FY23 Request for Applications

Applications Open: Sept. 16, 2022
Applications Due: Oct. 25, 2022 (11:59 pm)
Anticipated Award: Dec. 9, 2022

Questions should be directed to:
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Pursuant to NRS 231.260, the Division of Tourism is empowered with the authority to provide and administer grants of money or professional expertise to governmental subdivisions of the State, to fair and recreation boards, and to local or regional organizations that promote travel or tourism. These guidelines have been established to assist applicants in developing proposals for the Travel Nevada Destination Development Demonstration (3D) Project. The Division of Tourism hereby reserves the right to reject any and all proposals. This rejection may be based on the availability of funding and the quantity of proposals submitted. The Division of Tourism further reserves the right to waive any irregularities in any proposal if it is in the best interest of the Division and the State of Nevada to do so.
Please give careful attention to the entire application packet. Applications will be evaluated in consideration of all requirements described within these guidelines.
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I. Program Overview

1. Program Description

The Division of Tourism operates within the Department of Tourism and Cultural Affairs to help achieve the Governor’s strategic priority of a vibrant and sustainable economy by effectively promoting and developing statewide tourism to enhance the economic vitality of Nevada.

To this end, Travel Nevada is creating an innovative Destination Development Demonstration (3D) Project to reimagine rural Nevada's attraction for travelers in new and exciting ways. To guide the project, Travel Nevada selected a consulting team led by Cathy Ritter, Founder & CEO of Better Destinations, a Denver-based consultancy focused on using tourism to deliver benefits such as rural economic development. The team also includes project Co-Leader Mitch Nichols, president of Nichols Tourism Group Inc. in Bellingham (WA), and Research Lead Carl Ribaudo, president and chief strategist of SMG Consulting of South Lake Tahoe.

The 3D Project was established to provide up to six Nevada participants access to expert consulting services to take stock of existing resources, clarify their identity as a destination and develop a strategic plan for destination development. Over a 32-week period, selected 3D Project Participants will work with the consultants to create a 10-year plan for developing high-potential, travel-worthy experiences for their destination. Upon completion of their 10-year plans, 3D Project participants will be invited to apply for funding from a $2 million EDA-funded grant program to put their plan into action.

The consulting team will support the Project as follows:

- Assist in shaping the program and selecting up to six 3D participants statewide.
- Foster collaborative partnerships to deliver experiences capable of attracting increased visitation and traveler spending.
- Guide development of proposals that align with Travel Nevada's Brand Pillars and hold appeal for the state campaign's targeted travelers.
- Assist participants in workshopping a research-based strategy for shaping their destination's unique assets to attract desirable visitors.
- Deliver a 10-year destination plan for each participant to provide ongoing guidance in developing their destination and potentially to attract investment.

2. Key Objectives

The Travel Nevada 3D Project’s key objectives include:

- Stimulating new approaches and ideas for tourism development in rural Nevada.
- Developing ways for Nevada communities with less than 100,000 population to collaborate and partner to maximize their collective assets and realize new benefits from tourism.
- Use insights from research to identify desirable traveler segments and shape strategies that reflect their desires and interests.
- Create models and approaches that can be applied in assisting a wide range of Nevada communities to engage in future destination development activities.
3. 3D Project Timelines

The Division of Tourism intends open the application process on Sept. 9, 2022. Travel Nevada staff plan will spend the following week traveling the state to share the program with industry partners and address questions. Online applications will be accepted through Oct. 14, 2022. The targeted date for announcing Project participants is December 9, 2022. The first round of funding will yield up to six awardees, who will be divided into two cohorts. Awardees will take part in an initial meeting during the week of Dec. 12, 2022. The first cohort of projects is set for completion between January 2023 and August 2023. The second cohort of projects is set for completion between September 2023 and April 2024.

Anticipated key dates are summarized below:

**Opening of application period**: Sept. 16, 2022  
**Application deadline**: Oct. 25, 2022.  
**Award Announcement**: December 9, 2022.  
**Timeframe for Cohort 1 Projects**: January 2023 – August 2023  
**Timeframe for Cohort 2 Projects**: September 2023 - April 2024

4. Project Funding

This grant cycle is funded through a Federal award, and before the Subrecipient undertakes any work, they must enter into a written subaward agreement with the Division of Tourism that includes a requirement that the Subrecipient comply with all of the terms and conditions of the Award, including but not limited to the Standard and Specific Award conditions and the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards. The Division of Tourism shall be responsible for monitoring the Subrecipient’s performance under the subaward in accordance with the requirements of 2 C.F.R. § 200.332, and for reporting to the Federal Subaward Reporting System (FSRS), available at [www.FSRS.gov](http://www.FSRS.gov), on all subawards over $30,000.
II. Eligibility Information

1. Applicant Eligibility

The following entities are eligible to apply for consideration for the Travel Nevada 3D Project:

a. Territory organizations representing one of the Division of Tourism’s designated territories (Cowboy Country, Pony Express, Nevada Silver Trails, Reno Tahoe, Las Vegas, Indian Territory)

b. Local government entities representing Nevada communities of less than 100,000 population (2020 U.S. Census) regardless of the county in which the community is located.

c. Non-profit organizations, including organizations that promote travel or tourism, based in communities of less than 100,000 population (2020 U.S. Census) regardless of the county in which the community is located. Applicants must demonstrate in their application that they are a 501(c)(3) or 501(c)(6) non-profit organization.

d. Tribal entities in Nevada.

e. The Division of Tourism WILL NOT consider applications from communities with population exceeding 100,000 residents. Communities with a population exceeding 100,000 may participate as a partner as part of a territory application as specified in "a" or as part of a multi-jurisdictional application with one or more eligible communities as specified in "b", in which a community meeting eligibility in “b” is the lead applicant.

f. The Division of Tourism WILL NOT consider applications from any entity out of compliance with a current contract, policy, or agreement with the State of Nevada.

g. All applicant organizations must be domestic entities and shall be owned, operated, and located within the State of Nevada.

Applicants are encouraged to seek and create partnerships with public or private, non-profit, or for-profit entities, and/or other appropriate professionals, community-based organizations, and local government agencies for the purposes of providing additional resources and strengthening the proposal.

2. Applicant Expectations

Successful applicants will be expected to commit to the following practices:

- To build an ongoing collaboration with local and regional partners who can support creation of well-rounded experiences for travelers.
- To be guided by research and insights shared by Travel Nevada and the 3D consulting team.
- To take part in Travel Nevada-sponsored activities to build their skills as tourism marketers and developers.
- To create a "destination story" that complement Travel Nevada's campaign strategy and be ready for promotion to the state's targeted travelers.
- To maintain open communications with Travel Nevada, the 3D consulting team, and other partners throughout the process of developing the demonstration project.
- To meet all program requirements for participation and reporting.

III. Application and Submission Information
1. Before You Begin
The following information will be necessary to complete your application:

- The applicant organization’s Nevada Secretary of State Corporate ID Number. If they have not already done so, Applicants should register for a Secretary of State Corporate ID number by visiting https://www.nvsos.gov/sos
- The applicant organization’s IRS-issued Federal Tax ID number. This number is assigned to non-profit entities and can be found by visiting https://www.irs.gov,charities-non-profits/tax-exempt-organization-search. If your organization is not already incorporated as a 501(c)(3) or 501(c)(6), visit https://www.irs.gov/pub/irs-pdf/p4220.pdf to learn about how to become a 501(c)(3) or 501(c)(6) organization.

2. Content and Format of Application Submission
Only ONE application will be accepted per organization. If an application incorporates multiple organizations, a “lead” organization must be designated and will submit and oversee the 3D process. Applications for the Travel Nevada 3D program will be accepted exclusively through the Submittable Platform. Applicants will need to create an account on Submittable by clicking the link on the travelnevada.biz/ruralprograms website. After registering, a confirmation email including instructions and next steps will be sent to the address used to create the account. Submittable will generate an organizational log-in which will be used to access your application. Applicants are encouraged to view the Applicant Webinar at travelnevada.biz/ruralprograms for a demonstration of the platform.

2. Submission Date
Applications are due Oct. 25, 2022, by 11:59pm PT. Applications submitted after this time will be ineligible for 3D Program consideration. Application materials received after the deadline, including supplementary materials and attachments, will not be considered as part of the application submission.

3. How to Submit an Application
Applicants can access the link to create a Submittable account by visiting TravelNevada.biz/rural programs. Once a Submittable account has been created, applicants will be able to begin work on their application. Applicants will be able to save their progress and return to the application to continue editing until they click Submit, at which time the application will no longer be available for editing. Please be sure to answer every question on the application completely and to the best of your ability.

Your application on Submittable must be complete to be considered. Failure to complete the application in its entirety will jeopardize your organization’s eligibility for consideration for the 3D Project.

Note to applicants: The selection criteria for the 3-D Project need not be based on an existing project in the destination. Rather, applicants should envision a concept of what your destination could look like, building on existing assets and in consideration of the culture and feel of your location. Awardees will be selected based on the potential to generate economic impact, the capacity of the applicant organization and partners to manage and implement the project, the
strength of partnerships and community support, the range and quality of existing tourism assets, and the level of alignment with Travel Nevada’s Brand Pillars. Additional consideration will be given for new or emerging destinations and for the potential of the proposal to showcase diversity in communities and cultures.

The application sections are as follows:

**Organizational Summary** – Complete the required fields regarding your organization.

**Organizational Partnerships** – (not required) If the applicant anticipates collaborating with partner agencies or organizations as part of the 3-D Project, include them in this section. List the partners that will be substantively involved in the workshopping phase and in implementation of the proposed concept. Letters of Commitment from partners detailing their role in the 3-D Project are required for each partner listed in this section. Letters of Commitment must be uploaded as .pdf files using the Letters of Commitment form in Submittable. Please note partners working in an area in the earlier stages of development as a visitor destination. Additionally, please note the duration of the collaboration between the lead applicant and the partner organization.

**Letters of Support** - A minimum of three additional Letters of Support from community organizations or individuals that are not applicants or project partners must be uploaded as evidence of community support for the proposal. Letters of support should demonstrate that the proposed project has the support of local or regional elected decision-makers and key community/destination organizations.

**Concept Summary** – The Concept Summary may be up to 500 words and should identify:

- The unique attributes of the proposed destination. What is the concept that could be developed that you believe would attract visitors to your destination in the future?
- The applicant’s experience and expertise in implementing projects similar in scope to this one, and the capacity to implement a long-term Destination Development Plan
- The potential results and benefits of the proposal to the local and state economy. (A worksheet is provided for applicants to estimate the concept's potential economic impact from both day and overnight visitors.)
- How the proposal aligns with Travel Nevada’s Brand Pillars.

Applicants may attach up to two additional pages of Concept description and background information as Supplemental Materials.

**Concept Goals and Objectives** – Include up to 3 goals for the proposed concept describing what the applicant and partners intend to achieve for the destination through participation in the project. For each goal, clearly state objectives using descriptive statements that specifically discuss what the project team hopes to accomplish.

**Target Audience/ Geographic Area** – Define your target audience for your proposed concept. Who do you intend to reach with your proposal? What geographic area will benefit from this concept?
Funding and Staffing – Identify the amount and source of funding available to your organization that could potentially be used to advance your Concept. Note if these funds would be a one-time infusion of resources, or if there is an on-going funding source to support tourism development. Also note the number of staff available to participate in the planning and implementation process and if these would be volunteer or paid positions.

Existing Tourism Related Amenities – Note the range of existing tourism related amenities such as accommodations, food & beverage facilities, retail services and other visitor related attractions/experiences around the proposed project area.

Diversity of Travel Experiences – Note the ability of showcasing experiences that showcase diverse cultures or integrate underserved communities or businesses.

4. Submission Checklist

Prior to submitting your application, please review the following checklist to ensure that you have included all the required documentation with your application.

☐ Completed 3D Project Application on Submittable with responses to all questions (Required)
☐ Partner Letters of Commitment (If applicable)
☐ 3 Letters of Community Support (Required)
☐ Responses to all Applicant Eligibility questions

5. Application Review Information

Applications will be reviewed by a selection committee including members of the Travel Nevada 3D Working Group. The selection committee will score all applications using the criteria outlined below in (III.8). The selection committee will submit a list of no more than six top-scoring applicants for consideration by the Nevada Commission on Tourism on Dec. 8, 2022. The decision of the Nevada Commission on Tourism regarding awardees is final.

6. Application Criteria

The Division of Tourism is interested in supporting destination development projects that will yield high-potential traveler experiences, build local and regional economies through increased tourism, foster local and regional collaborations, generate tourism in lesser-known places, and create lasting positive benefits for Nevada's economy and for its communities.

Priority in scoring will be given to projects that demonstrate:

a. Ability of the proposed Concept to stimulate significant new economic impact both locally and statewide.
b. Ability of proposer to manage the project and steer it through implementation.
c. Ability of proposer to foster collaboration with multiple partners around a unified Concept in an identifiable geographic destination.
d. Range and quality of existing tourism infrastructure in the designated destination.
e. Alignment of concept with Travel Nevada's Brand Pillars for eventual promotion in the statewide campaign.
f. Ability of the project to support development in early-stage Nevada tourism destination(s).
g. Strength of the proposed initial Concept.
h. **BONUS POINTS:** Ability of the project to showcase diverse cultures or support diverse communities/businesses.