3D Destination Development Kickoff

Where do you want to go?

September 9-16, 2022
Welcome!
We’re so pleased to be here!
And we can't wait to meet you!
If someone were writing an article about your destination 20 years from now, what would the headline say?
Travel Nevada’s goal is to improve quality of life for both residents and visitors through compelling experiences, quality infrastructure, and outstanding service.
Destination Development...

- Is a collaborative, stakeholder-guided strategic planning process.
- Promotes authenticity, evolution and sustainability of destinations.
- Identifies opportunities, assets and gaps within communities.
- Aligns the needs and interests of the community and its visitors.
Write down five words that describe your destination.

Write down five words that describe your perfect getaway.
What's the 3D Project?

- Destination Development Demonstration Project
- Up to six awardees
- Access to expert consulting services
- $2 million in funding available
3D Consultant: Better Destinations

- Foster partnerships to deliver experiences that attract increased visitation and traveler spending.
- Guide development of projects that align with Travel Nevada’s Brand Pillars and appeal to targeted travelers.
- Assist in applying research-based strategy for shaping each destination’s unique assets to attract desirable visitors.
- Deliver 10-year destination plans to provide ongoing guidance.
3D Working Group

Project Advisors

NEVADA STATE HISTORIC PRESERVATION OFFICE

NEVADA MUSEUMS & HISTORY

NEVADA INDIAN COMMISSION

Rural Development
What is Travel Nevada looking for?

- Ability of the proposed concept to stimulate new economic impact locally and statewide.
- Capacity to manage the project and steer it through implementation.
- Ability to foster collaboration with multiple partners in a geographic destination.
- Range and quality of existing tourism infrastructure.
- Alignment with Travel Nevada’s Brand Pillars.
- Ability to support development in early-stage tourism destination(s).
- Strength of initial concept.

**BONUS:** Ability to showcase diverse cultures or support diverse communities/businesses.
MAVERICK SPIRIT
Nevada embraces the call of the frontier and the promise of the west — the space and freedom to do what you want, where you want and when you want. Truly embodying an independent spirit.

ANYTHING-GOES ATTITUDE
From Las Vegas to Burning Man, Nevada pushes envelope on the conventional and invites self-expression.

WIDE-OPEN HORIZONS
Visitors are free to follow their passions as they explore wide-open landscapes including the vast, accessible public lands.

DNA OF DISCOVERY
Nevada was founded by miners searching for silver and gold. They are the soul of the state and this deeply rooted desire to discover is still alive today.

UNDISCOVERED BEAUTY
Much of the unexpected natural beauty and scenic splendor of Nevada has been undiscovered by crowds of tourists and is waiting to be experienced by those who are curious.

HIDDEN TREASURES
Rural back roads and trails guide travelers to natural and cultural treasures like the Hoover Dam or the mysterious history of unique ghost towns.

Need more info on whether or not your Concept aligns with our Brand Pillars?

Visit https://travelnevada.com/trip-ideas/ and check out all of the amazing Only In Nevada activities for ideas and examples!
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Within our established target audiences – those whose values align with Nevada’s offerings and personality – we’ll dial in on a range of skill levels, from everyday adventurer to expert explorer, and their evolving psychographic and demographics.
What is a **Concept**?

Notice I didn’t say “plan”? Why not?
Write down 3 destination assets that might shape your Destination Development Concept.
Who can apply?

- Territory organizations representing one of the Division of Tourism’s designated territories
- Nevada government entities representing communities of less than 100,000 people
- Nevada non-profits based in communities of less than 100,000 people
- Nevada Tribal entities
Potential Partners – Who’s in this room?
5 Minute Break
Get together.

Find a partner (or a few partners!) and brainstorm some starter ideas for a 3-D Application.
Write down 3 people or organizations who are NOT HERE that you need to tell about 3D.
The 3D Application

A closer look
Online Submission Platform: Submittable

Link goes live on Travelnevada.biz/3D on September 16.

Create an account. Create your application. Invite collaborators. Save your work. Return to keep editing. Submit when you’re ready.
Lead Applicant Information

Lead Applicant Organizational Capacity

- Basic info on the Lead Applicant Organization
- Annual budget and staffing
- Provides reviewers with insight into the applicant’s capacity and experience
What do you need to begin your application?

• Nevada Secretary of State Corporate ID Number. Applicants should register for a Secretary of State Corporate ID number by visiting https://www.nvsos.gov/sos

• 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 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.
Organizational Partnerships

“Many ideas grow better when transplanted into another mind than the one where they sprang up.”
– Oliver Wendell Holmes

• Letters of Commitment (different from Letter of Support)
• Duration of Partnership
• Early-stage Destination Partners
A few words on Early-stage Destinations...

An early-stage destination is one that has not begun, or only just begun, to develop its assets or messaging to visitors to encourage them to visit the destination. These destinations may need additional development of overnight lodging, restaurants, attractions, or retail to become desirable places for travelers.

Can early-stage destinations be competitive in the 3D Project?

Absolutely!!
Letters of Support

- **Letters of Support** differ from **Letters of Commitment** submitted by Organizational Partners.

- Minimum of three additional Letters of Support from community organizations or individuals that are **NOT** applicants or Organizational Partners.

- Should demonstrate that the proposed concept has the support of local or regional elected officials, decision-makers, stakeholders, and key community/destination organizations.
Concept Summary

- Up to 500 words

Should provide an overview for:

- Unique attributes
- The Concept that could be developed to attract visitors in the future
- Experience and expertise, if any, in implementing projects similar in scope to 3D
- Capacity to implement a long-term DD Plan
- Potential results and benefits to the local and state economy
- How the proposal aligns with Travel Nevada’s Brand Pillars.

Applicants may attach up to two additional pages of supporting background information as needed.
Goals and Objectives (SMART)

Specific: What do you want to accomplish?
Measurable: How will you track your progress?
Attainable: Is this goal reasonable?
Relevant: How will achieving this goal impact your work?
Time Bound: By when will you achieve this goal?

Who?  What?  How much?  By when?

Vague: “Have a cool destination that people like.”
SMART: “Increase the number of overnight visitors who visit Destination X by 20% by the end of year 5.”
Priority Audience/Geographic Area

- What type(s) of visitors does this Concept hope to attract?
- Describe the traveler who will want to visit your destination.
- Geographic scope
- Destination maturity
- Economic Impact (worksheet provided)
Existing Tourism Amenities and Attractions

Show us whatcha got!

We want to see what existing amenities, experiences, and attractions might serve as the basis for your new DD plan!
Diversity
In cultures and experiences

Inclusion
Towards residents and visitors

Support
For underrepresented businesses and communities
Project timelines

- Kick-off Sept. 9-16 ✓
- Opening of application period: Sept. 16, 2022
- Award Announcement: December 9, 2022.
- Timeframe for Cohort 1 Projects: January 2023 – August 2023
- Timeframe for Cohort 2 Projects: September 2023 - April 2024
• Skill-building for rural DMO’s, officials, community advocates, & business owners
• Monthly workshops on key skills & topics
• Bonus content through social media groups and other channels
• “Homework” to build proficiency & kickstart a portfolio of materials
• Technical assistance, AMAs, and “Office Hours” with industry professionals
• Preferential scoring in future rounds of Travel Nevada funding
Some sample DNA Topics:
Strategic Planning
Sustainability
Industry Platforms
Fundraising Strategies
Social Media and Influencers
Grant Writing
And more!!
NV Ambassadors

Training platform for frontline tourism staff, hospitality workers,
New name - Battle Born Insiders
Anton Eckert, 2022-09-09T19:06:05.271
Rural Roundup
April 11-13, 2023
Mesquite, NV
Office Hours:
Thursday Afternoons, Sept. 22-Oct. 20

Sign up for an appointment by visiting travelnevada.biz/3D
Questions?
Who knows Nevada best?
Contact:
Cortney Bloomer
cbloomer@travelnevada.com
Cell: 775-220-7873
Thank you for your attendance and attention.

Join us for refreshments.