



Destination Development Demonstration (3D) Project

FY25 Request for Applications

Applications Open: August 1, 2024
Applications Due: September 13, 2024 (11:59 pm)
Anticipated Award: Mid October, 2024

Questions should be directed to:

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Pursuant to NRS 231.260, the Division of Tourism is empowered with the authority to provide and administer grants of money to governmental subdivisions of the State, to fair and recreation boards, and to local or regional organizations that promote travel or tourism. These guidelines have been established to assist applicants in developing proposals for the Travel Nevada Destination Development Demonstration (3D) Project. 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 quantity 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 and the State of Nevada to do so.



Please give careful attention to the entire application packet.
Applications will be evaluated in light of all requirements described
within these guidelines.

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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 and developing statewide tourism to enhance the economic vitality of Nevada.

To this end, Travel Nevada administers an innovative Destination Development Design (3D) Project to reimagine rural Nevada's attraction for travelers in new and exciting ways. The over-arching goal of the 3D Project is to support our industry strategic initiatives:

- IMPROVE quality of life for Nevadans through community-focused tourism development and placemaking/keeping efforts that convey authentic experiences that reflect local culture and values;
- INCREASE revenue and job opportunities for rural communities through increased visitor spend as a result of extended length of stay due to increased bookable product, enhanced tourism assets, and robust destination infrastructure;
- EMPOWER local communities to advocate for and adopt policies and practices to ensure the sustainability of their tourism economy, minimizing negative impacts on environmental and cultural resources through destination care and stewardship strategies and messaging;
- EXPAND state partnerships to benefit Nevada residents through increased capacity, technical expertise, and availability of resources;
- BUILD the adaptive capacity of rural Nevada communities through long-term tourism planning, to include hazard mitigation and crisis management strategies, economic diversification, infrastructure improvements, and workforce development;
- FOSTER a welcoming culture towards all residents and visitors by centering accessibility, diversity, equity, and inclusion in infrastructure, marketing, and in-market messaging statewide.
- ESTABLISH an understanding of the ways in which local tourism products and services are fundamental to a vibrant quality of life for all Nevadans, ensuring mutual benefits for visitors and residents;
- ENCOURAGE visitation through positive awareness and perception of Nevada as a globally recognized brand amongst global travel trade professionals and travelers.

The 3D Project was established to give rural Nevada destinations access to expert consulting and planning services coupled with financial support to turn plans into action. Over a 20-week period, selected 3D Project participants will work with the Travel Nevada staff and a team of consultants to create a 10-year Destination Plan to advance authentic, sustainable and impactful visitor experiences while also focusing on support for local

small businesses, community development, and resident quality of life. Upon completion of their 10-year plans, 3D project participants will be eligible to apply for funding from a \$1 million State of Nevada grant program to kickstart their plan and take the next steps to build a strong local tourism economy.

Travel Nevada staff and the consulting team will support the project as follows:

- Facilitate engagement with destination steering committees, agency partners and community stakeholders by sharing expertise, best practices, and project findings during regular meetings.
- Evaluate destination strengths and areas for growth through multiple methods, including asset inventory and evaluation, in-market analysis, stakeholder engagement, scenario planning, synthesis of primary and secondary data, resident and visitor sentiment surveys, SWOT and competitive set analysis, literature review and industry best practices. Identify gaps and barriers through the lens of tourism development.
- Evaluate wholistically the local economic landscape to identify leakage and potential links between small business entrepreneurship and tourism economic development.
- Identify emerging trends in tourism that may shape the destination’s plan and provide a roadmap for future development.
- Develop location-specific project goals, SMART objectives, and key performance indicators for the development of the 10-year plan and identify potential barriers to implementation.
- Develop data-driven recommendations for a shared vision, goal(s) and long-term tourism strategy for the destination that aligns with community assets, resources, and strategic goals, relevant Territory strategic plans, and Travel Nevada strategic plans, goals and objectives.
- Recommend strategies to:
 - Identify place-based branding and target audience(s) for increased awareness of the destination that leverage and integrate with both Travel Nevada and relevant Territory brand pillars and marketing efforts to maximize impact. Ensure that recommendations support an authentic visitor experience and are in alignment with the community’s culture and brand.
 - Address destination stewardship through support of environmental conservation and cultural preservation;
 - Address adaptive capacity building and build destination resilience.
 - Ensure on-going community engagement throughout the 10-year plan timeframe.
 - Support local economic development, entrepreneurship, and job creation.

- Improve hospitality, inclusivity and accessibility and establish Nevada as a welcoming and enjoyable destination. Ensure that in-market hospitality best practices are integrated into project implementation.
- Identify resources and leverage diverse funding opportunities to sustain and advance destination priorities identified in the 10-year plan.

2. 3D Project Timelines

The Division of Tourism will open the application process for Cohort 3 on August 1, 2024. Travel Nevada staff will spend the following weeks traveling throughout the state to conduct Pre-application Site Visits with prospective applicants and address questions. Online applications will be accepted through September 13, 2024. The targeted date for announcing awardees is October 9, 2024. Awardees will take part in an initial meeting in early November. The consulting period for Cohort 3 will conclude in March of 2025 with delivery of 10-year Destination plans anticipated in April. Funding applications for Cohort 3 projects will be open From April 21-May 16, 2-25, with funding awards announced the second week of June 2025.

Key dates are summarized below:

Opening of project application period: August 1, 2024

Project application deadline: September 13, 2024

Project Award Announcement: Mid October, 2024

Consulting Timeframe for Cohort 3 Projects: November 2024- March 2025

Opening of funding application period: April 21, 2025

Funding application deadline: May 16, 2025

Funding Award Announcement: June 2025

Project Funding Period: June 30, 2025-June 30, 2027

II. Eligibility Information

1. Applicant Eligibility

The following entities are eligible to apply for consideration for the Travel Nevada 3D Program:

- a. Territory organizations representing one of the Division of Tourism's designated territories (Cowboy Country, Pony Express, Nevada Silver Trails, Reno Tahoe, Las Vegas, Indian Territory)
- b. A regional or local unit of government in a Nevada community with a population less than 100,000 (2020 U.S. Census).
- c. Non-profit organizations based in communities of less than 100,000 population (2020 U.S. Census) regardless of the county in which the community is located. Applicants must demonstrate in their application that they are a 501(c)(3) or 501(c)(6) non-profit organization.
- d. Tribal government entities and non-profit organizations based on Tribal Lands located within the state of Nevada.
- e. Applications from communities with population over 100,000 will not be considered unless included as part of a territory application as specified in (II.1.a.) or unless partnering in a multi-jurisdictional application led by one or more eligible communities as the Lead Applicant as specified in (II.1.b.)
- f. The Division of Tourism WILL NOT consider applications from any entity out of compliance with a current contract, policy, or agreement with the State of Nevada.
- g. All applicant organizations must be domestic entities and shall be owned, operated, and located within the State of Nevada.
- h. Applicants are encouraged to seek and create partnerships with public or private, non-profit, or for-profit entities, and/or other appropriate professionals, community-based organizations, and local government agencies "Organizational Partners" for the purposes of providing additional resources and strength to the proposed project.

2. Applicant Expectations

Successful applicants will be expected to commit to the following practices:

- To build ongoing collaborations and cross-disciplinary partnerships with local organizations who can support development of well-rounded experiences for residents and visitors.
- To be guided by research and insights shared by Travel Nevada and the 3D Project consultants.
- To take part in opportunities provided by Travel Nevada and partners to expand their knowledge and skills as tourism professionals.
- To work collaboratively with create a "destination story" that reflects the authentic destination experience and can be used by Travel Nevada and the destination to promote the destination to the state's targeted travelers.

- To maintain open communications with Travel Nevada, the 3D Project consultants, and other tourism partners throughout the development and implementation of the 10-year Destination Plan.
- To meet all program requirements for participation and reporting.

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>
- 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) or 501(c)(6), visit <https://www.irs.gov/pub/irs-pdf/p4220.pdf> to learn about how to become a 501(c)(3) or 501(c)(6) organization.

2. Content and Format of Application Submission

Only ONE application will be accepted per lead applicant organization. If an application incorporates multiple organizations, a "lead" organization must be designated. Other partner organizations may be designated as Organizational Partners. The Lead Applicant will submit the application and serve as the main point of contact throughout the 3D Project process. The Lead Applicant will also be the only eligible recipient for 3D Project funding.

Applications for the Travel Nevada 3D program will be accepted exclusively through the Submittable Platform. Applicants will need to create an account on Submittable by clicking the link on the travelnevada.biz/3D website. After registering, a confirmation email including instructions and next steps will be sent to the address used to create the account. Submittable will generate an organizational log-in which will be used to access your application.

2. Submission Date

Applications are due September 13, 2024, by 11:59pm PT. Applications submitted after this time will be ineligible consideration to participate in the 3D Project. Application materials received after the deadline, including supplementary materials and attachments, will not be considered as part of the submission. Concessions will not be granted for late receipt of application materials, regardless of cause. *Please do not wait until the last minute to submit your application.*

3. How to Submit an Application

Once you have created a Submittable account, you will be able to access your application. You will be able to save your work and return to your application to continue editing it until you click Submit, 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.

Your application on Submittable must be complete to be considered. Failure to complete the application in its entirety will jeopardize your organization's eligibility for consideration in the 3D Project.

The application sections are as follows:

Organizational Information – Complete the required fields regarding the Lead Applicant organization.

Organizational Partnerships – (not required, but highly recommended) If you will be working with partner agencies or organizations to implement your project, list them here. List the partners that will be substantively involved in the implementation of the proposed project. Letters of Commitment from partners specifically detailing their role or anticipated contribution to the project are required for each partner listed in this section. Letters of Commitment must be uploaded as .pdf files using the Letters of Commitment form in Submittable. Please note if partners are in an area that is in the earlier stages of their development as a visitor destination.

Letters of Support - A minimum of three additional Letters of Support from partners not directly involved in implementation of the project must be uploaded as evidence of community support for the proposal. Letters of support should demonstrate that the proposed project has the support of local or regional elected decision-makers, civic organizations, community groups and/or key community/destination organizations. Each letter should be unique and reflect the specific nature of the authors support for the project.

Concept Summary –The project summary should clearly explain the applicant's Concept how it will enhance tourism, the expected results and benefits of the project, and how it aligns with Travel Nevada's industry strategic initiatives. A worksheet is provided for you to estimate the concept's potential economic impact from both day and overnight visitors. If you wish, you may attach up to two additional pages of project description and background information as Supplemental Materials in Submittable.

Concept Goals and Objectives – Include up to 3 SMART goals for the proposed concept. For each goal, use descriptive statements that specifically discuss what the lead applicant

and organizational partners hope to accomplish. Include specific project elements. For examples, refer to the FAQ on travelnevada.biz/3D.

Impact of the proposed concept – Complete the section by addressing the anticipated impacts that will occur in your destination as a result of implementing your proposed Concept.

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.

Barriers – The Barriers section should demonstrate that the proposal has thoughtfully considered impediments that may stand in the way of the success of the proposed connect. This section should be an honest assessment of challenges encountered by the destination.

Diversity in Travel Experiences – Note elements of your concept that provide opportunities to showcase diverse cultures, elevate underserved communities or showcase minority- or women-owned businesses.

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. Describe how your Concept supports preservation and protection of sensitive resources.

Lead Applicant Organizational Capacity – Complete this section with details on the experience of the Lead Applicant and Organizational Partners, paying special attention to any education, experience, achievements, or previous successes that would illustrate readiness to participate in the 3D Project.

Existing Tourism-related Assets – Complete this section as directed, be sure to highlight any existing or proposed attractions, assets, amenities, or circumstances that create a unique and compelling visitor experience and support the proposed Concept.

Project Agreement – Check the box to certify the Lead Applicant’s willingness and ability to commit to the expectations of the project.

4. 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 Application on Submittable with responses to all questions (Required)

- Organizational Partner Letters of Commitment for each partner listed (If applicable)
- 3 Letters of Community Support (Required)

5. Application Review Information

Applications will be reviewed by a selection committee including members of the Travel Nevada 3D Working Group. The selection committee will score all applications using the criteria outlined below in (III.8). The selection committee will submit a list of no more than six top-scoring applicants for consideration by the Nevada Commission on Tourism on Dec. 8, 2022. The decision of the Nevada Commission on Tourism regarding awardees is final.

6. Application Criteria

The Division of Tourism is interested in supporting destination development projects that will yield high-potential traveler experiences, build local and regional economies through increased tourism, foster local and regional collaborations, generate tourism in lesser-known places, and create lasting positive benefits for Nevada's economy and for its communities.

Priority in scoring will be given to projects that demonstrate:

- a. Ability of the proposed project to positively impact local residents while stimulating the visitor economy.
- b. Ability of Lead Applicant to manage the project and steer it through implementation.
- c. Ability of Lead Applicant to foster collaboration with multiple partners around a unified concept in an identifiable geographic destination.
- d. Range and quality of existing or potential tourism infrastructure in the designated destination.
- e. Alignment of concept with Travel Nevada's industry strategic initiatives.
- f. Ability of the project to support development in early-stage Nevada tourism destination(s).
- g. Strength of the proposed initial concept.
- h. Ability of the project to showcase diverse cultures or support diverse communities/businesses.
- i. Ability of the project to preserve and protect the destination's environmental and cultural resources.
- i. **BONUS POINTS:** Participation in pre-application 3D Project site visit.