

# Resources to Tell Your Story: How to Engage Partners and Access Funding

Rural Roundup, April 12, 2023

Moderator:

Cortney Bloomer, Travel Nevada

Panelists:

Shari Davis, Governor's Office of Economic Development

Fred Steinmann, University of Nevada Reno

Tony Manfredi, Nevada Arts Council

Miles Gurtler, BLM



# The 3D Project

- Competitive planning/funding program unique to Nevada.
- Long-range, tourism-based community planning program aimed at helping rural communities to grow visitor economies by creating authentic, desirable visitor experiences.
- Focused on driving tourism while improving quality of life for residents and maintaining the authentic “feel” of the community.
- Identifies destination strengths, gaps and possible scenarios, culminating in the development of a *Destination Plan*.
- Provides selected rural destinations with jump-start funding to begin to realize their destination development goals.



# Who are we?



**Dr. Frederick Steinmann** leads the University Center for Economic Development and is an Assistant Research Professor in the Dept. of Management in The College of Business at UNR. He assists rural communities through planning and development efforts, including the CEDS.



**Shari Davis** is the Director of Rural Economic and Community Development for GOED. She grew up in Tonopah, received her degree in Anthropology from UNR. When she says she understands the struggles and strengths of rural communities, it's because she really has been there!

**Tony Manfredi** is the Executive Director of the Nevada Arts Council. His professional background combines 30 years of strategic planning, management, marketing, creative, and fundraising services for both Nevada and international businesses and organizations.



**Miles Gurtler** has worked in recreational development for the BLM for 15 years. During his tenure, he has gained experience in facility construction & maintenance, trail building, partnerships and recreation management. Since 2019, Miles has lived in Reno and worked out of the Nevada State Office.



# Your Destination has an amazing story.





# Let's find some tools to help tell it.



Partnerships



Resources



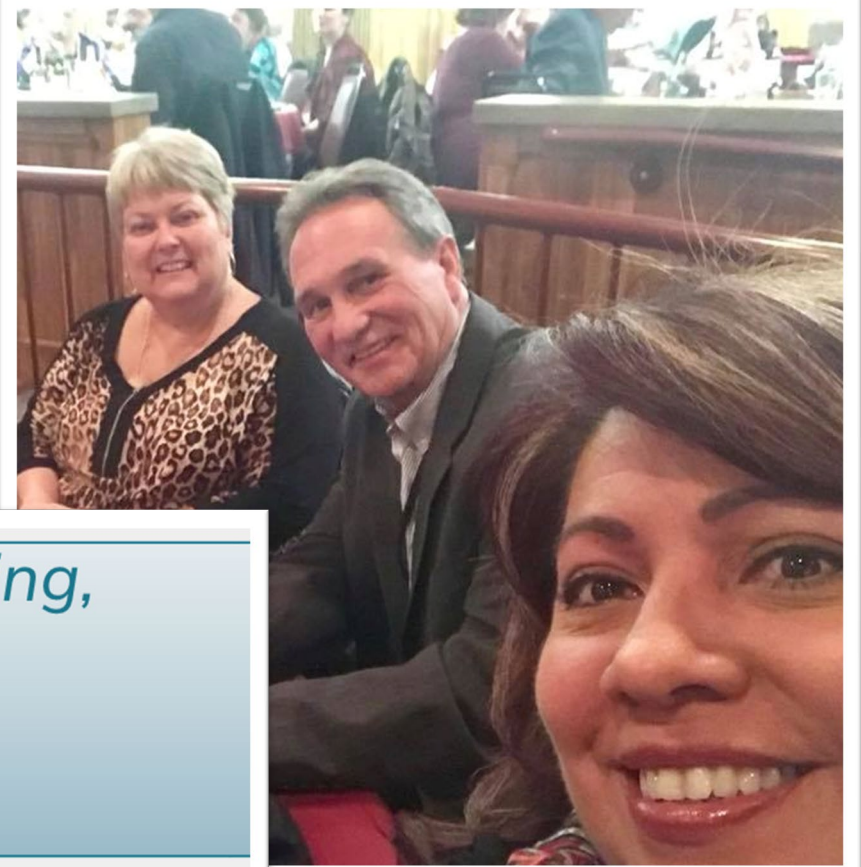
Plans



Funding



# Partnerships



Coming together is a beginning,  
staying together is progress,  
working together is success.

-Henry Ford





# Partnerships are Paramount

Why are partners important?

Who are your partners? What is important to them?

How can you create new partnerships?

What about maintaining existing partnerships?

Become a  
Partner



# Resources

Resource: noun a stock or supply of **money**, **materials**, **staff**, and **other assets** that can be drawn on by a person or organization in order to function effectively; available assets.

Money is one resource, but also...



What resources do you have? What do you need?



# Identifying and maximizing resources

- Assess existing infrastructure
- Evaluate community culture, identity, history
- Identify key people and volunteers
- Political capital
- Engage Stakeholders
- Establish a shared vision
- Recognize and respect limitations
- Don't take on resources that aren't a good fit

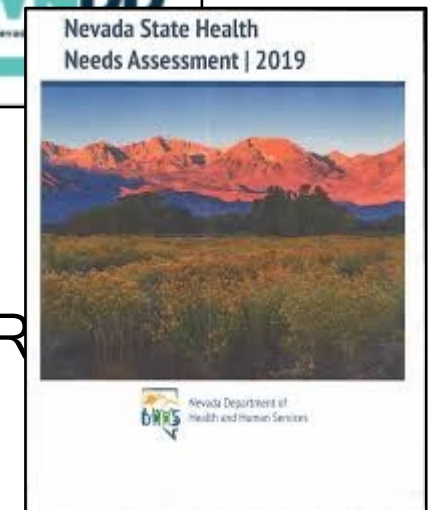
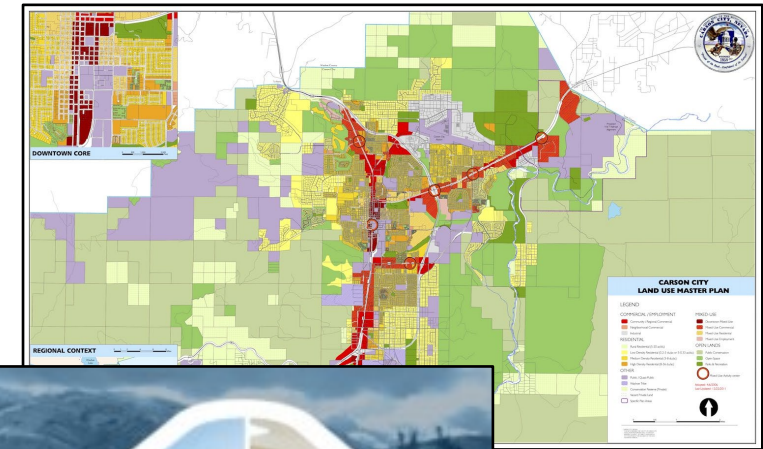


# Existing Plans: Put them to work for you

- Economic Development Plan- CEDS
- Master Plan/ Strategic Plan
- Land Use Plan – UPMP, Zoning
- Sustainability Plan
- Destination Development Plan
- Needs Assessment
- Public Lands Mgmt Plan
- Cultural Plan

BE IN THE ROOM. Be an advocate.

Bonus: This can also build PARTNERSHIPS and identify RESOURCES





# **It's NOT all about the money, but... what types of funding are available?**

- **Grants and Awards – Reporting and Commitments**
  - Federal
  - State/Local
  - Foundations
- **Loans – Must be paid back**
  - Sometimes low or no-interest (Nevada State Infrastructure Bank)
- **State/Local Funding – Must show value for taxpayers**
  - Taxes (Room Tax)
  - Budget line item
  - Improvement Districts
- **Donations/ Charitable Contributions – Dependent on Givers**

**There is no such thing as “free money”.**

# A Few Grant Opportunity Ideas...

- NV Office of Federal Assistance: [ofa.nv.gov](http://ofa.nv.gov)
- National Parks Historic Preservation/ Outdoor Rec
- National Trust for Historic Preservation
- Recreational Trails Program (RTP)
- Land and Water Conservation Fund (LWCF)
- Main Street
- American Trails
- NDOR Nevada Outdoor Rec Infrastructure (NORI)
- Southern NV Public Lands Management Act (SNPLMA)
- BLM Assistance Agreements
- National Endowment for the Arts
- Nevada Arts Council
- Nevada Humanities
- Travel Nevada Rural Marketing Grants
- The 3D Project
- NV OHV Commission
- EPA Brownfields



There are  
**THOUSANDS**  
of grants  
available!





# Make a Plan. Tell people about it.

*Think about it: A goal without a plan is just a wish.*

## HOW will you move your GOAL forward?

- Establish a consensus mission and vision.
- Gather, analyze and share data.
- Tell stories that illustrate impact and previous success.
- Be clear about roles and responsibilities.
- Learn from others. (R&D)
- Identify potential barriers and solutions.
- Ask for support.
- Communicate! Stakeholders, partners, funders, visitors, **your community.**

A plan is **NOT** just a checklist.

**\*PLANS** get funded\*

# Top 10 Tips and Tricks for Destination Development Success

1. Choose funding that is a good fit.
2. Consider “outside the box” ideas and strategies.
3. Know your audience. Make your case to them.
4. Collaborate. Partners, partners, partners!
5. Be an advocate. Get others to advocate for you.
6. Stay involved in your community. Be engaged.
7. Be clear and focused about what you’re doing.
8. Start small. Stick with it. Incremental changes add up!
9. Consider project sustainability and longevity.
10. Celebrate your wins!



The background of the image is a dark teal color, densely populated with question marks of varying sizes and shades of blue and teal. Some question marks are in sharp focus, while others are blurred in the background, creating a sense of depth. A single, bright white question mark is prominently featured in the center-right area, standing out from the darker ones.

**Questions?**

# Contact Us



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