



## 3D Project FAQ

### Eligibility Questions

#### Who is eligible to apply for 3D?

The LEAD APPLICANT must be one of the following four (4) types of organizations:

- Territory organizations representing one of the Division of Tourism's designated territories (Cowboy Country, Pony Express, Nevada Silver Trails, Reno Tahoe Territory, Las Vegas Territory, Indian Territory)
- 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.
- 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 applying as a non-profit must demonstrate in their application that they are a 501(c)(3) or 501(c)(6) non-profit organization.
- Tribal entities in Nevada.

In addition, 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.

All LEAD APPLICANTS must be domestic entities and shall be owned, operated, and located within the State of Nevada.

#### Can small businesses apply?

Small businesses are NOT eligible to apply as the LEAD APPLICANT, however, they are encouraged to partner with an eligible LEAD APPLICANT and may participate in the application as an ORGANIZATIONAL PARTNER.

#### Who can be an organizational partner?

Almost any business or entity can serve as an ORGANIZATIONAL PARTNER as long as they are providing substantive support to the proposed project. This includes small businesses, local agencies, Federal agencies, communities who would otherwise be ineligible (larger than 100,000 population), neighborhood or community groups, fraternal organizations, church groups, non-profit organizations, DMO's, and others

who may have an interest in promoting Destination Development in the destination identified in the LEAD APPLICANT's proposal.

## Application Questions

### What are the deadlines for 3D?

The Cohort Three 3D Project Application opens Thursday, August 1, 2024. The application will close on **FRIDAY SEPTEMBER 13 at 11:59 PM**. Any applications or required documentation not submitted or received by the Nevada Division of Tourism by the deadline will not be included in the selection process.

### Who do I contact if I have questions about my application?

This round, Travel Nevada is offering 2 ways to receive support on your application. The first, and most beneficial, is an in-person Pre-application Site Visit in your destination with the Travel Nevada Industry Development Team. There is no cost to you to host a Pre-application Site Visit. The Site Visit will allow you and your community stakeholders to meet in person with those closest to the program to share your ideas for your application, hear feedback about ways to enhance your proposal, and allow Travel Nevada staff to gain insight into your destination that they can share with the 3D Working Group selection panel. Destinations that participate in a Pre-Application Site Visit will also receive preferential scoring during the selection process. Site Visits will be conducted from July 29-August 30. Do not delay, as the availability for site visit dates will be filled on a first come, first served basis. To schedule your visit, email [cbloomer@travelnevada.com](mailto:cbloomer@travelnevada.com).

If you do not wish to schedule an in-person Pre-Application Site Visit, or if you just have a quick question about the 3D Project or the application process, Travel Nevada's Destination Development Manager, Cortney Bloomer, has set aside Office Hours in 15 minute blocks every Thursday from 9-10 am and 1:30-2 pm. Those in need of guidance can [schedule Office Hours at this link](#). The link will take you to a Sign-up Genius page to schedule an available time slot. You will receive a Zoom link prior to your scheduled time at the email address provided when you reserved your slot. If the regularly scheduled office hours do not work for you, you should email [cbloomer@travelnevada.com](mailto:cbloomer@travelnevada.com) with questions or an alternate time to meet may be available upon request. You may also be able to find answers to many of your questions by reviewing this document, the project guidelines, or the slide deck available on the [3D Project website](#).

### How do I prepare for a Pre-application Site Visit?

At your Pre-application Site Visit, Travel Nevada staff will meet with your team of stakeholders over the course of a day to review and refine your CONCEPT in a workshop-style meeting, provide feedback to strengthen your application, and get a feel for your destination and the assets that are available to form the basis for your project. To prepare, you should first gather community stakeholders who should be involved in the project to arrange a time for the visit that aligns with their ability to participate. Next, think about what themes and ideas you and your partners wish to present as your CONCEPT. Determine the best place in your community to hold your workshop. Finally, consider what attractions and amenities

you wish to showcase to the Travel Nevada team to help them better understand your destination. You will work one-on-one with Courtney to plan the details of your destination's Pre-application site visit.

### Where do I sign up for Submittable?

There is a link to Submittable to create your application on our [3D Project website](#). If you click on the link, it will take you directly to the application for the 3D Project.

### Do I have to use Submittable?

Yes. All 3D Project Applications and supporting material must be submitted through Submittable to be eligible for this opportunity. If you need help with the platform, please [sign up for Office Hours](#).

### What is a "CONCEPT"?

For the 3D Project, we are asking our applicants to submit a CONCEPT for their destination. Please note, a CONCEPT *IS NOT* a plan. Your CONCEPT should center around ideas about how your destination might evolve through the Destination Development process. The CONCEPT should include the amenities and attractions (existing destination drivers, those which need additional development or those which don't even exist yet!) in your destination around which you wish to build your future tourism economy. It should include your team's vision of what your destination is aiming to be, and the authentic identity of your destination. It should not include specific actions or timelines, i.e., a plan. *It is critically important that our destination development communities enter into the 3D Project with open minds and a genuine curiosity about how best to implement destination development in their specific location.* Through the consulting and strategy process, a 10-year Destination Plan will be created that will guide each awardee as they prioritize and implement destination development initiatives that are likely to create an authentic, sustainable destination experience that supports quality of life for locals and attracts desirable visitors that are looking for the types of experiences that your destination has to offer.

### Is this our only chance to apply?

It is the Division of Tourism's intention to keep the 3D Project running long into the future with an annual award budget of \$1 MILLION. However, future funding allocations toward the 3D Project, and Destination Development generally, are the purview of the Nevada State Legislature and will require legislative budget approval. Currently, this is the only round of awards with guaranteed funding.

### Can we apply again if we're chosen in this round?

Future funding allocations toward the 3D Project, and Destination Development generally, are the purview of the Nevada State Legislature and will require legislative budget approval. With that said, future rounds of the 3D Project, if funded, will include allocations for both new destinations to apply for the initial consulting phase and project funding, and for previous awardees in good standing who have completed their initial 2-year funding period to submit funding applications for destination development projects previously identified in their 10-year Plan.

### Should we apply as a single entity, or should multiple entities apply?

While single entities are welcome to apply and may be selected, scoring will favor those applications that demonstrate strong partnerships and community support. In addition to other factors, applications will be scored on the capacity of the LEAD APPLICANT and ORGANIZATIONAL PARTNERS to implement the proposed CONCEPT, as well as the depth and breadth of community support for the project.

### Can we submit more than one application?

Only one application will be accepted from any eligible LEAD APPLICANT. More than one application may be submitted from within a geographic area, however we encourage applicants, where possible, to collaborate and coalesce around a single CONCEPT that includes the different assets, attractions, and amenities that paint a wholistic and authentic picture of the destination and make it desirable for visitors.

### Do larger or more mature destinations have a better chance of being awarded?

No. The Division of Tourism is interested in promoting tourism and visitation to all types of destinations across the state, and the rubric that will be used by the selection committee for this project is reflective of the desire to support both emerging early-stage destinations as well as more mature destinations. Any application which has a strong CONCEPT, capacity to implement the project, and strong community partnerships and support has a chance of being selected.

### Will Travel Nevada staff help us with our application?

Travel Nevada's Industry Development staff are happy to answer application questions and provide feedback or clarification to applicants (See above, **Who do I contact if I have questions about my application?**) However, neither Travel Nevada staff nor 3D Project consultants are able to provide administrative support nor contribute substantively to the development of content of an application.

### Are we asking for money or submitting a budget as part of the application?

No. There is no budget to submit at this time. Your 3D Project application only includes your CONCEPT and the required information as presented in the Kickoff Workshop/Slide Deck. If selected as a 3D Project awardee, your destination may apply for funding to kick start your destination development efforts once your 10-year Destination Plan is complete.

### Can we submit more than three (3) Letters of Support?

The application only allows for three (3) Letters of Support uploaded to Submittable as .PDF.

### What is the difference between a Letter of Commitment and a Letter of Support?

For the purposes of the 3D Project application, a Letter of Commitment is one that is submitted by an ORGANIZATIONAL PARTNER to the project that outlines their commitment to participate in the proposed CONCEPT. **The Letter of Commitment should explain how the ORGANIZATIONAL PARTNER will provide substantive support to the project (e.g., participating in steering committee meetings with the consulting team, providing staffing or fiscal support to the development of the 10-Year Destination Plan, operating**

**an amenity or attraction that is integral to the CONCEPT, etc...).** Each ORGANIZATIONAL PARTNER listed in the application is required to submit a Letter of Commitment as a .PDF.

A Letter of Support is one that is submitted by an entity that stands to be impacted by the proposed CONCEPT but will not be directly involved in the process of implementing it. This may be an elected official, a community organization, a business, or any other individual or group. The purpose of the Letter of Support is to illustrate for the selection committee that the proposed CONCEPT has a broad base of support throughout the community. Keep this in mind as you solicit your Letters of Support. Each applicant is required to attach three (3) unique Letters of Support in .PDF. Employees or board members of the LEAD APPLICANT organization may not submit letters of support. It is strongly encouraged that the Letters of Support not contain boilerplate language.

## Project Questions

### How long is the consulting period?

Travel Nevada staff and 3D Project consultants will work with each awardee for 20 weeks. The consulting period for COHORT 3 awardees will begin in November of 2024 and last until April 2025.

### Who are the consultants?

Travel Nevada is currently in the process of evaluating a pool of qualified consulting firms to support this round of 3D Project awardees. Once the destinations for this round are selected, they will be paired with consultants whose strengths best align with the destinations' proposed CONCEPT and needs. Additionally, subject matter experts from our 3D Project Working Group and Travel Nevada staff will assist destinations in creating and implementing their 10-year Plans.

### Are all awardees going to split the money equally?

No. Following the consulting period, awardees will develop a grant application based on the projects identified in their 10-year plan. These applications and the requested grant amounts will be evaluated by the 3D Working Group. Every effort will be made to fulfill grant requests based on funding priority projects that will jump-start destination development in the 3D project locations. Grant guidelines for Cohort 3 will be released by December 2024.

### Who is eligible to receive a grant award?

Only those destinations that are selected during the initial award process and who successfully complete the consulting process and development of their 10-year Destination Plan are eligible to compete for 3D Project funding.

### How much funding is available for projects? What is the award amount?

The total award amount, to be divided among the awardees, is \$1 million. Individual award amounts will be determined through the grant application review. There will be a separate application for awardees to

complete to apply for once they have completed the 3D Project consulting period and received their 10-Year Destination Plan.

### Can we choose which Cohort we will be in?

No. Awardees selected in this round will be assigned to Cohort 3. There is not an option to apply in this round and defer to a future round of the 3D Project. Please ensure before applying that your destination is ready to take on the 3D Project at this time.

### How do I ensure that my project goals are SMART?

SMART stands for Specific, Measurable, Achievable, Relevant, and Time-Bound.

Defining these parameters as they pertain to your goal helps ensure that your objectives are attainable within a certain time frame. This approach eliminates generalities and guesswork, sets a clear timeline, and makes it easier to track progress and identify missed milestones.

An example of a SMART-goal statement might look like this: *Our goal is to [quantifiable objective] by [timeframe or deadline]. [Key players or teams] will accomplish this goal by [what steps you'll take to achieve the goal]. Accomplishing this goal will [measurable result or benefit].*

### Is it a conflict if we have another grant or project “in the works”?

No, quite the opposite. Travel Nevada understands that many of our destinations are already taking steps to enhance their destinations for residents and visitors and we applaud these efforts. While this project is based around a CONCEPT and not a plan, you may already have other funding that has been allocated towards projects or construction that support your CONCEPT. We consider these to be among your destination’s assets and we will consider them throughout the consulting process to provide guidance on how to best leverage and integrate them into your 10-year Destination Plan.

### What are eligible expenses for the grant?

Since this round of the 3D Project is the first to utilize State of Nevada funding, Travel Nevada is currently revising the funding guidelines from the previous rounds that were supported by EDA funds. To get an idea of eligible expenses, please refer to the previous funding guidelines, available on the [3D Project page](#).

### What is the deadline for spending a grant award?

Awardees will have 2 years from the date of award to expend their 3D Project funds. The project period for this funding will begin on June 30, 2025 and end on June 30, 2027.