



# Building Futures: Travel Nevada's Destination Development Program



**WIFI LOGIN** 

**NETWORK**

**RURAL ROUNDUP**

**PASSWORD**

**RRU2024!**





RURAL

ROUNDUP

2024



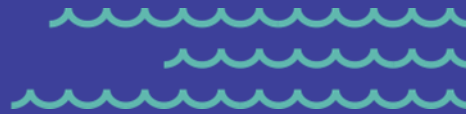
LAKE  
TAHOE

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.

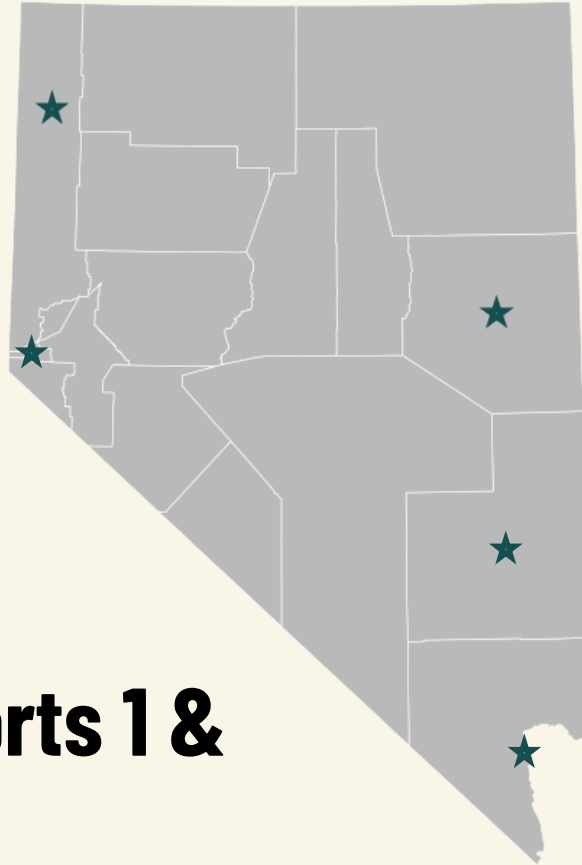
After the consulting period, destinations will be able to **apply for 3D Funding**.



\*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

A person wearing a helmet and a jacket is riding a bicycle on a brick-paved plaza. The bicycle is balanced on its front wheel. In the background is a large, two-story white building with a series of arches on the ground floor and windows on the upper floor. The building shows signs of age and wear. The sky is overcast.

# **LINCOLN COUNTY**

**Marcia Hurd, President**

**Lincoln County Authority of Tourism**



## Project Goals

- Explore opportunities for **increased tourism support**, funding and technical assistance.
- Activate and enhance county **Main Street** experiences.
- Expand and update County **wayfinding and tourism infrastructure**.





# **FRIENDS OF BLACK ROCK HIGH ROCK**

**Stacey Wittek, Director**

**Friends of Black Rock High Rock**

## Project Goals

- Create **Distinctive and Uncommon Adventure Tourism Opportunities** in Black Rock Country
- **Heritage Tourism** as an Economic Driver
- **Create a space that can unify**: The Black Rock County Welcome Center





# **THE CULTURAL CORRIDOR**

**Eric Brooks, Arts and Culture Coordinator**

**Visit Carson City**

**Brian Fitzgerald, President**

**Carson Valley Arts Council**

## 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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# QUESTIONS?

