

Travel Nevada Rural Marketing Grant Rubric FY24					
1. Eligibility Requirements (Y/N) Must meet ALL eligibility requirements to be scored.		Administrative Review			
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				
e. Organizational Budget Size	<\$100,000	\$100-500k	\$500k-\$1M	\$1M+	
2. Scoring Priorities		Possible Points	Evaluator 1 Score	Evaluator 2 Score	Evaluator 3 Score
Project Purpose					
a. Project goal is clear and measurable	10				
Impact					
a. Benefit to local economy	5				
Welcoming and Inclusivity					
Ability of the proposal to showcase diverse cultures or support diverse communities/businesses	5				
Best Practices - For Paid Advertising Proposals					
a. Includes a Clear Call to Action	5				
b. Has a strategic marketing plan	5				
d. Uses multiple channels	5				
Includes reach estimates for selected channels	5				
e. Has clearly identified the target market	5				
Best Practices - For Travel/ Trade Proposals					
Trade or media familiarization tour incorporates more than one Nevada territory	5				
Has clearly identified the target audience	5				
Suppliers and community are prepared to welcome domestic and/or international visitors	5				
Applicant has collateral (brochures, marketing material) to support a trade sales mission	5				
Tracks additional room night or increased visitation impacts related to participation?	5				
Best Practices - For Public Relations Proposals					
Strategic plan is clearly defined and supports implementation?	5				
Outline generic strategic communication plan to effectively communicate with community members (stakeholders)	5				
Are the goals and objectives clearly stated and actionable?	5				
Has a plan to use compelling outlets/resources to communicate destination to audience?	5				
Community members (stakeholders) have an active role in carrying out timeline and communicating the overall message?	5				
Best Practices - For Organizational Assets Proposals					
Assets align with your brand/organization identity and Travel Nevada's Brand Pillars	5				
Has a plan to share grant-funded assets to Travel Nevada in the formats outlined in the Grant Guidelines	5				
Includes a clear call to action and target audience for materials produced	5				
Includes rationale as to why the assets are needed/ how they will be used	5				
Includes a plan to measure impact	5				
Best Practices - For Strategic Planning Proposals					
Plan will establish a clear mission for the organization.	5				
Process will explore organizational strategy for short, medium, and long-term	5				
Process engages stakeholders from within and outside the organization	5				
Has resources to implement the action steps/recommendations in the Strategic Plan	5				
Utilizes a qualified facilitator to guide the process	5				
Best Practices - For Market Research Proposals					
Demonstrates why the research is needed / what the research will be used for	5				
Proposed research aligns with or complements Travel Nevada research programs and priorities	5				
Has a clear plan for how to collect and analyze the data	5				
Has a plan for how to share research findings with Travel Nevada and other partners as appropriate	5				
Has a plan and resources to implement the findings of the research / apply the research to the organization	5				
Best Practices - For Conferences, Education, and Professional Development Proposals					
Content is tourism/marketing focused -or- ties directly to an important aspect of the destination's tourism strategy	5				
Presents a likely opportunity to create beneficial connections to networking or resources	5				
The cost to attend/enroll is reasonable for the experience that will be gained	5				
Attendee has a plan to disseminate information learned to organizational or territory partners	5				
Presents a clear rationale why attending/ how attendance will benefit the organization	5				
Evaluation					
Has a plan to measure impacts/ evaluation plan	10				
Collaboration					
a. Demonstrates involvement, cooperation and/or material support from multiple partners in the community or region	10				
Sustainability and Funding					
a. Event/ destination shows potential to become self-sustaining or has a sustainability plan	10				
Alignment of concept with Travel Nevada Brand Pillars					
a. Aligns with one or more Pillars	5				
New or Novel Projects					
a. Supports a new event/attraction that has potential to attract out-of-area visitors	5				
b. Takes a novel approach to promoting an existing event or destination, optimizes previous work.	5				
Organizational Capacity					
a. Organizational budget and personnel sufficient to implement the project	5				
TOTAL POINTS					
Total Points from scored categories	100	0	0	0	0
BONUS POINTS: Support for development of diverse travel experiences					
BP Project demonstrates the ability to generate lodging tax through overnight visitation	5				0
BP Evaluator impression of the project's viability and likelihood of success as proposed	5				0
GRAND TOTAL					
Total points awarded with bonus points	110	0	0	0	0
Recommended for award (y/n)					
Recommended based on score	Y/N				