

Industry & Destination Development

Industry Development

March 8, 2023



3D Cohort One

Friends of Black
Rock High Rock

Welcome center

Heritage tourism
leaning into unique
history

Lincoln County

Funding and
technical assistance

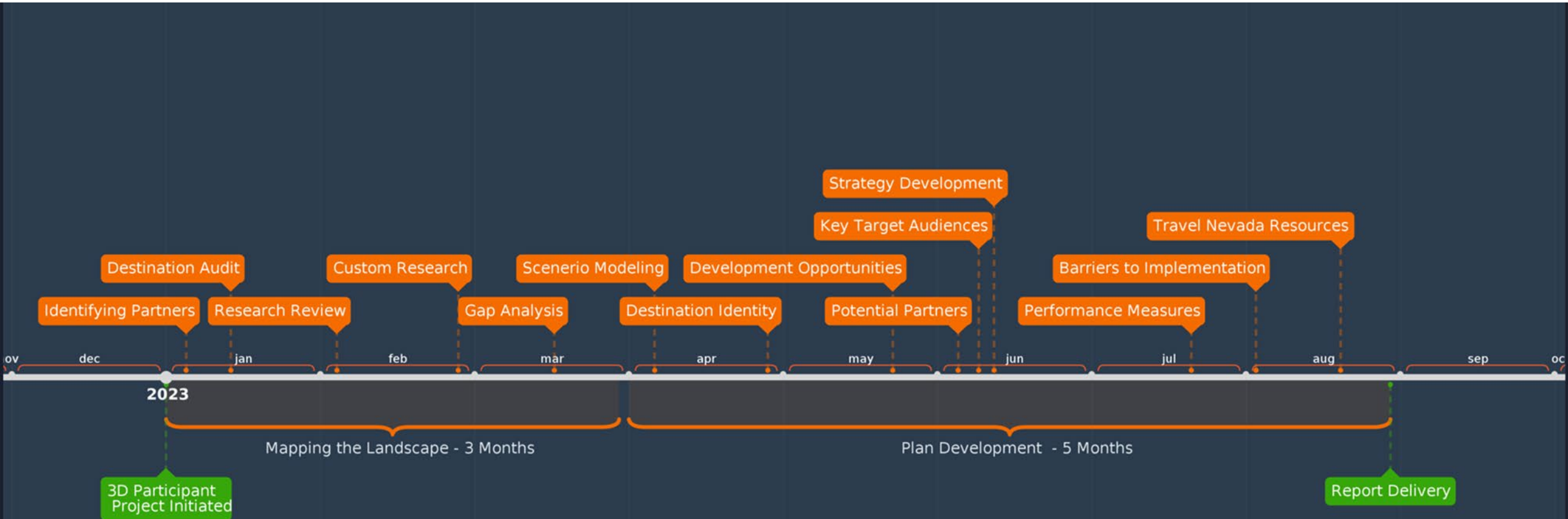
Enhance services,
amenities and
wayfinding

White Pine
County

Basecamp for
Eastern NV

Connected
community for
outdoor recreation
and arts

3D Cohort One



**RURAL
ROUNDUP**

MESQUITE

**APRIL 11-13
2023**

Program Overview

Mon, Apr 10

- Staff FAM departure
- Overnight Beatty

Tues, Apr 11

- Continue to Mesquite
- How destination activities and Opening Reception

Wed, Apr 12

- Full day of conference
- Gala & Award Dinner

Thurs, Apr 13

- ½ day conference
- Staff FAM continues
- Overnight Tonopah

Fri, Apr 14

- Staff FAM return

Conference Overview

Tuesday, April 11

11:00am – 5:00pm

Registration at Eureka Hotel

1:00pm – 5:00pm

Host destination activities

Kokopelli ATV, 9-Hole golf, Mesquite Fine Arts Center paint party, Historical self-guided walking tour, Donkey Museum Tour & Scavenger Hunt

6:00pm – 8:30pm

Opening Reception

Hosted by RSCVA & City of Mesquite @
Virgin Valley Heritage Museum

Conference Overview

Wednesday, April 12

7:00am – 5:00pm	Registration at Eureka Casino
8:30am – 10:00am	Welcome & keynote speaker
10:00am – 12:00pm	Morning concurrent breakouts, repeated 1x
12:00pm – 1:00pm	Territory panel during lunch
1:00pm – 2:00pm	Networking, office hours
2:00pm – 4:00pm	Afternoon concurrent breakouts, repeated 1x
4:00pm – 5:00pm	General session
5:00pm – 6:00pm	Free/networking time
6:00pm – 7:00pm	Pre-dinner reception
7:00pm – 8:30pm	Gala Dinner & Awards

Conference Overview

Thursday, April 13

8:00am – 11:00am	Registration at Eureka Casino
9:00am – 11:00am	General session and workshop
11:00am – 11:45am	Networking/office hours
11:30am – 12:30pm	Grab & go lunch

2023 Theme: Storytelling

How to Tell a Great Story

State of the
State

Welcoming

Community
Advocacy

Integrated
Marketing

Research

Video and
Movies

Travel
Trade

Funding

Sustainable
Outdoor
Recreation

Accommodation/Room Blocks

Eureka Casino & Resort

275 Mesa Blvd, Mesquite



Holiday Inn & Suites

1030 W. Pioneer Blvd, Mesquite

