

# Rural Marketing Grants Webinar

*FY 2023 Cycle 2 Grants*

*September 16, 2022*



# Agenda

- Rural Marketing Grants Reimagined
- Grant Overview & Updates for Cycle 2
- Application Forms & Materials, Marketing Opportunities
- New Platform – Submittable
- Application Questions
- Grant Timeline
- Q&A

# Rural Marketing Grants Reimagined

## Phase 1, FY 2023 Cycle 1

- Updated application & evaluation forms
- Encouraged more layered applications
- Tested rubric
- Expanded internal review of grants
- \$760,000 EDA funds
- 69 awards to 39 organizations

# Rural Marketing Grants Reimagined

## Phase 2, FY 2023 Cycle 2

- **\$766,138 in available funds**
- New online grant platform
- One application per organization
- Updated guidelines & rubric
- Program opportunities
- Report on actuals (FY22 & 23C1)

# Rural Marketing Grants Reimagined

## Phase 3, FY 2024

- **One grant cycle**
- **\$1.4 million in available funds**
- Revised guidelines
- Workplan templates
- Mid-year check ins
- Grants open Mar-Apr 2023

# Rural Marketing Grants

- Qualifying applicants
  - Local, regional and tribal non-profit organizations
  - Political subdivisions of the state
  - Fair and recreation boards
  - Communities under population of 100,000
- Funding available for
  - Marketing and advertising campaigns
  - Destinations, new and existing events, attractions
  - Tourism related educational conferences and workshops
  - Tourism related research

# Rural Marketing Grants

- Priorities given for projects that
  - Generate overnights stays
  - Promote rural Nevada
  - Is multi-jurisdictional and collaborative
  - Has an international, national or regional impact, generating non-local visitors and attendees
- 50% local matching funds
  - Cash or in-kind (volunteer hours)
  - Territories excluded

# Updated Guidelines FY23 Cycle 2

- **One application per organization (Section 3)**
- **Additional evaluation considerations**
  - Nevada brand and pillar alignment (Section 4a)
  - Focus on the utilization of marketing data and campaign metrics to inform marketing decisions (Section 6a)
  - Collaboration with community (Section 6b)
  - Long term self-sufficiency (Section 6c)
- **Not eligible for reimbursement**
  - Web maintenance, retainer fees (Section 8h)
- **Defined material deadlines**
  - Grant Agreement, Reimbursement Requests (Section 14)



# Updated Forms & Materials

<https://travelnevada.biz/rural-marketing-grants/>

- **Guidelines updated 9/9/22**
- Reimbursement request form
- Travel reimbursement guidelines & expense claim form
- Certificate of volunteer hours
- *Grant rubric*
- Travel Nevada logos & assets
- Travel Nevada brand guidelines
- Sending assets to Travel Nevada

# Marketing Opportunities

<https://travelnevada.biz/rural-marketing-grants/>

- Nevada Magazine & Visitors Guide
  - Last cycle to leverage grants
- Travel Trade Calendar
  - Canada Mission (Spring)
  - Receptive Events
- Expedia Spring co-op
- Research opportunity (to be posted)
- Strategic planning resources, on request

# User Registration – What You’ll Need

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

# A Note About FY 2023 Cycle 1

- Cycle 1 will continue to live in the old platform until we migrate the content over
- Evaluations in Cycle 1 should be submitted in the old platform
- Your old passwords will continue to work for Cycle 1
  - New logins and passwords will need to be created in Submittable

# Submittable

- [travelnevada.submittable.com/submit](https://travelnevada.submittable.com/submit)
- [Video help](#)
- [Submittable account article](#)
- Application questions

# Grants Timeline

## FY 2023, Cycle 2

- Now – Oct 14, 2022
  - Applications accepted
- Oct 17 – Nov 11, 2022
  - Internal review & TAC meeting
- Dec 8, 2022
  - Recommendations to Board
- Dec 9, 2022
  - Funding available for use

## FY 2024

- Mar – Apr 2023\*
  - Application accepted
- May 2023\*
  - Internal review & TAC meeting
- June 2023\*
  - Recommendations to Board
- July 1, 2023
  - Funding available for use

\* Exact dates TBD

# Industry Development

3D Project &  
DDev Grants

Q1-2 2023

Rural Marketing  
Grants

Q2 2023

Ambassador  
Program

Q2 2023

Territory Strategy

Q2-3 2023

Destination  
Nevada Academy  
(DNA)

Q3 2023

# Questions?

Email: [Ruralgrants@travelnevada.com](mailto:Ruralgrants@travelnevada.com)

Recording will be available on Monday, September 19, 2022

Office Hours will be posted next week

Abby Ortiz: Cowboy Country, Reno-Tahoe, Pony Express

Robert Graff: Indian Territory, Nevada Silver Trails, Las Vegas Territory