## Evaluation Plan for the 3D Grant Application

The Boulder City Chamber of Commerce will hold regular contractor reviews and internal staff meetings to review and continually track measurable results and outcomes. Each contractor will be required to complete monthly productivity reports and show that they have hit the benchmarks established by the Chamber.

Additionally, staff will assemble the original steering committee for quarterly reviews of the established 10-year Destination Plan to determine whether course corrections are needed or targets and objectives are being met. As this is intentionally a more fluid proposal based on the length of time, it covers and the changing landscape of the tourism industry, we will need to be critical of the outcomes and evaluate not only the contractors carrying out the work but also the implementation of tours and the attractions we partner with.

Attached is our current productivity report for our Main Street Boulder City consultants. This report is a versatile tool that we will modify to suit the specific needs of the tourism contractors we hire. Its adaptability ensures that we can effectively monitor their progress and ensure they meet the Chamber's standards, providing a robust monitoring process.

As statistical data becomes more prevalent at the State level with the aggregate data collection company and matched with the City of Boulder City's Placier.AI contract, the Chamber intends to work in close collaboration with our City, the LVCVA, and Kyle at Travel Nevada. Together, we will evaluate tax collection information and average daily spend data to determine if we are meeting our main objective of doubling our daily spend by 2034.

A summary of this evaluation plan will be included each quarter when reporting to Travel Nevada.
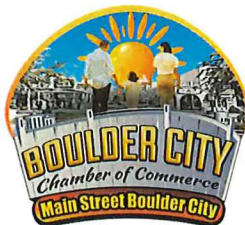
Main Street Boulder City
Consultants Monthly Productivity Report

Month: [Previous Month]
Consultant Name: [Name]
Report Date: [Date of Submission]

1. Time Allocation

- **Total Hours Worked:** [Total hours spent on Main Street Boulder City work]
- **Breakdown by Task:**
    - **Project Management/Coordination:** [Hours]
    - **Meetings & Calls:** [Hours]
    - **Research & Development:** [Hours]
    - **Marketing & Outreach:** [Hours]
    - **Miscellaneous (specify):** [Hours]

2. Key Contacts/Conversations, List All

- **Stakeholders Spoken With:**
    - [Name, Title, Organization]
    - [Topics Discussed, Key Outcomes]
- **Meetings Held:**
    - [Meeting 1 – Date, Participants, Purpose]
    - [Meeting 2 – Date, Participants, Purpose]

3. Completed Projects

- **Project 1:** [Name]
    - **Details:** [Brief description of the project completed]
    - **Outcome:** [Result of the work done]
- **Project 2:** [Name]
    - **Details:** [Brief description of the project completed]
    - **Outcome:** [Result of the work done]

4. Ongoing Projects

- **Project 1:** [Name]
    - **Current Status:** [Details on the progress]
    - **Next Steps:** [Plans to move the project forward]
- **Project 2:** [Name]
    - **Current Status:** [Details on the progress]
    - **Next Steps:** [Plans to move the project forward]

5. Challenges/Concerns

- [Any barriers encountered or issues needing attention]

6. Focus for the Upcoming Month

- **Goals:** [Specific objectives for next month]
- **Planned Projects:** [List of upcoming projects and anticipated work]
- **New Opportunities:** [Potential future work or collaborations]