

Travel Nevada Rural Marketing Grant Rubric FY23 Cycle 2					
<b>1. Eligibility Requirements (Y/N) Must meet ALL eligibility requirements to be scored.</b>		<b>Administrative Review</b>			
a.	Local government, Territory organization, Tribal entity, or local/regional non-profit	Y/N			
b.	Based in Nevada	Y/N			
c.	Communit(ies) less than 100,000 in population or on Tribal lands	Y/N			
d.	In compliance with State of Nevada contracts and agreements	Y/N			
e.	Application is complete with all required elements and was received by the deadline on Submittable	Y/N			
<b>2. Scoring Priorities</b>		<b>Possible Points</b>	<b>Evaluator 1 Score</b>	<b>Evaluator 2 Score</b>	<b>Evaluator 3 Score</b>
<b>Project Purpose</b>					
a.	Project goal is clear	10			
b.	Project includes a clear Call to Action	5			
<b>Impact</b>					
a.	Benefit to local economy	5			
b.	Benefit to regional economy	5			
<b>Best Practices</b>					
a.	Includes reach estimates for selected channels	5			
b.	Has a strategic marketing plan	5			
c.	Has a plan to measure impacts/ evaluation plan	5			
d.	Uses multiple channels	5			
e.	Has clearly identified the target market	5			
<b>Collaboration</b>					
a.	Demonstrates involvement and material support from multiple partners in the community	10			
b.	Involves multiple jurisdictions/ regional partners to have the largest impact economically and in media exposure	5			
<b>Sustainability and Funding</b>					
a.	Event/ destination shows potential to become self-sustaining or has a sustainability plan	10			
b.	Project demonstrates the ability to generate lodging tax through overnight visitation	5			
<b>Alignment of concept with Travel Nevada Brand Pillars</b>					
a.	Aligns with one or more Pillars	5			
<b>New or Novel Projects</b>					
a.	Supports a new event that has potential to attract out-of-area visitors	5			
b.	Takes a novel approach to promoting an existing event or destination	5			
<b>Organizational Capacity</b>					
a.	Organizational budget and personnel sufficient to implement the project	5			
<b>TOTAL POINTS</b>					
Total Points from scored categories		100	0	0	0
<b>BONUS POINTS: Support for development of diverse travel experiences</b>					
Total Bonus					0
BP	Ability of the proposal to showcase diverse cultures or support diverse communities/businesses	5			0
BP	Evaluator impression of the project's viability and likelihood of success as proposed	5			0
<b>GRAND TOTAL</b>					
Total points awarded with bonus points		110	0	0	0
<b>Recommended for award (y/n)</b>					
Recommended based on score		Y/N			