

3D Project Cohort 2 Funding Recommendations

Executive Summary

The 3D Project provides rural communities across Nevada with the opportunity to expand their tourism economies through an eight-month process of discovery and reflection with our expert team of consultants followed by a project implementation phase funded through grants by Travel Nevada. Initially, six projects were selected from sixteen applications to participate in the initial round of the 3D Project through a competitive process in October of 2022. The six projects were divided into two Cohorts. Cohort two began their consulting process in October of 2023.

Three destinations were selected for participation in Cohort 2 – The Cultural Corridor, Boulder City, and Nevada’s Indian Territory. Nevada’s Indian Territory was unable to complete their project, leaving two Cohort 2 destinations. The two remaining destinations – The Cultural Corridor and Boulder City – completed their consulting phase in April of 2024 and received their 10-year Destination Plans. In September of 2024, each applied for their share of \$1 Million in 3D Project funding from Travel Nevada.

Those applications have been carefully reviewed and evaluated by a panel of experts including representatives from the Governor’s Office of Economic Development, the Nevada Arts Council, The Nevada Division of Outdoor Recreation, the Nevada Small Business Development Center, the Bureau of Land Management, and Travel Nevada. The panel considered each destination’s proposal based on selection criteria outlined in the project guidelines, including alignment with the destination’s strategic goals and the recommendations outlined in the 10-year Destination Plan; feasibility through thoughtful planning, including a realistic timeline, clear budget, measurable outcomes and a capable and experienced implementation team; preservation and celebration of the destination's culture, heritage, and character and delivery of an authentic visitor experience.

Following lengthy discussion on the merits of each application, the working group offers the following funding recommendations for each destination.

Cultural Corridor

Recommended award: \$631,350 to fund establishment of a not-for-profit organization to spearhead Corridor development and to hire an executive director to manage organizational projects, along with monies to support branding of the Corridor, wayfinding and interpretive signage to help visitors navigate through the Corridor, website and app development, research, professional development, and public art installation in each of the Corridor communities (Carson City, Carson Valley, and Virginia City).

Request amount: \$685,562

Recommended award percent: 92%

Not funded: A portion of the requested amount for public art installation.

Feedback from the Working Group: This project aligns with the 10-year Destination Plan, is well-considered, well-articulated, and is likely to provide a strong base upon which to build a strong creative economy. This project provides quality of life enhancements for residents of the corridor while taking meaningful steps to build a reputation as an arts and culture tourism destination.

Project Summary (from the Cultural Corridor's application):

For the past year, three Northern Nevada destination organizations — Visit Carson City, Visit Carson Valley, and the Virginia City Tourism Commission — have been working together to propose a development plan of a Cultural Corridor. This ambitious initiative, with the help of Travel Nevada consultants and staff, is ready to begin a new dawn of cooperation, diversity, and implementation. We will collectively create a balance of arts, culture, history, and heritage assets. While we expect these efforts to have a long-lasting effect, our initial goal will be to establish a collaborative organizational structure to develop, market, and manage the Cultural Corridor. This nonprofit will set policy, build membership, and secure and manage future resources and sustainability. Funding will be used to hire an Executive Director to assist in formation of the new nonprofit alliance with representatives from each community. This group will address the current lack of communication and collaboration within the arts community. We will engage professional agency services to develop the Corridor's brand position and new name. These services will also develop a Corridor website and app that will connect to partner websites and act as a "call to action" for artists, musicians, artisans, creators, and performers in the form of a curated events calendar and inventory of artist services all under one umbrella. This calendar will also make note of all annual events. A layered digital map will be used to showcase the many experiences and provide information for arts, culture, history, and heritage venues. We'll produce in-region marketing to attract Reno and Tahoe visitors. A carefully curated plan of infrastructure will establish wayfinding to identify the Corridor and help visitors navigate it. This can include an "Information Station", interpretive signage, murals, sculpture, themed walking trails, and the enhancement of signature annual events. Creating sustainable tourism.

Boulder City

Recommended award: \$368,650 to fund positions to build capacity for Boulder City Chamber of Commerce to implement initiatives outlined in the 10-year Destination Plan; as well as new LED signage to welcome visitors to Boulder City and the purchase of a vehicle which will serve as the “Best Dam 411 Infomobile” a mobile visitor center that will travel throughout the region connecting visitors and residents to all of the excitement of Boulder City.

Request amount: \$500,000

Recommended award percent: 74%

Not funded: Adventure Center manager position, customization of vehicle

Feedback from the Working Group: This well-considered proposal does a great job of addressing the capacity needs that Boulder City has to help support tourism development while also providing much-needed upgrades to their sign. The working group hopes that project-focused contractual positions will provide additional bandwidth to tackle some of the recommendations included in the 10-year Destination Plan. Travel Nevada and the working group determined that funding the Adventure Center Manager position was not an appropriate use of this funding source and alternative funding tied to the Adventure Center will be made available in the future. Appropriate quotes for vehicle customization were not provided in support of this portion of the budget request. The working group advises that this might be appropriate to include in a future Travel Nevada marketing grant proposal.

Project Summary (from Boulder City’s application):

Travel Nevada created the 3D project in 2022, intending to reimagine the rural Nevada attraction for travelers in new and exciting ways. It laid a foundation for incorporating destination development into its mission. The Boulder City Chamber of Commerce saw this as an opportunity to expand and elevate its 3-Year Strat Plan for Tourism Marketing and request assistance in reviewing and assessing our current outdoor recreation and heritage tourism offerings. Once Boulder City was selected for the chance to make these improvements, we embarked on a journey of discoveries- mostly all good, some that required a second look. After careful and thoughtful participation from our steering committee, public land partners, industry, civic leaders, and residents in the community, we believe we have a 10-year Destination Plan that will guide Boulder City and the Chamber in shaping our tourism and recreation economy to yield even more substantial returns for the city and the State of Nevada.