

# Rural Marketing Grants

*Industry Development*

March 8, 2023



# Rural Marketing Grants – FY 2024

- **\$1.5M** in available funding
- Grant applications accepted **March 1 – April 28, 2023**
  - May 2023 – Internal & TAC review
  - June 2023 – Commission meeting approval
- Only **one cycle**
  - One application per organization
  - Mid-year check in
- **New this year...**
  - Economic impact calculator
  - Matching sliding scale

# Rural Marketing Categories



Paid Advertising



Public Relations



Travel Trade



Organizational Assets



Conferences



Market Research, Strategic Planning

# Current Economic Impact Measures

## Challenges

- Self reported and inconsistent data
  - Measures may not be available
  - Applicants may not know how to calculate (best guesses)
- Legislative reporting of the true impact of the grant program is inaccurate and meaningless

# Standardizing Metrics That Matter

- Focus on evaluating paid advertising and events categories where most funding requests fall within
  - Real data available from media companies and event organizers
- Travel Nevada will provide a formula to help applicants estimate impact more consistently
- Applications will require estimates
- Evaluations will require actuals

# Methodology – Paid Media

- Paid Media Reach = broadcast and streaming services reach, print (newspaper and magazine) total circulation, display ad content views, social media ad content views, radio reach
  - Not included are items such as SEM, OOH, and Email Direct Marketing due to lack of reliable arrival rate metrics for these
- Arrival Rate =  $\frac{1}{2}$  Arrival Rate of Travel Nevada paid media ads over previous two fiscal years
- Estimated Spend = Average travel spend per party from Travel Nevada's rural visitor profile
- Impact Ratio = (Funds Awarded / Total Budget for Paid Media Assets)

# Formula – Paid Media

Estimated Economic Impact of Paid Media  
Grants Equation:

$$\text{Paid Media Reach} * \text{Arrival Rate} * \\ \text{Estimated Spend} * \text{Impact Ratio}$$

# Methodology – Events

- Estimated Attendance of People Traveling Over 50 Miles
- Estimated Spend = Average travel spend per person from Travel Nevada's rural visitor profile
- Impact Ratio = (Funds Awarded / Total Budget for Events)



# Formula – Events

Estimated Economic Impact of Event Grants  
Equation:

Estimated Attendance of People  
Traveling Over 50 Miles\* Estimated  
Spend \* Impact Ratio

# Economic Impact Methodology Assessment

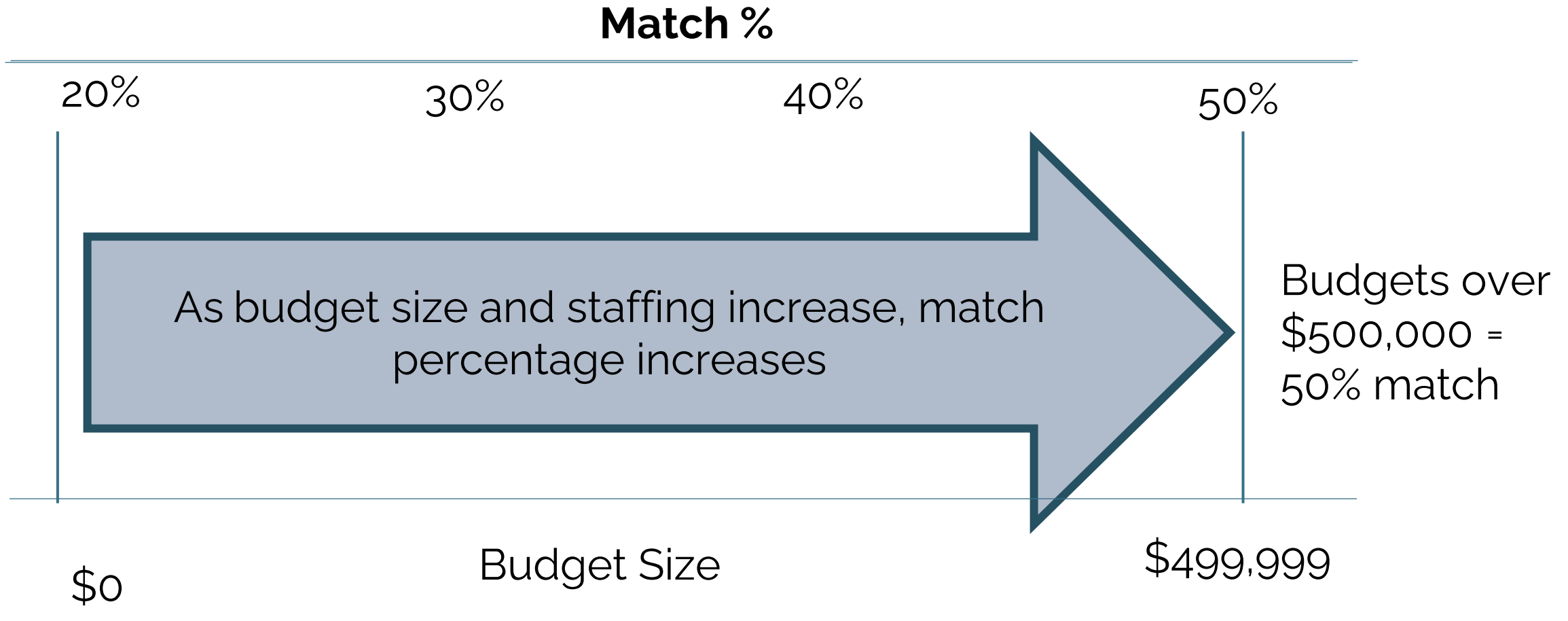
## To Be Aware Of

- Self reported “reach” data are estimates and may be a bit off
- Some parts of formula (such as reach, arrival rate, or estimated event attendees) are important part of impact estimate. Small changes in these may make a big difference on final estimate.
- When formulas were used for the most recent grant cycle, the output seemed to give reasonable, conservative estimates of impact
- This is going to be used for internal measurement only right now, will not be used to determine which grants get awarded or not

# Proposed 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
- The sliding scale does not guarantee a grant award
  - All other grant guidelines must be adhered to
  - All applications are subject to the same rigorous review process regardless of their organization's budget size or staff.

# Sliding Scale Calculator



# Sliding Scale Calculator

Sliding Scale Formula =

$$0.2 + \text{Budget Size} * 0.0000006 + \text{Full Time Staff} * 0.005 + \text{Part Time Staff} * 0.0025$$

## Example 1

Budget Size: \$210,000

Full Time Staff: 2

Part Time Staff: 2

Match Percentage = 34.1%

**30% match**

## Example 2

Budget Size: \$460,000

Full Time Staff: 7

Part Time Staff: 1

Match Percentage: 51.4%

**50% match**

# ACTION REQUESTED

*Seeing a motion to accept the Rural Marketing Grant matching sliding scale, as presented, to be implemented starting in FY 2024.*

