

Title	0001	09/13/2024
	by Pam Abercrombie in 3D Project Destination Development Application - Cohort 3	id. 47497966
	508 North Curry Street Unit B Carson City, Nevada 89703 n/a United States 775-900-0507 pam@thesutrotunnel.org	

Original Submission 09/13/2024

Score	n/a
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What is the name of the Lead Applicant Organization?	Friends of Sutro Tunnel Charity
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Contact Information

Lead Applicant Organization Representative	Pamela Abercrombie
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Lead Applicant Organization Representative Email	pam@thesutrotunnel.org
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Lead Applicant Organization Phone	+17759000507
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Lead Applicant Organization Mailing Address	508 N. Curry Street Suite B Carson City Nevada 89703-4147 US 39.1669 -119.76811
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Is the lead applicant organization a 501(c)(3) non-profit?	Yes
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Please enter your IRS-issued Federal Tax ID Number	883963208.0
Please add your Nevada Secretary of State Corporate ID Number	20201945964.0
Lead Applicant Organization Background	
What year was the Lead Applicant Organization founded?	2019.0
What is the mission of the Lead Applicant Organization	To preserve the significant Nevada mining history engineering achievement of the Historic Sutro Tunnel Site to make it safe and accessible for visitors and future generations to learn from and enjoy.
Lead Applicant Organization Website	www.thesutrotunnel.org
Lead Applicant Organization Social Media	https://www.facebook.com/restoresutro/
A representative of the Lead Applicant Organization has participated in a Pre-Application Site Visit with the Travel Nevada Industry Team.	Yes
Organizational Partnerships	This section is not required, however, partnerships are one of the key aspects of a successful 3D Project and applications will be scored accordingly. If the Lead Applicant plans to collaborate with partner agencies or organizations as part of the 3D Project consulting phase or during implementation of their Destination Plan, they should be included in this section. Letters of Commitment from partners detailing how they will support the 3D Project are required for each partner listed in this section. Letters of Commitment must be uploaded as .pdf files below. Organizational partners need not meet eligibility requirements.
Does this application include Organizational Partners?	No

Letters of Support Letters of Support differ from Letters of Commitment submitted by Organizational Partners. A minimum of three unique additional Letters of Support from Territories, community organizations or individuals that are NOT applicants or Organizational Partners must be uploaded as evidence of community support for the Concept. Letters of Support should demonstrate that the proposed concept has the support of local or regional elected officials, decision-makers, stakeholders, and key community/destination organizations. Upload Letters of Support below in .pdf format.

Letter of Support 1

[LCBOC_Letter_of_Support__Sutro_Tunnel.pdf](#)

Letter of Support 2

[LOC_Laura_Tenant.pdf](#)

Letter of Support 3

[Lt_Gov_Stavros_Anthony_-_Friends_of_Sutro_Tunnel_Charity_LOR.pdf](#)

Proposed Concept For the 3D Project, we are asking our applicants to submit their CONCEPT for their destination. Your CONCEPT should include the attributes, amenities and attractions (even those which may need additional development) in your destination around which you envision your future tourism economy being built. It should include your vision of what your destination is aiming to be, and the authentic identity of your destination. Please note, a CONCEPT is not a plan. It should not include specific action steps, 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 Multi-Year 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.

Concept Summary

The Friends of Sutro Tunnel Charity (Charity) formed 2019 with representatives from local businesses and history enthusiasts, and became a 501c3 in 2020. The purpose of the Charity is to protect, preserve, and share the history and Historic Property of the Sutro Tunnel Site with the public. The site is in the Virginia City National Historic Landmark District and Comstock Historic District. From 2019 to present, in-kind contractor work and volunteers transformed the site from a hidden gem buried overgrown brush and uninhabitable buildings to a site with cleaned and accessible buildings, cleared grounds, a museum, and access in the tunnel. The Charity has the vision of transforming the Historic Sutro Tunnel & Site into a fully operational historic park with guided, school, private, and self-guided tours as well as events, small-scale concerts, and site rentals for parties, weddings, etc. The site offers a living history experience of a historic self-contained operation that developed a 3.8 mile tunnel at a 1.2% grade between Dayton and Virginia City mines. The site includes six original buildings from the Sutro era, remanent of a 1920's addition to an original building, a 1930's rebuilt original building, a Carson City historic home moved to the site, and two buildings built onsite in the 1980's. The engineering of the tunnel stands alone on the guided tours, which visitors now can experience the tunnel 100 feet inside. The uniqueness of the use of mules inside the tunnel also has its story in the history as does the magnificent Sutro Mansion that unfortunately no longer exists.

Since 2020, significant work has occurred restoring the six original historic buildings from the Adolph Sutro operations, a 1930s renovated original building, and the tunnel portal that now offers visitors access 100 feet inside. Work on the Site Caretaker house is completed so to provide livable accommodations and work on an historic building is currently underway for the location of the nonprofit office. The Charity envisions the site 100% publicly accessible, full time staff onsite, daily guided tours, a self-guided tour that includes signs or cell phone virtual tours, regular events and site rentals, and outdoor recreation such as trails and campground.

Dayton is a rural community with many residents who work in surrounding communities. According to the US Census, Dayton's population in 15,153 with 67.3% in the labor workforce, the median property value of \$361,700, and the poverty rate is 4.1%. Dayton has come a long way in the last decade from predominantly low-income residents, but Dayton still needs much to become a town with many amenities tourists are attracted to. It is the hope the Charity will influence more demand in the area for cultural heritage tourism to justify motels/hotels in Dayton with improved dining and shopping options. The Charity's proposal aligns with Travel Nevada's initiatives by focusing on increasing overnight stays and spending, helping showcase rural destinations, preserving and sharing Nevada's history and heritage, and the Site has the potential to create a new attraction for Travel Nevada.

Additional Concept Background

Concept Goals and Objectives Include up to 3 goals for the proposed concept describing what the applicant and partners intend to achieve for the destination through participation in the project. For each goal, clearly state objectives using descriptive statements that specifically discuss what the project team hopes to accomplish.

Would you like to add a Concept Goal? Yes

Goal 1 Maximize all aspects of the site to attract visitors while remaining stewards of the cultural resource. Objective 1; Work with Travel Nevada to develop the plan leveraging their expertise Objective 2: Develop a 10 year plan for establishing the Historic Sutro Tunnel & Site as a Nevada cultural heritage destination.

Would you like to add another goal? Yes

Goal 2 Restore the Historic Sutro Tunnel & Site and sustain the Charity. Objective 1: Obtain funding to support restoration through fund development activities. Objective 2: Obtain funding to support the administration of the Charity.

Would you like to add another goal? Yes

Goal 3 Transform the property into a self-sustaining living history park for full public access by 2034. Objective 1: Implement the 10 year plan for establishing the Historic Sutro Tunnel & Site as a cultural heritage destination in Nevada.

Impact of the Proposed Concept

What type of visitors are you hoping to attract to your community through your Concept. Cultural Heritage Tourists, students, history enthusiasts, engineers, tunnel enthusiasts, and mining interested of all ages, and historical societies, school groups, businesses, and archeology interested groups.

What changes would you like to see in your community as a result of the 3D Project? 1) Overnight accommodations in Dayton Nevada for cultural heritage tourism. 2) Tours of multiple historic sites in Dayton, Virginia City, Silver City, and Gold Hill. 3) Outdoor recreational trails anchored on experiencing Nevada's Comstock history. 4) Economic development in Dayton Nevada to improve quality of life in this rural Nevada town.

How do you think your proposed Concept would support your local economy? Dayton Nevada struggles to be on the cultural heritage tourism map of Nevada. Through development of the Historic Sutro Tunnel & Site into a fully operational historic park, support for Dayton's contributions to Nevada and Comstock History has the potential to bring overnight accommodations to Dayton and other amenities such as expanded meal options and touristy shops.

Target Area	What geographic area is encompassed by your Concept? What region or area will benefit from this project? This may be one community, a coalition of communities working together, a larger geographic area such as a county or territory.
What is the geographic scope of your Concept?	The proposed Concept will impact several adjacent communities.
List the location(s) that are included in your proposed Concept.	0 Sutro Tunnel Road, Dayton, Nevada 89403
Are any of the locations in this proposed Concept in an early stage of destination development?	Yes, the location(s) included in this proposal is/are in an early stage of destination development.
What is your current annual visitation? How was current annual visitation estimated?	2020 to 2022 – 500, 2023 - 1,250. Visitation is based on guided tour tickets sold, number of participants on special tours (e.g., private tours, school groups, historical societies groups), and number of attendees at events.
Barriers	Travel Nevada recognizes that many of our communities face barriers that limit their ability to take on new projects or expand existing efforts. Help us understand what issues are the top barriers for your destination.
What barriers are/have been faced by your community that impede tourism development?	Dayton's local economy does not support cultural heritage tourism. Overnight accommodations are a minimum 15 miles west in Carson City. There is one fine dining restaurant and a couple moms & pops restaurants. Dayton is still considered a bedroom community for residents who work in Carson City or Reno/Sparks. Dayton does not accommodate tourism, yet.
How do you envision support from the 3D Project helping you to overcome these barriers?	The more visitors Sutro can draw, an increased need for hotels/motels, improved dining, and shops will ensue. Once the Historic Sutro Tunnel a & Site is a fully operational historic park, Dayton will need overnight accommodations and expanded dining options as well as tourist shops.
Diversity in Travel Experiences	Travel Nevada values and celebrates the diversity across the state of Nevada. Preferential scoring will be awarded to Concepts that showcase diverse cultures, that provide welcoming and inclusive experiences for travelers, and that support underrepresented or underserved communities.

If applicable, share strategies for how your proposed Concept will highlight diversity and diverse cultures in your visitor offerings.

The Sutro Tunnel operations history is riddled with many workers from diverse backgrounds, which can be leveraged to showcase diversity in its history.

If applicable, share strategies for how your proposed Concept will provide a welcoming and inclusive destination for visitors from diverse cultures and backgrounds.

We welcome all interested in history, Nevada history, mining history, and the Historic Sutro Tunnel & Site.

If applicable, share strategies for how your proposed Concept will support and sustain underrepresented or underserved communities and/or businesses.

We welcome all interested in history, Nevada history, mining history, and the Historic Sutro Tunnel & Site.

Stewardship

Travel Nevada cares about protecting and preserving the special places around our state and is committed to ensuring a positive and authentic travel experience for generations to come.

If applicable, share strategies for how your proposed Concept will support or promote preservation and protection of your community's natural and cultural resources.

The Concept specifically and directly promotes, protects, and shares with the public one of Dayton's largest and still-standing cultural resources.

Lead Applicant
Organizational
Capacity

Describe the Lead Applicant Organization's (and organizational partners') experience and expertise in implementing tourism and/or community development projects.	The Charity Board of Directors consist of community development business owners/CEOs that combined provide 75 years of experience.
What is the Lead Applicant's capacity to guide or oversee the planning and implementation of a long-term Destination Development Plan? Describe how you will balance this workload with your organization's existing responsibilities.	Currently with one full time staff, one part time grant writer, and actively involved board members fully invested in seeing the Charity's vision unfold, the Charity has the capacity and time investment to leverage Travel Nevada's expertise and support to develop a long-term plan. Additionally, the Charity has an unfilled part time position that once filled will be on the Charity's 3D team. The Charity's tours and events are planned in advance, so the paid staff can balance the workload with scheduling 3D project time with these responsibilities. The tour crew includes volunteers who can manage tours without paid staff present. The 3D project will help the Charity focus on destination development of the site; hence assist with self-sustainability and therefore will be a priority.
Funding and resources to support the Concept	Staff time working with Travel Nevada and creating the Destination Development Plan. Staff and board members' time attending meetings and site visits with Travel Nevada. Marketing the plan development, launch, and implementation.
Which range best reflects the size of Lead Applicant Organization's Annual budget?	\$100k - \$500k
How many staff and volunteers work for the Lead Applicant Organization?	
Full Time Staff (in FTE)	1.0
Part-time Staff (in FTE)	1.0
Volunteers	20.0
Volunteer Hours	40.0

Existing Tourism-related Amenities in the area of the proposed Concept.	Applications will be evaluated on the range and quality of existing tourism infrastructure in the area of the proposed Concept. This includes tourism-related amenities such as accommodations, food and beverage facilities, retail services, and other visitor-related attractions and experiences.
What sets your proposed Concept area apart from other destinations?	Prior to the Charity's investment in saving this historical Comstock jewel, the site was the private property owned and the public was banned except for a few organized tours. In 2016 and 2017, the Comstock Foundation for History & Culture (CFHC) offered tours of the site, which drew 620 visitors from Northern California in addition to Northern Nevada. Many visitors commented how they have been trying to see the tunnel and site for years. Due to the over half a century of being off-limits for the public, the site became coveted by history enthusiasts, engineers, mining interested, and tunnel enthusiasts. Now that the Charity is working to transform the site, many have experienced the history, but many more will have the chance once the site is a historic park. One of the closest comparable living history sites is Bodie in California and Nevada has the opportunity to land the Historic Sutro Tunnel & Site on the cultural heritage tourism circuit.
What amenities or experiences might the destination need to develop to help advance your proposed Concept?	Currently, the site has limited parking, no plumbed restrooms, no ADA access into buildings aside from ramps into two buildings, the site is not ADA friendly, the historic building targeted for the Charity office is under interior renovations, and restoration of the historic buildings have not been completed.
Select the types of accommodations that currently exist in the Concept area.	RV parking or camping spots
Estimate the number of RV spaces.	25.0
Select the types of food and beverage facilities in the proposed concept area.	Locally owned Fast casual chain Fast food chain Coffee/ Bakery Bar/ Saloon Grocery/ Market Fine dining
Select the types of retail establishments in the proposed concept area.	Supermarket/ Big box/ Department store Fuel/ Convenience store
Attractions and Experiences	In this section, describe the existing attractions that would draw tourists to their area. Be sure to include key details about the attraction that help those reviewing the application to assess the quality and range of existing infrastructure. If you have metrics about the attraction, you may note them in this section.

Please select all the types of existing attractions in your area that you want to leverage support your Concept.	<p>History (Examples: history museums, historic sites, battlefields, fossils, ghost towns)</p> <p>Special Events (Examples: fairs and festivals, farmers markets, exhibitions)</p> <p>Outdoor Recreation/ Nature (Examples: stargazing, wildlife viewing, mountain biking, hiking, off-roading)</p> <p>Arts and Culture (Examples: galleries, conservatories, theaters, artisan workshops, concert venues, cultural sites)</p>
Arts and Culture	Dayton: Historic Rock Pointe Mill ruins, Saint Ann's Chapel, Historic Firehouse/Jail, Dayton Schoolhouse Museum, Pony Express Trail, C&C Railroad Depot, Odeon Hall, Historic Downtown Dayton. These cultural resources in Dayton have the potential to increase visitors annually with the transformation of the Site into a historic living history park.
History	<p>Historical Society of Dayton Valley: partners on local events, historians work with the Charity on research, supports the advancement of the site and future collaborations to bring visitors to the Comstock.</p> <p>Comstock Foundation for History and Culture (Donovan Mill): supports the advancement of the site and future collaborations to bring visitors to the Comstock.</p> <p>Rock Point Mill site: ruins but open to the public and includes history kiosks.</p>
Outdoor Recreation and Nature	n/a
Special Events	Dayton Valley Days: celebrates Dayton and Dayton's history. The Charity participated via a booth in 2023.
Project Agreement	
If selected, I agree to commit to the applicant expectations outlined below.	checked