

## Project Timeline Template – 3D Project Implementation

This is the Project Timeline Template to be completed and submitted with your 3D Project funding application. Describe how the proposed project outcomes will be realized by providing a list of important milestones that will be accomplished during the project period including specific steps and achievements in planning, implementation, and evaluation and timetables for project activities and milestones, as well as the responsible party for each.

You may amend and resubmit small changes to your timeline as part of your quarterly report as activities are completed or changed throughout the 3D Project implementation process, as long as those changes do not change the scope of the project and have no budgetary impact (e.g. you completed a step of your project ahead of schedule and wish to move the subsequent activities up in the timeline). You may add additional rows as necessary.

Quarter	Key Activities	Outcome Metrics/ Product	Assigned to
FY25 Q2 (Oct-Dec)	PROJECT AWARD ANNOUNCEMENT		
	Establish Regular Meetings between Regional Leads	Review grant award and adjust deliverables and budget to match the final award. Hold meetings to discuss upcoming key steps and deliverables.	Regional Leads: Perry, Fitzgerald, and Brooks
	Hire an Executive Director (ED) to assist with the formation of a new non-profit alliance including representatives from each community to develop a strategic plan, set policy, build membership, and secure and manage future funding/resources. Visit Carson City will create the job description with the regional leads.	Issue a job announcement with a full job description, and applications being accepted through the end of October/early November. A hiring committee will review applicants, interview the top 3, and make a recommendation of the candidate with the best qualifications to the Carson City Cultural and Tourism Authority (CTA) board of directors.	Visit Carson City and Regional Leads: Perry, Fitzgerald, Brooks plus two (2) TBD steering committee members to be on the hiring committee.
	Establish Initial Strategic Plan and Budget	Strategic Plan: Develop list of immediate priorities and goals with high-level timelines, including a draft Mission Statement.	Regional Leads: Perry, Fitzgerald, Brooks (Responsible), plus three (3) TBD steering committee members (Review/Input)

		Budget: Develop high level budget in alignment with grant award and overall plan to use as basis for Executive Director budget development.	
	Onboard New Executive Director	Introduce Executive Director to key stakeholders and communities, set expectations for reporting and priorities.	Regional Leads: Perry, Fitzgerald, Brooks and VCC ED Peterson
	Establish Recurring Meetings with the Three Regional Leads and Executive Director	Outline next steps and begin outline of Strategic Plan and Goals and Develop Mission	Regional Leads: Perry, Fitzgerald, Brooks
	Through State of Nevada 99SWC-S2340, secure professional services contract to develop a corridor website, and an in-web app, including maintenance of the site.	A web development company will be contracted with to develop a website and an in-web app, including maintenance of the site, from the list of vendors listed under State of Nevada 99SWC-S2340. This contract will be presented to the CTA board for approval.	Visit Carson City Executive Director (responsible), Regional Leads (review/input), Executive Director (review/input)
	Through State of Nevada 99SWC-S2340, to contract with a professional brand agency of record to develop the Corridor's brand position, name that identifies the experience and a sense of place, and brand package.	A brand agency of record company will be contracted with to develop the Corridor's brand position, name that identifies the experience and a sense of place, and brand package, from the list of vendors listed under State of Nevada 99SWC-S2340. This contract will be presented to the CTA board for approval.	Visit Carson City Executive Director (responsible), Regional Leads (review/input), Executive Director (review/input)
FY25 Q3 (Jan-Mar)	Begin the formation of a new non-profit alliance with representatives from each community to shape Corridor development, set policy, build membership, and secure and manage future resources.	Legal services to be engaged and working towards a structure to guide the formation of the Cultural Corridor non-profit. <ul style="list-style-type: none"> <li>Assemble Board of Directors</li> <li>Refine Mission Statement</li> </ul>	Regional Leads: Perry, Fitzgerald, Brooks and Executive Director
	Non-profit Filing with the State of Nevada.	<ul style="list-style-type: none"> <li>Reserve a non-profit name</li> <li>Establish Articles of incorporation.</li> <li>Obtain an EIN number. This process is 1-2 months.</li> </ul>	Executive Director and legal team

	Create Bylaws and Policies and Review Strategic Plan	<ul style="list-style-type: none"> <li>• Establish Bylaws</li> <li>• Develop Financial Policy</li> <li>• Update Strategic Plan</li> </ul>	Board of Directors
	Develop Business Plan for Day-to-Day Operations	Develop Business Plan	Executive Director
FY25 Q4 (Apr-Jun)	Application with the IRS 1023-EZ.	Processing time is 1-3 months for the 1023-EZ – Wait for approval.	Executive Director and legal team
	New name and brand package introduced.	Logo and brand package in hand.	Executive Director
	Inventory of local artists, performers, and creatives updated.	The artist inventory will be given to the web development team for inclusion.	Executive Director and artist sub-committee
FY26 Q1 (Jul-Sept)	Website and in-web app go live.	Introduction of web and in-web app to the public.	Executive Director
	Create an annual calendar of Corridor-themed cultural events for addition to the website. Coordinate with stakeholders to have all events listed.	Website updated with a complete calendar of events within the Corridor area.	Executive Director
FY26 Q2 (Oct-Dec)	Contract with professional services to develop a layered digital map to showcase and curate the many Corridor experiences and make them easy to access.	A professional team will be contracted via a Request for Quote (RFQ). This process is 2-3 months.	Executive Director
	Contract with professional services to develop a wayfinding plan that guides visitors through the Corridor and identifies participating sites, businesses, activities, and events.	A professional team will be contracted via RFQ. This process is 4-6 months before implementation.	Executive Director
FY26 Q3 (Jan-Mar)	Develop a plan to enhance the corridor through steady acquisition of public art.	A plan will be presented to the non-profit alliance board of directors for possible action in year 2 and applications for years 3-5.	Public art sub-committee
	Identify walls in and around Carson City and Carson Valley for murals that will be heritage and historical storytelling.	The public art sub-committee will work with city and county agencies along with partner organizations to establish	Public art sub-committee

		commitment to producing a Corridor Public Art Master Plan.	
FY26 Q4 (Apr-Jun)	Wayfinding plan is implemented.	Wayfinding signage is installed.	Installation team under the direction of the Executive Director
FY27 Q1 (Jul-Sept)	Create a Public Art Master Plan that will include sculpture, murals, and interactive art.	Acquisition and placement of 1-5 large-scale sculptures and up to 20 murals telling stories of historical and cultural messages in the Corridor.	Public art sub-committee
FY27 Q2 (Oct-Dec)	Review of years 1-2 with planning to create a strategic plan for years 3-5.	A strategic plan is submitted to the non-profit alliance board of directors for approval.	Executive Director and non-profit alliance board of directors
	PROJECT END		