

THE 3D PROJECT

DESTINATION DEVELOPMENT UPDATE

September 13, 2023



3D PROJECT RECAP: HOW WE GOT HERE

- 6 Projects selected from 16 applicant destinations, October 2022
- Cohort 1 Consulting Period: January-August 2023
- Asset inventory/ Gap analysis, Travel Nevada 3D Tourism Development Survey, data collection and analysis
- Local Steering Committees and communities engaged in plan development
- 2 Site visits (March and July) to inform Plan recommendations
- **Development, review, and approval of 10-Year Destination Plans** ←
- Cohort 2 Consulting Period: August 2023-April 2024

KEY SURVEY INSIGHTS

- 53% of survey respondents valued sustainability, ranking it as important or very important to their choice of destination.
- Respondents most frequently self-identified as Road Trippers (72%), Nature Lovers (65%), and Cultural Travelers (54%).
- Nearly 50% said that they would be inspired to travel to stay at an historic property, 44% were looking for low-cost lodging options.
- When asked how interested they would be in overnight visits to areas outside Vegas or Reno-Tahoe if there were activities they enjoyed, 90% said they they would be interested or very interested in these types of experiences.

COHORT 1



LINCOLN COUNTY



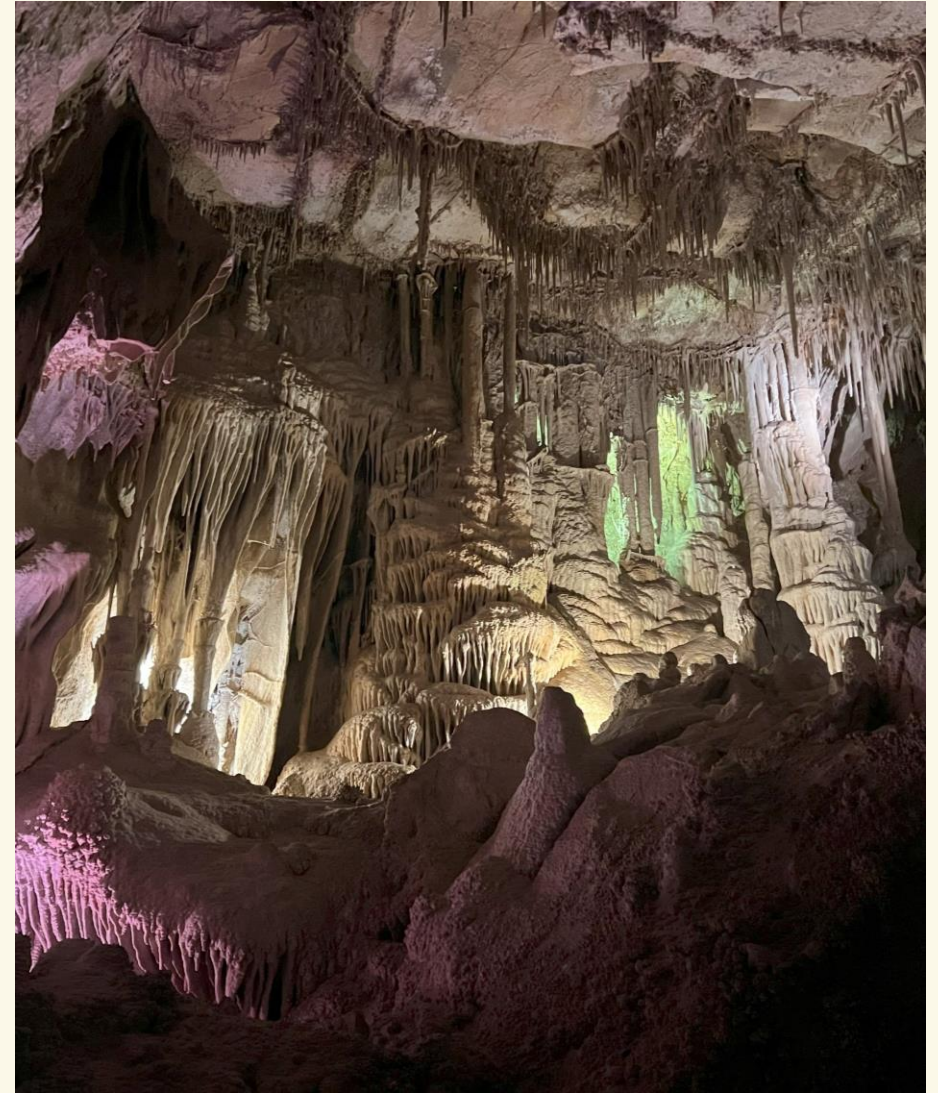
FRIENDS OF BLACK
ROCK HIGH ROCK



WHITE PINE COUNTY

10-YEAR DESTINATION PLAN FRAMEWORK

- Introduction
- Insights
- Vision
- The Economic Goal
- Target Audience
- The Objectives
 - A. Develop Compelling Products Experiences
 - B. Develop Visitor Infrastructure
 - C. Develop Organizational Strength
 - D. Develop Promotional Strength
- Implementation Timeline
- How This Plan Will Work



LINCOLN COUNTY



LINCOLN COUNTY PLAN VISION

Lincoln County is recognized as a place where visitors and residents can experience the ‘Other Nevada.’

It’s the combined assets of outdoor adventure, western and rail heritage, and even Area 51 that collectively differentiate us from any other place.

Through investment, collaboration, and public support, tourism becomes an increasingly critical part of our economic base, while enhancing residents’ quality of life.



LINCOLN COUNTY PLAN HIGHLIGHTS

The Economic Goal

Quadruple annual visitation to Lincoln County and double per visitor spending by 2030, in alignment with Lincoln County's Community and Economic Development Strategy.

The Visitor Profile

Long-distance road trippers seeking a diverse range of experiences, from unique outdoor adventures to authentic Western history and heritage in destinations offering diversity and wonder.



EXAMPLE:

OBJECTIVE 3: BUILD CAPACITY OF LCAT

Advocate for sustainable funding of LCAT to help fulfill the potential of the county's visitor economy, support local tourism businesses, and achieve a goal to double visitor spending by 2030.

- Seek to establish sustained funding support from county and city budgets to support a full-time staff, LCAT operations, and marketing activities.
- Consider increasing city and county lodging tax rates closer to the national average, with incremental proceeds dedicated to LCAT.
- Ensure that LCAT has resources to maximize opportunities for Travel Nevada marketing matching grants and from other programs to support the viability of local businesses and develop tourism.
- Seek grant writing resources or other strategies for securing additional funding to support LCAT in advancing Lincoln County tourism.



FRIENDS OF BLACK ROCK
HIGH ROCK



BLACK ROCK PLAN VISION

To evolve as a unique destination renowned for awe-inspiring natural beauty, rugged outdoor recreation, imaginative cultural experiences, and connection to one of the world's most creative events.

Friends of Black Rock will be a viable, regional organization equipped to achieve harmony between tourism development and environmental conservation.

Through collaboration with Burning Man, government partners, local businesses, stakeholders, and residents, tourism will drive economic benefits, enhance local quality of life, and showcase one of Nevada's must-experience places.



BLACK ROCK PLAN HIGHLIGHTS

The Economic Goal

By 2032, the Black Rock/Gerlach region's visitor spending will exceed \$2 million a year by expanding outdoor recreation, arts, and cultural experiences and supporting development of new Burning Man 360 arts experiences, an RV park, and a new Playa Trail.

The Visitor Profile

Outdoor recreation enthusiasts who enjoy overland camping, land sailing, rocket launching, rockhounding, hiking, backpacking, mountain biking, and dark skies, as well as those who appreciate the local culture, connection to Burning Man, and the solitude and unique sense of place Black Rock/High Rock has to offer.



EXAMPLE:

OBJECTIVE 1: DEVELOP COMPELLING PRODUCTS AND EXPERIENCES

Create a wider range of travel experiences that align with local priorities.

- Expand current Friends of Black Rock tours and offerings, including mountain bike/camping trips and Fly Ranch tours.
- Develop new guided tours for experiencing Dark Skies, the Playa Trail, Gerlach history, and more.
- Consider developing an event management fee to guide organizers in reducing impacts on natural resources and aligning with local requirements and practices. (Example: Black Rock Weddings)



WHITE PINE COUNTY

WHITE PINE COUNTY



WHITE PINE COUNTY PLAN VISION

White Pine County is renowned as a place where outdoor adventure — especially trail-based recreation — is paired with unexpected experiences that connect visitors and residents with stories of its communities, its culture, and abundant natural lands and drive economic benefits countywide.



WHITE PINE COUNTY PLAN HIGHLIGHTS

The Economic Goal

By 2032, White Pine County will double total visitor spending* by creating new lodgings, expanded rails and trails systems, vibrant Main Streets, and engaging visitor experiences across the county.

The Visitor Profile

Outdoor recreation lovers who also enjoy learning as they travel — whether about U.S. history and heritage, diverse cultures, geology, dark skies, or ancient Bristlecone pines.



EXAMPLE:

OBJECTIVE 1: DEVELOP COMPELLING PRODUCTS AND EXPERIENCES

Revitalize Main Streets and expand opportunities for restaurants and retail by activating unused storefronts and commercial buildings.

- Secure a third-party appraisal of vacant storefronts and commercial buildings to stimulate sales or use by increasing understanding of the properties' true value and condition.
- Offer microgrants matched all or in part by property owners to stimulate private investment into improvements of storefronts and commercial buildings.
- Provide absentee owners with no-cost options for showing empty storefronts and commercial buildings to potential buyers or lessees.
- Encourage activation of storefronts and commercial buildings with engaging window displays celebrating local art, culture, history, natural areas, or outdoor recreation.
- Advocate for enforcement of fire safety and other codes to prevent vacant commercial stock from falling into ruin and posing safety hazards.



COHORT 1: NEXT STEPS

- Receive completed 10-Year Destination Plans
- Work with Local Steering Committee and Travel Nevada to prepare a funding proposal based on Plan recommendations.
- Proposals evaluated by 3D Working Group
- Awards approved by Travel Nevada, NCOT, and EDA
- Project Implementation – Project Period is 2 years from award date

FUNDING GUIDELINES OVERVIEW

FUNDING: KEY POINTS

- Spur destination development to create economic benefits, attract visitors and support the state brand.
- Demonstrate ROI, both for EDA reporting and to provide future support for destination development.
- The \$2 million will not necessarily be shared equally among the six projects.
- Funding available in 4 Project Categories:
 - Personnel, staffing and contracts
 - Tourism Infrastructure
 - Product Development
 - Equipment
- Cohort 1 anticipated award date: November 2023
- Cohort 2 anticipated award date: July 2024



WELCOME, COHORT 2!



**CARSON CULTURAL
CORRIDOR**



**NEVADA'S INDIAN
TERRITORY**



**BOULDER CITY
CHAMBER OF
COMMERCE**

*Kickoff Meetings with Project Leads in August.
Local Steering Committee Kickoffs in September.
Initial Site Visits in October.*

THANK YOU!

THANK YOU!

