



**INDUSTRY DEVELOPMENT
Grant Update**

March 8, 2022



Rural Marketing Grant Audit



- **How can we improve the grant process?**
 - Maximizing available funding
 - Extending reach and exposure through Travel Nevada's owned assets
- **How do we create funding equity in a competitive grant environment?**
- **What is the true impact and effectiveness of the grant program?**
- **Are two cycles a year the right cadence for grant applications?**
- **How can we improve our relationships with our partners?**
- **How can we streamline for efficiencies?**

Key Learnings



- **Unique requests – not one size fits all**
 - Equity among grant requests
 - Deeper understanding of organizations, missions, staffing, budget sizes
- **More insight into long term planning needed**
 - Layered plans vs multiple grants
- **Travel Nevada mission and brand alignment**
 - Maximizing relationships with territories
 - Extending reach and exposure through co-ops and Travel Nevada's owned assets
- **More meaningful reporting**
 - Estimates AND actuals
 - Consistent and accurate economic impact reporting

Rural Marketing Grants Reimagined



Phase 1 FY 2023 Cycle 1

- Update application & evaluation
- Encourage more layered programs
- Implement 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