

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