

Nevada Commission on Tourism

Meeting Date: September 10, 2025

Agenda Item I: Approval of Travel Nevada 3D Project Cohort 4 Selections

Background

- In 2022, Travel Nevada launched the 3D Project—an initiative designed to:
 - Stimulate economic development in rural Nevada.
 - Improve quality of life for residents.
 - Enhance the visitor experience through tourism-based community planning.
 - Since inception, **seven destinations** have successfully completed the process in Cohorts 1–3.
 - The 3D Project provides rural communities with:
 - A structured, long-range planning process.
 - Collaboration with stakeholders, Travel Nevada staff, and consultants.
 - A **Destination Plan** with strategies for authentic, sustainable tourism growth.
 - Following plan development, participants may apply for a share of **\$1 million in implementation funding** to begin execution.
-

Cohort 4 Application Process

- **Pre-Application Site Visits (June 2 – July 18, 2025):**
Destination Development Manager **Cortney Bloomer** visited six communities:
 - Fernley, Lovelock, Beatty, Goldfield, Tonopah, Mesquite.Purpose: engage stakeholders, assess readiness, and gather feedback.
 - **Application Period (July 28 – August 15, 2025):**
 - Four applications submitted via Submittable.
 - All applicants had participated in pre-application visits.
 - **Review Process (August 21, 2025):**
 - Applications reviewed by the 3D Project Working Group.
 - Meeting held in-person at Travel Nevada (Carson City) and virtually.
 - Group deliberated and prepared recommendation for the Commission.
-

Recommendation

Based on application content and expert review by the 3D Working Group, **approval is recommended** for the following Cohort 4 awardees:

- **Mesquite Opportunities Regional Fund – Mesquite, NV**
- **Goldfield Main Street – Goldfield, NV**

Motion

Per the recommendation of the 3D Project Working Group, who have duly considered the Cohort 4 applications, I move that the Nevada Commission on Tourism approve the Mesquite Opportunities Regional Fund (Mesquite, NV) and Goldfield Main Street (Goldfield, NV) as the official Cohort 4 project selections for Travel Nevada's 3D Project.