

Nevada Commission on Tourism
Agenda Item J: New Phase of Destination Development – Grant Programs Update

Background

Travel Nevada's Industry Development team partners with stakeholders statewide to strengthen Nevada's tourism economy. In recent years, outreach across rural Nevada has highlighted gaps in infrastructure, capacity, and services. These gaps limit the visitor experience and restrict the ability of communities to maximize tourism's economic benefits.

Traditionally, Travel Nevada has administered:

- Rural Marketing Grants – \$1.5M annually
- 3D Project Grants – \$1M annually
- Event Promotion Grants – \$125k annually
- Rural Roundup Pitch Day Small Business Award – \$20k

While these programs have provided critical support, feedback from partners shows a need for more flexible and targeted tools. This has led to a new phase of Destination Development, designed to allow Travel Nevada to support smaller, but more immediate development opportunities that strengthen communities and enhance visitor readiness.

New Funding Resource

- Legislative Allocation (2025 Session): \$500,000 for Destination Development

This allocation expands Travel Nevada's capacity to address specific partner needs while advancing strategic priorities such as stewardship, accessibility, and workforce development.

Program Allocations

Special Projects Grants – \$500,000 (FY26)

Focused on improving accessibility and inclusivity in rural destinations.

- *Programmatic Support & Training* – \$100,000 for resources such as education, technology solutions, and visitor-readiness programs
- *Infrastructure Projects* – up to \$400,000 to improve facilities, attractions, and recreation amenities for more accessible and inclusive visitor experiences

Key Outcomes

This new phase of Destination Development will:

- Provide flexible, timely support for rural partners.
- Strengthen inclusivity and accessibility in Nevada tourism.
- Enhance visitor experiences through smaller-scale, high-impact projects.
- Ensure Nevada's tourism industry remains responsive, sustainable, and community focused.