

STATE OF NEVADA
COMMISSION ON TOURISM

**GUIDELINES FOR THE EXPENDITURE
OF GRANT OR MATCHING GRANT MONEY (MARKETING)**

Approved by the Nevada Commission on Tourism and Effective 01/01/2001

The Nevada State Legislature has appropriated funds for the Commission on Tourism to make available as matching grants for this fiscal year as follows:

1. Grant funds are intended exclusively to develop, promote and improve tourism to and within the State of Nevada. They may be used for no other purpose, and must be obligated and/or expended for invoices due in the same fiscal year as awarded.

Each recipient must provide an amount of money, at least equal to the amount of the grant, for the same purpose, except, the Commission may, if convinced that the recipient is financially unable to do so, provide such a grant with less than equal matching money provided by the recipient.

2. Grant funds will be used by the Commission on behalf of a grantee or distributed to political subdivisions of the state, to fair and recreation boards, and to local or regional organizations, which promote travel and tourism, and to assist them in:
 - a. Developing plans and programs for marketing and advertising which are consistent with the state plan;
 - b. Promoting specific events and attractions in their communities;
 - c. Becoming members of and attending conferences/conventions of ABA/NTA or other professional organizations;
 - d. Providing educational workshops and seminars on topics such as marketing, hospitality, event management skills or facility improvement in local communities;
 - e. Providing for unique research and model projects which would inventory, assess, compare, plan or assist development or demonstrate feasibility of non-profit attractions in rural Nevada;
 - f. Evaluating the effectiveness of the local programs and events.
3. The Commission will consider applications as follows:
 - a. Applications from any of the territory organizations if they involve territory-wide or statewide impact.

- b. Applications from non-profit organizations based in communities of less than 100,000 population (2000 U.S. Census) regardless of the county in which the community is located.
 - c. Applications from non-profit organizations based on Tribal Lands.
 - d. The Commission **WILL NOT** consider applications from communities in excess of 100,000 population unless part of a territory application as specified in "a" or unless part of a multi-jurisdictional application involving one or more communities as specified in "b".
 - e. Higher priority will be given to applications submitted from jurisdictions, which collect transient occupancy taxes where taxable lodging exists.
4. A preference will be given to projects which embrace more than one political subdivision such as umbrella organizations, territories, chambers or other similar groups, or to projects which have the highest potential for drawing non-local attendance in the following ranking:
- a. Multi-Jurisdictional. Projects, which will develop, promote and improve tourism for several political subdivisions of the state so as to have the largest impact economically and in media exposure for many jurisdictions.
 - b. National or International Impact. Projects which are unique unto themselves or unique to Nevada which help to create media exposure nationally and internationally for the project and the state, and thus help to promote tourism to and within the state through increased awareness and interest.
 - c. Destination. Projects, which develop, promote and improve tourism to attract tourists to stay in rural Nevada, preferably for several nights.
 - d. Regional Impact. Projects, which attract tourists from other states, and/or projects, which draw non-local attendance such as, organized tours, FAM tours, educational workshops and seminars, model projects, and marketing plans.
 - e. Events. Events, which are new, and being developed or annual events, which do not qualify, in any of the above categories.
5. Applications for grant funds should be made on the official form. In addition, applicants must provide a formal and complete written statement of the project goal including an exact description of the purpose of the grant funds and how the grant funds will be expended, an itemized budget, the distribution plan and/or the media schedule (if appropriate to the project), the long and short term goals of the project, plus an estimate of the number of visitors/tourists the project expects to attract. Submitting creative ideas and plans will be helpful in the grant evaluation process.

Events, promotions, and advertising, which take place in July and August, should apply for grant funding in the previous fiscal year.

Organizations requesting a waiver of any portion of the matching funds must submit a verifiable statement of need. A statement on how project results will be measured should be included, and will, upon completion of the project, be used as a tool in evaluating the project's effectiveness and in evaluating future grant awards for similar projects.

A goal of the tourism matching grant program is for the grant money awarded to serve as "seed" money to help a project get started or grow and for future matching grant awards for projects to decrease as each event or promotion becomes successful enough to be self-sustaining. This will allow appropriated funds to assist other new events to get started or expand so as to bring additional tourism to Nevada, or to be used in destination marketing.

6. Funding allocation will consider measurable results provided by the prospective grantee organization. Each grant application should project the expected increase in visitor/tourist numbers and provide an estimate of the financial impact upon the local economy. A statement should be included with the grant application as to how the number of visitor/tourist visits and the financial impact on the local economy will be measured. These projections will be used in the evaluation of grant awards, and will be reviewed and compared with the evaluation of the project when reimbursement is requested. The measurable results will be used in the evaluation of future grant applications if for the same or similar projects.
7. The following are Fundable Expenses for the purpose of the grant funds:
 - a. Administration of Territories. The marketing territories set up by the Tourism Commission may apply for up to \$3,000 under regular application procedures. Funds will be transferred to the designated entity agreed upon by the territory and approved by the Commission. Eligible costs are:
 1. long distance phone calls related to territorial business (meetings or follow-up to ads and inquiries); phone calls must be logged and backed up with a phone statement;
 2. postage for meeting notices, proper territory business and inquiry response;
 3. photocopying costs related to territory business;
 4. stationery supplies for territorial mail;
 5. mileage reimbursement for travel to territory meetings by a member of each county within the territory. The rate allowed for mileage

reimbursement shall be the official state rate per mile or exact gasoline costs. The maximum amount for mileage reimbursement to attend territory meetings shall not exceed 50% of the funding provided for in the territory administrative cost grants and must be specifically requested in the administrative grant application. The chairperson of each territory will be responsible for the administration of the mileage reimbursements. All official State of Nevada forms and procedures for mileage reimbursement must be followed.

- b. Advertising. The purchase of advertising space or time, the reasonable fees of a recognized advertising agency, production or fulfillment costs. Priority will be given to advertising in state-sponsored media buys, such as the annual Sales Guide.
- c. Audio-Visual Presentations. Printing, photography, separations, art services, services of a recognized advertising agency or audio-visual firm. Project must have a plan for use in targeted regions, organizations and trade shows outside the local area and/or use in a local area.
- d. Destination Marketing Plans. Five year tourism destination marketing plans which include a market review, establishing specific objectives and strategies for marketing, advertising, sales promotion, execution, measurement and evaluation. Destination marketing is intended to attract more tourists to stay in an area for longer periods.
- e. Events. Non-local advertising, promotional literature, measurable publicity outside the local area. Events that attract significant non-local attendance will be considered on a case-by-case basis. Advertising must encourage attendance from out of town, county and/or state. Overnight stays are preferable when possible.
- f. Familiarization Tours. Reasonable expenses for transportation, food and lodging for the invited travel professionals, provided the end result is measurable publicity for the area and/or the development of saleable tour itineraries within the area or the state.
- g. Research. Projects related to developing statistical information or background for the further development of marketing and advertising programs, attractions and economic impacts upon areas within the state. Projects must complement and/or supplement ongoing research undertaken by the Commission on Tourism.
- h. Travel Promotion Literature. Printing, layout, design, typesetting, color separations, photography and distribution of literature. General promotional brochures should be in conformance with Commission standards for brochure

size and distribution. Consideration will also be given to other specially targeted literature that may not need to conform.

- i. Travel Shows. Booth rental, equipment and services rental, reasonable shipping costs for booth and literature.

8. The following are NOT fundable expenses for the purpose of these grant funds:

- a. Capital investments or improvements with the exception of signs or billboards. These signs may be classified as official signs and may be required to meet the Nevada Department of Transportation standards. Any sign funded by the Commission will have a minimum life expectancy of three years. At the end of three years, the sign may be taken down or revised with a new message. Interpretive signs are not grant eligible.
- b. Salaries, cost over-runs, overhead, staff food or lodging, staff benefits, entertainment or transportation, supplies (except as authorized in Item 7f).
- c. Equipment purchase.
- d. Communications by telephone, telegraph, telex (except as authorized in 7.a.1).
- e. Administrative postage and bulk permit fees. Other postage that is specifically expended on direct mail or bulk rate mail related to the application project is acceptable provided a postmaster's receipt is presented.
- f. Non-budgeted expenses.
- g. Expenses incurred or commitments made prior to the grant award.

9. Deadlines will be set by the Commission for the submission of new applications. Action on grants which are "held" for further information or clarification can be taken at the subsequent month's Commission meeting.

10. Expenditures by a grantee can commence (immediately) upon Commission approval. Reimbursement cannot be made until after the execution of the Grant Agreement and all other billing procedures are followed.

11. Upon notice of the grant award a Grant Agreement will be sent. This may be signed by the project director or the chief executive officer and returned to the Commission. A reimbursement billing requires the submission of two Outlay Reports and Request for Reimbursement forms, each with original signatures, a Volunteer Hours form (if applicable) along with copies of bills, contracts, invoices or purchase orders, copies of

the materials for which the grant was used, and evidence of the required matching funds. An Evaluation Form must be fully completed before final payments can be made.

12. Grants may be audited at any time by the Commission or its representatives. Performance on past and pending projects will be considered before further applications by the organization will be considered. It is the responsibility of the grantee to notify the Commission in writing of the completion of a grant project, including a full report of its results and copies of materials produced.
13. After payment, each project by an organization must be evaluated under NRS 231.260 (5)(c) and audited. Performance on specific projects will be considered before additional grants are funded. A comparison between the project's goals, budget and other plans, and the actual measurable results, will be done by the Commission staff and reviewed periodically by the Commission.
14. Pursuant to NRS 231.260, the Commission on Tourism is empowered with the authority to provide and administer grants of money or matching grants to political subdivisions of the state, to fair and recreation boards, and to local or regional organizations, which promote travel or tourism. These guidelines have been established to assist grant applicants in developing proposals for grant funds. The Commission hereby reserves the right to reject any and all proposals. This rejection may be based on the availability of funding and the number of proposals submitted. The Commission further reserves the right to waive any irregularities in any proposal if it is in the best interest of the Commission to do so.

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**For further information please call (775) 687-4322 or write to:
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