



## AGENDA

# CITY OF FALLON - CONVENTION AND TOURISM AUTHORITY MEETING

55 West Williams Avenue Fallon, NV

January 21, 2025 at 3:00 PM

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The City of Fallon – Convention and Tourism Authority will meet in a regularly scheduled meeting on January 21, 2025 at 3:00 p.m. in the City Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

Items on the agenda may be taken out of order. The Convention and Tourism Authority may combine two or more agenda items for consideration. The Convention and Tourism Authority may remove an item from the agenda or delay discussion relating to an item on the agenda at any time. Unless otherwise allowed by the Convention and Tourism Authority, public comments by an individual will be limited to three minutes.

1. Pledge of Allegiance to the Flag
2. Certification of Compliance with Posting Requirements
3. Public Comments  
General in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken. **(For discussion only)**
4. Approval of the City of Fallon – Convention & Tourism Authority meeting minutes from October 22, 2024. **(For possible action.)**
5. Consideration of a grant application by the Cowboy Fast Draw Association for the 2025 Fastest Gun Alive – World Championship of Cowboy Fast Draw. **(For possible action.)**  
Grant amount requested by applicant: \$14,500  
Grant amount recommended by staff: \$14,500
6. Consideration of a grant application by Fallon High School Rodeo for the 2025 Fallon High School Rodeo event. **(For possible action.)**  
Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

**7.** Consideration of a grant application by The Fallon Bowmen for the 2025 3C Shoutout Indoor 3-D Archery Tournament & Expo. **(For possible action.)**

Grant amount requested by applicant: \$2,000

Grant amount recommended by staff: \$2,000

**8.** Consideration of a grant application by the Fallon Trap Club for the 2025 Fallon Trap Club Shooting Season. **(For possible action.)**

Grant amount requested by applicant: \$ 6,000

Grant amount recommended by staff: \$ 6,000

**9.** Consideration of a grant application by the Lahontan Valley Claybreakers for the 2025 Lahontan Valley Claybreakers Youth Trap Shooting Season. **(For possible action.)**

Grant amount requested by applicant: \$3,000

Grant amount recommended by staff: \$3,000

**10.** Consideration of a grant application by Motor Sports Safety, Inc for the 2025 Top Gun Dragstrip Drag Racing Season. **(For possible action.)**

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

**11.** Consideration of a grant application by Motor Sports Safety, Inc for the 2025 Top Gun Dragstrip – Fallon 660 Big Dollar Event 3K. **(For possible action.)**

Grant amount requested by applicant: \$5,000

Grant amount recommended by staff: \$5,000

**12.** Consideration of a grant application by Battle Born Broncs, LLC for the 2025 Battle Born Broncs. **(For possible action.)**

Grant amount requested by applicant: \$25,000

Grant amount recommended by staff: \$25,000

**13.** Board & Staff Reports

**14.** Public Comments **(For discussion only)**

This agenda has been posted on or before 9:00 a.m. on January 15, 2025 at City Hall, City’s website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>).

The supporting material for this meeting is also available to the public on the City’s website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>) or by contacting Michael O’Neill, City Clerk, City Clerk’s Office, City Hall, 55 West Williams Avenue, Fallon, Nevada, 775-423-5104.

/s/ Michael O’Neill

NOTICE TO PERSONS WITH DISABILITIES: Reasonable effort will be made to assist and accommodate physically handicapped persons desiring to attend the meeting. Please call the City Clerk's Office at 775-423-5104 in advance so that arrangements may be conveniently made.



**CITY OF FALLON – CONVENTION AND TOURISM  
AUTHORITY  
REQUEST FOR BOARD ACTION**

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DATE SUBMITTED: 01/13/2025  
 AGENDA DATE: 01/21/2025  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Approval of the City of Fallon – Convention & Tourism Authority meeting minutes from October 22, 2024. **(For possible action.)**

**TYPE OF ACTION REQUESTED:**

- |  |                 |
|--|-----------------|
| <input checked="" type="checkbox"/> Formal Action/Motion | Progress Report |
| <input type="checkbox"/> Discussion Only                 | Other           |

**POSSIBLE BOARD ACTION:** Motion to approve the City of Fallon – Convention & Tourism Authority meeting minutes from October 22, 2024.

**DISCUSSION:** Additions and/or corrections.

**FISCAL IMPACT:** n/a

**FUNDING SOURCE:** n/a

**PREPARED BY:** Debra Clifford

**TO BE PRESENTED TO BOARD BY:** Jane Moon

**MINUTES**  
**CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY**  
**55 West Williams Avenue**  
**Fallon, Nevada**  
**October 22, 2024**

The City of Fallon Convention and Tourism Authority met in a regularly scheduled meeting on the above date in the Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

**Present:**

Chairwoman Kelly Frost  
Board Member Jay Bhakta  
Board Member Ezra Bernardo  
Director of Tourism & Special Events Jane Moon  
Deputy City Clerk Michael O’Neill

The meeting was called to order by Chairwoman Frost at 3:00 p.m.

Chairwoman Frost led the Pledge of Allegiance.

Chairwoman Frost inquired if the agenda had been posted in compliance with NRS requirements.

Deputy City Michael O’Neill advised that the agenda was posted in compliance with NRS requirements.

**Public Comments**

Chairwoman Frost inquired if there were any public comments. She noted that comments are to be general in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken.

No public comments were noted.

**Approval of City of Fallon - Convention and Tourism Authority meeting minutes for July 16, 2024.**

Board Member Bhakta motioned to approve the City of Fallon - Convention and Tourism Authority meeting minutes with no corrections for July 16, 2024, seconded by Board Member Bernardo; the minutes were approved with a 3-0 vote by the City of Fallon - Convention and Tourism Authority.

## Consideration of Grant Applications

A) Busted Up Productions, LLC for the 2024 Top Gun Invitational (rodeo event):

- Grant amount requested by applicant: \$10,000
- Grant amount recommended by staff: \$10,000

B) DKC, LLC for the 2025 Great Basin Bull Sale:

- Grant amount requested by applicant: \$15,000
- Grant amount recommended by staff: \$15,000

### Consideration of a Grant Application by Busted Up Productions, LLC for the 2024 Top Gun Invitational (rodeo event).

Director Moon stated that Busted Up Productions, LLC is endeavoring to produce the highest level PRCA event by bringing top quality stock and riders from all over the country to Fallon. They expect a significant increase in the economic impact for Fallon during the final week of 2024 as this will be a Division I PRCA extreme bulls event. Approximately 4,500 people are estimated to attend this event as this was the attendance in 2023. It is estimated that 2,500 people will come to Fallon from outside a 60-mile radius, bringing 1,400 room rentals total for the week. \*The Cowboy Channel as well as the Cowboy Lifestyle Network will be broadcasting this event. \*

Chad Denton and Justin Andrade approached the podium.

Chad Denton stated that the Cowboy Channel will be airing the event on New Year's Day during prime time which is great because LIVE is too late for most people to see in the country, east of here. Cowboy Lifestyle Network still has the same amount of numbers and followers as last year. This rodeo is a Division 1 event which is a top tier in the PRCA and is quite tough to achieve, but with the help of the City, we were able to achieve that. My thoughts are that this will draw people from farther away to come see the top riders in the world and we are super excited about it.

Chairwoman Frost stated that she was able to attend last year. It was a lot of fun. Are you still planning to have the Bull Pen in the middle of the arena?

Chad Denton confirmed yes.

Board member Bernardo asked about vendors for the event. Which vendors are you collaborating with this year? Are you using the same vendors as in previous years?

Chad Denton stated that Troy's Double Shot Bar will be the alcohol vendor. We are back and forth in trying to decide on who will be the caterer for this year but we're hoping to have that nailed down within the next two weeks.

Justin Andrade stated that there will be other vendors this year as well. They will be selling swag and other items.

Chad Denton stated that there will be people coming and setting up displays all the way from Pahrump. The popularity is reaching outside the general area.

Board Member Bhakta inquired about the lineup of events for this year.

Justin Andrade stated that they had been building up in the last two years. The last two years have been an open invitation bull ride, so we handpicked some of the better bull riders that wanted to come compete. This year, depending on how healthy everyone is coming off

the NFR, we should have the top PRCA bull riders in the world competing with the most money to ride that night.

Chairwoman Frost inquired if there would be a concert again this year.

Justin Andrade stated that it would be Chad Bushnell.

Board Member Bhakta asked for the meaning of PRCA.

Chad Denton stated that it stands for Professional Rodeo Cowboys Association. It is the highest tier of organized rodeo in the world.

Board Member Bernardo inquired about the number of competitors this year.

Chad Denton stated that there will be thirty-five (35) competitors. They will all ride once and then eight (8) of those with the highest scores will go to the short round.

Board Member Bernardo inquired if the riders were from all across the country.

Chad Denton stated that they were the best of the best.

Justin Andrade also confirmed. There will be Brazilians, Australians, and Canadians. This performance is after the NFR so it will be the first big money to ride at for the new season. It will kick off the season in a big way. We are expecting to get the best riders.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$10,000 to Busted Up Productions, LLC for the 2024 Top Gun Invitational Rodeo Event. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the City of Fallon - Convention and Tourism Authority.

### **Consideration of a Grant Application by DKC, LLC for the 2025 Great Basin Bull Sale.**

Director Moon stated that this project has merged two previous bull sales under one brand to promote the sale of high-quality Breeding stock to ranchers throughout the intermountain west. Their objective is to grow this sale into one of the largest consignment bull sales in the western United States. DKC, LLC hopes to turn the Great Basin Bull Sale into the kind of mid-winter event that will not only promote Nevada's livestock industry and western culture but become an economic draw to the City of Fallon and Churchill County as well. It is expected that about 1,200 people will attend this event. An estimate of 1,000 people will come to Fallon from outside a 60-mile radius, bringing 500 total room rentals for the duration of the event.

Charlie Hone stated they have two hundred (200) bulls consigned so far. Our consignment period goes until November 15<sup>th</sup> for the range bull section and generally those guys wait until the last minute. I am anticipating around three hundred (300) bulls to be consigned before we even get to the sale. Changes this year will be a full ranch rodeo instead of the ranch branding and stock dog events. Friday night, we will have a concert with the Bellamy Brothers. There will be bull riding and bronc riding just before the dinner portion of the event starts. The dinner and concert will be on Friday night and on Saturday will be the sale. It should be a good, fun event, and hopefully draw tons of people and business to the area.

Chairwoman Frost mentioned seeing the advertising for the concert already. I think there will be a good turnout for that concert since the Bellamy Brothers are very well known and respected with the older crowd.

Chairwoman Frost asked if there were any further comments.

Director Moon stated that Charlie Hone has offered to make sure that Richard Allegre has all the help they need with the rodeo this year. That is why there was an increase in the Grant request as well as the Grant recommendation.

Chairwoman Frost inquired if this would be a full-blown rodeo.

Charlie Hone stated that it would be a ranch hand rodeo, not a PRCA type rodeo. There will be a big enough purse to draw people from around the region and not just locally.

Board Member Bernardo asked how the bulls were selected for the sale.

Charlie Hone stated there was a specific bull test. We take bulls from thirty-six (36) different consigners and measure their growth rate, rate of gain, specific ultrasound testing for fertility and the individual bull's fertility. We test them for feed efficiency, talking about raising animals that metabolize feed better so that animals can do better with less feed. This is a new frontier for the beef industry, measuring input, as cutting costs instead of more pounds is the best way to enhance our profitability. We evaluate all these bulls and the top bull in each category gets the top score. They receive an aggregate score and we present the bulls that excel in all these traits. Last year, our top bull was sold for \$125,000.00 from a registered herd in North Dakota. We continue down the line evaluating the bulls in different categories.

Board Member Bernardo asked how long this process took.

Charlie Hone stated that it takes all day. The test itself is one hundred twenty (120) days. It is very extensive testing.

Chairwoman Frost stated that these were some of the best bulls in the nation.

Charlie Hone confirmed. We have identified that there are some bulls from the past that have done quite well in registered herds and some have sold semen to other herds and things like that. We are finding the best genetics we can.

No other comments were noted.

Board Member Bhakta motioned to approve \$15,000 to DKC, LLC for the 2025 Great Basin Bull Sale. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the City of Fallon - Convention and Tourism Authority.

### **Board and Staff Reports**

Director Moon stated that she had attended a tourism retreat. I represented Fallon, two weeks ago in Virginia City, for the Pony Express Territory for Travel Nevada, with the other five (5) territories. We have six (6) territories in Nevada and three (3) of us from the Pony Express Territory were there. We did some strategic planning and that has been implemented for all six (6) territories, constantly improving our collaboration so that we can make Rural Nevada as visible and highlighted and spot lighted as possible so we can bring tourists here. This was a three-day conference. I continue to represent Fallon and Nevada Tourism in our mission events locally and beyond our borders.

City Clerk Michael O'Neill stated the Room Rents & Room Tax is improving.

Board Member Bernardo stated that he hopes that their renovation will be completed by mid-December.

Board Member Bhakta mentioned the discontinuation of cable service by CC Communications and the difficulty that that has brought.

Chairwoman Frost stated that she would be attending the Governor's Conference. I am excited to be attending this conference on tourism. It is always a good learning experience to



see what other communities are doing and other territories as well. It is good to compare ourselves to see the things that we are doing correctly here in Fallon.

**Public Comments**

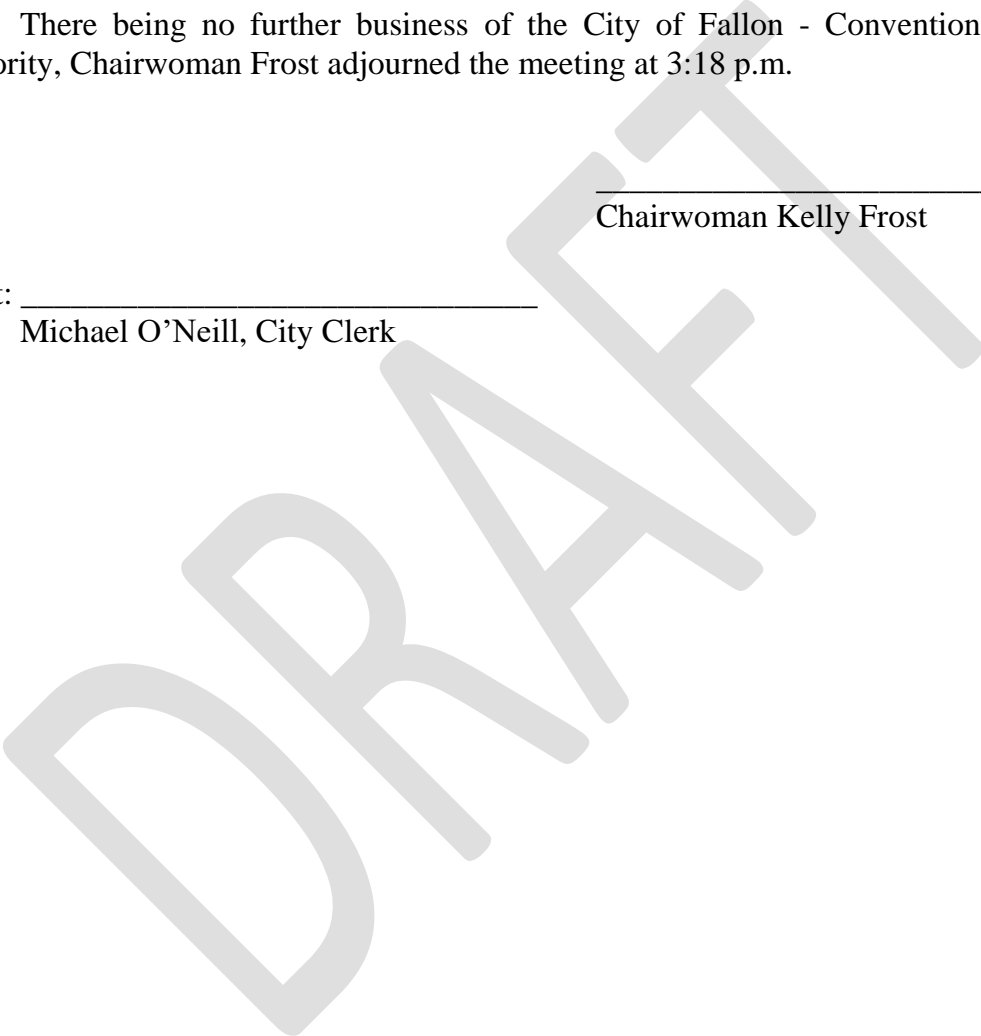
Chairwoman Frost inquired if there were any further public comments. No public comments were noted.

**Adjournment**

There being no further business of the City of Fallon - Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:18 p.m.

\_\_\_\_\_  
Chairwoman Kelly Frost

Attest: \_\_\_\_\_  
Michael O’Neill, City Clerk





# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 01/13/2025  
 AGENDA DATE: 01/21/2025  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by the Cowboy Fast Draw Association for the 2025 Fastest Gun Alive – World Championship of Cowboy Fast Draw. **(For possible action.)**  
 Grant amount requested by applicant: \$14,500  
 Grant amount recommended by staff: \$14,500

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion	Progress Report
<input type="checkbox"/> Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$14,500 to the Cowboy Fast Draw Association for the 2025 Fastest Gun Alive – World Championship of Cowboy Fast Draw, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: While the Sport of Cowboy Fast Draw continues to grow, this tournament grows along with it. It attracts from media in both Northern Nevada/California, but also nationally. CFDA stresses the importance of responsible and the safe and proper use of firearms, and family values. The 2023 FGA was covered by the Outdoor Channel’s Shooting USA and it scheduled to air multiple times in early 2024, plus on their online assets. CFDA now has a 9-Part series beginning on YouTube in 2024, and Outdoor Channel has been invited to cover this year.

It is expected that at least 700 people from outside of Fallon will attend this year, including competitors, families, spectators, and vendors. An estimate of 1,250 total room nights will be used over this five-day event.

FISCAL IMPACT: \$14,500  
 FUNDING SOURCE: City of Fallon Tourism  
 PREPARED BY: Jane Moon  
 TO BE PRESENTED TO BOARD BY: Jane Moon

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

2024 APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

- 1. Name of Organization (or Company)   
 Chief Executive Officer:   
 Mailing address   
 City  State  Zip   
 Phone Number:  Email:
- 2. How long organized (or in business)  Tax I.D. #
- 3. Purpose of Organization
- 4. Total Annual Budget \$
- 5. Project Director  Phone Number:   
 Mailing address:   
 City  State  Zip  Email:
- 6. Project Title
- 7. Actual Date of Event
- 8. Location of project
- 9. Funds requested from FCTA: \$
- 10. Total cost of project: \$
- 11. Will the Convention Center be used?  When?
- 12. Summarize the objectives of this project: While the Sport of Cowboy Fast Draw continues to grow, this tournament grows along with it. It attracts from media in both Northern Nevada/California, but also nationally. We also stress the importance of responsible and the safe and proper use of firearms, and family values. Our 2023 FGA was covered by the Outdoor Channel's Shooting USA and it schedule to air multiple times in early 2024, plus on their online assets. We have a 9-Part series beginning on Youtube in 2024, and Outdoor Channel has been invited to cover this year.

**PROJECT BUDGET**

13. EXPENSES: Please itemize all expenses including items on which grant monies will be expended.

**For Entire Scope of Budget Please See Attached Budget**

**EXPENSES**

Prize Money	\$24,250
210 Trophies, 175 Buckles, etc.	\$9,500
Prize Guns & Misc. Prizes	\$6,150
Backstop Construction & Material	\$2,300
Range Material Expenses	\$1,200
Fairground Facilities & Electricity	\$8,300
Wax Ammunition (40,000 Rounds)	\$7,500
Volunteer Staff Expenses	\$2,250
Range, Setup, Tear Down, Clean-up	\$3,000
Office Supplies, Phone, etc.	\$1,250
Advertising	\$1,300
Posters, Banners, and Signs	\$1,750
Vendor Security	<u>\$700</u>
<b>TOTAL EXPENSES</b>	<b>\$69,450</b>

**PROJECT BUDGET**

14. REVENUE: Please itemize all revenue including requested grant monies.

**For Entire Scope of Budget Please See Attached Budget**

**INCOME**

FGA Entry Fees:	170 Men	(\$199)	\$33,830
	70 Women	(\$199)	\$13,930
(Based on 252)	5 Young Adults	(\$95)	\$475
Paid Shooters	7 Junior	(\$75)	\$525
	10 Youth	(0)	<u>\$0</u>
Main Match Fees:			\$48,760
(15)Staff Comp Match Fees			\$0
Category Match Fees: 190 Shooters		(\$25)	\$4,750
Resurrection Match Fees: 110		(\$15)	\$1,650
Vendors Booth Rental:			\$1,635
Total Fallon Tourism Request			<u>\$14,500</u>
<b>TOTAL INCOME</b>			<b>\$71,295</b>

**FUND BALANCE \$1,845**

**PROJECT BUDGET**

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended.

**Prize Money**

**Reason** - Since 2008 on our Outlay Request Submittal, we have always submitted a complete Prize Money Disbursement List, which shows the, Check Number, Amount Paid, Competitor's Name, and State. We feel that this report shows the scope of the draw and the distance our competitors have traveled to Fallon participate this Internationally recognized event.

We submit this within a week after our event, so grant funds are not expended until after the event has been completed.

16. Please define the long- and short-term goals of this project:

Long Term: Our Long-Term Goal is still to build this event to over 400 registered competitors traveling to Fallon each year and we had almost exceeded 300 the past few years.

Short Term: For the first time in a longtime we saw a decline in attendance in 2024. At first, we were a bit surprised. But we soon realized that due to inflation, especially in the cost to travel we had seen a drop in attendance in many of our events across the nation in the past few years. We will see what happens this year, and will always continue to try to build a strong and positive image for our sport and with the City of Fallon and the surrounding community.

17. Please estimate the total attendance you expect at your event and list your target market areas:

For the past few years we have averaged about 250 week-long participants. Our shooters travel from all corners of the U.S., Canada, and Europe. Having our event in the 3C Arena has resonated very well with our membership. We did change our dates to July, for the first time last year, which may have cost us some attendance since it was new. We hope our member have adjusted the schedules better this year.

18. Local economic impact (complete the following as it pertains to your project):

- (a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?

700+, between competitors, families, spectators and vendors.

- (b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?

Since an overwhelming majority of our participants are from out of state, and the average stay is 5 nights. The best estimate would be about 1,250 Room Nights.

(c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?

Since we do normally receive News coverage from all Network Affiliates in the Reno area, about 250,000 may be exposed to some media coverage in the Northern Nevada/California market. Plus, the 2023 show on the Outdoor Channel' Shooting USA has a television audience of about 2 million, plus the reruns are distributed to YouTube with hundreds of thousands of views. Plus, we now have a series running soon on Youtube that will receive thousands of views

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

Around 1,500 day trippers from the Northern Nevada/California market over the 4 main days of the event.

(e) How many locals will attend your event?

We see a lot of locals every year, usually several hundred.

(f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?

1250 Room Nights x \$320 (\$400,000) + 1500 day trippers x \$50 (75,000) = \$475,000

19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

I think booking interviews the prior week with local media (TV, Radio, and Newspapers) is important. The week of the event we try to attract the Morning TV Shows on Thursday. Last year Channel 2 stopped by. We also had a reporter attend from the Las Vegas Review and cover the event with a story.

20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.: We monitor comments on our social media assets.

We do hear a lot from our attendees year-round, since they are members of CFDA and talk a lot about it on our Social Media Outlets. Comments about Fallon are very complimentary. Our competitors and guests were very complimentary about the 3C Arena.

Signature of Applicant/Grantee



Date

December 28, 2024

For further information or applications contact:  
Jane Moon, Director of Tourism & Special Events at the City of Fallon  
at 775-428-1383 or JMoon@FallonNevada.gov.



# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 01/13/2025  
 AGENDA DATE: 01/21/2025  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by Fallon High School Rodeo for the 2025 Fallon High School Rodeo event. **(For possible action.)**  
 Grant amount requested by applicant: \$10,000  
 Grant amount recommended by staff: \$10,000

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion	Progress Report
<input type="checkbox"/> Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to Fallon High School Rodeo for the 2025 Fallon High School Rodeo, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: Each high school rodeo club in Nevada hosts a Jr. High and High School Rodeo each year. Fallon has always hosted a rodeo and would like to continue to do so this year. The kids in the club are responsible for obtaining sponsors, organizing and producing the event. The goal for this project is to host a Jr. High and High School Rodeo in the Spring of 2025 and to continue to produce a highly attended family event for the membership and our community.

It is expected that 200 contestants and their family and friends will come to town for this event. Last year, the reported number of attendees was 1,800. This year, the group expects 200 total hotel/motel room nights with 75 visitors staying 2-3 nights.

FISCAL IMPACT: \$10,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

**CITY OF FALLON - CONVENTION & TOURISM AUTHORITY**  
**APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS**

1. Name of Organization (or Company) Fallon High School Rodeo

Chief Executive Officer: Nora Hunt-Lee

Mailing address 4425 Casey Rd

City Fallon State NV Zip 89406

Phone Number: 5597795856 Email: huntnorie@gmail.com

2. How long organized (or in business) 50+ Years Tax I.D. # 45-1582266

3. Purpose of Organization To promote success in and out of the arena; to uphold the highest level of conduct, education, sportsmanship and personal development.

4. Total Annual Budget \$ 50,000

5. Project Director Nora Hunt-Lee Phone Number: 559-779-5856

Mailing address: 4425 Casey Rd

City Fallon State Nv Zip 89406 Email: huntnorie@gmail.com

6. **Project Title Fallon High School Rodeo**

7. **Actual Date of Event April 19-20, 2025**

8. Location of project 3 C Event Complex

9. Funds requested from FCTA: \$ 10,000

10. Total cost of project: \$ 37,000

11. Will the Convention Center be used? No When?

12. Summarize the objectives of this project:

Each high school rodeo club in Nevada hosts a Jr. High and High School Rodeo each year. Fallon has always hosted a rode and would like to continue to do so this year. The kids in the club are responsible for obtaining sponsors, organizing and producing the event



**PROJECT BUDGET**

13. EXPENSES: Please itemize all expenses including items on which grant monies will be expended.

The expenses for the rodeo include but are not limited to:

Rent of the 3 C Event Complex, stock contractor, prizes/payout for the contestants, advertising and promotion costs and general production expenses.

**PROJECT BUDGET**

14. REVENUE: Please itemize all revenue including requested grant monies.

Anticipated revenue:

Each club member is responsible for obtaining a minimum of \$650 in sponsorship/advertising money, this year the club is made up of 13 members.

**PROJECT BUDGET**

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended.

The expenses for the rodeo include but are not limited to:

Rent of the 3 C Event Complex, stock contractor, prizes/payout for the contestants, advertising and promotion costs and general production expenses.

16. Please define the long- and short-term goals of this project:

The goal for this project is to host a Jr. High and High School Rodeo in the Spring of 2025 and continue to produce a highly attended family event for the membership our community.

17. Please estimate the total attendance you expect at your event and list your target market areas:

200 contestants and their family and friends. The total visitors from the AI reports from last year were 1800, 1200 from out of town, 244-day trips, 976 overnight.

18. Local economic impact (complete the following as it pertains to your project):

(a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?

200 contestants and their family and friends. 1200 visitors from out of town (AI)

(b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?

Approximately 75 visitors x 2-3 nights = approximately 200 rooms

(c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?

700 active members/families/friends, and a limitless number who are engaged with social media

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

1200 visitors from out of town

(e) How many locals will attend your event?

250 locals

(f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?

$700 \times \$375$  (3days) = 262,500 (AI reported 300,000 in economic impact last year)

19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

Fallon Post, banners, programs, website, social media, county marquee and electronic mail outs.

20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

We will use a survey to gather information regarding economic impact during check in with our contestants.

Signature of Applicant/Grantee

Date

JHlee

1/9/25

For further information or applications contact:  
Jane Moon, Director of Tourism & Special Events at the City of Fallon  
at 775-428-1383 or JMoon@FallonNevada.gov.



# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 01/13/2025  
 AGENDA DATE: 01/21/2025  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by The Fallon Bowmen for the 2025 3C Shootout Indoor 3-D Archery Tournament & Expo. **(For possible action.)**  
 Grant amount requested by applicant: \$2,000  
 Grant amount recommended by staff: \$2,000

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion	Progress Report
<input type="checkbox"/> Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$2,000 to The Fallon Bowmen for the 2025 3C Shootout Indoor 3-D Archery Tournament & Expo, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Fallon Bowmen strive to grow and promote involvement of recreational archery to the surrounding areas. It is their hope to involve friends and family of all ages to increase year-round interest in archery. They are looking to grow the archery club to provide more opportunities for people to be involved in the sport. It is estimated that 275 shooters and 300-400 spectators will attend this year’s event; hopefully reaching 200 hotel/motel room nights spanning the two-day event.

FISCAL IMPACT: \$2,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

**CITY OF FALLON - CONVENTION & TOURISM AUTHORITY**

**APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS**

1. Name of Organization (or Company)

Chief Executive Officer:

Mailing address

City  State  Zip

Phone Number:  Email:

2. How long organized (or in business)  Tax I.D. #

3. Purpose of Organization

4. Total Annual Budget \$

5. Project Director  Phone Number:

Mailing address:

City  State  Zip  Email:

6. **Project Title**

7. **Actual Date of Event**

8. Location of project

9. Funds requested from FCTA: \$

10. Total cost of project: \$

11. Will the Convention Center be used?  When?

12. Summarize the objectives of this project:

To grow and promote to involvement of recreational archery through the surround areas. We hope to involve friends and family of all ages to provide year around interest in archery. We want to grow the archery club to provide more opportunity for people to be involved in the sport.

**PROJECT BUDGET**

13. EXPENSES: Please itemize all expenses including items on which grant monies will be expended.

Awards	\$3200
Advertisement/Promotion	\$2000
Target Replacement	\$4,000
Course Equipment	\$500
Giveaway and Raffle Purchases	\$3500

**PROJECT BUDGET**

14. REVENUE: Please itemize all revenue including requested grant monies.

Participant Registration	\$7,000-\$9,000
Vendor Booth Purchase	\$1,000
Raffle	\$6,000
Sponsorships	\$2,000

**PROJECT BUDGET**

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended.

1. Newspaper and Social Media Advertisement
2. Promotion of Shoot at similar events
- 3.

16. Please define the long- and short-term goals of this project:

Short Term Goals

- Grow involvement in the club to help promote recreational archery and prepare archers to become better hunters.
- Host several archery events throughout the year that sparks interest from cities beyond No. Nevada
- Promote Fallon and Encourage people to visit for all events
- Promote a family friendly event that people of all ages can enjoy and have a good time.

Long Term Goals

- We are hoping to grow the number of club members to the point that we are able to build an indoor archery facility in Fallon that the community will have the ability to access.
- We are working to provide bigger and better events to promote the club and grow club memberships. The increase in funds will allow us to provide more opportunity to local archers.

17. Please estimate the total attendance you expect at your event and list your target market areas:

275 estimated shooters with 300-400 spectators

We anticipate shooters from towns across Northern Nevada, California, and Southern Idaho

18. Local economic impact (complete the following as it pertains to your project):

(a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?

200±

(b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?

Number of Visitors who stay in hotel/motel: 200, Number of nights: 1-2 Nights

(c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?

3000±

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

200± Shooters and equally as many spectators

(e) How many locals will attend your event?

75± Shooters and 200± spectators

(f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?

- Estimated 120 hotel rooms booked (assuming some participants stay with one and other) at approximately \$80/night - \$9600
  - Gas - \$12,000
  - Food - \$12,500
  - Camping at RV Park - \$500
- Estimated Total - \$34,600

19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

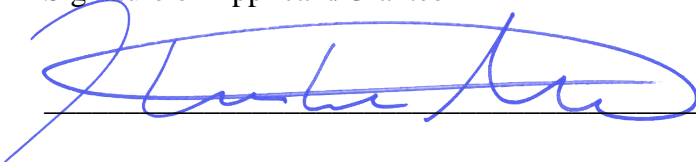
All similar events prior to ours will have flyers of our shoot.  
 Paying for advertisement on social media.  
 Flyers at sporting good stores.  
 Emails  
 Physically mailing flyers  
 Promotional Video

20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

Voluntary questionnaire at the shoot

Signature of Applicant/Grantee

Date



January 9, 2025

For further information or applications contact:  
Jane Moon, Director of Tourism & Special Events at the City of Fallon  
at 775-428-1383 or JMoon@FallonNevada.gov.





# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 01/13/2025  
 AGENDA DATE: 01/21/2025  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by the Fallon Trap Club for the 2025 Fallon Trap Club Shooting Season. **(For possible action.)**  
 Grant amount requested by applicant: \$ 6,000  
 Grant amount recommended by staff: \$ 6,000

**TYPE OF ACTION REQUESTED:**

- |  |                 |
|--|-----------------|
| <input checked="" type="checkbox"/> Formal Action/Motion | Progress Report |
| <input type="checkbox"/> Discussion Only                 | Other           |

**POSSIBLE BOARD ACTION:** Motion to approve a grant in the amount of \$6,000 to the Fallon Trap Club for the 2025 Trap Club Shooting Season, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

**DISCUSSION:** The Fallon Trap Club holds shooting events throughout the year to promote, enhance, and encourage participation in the sport of trap shooting. Last year, “5-Stand” was added as a shooting series, adding to the Trap and Skeet shooting experiences offered at the Club. The Club help local organizations with fundraising events and continue to help sponsor the youth trap shooting club the Lahontan Valley Claybreakers with their program. Again, this year, the anticipated hotel/motel room nights for these shooters and their families are as follows: 20-25 for an average shoot, 40-50 for the State Shoot.

**FISCAL IMPACT:** \$6,000  
**FUNDING SOURCE:** City of Fallon Tourism  
**PREPARED BY:** Jane Moon  
**TO BE PRESENTED TO BOARD BY:** Jane Moon

**CITY OF FALLON - CONVENTION & TOURISM AUTHORITY**  
**APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS**

1. Name of Organization (or Company) Fallon Trap Club  
Chief Executive Officer: Lester Webb  
Mailing address P.O. Box 5501  
City Fallon State NV Zip 89406  
Phone Number: 775-427-3246 Email: webb@cccomm.net.net
2. How long organized (or in business) 22 years Tax I.D. # 61-1548497
3. Purpose of Organization To promote Trapshooting and youth shooting
4. Total Annual Budget \$ 35,000.00
5. Project Director Lester Webb Phone Number: 775-427-3246  
Mailing address: P.O. Box 5501  
City Fallon State NV Zip 89406 Email: webb@cccomm.net
6. **Project Title 2025 Fallon Trap Club Shooting Season**
7. **Actual Date of Event 2025**
8. Location of project Fallon Trap Club 2207 Airport Rd Fallon, NV
9. Funds requested from FCTA: \$ 6,000.00
10. Total cost of project: \$ 36,000.00
11. Will the Convention Center be used? No When?

12. Summarize the objectives of this project:

The club continues to hold shooting events throughout the year to promote, enhance and encourage participation in the sport of trap shooting. We now have 5-Stand as an additional shooting event so now we have Trap, Skeet and 5-Stand. We help local organizations with fund raising events and continue to help sponsor the youth trap shooting club, the Lahontan Valley Claybreakers with their program.

**PROJECT BUDGET**

13. EXPENSES: Please itemize all expenses including items on which grant monies will be expended.

Yearly expenses

Load of targets	25,000.00
Utilitiy bills	2,000.00
Advertising	400.00
Web Maintenance	200.00
Office supplies	1,500.00
Trophy package for shoots	4,500.00
Equipment maintenance	2,000.00
Ground Maintence (weed control)	400.00

**PROJECT BUDGET**

14. REVENUE: Please itemize all revenue including requested grant monies.

Revenue is raised by shooting fees charged to each shooter.

Shooting fees for practice rounds are \$6.00 for 25 targets and on Registered Shoot days we charge \$38.00 per 100 target event with an average of three events per day.

All money raised at the Trap Club, after expenses (largest one is a load of targets a year), goes to the upkeep and maintenance of the trap club. No salaries are paid, the Fallon Trap Club is a volunteer organization.

Grant monies of \$6,000.00 will be used to help pay for the advertising, web site maintenance and the awards for the registered shoots held at the Club.

**PROJECT BUDGET**

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended.

Advertising: Trap Shoot Magazines	200.00
Programs and Flyers	1,100.00
Trophy package for Shoots	4,700.00

16. Please define the long- and short-term goals of this project:

The Fallon Trap Club continues to promote trap shooting and to increase the out of town shooters to our area. Over the past 22 years attendance has continued to increase at the shoots.

17. Please estimate the total attendance you expect at your event and list your target market areas:

Over the 2025 target year we anticipate an increase in our of area as well as out of state shooters

18. Local economic impact (complete the following as it pertains to your project):

(a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?

Over the 2025 target year we anticipate an increase in our of area as well as out of state shooters

(b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?

We expect between 20 to 25 for an average shoot, 40 to 50 for the state shoot

(c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?

The club mails out apporx. 150 flyers for each event as well as website exposure and out of area magazines.

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

For the year over 100

(e) How many locals will attend your event?

On average the club is open 50 to 55 days a year with an average of 20 locals on each open day. The club is open an additional 20 to 25 days for the Claybreakers Scholastic Team to practice. The club will host the NV PITA State Shoot as well as 4 or 5 other registered shoot events.

(f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?

Shooters and their families stay in local motels, eat in restaurants, purchase gas, gamble as well as visit local merchants.

19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

The shootnevada.com website is linked to National Trap Shooting organization, such as the Amateur Trapshooting Assoc. (ATA) and the Pacific International Trap Shooting Assoc. (PITA). Churchill County Communications, Big R, Frontier Liquor and City of Fallon display the shoots on their reader boards and a banner is hung across Williams Ave for registered shoots. Also Fallon Tourism list the shoots in their community events calendar and on their web site. We also use facebook, email, text and other social media avenues.

20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

We supply questionnaires at all registers.

Signature of Applicant/Grantee



Date

For further information or applications contact:  
Jane Moon, Director of Tourism & Special Events at the City of Fallon  
at 775-428-1383 or JMoon@FallonNevada.gov.



# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 01/13/2025  
 AGENDA DATE: 01/21/2025  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by the Lahontan Valley Claybreakers for the 2025 Lahontan Valley Claybreakers Youth Trap Shooting Season. **(For possible action.)**  
 Grant amount requested by applicant: \$3,000  
 Grant amount recommended by staff: \$3,000

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion	Progress Report
<input type="checkbox"/> Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$3,000 to the Lahontan Valley Claybreakers for the 2025 Lahontan Valley Claybreakers Trap Shooting Season, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Lahontan Valley Claybreakers came into existence to promote gun safety and the sport of Trap Shooting to Fallon’s youth in 2005. The club participates in shoots in Fallon and throughout Nevada where they promote Fallon by wearing branded gear (hats and T-shirts). Youth shooting throughout Nevada is currently in transition as the Nevada Youth Shooting Sports Association disbanded this year. Also, this year, the Fallon shoot was cancelled. It is the group’s goal to continue to promote Fallon tourism as they attend other shoots throughout Nevada. We will revisit the scheduling status for the group next year.

FISCAL IMPACT: \$3,000  
 FUNDING SOURCE: City of Fallon Tourism  
 PREPARED BY: Jane Moon  
 TO BE PRESENTED TO BOARD BY: Jane Moon

**CITY OF FALLON - CONVENTION & TOURISM AUTHORITY**

Item 9.

**APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS**

1. Name of Organization (or Company) Lahontan Valley Claybreakers  
Chief Executive Officer: Wayne Whitten  
Mailing address P.O. Box 6042  
City Fallon State NV Zip 89407  
Phone Number: 775 427-6827 Email: whittenp@cccomm.net
2. How long organized (or in business) 20 years Tax I.D. # 80-0157393
3. Purpose of Organization Promote Organized Youth Trap shooting in Fallon & Churchill Co.
4. Total Annual Budget \$ \$23,000.00
5. Project Director Wayne Whitten Phone Number: 775-423-6827  
Mailing address: P.O. Box 6042  
City Fallon State NV Zip 89407 Email: whittenp@cccomm.net
6. **Project Title** 2025 Lahontan Valley Claybreakers Youth Trap Shooting Season
7. **Actual Date of Event** February 2025 through October 2025
8. Location of project Fallon Trap Club, 2007 Airport Road, Fallon, NV 89406
9. Funds requested from FCTA: \$ \$3,000.00
10. Total cost of project: \$ \$23,000.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:  

. The Lahontan Valley Claybreakers was formed in 2005, with 25 members, when local trap shooters recognized the need to teach youth about the sport of trapshooting and gun safety. The purpose of the program is to provide a safe and positive experience with firearms and shooting sports, elementary through college. They are taught firearms safety, responsibility, teamwork and sportsmanship.  
This year we anticipate over 23 returning shooters, and all new interested shooters must participate in a safety and orientation day to show knowledge and gun safety; they must pass a short shooting program before being accepted into the program. We are proud that many of our shooters have participated in our program from Rookie, 4<sup>th</sup> grade, to Alumni, age 18 years of age.



**PROJECT BUDGET**

13. EXPENSES: Please itemize all expenses including items on which grant monies will be expended.

Clothing, T-Shirts, hats with Visit Fallon Logo	\$3,000.00
Website updates and changes	\$170.00
NRA Coaches Clinic, 2 day clinic advertised State wide	\$1,500.00
Advertising Nevada State PITA Shoot, Fallon NV	\$100.00
Ammunition	\$12,000.00
Safety equipment and shooting bags	\$1,000.00
Target fees at Fallon Trap Club	\$4,500.00
Pacific International Trap Shooting Association target fees	\$400.00
Registration to Pacific International Trapshooting Association (42 members)	\$525.00

**PROJECT BUDGET**

14. REVENUE: Please itemize all revenue including requested grant monies.

Registration	\$9,000.00
Fund raisers	\$4,000.00
Churchill County Commissioners	\$3,000.00

**PROJECT BUDGET**

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended.

Website updates and changes	\$170.00
Club awards for Lahontan Valley Claybreakers	\$700.00
NRA Coaches Clinic, 2 day clinic advertised State wide	\$1,500.00
Advertising Nevada State PITA Shoot, Fallon, NV	\$100.00
Hat, T-Shirts with Visit Fallon logo	\$3,000.00

16. Please define the long- and short-term goals of this project:

The Claybreakers will continue to hold shooting events that encourage participation from inside the State of Nevada and neighboring states. The Lahontan Valley Claybreakers would like to continue to be able to teach gun safety and provide life skills for the youth of Fallon and Churchill County. This is a sport that will continue on in their adult lives. At all shooting events they attend, they will be wearing their T-Shirts and Hats and banners will be displayed.

17. Please estimate the total attendance you expect at your event and list your target market areas:

When events are held at the Fallon Trap Club, such as Nevada State PITA State Shoot held in May, the Lahontan Valley Claybreakers invite shooters from the CYSSA program in California to attend and compete. Due to scheduling difficulties, there will not be a CYSSA Shoot held in Fallon this year, but Claybreakers will travel to other shoots wearing their Fallon shirts advertising Fallon Tourism. The Nevada Youth Shooting Sports Association also disbanded this year and youth clubs in Nevada are trying to form a new association in order to hold shoots for the youth,

18. Local economic impact (complete the following as it pertains to your project):

- (a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?

Because of canceling of the CYSSA shoot in Fallon, the number of shooters is undetermined at this time that will be attending the Nevada State PITA Shoot in May.

- (b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?

Undetermined.

- (c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?

Youth and their parents will be exposed to events due to websites and Facebook postings promoting the events at the Fallon Trap Club.

- (d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

Over 100 youth and families attended the 2024 CYSSA Shoot in Fallon.

- (e) How many locals will attend your event?

We had over 25 youth shooters with their parents, grandparents and sibling that attended to watch our youth shooters at the 2024 CYSSA Shoot.

- (f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?

Shooters and their families will stay in local rooms and eat at our restaurants. They will also purchase gasoline to return home.

19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

The Lahontan Valley Claybreakers has new website that advertises all upcoming shoots [www.claybreakers.com](http://www.claybreakers.com). Reader boards in the Fallon area will display the shoots and a banner welcoming trap shooters to Fallon will be hung across Williams Avenue. Shoots will also be listed on the Community Calendar for Churchill County Chamber of Commerce and the Fallon Tourism and Visitors Authority and local online newspapers. Articles will be presented to the local newspapers "Fallon Post" and "Lahontan Valley News" that is read online and in hard copy. When our shooters and coaches attend out of town events, they will be wearing their clothing with City of Fallon Logo displayed.

A banner is also put on a pop up shelter at shoots that Claybreakers attend out of town advertising City of Fallon. This year the Claybreakers will be encouraged to attend PITA Shoots in nearby cities and out of state wearing their club t-shirts and hats.

20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, and media source for attendees finding out about the event, length of stay, hometown, etc.:

A survey will be developed and handed out, collected and the results turned into the Tourism.

Signature of Applicant/Grantee

Date

Wayne Whittier

1/9/2025

For further information or applications contact:  
Jane Moon, Director of Tourism & Special Events at the City of Fallon  
at 775-428-1383 or [JMoon@FallonNevada.gov](mailto:JMoon@FallonNevada.gov).



# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 01/13/2025  
 AGENDA DATE: 01/21/2025  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by Motor Sports Safety, Inc for the 2025 Top Gun Dragstrip Drag Racing Season. **(For possible action.)**  
 Grant amount requested by applicant: \$10,000  
 Grant amount recommended by staff: \$10,000

TYPE OF ACTION REQUESTED:

- |  |                 |
|--|-----------------|
| <input checked="" type="checkbox"/> Formal Action/Motion | Progress Report |
| <input type="checkbox"/> Discussion Only                 | Other           |

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to Motor Sports Safety, Inc. for the 2025 Top Gun Dragstrip Drag Racing Season, subject to availability of funds, FCTA policy, and standard grant terms and agreements.

DISCUSSION: Motor Sports Safety, Inc.’s goal is to establish Fallon as Northern Nevada’s motor sports capital, contributing to the community economically, while providing a safe and legal environment for motor sports. The expected attendance to this year’s events is 5,000+ visitors from Nevada, California, Arizona, Utah, Oregon and Canada, with approximately 500 (10% of total attendance) hotel/motel room night rentals estimated.

FISCAL IMPACT: \$10,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

**CITY OF FALLON - CONVENTION & TOURISM AUTHORITY**  
**APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS**

1. Name of Organization (or Company) Motor Sports Safety Inc  
 Chief Executive Officer: John Stauverman  
 Mailing address 920 Ronald Way  
 City Fallon State Nevada Zip 89406  
 Phone Number: 775-427-4266 Email: jstauverman@charter.net
2. How long organized (or in business) 30 years Tax I.D. # 88-0274488
3. Purpose of Organization To promote tourism via Motorsports Activities
4. Total Annual Budget \$ \$140,000.00
5. Project Director John Stauverman Phone Number: 775-427-4266  
 Mailing address: P.O. Box 2590  
 City Fallon State Nevada Zip 89407 Email: Jstauverman@charter.net
6. **Project Title 2025 Top Gun Dragstrip Drag Racing Season**
7. **Actual Date of Event May 2<sup>nd</sup>, 2025, through September 14<sup>th</sup>, 2025**
8. Location of project Top Gun Dragstrip, 15500 Schurz Hwy., Fallon, NV
9. Funds requested from FCTA: \$ \$10,000.00
10. Total cost of project: \$ \$140,000.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:  
 Our goal is to provide a safe and supervised facility for drag racing, keeping our youth away from dangerous street racing. Our local events attract racers from all of Nevada, Northern and central California, Idaho and Oregon  
 Our Major National Hot Rod Assn. events attract racers from the entire Western US and Canada to compete. The track can accommodate up to 700 racers and 3000 spectators per event.

### PROJECT BUDGET

13. EXPENSES: Please itemize all expenses including items on which grant monies will be expended.

1.) ADVERTISING	\$15,250.00
2.) AWARDS / TROPHIES	\$1,600.00
3.) RACER PAYOUTS	\$27,000.00
3.) CONTRACT LABOR	\$30,000.00
4.) EXHIBITION CARS/TRAVEL EXPENSE	\$9,500.00
5.) INSURANCE	\$8,400.00
6.) PERMITS/SANCTIONING FEES	\$6,500.00
7.) TOP GUN MALL INVENTORY	\$7,000.00
8.) UTILITIES/TRASH/RESTROOMS	\$6,000.00
9.) VEHICLE MAINTENANCE	\$3,750.00
10.) TRACK IMPROVEMENTS/MAINTENANCE	\$15,000.00
11.) TRACK PREP & EQUIPMENT RENTAL	\$10,000.00
	\$140,000.00

### PROJECT BUDGET

14. REVENUE: Please itemize all revenue including requested grant monies.

1.) RACING EVENTS, GATE SALES	\$90,000.00
2.) ADVERTISING REVENUE	\$17,200.00
3.) RESERVED PARKING FEES	\$5,000.00
4.) MALL SALES	\$6,200.00
5.) GRANT(S)	\$15,000.00
6.) CELLULAR TOWER SPACE RENTAL	\$1,800.00
7.) SUMMIT POINTS SIGN UPS	\$4,800.00
	140,000.00

## PROJECT BUDGET

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended.

1.) Radio & Television Ads

Target areas are the Western regional areas to include as Arizona, California, Idaho, Nevada, Oregon & Utah.

RACES TO BE ADVERTISED:

May 17 <sup>th</sup> - 18 <sup>th</sup> - NorCal Nostalgic Association event	\$500.00
May 30 <sup>th</sup> - \$2000 NHRA Jr Dragster Challenge Event	\$500.00
May 31 <sup>st</sup> - June 1 <sup>st</sup> Junior Dragster Double Divisional	\$500.00
May 31 <sup>st</sup> - June 1 <sup>st</sup> NHRA Double National Open	\$1000.00
June 6 <sup>th</sup> - Five Dollar Friday Race the Strip not the Street	\$250.00
Sept. 5 <sup>th</sup> - Five Dollar Friday race the strip not the street	\$250.00
Sept. 14 <sup>th</sup> - Fallon 660 / National dragster Challenge 3k	\$2500.00
Sept. 15 <sup>th</sup> - NHRA Topgun king of the track	\$500.00

2.) NATIONAL MAGAZINE ADS

"National Dragster", "Sportsman Only", "Division 7 Hot Line" magazines

Target areas are Arizona, California, Idaho, Nevada, Oregon, Utah and Canada

May 31 <sup>st</sup> - June 1st NHRA National Open Jr Dragster Divisional	\$1000.00
Sept. 14 <sup>th</sup> - Fallon 660 / National Dragster Challenge 3k	\$1500.00
Sept. 14 <sup>th</sup> - ET King of the Track	\$500.00

3.) RACER MAILINGS & FLYERS

2025 Programs, posters, and newspaper publications	\$5000.00
Special event flyers and handouts	\$2000.00

4.) Social Media

Facebook	\$1000.00
YouTube	\$500.00
NHRA and NHRAracer.com	\$250.00

GRAND TOTAL:

\$17,750

16. Please define the long- and short-term goals of this project:

Our Long-term goal is to continue to establish Fallon as Northern Nevada's Motor sports capital, contributing positively to the community economically, while providing a safe and legal environment for motorsports. Our short-term goal is to concentrate on new events to help offset the economic cost increases we have experienced within the last few years.



17. Please estimate the total attendance you expect at your event and list your target market areas:  
5,000+ visitors and racers come to Top Gun Each Year. Our markets include Nevada, California, Arizona, Utah, Oregon, and Canada.

18. Local economic impact (complete the following as it pertains to your project):

(a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?

It is estimated that 90% of our visitors are from beyond the 60-mile radius.

(b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?

The latest information from the NHRA indicates 10% of racers, crew and spectators stay in local motels. Our events have approximately 5000 people attending throughout the year.

(c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?

Our exposure goal is to reach more than 500,000 people in Nevada, California, Utah, Idaho, Arizona.

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

We estimate approximately 4,000 over the 17-event schedule (75%)

(e) How many locals will attend your event?

We project approximately 1,000 over the 17-event schedule (25%)

(f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?

The total local economic impact is estimated at near \$300,000.00

19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

Our Marketing and advertising using social media will continue to grow. We will use social media and promote local business as well. Another major contributing factor is with visitor traffic from the involvement of the Fallon Tourism Authority. It is very important that we work together and communicate what we are doing to coincide with other local events.

20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

We plan to use a survey form with the following questions:

- Male/Female (circle one)
- Where are you from?
- How far did you travel to get here?
- How many are in your group? \_
- Will you stay overnight in Fallon? Yes No
- How many nights?
- Where are you staying? Motel; RV/Campground \_ Friend/Family.
- Other Comments

How did you hear about the (event)?

- Newspaper ads
- Radio ads
- TV ads
- News Articles
- Magazine
- Other

Including admission, how much did your group spend at the event?

How much will you spend outside of the event on this trip?

Will you:

- buy gasoline?
- eat in a restaurant
- shop other
- (specify)

And of course, if there are other demographics you would like us to gather, we would certainly, include them.

Signature of Applicant/Grantee

Date

*John Stauverman*

1-1-25

For further information or applications contact:  
Jane Moon, Director of Tourism & Special Events at the City of Fallon  
at 775-428-1383 or [JMoon@FallonNevada.gov](mailto:JMoon@FallonNevada.gov).



# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 01/13/2025  
 AGENDA DATE: 01/21/2025  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by Motor Sports Safety, Inc for the 2025 Top Gun Dragstrip – Fallon 660 Big Dollar Event 3K. **(For possible action.)**  
 Grant amount requested by applicant: \$5,000  
 Grant amount recommended by staff: \$5,000

TYPE OF ACTION REQUESTED:

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Formal Action/Motion | <input type="checkbox"/> Progress Report |
| <input type="checkbox"/> Discussion Only                 | <input type="checkbox"/> Other           |

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$5,000 to Motor Sports Safety, Inc. for the 2025 Top Gun Dragstrip – Fallon 1320 Drag Racing Event, subject to availability of funds, FCTA policy, and standard grant terms agreements.

DISCUSSION: The “Fallon 660” is a revised event from the inaugural Fallon 1320 event from last year. The event has been reconfigured with input from the racing community and those that attended last year. This is a positive change that will benefit the event and the community. The event is designed to cater to an elite group of racers who compete for larger purses and bigger prize money that is customarily offered at local tracks around the nation. The races are growing in popularity and draw in a broader spectrum of racers. With dragstrips closing across the western US, TopGun continues to draw on the elite racers who now have fewer tracks to race at. TopGun Dragstrip is hoping this event will also attract local racers to participate as they would not have to travel to race. The goal is to draw 3,000 to 3,500 people to attend, of which 90% are expected to arrive from outside a 60-mile radius from Fallon. It is expected that at least 12% of attendees will rent hotel/motel room nights.

FISCAL IMPACT: \$5,000  
 FUNDING SOURCE: City of Fallon Tourism  
 PREPARED BY: Jane Moon  
 TO BE PRESENTED TO BOARD BY: Jane Moon

**CITY OF FALLON - CONVENTION & TOURISM AUTHORITY**  
**APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS**

1. Name of Organization (or Company) Motor Sports Safety Inc.  
 Chief Executive Officer: John Stauverman  
 Mailing address 920 Ronald Way  
 City Fallon State Nevada Zip 89406  
 Phone Number: 775-427-4266 Email: jstauverman@charter.net
2. How long organized (or in business) 30 years Tax I.D. # 88-0274488
3. Purpose of Organization To promote tourism via Motorsports Activities
4. Total Annual Budget \$ \$40,000.00
5. Project Director John Stauverman Phone Number: 775-427-4266  
 Mailing address: 920 Ronald Way  
 City Fallon State Nevada Zip 89406 Email: jstauverman@charter.net
6. **Project Title 2025 Topgun Dragstrip “Fallon 660 Big Dollar Event 3K”**
7. **Actual Date of Event September 12<sup>th</sup> and 13<sup>th</sup> 2025**
8. Location of project Top Gun Dragstrip, 15500 Schurz Hwy., Fallon, NV
9. Funds requested from FCTA: \$ \$5,000.00
10. Total cost of project: \$ \$40,000.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:

The “Fallon 660” event is a revised event from the inaugural Fallon 1320 event from last year. The event has been reconfigured with input from the racing community and those that attended last year. This is a positive change that will benefit the event and the community. The event is designed to cater to an elite group of racers who compete for larger purses and bigger prize money that is customarily offered at local tracks around the nation. The races are growing in popularity and draw in a broader spectrum of racers. With Dragstrips closing across the western US, Topgun continues to capitalize on these elite racers who have less tracks to race at. This event will also entice local racers to participate without them having to travel as far as they would for another similar event at a track some large distance way.

**PROJECT BUDGET**

13. EXPENSES: Please itemize all expenses including items on which grant monies will be expended.

1.) ADVERTISING	\$7,000.00
2.) RACE PAYOUTS	\$12,000.00
3.) CONTRACT LABOR	\$3,500.00
4.) TRAVEL EXPENSE	\$1,000.00
5.) INSURANCE	\$4,000.00
6.) TOP GUN MALL INVENTORY	\$4,000.00
7.) UTILITIES/TRASH/RESTROOMS	\$2,000.00
8.) VEHICLE MAINTENANCE	\$2,000.00
9.) TRACK IMPROVEMENTS/MAINTENANCE	\$2,000.00
10.) TRACK PREP & EQUIPMENT RENTAL	\$2,500.00
	<hr/>
	\$40,000.00

**PROJECT BUDGET**

14. REVENUE: Please itemize all revenue including requested grant monies.

1.) GATE SALES	\$25,000.00
2.) RACER BUY-BACKS	\$1,000.00
3.) MALL SALES	\$6,000.00
4.) POTENTIAL SPONSORSHIPS	\$3,000.00
4.) GRANT(S)	\$5,000.00
	<hr/>
	\$40,000.00

**PROJECT BUDGET**

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended.

1.) Radio & Television Ads Target areas are the Western regional area as well as Arizona, California, Idaho, Nevada, Oregon & Utah	\$1,000.00
2.) NATIONAL MAGAZINE ADS "National Dragster", "Sportsman Only", "Division 7 Hot Line" magazines Target areas are Arizona, California, Idaho, Nevada, Oregon, Utah and Canada	\$2,000.00
3.) Social Media, Facebook, YouTube	\$1500.00
4.) Racer handouts, Posters and Flyers	\$2500.00
<hr/> GRAND TOTAL:	\$7,000.00

16. Please define the long- and short-term goals of this project:

Our Long term goal is to establish Fallon as Northern Nevada's Motor sports capital, contributing positively to the community economically, while providing a safe and legal environment for motorsports. Our short term goal is to concentrate on new events to help offset the economic slide in revenue we have experienced.

17. Please estimate the total attendance you expect at your event and list your target market areas:

Our goal is to draw 3,000 to 3,500 people for this single event. Our target market will include Nevada, California, Arizona, Utah, Oregon and Canada.

18. Local economic impact (complete the following as it pertains to your project):

(a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?

It is estimated that 90% of our visitors for this event are from beyond the 60 mile radius.

(b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?

Information from the last Mopar vs World race indicate 12% of the 200 racers and crews stayed in local motels. That event had approximately 2000 people attending.

(c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?

Our exposure goal is to reach in excess of 500,000 people

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

We estimate approximately 600 of the over 800 attendees were from beyond the 60 mile

(e) How many locals will attend your event?

We project approximately 200 to 400 local attendees

(f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?

The total local economic impact is estimated at about \$100,000.00 dollars

19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

Our Marketing and advertising using Social Media will continue to grow. We will use Social Media and promote local business as well. Another major contributing factor is with visitor traffic from the involvement of the Fallon Tourism Authority. It is very important that we work together and communicate what we are doing to coincide with other local events

20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

We plan to use a survey form with the following questions:

Male/Female (circle one)

Where are you from?

How far did you travel to get here?

How many are in your group? \_

Will you stay overnight in Fallon? Yes No

How many nights?

Where are you staying? Motel ; RV/Campground \_ Friend/Family ;

Other Comments

How did you hear about the (event)?

Newspaper ads

Radio ads

TV ads

News Articles

Magazine

Other

Including admission, how much did your group spend at the event? .

How much will you spend outside of the event on this trip?

Will you:

buy gasoline?

eat in a restaurant

shop other

(specify)

And of course if there are other demographics you would like us to gather, we would certainly include them.

Signature of Applicant/Grantee

Date

*John Stauverman*

1-1-25

For further information or applications contact:  
Jane Moon, Director of Tourism & Special Events at the City of Fallon  
at 775-428-1383 or JMoon@FallonNevada.gov.





**CITY OF FALLON – CONVENTION AND TOURISM  
AUTHORITY  
REQUEST FOR BOARD ACTION**

DATE SUBMITTED: 01/13/2025  
AGENDA DATE: 01/21/2025  
TO: CFCTA Board Members  
FROM: Jane Moon, Director of Tourism & Special Events  
AGENDA ITEM TITLE: Consideration of a grant application by Battle Born Broncs, LLC for the 2025 Battle Born Broncs. **(For possible action.)**  
Grant amount requested by applicant: \$25,000  
Grant amount recommended by staff: \$25,000

**TYPE OF ACTION REQUESTED:**

- |  |                 |
|--|-----------------|
| <input checked="" type="checkbox"/> Formal Action/Motion | Progress Report |
| <input type="checkbox"/> Discussion Only                 | Other           |

**POSSIBLE BOARD ACTION:** Motion to approve a grant in the amount of \$25,000 to Battle Born Broncs, LLC for the 2025 Battle Born Broncs, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

**DISCUSSION:** This is the fourth year of production for Battle Born Broncs, a professional bareback and saddlebronc riding rodeo event. This year’s elite PRCA production, youth camp and vendor market are meant to draw contestants and fans to Fallon for multiple days. Video production will be used throughout the year on television, social media and websites to showcase Fallon as a premier event location. 4,000 people are expected to attend this year’s event with at least 2,500 coming from outside a 60-mile radius from Fallon. 600 room night rentals are predicted over two to three nights.

**FISCAL IMPACT:** \$25,000

**FUNDING SOURCE:** City of Fallon Tourism

**PREPARED BY:** Jane Moon

**TO BE PRESENTED TO BOARD BY:** Jane Moon

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY  
APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

- 1. Name of Organization (or Company) **Battle Born Events, LLC**  
 Chief Executive Officer: **Darcie Spero**  
 Mailing address **PO Box 1321**  
 City **Fallon** State **Nevada** Zip **89407**  
 Phone Number: **775-741-9780** Email: **BattleBornDarcie@gmail.com**
- 2. How long organized (or in business) **3 years** Tax I.D. # **NV 20232869358**
- 3. Purpose of Organization **Rodeo Events Production**
- 4. Total Annual Budget **\$375,000**
- 5. Project Director **Darcie Spero** Phone Number: **775-741-9780**  
 Mailing address: **PO Box 1321**  
 City **Fallon** State **Nevada** Zip **89407** Email: **Info@battlebornbroncs.com**
- 6. **Project Title** **Battle Born Broncs**
- 7. **Actual Date of Event** **April 18-20, 2025**
- 8. Location of project **Rafter 3C Arena**
- 9. Funds requested from FCTA: \$ **25,000**
- 10. Total cost of project: \$ **325,000**
- 11. Will the Convention Center be used? **No** When?
- 12. Summarize the objectives of this project:  
**Producing an elite PRCA event, camp and vendor market to draw fans and contestants to Fallon for multiple days.**  
  
**Video production for use throughout the year on television, social media and our websites to showcase Fallon as a premier event location.**

**PROJECT BUDGET**

13. EXPENSES: Please itemize all expenses including items on which grant monies will be expended.

<p>Roughstock \$41,400, Payout &amp; Awards \$60,000, Event Production Crew \$25,000, Photography and Video Production \$8,500, Advertising \$25,000, Hotels \$10,000 Fees \$5,000, Insurance &amp; Licenses \$1000</p>	<p>Branded Merchandise \$35,000, Donations \$5,000, Miscellaneous Labor \$2000, Banners &amp; Signage \$6000, VIP \$30,000, Printing \$2500, Cleaning \$2,500, Camp \$10,000, Admin/Production Costs \$37,000, Misc Business Expenses \$3,000, Scholarship Fund \$10,000</p>
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**PROJECT BUDGET**

14. REVENUE: Please itemize all revenue including requested grant monies.

Sponsorships \$200,000, Grants \$25,000, Vendor Income \$4,000, Ticket Sales \$45,000

**PROJECT BUDGET**

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended.

Advertising, Event & Video Production, Camp and Contestant swag advertising the event and the City of Fallon.

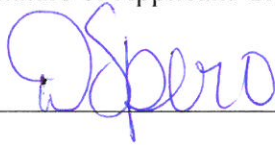
16. Please define the long- and short-term goals of this project:  
To continue to improve our production every year, drawing in existing and new fans to Fallon for multiple days, and to produce more youth and professional events in the future.
17. Please estimate the total attendance you expect at your event and list your target market areas:  
4000 from the State of Nevada and surrounding states.
18. Local economic impact (complete the following as it pertains to your project):
- (a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?  
We expect to draw at least 2,500 from outside a 60 mile radius. We have a new feature on our ticketing app which will provide a map of the areas where tickets are purchased.
- (b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?  
With the high school rodeo being on the same weekend we expect to draw a lot of them to Fallon early and to stay longer. 1000 people x 2-3 nights.
- (c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?  
This event will be televised both nationally and internationally along with Cowboy Channel coverage and local media coverage for use on many platforms.
- (d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?  
Because of the timing of the event and planning, our numbers were down, but this year will be phenomenal. We will definitely sell out.
- (e) How many locals will attend your event?  
2000
- (f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?  
650,000
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

We have already been featured on the Cowboy Channel talking about the changes for the event and the camp and we partner with other organizations throughout the year to spotlight our event and the City of Fallon.

20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

Our ticketing app has new features, we are working with the creators of the app to add more features that will be useful to us as well as adding a new feedback form to our website.

Signature of Applicant/Grantee



A handwritten signature in blue ink, appearing to read 'W. Spero', is written over a horizontal line.

Date

01/10/2025

For further information or applications contact:  
Jane Moon, Director of Tourism & Special Events at the City of Fallon  
at 775-428-1383 or [JMoon@FallonNevada.gov](mailto:JMoon@FallonNevada.gov).



# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 01/13/2025  
AGENDA DATE: 01/21/2025  
TO: CFCTA Board Members  
FROM: Jane Moon, Director of Tourism & Special Events  
AGENDA ITEM TITLE: Board & Staff Reports

TYPE OF ACTION REQUESTED:

Formal Action/Motion	Progress Report
<input checked="" type="checkbox"/> Discussion Only	Other

POSSIBLE BOARD ACTION: n/a

DISCUSSION: Board & Staff Reports

- Including 2025 CFCTA Meeting Schedule: January 21, 2025  
April 15, 2025  
July 15, 2025  
October 21, 2025

FISCAL IMPACT: n/a

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

**City of Fallon**  
**Year Over Year Room Rents & Room Tax**  
**2021 - 2024**

2024*				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Taxable Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
January	15,469	3,793	\$ 377,124.15	\$ 99.43
February	14,471	4,432	\$ 445,596.62	\$ 100.54
March	15,469	6,271	\$ 679,058.86	\$ 108.29
April	14,970	6,922	\$ 787,227.42	\$ 113.73
May	15,469	7,698	\$ 906,840.09	\$ 117.80
June	14,970	9,376	\$ 1,142,782.11	\$ 121.88
July	15,469	6,825	\$ 830,012.72	\$ 121.61
August	15,469	8,914	\$ 1,082,361.10	\$ 121.42
September	14,970	7,023	\$ 847,047.41	\$ 120.61
October	15,469	7,322	\$ 923,028.38	\$ 126.06
November	14,970	7,920	\$ 913,702.08	\$ 115.37
December				
<b>Total</b>	<b>167,165</b>	<b>76,496</b>	<b>\$ 8,934,780.94</b>	<b>\$ 116.80</b>

2023*				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Taxable Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
January	15,469	7,756	\$ 769,840.27	\$ 99.26
February	13,972	8,079	\$ 801,716.52	\$ 99.23
March	15,469	8,762	\$ 914,591.81	\$ 104.38
April	14,970	10,033	\$ 1,087,963.53	\$ 108.44
May	15,469	9,775	\$ 1,091,372.47	\$ 111.65
June	14,970	10,009	\$ 1,154,640.55	\$ 115.36
July	15,469	8,865	\$ 1,010,514.74	\$ 113.99
August	15,469	9,594	\$ 1,113,003.24	\$ 116.01
September	14,970	9,240	\$ 1,046,629.00	\$ 113.27
October	15,469	10,073	\$ 1,128,555.04	\$ 112.04
November	14,970	6,224	\$ 692,190.49	\$ 111.21
December	15,469	3,858	\$ 407,006.40	\$ 105.50
<b>Total</b>	<b>182,135</b>	<b>102,268</b>	<b>\$ 11,218,024.06</b>	<b>\$ 109.69</b>

2022*				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Taxable Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
January	15,531	4,894	\$ 398,412.59	\$ 81.41
February	14,028	6,060	\$ 517,474.46	\$ 85.39
March	15,531	9,144	\$ 808,767.70	\$ 88.45
April	15,030	10,290	\$ 1,007,013.91	\$ 97.86
May	15,531	10,900	\$ 1,077,081.08	\$ 98.81
June	15,030	11,224	\$ 1,210,748.86	\$ 107.87
July	15,531	10,926	\$ 1,139,175.59	\$ 104.26
August	15,531	9,751	\$ 1,044,147.98	\$ 107.08
September	15,030	10,353	\$ 1,055,055.19	\$ 101.91
October	15,531	11,730	\$ 1,221,781.60	\$ 104.16
November	15,030	7,554	\$ 744,111.30	\$ 98.51
December	15,531	5,036	\$ 442,278.92	\$ 87.82
<b>Total</b>	<b>182,865</b>	<b>107,862</b>	<b>\$ 10,666,049.18</b>	<b>\$ 98.89</b>

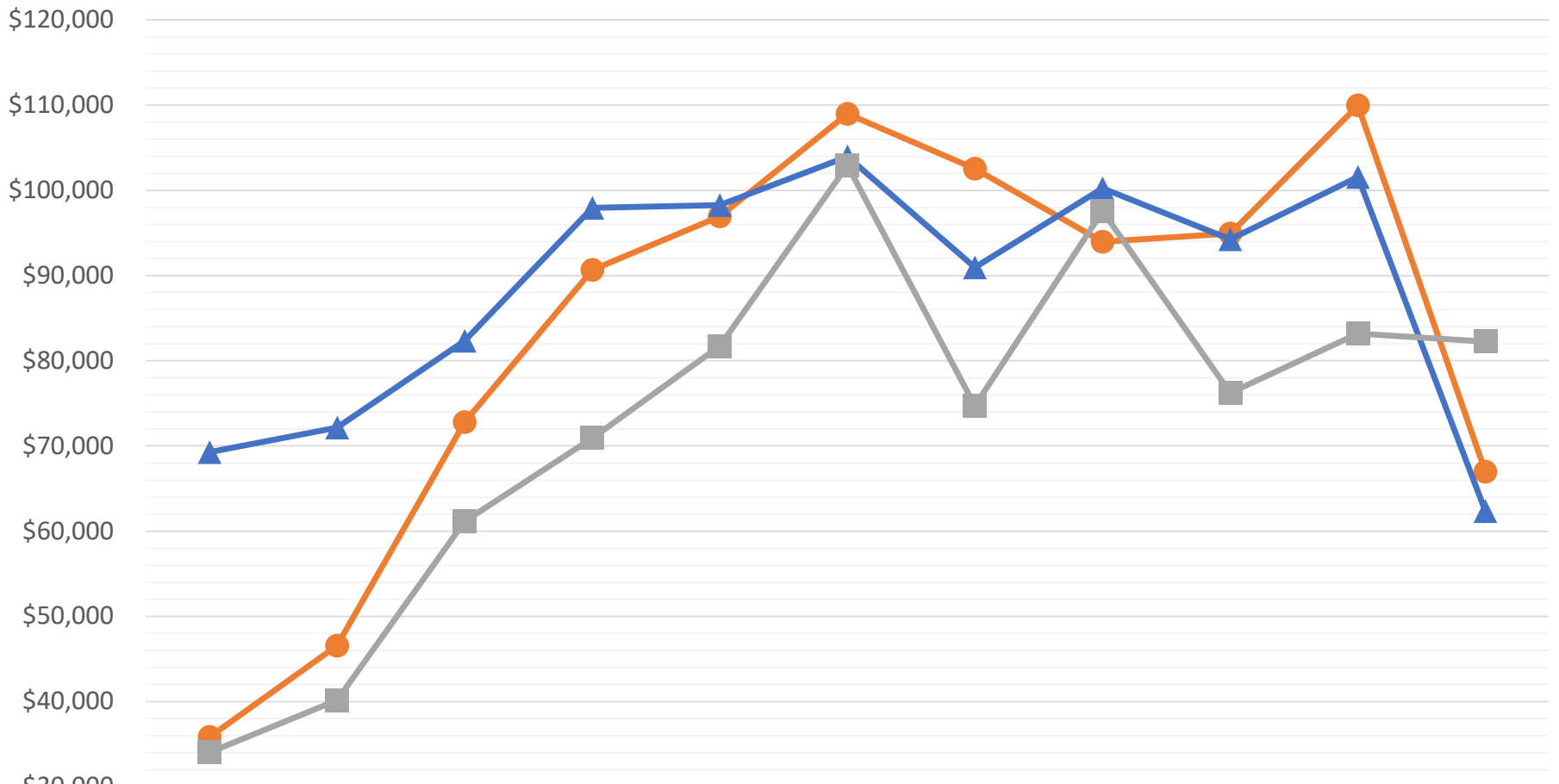
2021				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Gross Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
January	15,531	4,965	\$ 371,435.59	\$ 74.81
February	14,028	6,210	\$ 483,798.63	\$ 77.91
March	15,531	7,680	\$ 581,713.43	\$ 75.74
April	15,030	11,776	\$ 1,005,693.02	\$ 85.40
May	15,531	11,532	\$ 1,031,699.16	\$ 89.46
June	15,030	11,422	\$ 1,048,852.16	\$ 91.83
July	15,531	12,773	\$ 1,221,186.28	\$ 95.61
August	15,531	11,886	\$ 1,131,218.29	\$ 95.17
September	15,030	11,880	\$ 1,161,815.10	\$ 97.80
October	15,531	11,285	\$ 1,101,222.15	\$ 97.58
November	15,030	8,084	\$ 728,050.87	\$ 90.06
December	15,531	6,004	\$ 468,222.75	\$ 77.99
<b>Total</b>	<b>182,865</b>	<b>115,497</b>	<b>\$ 10,334,907.43</b>	<b>\$ 89.48</b>

**Note:**

- Report excludes properties with no taxable activity.

\* 2024, 2023, and 2022 rented rooms and rental revenues are reported 'net taxable'. Reported amounts are after deductions for nontaxable activity, such as 28 day or greater stays. 2021 rooms are reported gross and include nontaxable activity, however, rental revenues are reported net taxable.

## City of Fallon Room Tax Collected Year Over Year Trend 2022-2024



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
2022	\$35,857	\$46,573	\$72,789	\$90,665	\$96,962	\$108,967	\$102,526	\$93,973	\$94,955	\$109,960	\$66,970
2023	\$69,286	\$72,165	\$82,361	\$97,932	\$98,271	\$103,973	\$90,980	\$100,240	\$94,249	\$101,581	\$62,362
2024	\$34,041	\$40,171	\$61,144	\$70,939	\$81,743	\$102,935	\$74,729	\$97,537	\$76,242	\$83,183	\$82,244