



Rural Marketing Grants FAQ

This FAQ will be updated as we get additional questions.

General Questions

What's the difference between the Rural Marketing Grants and the 3D project grants?

Rural Marketing Grants are awarded for marketing projects to non-profit organizations in Nevada destinations under 100,000 population. To see if you're eligible, see the Rural Grant Guidelines in the link.

The 3D project has similar eligibility requirements and are focused on destination development, which can include infrastructure and community development. You can find more [information on 3D](#) as well as the [3D Project Guidelines](#) in the links.

Where does the funding come from for these grants?

Approximately \$1.4M is awarded annually for the Rural Marketing Grants from the State of Nevada which is generated through lodging tax collections. In the past, we have also received \$760,000 in Federal funds from the Economic Development Administration (EDA) through the American Rescue Plan Act of 2021 (ARPA) which was awarded in FY 2023 Cycle 1.

Travel Nevada also received another \$2MM from ARPA for the 3D Destination Development program.

What's the deadline for the Rural Marketing Grants?

FY 2023 Cycle 2 Rural Marketing Grants are open now through October 14, 2022, at midnight.

Who evaluates the grant applications?

The grants are evaluated by anywhere from 5 to 7 staff at Travel Nevada from the Industry Development, Marketing and Research departments to allow for more perspectives. Travel Nevada recognizes that the responsibility of one person to manage and score all the grants was not equitable in terms of the distribution of work and responsibilities at the organization so this change was made in FY 2023, Cycle 1.

Eligibility Questions

Who is eligible to apply for Rural Marketing Grants?

Eligibility for the rural marketing grants have not changed. For more information on eligibility, see the [grant guidelines](#) dated 9/9/2022. Please note that many of the forms have been updated on our site so make sure you are using the new forms when submitting reimbursements.

Are the Rural Marketing Grants only for non-profit organizations?

Yes. If you are a for-profit business, you can work with your destination or territory to see if they can help promote your business. See the [grant guidelines](#) section 5 for more on the eligibility requirements.

Guideline Questions

Where can I find the grant guidelines and forms?

You can find all material related to the [Rural Marketing Grants](#) in the link. Please note that the guidelines and forms have been updated for FY 2023, Cycle 2.

What has changed on the forms?

Minor adjustments have been made to the forms for better efficiency and reporting. For example, additional sections have been added to the Reimbursement request so that all information is in one place. As it relates to applicants, the major changes they should be aware of...

There will be **only one application per company**. This was introduced in the last grant cycle as a way to start looking at programming more wholistically. If you submit more than one grant application per company, the earliest submission we be considered, and subsequent submissions will be disqualified.

Increased the hourly rate for volunteer matching from \$20 to \$28.16 to align with state rates.

If we're only allowed one application per organization, will we only be able to submit one project?

While you can only submit one application per organization, the application form allows you to submit multiple projects under the one application. This allows Travel Nevada a more wholistic view of your projects.

If the territory is only able to apply for one grant, does that mean no one else can apply for a grant?

The Territory as an organization can apply for one grant. The rest of the territory region, those destinations and organizations within the territory boundaries, can apply for their own grant.

If I combine my application into one, is it a pass/fail condition where I could get all or none of the awards available?

At the end of the application, you will have the opportunity to prioritize your projects. If Travel Nevada is unable to fund the entire application, a partial award would be based on your funding priorities.

Are reimbursements due 30 days at the completion of the entire project or after the completion of each media campaign?

Reimbursements are due 30 days after each component of your media campaign. For example, if you have TV running in Jan-Feb and Print running from Mar-Apr, your invoices for TV are due at the end of Mar, and print invoices at the end of May.

This is not unlike submitting partial invoices during the campaign and required to alleviate the rush at the end of the FY to process all invoices before the books close.

When are evaluations due?

Evaluations must be submitted before June 30, 2023, even if the results are estimated. Please advise Travel Nevada staff when results will be finalized.

Why is web maintenance no longer eligible for grant funding?

Web maintenance, the hosting and serving of a website, should be managed under an organization's operational budget. Travel Nevada can no longer continue to pay for web maintenance on an ongoing basis. However, projects that include a website overhaul or major/significant changes to a website are still eligible.

Why are retainer fees no longer eligible for grant funding?

To align with Travel Nevada organizational procedures, we will no longer cover retainer fees. Please see Robert or Abby if you have any additional questions on retainer fees.

Platform Questions

Where do I sign up for Submittable?

Go to submittable.com and sign up for an account to start your application. Other grants may use this system so if you have already have a Submittable account, your initial registration should still work.

What if I forgot my password?

You will need to request a password reset from Submittable directly. Follow the prompts on their website.

Do I have to use Submittable?

Yes. Travel Nevada has moved over to Submittable from its previous system. You can still access FY 2023 Cycle 1 information in the old system to fill in your evaluations. All Rural Marketing Grant Applications and supporting material must be submitted through Submittable to be eligible. If you need help with the platform, please sign up for office hours – see next question.

Do my old passwords still work in the new platform, Submittable?

No, you will need to set up a new account in Submittable. If you forget your password, you will need to request this directly from Submittable. Your login credentials remain the same in the [previous system](#) if you need to access FY 2023, Cycle 1.

Who do I contact if I need help with my application or have questions on the guidelines or other topics related to the rural marketing grants?

For those in Cowboy Country, Pony Express or Reno-Tahoe Territories, please sign up for office hours with [Abby Ortiz](#) for one-on-one assistance. For Las Vegas, Nevada Silver Trails and Indian Territory, [Robert Graff](#) is your contact. If your application is statewide in nature, you can reach out to either one of them.

Application Questions

What is a rubric and where can I find it?

A rubric is a scoring guide Travel Nevada uses internally to evaluate grant applications based on the criteria outlined in the grant guidelines. The rubric allows for a numeric evaluation against each criterion for consistency across multiple evaluators for a fair and accurate assessment. You can find the rubric in the [application forms and materials section](#) of our site at the link.

Can we still apply for a grant for advertising in the Travel Nevada Visitors Guide & Magazine?

Yes. This will be the last time that grants for the Visitors Guide & Magazine will be accepted. Applications will be accepted for advertising as late as the Fall 2023 Issue, which is based on the artwork deadline of 6/1/23 and within the current fiscal year. In FY 2024, the Magazine staff will officially be incorporated under Travel Nevada and we will no longer be able to accept grant applications for the Visitors Guide & Magazine. See the [media kit](#) for information and contacts.

What are Travel Nevada's brand pillars?

Travel Nevada's brand pillars are Uninhibited Space, Inspiring Discoveries, Rewarding Adventures and Unexpected Diversity. You can learn more about these brand pillars in [Travel Nevada's Brand Guidelines](#) on pages 7-10.

The cost of doing business is going up. Are we able to build in a small percentage into the budget request to cover rising costs, particularly for sales missions, events, or FAMs?

Yes, you may pad your estimated costs as needed but please advise Travel Nevada staff if you are unable to use all the funds awarded. Quotes are still required as part of your application – see the grant guidelines.

Can a territory apply for sales mission and consumer shows the Travel Nevada is not attending?

Absolutely. While Travel Nevada no longer does consumer shows, territories and other organizations can apply to attend other consumer and trade shows. Travel Nevada conducts annual missions to Mexico/LATAM (Fall) and Canada (Spring) as well as several receptive events in LA, NYC and Texas. For more information, see the [2-year planning calendar](#).

How do you want me to quantify my budget – is it my marketing budget or the entire budget for my organization?

Please list the budget for your organization in total. For applicants that are part of a larger entity (e.g. city departments), you need only to list the budget of your department, not that of the entire city. You may note in the summary/overview section if a portion of your budget is earmarked for other purposes (e.g. a grant with specific deliverables that can not be used for the purposes of this project) and therefore unavailable to support your marketing efforts.

Can I work with another organization in a different city on a regional project, even if the organization is not a recognized tourism entity?

Yes, however, the leading tourism authority should be the lead writer for the grant. If both are tourism authorities in their own destinations, either one of them can apply.

Is there a maximum number of collaborators I can have on my application?

No.

Should I list my budget by medium or in its entirety?

The questions are set up so that you can list your budget by each medium. This will allow Travel Nevada the ability to roll up and calculate each section by budget.

Do I have to provide quotes for each section?

No, all quotes can be submitted at the end of the application

Can I save my application and come back to it?

Yes, there's a save button at the bottom of the application. You can sign back in and pick up where you left off. All applications are due by midnight, Friday, October 14.

How do I rank my priorities?

There is an open field near the bottom of the application for you to rank your media or the categories level, however you see fit.

Can I get help choosing my projects to submit?

Yes. You can sign up for office hours with either [Abby Ortiz](#) (Cowboy Country, Pony Express and Reno-Tahoe Territories) or [Robert Graff](#) (Las Vegas, Nevada Silver Trails and Indian Territories.) If you application is for statewide, either one of them can help.

Is there a way to download all the questions? Can I copy the questions into a Word document to work from?

You will need to select all categories to be able to see most of the questions in each section. The system is logic-based so depending on your answer, you may get additional questions that may not show up in your cut and paste into Word. Submittable allows you to return to your application at any time to make changes before you submit.

Will I be able to print out my application when I'm done?

Yes. In the dropdown 'more' follow the prompts.

What does Actions mean in the online advertising section?

By actions, we mean the total number of engagements you anticipate getting during your campaign. This could in the form of likes, shares and/or follows.