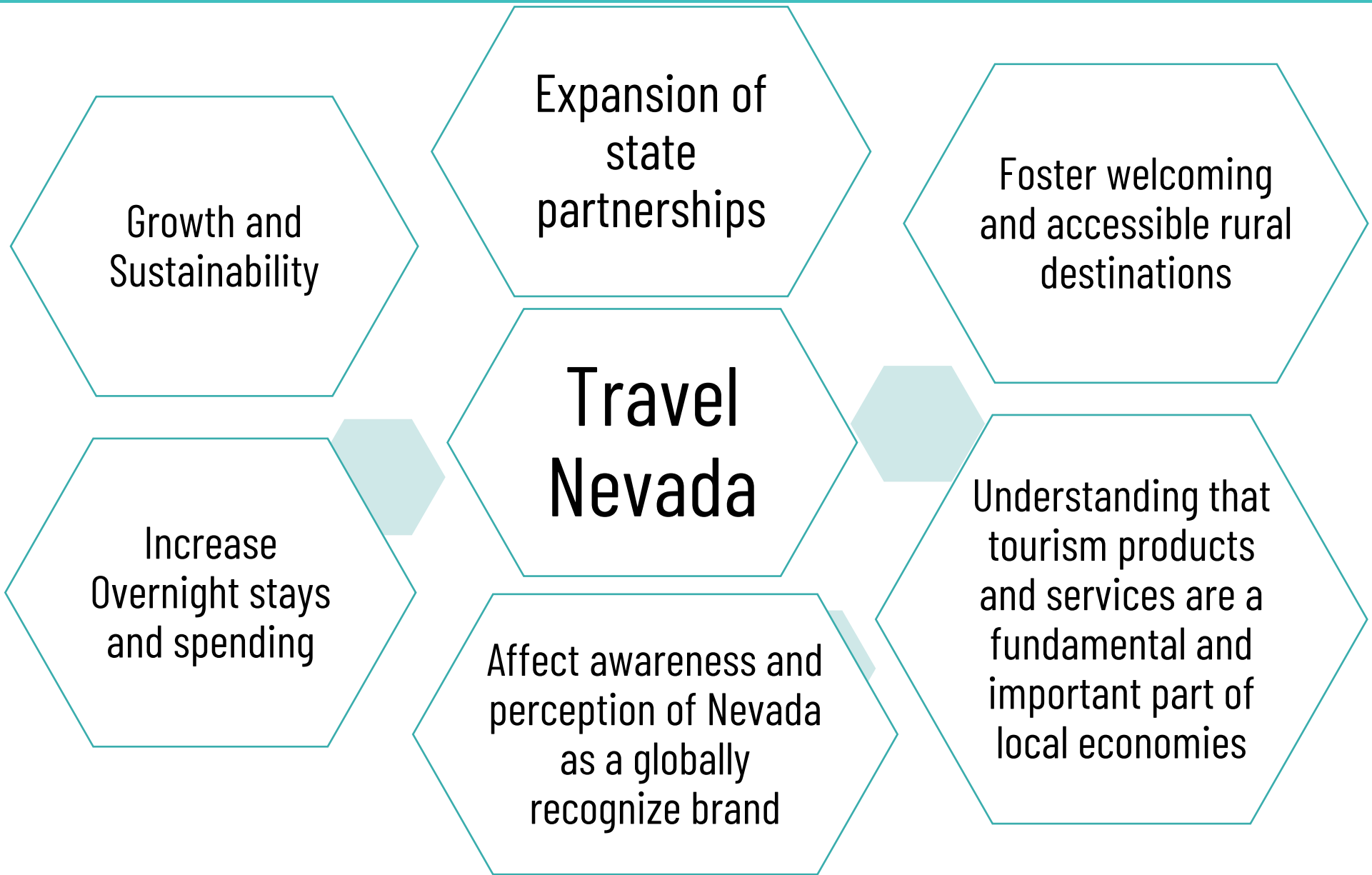


TRAVEL NEVADA

Rural Marketing Grant Webinar FY2025

January 19, 2024





Rural Marketing Grants Program

- One grant cycle
- \$1.5 Million in available funds
- Rural Marketing Grant Guidelines
- New Waiver Process
- New Material forms
- Mid-Year check ins
- Final evaluation Forms

Where to apply?



Rural Marketing Grants

ABOUT PROGRAMS RESEARCH RESOURCES NEWS & EVENTS

Rural Marketing Grants help Nevada communities market their destination to potential visitors in an effort to generate overnight stays. Travel Nevada awards **\$1.5 million** each year to rural partners for a variety of marketing projects including paid advertising, promotion of signature events, travel trade and consumer shows, tourism community assessments and production of video and image assets. Tourism related non-profit organizations are eligible to apply for funding in this program.



The FY 2025 grant applications open January 15, 2024.

Click [here](#) to apply.

Click [here](#) to fill out the FY25 Waiver Match Application.



Eligible Applicants



- Territory Organizations
 - Cowboy Country Territory
 - Las Vegas Territory
 - Nevada's Indian Territory
 - Pony Express Territory
 - Reno-Tahoe Territory
 - Nevada Silver Trails
- Local Governments *less than 100,000 population
 - Cities*
 - Counties*
- Non-Profit Organizations *501(c)(3)
 - DMOs
 - Chambers of Commerce
 - Non-profit organizations
- Tribal Government

Rural Marketing Grant Timeline

KEY DATES	EVENT
January 15 th , 2024	Open- Rural Marketing Grant Application Period
April 10 th , 2024	Grant Workshop at Rural Roundup
April 15, 2024	Close- Rural Marketing Grant Application Period
April 16-May 6, 2024	Industry Expert Review Period
May 13 th , 2024	In Person-Territory Advisory Committee Meeting (TAC)
June 5 th , 2024	Commission on Tourism to approve Grants. Award notification through submittable
July 1 st , 2024	Formal Award letter notification sent by US Mail
October-November, 2024	Due- Mid Year Check-Ins and form completion
June 30, 2025	Due – Final Evaluation Report/Final Reimbursements due.

Rural Marketing Grant Rubric

What our Industry experts are looking to review

Scoring Key

- 0- Needs improvement
- 1- Below Average
- 2- Average
- 3- Above Average
- 4- Good
- 5- Exemplary

Scoring Priorities

- Project Purpose
- Evaluation Plan
- Collaboration
- Sustainability
- Best Practices
- Bonus Points:
Support for development
of diverse travel
experiences

Best Practices

*Scoring applies to categories selected from applicant

- Paid Advertising
- Public Relations
- Travel Trade
- Organizational Assets
- Conferences, Education,
and Professional
Development
- Market Research
- Strategic Planning

Waiver Process

Complete the Sliding Scale worksheet



Link to the Waiver application in Submittable

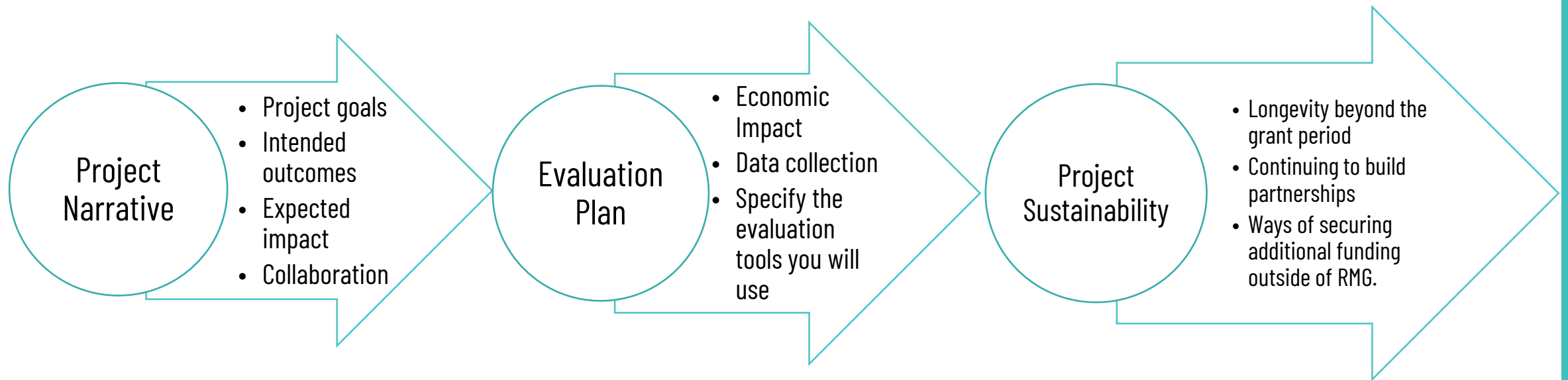


Upload the Sliding Scale worksheet

Matching Sliding Scale

- Current Match Scheme = 50% in cash or in-kind (equivalent volunteer hours)
- Developed to support smaller non-profit organizations who may find it difficult meeting the 50% match requirement due to limited budget and/or staff
- Sliding scale calculations based on organizational budget size and staffing
 - As budget size and staffing increase, match percentage increase
- All applications are subject to the same rigorous review process regardless of their organization's budget size or staff.

Application Questions



Grant Writing Tips

- **GUIDELINES! GUIDELINES! GUIDELINES!!!!!!! READ THE GUIDELINES**
- Provide specific information about your project
- Ensure that your budget is realistic and logical
- Seek out an objective reviewer to provide feedback
- Avoid procrastination and start the grant writing process early- **ASK QUESTIONS!**
- Pay close attention to the smallest details

Why Mid-Year Check ins ?

- Evaluate Progress
- Identify Challenges
- Provide Guidance and Support
- Enhance Communication
- Ensure Alignment
- Demonstrate Support



Forms and Materials



Nevada Commission on Tourism
**OUTLAY REPORT and REQUEST FOR
 REIMBURSEMENT FOR RURAL MARKETING GRANTS**

Outlay Report and Request for Reimbursement for Rural Marketing Grants

1. Grant ID: _____ 2. Type of Request: _____ 3. Payment Request # _____
 [] Partial [] Final

4. Final Evaluation Form Submitted Online [] yes [] no 5. Period covered (month/day/year)
 (required for final reimbursement) From: _____ To: _____

6. _____ 7. Total Award Amount:
 Name of Grantee Organization \$ _____

 Mailing Address

 City, State Zip 8. Required Match:
 \$ _____

Description of Costs	Reimbursement Requested (\$)	Total Expenditures to Date (Include both grant funds and local matching funds)
a. Personnel; Administrative (can not come from grant)	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	_____
b. Paid Advertising	_____	_____
c. Public Relations	_____	_____
d. Travel Trade	_____	_____
e. Organization assets	_____	_____
f. Conferences	_____	_____
g. Operating Expense	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	_____
h. Travel Nevada Co-op	_____	_____
i. Market Research/Strategic planning	_____	_____
j. Other (please describe)	_____	_____
TOTAL COSTS:	_____	_____

Expenditure Summary

8) State Reimbursement Previously Requested _____	9) Total Expenditures Previously Accounted for _____
10) Current Amount Requested for Reimbursement _____	11) Total Expenditures Newly Accounted for _____
12) Total State Reimbursement To Date (8 + 10) _____	13) Total Expenditures to Date (9 + 11) _____

AS GRANTEE I certify that to the best of my knowledge and belief the billed costs of disbursements are in accordance with the terms of the project and that the reimbursement represents the state share due which has not been previously requested and all promotions were in accordance with the terms of the grant.

8. Authorized Signatures:

GRANTEE:	TOURISM COMMISSION:	
_____	_____	_____
Signature	Grants Manager	Date
_____	_____	_____
Name & Title	Business Manager	Date
Date: ____/____/____		

PLEASE SUBMIT TWO (2) COPIES OF THIS FORM. EACH MUST HAVE AN ORIGINAL SIGNATURE. AND MAIL TO:

NEVADA COMMISSION ON TOURISM
 ATTN: MARKETINGGRANTS MANAGER
 200 S. VIRGINIA ST, SUITE 500
 RENO, NEVADA 89501



Rural Marketing Grant

Organization:

Grant ID:

Date:

FINANCIAL REPORT

Instructions: Use the form provided below. You will be required to upload listed invoices along with proof of payment. **DO NOT** manually add rows as automatic calculations may not calculate correctly.

			TOTAL \$						
				Amount paid					
Vendor (Payee Name)	Project Use/Description	Vendor Invoice Number	Date Paid	Rural Marketing Grant Funds	Recipient Cash Match	In-Kind Match	Total	Project Category (Use Dropdown in Cell)	Other (please describe)

Applicant Name:

BUDGET NARRATIVE

Equipment

Total Equipment Cost \$ -

List equipment that will be purchased to support the proposed project. Equipment includes goods that will not be consumed.

Item Name	Quantity	Cost Per Each	
			\$ -

Justification:

Materials and Supplies

Total: \$0

List materials required to conduct the project and justify these expenditures. Materials and supplies are goods that will be consumed over the course of the project.

<u>Item Name</u>	<u>Quantity</u>	<u>Cost Per Each</u>	
			0
			0
			0

Justification:

Travel **Total:** **\$0**

Identify staff who will travel, the purpose, frequency and projected costs. Utilize GSA rates for per diem and lodging (go to www.gsa.gov) as a guide unless the organization's policies specify lower rates for these expenses. Out-of-state travel or non-standard fares require special justification.

Out-of-State Travel **\$0**

Title of Trip & Destination such as CDC

Conference: San Diego, CA

	Cost	# of Trips	# of days	# of Staff	
Airfare: cost per trip (origin & designation) x # of trips x # of staff	\$0	0		0	\$0
Baggage fee: \$ amount per person x # of trips x # of staff	\$0	0		0	\$0
Per Diem: \$ per day per GSA rate for area x # of trips x # of staff	\$0	0	0	0	\$0
Lodging: \$ per day + \$ tax = total \$ x # of trips x # of nights x # of staff	\$0	0	0	0	\$0
Ground Transportation: \$ per r/trip x # of trips x # of staff	\$0	0	0	0	\$0
Mileage: (rate per mile x # of miles per r/trip) x # of trips x # of staff	\$0	0		0	\$0
Parking: \$ per day x # of trips x # of days x # of staff	\$0	0	0	0	\$0

Justification: We do not anticipate any out of state travel during the project period.

In-State Travel **\$0**

Origin & Destination-see justification below

	Cost	# of Trips	# of days	# of Staff	
Airfare:	\$0	0		0	\$0
Baggage fee: \$ amount per person x # of trips x # of staff	\$0	0		0	\$0
Per Diem: \$ per day per GSA rate for area x # of trips x # of staff	\$0	0	0	0	\$0
Lodging: \$ per day + \$ tax = total \$ x # of trips x # of nights x # of staff	\$0	0	0	0	\$0
Ground Transportation: \$ per r/trip x # of trips x # of staff	\$0	0	0	0	\$0
Mileage: (.56 x # miles) x # trips				1	

Justification:

Contracts and Consulting	\$0
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Identify project workers/ contractors/ consultants who are not regular employees of the organization. This may include

<u>Name/ Title of Contractor:</u>	Contract Cost:	
<u>Method of Selection:</u>		
<u>Period of Performance:</u>		
<u>Scope of Work:</u>		
<u>Method of Accountability:</u>		
<u>Justification:</u>		

<u>Name/ Title of Contractor:</u>	Contract Cost:	
<u>Method of Selection:</u>		
<u>Period of Performance:</u>		
<u>Scope of Work:</u>		
<u>Method of Accountability:</u>		
<u>Justification:</u>		

Other	Total:	\$0
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Identify and justify these expenditures

<u>Justification:</u>	
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TOTAL Rural Marketing Grant Funds Requested	\$	-
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Forms & Materials

<https://travelnevada.biz/programs/grants/>

- ➡ FY25 Rural Marketing Grant Guidelines
- ➡ FY25 Rural Marketing Rubric
- ➡ Rural Marketing Grant Budget Narrative
- ➡ FY25 Rural Marketing Grants FAQs
- ➡ Certification of Volunteer Hour Match (In-Kind)
- ➡ FY25 Rural Marketing Grant Match Percentage
- ➡ Rural Marketing Grant Financial Worksheet
- ➡ Reimbursement Request Outlay Worksheet

Questions?

Abigail Ortiz

Industry Relations Specialist

Please email to Schedule Office Hours
Monday-Friday

Email: Ruralgrants@travelnevada.com

*Webinar and PowerPoint will be posted at travelnevada.biz/pastevents/

THANK YOU

THANK YOU

THANK YOU

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