

Travel Nevada Rural Marketing Grant Rubric FY27		
<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. Non-profits 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 in Submittable	Y/N	
<b>2. Scoring Priorities</b>	<b>Possible Points</b>	
<b>Proposed Scope of Work</b>		
a. Clearly defines goals, objectives, and deliverables	10	
<b>Evaluation Plan</b>		
a. Comprehensive plan detailing specific metrics for measuring success and impact	5	
<b>Target Audience</b>		
a. Defined target audience that aligns closely with project goals and marketing strategies	5	
<b>Support for Inclusivity</b>		
a. Actively showcases diverse cultures and supports various communities and businesses within the project.	5	
<b>Quality of Creative Content</b>		
a. Content is tourism/marketing focused -or- ties directly to an important aspect of the destinations's tourism strategy	5	
b. Aligns with brand identity and values throughout all materials and messaging		
<b>Project Budget</b>		
a. Budget demonstrates a comprehensive understanding of costs, including cash/in-kind match	5	
<b>Letters of support</b>		
a. Has collaboration with multiple partner organizations backing the organizations proposal	5	
b. Has a Letter of support from their designated Territory Chair		
<b>Project Timeline/ Workplan</b>		
a. Demonstrates clear outline of activities and milestones for the fiscal year, demonstrating effective planning	5	
<b>Alignment with Travel Nevada's Strategic Initiative</b>		
a. To effectively promote the state to generate economic growth	5	
<b>TOTAL POINTS</b>		<b>Total Score</b>
Total Points from scored categories		<b>50</b>
<b>Recommended for award (y/n)</b>		
Recommended based on score	<b>Y/N</b>	