

Title	0003	09/14/2024
	by Kristan Umina in 3D Project Destination Development Application - Cohort 3	id. 47505640
	afterlifenevada@gmail.com	

Original Submission	09/14/2024
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Score	n/a
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What is the name of the Lead Applicant Organization?	Eureka Main Street
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Contact Information

Lead Applicant Organization Representative	Kristan Umina
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Lead Applicant Organization Phone	+17752301784
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Lead Applicant Organization Mailing Address	PO BOX 24 EUREKA NV 89316 US 39.53555 -115.96721
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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	364757886.0
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Please add your Nevada Secretary of State Corporate ID Number	20131340082.0
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Lead Applicant
Organization
Background

What year was the
Lead Applicant
Organization
founded?

What is the mission
of the Lead Applicant
Organization

Revitalization, promotion and economic development of Eureka and its historic district with a focus on its Main street.

Lead Applicant
Organization
Website

Lead Applicant
Organization Social
Media

<https://www.facebook.com/profile.php?id=61561207378860>

A representative of
the Lead Applicant
Organization has
participated in a Pre-
Application Site Visit
with the Travel
Nevada Industry
Team.

No

Organizational
Partnerships

This section is not required, however, partnerships are one of they 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?

Yes

Organizational
Partner Name

Eureka County/Eureka Business Network

Organizational Partner Letter of Commitment

[3D_Commission_letter_of_suppooert.pdf](#)

How long has this partner been working with the Lead Applicant Organization? 1.0

Would you like to add another Organizational Partner? 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

[Country_Cottage.pdf](#)

Letter of Support 2

[LCSO_Letter_of_Support.pdf](#)

Letter of Support 3

[EUREKA_OUTDOOR_AND_TIRE.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 "Eureka, Come Find Us!" By combining living history, interactive exhibits, and historical sites, this concept aims to create a destination that celebrates the rich history, culture, and spirit of Eureka, drawing visitors from across the country.

1. Living History:

Interactive self-guided walking tour of Eureka. This QR code initiated visual and audio experience would transport travelers back in time to explore our historical buildings, sites, history, mystery and folklore.

2. Interactive Mining Experience:

Eureka was known as the “Pittsburgh of the West” due to its rich silver and lead deposits. Visitors can participate in an interactive mining experience, where they can learn about the mining process, from prospecting to smelting. Hands-on activities like panning for gems and guided tours of a Ruby Hill mine can provide an educational yet thrilling adventure for all ages.

3. Sentinel Museum:

The museum showcases Eureka’s history, with exhibits featuring artifacts, documents, and photographs from the town’s peak in the late 1800s. Special exhibits could explore the lives of notable figures in Eureka’s history, the impact of mining on the region, and the diverse cultural influences that shaped the town. Interactive displays, and recurring experiences of historical and cultural events, will engage modern audiences.

4. Festivals:

To celebrate the diverse cultural roots of Eureka, host festivals that highlight the traditions of the various groups that contributed to the town’s development, such as the Basque, Italian, Chinese, and Mining communities. These festivals will feature traditional music, dance, cuisine, crafts, and activities and education offering visitors a vibrant and authentic cultural experience.

5. Historic Ghost Tours:

As a town with a rich history, Eureka is ripe for ghost tours that delve into the stories of its past residents and unexplained occurrences. These tours, conducted in the evening, will lead visitors along historic Main Street, the Eureka Opera House, Sentinel Museum, Clarks Catacombs and cemeteries, recounting tales of hauntings and folklore that have been passed down through generations.

6. Outdoor Adventures:

Offering tailored UTV excursions, travelers can experience breathtaking vistas of wide-open spaces, mountain ranges, and vast skies, ideal for nature lovers and outdoor enthusiasts. A network of trails for hiking, mountain biking, and horseback riding, with options ranging from easy nature walks to challenging backcountry routes. These trails could include meadows, geological formations, hidden sites and wildlife viewing areas.

This concept aligns with Strategic Initiatives, creating numerous job opportunities for local residents, from roles in hospitality and tourism to positions as historical interpreters and guides. By attracting tourists, we would boost local businesses, increase revenue for the town, and preserve the cultural heritage of the region for future generations.

Our concept would offer an unforgettable journey through time, where visitors can immerse themselves in the life and spirit of a frontier town, ensuring Eureka remains a vibrant and cherished destination where "Eureka Come Find Us" turns into "Eureka, You found us!"

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 Enhance Eureka by preserving our unique cultural heritage while promoting it to attract visitors who are interested in authentic historical experiences.

Would you like to add another goal? Yes

Goal 2 Create opportunities for local business and community members by integrating them into the tourism value chain, ensuring that the benefits of tourism are widely shared.

Would you like to add another goal? No

Impact of the
Proposed Concept

What type of visitors are you hoping to attract to your community through your Concept? Day Trippers from surrounding areas, vacationers and RV travelers taking historic Hwy50, foreign travelers looking for a western experience, history lovers, outdoor adventure seekers.

What changes would you like to see in your community as a result of the 3D Project? A deeper sense of pride for our community through cleanup, restoration, art installations and improvement efforts. Increased amenities for locals including more diverse food/dining/Shopping options, increased tourism to help support the few local businesses we have and in turn attract more businesses to open in Eureka. Improved downtown infrastructures and blighted building restoration. Better preservation opportunities to save our remaining historical locations/buildings. .

How do you think your proposed Concept would support your local economy? Employment and volunteer opportunities for local residents.. More tourists create a boost in revenue for local businesses and motel stays. Better preservation strategies will allow historical attractions to continue to prosper for future generations. Improved downtown structures with art installations and signage will build community pride and give appeal for travelers to stop and visit.

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.	Eureka, Diamond Valley, Crescent Valley, Beowawe
Are any of the locations in this proposed Concept in an early stage of destination development?	Yes, this proposal is a combination of locations that are both early stage destinations and more mature destinations.
What is your current annual visitation? How was current annual visitation estimated?	Unsure on how to obtain this information as we don't have a tourism director who normally tracks those things for us.
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?	Lack of collaboration between county entities and local business's, Some members do not own businesses so they don't understand the impact lack of tourism has. Lack of tourism funding or cash injection back into improving the community. Lack of interest in community growth from older generations that don't want changes made. Lack of amenities. Slow seasons mean business's have financial cutbacks, less staff and shorter hours. Access to contractors that will come to Eureka for projects. They don't want to travel here due to distance, lack of local supplies etc... Out of towners buying main street buildings and leaving them vacant so businesses struggle to find locations.
How do you envision support from the 3D Project helping you to overcome these barriers?	Foster collaborative efforts between all parties including education and community discussion opportunities about tourism, growth potential and its benefits. Provide support tools, education and training for destination and tourism development to build a strong foundation for success.
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.

Hosting cultural festivals along with our Historical tours and interactive displays will highlight the important roles immigrants played in the building of Eureka and the operation of the mining industry here. Our local antique shop is currently working on a display to honor the Chinese immigrants who were a large part of the population in the 1860' and tells tales of immigrants struggles and triumphs during the historic tunnel tours. .

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

Origin settlers of Eureka County included German, Irish, English, Norwegian, Italian, Scottish, French, Polish, Chinese, Jewish and more. We would highlight and promote Eureka's diverse ancestry and how each played a vital role in Eureka's history through events, oral histories, educational and museum nights and celebrations.

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

Create a network for business support and mindset of inclusion for all involved.

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.

Designate and help maintain and manage protected areas for historical significance, sensitive ecosystems, wildlife habitats, and important natural features.
Offer community engagement and education programs. Encourage the documentation and sharing of oral histories, traditions, and local folklore.
Conduct historical surveys to document our cultural sites and resources.
Organize events that celebrate and promote cultural heritage.
Collaborate with local organizations, businesses, and schools to implement conservation projects
Promote responsible tourism.

Lead Applicant
Organizational
Capacity

Describe the Lead Applicant Organization's (and organizational partners') experience and expertise in implementing tourism and/or community development projects.	Eureka Main Street is a new organization but its board has a diverse background in both small business ownership and utilizes the Main Street 4 point approach to growing Eureka. This approach teaches Organization, Design, Promotion and Economic Development to obtain our goals. I personally have helped the previous Eureka Tourism Director in publishing the Walking Tour guide, creating, promoting and volunteering during events and coordinating journalists and legislative visits to Eureka in partnership with Eureka County officials. We also put on a successful Adult Prom event this last year and are planning the next for 2025.
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.	We have a 4 person volunteer Board to distribute work loads and coordinate when one is not available. All members have other "day" jobs but are dedicated to Eureka's growth and development as all are also small business owners with investments into the community. We also have county and public works representatives who will be vital in our planning and implementation. Heavily coordinated and monitored scheduling, planning and communication will be needed to ensure workload and tasks are managed.
Funding and resources to support the Concept	Direct and match Grant opportunities, direct county and recreation board fund requests, Eureka Business Network funding and local Mining community social funds. Community fundraising events. Resources include county and public works departments that have access to equipment, man power and public resources that we will not be charged for. Board members and partners have experience in restoration projects, grant writing, hosting and planning events and programs, customer service, hotel management, outdoor recreation and retail experience. We need to secure committed partners and working capital.
Which range best reflects the size of Lead Applicant Organization's Annual budget?	Under \$50k
How many staff and volunteers work for the Lead Applicant Organization?	
Full Time Staff (in FTE)	0.0
Part-time Staff (in FTE)	0.0

Volunteers	4.0
Volunteer Hours	5.0
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?	Our mining history and current mining projects, historic architecture, rural setting away from the big city hustle, small town hospitality and our vast outdoor & recreation opportunities. Our Proximity to state and national parks.
What amenities or experiences might the destination need to develop to help advance your proposed Concept?	More lodging/accommodations as a large portion of ours are taken up by mine workers. More food/dining option as we are extremely limited. More specialty and retail shops on our main street to attract visitors. We need entertainment and activity venues, . Better stewardship and marketing of visitor oriented sites. A mining experience for visitors even if its just panning for gems. A nice water feature with wheel and they can purchase small bags of sand/gems with different varieties from surrounding businesses or something on a larger scale with more activities. Trail creation and signage for hiking/bicycling and UTV's.
Select the types of accommodations that currently exist in the Concept area.	Hotels and motels Vacation rentals (VRBO, Air BnB) RV parking or camping spots
Estimate the number of hotel rooms.	82.0
Estimate the number of vacation rentals (e.g. VRBO, Air BnB).	3.0
Estimate the number of RV spaces.	50.0
Select the types of food and beverage facilities in the proposed concept area.	Locally owned Coffee/ Bakery Grocery/ Market Bar/ Saloon
Select the types of retail establishments in the proposed concept area.	Gift Shops, Galleries, Specialty shops 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>Outdoor Recreation/ Nature (Examples: stargazing, wildlife viewing, mountain biking, hiking, off-roading)</p> <p>Special Events (Examples: fairs and festivals, farmers markets, exhibitions)</p> <p>Arts and Culture (Examples: galleries, conservatories, theaters, artisan workshops, concert venues, cultural sites)</p>
Arts and Culture	<p>Eureka Opera House: Fully restored 1880s opera house. 1 of 2 opera houses in the state with a horseshoe balcony. Hosts occasional live performances, weddings, dances, Halloween Ball, Fiddlers contest and Christmas Bazaar.</p> <p>Lani & Repetto Dance Hall- recently restored this is a small 40 person venue for meetings, social and paint nights and during the day is a seating area for the Eureka Depot Coffee Shop.</p> <p>Eureka Fair Grounds- Used primarily during rodeo season and for private events, the fair grounds have both an outdoor stage for live bands and an indoor exhibit hall for banquets.</p>
History	<p>We have a printed walking tour map that guides visitors around town to select historic buildings and provides a brief history.</p> <p>Eureka Sentinel Museum: Located in the old newspaper office displays exhibits of mining artifacts, historic documents, and a fully intact 19th-century printing press. This is an underutilized asset.</p> <p>Eureka Courthouse: Built in 1879 is one of the few remaining 19th-century courthouses in Nevada that is still in use. Has hidden treasures like the original shotgun used by the bailiffs on the stagecoach.</p> <p>Ruby Hill Mine- This is an active mine again but the some structures and vintage mining equipment still remain.</p> <p>Afterlife Antiques- provides scheduled tours of the remaining portion of 1878 underground tunnels. *early development*</p> <p>Pony Express Trail locations- Garden Pass interpretive center is a section of the original Pony Express Trail that can be explored by foot, bike, or car.</p> <p>Diamond Springs Monument is located on County Rd 101.</p>

Outdoor Recreation and Nature

OHV/Mountain Bike trails- early development* We have great trails for trails through mountains and plains, to hidden springs, and beautiful vistas. Tonkin Springs Reservoir- camping and fishing location *early development Humboldt River- small boats, fishing and hiking located near Palisade *early development

Perdiz Shooting Range- hosts FFA, State, and Regional shooting competitions. Setup for Trap, Rifle and handgun ranges. Some areas open to the public.

Bartine Hot Springs- small heart shaped hot spring located on dirt road

Hot Springs Ranch Retreat Center- off grid retreat center 30 miles from Eureka with hot springs and camping. Retreats and special events only. no day use

Barth Pit- local fishing hole

Wildlife - our vast open areas in Diamond Valley and surrounding mountain ranges are great for seeing wild mustangs, antelope, deer, Golden Eagles, chucker, sage grouse, a variety of birds.

Proximity to Diana's Punchbowl geothermal feature and Belmont Ghost town- both in Nye county but can be accessed through eureka county.

Special Events

Eureka County Fair and Rodeo- long established county fair with vendors, food, music, mud volleyball, animals and of course rodeo.

Legends of the West Car Show-usually held in June brings car enthusiasts from surrounding areas for a day of fun, food, prizes and cars.

Eureka Restorations Art, Wine and Music Fest- held every September this 1 day fundraiser event for Eureka Restoration brings an estimated 200+ people to Eureka for a day of wine, vendors and live music throughout downtown.

NV State Old Time Fiddlers Contest- held in May brings fiddle players both old ad young together to share their talents and compete. Held inside the Eureka Opera House.

Summer Farmers Market- Thursdays from June-Sept* this is the first year so its in early development but was successful

Eureka 4th of July- An all day event with the road blocked for kids/adult games, vendors, parade, music and of course fireworks. This event brings an estimated 300 visitors.

Project Agreement

If selected, I agree to checked
commit to the
applicant
expectations outlined
below.
