

NEVADA DIVISION OF TOURISM

Destination Development

(draft document)

June 7, 2021 (draft document)





Nevada Division of Tourism Destination Development Assessment

Destination Development is a long-range, tourism-based community planning program which enables Nevada's rural communities to be more intentional about growing their visitor economies.

Communities that create a Destination Development plan will examine the intrinsic qualities of their destination and build an economic and marketing plan around those strengths. Identifying the key strategies necessary to enhance the visitor experience will inspire economic investment and improve the quality of life for residents. Our destination assessment identifies rural Nevada communities that can demonstrate their readiness as tourism stakeholders to undertake the program.

The Destination Development Program assists rural Nevada communities in creating a customized plan that will serve as a long-range blueprint to developing their tourism economies. Based on an analysis of a community's tourism potential, the agency, community representatives, and the Travel Nevada destination development team will create a long-range economic development and marketing road map to achieve the community's tourism potential.

The Destination Development Program will provide funding assistance to facilitate the community assessment and support key projects identified in the resulting plan. Travel Nevada will award a total of \$400,000 per fiscal year. Applicants are encouraged to apply for additional grant funding through Travel Nevada's marketing grant programs and seek out alternative funding sources to continue the execution of the Destination Development Plan. Participation in Travel Nevada's Destination Development program does not guarantee additional Travel Nevada grant funding.

The Destination Development Assessment Program will select up to two rural Nevada entities per fiscal year. The selection process, community assessment, and completion of a Destination Development action plan will be completed within that year.

Who is eligible for the Destination Development Program?

Rural Nevada destination marketing organizations, rural Nevada towns and counties, rural Nevada non-profit organizations, tribal governments and state agencies associated with tourism development. Organizations completing the application must be able to develop a reliable working group and need to obtain any board approval prior to submitting the application. Rural communities are defined by having a population of 100,000 residents or less.

How and when to apply:

The online application and program guidelines are available through the Destination Development portal on TravelNevada.biz. An announcement of the application opening dates will be made through our industry newsletter and social channels.

For more information on Travel Nevada's Destination Development program contact **Destination Development Specialist Juraj (George) Sojka**, jsojka@travelnevada.com, 775 687-0624.

Travel Nevada Destination Development Assessment Request Application

Section 1: Organization information

Organization Name

Organization Physical Address

Organization Phone Number

Is this organization a (check box)

- Rural Nevada destination marketing organization
- Rural Nevada town or county
- Rural Nevada nonprofit organization
- Tribal government
- Nevada state agency associated with tourism development

Primary contact person

Primary contact person's professional title or role in the community

Primary contact email

Primary contact mobile phone

Explain why your organization is a good candidate for Travel Nevada's Destination Development Program. For program guidelines, click [here](#).

(500 words or less)

Explain potential benefits of Travel Nevada's Destination Development Program for your community.

(500 words or less)

Section 2: Community information

Describe the natural resources available within a 100-mile radius of the community (i.e. bike trail system, OHV trail system, outdoor recreation areas).

(500 words or less)

Describe the existing tourism infrastructure in your area within the community (i.e. visitor centers, lodging, restaurants, public restrooms, available tours).

(500 words or less)

Section 3: Community involvement

List minimum of three partners or agencies that are in support of a Destination Development Plan in your community and are willing to be part of community destination development task force.

(500 words or less)

Attach letters of support from the agencies you have listed (PDF file). If unable to upload, please e-mail letters to Juraj Sojka at jsojka@travelnevada.com or mail to 401 N Carson St, Carson City, NV 89701.

Attachment

If selected for Travel Nevada’s Destination Development Program, what is your organization’s strategy to garner community support for a Destination Development Plan?

(500 words or less)

If selected for Travel Nevada's Destination Development program and a Destination Development Plan is created for your community, what resources and partnerships will be utilized for continuous funding of the project?

(500 words or less)

Section 4: Additional comments

Please provide any additional comments regarding your community and its interest in Travel Nevada's Destination Development program.

(500 words or less)