



## AGENDA

# CITY OF FALLON - CONVENTION AND TOURISM AUTHORITY MEETING

55 West Williams Avenue Fallon, NV

April 16, 2024 at 3:00 PM

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The City of Fallon – Convention and Tourism Authority will meet in a regularly scheduled meeting on April 16, 2024 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. City of Fallon – Convention & Tourism Authority Meeting Minutes for January 16, 2024. **(For possible action.)**
5. Consideration of a grant application by Motor Sports Safety, Inc for the 2024 Top Gun Dragstrip Drag Racing Season. **(For possible action.)**  
Grant amount requested by applicant: \$10,000  
Grant amount recommended by staff: \$10,000
6. Consideration of a grant application by Motor Sports Safety, Inc for the 2024 Top Gun Dragstrip – Fallon 1320 Drag Racing Event. **(For possible action.)**  
Grant amount requested by applicant: \$5,000

Grant amount recommended by staff: \$5,000

**7.** Consideration of a grant application by the Back Roads Vintage Market for the Back Roads Vintage Market, Spring 2024 Market. **(For possible action.)**

Grant amount requested by applicant: \$4,500

Grant amount recommended by staff: \$4,500

**8.** Consideration of a grant application by the de Golyer Bucking Horse & Bull Bash for the 2024 de Golyer Bucking Horse & Bull Bash. **(For possible action.)**

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

**9.** Consideration of a grant application by the High Desert Bucking Bull Association/HDBBA for the 2024 HDBBA Grand Finale. **(For possible action.)**

Grant amount requested by applicant: \$2,500

Grant amount recommended by staff: \$2,500

**10.** Consideration of a grant application by Om Namo for the 2024 Moving Forward Together (MFT) Powwow. **(For possible action.)**

Grant amount requested by applicant: \$7,000

Grant amount recommended by staff: \$7,000

**11.** Consideration of a grant application by the Rattle Snake Raceway for Season Promotions 2024. **(For possible action.)**

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

**12.** Consideration of a grant application by the Rattle Snake Raceway for Octane Fest 2024. **(For possible action.)**

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

**13.** Consideration of a grant application by Battle Born Broncs, LLC for the 2024 Battle Born Broncs. **(For possible action.)**

Grant amount requested by applicant: \$25,000

Grant amount recommended by staff: \$25,000

**14.** Board & Staff Reports

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

This agenda has been posted on or before 9:00 a.m. on April 11, 2024 at City Hall, District Court Building, Churchill County Office Complex, Churchill County Public Library and posted to the City's website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>). Members of the public may request the supporting material for this meeting by contacting Michael O'Neill, Deputy City Clerk, City Clerk's Office, City Hall, 55 West Williams Avenue, Fallon, Nevada, 775-423-5104. 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/>).

/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.

**MINUTES**  
**CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY**  
**55 West Williams Avenue**  
**Fallon, Nevada**  
**January 16, 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 minute for November 1, 2023.**

Board Member Bernardo motioned to approve the minutes with no changes or corrections for November 1, 2023, seconded by Board Member Bhakta; the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.



## Consideration of Grant Applications

- A) Fallon Trap Club for the 2024 Fallon Trap Club Shooting Season:
- Grant amount requested by applicant: \$6,000
  - Grant amount recommended by staff: \$6,000
- B) DKC, LLC for the 2024 Great Basin Bull Sale:
- Grant amount requested by applicant: \$10,000
  - Grant amount recommended by staff: \$10,000
- C) Lahontan Valley Claybreakers for the 2024 Lahontan Valley Claybreakers Youth Trap Shooting Season:
- Grant amount requested by applicant: \$3,000
  - Grant amount recommended by staff: \$3,000
- D) Cowboy Fast Draw Association for the 2024 Fastest Gun Alive – World Championship of Cowboy Fast Draw event:
- Grant amount requested by applicant: \$14,500
  - Grant amount recommended by staff: \$14,500
- E) Churchill Arts Center for the Oats Park Arts Center: Core Programs 2023/2024:
- Grant amount requested by applicant: \$15,000
  - Grant amount recommended by staff: \$15,000
- F) CrossFit Powerstroke for the 2024 Powerstroke Partner Throwdown:
- Grant amount requested by applicant: \$20,000
  - Grant amount recommended by staff: \$20,000

## Consideration of a Grant Application by the Fallon Trap Club for the 2024 Fallon Trap Club Shooting Season.

Director Moon stated that 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. 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.

Fallon Trap Club Board Member Barry Stewart greeted the Board. There has been some improvement on the land up there and quite a few loads of the ground up asphalt that was able to help us expand and level out another portion in our parking lot where the RV’s park so that we can handle more for some of the larger shoots that we host.

Chairwoman Frost inquired to the length of their shooting season.

Mr. Stewart stated that the club is open from April through November of each year. Even though we are closed November through April for the winter, due to the cold and windy shooting conditions, we still have the monthly PITA shoots and the Basque shoot. There are

things still going on, even though the club is officially closed, there are still activities year-round.

Chairwoman Frost mentioned hearing of people having parties in the clubhouse and such. Could you explain what a 5-Stand is?

Mr. Stewart stated that a 5-Stand is very interesting. There are 5 throwers in different positions. They are positioned to throw low, high, and three other positions, to mimic a hunting situation. It is unlike trap where it is out here and there, these come from everywhere. It is a lot of fun to shoot.

Board Member Bernardo asked if the 5-Stand was a popular series that was added on from last year.

Mr. Stewart stated that they were just getting started last year. I am not quite sure what the turnout was. I know that they had to cancel one other shoot due to the weather. 5-Stand was just catching on as the new thing to do in clay bird shooting and it was growing every time they had a shoot. It looks like it will be something that will augment the club.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$6,000 to Fallon Trap Club for the 2024 Fallon Trap Club Shooting Season; seconded by Board Member Bernardo. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

### **Consideration of a Grant Application by DKC, LLC for the 2024 Great Basin Bull Sale.**

Director Moon stated that this project is merging two previous successful bull sales: Nevada Cattlemen's Association Fallon All Breeds Bull Sale and Snyder Livestock Bulls for the 21<sup>st</sup> Century Sale from Yerington, NV. The short-term goal is to provide a high-quality sale for both consignors and buyers, while the long-term goal is to turn this event into one of the largest multi-breeds bull sales in the western United States rivaling the Red Bluff and Midland Bulls Test sales in California and Montana, respectively. Additionally, a dog trial, ranch branding, and trade show will be included during a three-day period. It is expected that over 2,000 people will attend these events. Also, 500 hotel/motel room nights are predicted to be rented because of this event.

Charlie Hone greeted the Board. I am the managing partner for DKC, LLC and I am here to answer any questions that you might have about what we are doing with the Bull Sale. Our consignments are up by a little over 30 bulls and we have over 200 bulls consigned. We ended up with eight more consigners. The bulls will be coming from California, Nevada, Oregon, Idaho, and Utah. We have a bull coming from Georgia. The event continues to garner a little more interest every year and we hope to incrementally grow it to where it becomes a major event here in Fallon for the middle of winter. It should be economically good for the City and the Cattle Industry in Nevada as a whole.

Chairwoman Frost stated she had a couple of questions. Did it work well combining the two events? I know that there were two sales going on that were combined.

Charlie Hone stated that it has worked well. Some of the buyers would go to one sale and not the other and now we are getting buyers from both and they come from all over Nevada. Traditionally, it has been hard to get buyers from Northeastern Nevada to come – they came last year. We sold bulls to Elko, Ely, Pioche, and into the surrounding states that the bulls came from.

Chairwoman Frost asked if they enjoyed the Rafter 3C Event Center.

Charlie Hone stated yes. It was an absolutely stunning arena. You guys in Fallon have built a state-of-the-art facility that rivals anything I have seen from anywhere I have been. I sell bulls for a living so I go to a lot of bull sales and it is, probably without a doubt, the nicest facility that I have been in. The crew there is great. They bend over backwards and work really hard to make sure that everything pulls off. For our first sale, it went off very smoothly. I anticipated more trouble than we had but everything worked great.

Chairwoman Frost stated that we have had the bull sale event here for more than 50 years. Before you guys combined sales, we always had the bull sale here.

Board Member Bhakta asked if they were doing anything new this year for this event.

Charlie Hone stated that last year, they threw together the dinner and dance. Last year, we hired a local DJ and this year, we have hired a band. We are hoping that as it grows, it will eventually turn into a concert. We would like to fill that arena with 10,000 people and really have a good time.

Board Member Bernardo asked if they were able to attract more people with the dog trial.

Charlie Hone stated yes. We just had a meeting before I came here about the dog trials. They are getting a ton of interest in that event. In fact, it is becoming one of the bigger regional events in that sport. Richard Allegre's branding event is growing too. He has some teams coming that are not local. There is a team coming from Gardnerville. He has tried to keep it to what he can manage. I don't anticipate it growing into a giant thing unless we want to turn it into a Ranch Rodeo or something like that. Logistically, that would be hard to put on with all the stock that you would need to have there for that and have room for hundreds of bulls.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$10,000 to DKC, LLC for the 2024 Great Basin Bull Sale; seconded by Board Member Bhakta. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

### **Consideration of a Grant Application by Lahontan Valley Claybreakers for the 2024 Lahontan Valley Claybreakers Youth Trap Shooting Season.**

Director Moon stated that the Lahontan Valley Claybreakers came into existence to promote gun safety and the sport of Trap Shooting to Fallon's youth in 2006. The club participates in shoots in Fallon and throughout Nevada where they promote Fallon by wearing branded gear (hats and T-shirts). Fallon can expect over 150 youth shooters (along with their parents) for the California Youth Shooting Sports Association Trap Shoot. 20-30 hotel/motel room nights are estimated to accommodate participants and their families when visiting Fallon for shoots.

Pat Whitten greeted the Board. I want to thank the City of Fallon and the Tourism Board for supporting youth shooting and youth activities of any kind in Churchill County, we really appreciate it. Our shooters usually begin in 4<sup>th</sup> grade and we have them until they graduate from high school and hopefully, the skills that we have taught them will carry on afterwards in their lives. I would say that 90% of our kids are with us for the duration of that time. This is our 17<sup>th</sup> year and Barry Stewart and a lot of our coaches have been with us for 2-15 years. It's a program that stays and grows. We encourage all the Claybreakers to shoot at

all these shoots. There is an organization called PITA, Pacific International Trapshooting Association, which holds shoots all over the state of Nevada, California, Oregon, and Washington and we encourage our kids to participate in those. PITA also has a scholarship program where they log the scores of the kids that shoot all year round and are tabulated at the end of the year. The top scores will receive a certificate for each year and are held for them until graduation. Upon graduation, the parents request those certificates and they can apply to Community Colleges, Colleges, trade schools or whatever they choose. This program is called YES, which is Youth Education and Shooting. This program is strictly done with donations, raising money with different fundraisers throughout the year. Last year, two of our Claybreakers placed high and received those certificates to help them when they graduate. There is a shoot coming up in April, where there will be over 100 kids coming from California. What we hear from the coaches and kids is that they like to come back because it is the only place that they can shoot off a mountainside. Everywhere else that they shoot is flat and the experience of shooting off the mountain is something that they enjoy. This year the Claybreakers will participate in a shoot in Winnemucca. This shoot used to be called the Miners and Merchants Shoot. It is now a Spring Fling and there are teams of kids who will participate. Our local businesses have supported us, which includes Lester's Auto Repair, Dan-O Construction, Oasis Heating and Air Conditioning, and Huck Salt. Huck Salt cleaned up the last two years. They were able to put a team together and go underneath 'mining' because salt is mined. We have about 15-20 kids who go to this shoot and there are a total of 200 shooters that will participate. A couple months ago, there was an article put out by Guns & Ammo and in it, it said that Youth Trapshooting is the fastest growing sport. But, until the war started in Ukraine and the war in Israel, it is causing the ammunition sales to go out of the roof. It is going to be very tight for us to pay for ammunition. The article was outstanding and I contacted one of the coaches from Washington State, because he made some comments in the article that touched me about trapshooting. #1, you don't need to be a jock; not everyone is a football player, a baseball player, or a soccer player. #2, everybody shoots, everyone competes, everyone has the same chance. The most important one is, there are no bench warmers. That is why this program means so much.

Barry Stewart spoke about PITA. We have had our rookies kick some butt on the adults in that PITA shoot. It is not unusual for some of our shooters to go to a PITA shoot and come out as top singles or even as top doubles. Trap shooting is a courtesy sport and we teach that courtesy to our kids. We have had a lot of good comments from adult shooters about how courteous our kids are and their good sportsmanship.

Pat Whitten thanked Director Moon. She keeps us in line and helps us greatly.

Board Member Bernardo inquired about the potential turnout for the shoots.

Pat Whitten stated that they hoped for a few more shooters this year. We don't advertise for shooters because we have a limited number of coaches. After all these years, we have come to realize that we cannot handle more than 42 shooters.

Board Member Bernardo asked if there was a waiting list.

Pat Whitten confirmed yes. We have a safety and orientation day and the kids must show us that they have the ability to handle and shoot a shotgun. If they are not big enough, we ask the parents to bring them back next year. As long as I have been doing this though, we have only had to turn away two students.

Board Member Bernardo inquired about the coaching. If there were more coaches, could they have more students?

Pat Whitten confirmed, yes. A lot of our coaches' kids have gone through the program. We also have the kids that have graduated and since have turned 21 that want to come and coach.

Director Moon asked about coaches training.

Pat Whitten stated that they have lost their NRA Coach. We are actively searching for someone at this current time. All our coaches are certified NRA, shotgun Level 1 coaches. You can coach for one year and learn underneath Wayne Whitten, who is the Head Coach and then we must get you NRA certified. We are running into a little problem because no one wants to fight with NRA or the state of California for certification. Right now, in California, you cannot do Hunter Safety and have an instructor who is NRA certified. Our number one goal is to get that class up and running once again.

Director Moon spoke about the program. As you alluded to the safety and courtesy, when we partnered with the Trap Club and Lahontan Valley Claybreakers, members of both clubs came and helped. I am not a shooter, but I go shoot when we have those things happening and they are right by my side helping me along and making sure I am safe. I do appreciate that. You are not only providing a service to the kids but to your community as well.

Chairwoman Frost stated that she had experienced this as well. When people come from outside our area and come to the Trap Club to shoot for the first time, they are amazed at our facility and the kindness and patience that all the coaches and members show to those guests.

Lester Webb greeted the board. We have a grant with the Hunter's Safety and once it gets approved, we can put in another skeet field and expand.

Chairwoman Frost stated how great that was. You have already done one expansion and this will be a third one. Is that correct?

Lester Webb confirmed.

Director Moon advised Lester Webb that if he needed a letter of support for that, to just ask.

Chairwoman Frost inquired as to how many events were planned for the year.

Lester Webb stated that there would be 9 (nine) events this year. The California Youth Shooting Association will be a big one for us. They bring 125 shooters and all of them come on Friday so that they have a chance to practice and then stay that night and shoot on Saturday and Sunday.

Chairwoman Frost inquired as to the date of that event.

Lester Webb stated April 6.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$3,000 to Lahontan Valley Claybreakers for the 2024 Lahontan Valley Claybreakers Youth Trap Shooting season; seconded by Board Member Bernardo. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

### **Consideration of a Grant Application by the Cowboy Fast Draw Association for the 2024 Fastest Gun Alive – World Championship of Cowboy Fast Draw.**

Director Moon stated that the Cowboy Fast Draw Association continues to build the Fastest Gun Alive – World Championship of Cowboy Fast Draw as its signature event on both

the national and international levels, while emphasizing responsible, safe, and proper use of firearms and family values. It is estimated that there will be over 300 week-long participants (plus, families, spectators, and vendors) – a record number of attendance was set in 2023. The group predicts 1,500+ people to travel to Fallon outside a 60-mile radius; possibly generating 1,300 hotel/motel room nights over the week of events.

Cal Eilrich greeted the Board and handed out the Gunslinger's Gazette. Read in there a little bit. This is our Fall Issue and it has coverage of the Championship that we just held. Even more fun to announce is that next Wednesday, our event will be on Shooting USA, on the Outdoor Channel. Now, a lot of folks don't subscribe to that channel but then there is a link that is available and I want to get that information delivered to your local newspapers. Their show generally has 2 million viewers a week and it is the highest rated show on the Outdoor Channel. They have past shows from prior years and have been here six (6) times to cover our events over the years, since 2008. The amazing thing is that the founder of that show, Jim Scoutten, who I have known since the 80's, passed away last year. His son, John, is now running the show. John is the one now who is running the social media contacts and he told me that that is their number one hit show. Television is one thing but these days, who knows how many million people see that show on the internet. It really did my heart good to hear the presentation just before speaking about youth shooters. I was a youth shooter. I started at age 15. In the sport of Fast Draw, when I grew up and lived in Chicago and was involved and stayed in shooting sports. In the early 80's, I went into this thing called Practical Pistol Shooting. That is where I met Jim Scoutten, when I was on the United States Practical Pistol Team. I won a gold medal in Australia in 1990. I have been around shooting sports my whole life. I was a National Champion at Cowboy Action Shooting, which is where they have pistols, rifles, and shotguns. I kept coming back to Fast Draw because people can do this in their garage since we shoot that wax bullet ammunition. I don't know if you have all been over to the 3C Arena for our current event, but please walk in there this year. It is an amazing thing that is going on in that building. People can't believe that we hold the whole event in the arena. All our evening events are now held at the 3C Arena as well as the daytime events. Our contestants do utilize the local casinos, restaurants, grocery stores, and gas stations while they are here. The youth shooting that was presented earlier is so important. I was at a meeting one time back in the '90's, with all the heads of the shooting sports and we talked about youth shooters and how important that is. I really appreciate what you are doing here for the youth. I am even more honored to have our Cowboy Fast Draw Association tied in with Fallon now since 2008. We did make a show of our 2022 event and we just put that out a few months ago and it is already getting hits and we are about to go public with it and we anticipate even more hits. From now on, we will cover this event and make sure it is recorded or televised. I spoke with John Scoutten of Shooting USA and they are entertaining coming back again, this very next year. Their film crew said that this is the most amazing shooting event that they have covered, from an excitement standpoint. The picture that you see on the cover of the magazine, the guy on the right-hand side has an alias of 'The Oregon Ranger'. He is a third generation Fast Draw Shooter and I knew his granddad, Jim Vonfeldt, back in 1970. He has now won seven Fastest Gun Alive World Championships here in Fallon. He won in 2011 at the age of fourteen (14). He won every contest he was in between 2015 – 2019 and no one has ever won that tournament twice. I won my first championship in 1972 and have won seventeen overall. One third of our shooters are women so it is a real 'couples' sport. When I calculate our room nights on this thing, I am only counting 200, even though there are 300 because a lot of them

are couples. We have moved the event this year. It is has always been early October and now we are moving it to the end of July. The main reason for this change is that school is in session in October and it prevents students from attending and we value our youth shooters. Even though their entry fees are free, we have a sponsor, Mernickle Holsters, who pay all the entry fees for all the kids under the age of 18. It is a real family event and a good group of people.

Chairwoman Frost inquired as to which year this event was happening at the 3C Arena.

Cal Eilrich stated that it will be the third year. We learned about the building during the first year and the second year was a spectacular year.

Chairwoman Frost suggested Cal give Director Moon information so that it can be pushed out to social media to drum up further support.

Cal Eilrich stated that he will get that information to Director Moon.

Board Member Bernardo inquired as to the furthest destination of competitors.

Cal Eilrich stated that they just signed a new club in France. We have a club in Switzerland and Canada that will be joining us. Canada is having a tough time right now because the fella that is running the country is trying to ban all firearms. They come from Florida, Virginia, and all points from the west coast and in between. We give away almost \$25,000.00 in cash prize money plus other prizes with a total well over \$40,000.00.

Board Member Bhakta inquired about the increase of contestants from moving the event to July from October.

Cal Eilrich stated that they are hoping for an increase in the youth shooters. We are wondering if we are going to break the 300-shooter barrier this year. It's hard to say because not all our members will attend because it is not a professional sport. Hopefully this will be the year that we break that 300 mark. We cannot handle a whole lot more than 300 shooters in the current facility. We ran through 34,000 rounds of ammunition last year and that is a lot.

Director Moon thanked Cal for checking to see if that last week in July would work for the city event schedule. For clarification, will you now move this event to the last full week and weekend in July? Is that correct?

Cal Eilrich stated that that is their intention. We don't want to hold this event when there is another major event in town due to the lack of hotel rooms here and we don't want that inconvenience for our people. We discovered that this event conflicts with the Night in the Country Event in Yerington and my daughter will have to make other arrangements as she is a big help to me at this event.

Director Moon stated the importance of making these arrangements far enough in advance to solidify calendar dates for events.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$14,500 to the Cowboy Fast Draw Association for the 2024 Fastest Gun Alive – World Championship of Cowboy Fast Draw; seconded by Board Member Bhakta. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

### **Consideration of a Grant Application by the Churchill Arts Center for the Oats Park Arts Center: Core Programs 2023/2024.**

Director Moon stated that the Churchill Arts Council continues to attract significant and repeat out-of-town audiences throughout the year for performances/events in a unique,

first-rate venue. The Concert Series, Art Bars, Lariat Nights, Ales for Arts, and the Green Goddess Farmers Markets have become increasingly popular events for visitors to Fallon. Since these events are held at night, the likelihood of overnight stays in Fallon would be increased for those visiting outside a 60-mile radius. Over 1,600 people are projected to attend over the course of the season from outside of Fallon, along with at least 600 room nights rented. I would now like to introduce Churchill Arts Council Executive Director Jessica Rowe and Board Chair Ted McDonald.

Jessica Rowe stated that she appreciated the opportunity to address the Board. Let us know what questions you have for us and I would be happy to talk about any part of our season.

Board Member Bhakta inquired as to how many farmer's markets would be held.

Jessica Rowe stated that there would be two. One will be in October and another will be scheduled for May. As a Board, we have been exploring the idea of a Christmas Market as well, to include some of the same vendors, craft people, and artisans.

Board Member Bernardo inquired about the number of artists to perform this year.

Jessica Rowe stated that currently, the number is the same. We have had an increased interest in artists who want to rent the venue and play there as well. As an example, the Johnny Cash Tribute band that played in August to a sold-out crowd, and benefited the Top Gun Raceway, has approached us and asked us to rent the venue again in May. We have received more of those requests than we anticipated and will continue to do so.

Board Member Bernardo inquired as to why so many requests have been made recently.

Jessica Rowe stated that it is two-fold. One, we have a fantastic facility and it is one that is known in the region and people enjoy it. Two, the mechanism that we have used to do contract and rental has gotten stronger and people know that we are doing that. Word of mouth has really helped us there and we haven't had to advertise, but we haven't needed to either.

Chairwoman Frost stated that it is a very well-acclaimed theatre across Nevada and even the western United States. It is a beautiful facility and no one expects that in little-old Fallon and we are very proud of that theatre and center.

Board Member Bhakta inquired if there would be any new programs added this year.

Jessica Rowe stated yes. Currently, other than the Christmas Market, which we are considering, we have been thinking about some other bridge events. We would like to stay close to our core mission which is the performing arts and access to that and the visual arts and access to that, remain our focus. We have educational events and those are constantly rotating so there are some new ones coming for that as well. If we do start looking at adding other events, our focus is going to be on providing a venue for people that are in the community to get their goods out in front of the people of the community and other regions.

Chairwoman Frost inquired about classes offered in fields of art.

Jessica Rowe stated yes. We offer regular music classes for young musicians in the community. We also have an art group that meets every Wednesday-the High Desert Artists. We offer ceramics, silversmithing, and batiking. Those sorts of things are a nice outlet for families and for people who are looking at something across an age range. We have noticed that this helps us further our mission. When we did our Lahontan Valley Invitational, I would say about 70% of the individuals that displayed in this go-round, have been involved in at least one of our classes. Then, they had the opportunity to sell their work and we had a high number of sales coming from that. We were able to make a bridge for some of these very young artists and some of the enthusiasts to sell.

Board Member Bernardo inquired as to how they go about signing up for these classes.



Jessica Rowe stated that contacting the Art Center is always a great way to go. If you contact us, we will get you to who you need to contact for signing up for various classes as they do fill up fast and some even have a waiting list. We are looking to put it up on our website going forward.

Ted McDonald added some information. One of the biggest goals and changes in the perspective of the Board is opening the facility to the community. That has been a big charge that we have made in the last year. The building will be open more often and we will have docents there. We are reaching out to the high school where we have an intern now that is working with us to bring in the youth. You will see the building open more often, you will see more events where people can come in and see it. On June 8<sup>th</sup>, we are re-initiating our fundraiser. It will be at the Art Center, so the community that comes out for the fundraiser will be able to see the upper galleries, our lower galleries, the outside Lariat Patio, and more. That is where the Board sees their short-term goal at. The second thing is to not change our mission. We will bring things to Fallon that you would not normally see in Fallon. You may see a few things there, but the goal is to bring things in, tease people a little bit, get them to talk, and experience new things. I can promise you that will occur. The Board has resolved to move forward with that. Our Board is now up to eight (8) people and we still have a few people that we are recruiting and we should be up to our 9-10 limit within the next year.

Jessica Rowe stated that they are open for tours. We have now instituted Wednesday as Community Day, so that the building and the facility is open during that time so that people can come in and enjoy the galleries. To what Ted was saying with our connections with our youth, we are dedicating the Art Bar on February 10<sup>th</sup> in a ceremony. We will be dedicating it to Val Serpa, near her birthday, as our tribute to her. The proceeds from that bar are going to go into a new scholarship for the youth that are interested in the Arts. If you would like to come and enjoy that, come walk through.

Chairwoman Frost inquired about the community day and its' hours.

Jessica Rowe stated that they are open from 9:00 a.m. until 4:30 p.m.

Chairwoman Frost suggested that this information be posted on social media.

Jessica Rowe stated that it had just begun this month. We have already seen quite a few as walk-ins and are very encouraged.

Chairwoman Frost asked if there were any further comments.

There were no other comments noted.

Board Member Bhakta motioned to approve \$15,000 to the Churchill Arts Center for the Oats Park Arts Center: Core programs 2023/2024; seconded by Board Member Bernardo. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

### **Consideration of a Grant Application by CrossFit Powerstroke for the 2024 Powerstroke Partner Throwdown.**

Director Moon stated that CrossFit Powerstroke strives to bring a world-class fitness experience and event to everyday people, strongly believing in the positive impacts of a healthy lifestyle. This is the second grant Sean Sweeney has applied for this event. His short-term goal is to again bring athletes to Fallon from Northern California, Southern Oregon, Utah, and Northern Nevada. While his long-term goal is to make the Powerstroke Partner Throwdown the premier community-based fitness event on the West Coast. It is predicted that over 200 competitors and 500 spectators will attend this event this year, with 500 people arriving from

outside a 60-mile radius. A total of 300 hotel/motel room nights for this three-day event is expected.

Sean Sweeney greeted the Board. Last year was our first year at the 3C Arena and it went extremely well, better than expected. We didn't know what to expect last year as it came together quite quickly to use the 3C Arena. This year, I already have people beating down the doors to find out information about this year's Throwdown. We have a lot more time this year to plan and a lot more buzz about what is going on. We were able to capture media from our competition last year and are using that to push forward this year on our social media channels. With the money that we are looking to use, allocated from tourism, we will be purchasing branded items for our athletes and volunteers that are coming from afar to take home with them. This not common for most competitions to have this type of branded apparel and items. Last year, with all our purchases, we were able to give every single team that signed up a swag bag that had a value of \$400.00. This year, I would like to expand and use some of our resources to bring in more kids. We have the master's division, which is 40+ year old division and that division did very well last year but it wasn't as big as I had hoped. One of the main hurdles to that was simply the fact that a lot of people thought it might be a little more difficult than expected. With the media coverage, we were able to show that this is really for everyday people with varying strengths and talents. You know our everyday members like Jeff Goings who owns Oasis Heating and Air, who is 62. He went from not being able to jog if something was chasing him to being able to do over 50 pull-ups in a workout. Louie Mori is 60 and competed last year with Patti Daum who is also an absolute beast. These are everyday people that have been incredibly inspired and have changed their lives for the better. The young, fit people are beating down our doors so we won't have any issues getting them into the competition. Speaking of young, fit people, I am a new proud new dad of a 2-month-old boy and a one-and-a-half-year-old girl and so dang excited about it. My little girl can already pick up kettlebells that weigh more than her and she can hang from a pull-up bar for 40 seconds-it's nuts. We are looking to start a parents and kids' class. We just want to remove that barrier of fear or apprehension and encourage them to take those first steps towards fitness. If you are doing it for your kids and with your kids, it can be a great catalyst to get moving. This gave me an idea to incorporate a parent workout session in our Partner Throwdown. They will be bringing their families and kids and this is the perfect opportunity to have more fun. This is also an opportunity to teach them some proper mechanics of fitness and get them excited about health and fitness. We will use some of the funds for some Kid's Swag and further their excitement for being there. These are just some ideas that we are trying to improve on as far as how we are going to grow from last year. This is our 5<sup>th</sup> year of doing this competition. We have had a couple of times that we have done off-site events at Grimes Point and at Rattlesnake Hill and this showcased Fallon and gave people a cool experience that they might not have anywhere else. I haven't pinned down where we are going off-site this year, just because I am a little ambitious, I would like to make it an over-the-top off-site event. I am trying to wrangle sponsors to make this work financially before I commit to a final decision. I would like to get some mountain bikes and have athletes show up and do a workout with their mountain bikes, out in the desert. That is a tall order for a two-part event, so we'll see if I can land that option. Bottom line, this event has been very successful, everyone gets excited about it and having the support from you has made this thing completely over-the-top. I am not too crazy to think that this could be one of the biggest competitions on the west coast for normal, everyday athletes. I do think that within five years, that could actually be a thing, I really do.

Chairwoman Frost inquired as to the number of competitors last year.

Sean Sweeney stated that there were 76 teams, which totals 152 athletes. I believe that it is totally reasonable to say that we will have 200+ this year.

Chairwoman Frost inquire about the video and photos taken last year. Are those online? Where can we find those?

Sean Sweeney stated that they could be found on Instagram, Facebook, and You-Tube.

Chairwoman Frost inquired about the Facebook site.

Sean Sweeney stated that they are CrossFit Powerstroke. My personal site, which I use the most, is CrossFit Cowboy. I am waiting until after this meeting to post the set dates for this competition. At that point, I will be able to push out more and more content from now until April to drive the excitement for the event and get the sign-ups going.

Chairwoman Frost recommended sharing that information with Jane.

Sean Sweeney agreed. Last year, you helped us out and it was appreciated.

Chairwoman Frost mentioned the list of expenses. Can you explain the laser engraved team signs?

Sean Sweeney stated that it is similar to a placard. Every team that signs up will have a 1/4" sheet metal sign that is laser cut with their team names that they will be able to hang in their home gyms. We will have the City of Fallon insignia on the sign as well as any other title sponsors that we might have. Each person will receive one and they will be able to take these home with them. The budget is just over \$100,000.00 of what I am hoping to be able to pull together. None of this is rock-solid and depends on how many sponsors and support I can drum up. I am still working on that as well. My goal is to put every bit of every resource towards making this event the best possible event and having everyone have the best experience possible.

Chairwoman Frost inquired as to the equipment used for the event and how it is procured.

Sean Sweeney stated that he will have to buy some new equipment. There is some equipment that I can rent and lease. I am trying to be as financially responsible as I can. I am hoping to get a sponsor from Reno to help cover the costs of the floors. Some of the equipment I will have to buy new.

Chairwoman Frost inquired as to if that equipment will be able to be used again.

Sean Sweeney agreed. Each year for the competitions, part of our budget goes towards equipment. I have that equipment in a Connex box by the gym, which stores our competition gear and equipment and that just grows each year. It is a continuation of purchases each year to have quality equipment for the athletes.

Chairwoman Frost inquired as to when the contestants would be arriving.

Sean Sweeney stated they would arrive on Friday for the athlete dinner. They will check-in, partake in a 360\* photo booth, and gather their swag bags. I tried to replicate the World Stage at the CrossFit games for these athletes. I was able to participate in that for four years and I was able to use some of that experience to try and build that world-class type of experience for everybody that walked through and it is appreciated, that is for sure.

Chairwoman Frost inquired about the weekend schedule.

Sean Sweeney stated that they arrive on Friday and stay through Sunday. They have the dinner Friday night and then compete all day on Saturday and Sunday and then sleep for one week after that.

Board Member Bhakta inquired as to the events that will happen at Grimes Point.

Sean Sweeney stated that Grimes Point consists of a run. Both events so far have been specifically running events. Logistically, it would be impossible to have any other event there, as far as equipment is concerned. I would love to have the mountain bikes out there this year, but financially, it is not possible yet. It is a goal of mine, not a priority. My priority must be on the athlete and the staff swag bags. The secondary priority is then taking the events one step further. Taking care of the athletes and their experience is my priority.

Board Member Bhakta inquired as to how feedback is being collected from participants.

Sean Sweeney stated that they could put out a survey. We have decent social media channels that have over 60,000 people that follow us. Once we are able to put that out, it networks out well. We get tagged in posts, a lot of comments and views. In this day and age, that is probably the best feedback.

Director Moon added something to that. We do request surveys as I gave to you last year. I will resend that document to you. As you know, this is funded by tourism room rents and we want to make sure that they are staying here and staying in our hotels. That doesn't really come across on social media, where they stayed and those kinds of things. We don't have the staff to harvest all those comments. Maybe at registration, we could add that survey to their bag and ask them to complete it before they leave.

Board Member Bernardo inquired which events stood out last year and which events were even dreaded.

Sean Sweeney stated that the Grimes Point was the most difficult but most of them thought it was a great place.

Chairwoman Frost asked if there were any further comments.

There were no further questions.

Board Member Bernardo motioned to approve \$20,000 to CrossFit Powerstroke for the 2024 Powerstroke Partner Throwdown; seconded by Board Member Bhakta. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

### **Board and Staff Reports**

Director Moon emphasized the importance of these events and invited everyone to attend when they could. The Rural Round-up is in April at Lake Tahoe.

Board Member Bernardo stated that their rooms are beginning a full renovation process.

### **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 Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:28 p.m.

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

Attest: \_\_\_\_\_  
Michael O'Neill, Deputy City Clerk

DRAFT



# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 04-10-24  
 AGENDA DATE: 04-16-24  
 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 2024 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 2024 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. Their short-term goal is to concentrate on new events to help offset the economic slide in revenue they have experienced. The expected attendance to this year’s events is 10,000+ visitors from Nevada, California, Arizona, Utah, Oregon and Canada, with approximately 360 hotel/motel room nights being utilized just with the NHRA Divisional Race event.

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) 33 years Tax I.D. # 88-0274488
3. Purpose of Organization To promote tourism via Motorsports activities
4. Total Annual Budget \$ 160,000.00
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 2024 Topgun Dragstrip Drag Racing Season**
7. **Actual Date of Event May 3<sup>rd</sup> 2024 to September 15<sup>th</sup> 2024**
8. Location of project Topgun Dragstrip, 15550 Schurz Hwy. Fallon, NV 89406
9. Funds requested from FCTA: \$ 10,000.00
10. Total cost of project: \$ 160,000.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:  
 Our utmost goal is to provide a safe and supervised facility for drag racing to keep our youth away from highly dangerous street racing. Local events attract racers from all areas in Nevada, Northern California, Utah, and Idaho. Our NHRA events brings in racers from the entire western US as well as Canada. Our 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	\$28,700.00
2.) AWARDS	\$3,400.00
3.) RACE PAYOUTS	\$18,000.00
3.) CONTRACT LABOR	\$25,400.00
4.) EXHIBITION CARS/TRAVEL EXPENSE	\$9,500.00
5.) INSURANCE	\$6,400.00
6.) PERMITS/SANCTIONING FEES	\$6,500.00
7.) TOP GUN MALL	\$7,000.00
8.) UTILITIES/TRASH/RESTROOMS	\$6,000.00
9.) VEHICLE MAINTENANCE	\$2,000.00
10.) TRACK IMPROVEMENTS/MAINTENANCE	\$30,100.00
11.) TRACK PREP & EQUIPMENT RENTAL	\$17,000.00
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	\$160,000.00

**PROJECT BUDGET**

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

1.) RACING EVENTS	\$92,265.00
2.) ADVERTISING	\$28,700.00
3.) PARKING	\$8,500.00
4.) MALL SALES	\$6,200.00
5.) GRANT(S)	\$15,000.00
6.) AWARDS BANQUET	\$1,000.00
7.) VENDOR FEES	\$2,000.00
8.) SUMMIT ET POINTS FEES	\$6,335.00
	<hr/>
	\$160,000.00



**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

RACES TO BE ADVERTISED:

May 31 <sup>st</sup> , JR Dragster Challenge	\$1,000.00
June 1 <sup>st</sup> - 2nd, Junior Dragster Double Divisional	\$1,000.00
June 1 <sup>st</sup> - 2nd, NHRA National Open	\$3,000.00
June 22 <sup>nd</sup> & September 14 <sup>th</sup> , NHRA TV Challenge	\$1,000.00
June 8 <sup>th</sup> , June 28 <sup>th</sup> , August 3 <sup>rd</sup> & August 23 <sup>rd</sup> Special events	\$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

May 31 <sup>st</sup> - June 2nd NHRA Pro Series National Open	\$2,000.00
Sept 15 <sup>th</sup> - ET King of the Track	\$1,500.00

3.) RACER MAILINGS & FLYERS

2024 Programs, posters, and newspaper publications	\$9,000.00
Local newspapers	\$1,000.00

4.) Social Media

Facebook	\$7,200.00
YouTube	\$1,000.00

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GRAND TOTAL: \$28,700.00

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:

10,000+ 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 more than 70% 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)?

Information from the last NHRA Divisional race indicate 12% to 15% of the 350 racers and crews stayed in local motels. That event had approximately 3000 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 250,000 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 5,000 over the 22 event schedule.

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

We project approximately 3,000 over the 22 event schedule.

- (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 a quarter of a million 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 to advertise for the track and promote local businesses 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

Social media

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

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: 04-10-24  
 AGENDA DATE: 04-16-24  
 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 2024 Top Gun Dragstrip – Fallon 1320 Drag Racing Event. **(For possible action.)**

- Grant amount requested by applicant: \$5,000
- Grant amount recommended by staff: \$5,000

TYPE OF ACTION REQUESTED:

X Formal Action/Motion	Progress Report
Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$5,000 to Motor Sports Safety, Inc. for the 2024 Top Gun Dragstrip – Fallon 1320 Drag Racing Event, subject to availability of funds, FCTA policy, and standard grant terms agreements.

DISCUSSION: The Fallon 1320 (2) events are designed to cater to an elite group of racers who compete for larger purses and bigger prize money than is customarily offered at local tracks around the nation. The races are growing in popularity and draw in a broader spectrum of racers. With Dragstrip closing across the Western US, TopGun will try to capitalize on these elite racers losing tracks to go to. This will also entice participation from local racers who will not have to travel as far for a higher dollar race.

The goal for each event is to draw 3,000 to 3,500 (x2) people to single events, of which 80% are expected to arrive from outside a 60-mile radius from Fallon. It is expected that at least 30 hotel/motel room nights will be booked for each event.

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 NV Zip 89406  
 Phone Number: 775-427-4266 Email: jstauverman@charter.net
2. How long organized (or in business) 33 Years Tax I.D. # 88-0274488
3. Purpose of Organization To promote tourism via Motorsports Activities
4. Total Annual Budget \$ \$50,400.00
5. Project Director John Stauverman Phone Number: (775) 427-4266  
 Mailing address: P.O. Box 2590  
 City Fallon State NV Zip 89406 Email: jstauverman@charter.net
6. **Project Title 2024 Top Gun Dragstrip-Fallon 1320 Drag Racing Events**
7. **Actual Date of Event June 22<sup>nd</sup>, 2024 & September 14<sup>th</sup>, 2024**
8. Location of project Top Gun Dragstrip, 15550 Schurz Hwy., Fallon, NV
9. Funds requested from FCTA: \$ \$5,000.00
10. Total cost of project: \$ \$50,400.00
11. Will the Convention Center be used? NO When?
12. Summarize the objectives of this project:

The Fallon 1320 events are designed to cater to an elite group of racers who compete for larger purses and bigger prize money than 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 will try to capitalize on these elite racers losing tracks to go to. This will also entice participation from local racers who will not have to travel as far for a higher dollar race.

**PROJECT BUDGET**

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

1.) ADVERTISING	\$13,000.00
2.) RACE PAYOUTS	\$6,000.00
3.) CONTRACT LABOR	\$2,000.00
4.) TRAVEL EXPENSE	\$2,500.00
5.) INSURANCE	\$6,400.00
6.) TOP GUN MALL	\$4,000.00
7.) UTILITIES/TRASH/RESTROOMS	\$6,000.00
8.) VEHICLE MAINTENANCE	\$2,000.00
9.) TRACK IMPROVEMENTS/MAINTENANCE	\$5,000.00
10.) TRACK PREP & EQUIPMENT RENTAL	\$3,500.00
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	\$50,400.00

**PROJECT BUDGET**

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

1.) COMPETITOR ENTRY	\$25,400.00
2.) SPECTATOR ENTRY	\$8,000.00
3.) MALL SALES	\$6,000.00
4.) SPONSORSHIP	\$6,000.00
4.) GRANT(S)	\$5,000.00
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	\$50,400.00

**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	
June 22 <sup>nd</sup> , 2024 & September 14 <sup>th</sup> , 2024 Fallon 1320 Events	\$1,000.00
3.) Social Media	
Facebook	\$3,000.00
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GRAND TOTAL:	\$5,000.00

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 80% 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)?

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. We anticipate the 1320 events to increase these projections as we are holding 2 events instead of just 1.

- (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 radius.

- (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

\_\_\_\_\_

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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: 04-10-24  
 AGENDA DATE: 04-16-24  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by the Back Roads Vintage Market for the Back Roads Vintage Market, Spring 2024 Market. **(For possible action.)**

- Grant amount requested by applicant: \$4,500
- Grant amount recommended by staff: \$4,500

TYPE OF ACTION REQUESTED:

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

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$4,500 to the Back Roads Vintage Market for the Back Roads Vintage Market, Spring 2024 Market, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Back Roads Vintage Market, endeavor to curate events with an assortment of antiques, vintage treasures, Nevada-made products, and repurposed items from handpicked vendors. Their biannual event, held in Fallon, draws local and out of town shoppers/vendors to our community. Their goal is to increase awareness and attract more attendees to their events, both within our community and from outside a 60+ mile radius. The target is to increase the number of attendees to 2,500; an increase of 500 from the prior event. 500 people from outside a 60-mile radius are expected with 100 hotel/motel room night rentals.

FISCAL IMPACT: \$4,500

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

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

1. Name of Organization (or Company): **Back Roads Vintage Market**  
 Chief Executive Officer: **Jenny and Mitch Young**  
 Mailing address: **1250 Golden Park Way**  
 City: **Fallon** State: **Nevada** Zip: **89406**  
 Phone Number: **(775)427-8717** Email: **backroadsvintagemarketnv@gmail.com**
2. How long organized (or in business): **7.5 years** Tax I.D. #: **1035525313**
3. Purpose of Organization: **At the Back Roads Vintage Market, we curate an amazing event with an assortment of antiques, vintage treasures, Nevada-made products, and repurposed items from hand picked vendors. Our biannual event, held in Fallon, draws local and out of town shoppers/vendors to our community. We take immense pride in hosting these events, which showcases the talent of our vendors.**
4. Total Annual Budget **\$19,000**
5. Project Director **Jenny Young** Phone Number: **(775)427-8717**  
 Mailing address: **1250 Golden Park Way**  
 City: **Fallon** State: **Nevada** Zip: **89406** Email: **backroadsvintagemarketnv@gmail.com**
6. **Project Title: Back Roads Vintage Market Spring 2024**
7. **Actual Date of Event: May 10th and 11th, 2024**
8. Location of project: **Rafter 3C Arena - Churchill County Fairgrounds**
9. Funds requested from FCTA: **\$4500**

10. Total cost of project: \$9500/event

11. Will the Convention Center be used? No When? n/a

12. Summarize the objectives of this project:

Our goal with this project is to increase awareness and attract more attendees to our event, both within our community and from outside a 60+ mile radius.

Additional funds will help boost our ad spend, purchase improved signage, advertise in targeted publications, and increase the types of advertising.

## PROJECT BUDGET

### 13. EXPENSES:

#### Budget for spring 2024 market

\$3000 Rafter 3C Arena rental  
 \$1270 helpers + meals  
 \$1500 Kolo 8 ads  
 \$200 Fallon Post ads  
 \$500 radio ads  
 \$600 social media ads (through Beyond Big Blue Agency)  
 \$40 table and chair rental  
 \$50 press release  
 \$180 professional design services for printed materials  
 \$120 printed promotional cards/flyers  
 \$1250 musicians  
 \$125 vendor snacks  
 \$395 event insurance  
 \$200 market totes  
  
 +\$4500 potential grant money

## PROJECT BUDGET

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

\$140 10' x 10' booth

\$240 10' x 20' booth

\$345 10' x 30' booth We typically have 45 vendors filling 75 booth spaces. Amounts vary from event to event.

\$10 entry Friday evening -approximately 400-500 shoppers (current but varies from market to market)

\$5 entry Saturday - approximately 1300-1500 shoppers (current but varies from market to market)

**PROJECT BUDGET**

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

\$1700 advertising in Edible Reno-Tahoe magazine

\$2800 would be used to bolster our current advertising - KTVN 2 ads, additional funds for KOLO 8 ads  
radio ads, signage

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\$4500

16. Please define the long- and short-term goals of this project:  
 Our short term goal is to increase the number of shoppers attending from outside our community through increased advertising. This will also entice additional, talented vendors from outside a 60 mile radius.  
 The long term goal is growing our market as a specialty, destination event with even more quality vendors, and making it a memorable shopping event for all involved. We look forward to forging partnerships with other community stakeholders to network complementary events and services the weekend of our market. An overnight stay to fit it all in will be on people's radars.

17. Please estimate the total attendance you expect at your event and list your target market areas:  
 We would like to see this project expand our attendance by 500 + more visitors bringing our total up to 2500+ attendees.

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?

500

(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)?

$100 \times 1 = 100$

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

100,000 +

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

We have shoppers from Susanville, CA, other areas in California, Winnemucca, Elko, Gardnerville, & Tahoe attending our event. 15+ visited from out of state.

(e) How many locals will attend your event?

We had approximately 1800+ in state shoppers attend our fall market

(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)?

If a minimum of 1500 people come from outside of Fallon and a minimum of half of them shop and eat outside of our market:

$$750 \times \$75/\text{each} = \$56,250+$$

This amount does not include the cost of a hotel stay.

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

Our promotional card blast starts at the beginning of March, and the targeted social media (paid ads) start at the beginning of April. Television and radio ads typically run two weeks prior to our event as per their advertising representatives. Katey Roshetko or Rebecca Kitchen(KOLO 8) typically hold an on air interview with me the week of the market. We place sandwich board signs in Fallon 1-2 weeks prior to our market.

We are open, and welcome, any help/support of additional marketing and publicity expertise.

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 have several areas where guests may fill out a printed survey at the market. Post market, we will have a survey link on Facebook, and we will also survey our vendors.

Signature of Applicant/Grantee

Date

Jennifer A. Young

\_\_\_\_\_

February 4, 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**

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DATE SUBMITTED: 04-10-24  
 AGENDA DATE: 04-16-24  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by the de Golyer Bucking Horse & Bull Bash for the 2024 de Golyer Bucking Horse & Bull Bash. **(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	<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 \$10,000 to the de Golyer Bucking Horse & Bull Bash for the 2024 Bucking Horse & Bull Bash, subject to availability of funds, FCTA policy, and standard grant terms and agreements.

DISCUSSION: The objective of the de Golyer Bucking Horse & Bull Bash for the 2024 Bucking Horse & Bull Bash is to continue to create a fun, affordable outing for families and to continue the sport of rodeo in Fallon, Nevada. The de Golyers are hoping to fill the stands with 3,250 attendees, with a predicted 2,000 people coming from outside a 60-mile radius from Fallon. They expect people to arrive the night before the rodeo to stay in Fallon for an evening of comedy and live entertainment.

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) de Golyer Bucking Horse and Bull Bash  
 Chief Executive Officer: Cody and Kristina de Golyer  
 Mailing address 4188 Hiskett Lane  
 City Fallon State Nevada Zip 89406  
 Phone Number: 775/427/9730 Email: degolyerbullbash@yahoo.com
- 2. How long organized (or in business) 10 years Tax I.D. # 530591544
- 3. Purpose of Organization keeping the sport of rodeo alive in our community through our future generations
- 4. Total Annual Budget \$ 40,400.00
- 5. Project Director Cody and Kristina de Golyer Phone Number: 775/427/9730  
 Mailing address: 4188 Hiskett Lane  
 City Fallon State Nevada Zip 89406 Email: degolyerbullbash@yahoo.com
- 6. **Project Title** de Golyer Bucking Horse and Bull Bash
- 7. **Actual Date of Event** Saturday June 29, 2024
- 8. Location of project 325 Sheckler Road outdoor arena
- 9. Funds requested from FCTA: \$ 10,000.00
- 10. Total cost of project: \$ 40,400.00
- 11. Will the Convention Center be used? no When?
- 12. Summarize the objectives of this project:  
 Our objective for our event is to continue to create a fun, affordable outing for families and also to continue the sport of rodeo in Fallon, Nevada.

**PROJECT BUDGET**

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

Buckles x 12-\$1200.00 announcer-\$1,500.00 Clown \$800.00 Fairgrounds rental \$1,000.00  
Insurance \$1,000.00 Hotels for hired help \$800.00 Bands X 2 \$2,000.00  
Kids Zone- Bounce Houses \$1,000.00, face painting X2 \$400.00  
Hired Help x 10 \$800.00 Book Keepers \$1,200.00 Stock \$6,000.00 Chute Boss \$300.00 Judges x 2 \$500.00  
arena director \$ 150.00 stock director \$150.00 Bull Fighters x 2 \$1,000.00 Radio advertising \$9,500.00 t-shirts  
\$500.00 security, trash clean up \$2,000.00 hired gate help \$500.00 Fireworks \$2,500 Porta potties \$600.00

**PROJECT BUDGET**

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

Grant money~ \$10,000.00  
Boomers Bar~\$1,500.00  
Boot Barn~\$50.00  
Expert Auto~\$500.00  
Otts Farm Equ~\$250.00  
Drive Line and Gear~ 500.00  
HandR Block~\$1500.00  
Integrity pest Mng~\$1500.00  
Stockmans Casino~ \$250.00  
Fallon Ford Toyota~ \$5,000.00

more potential sponsors to come

**PROJECT BUDGET**

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

Radio advertising and t-shirts thrown to the crowd

16. Please define the long- and short-term goals of this project:  
our long term and short term goals are speaking for itself. This event we have created for our community is a hit! People look forward to bringing their families out, friends make plans to get together and out of towners carpool to show up for it.

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

The total attendance we expect is to fill the stands, @ 3,250 people Our targeted market areas are the newspapers, street signs and radio spots and social media.

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?

For our two day event we are expecting to draw in the crowd at 3,250

(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 visitors to come into Fallon for our Friday night benefit for the Fallon animal shelter, an evening of comedy and live entertainment. then attend the 10th annual Bull Bash for Saturday afternoon into the evening, we will be advertising and suggesting visits to key areas in Fallon such as the museum, Grimes point, Indian caves, local shops and food establishments.

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

We expect a large number of people to be exposed between our local street sign, newspapers, social media is a big one for us and also our 6 radio stations that we use.

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

We estimate right at 2,000 people came into Fallon. We get alot of our contestants from Eureka, Winnemucca, Austin, Yerington, Carson City, Minden, California, and oregon

(e) How many locals will attend your event?

We anticipate that 3,000 locals will attend our event.

(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)?

3000x\$100=300,000.00 is what we will predict for this years event.

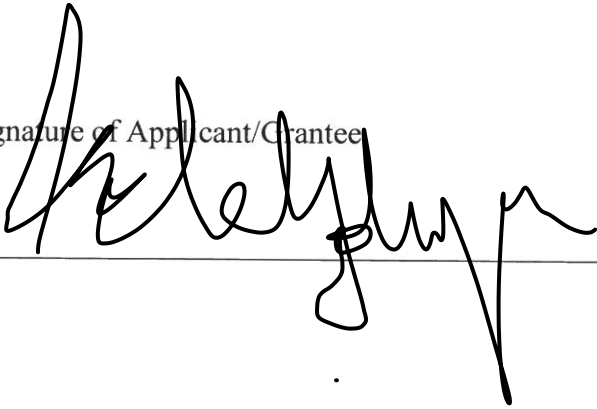
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

We will be utilizing Reno Media Group, all new street signs, we will also continue to advertise in our local Fallon Post newspaper, lahontan valley news, 150 posters and 5,000 hand out's and of course, our Facebook groups to be advertised all over Northern Nevada.

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 intend to do survey cards as people come through our event. We will have a table set up near our vendor booths and also be offering in exchange for filling out the survey cards being entered into a drawing for a gift basket.

Signature of Applicant/Grantee

A handwritten signature in black ink, appearing to read 'Jane Moon', written over a horizontal line.

Date

03\01\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](mailto:JMoon@FallonNevada.gov).



# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 04-10-24  
 AGENDA DATE: 04-16-24  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by the High Desert Bucking Bull Association/HDBBA for the 2024 HDBBA Grand Finale. **(For possible action.)**

- Grant amount requested by applicant: \$2,500
- Grant amount recommended by staff: \$2,500

**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 \$2,500 to the High Desert Bucking Bull Association for the 2024 HDBBA Grant Finale, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

**DISCUSSION:** The High Desert Bucking Bull Association (HDBBA) is a community of bucking bull enthusiasts established in 2016 by dedicated breeders, for breeders. Their primary goal is to foster growth within the bucking bull industry. Through organized competitions, they strive to showcase these remarkable animals, akin to athletes in traditional sport. The association serves as a platform for breeders to promote their stock, opening doors to opportunities like participation in prestigious events such as PBR's and the National Finals Rodeo. At HDBBA, they prioritize family values and inclusivity, evident in their youth division tailored to kids 17 years and under, allowing them to engage in friendly competition just like their parents. The goal of HDBBA is to establish a relationship/partnership with the Fallon community; as well as to produce wholesome family bucking bull event for the community to enjoy as well as open the door to bucking bull breeders to come to Fallon and showcase their bulls.

**FISCAL IMPACT:** \$2,500

**FUNDING SOURCE:** City of Fallon Tourism

**PREPARED BY:** Jane Moon

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

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

**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:

**PROJECT BUDGET**

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

- 1. 3C Event Complex Arena- \$1,000
- 2. Advertising- \$1,500
- 3. EMS- \$500
- 4. Hotel Accommodations for hired staff-\$2,600
- 5. Announcer-\$500
- 6. Panels/Bull Housing \$7,000
- 7. Event Production Labor Cost-\$3,700
- 8. Meet & Greet \$600
- 9. Event Buckles- \$1,200

Total- \$18,600

**PROJECT BUDGET**

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

- 1. Producer Fees-\$5,000
- 2. Grant Money-\$2,500
- 3. Local Sponsors/Ticket Sales-\$11,100

**PROJECT BUDGET**

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

- 1. Arena Rent
- 2. Advertising



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

To have the HDBBA establish a relationship/partnership with the community of Fallon. To produce a wholesome family bucking bull event for the community to enjoy as well as open to door to bucking bull breeders to come to Fallon and showcase their bulls.

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

1,000

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?

110

(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)?

110 x 2

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

10,000

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

100

(e) How many locals will attend your event?

1,000

(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)?

\$15,000

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

Work with local organizations to advertise/promote event, use local social media, advertise in paper, advertise with the chamber of commerce in their weekly/monthly newsletter, radio add, flyers posted. Hand out pamphlets to attendees to promote local attractions to 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.:

At meet & greet take survey of how many people are staying in Fallon and for how long

Signature of Applicant/Grantee

Date

Hannah Widener

3/15/2024

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: 04-10-24  
 AGENDA DATE: 04-16-24  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by Om Namo for the 2024 Moving Forward Together (MFT) Powwow. **(For possible action.)**

- Grant amount requested by applicant: \$7,000
- Grant amount recommended by staff: \$7,000

**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 \$7,000 to Om Namo for the 2024 Moving Forward Together (MFT) Powwow, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

**DISCUSSION:** MFT Powwow is committed to celebrating and supporting Indigenous & rural communities. MFT is a drug-and-alcohol-free traditional powwow that is free and open to the public. MFT Powwow’s objectives are to create a platform for dialogue and understanding among diverse populations to celebrate Indigenous cultures and provide access to statewide community resources. Through educational workshops, cultural sessions, and vital resources, we address critical issues such as mental health wellness, trauma-informed care, environmental protection, and suicide prevention.

**Short Term:** Facilitate an annual event for community members of all backgrounds to gather and learn about open Native cultural practices, including dance, drum, and song, and increase their own personal mental health wellness. **Long Term:** Honor Native American traditions and improve the quality of life in Nevada communities by providing a drug-and-alcohol-free event with activities that support healing, cultivating, & sustaining intergenerational wellness.

The expected number of people to attend, 2,000+, 850 of which are estimated to arrive from outside a 60-mile radius to Fallon. The event has the potential to bring over 400 room night rentals.

**FISCAL IMPACT:** \$7,000

**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:

At the heart of MFT Powwow is a commitment to celebrating and supporting Indigenous & rural communities. MFT is a drug-and-alcohol-free traditional powwow that is free and open to the public. MFT Powwow's objectives are to create a platform for dialogue and understanding among diverse populations to celebrate Indigenous cultures and provide access to statewide community resources. Through educational workshops, cultural sessions, and vital resources, we address critical issues such as mental health wellness, trauma-informed care, environmental protection, and suicide prevention.

**May 31: Cultural Day/Night** - Facilitate a cultural day/night that educates the public about Nevada tribal and Indigenous cultures, practices, and artistry. Attendees will also have access to various statewide community resources and Indigenous Arts Market.

Dougie Hall, nationally renowned Blackfeet bronc rider and inspirational speaker, will speak to attendees about being well for culture and community. We may also bring Moses Brings Plenty to speak. Mo is an Oglala Lakota television, film, and stage actor, as well as a traditional drummer and singer. Youth groups will visit with our presenters at different times during the day.

Item 10.

**June 1-2: Traditional Powwow** – Host a drug-and-alcohol-free social powwow that includes various specials and community activities, an Indigenous Arts Market, and access to statewide community resources that support wellness and economic growth.

### PROJECT BUDGET

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

\$3500: Facility Fees & Insurance  
\$6000: Cultural Head Staff & Host Drum  
\$7000: Dougie Hall Speaking Fees  
\$7000: Moses Brings Plenty Speaking Fees  
\$2000: Merchandise  
\$5800: Media Marketing & Promotion  
\$1200: Photography/Video Production

### PROJECT BUDGET

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

\$7000: City of Fallon-Convention & Tourism Authority  
\$7450: Vendor Fees  
\$4000: Merchandize  
\$5000: MFT General Fund  
\$1200: Walmart  
\$7500: Native Voters Alliance Nevada

### PROJECT BUDGET

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

**Social/Digital Media: \$2,050**

\$1,250: Powwows.com  
\$500: Meta (Facebook/Instagram)  
\$300: Fallon Post Online

**Print: \$1800**

\$1300: Newspaper Ads- NV Rancher, Great Basin Sun, Record Courier, NV Appeal, LVN, Fallon Post  
\$400: Hanging Banner  
\$100: Flyers & Posters

**Radio: \$950**

\$700: Reno Media Group  
\$250: KVLV

**Promotional Materials: \$1000**

Hats, Stickers, Shirts

**Photography/Video Production: \$1,200:**

Little Buck Harjo

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

Short Term: Facilitate an annual event for community members of all backgrounds to gather and learn about open Native cultural practices, including dance, drum, and song, and increase their own personal mental health wellness.

Long Term: Honor Native American traditions and improve the quality of life in Nevada communities by providing a drug-and-alcohol-free event with activities that support healing, cultivating, & sustaining intergenerational wellness.

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

2,000+ attendance. Our target market is men, women & children from all of Nevada, bordering states and across the United States and Canada that are Indigenous or interested in Native American/Western lifestyle culture.

**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?

850 people: We expect an increase from last year due to the popularity of the event and increased

(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)?

800 people x 2 nights: 1600 room/rv 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?

51,472 (calculated based on analytics from 2024 social media ad results)

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

800

(e) How many locals will attend your event?

1,500

(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)?

\$200,000

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

Pre-event advertising includes social media highlighting different dancers, vendors, businesses, and community leaders that are involved in the event. We plan to provide educational vignettes on what powwows are, educating non natives on Native Culture and the overall powwow experience. Our partnership with the Nevada Indian Commission and Powwows.com will further spread our marketing efforts throughout the national Powwow Circuit.

There will be specific targeted advertising Cultural Night as an official kickoff to the event. We will maximize our partnership with Battle Born Broncs to advertise the Dougie Hall speaking experience, inviting people to attend from all facets of the Western community.

We are also in contact with KOLO News to secure a segment on their Morning Break Segment, along with utilizing a press release to share with Lotus Radio Public Broadcast for community events. News outlets will also be invited to attend the event and provide coverage on our event efforts.

**Tentative Media schedule: April 16-June 2**

Meta (Facebook & Instagram) : 3 boosted event posts, 2 organic posts and stories weekly: Cultural night, powwow & Native cultural education. Leverage partners and sponsors to share and spread content organically.

Flyers & Posters: Disseminate flyers to local businesses in Northern Nevada, NVAN partners will disseminate in Southern Nevada.

Mailers: Send invitational mailers to all Nevada Tribes and all Tribal establishments in Nevada and surrounding states

Radio: Radio ads will run on Reno Media Group stations, along with KVLV/Trading post to reach further rural and frontier communities.

Print ads: Print ads will run in Nevada News Group publications throughout Northern Nevada, along with local publications.

Digital: Digital ads will be run on Powwows.com to reach potential attendants nationally, along with Fallon Post website to reach locals and other communities that frequent their website.

**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.:**

Staff are designated to count every attendee through the door, and tickets are provided daily to all attendees for a daily attendance count.

Attendees are offered extra raffle tickets to take a short survey online, or on paper, that includes information about their basic demographics, their stay in Fallon (including room nights and economic impact), and how they found out about the event. All vendors are required to complete the survey as a part of their “terms of agreements.” The MC will also ask general call and response questions to the crowd daily for an “average” gauge of the information above.

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](mailto:JMoon@FallonNevada.gov).





# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 04-10-24  
 AGENDA DATE: 04-16-24  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by the Rattle Snake Raceway for Season Promotions 2024. **(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	<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 \$10,000 Rattle Snake Raceway for Season Promotions 2024, subject to availability of funds, FCTA policy, and standard grant terms and agreements.

DISCUSSION: It is Rattle Snake Raceway’s focus to continually attract awareness and participation in the sport of Oval Track Racing. Grant funding will help Rattle Snake Raceway augment spectator and contestant participation by advertising outside of Fallon and Nevada. Up to 6,500 people are expected to attend the races in Fallon as this is the location of the premier 1/4-mile-high banked Oval in Nevada. In the past it was estimated that 12% of visitors from outside a 60-mile radius attended two-day events and stayed overnight in a Fallon hotel/motel.

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) Rattle Snake Raceway  
 Chief Executive Officer: Chris Lumsden  
 Mailing address P.O. Box 908  
 City Fallon State Nevada Zip 89406  
 Phone Number: 423-7483 Email: lahontanautoracingassociation@yahoo.com
2. How long organized (or in business) 48+years Tax I.D. # 81-1785601
3. Purpose of Organization Promote racing and all Motor sports
4. Total Annual Budget \$ \$150,000.00
5. Project Director Chris Lumsden Phone Number: 775-221-8814  
 Mailing address: 5000 lone tree rd  
 City fallon State NV Zip 89406 Email: Lumpy4080@yahoo.com
6. **Project Title** Season Promotions 202~~1~~
7. **Actual Date of Event** Racing starts April 22&23 every third weekend there after
8. Location of project Rattlesnake Raceway located at 2000 Airport Rd.
9. Funds requested from FCTA: \$ \$10,000.
10. Total cost of project: \$ \$150,000.
11. Will the Convention Center be used? yes When? 202~~1~~awards banquet
12. Summarize the objectives of this project:  
 To Promote motor sport events and draw tourism to the Fallon area

**PROJECT BUDGET**

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

IMCA Sanctioning:	\$ 300.00 annual fees
IMCA bi-weekly fees:	\$ 1500.00 approx. per season
Insurance:	\$ 15,600.00 approx. per season TV, radio, newspaper,
printed materials:	\$ 13,000.00 approx. per season
Internet costs:	\$ 1000.00 approx. per season
Racers Purse:	\$ 46,800.00 approx. per season
Trophies/Awards:	\$ 5,500.00 approx. per season
Fireworks:	\$ 10,500.00 approx. per season
Utilities/fuel/maintenance:	\$ 29,000.00 approx. per season
Facility maintenance/improvements:	\$ 35,000.00 approx. per season
 Total projected expenses:	 \$158,200.00 Estimated

**PROJECT BUDGET**

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

Average revenue per 15 races as follows:

Pit Gate driver entry fees, pit passes:	\$5400.00 \$81,000.00 approx. per season
Main Gate General Admission:	\$2800.00 \$42,000.00 approx. per season
Concession Sales:	\$16,000.00 approx. per season
Sponsors:	\$ 8500.00 approx. per season
Membership Fees:	\$ 1300.00 approx. per season
GRANT	\$ 10,000.00
 Total projected revenue:	 \$158800.00

**PROJECT BUDGET**

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

Race schedule printing:	\$ 1500.00
IMCA Annual Sanction Fees:	\$ 300.00
2022 Rules/Bylaws:	\$ 500.00
Newspaper Advertising:	\$ 2800.00
Advertising & CINEMA, other	\$ 8000.00
Additional Printed Materials:	\$ 1800.00
Sign Advertising costs:	\$ 2500.00
Radio Advertising:	\$ 3500.00
Track Maintenance:	\$ 16,000.00
Fireworks:	\$ 10,500.00
Portable Billboards:	\$ 2500.00
 Total projected:	 \$ 49,900.00

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

To supply a fairly inexpensive entertainment and to promote race enthusiasm .

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

1500 spectators and 100 competitors nightly from the 7 western 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 up to 6500, throughout a race season. Fallon is the Premier 1/4 mile high banked Oval in Nevada.

(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)?

8 two nights events. LARA intends to encourage competitors to stay in Fallon, as their 'base'

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

65000 plus.

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

Approximately 6000 plus throughout the race season.

(e) How many locals will attend your event?

Approximately 6 to 7 thousand throughout the race season. WE AVERAGE 1200 PLUS EACH NIGHT.

(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)?

event will have 500 plus out of town visitors, spending \$100 plus on food ,gas, and some on lodging.

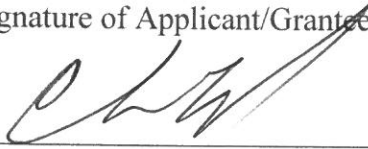
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

FALLON INITIATED A COMMON SET OF RULES , & A SCHEDULE WHERE ONLY 1 TRACK IS RUNNING ON ANY GIVEN NIGHT.

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 have spectators fill out the survey form contained in Grant, also speak to the competitors at Drivers meeting .

Signature of Applicant/Grantee



---

Date

3-29-24

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: 04-10-24  
AGENDA DATE: 04-16-24  
TO: CFCTA Board Members  
FROM: Jane Moon, Director of Tourism & Special Events  
AGENDA ITEM TITLE: Consideration of a grant application by the Rattle Snake Raceway for Octane Fest 2024. **(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 the Rattle Snake Raceway for Octane Fest 2024, subject to availability of funds, FCTA policy, and standard grant terms and agreements.

DISCUSSION: Lahontan Auto Racing Association’s purpose is to provide quality and affordable motorsport entertainment to Fallon; with the goal of helping generate revenue for local businesses. A total of approximately 4,000 people are expected to attend this 2-day event, with about 40-60 hotel/motel room rentals for each night of the event.

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) Rattle Snake Raceway  
 Chief Executive Officer: Chris Lumsden  
 Mailing address P.O. Box 908  
 City Fallon State Nevada Zip 89406  
 Phone Number: 423-7483 Email: lahontanautoracingassociation@yahoo.com
2. How long organized (or in business) 48+years Tax I.D. # 81-1785601
3. Purpose of Organization Promote Motor sports
4. Total Annual Budget \$ \$60,000.00
5. Project Director Chris Lumsden Phone Number: 775-866-1777  
 Mailing address: 5000 lone tree rd  
 City fallon State NV Zip 89406 Email: Lumpy4080@yahoo.com
6. Project Title Octane Fest 2024
7. Actual Date of Event JUNE 7<sup>TH</sup> & 8<sup>TH</sup>
8. Location of project Rattlesnake Raceway located at 2000 Airport Rd.
9. Funds requested from FCTA: \$ \$10,000.
10. Total cost of project: \$ \$60,000.
11. Will the Convention Center be used? NO When?
12. Summarize the objectives of this project:  
 Provide good motor sport events and draw tourism to the Fallon area

**PROJECT BUDGET**

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

INSURANCE	\$4500.00
EQUIPMENT RENTAL	\$14000.00
ADVERTISIING	\$9,000.00
MONSTER TRUCKS	\$10,000.00
OURS FOR COMPETITORS	\$15000.00
EXTRA RESTROOMS	\$1500.00
FAUCILITY PREP	\$6,000.00
FIREWORKS	\$1500.00

Total projected expenses: \$61,500.00 Estimated

**PROJECT BUDGET**

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

Pit Gate driver entry fees, pit passes:	\$14,000.00
Main Gate General Admission:	\$17000.00
Concession Sales:	\$8,000.00
Sponsors:	\$ 5000.00
Membership Fees:	\$ 2500.00
GRANT	\$10,000.00

Total projected revenue: \$56,500.00

**PROJECT BUDGET**

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

Race schedule printing:	\$ 800.00
IMCA Annual Sanction Fees:	\$ 400.00
Newspaper Advertising:	\$ 2300.00
Theater Advertising & other:	\$ 6000.00
Additional Printed Materials:	\$ 1500.00
Sign Advertising costs:	\$ 2500.00
Radio Advertising:	\$ 2500.00
Track Maintenance:	\$ 10,000.00
Fireworks:	\$ 1,500.00
Portable Billboards:	\$ 2500.00

Total projected: \$ 30,000.00

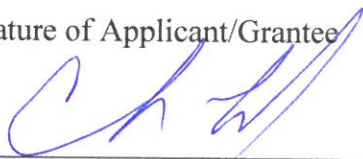


16. Please define the long- and short-term goals of this project:
- Promote a fairly inexpensive entertainment and to promote Motor sport enthusiasm .
17. Please estimate the total attendance you expect at your event and list your target market areas:
- approx. 2000 each night. from northern Nevada and California, Utah, Idaho , Arizona
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 up to 2000 each night to see a demo derby, tuff trucks, races, and special events
- (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)?
- 40 to 60 rooms each night
- (c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?
- 65000 plus.
- (d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?
- Approximately 2000 each night.
- (e) How many locals will attend your event?
- Approximately 2000 each night
- (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)?
- event will have 400 plus out of town visitors, spending \$100 plus on food, gas, and some on lodging.
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:
- Theater, posters, radio, Facebook(booster), and vehicles set up around town.

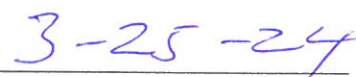
20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

We have spectators fill out the survey form contained in Grant, also speak to the competitors at Drivers meeting .

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: 04-10-24  
AGENDA DATE: 04-16-24  
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 2024 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 | <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 \$25,000 to Battle Born Broncs, LLC for the 2024 Battle Born Broncs, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: This is the third year of production for Battle Born Broncs, a professional bareback and saddlebronc riding rodeo event. In order to bring more visitors to Fallon for longer stays, additions have been made to the 2-day event: opportunities for vendors, sponsorships, the kids camp have been implemented for expansion. A partnership with Champion Living Fitness and Sober Cowboy has been made to bring a unique new perspective to the camp along with bringing back Rodeo’s World Champions and NFR qualifiers to coach at the event. Also new this year, there will be an auction during the Welcome Party on Monday evening benefiting the Trenten Montero Foundation to financially help rodeo families during times of injury or loss of their rodeo athlete.

Battle Born Broncs, LLC plans to continue to produce high quality western events in Fallon to bring more value and revenue to our community and to build a better event improving on the last one each year.

2,700 people are expected to attend this year’s event with at least 1,200 coming from outside a 60-mile radius from Fallon. 600 room night rentals are predicted over two 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 P.O. Box 1321
City Fallon NV Zip 89407
Phone Number: 775-741-9780 Email: BattleBornDarcie@gmail.com
2. How long organized (or in business) 10 months Tax I.D. # 93-2921366
3. Purpose of Organization Western & Rodeo Events Production
4. Total Annual Budget \$ \$310,000
5. Project Director Darcie Spero Phone Number: 775-741-9780
Mailing address: P.O. Box 1321
City Fallon State NV Zip 89407 Email: BattleBornDarcie@gmail.com
6. Project Title BATTLE BORN BRONCS
7. Actual Date of Event JUNE 16-17, 2024
8. Location of project Rafter 3C Arena
9. Funds requested from FCTA: \$ 25,000
10. Total cost of project: \$ 310,000
11. Will the Convention Center be used? No When?

12. Summarize the objectives of this project:
In the third year of producing Battle Born Broncos, a professional bareback and saddlebronc riding rodeo event, I'm excited for some additions to bring more visitors to Fallon, for a longer period of time. There was so much interest in the camp last year that we realized there is a bigger opportunity for vendors, sponsors and community members to experience both days of the event rather than just focusing on the main event. We also made the decision to bump up the event by one day to avoid overlapping the Reno Rodeo Concert night and our volunteer fire department's meeting night, and holding our event on Monday and Tuesday rather than on Tuesday and Wednesday. These small changes will be extremely beneficial to everyone involved in the event. As always, Battle Born Broncos starts with a rodeo camp for kids ages 7 and up. We have partnered with Champion Living Fitness and Sober Cowboy to bring a unique new perspective to the camp along with bringing back Rodeo's World Champions and NFR qualifiers to coach at the event. The western marketplace will be open to the public this year during the camp along with food and beverage vendors, in addition to being open before the main event on Tuesday evening. In addition, there will be an auction during our Welcome Party on Monday evening benefitting the Trenten Montero Foundation to financially help rodeo families during times of injury or loss of their rodeo athlete. Once again we are working with the Fallon Golf Course to bring sponsors and contestants together for a morning of golf on Tuesday before the anticipated sold out event that night. Our golf course became extremely popular with our contestants who d here between our event and the Reno Rodeo the following week in 2023. I've attached our sponsor deck and schedule for more information.

**PROJECT BUDGET**

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

Cameras & Scoreboards: \$3500, Music & Sound: \$2500, Announcers: \$4000, Merchandise: \$10,000, Videography & Photography: \$6000, Signage: \$7000, Printing: \$3500, Prize Money and Awards: \$58,000, Venue \$3,500, Roughstock: \$40,800, Additional Contract Personnel: \$34,000, Administrative: \$19,000, Sponsorships: \$7,000, Hotels & Lodging: \$11,800, Hospitality: \$18,300, Rodeo Camp: \$9,000

**PROJECT BUDGET**

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

Sponsorships: \$250,000  
 Grants: \$25,000  
 Ticket Sales: \$31,800  
 Vendor Fees: \$3,600

**PROJECT BUDGET**

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

We use grant money to purchase merch to advertise our event in Fallon throughout the year. We hire the production team to produce the event in house to be aired on the Cowboy Channel and to provide content to advertise throughout the year, as well as photographers and videographers for content as well. Website and social media maintenance, printing for signage and other advertising is included as well as advertising expenses related to bringing families to town for the rodeo camp and adding tourism logos to camp merch given to our students.

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

Planning to continue to produce high quality western events in Fallon to bring more value and revenue to our community and to build a better event improving on the last one each year.

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

Contestants and fans come from as far as Australia. Last year we had many people from Canada, Oklahoma, Wyoming, and Texas just to watch. We expect to sell out at around 2700 between sponsors and regular ticket sales.

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?

1200

(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)?

600 room nights over two days with myself booking 63 room nights for our crew.

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

Exposure is unlimited as the broadcast will be aired live, as well as re-airs and on demand on the Cowboy Channel Plus app. We are able to provide commercials during our broadcast this year as well to advertise for the City of Fallon and other sponsors.

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

At least 1200

(e) How many locals will attend your event?

1500 +

(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)?

\$450,000-\$550,000

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

We continue to be consistent using social media strategies to bring in new fans and vendors and to keep everyone updated on our events. We've also started cross promotions with other well known creators and athletes who promote our events all year long. Last year we did interviews with magazines, radio and on news channels to promote the city and our event as well which we plan to continue.

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 continue to work with the arena to learn about those details and adjust where necessary.

Signature of Applicant/Grantee

A handwritten signature in black ink, appearing to read "J. Moon", written over a horizontal line.

Date

Apr 1, 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

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DATE SUBMITTED: 04-10-2024  
AGENDA DATE: 04-16-2024  
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

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				
April				
May				
June				
July				
August				
September				
October				
November				
December				
<b>Total</b>	<b>29,940</b>	<b>8,225</b>	<b>\$ 822,720.77</b>	<b>\$ 100.03</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.