



**Webinar Part 1**

# **RURAL MARKETING GRANT FY2026**

**January 14, 2025**



# INTRODUCTION

- Abigail Bernabe
- Industry Development Specialist
- Rural Marketing Grants Administrator
- Rural liaison
- Event Sponsorship Administrator



# AGENDA

- Rural Marketing Grant Program
  - Rural Marketing Grant Timeline
  - Rubric and Scoring process
  - Mid Year Check ins
- Forms and Materials
  - Tips and Tricks
  - Success Stories
  - Q & A

# RURAL MARKETING GRANTS PROGRAM

## Purpose:

To Market destinations,  
new and existing  
events, and attractions

One Year Grant Cycle

\$1.5 Million Dollars

Match Percent Wavier

Partial Reimbursements

Mid Year check ins

Final Evaluations



# WHAT TO APPLY FOR?

- ✦ Paid Advertising
- ✦ Public Relations
- ✦ Strategic Planning
- ✦ Conferences
- ✦ Travel Trade
- ✦ Organizational Assets
- ✦ Market Research
- ✦ Co-ops



# RURAL MARKETING GRANT RUBRIC

## 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

# WHERE TO APPLY?



## Rural Marketing Grants

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.

Scroll through this page for resources and tools including recorded webinars and co-ops to help you submit a successful application.



### Rural Marketing Grant Applications

The application period opens once a year in January and closes in April. ONLY ONE grant application will be accepted per organization. Through our submittable platform create or view your account to submit your FY26 applications.

FY26 application period is January 17 – April 30, 2025.

#### Waiver Match Application

**Purpose:** This waiver is to lessen the 50% Percent Match for your Rural Grant Application, but eligible for a 0% match.

**Application period:** January 17 – April 30, 2025

[WAIVER MATCH APPLICATION](#)

#### Rural Marketing Grant Application

**Purpose:** This grant is to enhance destination marketing efforts through existing and new events, and attractions.

**Application period:** January 17 – April 30, 2025

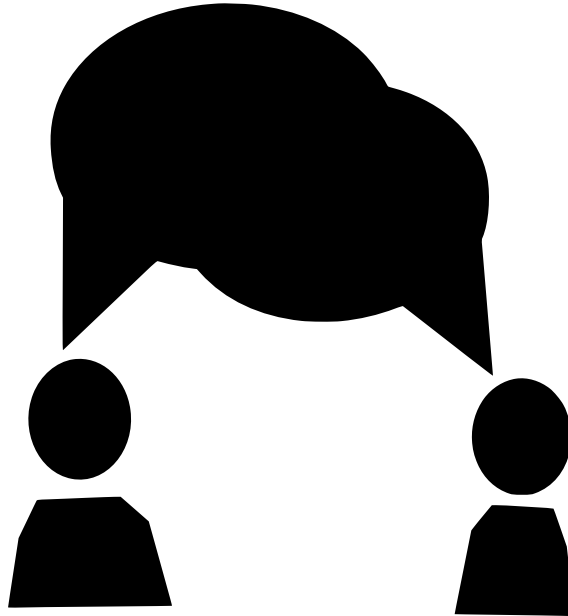
[RURAL MARKETING GRANT APPLICATION](#)





# MID-YEAR CHECK IN

- Evaluate Progress
- Identify Challenges
- Provide Guidance and Support



- Enhance communication
- Ensure Alignment
- Demonstrate Support

# GRANT WRITING TIPS



**GUIDELINES!  
GUIDELINES!  
GUIDELINES!  
READ THE  
GUIDELINES!!!!**



Seek out an objective reviewer to provide feedback



Provide specific information about your project



Avoid procrastination and start the grant writing process early-  
**ASK QUESTIONS!**



Ensure that your budget is realistic and logical



Pay close attention to the smallest details

# FORMS & MATERIALS

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

- FY26 Rural Marketing Grant Guidelines
- FY26 Rural Marketing Rubric
- \*New Rural Marketing Grant Budget Template
- \*Coming soon- FY26 Rural Marketing Grants FAQs
- \*Coming soon- Updated Certification of Volunteer Hour Match (In-Kind)
- FY26 Rural Marketing Grant Match Percentage worksheet
- Rural Marketing Grant Financial Template
- Reimbursement Request Outlay Template

# Success Story

**Awardee:** Visit Pahrump

**Project:** Social media campaign focus. Promoting outdoor adventure, golf, seasonal getaways, and special events.

**Results:** Paid Social campaigns reached 318,675 users and generated 955,754 views. Facebook followers increased by 813 achieving a 2.5% growth rate



# Success Story

**Awardee:** Pioche Chamber of Commerce

**Project:** Professional Videography, Paid Advertising Campaign, Performance Monitoring and Reporting.

**Results:** Follower Growth on Facebook and Instagram. Website traffic- showed 67% increase in unique visitors compared to the previous year. Video Views- promotional videos received a combined total of 300k+ views.



# Success Story

**Awardee:** UC Davis Tahoe Environmental Research Center

**Project:** Create visual media marketing materials such as videos, print and radio, and social media campaigns

**Results:** The Tahoe Science Center attracted 17,000 visitors. They had Visitor Exit Surveys and had 538 responses with 71% of respondents finding their experience “extremely enjoyable”



KEY DATES	EVENT
January 15, 2025	FY26 RMG: Navigating Forms and Templates: An overview of the Waiver Application Webinar Pt.2
January 16, 2025	FY26 RMG: A Guide to the Rural Marketing Grant and Waiver Applications through Submittable Pt.3
January 17, 2025	Open-Rural Marketing Grant Application Period
January 21, 28, 29, 2025	Co-op Presentations and opportunities
February 24-28,2025	Pre RMG application meetings
March 24-28, 2025	Abby Road – Pitch Perfect Grants
April 15, 2025	Close- Match Waiver Application
April 30, 2025	Close- Rural Marketing Grant Application Period
May 1 – 23, 2025	Industry Expert Review Period
May 28, 2025	Zoom- Territory Advisory Committee Meeting (TAC)
June 4, 2025	Commission on Tourism to approve Grants. Award notification through submittable.
July 1, 2025	Formal Award Letter Notification sent by US MAIL
October-November, 2025	Due- Mid Year Check-Ins and form completion
June 30, 2026	Due- Final Evaluation Report/ Reimbursements due.

# ABBY ROAD & PITCH PERFECT GRANTS

- **Pitch Perfect Grants**

February 24-28<sup>TH</sup>

- **Abby Road**

March 24-28<sup>th</sup>





# RURAL MARKETING GRANT WEBINAR PART 2 & 3

- **FY26 RMG: Navigating Forms and Templates: An in depth explanation of Waiver Percent Match Webinar Pt.2**

**Time: Jan 15, 2025 10:00 AM**

Join Zoom Meeting

<https://us02web.zoom.us/j/81490160562?pwd=8i3mizUGru9gGt9qfq5R9keiZLAhYn.1>

- **Meeting ID: 814 9016 0562**  
**Passcode: 811758**

- **FY26 RMG: A Guide to the Rural Marketing Grant and Waiver Application through Submittable Pt.3**

**Time: Jan 16, 2025 10:00 AM**

Join Zoom Meeting

<https://us02web.zoom.us/j/87095604641?pwd=SkAZc2wJXoYDQ8f89HqbJClvQgE9z0.1>

- **Meeting ID: 870 9560 4641**  
**Passcode: 095158**

# Questions?

## Abigail Bernabe

### Industry Development Specialist

Please email to Schedule Office Hours  
Monday-Friday

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

\*Webinar and PowerPoint will be posted at [travelnevada.biz/programs/grants](http://travelnevada.biz/programs/grants)



**THANK YOU!**

