

CONTRACT INFORMATION				
Anticipated Contract Amount:	Up to \$125,000 per year			
Anticipated BOE Date:	June 2024			
Anticipated Contract Term:	From:	7/1/24	To:	6/30/28
<i>Identify the names and titles of the individuals who will sign the contract:</i>				
<i>Name</i>		<i>Title</i>		
Nicole Orsua		Chief Industry Development Officer		
Rafael Villanueva		CEO, Travel Nevada		
Angie Mathiesen		Chief Fiscal Officer, DTCA		
<i>Identify the name of the individual to whom the insurance documents should be sent:</i>				
<i>Name</i>	<i>Title</i>		<i>Email Address</i>	
Angie Mathiesen	Chief Fiscal Officer, DTCA		amathiesen@dtca.nv.gov	

PROJECT OVERVIEW:

The State of Nevada Purchasing Division, on behalf of the Division of Tourism, is seeking proposals from qualified vendors to provide services for **Destination Development Consultation**.

The Nevada Division of Tourism (Travel Nevada) a Division of the Department of Tourism and Cultural Affairs (DTCA), is seeking proposals from qualified vendors to provide consultation services on an “as needed” basis in support of destination development efforts to help achieve its mission, vision and goals as identified in the agency’s Strategic Plan.

The Division of Tourism serves as the State’s consumer-focused travel marketing and travel trade organization (as Travel Nevada) to promote statewide visitation, resulting in an increase in revenue for Nevada’s communities. The Division of Tourism is funded entirely by lodging tax revenues, so driving overnight visitation and spending is critical to the Division’s ability to continue to market the State and ensure long-term sustainability.

Destination Development is a long-range, tourism-based community and economic development initiative which enables Nevada’s rural communities to improve quality of life and the visitor experience through intentional and strategic shaping of their visitor economies over time. Communities engaged in the Destination Development process will examine the intrinsic qualities of their destination as well as their resources and capacity and will work collaboratively to build a development plan around both gaps and strengths. Identifying the key strategies necessary to

enhance the visitor experience will inspire economic investment and improve the quality of life for residents.

The Division of Tourism (Travel Nevada) is entering the second round of Destination Development projects, to be funded through state monies. In order to engage and assess all eligible Nevada communities through the Destination Development project lifecycle, the agency requires a list of experienced facilitators who can bring their expertise to supplement the knowledge and experience of Travel Nevada's Industry Development Team. Destination Development Consultants may be engaged on an as-needed basis to assist the agency with a variety of related tasks, including but not limited to stakeholder engagement, in-person workshops, tourism research, and project reporting.