

RURAL ROUNDUP
2024
LAKE TAHOE

Building
Futures:
Travel Nevada's
Destination
Development
Program



WIFI LOGIN 

NETWORK

RURAL ROUNDUP

PASSWORD

RRU2024!





2024



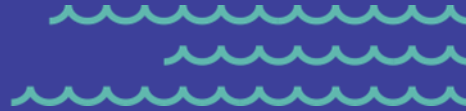
LAKE
TAHOE

WHAT IS THE
3D PROJECT?



Tourism with Intention

- Helps selected communities develop **tourism-focused** 10-year plans
- Improves **economic vitality** and **quality of life** for residents
- Creates compelling **experiences** for visitors
- Celebrates the **authentic character** of Nevada's rural destinations



WHO CAN PARTICIPATE?

Rural Nevada non-profits, tribes, and communities (or regional areas) are eligible to apply*.

In a competitive process, applicants are selected to engage in **8 months of consulting** with community members, stakeholders, Travel Nevada staff, and consultants.

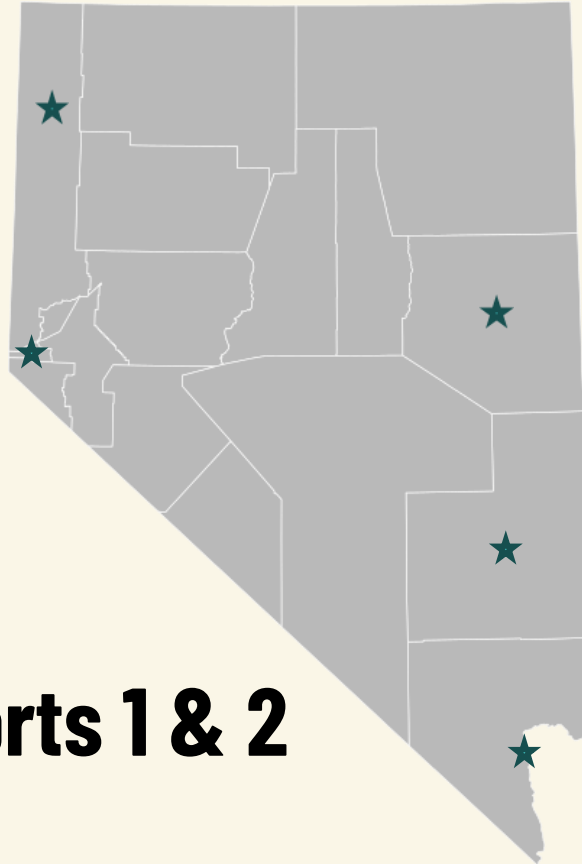
After the consulting period, destinations will be able to **apply for 3D Funding**.



*Please see FY2025 Eligibility Guidelines to determine if your organization is eligible.

Friends of Black Rock
High Rock

Carson City/ Carson
Valley/ Virginia City
Cultural Corridor



White Pine County

Lincoln County

Boulder City

3D Project Cohorts 1 & 2

An architectural rendering of a modern building with a curved facade and a large, cantilevered roof structure supported by tall poles. The building's exterior features a blue and green topographic map pattern. In the foreground, a paved plaza with a brick pattern shows a woman and two children walking. To the left, a person is riding a bicycle. The sky is a clear, light blue.

BOULDER CITY

Jill Lagan, Director

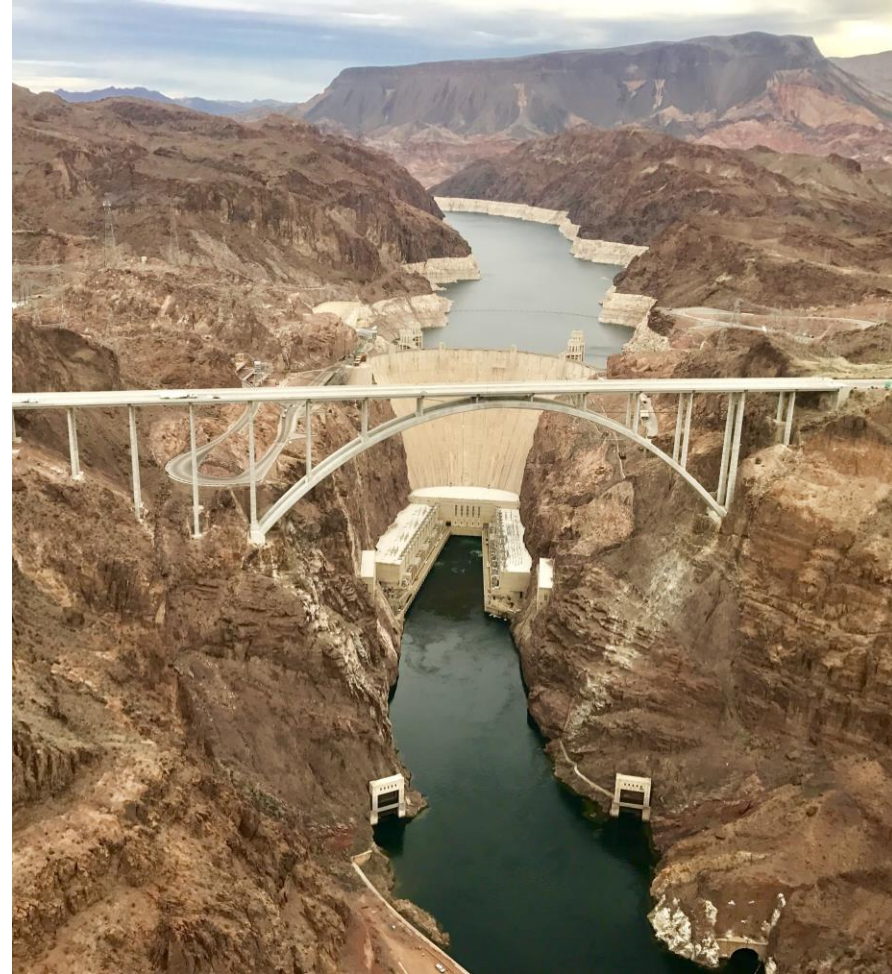
Boulder City Chamber of Commerce

BOULDER
CITY

ADVENTURE
CENTER

Project Goals

- Implementation and operation of the **Boulder City Adventure Center** to a level of success that warrants replication across rural communities in Nevada.
- Change the "World Away for a Day" to **Destination Boulder City** that makes this community home-base for tourists to recreate, stay, and play.
- Utilize advanced technology for marketing, tracking, and attracting the **next generation** that believes in and supports eco-tourism and service to the communities they visit.





WHITE PINE COUNTY

Kyle Horvath, Director

White Pine County Tour and Rec

Project Goals

- Be recognized as a **premier destination** in the West for diverse year-round outdoor recreation opportunities and experiences.
- All attractions, events, and quality of life assets in the county are partnered and working together to further a **deeper and more enriching experience**. Arts, History, and Recreation become intertwined
- Downtowns become the **basecamps and trailheads for adventuring** out to experience all the assets in the county and have the infrastructure and aesthetic to be an energetic community gathering space throughout the entire day.





THE CULTURAL CORRIDOR

Todd Tuttle, Director

Virginia City Tourism

NANCY GO...

Project Goals

- Connect the arts and heritage destinations through branding and marketing to **increase the number of “cultural travelers”** coming to Virginia City, Carson City and the Carson Valley.
- Strengthen the economic viability of existing artists, art studios, arts, culture and heritage businesses, organizations in the Virginia City, Carson City and Carson Valley region by **increasing visitation to regional arts and heritage destinations.**





**If you had it to do over, what is
the **one thing** you would **change**?**





**What was the biggest
challenge you faced in your
3D journey so far?**





**What has been your favorite
part of the 3D project so far?**





Has the 3D project **changed the
way you **operate** or **interact** with
your community?**





What is **something** that came out of the 3D project that was **unexpected**?





**What is your biggest takeaway
from the 3D Project?**



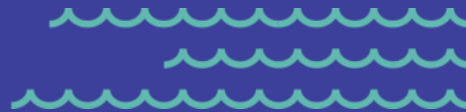


What is your **top tip for destinations who want to apply for the next round?**



GET IN TOUCH

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- Jill Lagan, jill@bouldercitychamber.com
- Kyle Horvath, kyle.Horvath@elynevada.net
- Todd Tuttle, ttuttle@storeycounty.org





QUESTIONS?

