



Department of Tourism & Cultural Affairs
Joe Lombardo | Governor
Brenda Scolari | Director

ADMINISTRATIVE OFFICES
200 S. Virginia St. Ste.400
Reno, NV 89501

Department of Tourism and Cultural Affairs Language Access Plan

July 1, 2026

I. Purpose and Authority - This section provides the legal basis for the agency's plan and protocol and connects the plan and protocol to the State Agency's mission.

Nevada's Senate Bill 318 (SB318) and the federal guidance on Title VI both agree that language should not be a barrier to accessing governmental programs and services. As SB318 puts it, "Persons with limited English proficiency (LEP) require and deserve meaningful, timely access to government services in their preferred language." Moreover, it makes it clear that it is the responsibility of government to provide that access:

State and local agencies and entities that receive public money have an obligation to provide meaningful, timely access for persons with limited English proficiency to the programs and services of those agencies and entities. Department of Tourism and Cultural Affairs (DTCA) is committed to compliance with Nevada Senate Bill 318 and Title VI of the Civil Rights Act of 1964, 2 C.S. § 561 et seq. (Act 172 of 2006) in ensuring meaningful access to State services and programs for individuals with limited English proficiency.

The purpose of this document is to establish an effective plan and protocol for DTCA personnel to follow when providing services to, or interacting with, individuals who have limited English proficiency. Following this plan and protocol is essential to the success of our mission to support the work of:

1. The Division of Tourism
2. The Commission on Tourism
3. The Division of Museums and History
4. The Board of Museums and History
5. The Nevada Arts Council
6. The Board of the Nevada Arts Council.

II. General Policy - This section explains the policy of Department of Tourism and Cultural Affairs. It is the commitment of the agency and its employees to ensure meaningful language access.

DTCA recognizes that the population eligible to receive its services includes LEP individuals. It is the policy of DTCA to ensure meaningful access to LEP individuals. DTCA adopts the following policies and procedures to ensure that LEP individuals can gain equal access to DTCA services and communicate effectively. This Plan applies to all DTCA's programs and services including, but not limited to:

- Travel Nevada and its industry related programs and services
- Nevada Arts Council and its grants, programs, and outreach services
- Division of Museums and History and its museum facilities and programs
- The public meetings and activities of the Commission on Tourism, Board of the Nevada Arts Council, and the Board of Museums and History.

Agency Designated Employee

The following individual has been assigned by Director Scolari to be responsible for developing and biennially revising a language access plan for the Department of Tourism and Cultural Affairs:

Kelly Benoit

Executive Assistant to Director Brenda Scolari

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III. Profile of Department of Tourism and Cultural Affairs' LEP Clients – This section details the demographic information required by SB318 Section 7.2.b.

Agency Customers

The Division of Tourism: Marketing of the state as a tourist destination and facilitate grants to rural communities to allow them to promote themselves as a tourist destination. Main customers are consumers interested in tourism activities in the state as well as industry partners throughout Nevada.

The Commission on Tourism: Oversee the operations and public funds of the Division of Tourism. Main customers are general public participating in public meetings.

The Division of Museums and History: Operations of the seven state museums and their collections. Main customers are visitors to the museums.

The Board of Museums and History: Oversee the private trust of the Division of Museums and History. Main customers are the general public participating in public meetings.

The Nevada Arts Council: Main customers are Nevada residents, artists, arts administrators, and visitors interested in art experiences in the state.

The Board of the Nevada Arts Council: Main customers are Nevada residents, artists, arts administrators, and visitors interested in art experiences in the state.

Preferred language and literacy level:

Language/Group Served	Total #	% of Total
Total Nevada Population (Nevada Residents)***	3,326,902	100.0%
Total Indigenous***	35,635	1.1%
Total Refugees**	107	0.0%

** US Department of State Bureau of Population, Refugees and Migration (PRM) from October 2025 to June 2026, data as of 7/16/2026

*** Nevada Statewide ASHRO Summary, 2025 projections

Total Nevada Households*	1,238,925	100.0%
Specific Languages		
English only*	831,331	67.1%
Spanish*	249,856	20.2%
French, Haitian, or Cajun*	5,208	0.4%
German or other West Germanic languages*	7,355	0.6%
Russian, Polish, or other Slavic languages*	8,750	0.7%
Other Indo-European*	21,444	1.7%
Korean*	6,785	0.5%
Chinese (incl. Mandarin, Cantonese)*	19,441	1.6%
Vietnamese*	5,828	0.5%
Tagalog (incl. Filipino)*	46,444	3.7%
Other Asian and Pacific Island languages*	19,514	1.6%
Arabic*	2,695	0.2%
Other and unspecified*	14,274	1.2%

*2024 ACS 1-Year Estimates Detailed Tables

Department of Tourism and Cultural Affairs employs a research director to analyze data on customers and potential customers to maximize our efforts. While we do not have qualitative data on literacy rates and “safe harbor” users due. We have the infrastructure to collect this data from our current method of web tracking, surveys, and staff notes. If funded, adding these categories through Google Analytics tracking or visitor surveying can be accomplished. This information will create benchmarks in our service to allow for future tracking.

IV. Department of Tourism and Cultural Affairs Language Access Services and Procedures – **This section details the types of services the agency provides, as required by SB318 Section 7.2.c.**

As budgetarily viable, the Department of Tourism and Cultural Affairs will secure the language access services described below to enable our LEP clients to access our services and programs more fully. In every case, the Department of Tourism and Cultural Affairs will ensure that all language service providers are fully competent to provide these services. While there are bilingual and multilingual employees throughout the Department, they do not serve as certified translators.

Oral/Sign Language Services

Department of Tourism and Cultural Affairs will continue to provide the following oral/sign language services:

- Oral language translation is available upon request.
- Sign language accommodation at events, programs, panels and open meetings upon request.
- Nevada State Museums offers audio tours in Spanish and English (for the visually impaired.)

Written Language Services

The Department of Tourism and Cultural Affairs uses the following procedures to identify vital written information used in the provision of its services and programs, including both printed and electronic communications. The procedures for identifying vital written communication between DTCA and individuals, as well as the procedure for identifying vital communication targeting the broader public are both presented. For example:

- Travel Nevada has launched TravelNevada.com/es.
- Travel Nevada has created its digital Adventure Guide in Spanish.
- Travel Nevada produces digital, print, and video advertisements in Spanish.
- Travel Nevada's industry training platforms are offered in both English and Spanish.
- Nevada State Museums' exhibits are translated into Spanish and are available via QR code and, as relevant, individual museum websites.

- Both the Nevada Arts Council and Travel Nevada’s application submission/management system is accessible online, and the platform, “Submittable,” attained a VPAT, that affirms that the platform is accessible to a wide range of submitters with disabilities and with additional funding, applications can be translated into 30 languages.
- The Nevada Arts Council has a staff member serving in the role of 504/Accessibility Coordinator who guides access capabilities and options for constituent engagement.
- The Nevada Arts Council General Grant and Award Policies and Grant Offerings are translated into Spanish and available on the agency’s website
- The Nevada Arts Council has a dedicated Accessibility Page on its website
- All Nevada Arts Council Grantees must follow Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA)
- All Nevada Arts Council Grant Applications must include a Plan for Accessibility.
- The Nevada Arts Council Website is WCAG 2.1 compliant (Web Content Accessibility Guidelines).

Community Outreach and Engagement

Department of Tourism and Cultural Affairs took steps to ensure that the larger LEP community was aware of and able to access all available language services that were made possible by the State’s LEP funding program. In doing so, DTCA took steps to publicize the availability of its language services in the community. Feedback is continually welcomed as we improve our LAP services.

Procedures and Resources for LEP Community Outreach: Department of Tourism and Cultural Affairs has engaged in outreach via its social media channels, e-newsletters and websites and continues notification of language services at these relevant points of contact.

Cultural Competency Resources: Though the Department does not currently own or have access to relevant resources or training materials in relation to cultural competency, the department will

explore opportunities to acquire these resources and training materials as budget allows and State contracts are available.

V. Implementing Department of Tourism and Cultural Affairs' Language Access Services – This section details the agency's procedures for training its staff to use its language access services, as required by SB318 Section 7.2.d.

The Department of Tourism and Cultural Affairs is committed to providing our LEP clients full access to our services and programs. Towards this end, DTCA will require its staff to follow the procedures described below to ensure meaningful access to available language services.

Moreover, DTCA is committed to 100% compliance with these procedures and provides the staff with the training described below to help ensure that all staff are familiar with these procedures and recognize their importance to our mission.

Language Access Procedures

Identifying Client Language Needs and Preferred Language: The following procedures should be followed to (1) interact appropriately with LEP clients, (2) inform clients of the availability of language services, (3) determine clients' preferred languages, and (4) record and track LEP client language preferences so that the data will follow them throughout their interactions with Department of Tourism and Cultural Affairs staff.

- The preferred method of serving LEP clients is by using competent bilingual staff able to provide services directly to in the client's preferred language without the need for an interpreter. However, with a small staff and no certified translator in person, we rely on phone and web-based translators.
- Staff should seek assistance from professional in-person or telephone interpreters contracted by the State of Nevada.
- Staff must be authorized to provide language services to communicate effectively even when such assistance is not requested by the customer.

Accessing Appropriate Written Language Services: According to Department of Tourism and Cultural Affairs' stated policy on the determination of "vital" documents, the following procedures should be followed to access qualified written language services. This applies both to written information intended for broad distribution as well as written communications between DTCA and individual clients. These vital documents may include grant guidelines; public meeting notices, minutes and agendas; and exhibit signage.

Language Services Quality Assurance: Department of Tourism and Cultural Affairs is committed to ensuring that all language service providers it uses are qualified and competent to provide those services. The following procedures are in place to (1) establish provider qualifications and (2) track provider performance.

Staff Training Policies and Procedures

Department of Tourism and Cultural Affairs believes that the appropriate provision of language services is vital to the fulfillment of its mission. Towards that end, the department will ensure that its staff are familiar with its language access policies and the above procedures for providing said services.

- Online documentation translation
- Phone interpreters
- Development of AI Bots to allow for automated communication

VI. Evaluation of and Recommendations for Department of Tourism and Cultural Affairs'

Language Access Plan – This section details how well the agency's language access policies and procedures have met the need, and what is required to improve those services if the need is not being fully met, as required by SB318 Section 7.2.f

The Department of Tourism and Cultural Affairs is committed to monitoring the performance of the above policies, procedures, and resources to ensure that its LAP is responsive to the needs of both

Department of Tourism and Cultural Affairs and the people it serves. At a minimum, Department of Tourism and Cultural Affairs will review, evaluate, and update its LAP (if needed) biennially.

Processes for Monitoring and Evaluation

Parties Responsible for LAP Maintenance:

- DTCA: Kelly Benoit
- Nevada Arts Council: Michelle Patrick
- Division of Museums and History: M.E. Kawchack
- Travel Nevada: Keelie Cox

Criteria and Methods for LAP Evaluation: Department of Tourism and Cultural Affairs will track how often translation services are utilized and will review any comments from the public to adjust the plan as needed.

Performance Monitoring Data: Department of Tourism and Cultural Affairs' analysis of the above performance measure data will change and adjust the plan using data in feedback to adjust policies, procedures, outreach, or resources.

Evaluation Outcomes and Proposed Changes:

There has been limited usage of LAP services, and moving forward, the department will implement more frequent assessments of this plan to better serve the LEP community. It is recommended that the State pursue quarterly or bi-annual review of services with each Department to ensure that statewide contracts cover the appropriate services needed to support the LAP plans. The Department requests that cultural competency training be provided by the State of Nevada at no costs to attendees, so our agencies may better serve the people of Nevada.

Proposed Budgetary Implications:

Funding was made available through AB 480 in the 2023 Legislative Session. The Department was able to make significant progress in translations for “vital” documents, including grant guidelines and public-facing programs, such as our Travel Nevada and Nevada Arts Council websites, as well as exhibits in our State Museums. As we have had no requests for any translation services, we do not have an estimate of need moving forward. Translation services will be procured through State

contracts, and budgets will be adjusted as necessary. The Department will continue to offer ASL at events such as Poetry Out Loud, and these fees will be need to be added to the event budget. As new exhibits come online, we anticipate costs to be approximately \$3-5,000 per exhibit, and budgets will need to be adjusted to accommodate translation services.