

3D Destination Development Kickoff

Where do you want to go?

September 9-16, 2022



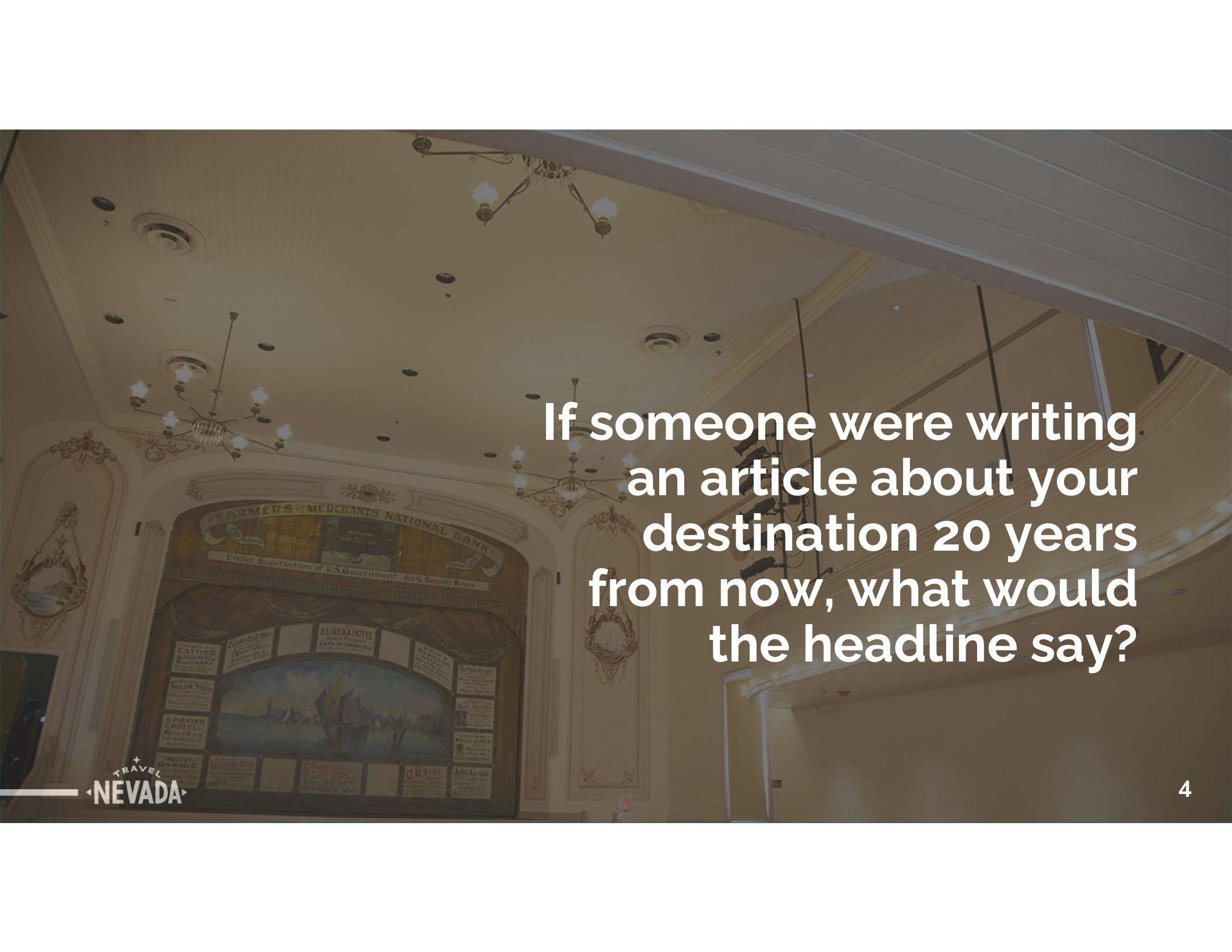
Welcome!

**We're so pleased to be
here!**

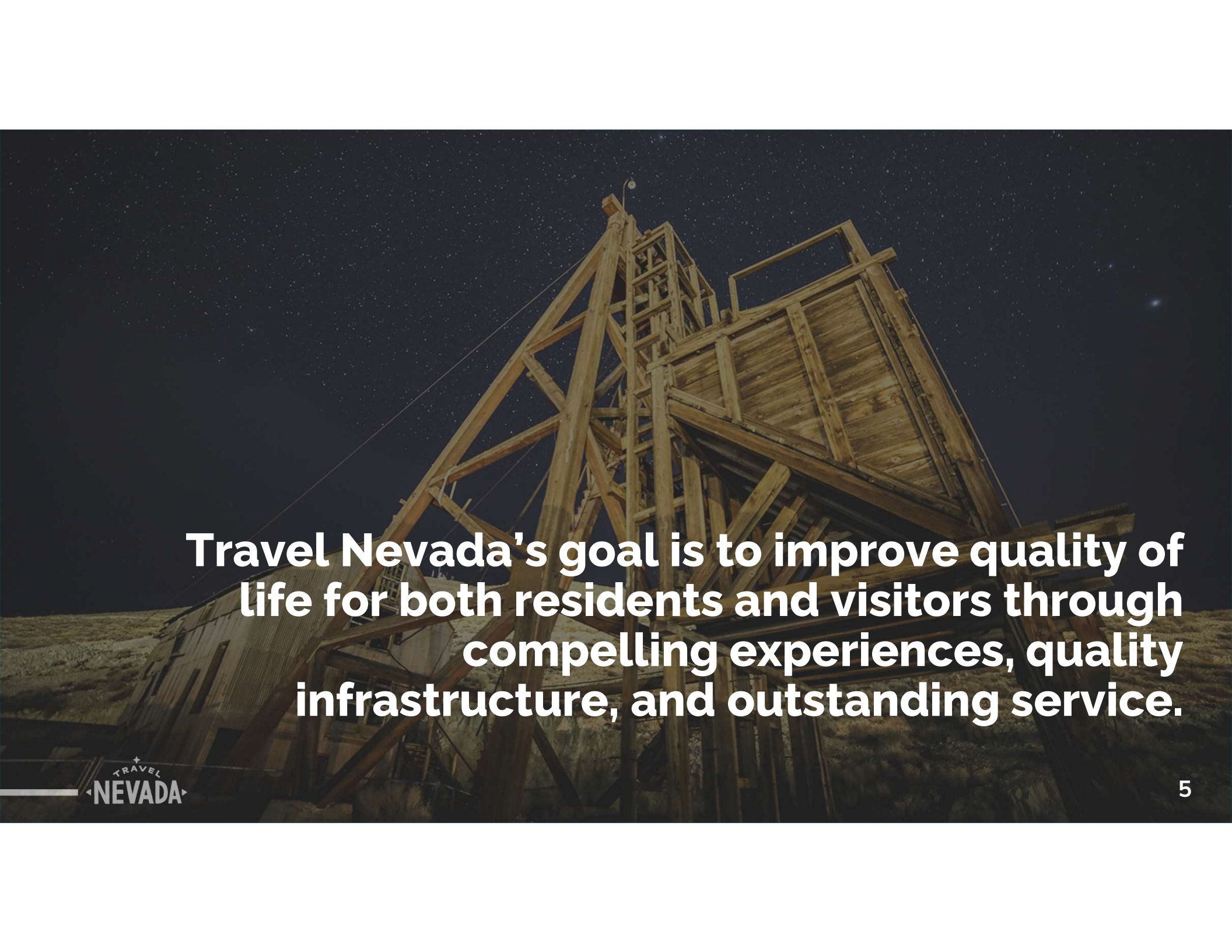




**And we can't wait to
meet you!**

The background image shows the interior of a grand, historic building. The ceiling is high and features several ornate chandeliers with multiple light bulbs. The walls are decorated with intricate carvings and a large, arched mural. The mural depicts a harbor scene with several sailing ships. Above the mural, there is a sign that reads "FARMERS & MERCHANTS NATIONAL BANK" and "Under Supervision of U.S. Government - Safe Deposit Boxes". Below the mural, there are several smaller signs, including one for "EUREKA HOTEL" and another for "SPANISH HOTEL". The overall atmosphere is one of historical elegance and grandeur.

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.



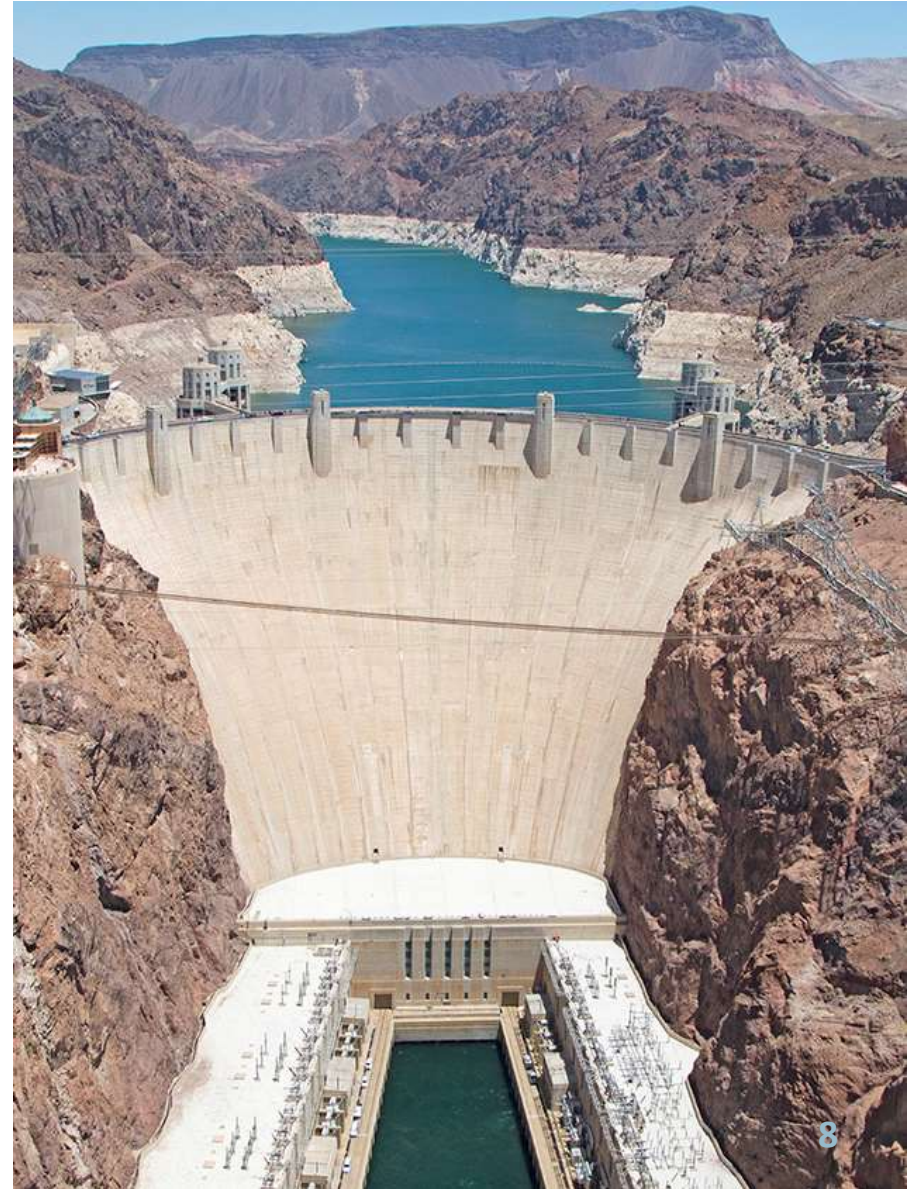
Write down
five words that
describe your
destination.



Write down five
words that
describe your
perfect getaway.

What's the **3D** Project?

- **D**estination **D**evelopment
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



NEVADA
OUTDOOR
BUSINESS COALITION



Project Advisors



NEVADA
STATE HISTORIC
PRESERVATION OFFICE

NEVADA
MUSEUMS & HISTORY

NEVADA
INDIAN COMMISSION



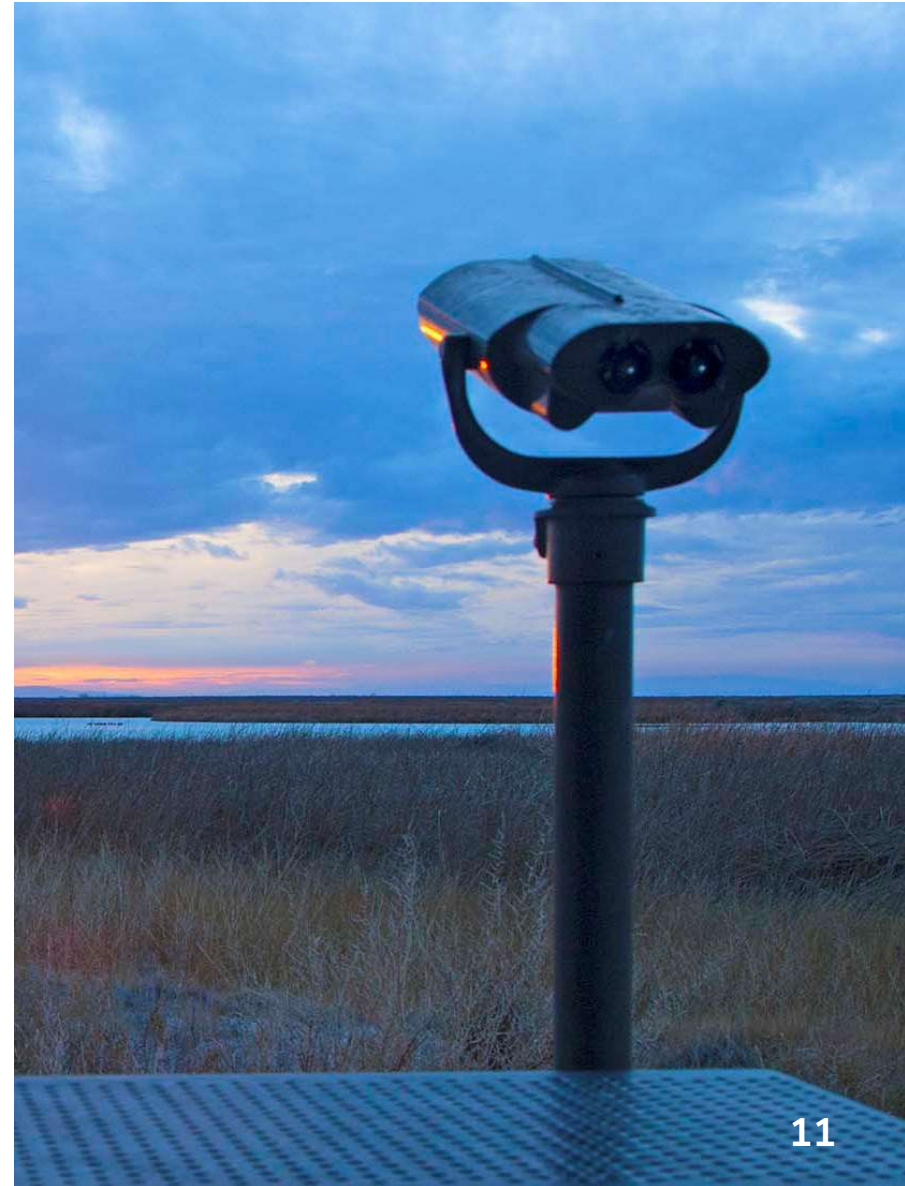
USDA
Rural
Development



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.





BRAND PILLAR 1
+
Uninhibited Space

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

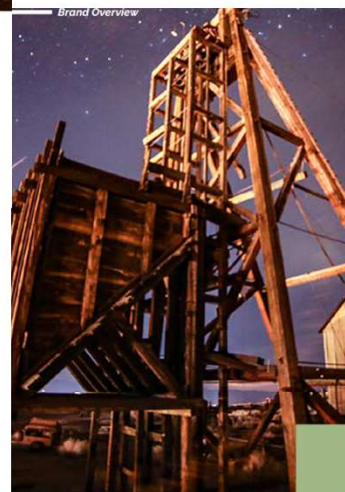
From Las Vegas to Burning Man, Nevada pushes envelope on the conventional and invites self-expression.

WIDE-OPEN HORIZONS

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

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!



BRAND PILLAR 2
+
Inspiring Discoveries

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.



BRAND PILLAR 4
+
Unexpected Diversity

ABUNDANT DIVERSITY

Nevada is a land of unexpected diversity in landscapes, but also people and ideas. It's full of experiences that on the surface don't seem to go together but somehow do.

UNIQUE LANDSCAPES

From the bright lights of Las Vegas to the starlit skies of Great Basin National Park and from the crystalline waters of Lake Tahoe to deserts dotted with Joshua trees, Nevada is a land of diversity.

ECLECTIC EXPERIENCES

Nevada's vibe is as diverse as its scenery, from arts and culture in Reno to untouched ghost towns and the thrill of nightlife in Vegas.

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

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BRAND PILLAR 3
+
Rewarding Adventures

ACTIVE ADVENTURES

Nevada is about doing, not simply seeing. As the most mountainous state with endless open roads, it's for those who want adventure in their travels.

OFFBEAT JOURNEYS

Worthwhile experiences and memories always come with a bit of risk and require a bit of wandering, a few more miles down the road or just around the corner from ordinary.

REMARKABLE ROAD-TRIPS

Nevada is replete with rewarding road-trips, many of which are simply a short distance from the urban hubs of Las Vegas or Reno and yet can feel like a world away.

Mindset



Cultural Traveler



Outdoor Recreationalist




Unexpected Experiences Enthusiast



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

close look

TRAVEL
NEVADA



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?

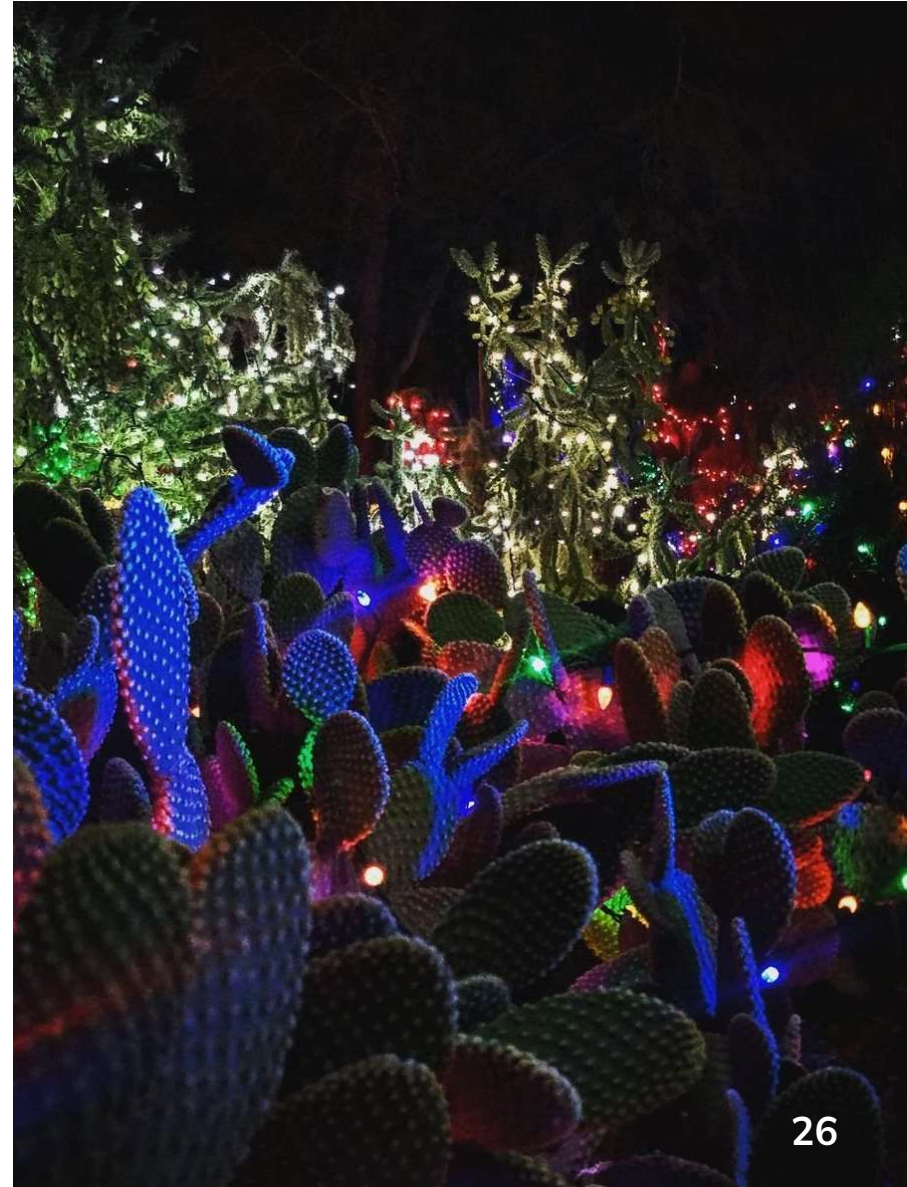
- Nevada Secretary of State Corporate ID Number. Applicants should register for a Secretary of State Corporate ID number by visiting <https://www.nvsos.gov/sos>
- IRS-issued Federal Tax ID number. This number is assigned to non-profit entities and can be found by visiting <https://www.irs.gov/charities-non-profits/tax-exempt-organization-search>.
- 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
- Application deadline: Oct. 25, 2022.
- Award Announcement: December 9, 2022.
- Timeframe for Cohort 1 Projects: January 2023 – August 2023
- Timeframe for Cohort 2 Projects: September 2023 - April 2024



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- 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

Destination Nevada Academy DNA

Program Overview
Coming January 2023

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,

Slide 37

AE0

New name - Battle Born Insiders

Anton Eckert, 2022-09-09T19:06:05.271

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?

A person is riding a white horse on a dirt path that winds through a desert landscape. The sky is a mix of orange, yellow, and blue, suggesting sunset or sunrise. The terrain is covered in low-lying desert vegetation. The rider is wearing a helmet and a light-colored shirt.

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Cell: 775-220-7873



“Two things that remain eternally true and complement each other, in my view are: don’t snuff out your inspiration and power of imagination, don’t become a slave to the model; and the other, take a model and study it, for otherwise your inspiration won’t take on material form.”

To Theo van Gogh, The Hague, 5 November 1882

**Thank you for your
attendance and attention.**

Join us for refreshments.