



Travel Nevada 3D Project FY25 Funding Guidelines

Cohort 2

Applications Open: August 1, 2024

Application Due Date: September 15, 2024 at 11:59 pm

Anticipated Award Announcement: October 2024

Project Period: Project funds must be expended within 2 years of the award date.

Questions regarding Travel Nevada's 3D Project should be directed to 3dproject@travelnevada.com.

Pursuant to NRS 231.260, the Division of Tourism is empowered with the authority to provide and administer grants of money or matching grants to political subdivisions of the State, to fair and recreation boards, and to local or regional organizations which promote travel or tourism. These guidelines have been established to assist grant applicants in developing proposals for grant funds. The Division of Tourism hereby reserves the right to reject any and all proposals. This rejection may be based on the availability of funding and the number of proposals submitted. The Division of Tourism further reserves the right to waive any irregularities in any proposal if it is in the best interest of the Division to do so.



****Please review the entire application packet****

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I. Program Overview

1. Program Description

The Division of Tourism operates within the [Department of Tourism and Cultural Affairs](#) to help achieve the Governor’s strategic priority of a vibrant and sustainable economy by effectively promoting statewide tourism to enhance the economic vitality of Nevada.

In addition to managing state tourism efforts, the Division provides communities and businesses with development resources, training, and grant assistance that help bolster local economic bases and diversify regional economies while strengthening communities’ sense of place, supporting arts and culture, developing outdoor recreation opportunities, and celebrating history and local traditions.

Travel Nevada set out to build an innovative destination development program to stimulate recovery of the State’s tourism sector and reimagine rural Nevada's attraction for travelers in new and exciting ways. To that end, the Nevada Division of Tourism has made available an allocation of \$2 million from the State’s share of the Federal Travel, Tourism, and Outdoor Recreation program, funded through the American Rescue Plan administered by the U.S. Economic Development Administration (EDA), to support efforts that develop, promote, and improve tourism to and within the state of Nevada.

2. Key Objectives

The Travel Nevada 3D Project’s key objectives include:

- Create destination-level strategies to develop or enhance high-potential, travel-worthy experiences that build the strength of rural Nevada’s tourism economies by increasing tourism in ways that align each community's character and priorities.
- Demonstrate a return on investment from the grant funding to generate both executive and legislative support for an ongoing Travel Nevada destination development program.
- Provide a planning framework that enables rural communities to enhance tourism and quality of life for residents through the support of Travel Nevada and other agencies by creating linkages to address community needs and barriers identified through the 3D Project.

3. Funding and Award Period

Through the 3D Project Funding, the Division of Tourism will make available \$1 million in funding in FY2024 (Cohort 1) and \$1 million available in FY2025 (Cohort 2). All awards must be expended within two years of the date of the award.

Anticipated award announcement date for Cohort 1: November 2023

Anticipated Award Announcement date for Cohort 2: July 2024

Please note:

- Grant awards are subject to the availability of funding and/or appropriations of funds.
- The Division of Tourism reserves the right to use this solicitation and competition to award additional grants this project period, should additional funds become available.

4. Allowable Costs

Based on the priorities established by Travel Nevada for this funding, and in accordance with the guidelines established by the Economic Development Administration, the following are allowable costs for the purpose of 3D Project grant funds:

- 1) Personnel, Staffing, and Contracts
 - a) Organizational staffing, if time covered by the grant is dedicated exclusively to the creation, enhancement, or management of new or developing tourism products or experiences.
 - b) Workforce training that supports the travel, tourism, and outdoor recreation industries to improve the skills and job opportunities for workers, including Registered Apprenticeship Programs and other work-and-learn models.
 - c) Contracts for expert services to create or support expansion of an amenity or attraction (e.g., music booking agent, "Expert-in-Residence", technology developer, architectural and design services, environmental review, engineering, etc...)
 - d) Contracts for professional services to manage a certification process (e.g., certification by the International Mountain Biking Association or International Dark Skies Association).

Note: Funding may not be used for administrative work or to pay salaries for existing personnel. Eligible duties include those which are directly tied to the development of new products and experiences, enhancement of existing products and experiences, and/or support to launch new tourism initiatives, such as guided tours or experiences, to demonstrate proof of concept. Applications for funding of positions that will extend beyond the project period must be accompanied by a sustainability plan outlining how the position(s) will be sustained beyond the project period, or positions must be on a tied to the completion of a specific destination development project on a contract basis with deliverables to be completed prior to the end of the project period.

- 2) Tourism Infrastructure
 - a) Restoration or enhancement of existing visitor attractions and assets.
 - b) Establishment or enhancement of brick-and-mortar visitor centers or Adventure Centers that have the potential to activate visitor spending and engagement with the destination.
 - c) Installation of infrastructure or remodel of existing infrastructure to create spaces in alignment with community values and which address needs of the visitor profile(s) identified in the Destination Plan (e.g., bicycle racks, bike wash, bottle filling stations, recycling bins)
 - d) Public art to support community placemaking and express local history and culture (e.g., murals and community art installations)
 - e) Activities to activate or improve disused buildings and storefronts, including but not limited to a community-wide appraisal of "shuttered" storefronts and buildings to give property owners – as well as potential buyers or renters – an accurate and realistic view of the value of vacant properties and their condition.

- f) The creation of interpretative wayfinding signage (rather than town or county signage) to guide and deepen a visitor experience. The installation of sign posts and footings cannot be funded.

Note: Funding awards for construction projects are conditional pending approval of relevant site reports by EDA, per their standards.

3) Programmatic Development

- a) Planning, development and implementation of new visitor programs and attractions or enhancement of existing visitor programs (e.g., dark skies interpretive experiences, guided tours)
- b) Planning efforts that lead to development of bookable product to support tour itineraries in rural Nevada.
- c) Development or adaptation of technology to enhance the visitor experience (e.g., a digital guide to outfitter tours or Travel Stories)
- d) Development of a new event that supports goals stated in the applicant's 3D Project 10-year Destination Plan.
- e) Development of a hospitality training program to support workforce development around destination development and tourism promotion.
- f) Feasibility studies for visitor attractions or infrastructure.
- g) Fees or licenses for implementation of a major show or event (e.g., Outerbike) that supports goals stated in the Destination Plan.
- h) Stewardship messaging or related activities, such as creating a voluntourism initiative.
- i) Program evaluation and data collection services to measure success of tourism projects.

4) Equipment

- a) Technology solutions and related equipment to facilitate community and stakeholder engagement and collaboration in project-related activities.
- b) Equipment to support new attractions or experiences (e.g., bicycles to lead a tour, telescopes for dark skies)
- c) Purchase of vehicles/trailers to support the development of mobile visitor centers that have the potential to activate visitor spending and engagement with the destination.

If the applicant elects to propose project activities besides those described above, the applicant must provide a detailed project description and budget narrative, and the project will be evaluated by the selection committee.

Decisions about project eligibility will be made exclusively by the Nevada Division of Tourism and the EDA in accordance with established program priorities and guidelines, and any such decisions will be final.

Per EDA guidelines, all procurement transactions shall be in accordance with the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards at 2 C.F.R. §§ 200.317–200.327.

5. Ineligible Costs

The following are NOT allowable costs for the purpose of these grant funds:

- 1) Costs incurred prior to Nevada Division of Tourism and EDA authorization of the award.
- 2) Awards to individuals and for-profit entities
- 3) Printed collateral
- 4) Advertising or promotion on behalf of for-profit entities or private companies
- 5) Funds used to subsidize or defray the operating costs of for-profit businesses.
- 6) Rent, utilities and other preexisting overhead expenses (e.g. administrative costs, supplies, fees, insurance, legal fees, web hosting)
- 7) Staff salaries (except as outlined in 4.1.a above)
- 8) Ongoing or recurring costs without a plan to sustain said costs beyond the project period (e.g. event fees, subscriptions)
- 9) Staff food or lodging, entertainment or transportation
- 10) Equipment purchase, rental or maintenance (except as in 4.4.a-c above)
- 11) Administrative postage and bulk permit fees
- 12) Non-budgeted expenses and cost over-runs
- 13) Indirect or expenses not directly in support of the proposed project

6. Matching Requirements

There is no matching requirement for this award.

II. Eligibility Information

1. Applicant Eligibility

Only those entities which were selected by the Nevada Division of Tourism for the 3D Project and which have completed the Consulting Phase of their project within the last 6 months are eligible to submit an application for funding through this opportunity. No other applicants will be considered for funding.

2. Partners and Collaborators

Applicants for 3D Project funding are encouraged to seek and create partnerships with public or private, non-profit, or for-profit entities, including links with academic institutions and/or other appropriate professionals; community-based organizations; tribal nations and local government entities; and/or partnering entities for the purposes of providing additional resources and strengthening the project. Only the applicant must meet the requirements specified above for grant eligibility. Project partners and collaborators need not meet the eligibility requirements.

III. Application and Submission Information

1. Before you Begin

The following information will be necessary to complete your application:

- The applicant organization’s Nevada Secretary of State Corporate ID Number. If they have not already done so, Applicants should register for a Secretary of State Corporate ID number by visiting <https://www.nvsos.gov/sos>
- For non-profit organizations, the applicant organization’s IRS-issued Federal Tax ID number. This number is assigned to non-profit entities and can be found by visiting <https://www.irs.gov/charities-non-profits/tax-exempt-organization-search>. If your organization is not already incorporated as a 501(c)(3), visit <https://www.irs.gov/pub/irs-pdf/p4220.pdf> to learn about how to become a 501(c)(3) organization. Local government and Territory entities may disregard this.
- The applicant organization’s registered State of Nevada Vendor information. The applicant organization must be registered as a vendor with the State of Nevada to receive reimbursement.

2. Content and Format of Application Submission

Only ONE application will be accepted per organization Applicants are encouraged to look holistically at their 10-year destination development plans and select projects that align with their plan. Applicants may apply for project funding for one or multiple eligible project types. Partial funding may be awarded.

Applications for Travel Nevada 3D Project funding will be accepted exclusively through the Submittable Platform using the account that was originally used to apply for the 3D Project. If you have trouble accessing your account, please contact Submittable.

3. Submission Date

Applications for 3D Project funding must be received through the Submittable platform no later than midnight on October 30, 2023 to be considered for funding. Applications or supplemental materials received after this date will not be included in the review and selection process. Allow plenty of time to complete the application.

4. How to Submit an Application

3D Project funding applications are accessible through the Submittable Platform. Applicants will be able to save their work and return to the application to continue editing it until it is submitted, at which time your application will no longer be available for editing. Please be sure to answer every question on the application completely and to the best of your ability.

Attachments must be typed using 12 point font with 1-inch margins. Number each page of an attachment sequentially. Please abide by page limits for each section, listed below. Content beyond the page limit requirements will not be reviewed by the selection committee. All attachments must be uploaded to Submittable in .pdf format.

Your application on Submittable must be complete to be considered. Failure to complete the application in its entirety will jeopardize your organization's eligibility to receive funding.

The application sections are as follows:

- a. **Organizational Summary** – Complete the required *Submittable fields* regarding your organization.
- b. **Project Summary** – (up to 300 words) *Submittable text field*. The project summary should clearly identify what project(s) applicant is proposing to do with the funding and how the proposed project(s) will enhance tourism in the destination, the expected outcomes of the project, and how the proposed project(s) aligns with the applicant's 10-year Destination Plan.
- c. **Project Narrative** – (up to 9 pages) *Attachment, upload to Submittable*
 - i. **Destination Background** – (up to 1 page) Identify and describe the critical elements and drivers of the destination's tourism economy, including assets, amenities, and geographic characteristics of the area to be included in the project. Beyond a recitation of statistics, applications should describe local capabilities and barriers, to contextualize the need for the project.
 - ii. **Organizations and Communities Involved in the Project** – (up to 2 pages) List the organizations and communities to be involved in carrying out the proposed project(s). Include a summary of the relevant previous work and experience of each organization. Proposals should demonstrate community linkages and coalitions as appropriate. The qualifications and experience of key personnel should reflect the expertise necessary to carry out the proposed project(s).

Describe how the communities within the project area will be involved in the project and will be engaged in its implementation. Please reference planning activities, assessments, meetings, or other activities that demonstrate community input into key decision-making.

Clearly articulate the lead applicant's commitment to diversity, equity, and inclusion and how it aligns with the overall scope of the project. Describe how this project creates a more welcoming and inclusive environment for residents and visitors from diverse cultures and backgrounds. If applicable, explain how this project, specifically, will help to support underrepresented, minority- or women-owned businesses, or support underserved communities through partnerships and tourism development.

- iii. **Project Activities and Description** – (up to 5 pages) Provide a detailed description of your proposed project, outlining its intended outcomes, activities, and expected impact on the local community and visitors. Highlight how the project will leverage the destination's unique assets to create a compelling and authentic visitor experience. Additionally, explain how the project aligns with your organization's 10-Year Destination Plan and how it contributes to the overall growth and sustainability of the local tourism industry. Include the rationale for the selection of the project and

the specific deliverables that will be completed during implementation of the project(s).

- iv. **Project Goals and Intended Outcomes** – (1 page) Concisely present the goals, objectives and expected outcomes of the project(s) in relation to the recommendations identified in the 10-year Destination Plan and how the proposed project activities will contribute to the development and growth of the destination’s tourism economy, such as increased visitor spending and arrivals, improved reputation/visitor recognition for the destination, and community engagement. Outcomes should relate directly to project activities and should describe specific measurable changes in the tourism ecosystem, local/regional economy, or community condition that will occur as a result of the project and that will constitute “success” for the initiative. Outcomes should be specific, measurable, achievable, realistic, and timely.
- d. **Project Timeline** – *Word Template, upload to Submittable*. 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.
- e. **Evaluation Plan** – *Attachment, upload to Submittable*. This plan should include both process and outcome evaluation elements. Describe plans for monitoring progress, challenges, and successes of project implementation. Outline the methodologies, metrics, and tools you will use to assess its outcomes and success. Explain how you will measure the project's contribution to the local economy, community well-being, and visitor satisfaction. Describe your approach to collecting and analyzing data, engaging stakeholders, and incorporating feedback from both tourists and local residents. Additionally, outline how you will use the evaluation findings to inform the direction of future projects, enhance project sustainability, and share insights with the broader tourism community. **Note:** *If the applicant plans to utilize a survey instrument in their evaluation, it should be submitted to the Division of Tourism for review two weeks prior to the planned date of deployment. The Division of Tourism reserves the right to work with grantees to modify Evaluation Plans to align with agency data collection needs and standards.*
- f. **Sustainability Plan** – *Attachment, upload to Submittable*. Describe the strategies, practices, and measures you intend to implement to ensure that the proposed project continues to thrive beyond its initial phase. Detail which aspects or components of the project will continue beyond the end of the project period. Explain how you will address challenges such as destination stewardship, community engagement, cultural preservation, and economic stability. Explain your approach to building partnerships, securing ongoing funding, and maintaining stakeholder support to ensure the enduring success and positive legacy of this project. If you have included in your proposal any personnel or ongoing expenses,

you must describe specifically how you will sustain those elements of the project by transitioning to other funding sources.

- g. **Budget Narrative** – *Excel Template, upload to Submittable*. Complete the provided Budget Narrative template with the expenses to fund your proposed project. Expenses must directly relate to the activities described in the Project Narrative.
- h. **Supplemental Budget Information** – *Attachments, upload to Submittable*. Cost estimates for materials or services included in the budget must be uploaded into the Budget Supplemental Materials field on the Submittable application.
- i. **Letters of Commitment** – *Attachments, upload to Submittable*. A minimum of three Letters of Commitment from community organizations or individuals that are NOT the applicant must be uploaded as evidence of community support for the proposed project(s). Letters of Commitment should demonstrate that the proposed project(s) has the support of local or regional elected officials, decision-makers, stakeholders, and/or key community/destination organizations. Upload Letters of Commitment to Submittable in .pdf format.
- j. **Assurances** – *Submittable check box*. Applicant or an authorized representative of applicant must affirm it has submitted its application to the Nevada Division of Tourism and that the Recipient hereby reaffirms and states that:
 - i. All data in the application and documents submitted with the application are true and correct as of the date the application was submitted and remain true and correct as of the date of this Award;
 - ii. The application was, as of the date of submission and the date of this Award, duly authorized as required by local law by the governing body of the Recipient; and
 - iii. Recipient has read, understood, and will comply with all terms of this Award, including the Assurances and Certifications submitted with, or attached to, the application.

5. Submission Checklist

Prior to submitting your application, please review the following checklist to ensure that you have included all the required documentation with your application.

- Completed 3D Project Funding Application on Submittable (Required)
- Project Narrative (attachment, required)
- Project Timeline (template, attachment, required)
- Evaluation Plan (attachment, required)
- Sustainability Plan (attachment, required)
- Budget Narrative (template, attachment, required)
- Supplemental Budget Information (attachment, required)
- Three Partner Letters of Commitment

6. Application Review Information

Applications will be reviewed by a panel using the criteria outlined below in (III.7). Upon review, the selection committee will submit a recommended list of grant awards for approval by the EDA and the Nevada Commission on Tourism. Upon project approval by the EDA, the decision of the Nevada Commission on Tourism regarding awards is final.

7. Project Selection Criteria

The Division of Tourism is interested in promoting best practices, projects that offer a demonstrable return on investment, program sustainability, evidence-driven programming, and collaborative destination development efforts. Priority in scoring will be given to projects which demonstrate:

- a. Strong alignment with the destination's strategic goals and the recommendations outlined in the 10-year Destination Plan.
- b. Potential to generate a strong return on investment and ongoing economic development in the destination through increased visitor spending and room tax revenue, job creation, business development, and attraction of additional investment and funding.
- c. Innovative or novel approaches to destination development or unique solutions to challenges or opportunities within the destination.
- d. Potential to have a lasting impact on the destination beyond the project period, without ongoing funding from the Nevada Division of Tourism.
- e. Feasibility through thoughtful planning, including a realistic timeline, clear budget, measurable outcomes and a capable and experienced implementation team.
- f. Potential to create a new attraction, activity, service, or bookable product that caters to visitor profiles identified in the 10-year Destination Plan and drives visitation to the destination.
- g. Preservation and celebration of the destination's culture, heritage, and character; respect for local traditions, customs; delivery of an authentic visitor experience.
- h. Involvement and engagement with local communities, residents, and stakeholders, empowerment of local businesses, artisans, non-profits and cultural organizations.
- i. Strong partnerships that integrate local agencies, non-profits and small business or other for-profit entities working cooperatively to support the local tourism economy.
- j. Support for diversity, equity and inclusion.
- k. Incorporation of destination stewardship practices that minimize negative impacts to the destination, promote responsible tourism, and are responsive to the needs of the local community.

IV. Reporting Requirements

In order to remain in compliance with the requirements to receive this funding, awardees are asked to provide reports on project status to the Division of Tourism, which will be included in subsequent reporting by the Nevada Division of Tourism to the EDA. Prior to applying for funding, please review these requirements to ensure that your organization is capable and willing to complete and submit the necessary reports as outlined below.

1. Financial Reporting and Disbursement Procedures

- a. Disbursement Procedures –
 - i. Awardees will receive their initial disbursement of funds, equal to one half of their award amount, upon execution of the signed Project Agreement. In order to receive this disbursement of funds, awardees must be a registered vendor with the State of Nevada.
 - ii. Subsequent disbursements of funds may be requested from the Nevada Division of Tourism by the awardee during the project period by submitting a Disbursement Request. The Disbursement Request Form must be completed by the awardee and must be accompanied by:
 - i. an Outlay Report detailing previous award expenditures, including receipts as documentation of expenses incurred, and the amount of project funds remaining, and;
 - ii. an estimate of expenditures for which the disbursement is being requested.
 - iii. Disbursement Requests must align with approved project expenses and must be supported by activities in the Project Timeline.
 - iv. The Disbursement Request, along with all required documentation, must be scanned and uploaded to Submittable.
- b. Awardees must create a separate budget account for these funds.
- c. The final Outlay Report must be received by the Division of Tourism within 1 month of the completion of the project or the end of the two year project period, whichever is sooner.
- d. Overspending – Awardees are solely responsible for any and all expenses that exceed the original award amount.
- e. Returning Funds – Any unspent funds at the end of the project period must be remitted to the Nevada Division of Tourism. If a grantee becomes aware that they, for any reason, cannot expend any portion their award, they should email 3dproject@travelnevada.com as soon as possible so that the funding can be re-allocated. Failure to notify the Division of Tourism of unspent funds may result in denial of any future funding.
- f. Grants may be audited at any time by the Division of Tourism or its representatives. Performance on past projects will be considered by the organization in advisement to any future funding awards.

- g. In order to receive disbursements, the grantee must be in compliance with project reporting requirements, see IV.2. and IV.3.

2. Performance Evaluation – Quarterly and Final Project Reports

- a. Quarterly Reports. On a quarterly basis, grantees must submit a Progress Report to the Division of Tourism. A link to the reporting form will be sent to the email address on the organization’s Submittable account. The due date for the report will be 30 days from the date it is sent by the Division of Tourism. In the Progress Report, grantees should include updates on milestones included in the Project Timeline, progress on outcome measures outlined in their Evaluation Plan, and barriers encountered during the implementation of the project. Awardees are encouraged to submit supplemental information as attachments, such as earned media, visitor or resident feedback, or room tax receipts.
- b. Final Reports. At the close of the project, awardees are required to submit a Final Report/Project Evaluation accompanied by the final outlay report. The Final Report/Project Evaluation will include a summary of the completed project activities, project outcomes, and the impact and success of the project based on the metrics established in the Evaluation Plan. Additionally, grantees will be asked to reflect on lessons learned and next steps for destination development in the community. Awardees should complete the Final Report/Project Evaluation template on Submittable no later than one month after the completion of their project or the end of the two-year project period, whichever is sooner.

V. Project Amendments

If a grantee wishes to amend their original project, they may request to do so by contacting 3dproject@travelnevada.com. Project amendments must include rationale for the change, any budgetary changes, and an updated project timeline. Project amendments will be granted at the discretion of Nevada Division of Tourism with approval of the EDA. Project amendments may not exceed the original award amount. Project amendments may not change the overall scope/purpose of the project. In order to receive disbursement for expenses that are included in a project amendment, expenses must not be incurred prior to approval of the amendment.

VI. Noncompliance

All recipients of this funding are expected to comply with all policies and requirements laid out in this RFA document as well as any EDA policies or requirements further clarified in Q&As, memoranda, or other relevant documents. The 3D Project staff, consulting team, and workgroup are available to guide grantees in addition to EDA program staff to avoid instances of noncompliance. Awardees will be notified in writing of instances of noncompliance and will face serious repercussions for repeated instances of noncompliance, including forfeiture of grant funds and ineligibility for future funding opportunities through the Nevada Division of Tourism.