



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 CONCEPT. 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 geographic area of the LEAD APPLICANT's CONCEPT.

Application Questions

What are the deadlines for 3D?

The 3D Application opened at 3pm on Friday, September 16. The application will close on **TUESDAY OCTOBER 25 at 11:59 PM**. Any applications or required documentation not submitted or received by the Nevada Division of Tourism by the deadline will cause the application to be ineligible for review.

Who do I contact if I need help with my application?

Many of your questions may be answered by reviewing this document, the Kickoff Workshop presentation, the project guidelines, or the slide deck available on the [3D Project website](#). If you still have questions, or have questions specific to your CONCEPT or application, Travel Nevada's Destination Development Manager, Cortney Bloomer, has set aside Office Hours in 15 minute blocks every Thursday afternoon from 1-2 and 3-3:45. Those in need of help can [schedule Office Hours at this link](#). It 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. Alternatively, you may email cbloomer@travelnevada.com with questions or to set up an alternate time to meet.

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 their CONCEPT for their destination. Please note, a CONCEPT *IS NOT* a plan. Your CONCEPT should include the amenities and attractions (even those which may need additional development) in your destination around which you wish to build your future tourism economy. It should include your vision of what your destination is aiming to be, and the authentic identity of your destination. It should *NOT* include specific actions, i.e., a plan. It is critically important that our destination development communities enter into the consulting period 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 Development Strategic Plan will be created that will help our awardees prioritize and implement destination development initiatives that have the best chance to bring in 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?

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 set aside funds both for new destinations to apply for the initial consulting phase and project funding, and for previous awardees to submit funding applications for destination development projects previously identified in their 10-year Strategic 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 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 join forces 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 staff are happy to answer application questions and provide feedback or clarification to applicants. Neither Travel Nevada staff nor the 3D consulting team are able to provide administrative support or contribute substantively to the content of an application. Applicants in need of help can schedule [Office Hours with Travel Nevada staff](#). This 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. Alternatively, you may email cbloomer@travelnevada.com with questions or to set up an alternate time to meet.

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 for a 3D Project, your destination may apply for a grant to activate your 10-year Plan once your planning work is complete.

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

The application only allows for three (3) Letters of Support uploaded 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 (eg, participating in meetings with the consulting team, providing staffing or fiscal support to the CONCEPT, 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 affected by or benefit from 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 Letters 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) Letters of Support in .PDF.

Project Questions

How long is the consulting period?

The team of consultants will work with each awardee for 32 weeks. The consulting period for COHORT 1 awardees will begin in January of 2023 and last until August 2023. The consulting period for COHORT 2 awardees will begin in September 2023 and last until April 2024. The duration of the consulting period is approximately 8 months.

Who are the consultants?

The consulting team for the 3D Project is led by Cathy Ritter of [Better Destinations](#). Mitch Nichols of [Nichols Tourism Group](#) will serve as Co-Lead and Carl Ribauda of [SMG Consulting](#) will be the Data Lead. All three consultants will join in facilitating the planning cycles to develop awardees' 10-year destination development plans. In addition, 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?

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 will be released by December 2022.

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

The total award amount, to be divided among the up to six (6) awardees, is \$2 million. Individual award amounts will be determined through the grant application review that will take place after the consulting period. There will be a separate budget application for awardees to complete.

Can we choose which Cohort we will be in?

No. Cohort assignments will be determined by the consulting team and the Working Group based on a number of factors, including the characteristics of the selected awardees.

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

No. The Division of Tourism understands that many of our destinations are already taking steps to enhance their destinations for travelers. While this project is based around a CONCEPT and not a plan, you may certainly have other funding that has been allocated towards projects or construction that relate to your CONCEPT. We consider these to be among your assets and we will take them into account during the consulting process to see how to best integrate them into your destination's 10-year Plan.

What are eligible expenses for the grant?

coming soon We are working with our Economic Development Administration (EDA) representative to clarify questions regarding the requirements for how this funding can be used for the 3D Project.

What is the deadline for spending a grant award?

coming soon We are working with our Economic Development Administration (EDA) representative to clarify questions regarding the requirements for how this funding can be used for the 3D Project.