



AGENDA

CITY OF FALLON - CONVENTION AND TOURISM AUTHORITY MEETING

55 West Williams Avenue Fallon, NV
November 10, 2025 at 3:00 PM

The City of Fallon – Convention and Tourism Authority will meet in a special meeting on November 10, 2025 at 3:00 p.m. in the City Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

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

1. Pledge of Allegiance to the Flag

2. Certification of Compliance with Posting Requirements

3. Public Comments

General in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken. **(For discussion only)**

4. Approval of the City of Fallon – Convention & Tourism Authority meeting minutes from July 15, 2025. **(For possible action.)**

5. Consideration of a grant application by the Busted Up Productions, LLC for the 2025 Top Gun Invitational (rodeo event). **(For possible action.)**

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

6. Consideration of a grant application by DKC, LLC for the 2026 Great Basin Bull Sale. **(For possible action.)**

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

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

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

8. Board and Staff Reports **(For discussion only)**

This agenda has been posted on or before 9:00 a.m. on November 5, 2025 at City Hall, City's website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>).

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

/s/ Elsie Lee

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



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

DATE SUBMITTED: 10-20-2025
 AGENDA DATE: 11-10-2025
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Approval of the City of Fallon – Convention & Tourism Authority meeting minutes from July 15, 2025. **(For possible action.)**

TYPE OF ACTION REQUESTED:

☒ Formal Action/Motion
☐ Discussion Only

☐ Progress Report
☐ Other

POSSIBLE BOARD ACTION: Motion to approve the City of Fallon – Convention & Tourism Authority meeting minutes from July 15, 2025.

DISCUSSION: Additions and/or corrections.

FISCAL IMPACT: n/a

FUNDING SOURCE: n/a

PREPARED BY: Debra Clifford

TO BE PRESENTED TO BOARD BY: Jane Moon

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
July 15, 2025

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
City Clerk Treasurer 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.

City Clerk Treasurer 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 Convention and Tourism Authority meeting minutes for April 15, 2025.

Board Member Bernardo motioned to approve the Fallon Convention and Tourism Authority meeting minutes with no corrections for April 15, 2025, 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 Junior Rodeo for the 2025 Fallon Junior Rodeo event:

- Grant amount requested by applicant: \$3,000
- Grant amount recommended by staff: \$3,000

B) Churchill County Parks & Recreation for the 2025 No Hill Hundred Century Bike Tour:

- Grant amount requested by applicant: \$2,000
- Grant amount recommended by staff: \$2,000

C) Fallon Festival Association, Inc. for the 2025 Fallon Cantaloupe Festival & Country Fair:

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

D) Back Roads Vintage Market for the Back Roads Vintage Market, Fall 2025 & Spring 2026 Markets:

- Grant amount requested by applicant: \$9,000
- Grant amount recommended by staff: \$9,000

Consideration of a Grant Application by the Fallon Junior Rodeo for the 2025 Fallon Junior Rodeo Event.

Director Jane Moon stated that the Fallon Jr. Rodeo group endeavors to continue the annual Labor Day Junior Rodeo for youth from across the West to showcase their skills in equestrian events. They seek to promote and encourage the agricultural and ranching lifestyle that is necessary for a thriving community. They recognize that the kids who participate in these events choose to live a difficult lifestyle that is 365 days a year with no off-season. The Fallon Jr. Rodeo wishes to give the youth the best junior rodeo in the state to compete against each other. The groups' long-term goal is to promote the cowboy lifestyle for years to come and give these youth a venue to showcase their skills. It is estimated that 200-300 participants and their families will attend this (4) day event, with 150 people being from outside a 60-mile radius; generating 150 hotel/motel room overnight stays and multiple visits to local restaurants, gas stations and stores.

Eva Brown addressed the Board. I am a contestant in the Fallon Junior Rodeo. Our rodeo has been a staple in our community since way before my mom was a kid, which was a long time ago. Fallon Junior Rodeo is my favorite rodeo and it brings contestants from all over Nevada and California.

Whitney Brown, mother of Eva, addressed the Board. Typically, we get between 200 and 300 contestants and their families. They come to our town to camp, stay in our hotel rooms, shop at our stores, eat at our restaurants, and they come back every year because Fallon Junior Rodeo is the best. We have attended all the rodeos in the State and Fallon is our favorite. We would like to invite you all to attend and come out to support these kids. It kicks off Friday

at 5:30 pm with our Queen contest and goes through the whole weekend and we would like you to come and check out the cowboys and cowgirls; they are awesome.

Chairwoman Frost asked if it started before Whitney's grandpa. I think it might have been.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$3,000 to Fallon Junior Rodeo for the 2025 Fallon Junior Rodeo event. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Churchill County Parks & Recreation for the 2025 No Hill Hundred Century Bike Tour.

Director Moon stated that the short-term objective of the No Hill Hundred Century Bike Tour is to provide an annual opportunity for regional cyclists to participate in a relaxed and enjoyable cycling event; while the long-term goal is to establish the Fallon area as a bike friendly community and to promote and encourage physical and recreational activity in the region. The goal is to attract 150-200 cyclists of which 75% (112-150) are expected to come from outside a 60-mile radius from Fallon, targeting 62 hotel/motel room nights.

Beth Hill seconded what Director Moon stated. Thank you for your consideration of the \$2,000.00 grant.

Director Moon stated that Beth Hill is here because the position has not been filled in the absence of Robyn Jordan.

Chairwoman Frost asked if they were following the same format as in years past.

Beth Hill confirmed. We will continue on as the same as it has been.

Board Member Bernardo asked if the routes would be the same.

Beth Hill confirmed.

Chairwoman Frost stated that she has had some friends come from Reno for this event.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$2,000 to Churchill County Parks & Recreation for the 2025 No Hill Hundred Century Bike Tour. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Fallon Festival Association, Inc. for the 2025 Fallon Cantaloupe Festival & Country Fair.

Director Moon stated that the Fallon Festival Association, Inc.'s mission is to create a premier event for the entire family promoting the Fallon area, celebrating the agricultural past and present, showcasing local talent, and supporting Nevada businesses. 18,000 unique visitors are targeted for this event with 3,240 people predicted to visit from outside a 60-mile radius of Fallon. The Fallon Festival Association, Inc. is hoping to fully book all available hotel rooms in Fallon (approx. 531) for the three nights of this year's event.

Adrienne Snow addressed the Board. Thank you for having us. We are always excited to be here. The event that has the most excitement behind it this year is the truck pulls. People have been asking about this event for a few years now. Some of this will be professionally

produced but there are openings for locals to submit and participate. For music, we did not want to increase our ticket price, so we are offering a fully inclusive ticket price and the concerts this year are included with general admission pricing. Those concerts include Jared Hovis, who opened for Chancey Williams two years ago and The Floyd for rock night, which will be playing Floyd music. We are excited to announce that we have engaged new stakeholders and deepened relationships with existing stakeholders, namely, University of Nevada Reno. We have three different legs of the University participating inside the Festival this year: Extension, CABNR (College of Agriculture, Biotechnology & Natural Resources) and the College of Business. They will each be bringing various different programs. We will be expanding the Ag Experience this year which will begin in the Rafter 3C Arena. This will be the new entrance to that event. We have had new Ag Stakeholders coming on board to participate, such as Nevada Beef Council, which will excite a lot of the beef producers here. We are following up with a second economic impact assessment this year so that we can provide trend data, not just single event data. Last year's inclement weather is in the books for setting records for the Friday of the Festival last year with a low temperature. We will be having a Cornhole Tournament and a 5K run this year. As the director, I did not give a lot of attention to things like the Cornhole Tournament. When we sat down with that team and understood what that funding goes to, like the Ambulance Station placed on the west side of town and then really looking at what we need to be doing to make their fundraising event more successful while they better understood what we are trying to do. We are working as a team and we are going to be doing paid advertising and promotion to attract Cornhole participants from Sacramento and San Francisco so that we can bring people in overnight. We have been working for several months on this to make this bigger and better for them and subsequently for Banner Auxiliary. This will go the same for the 5K run. We have been working with Karla Kent and her team in order to attract people from out of the area for that run and begin to build that run for her and her team, which is the Community Theater. We are also utilizing some grant funds that we got from Travel Nevada to produce high-level commercial videography that we will use in 2026 as advertising. We will be reaching out to the City's PR agency, the Abbi Agency, in order to garner input from them, since they have also worked with this gentleman. He is fabulous. I have been able to work with him in private enterprise and our focus will be on showcasing the event and the City of Fallon through these pieces and producing that for 2026.

Board Member Bernardo mentioned overhauling the Ag Exhibit last year. Is there anything similar to that that you will be doing this year besides what you spoke about?

Adrienne Snow stated that the Ag Experience will be doubling in size. It will still be in the Dry Gulch but it will also take up about 50% of the concourse at the Rafter 3C Arena to accommodate the additional entities that are coming to participate. We are bringing in additional petting zoos and shed rows. We have a lot of new animal attractions by engaging various groups throughout Northern Nevada. The other thing that we have listened to the public about is the cost of carnival wristbands. That income does not come to us as they are separate entities but we did explain to them and go over our budget and we were able to get them to offer pre-sale tickets that were \$20.00 below last year's prices and we have been advertising that. We are hoping that between the all-inclusive ticket prices and the savings on the wristbands that it will help families as they come to spend their money.

Chairwoman Frost stated that it was a great idea to use the Rafter 3C Arena and get people out of the weather no matter the temperature.

Adrienne Snow stated that the Rafter 3C Arena will also have music. We will be utilizing the main stage with bands playing for the entire duration of the event. We will also have arts and entertainment outside in the Pavilion as well. At this point, we now have two stages for more entertainment options. We have adjusted our budget so that we can have things going in every sector of the Festival because we realized that we are completely capitalizing on the square footage that we are paying for the duration of week from the County. The cornhole tournament will be in there as well as the Farmer's Market. This will help keep the fruits and vegetables a little cooler. As we have grown in size, we have had to lock down the perimeter of the event for safety reasons. Now the larger trucks can approach the roll-up doors and restock and deliver without harming the safety of the event attendees.

Zip Upham stated that he expects this to work much better for the farmers. There are some elderly patrons who just want to come to the Cantaloupe Festival, get a melon and leave. This makes it more comfortable to come into a cool area, purchase their melon and leave.

Adrienne Snow stated that they are compiling a list for feedback. I am open and would appreciate anything that you might have for me. We are sending a pair of tickets to approximately 20-30 restaurants in the Reno, Carson, Gardnerville, Tahoe area. The point of this is to engage our restauranteurs to come out to specifically meet and develop relationships with the farmers here in order to help them gain relationships where they can sell their produce outside of just this event. If you know of any restauranteurs that you think would like to forge relationships in Fallon with our growers here, please give me their names and restaurant names so that I can send tickets to those individuals.

Board Member Bernardo asked if UNR would be keeping stats of vendors and ticket sales again this year.

Zip Upham stated that they would be doing an economic analysis and data collection during the event. They will then put all that information together so that we can examine those trends.

Adrienne Snow stated that they are open to input on the questions being asked. If you have any specific questions that you would like in that economic impact assessment, we are formulating that with Dr. Fred Steinman and will be adding a component that will help with the programming sector. This will be primarily economic impact but we would like to know how people feel about the programming that we have changed, in terms of the educational components. If you have very specific questions that you would like asked of the public through that assessment, please type those up and email me and I will present them to Dr. Steinman for this year's assessment.

Director Moon inquired about how the survey information would be collected.

Adrienne Snow stated that all the data collected for sales is provided to the UNR team. Anything that goes through a computer that we can hand over to them, i.e., tickets sales that show zip code information. You will see people, boots on the ground, with UNR backpacks this year to gather information through a field team. This is a graduate level economic assessment master's degree type project.

Board Member Bernardo inquired if this would include information from contestants participating in the Festival.

Zip Upham confirmed.

Adrienne Snow stated that this team approached a diverse number of people last year for this information with a myriad of questions about their presence at the festival. If you have not seen this assessment from last year, I am happy to email it to you. I would like feedback

from you on what you would like to see asked for your purposes of understanding if we are going in the right direction.

Board Member Bhakta inquired if there would be enough cantaloupe this year.

Adrienne Snow stated that she believed so.

Zip Upham stated that they have worked very carefully with local growers to make the timing of harvest culminate for the festival.

Adrienne Snow stated that there was a 65% increase in production last year with what they planted from the year prior. We are seeing even the trends of production rising. This includes vendor booths that are creating more cantaloupe items. I am hoping that with engaging restaurants to participate we will increase those vendors with a variety of cantaloupe products for sale. We are still trying to get money through some programs such as RFSI or the new Farmer's Market program that just came out to access dollars so that we can provide cooling equipment that can be used by all these farmers year-round.

Chairwoman Frost stated that this was the 40th Anniversary of the Cantaloupe Festival. Are you emphasizing that in any special way?

Adrienne Snow stated that a Poster Contest was offered to begin. We received over 25 different pieces of artwork for this contest from local citizens. We chose three pieces with one becoming a T-shirt and two other pieces became stickers. Some of these items were thrown out as advertisements at the Fourth of July parade.

Director Moon congratulated the Fallon Festival Association on their grant awarded to them by the Nevada Commission on Tourism. Well done. They came to the Travel Nevada Grants Show, applied for and were awarded a substantial grant on their first try.

Adrienne Snow thanked Director Moon for the guidance with that information. I am so excited about how things are coming together so nicely and our committees and our teams are working together fantastically.

Chairwoman Frost thanked them for their leadership. Again, every year, it gets better as adjustments are made, I appreciate the variety and not the same events, year after year. I think this brings people back to seeing what's new each year.

Board Member Bernardo agreed. You listen to the public and take in their opinions and this has impacted on its success throughout the last few years.

Director Moon inquired about inquiries about mud volleyball.

Adrienne Snow laughed. Every year.

Zip Upham stated that unless a facility is created specifically for mud volleyball, it will not happen. The emphasis of alcohol was a primary issue. The problem with glass in the mud volleyball pit was an issue and the liability was something that Churchill County Parks & Rec was running from. Mixing local athletic events with alcohol consumption that became untenable and Parks & Rec was very wise in the direction that they have gone and without pushing hard on them. Trying to recreate facilities, I don't see that coming back short term.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$15,000 to the Fallon Festival Association, Inc. for the 2025 Fallon Cantaloupe Festival & Country Fair. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Back Roads Vintage Market for the Back Roads Vintage Market, Fall 2025 & Spring 2026 Markets.

Director Moon made aware that the Back Roads Vintage Market endeavors 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 over 3,000 people: an increase of 400-600 from the prior events. 500 people from outside of a 60-mile radius are expected with 70 hotel/motel room night rentals. Mitch and Jenny Young are not available today as they are both out of town.

Chairwoman Frost stated that this is a great event for our community. I want to hear from our organizers as well. I know they have an event coming up. They have their event in October in which we give them half the amount for that event and then hopefully they can be at one of our next meetings before their May event to present and let us know what is going on. This is just my opinion and I don't know how the rest of the Board feels.

Board Member Bernardo agreed.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$4,500 to the Back Roads Vintage Market for the Back Roads Vintage Market, Fall 2025 & Spring 2026 Markets. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Board and Staff Reports

Director Moon stated that the Visit Fallon website is currently being updated. It will be more user friendly and as events come up, they are scheduled to rotate off and be updated as soon as they come off. What gets highlighted will be the current and most upcoming events and then it will run like a carousel. We will have persona type drop ins for history buffs, for adventure persons and those types will have sample itineraries and links to the properties for immediate bookings. This should help our motel/hotel proprietors so that we can help increase the bookings as well, directly through the website.

City Clerk Treasurer Michael O'Neill provided the room tax information

Chairwoman Frost stated that it looks a little better than last year.

City Clerk Treasurer O'Neill stated that the final returns for June are just being finished up. It seems to be tracking right at or slightly less. Hopefully, it will get better as the year goes on.

Board Member Bernardo stated that he had previously spoken with Mr. O'Neill. We are finalizing our renovation and hopefully it will be done by the end of next week. We had the contractors come back and finish things that they didn't finish when they said they were done. We have a team that arrived yesterday to finalize everything and hopefully they will be done with everything next week to where we can open all the rooms after a year and three months of renovation. It has impacted the room rentals for the last year but hopefully it will be a lot better for everyone here. Today is my 6th year anniversary with the Board.

Chairwoman Frost stated that the next meeting will be October 21, 2025, so mark your calendars. Also, just a reminder that we have our Fast Draw Competition in town, beginning tomorrow.

Director Moon confirmed that statement. We were able to secure an interview for Cal on Fox News 11 and he jumped up and took the opportunity to be interviewed. The competition will continue through Saturday.

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 4:16 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O'Neill, City Clerk Treasurer



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

DATE SUBMITTED: 10/20/25
 AGENDA DATE: 11/10/25
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Busted Up Productions, LLC for the 2025 Top Gun Invitational (rodeo event). **(For possible action.)**

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

TYPE OF ACTION REQUESTED:

☒ Formal Action/Motion ☐ Discussion Only	☐ Progress Report ☐ Other
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POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to Busted Up Productions, LLC for the 2025 Top Gun Invitational (rodeo event), subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: Busted Up Productions LLC is endeavoring to produce the highest level PRCA event by bringing top quality stock and riders from all over the country to Fallon. A significant increase in the economic impact for Fallon during the final week of 2025 is highly anticipated as this will be a Division I PRCA extreme bulls event. Approximately 3,000-3,500 people are expected to attend this event. It is estimated that 2,200 people will come to Fallon from outside a 60-mile radius, bringing 660 room rentals total for the week. This event will be filmed for the Cowboy Channel.

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)

Chief Executive Officer: Chad Denton

Mailing address 2040 Reno HWY 443

City Fallon State NV Zip 89406

Phone Number: 530-521-3965 Email: Chadedent@gmail.com

2. How long organized (or in business) 3 years Tax I.D. # 99-1157089

3. Purpose of Organization Event Production

4. Total Annual Budget \$ 15,050

5. Project Director Chad Denton Phone Number: 530-521-3965

Mailing address: 530-521-3965

City Fallon State NV Zip 89406 Email: Chadedent@gmail.com

6. Project Title Top Gun Invitational

7. Actual Date of Event 12/31/25

8. Location of project Rafter 3 C arena 227 Sheckler Rd. Fallon NV 89406

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

10. Total cost of project: \$ 150,000

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

12. Summarize the objectives of this project: Marketing Efforts outside 60-mile radius for Top Gun Invitational. A PRCA Divion 1 Xtreme Bulls event. Bringing the best livestock and cowboys to compete. To produce a top tier spectator event in Fallon drawing a crowd from all over the Western United States.

PROJECT BUDGET

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

Print, Billboard, Signage \$8000
 Cowboy Channel, Video production \$4500
 Website and online media \$500
 Newspaper and print media \$2200
Total \$11,200

PROJECT BUDGET

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

Sponsorships \$80,000
 Tourism Grant \$10,000
 General Admission tickets \$54,000
Total \$144,000

PROJECT BUDGET

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

Print, Billboard, Signage \$8000
 Cowboy Channel, Video production \$4500
 Website and online media \$500
 Newspaper and print media \$2200
Total \$11,200 This number will increase due to adding to our campaign

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

Long term; produce an annual Division 1 PRCA bull riding and concert drawing contestants and event viewers from western United States to Fallon Nevada for the last week of the year.

Short term; increase economic impact in Fallon from last years \$291,203.40 to \$320,000 this year.

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

3000-3500

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?

Last year was 1685 between the bull riding school and Top Gun Invitational, expect 2200 this year due to added seats and school expansion.

- (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)?

660 between school and Top Gun Invitational

- (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 million people are subscribed to Cowboy Channel and Cowgirl Channel, Reno Media group reaches 247,000, last year our media campaign online reached 681,339 people.

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

1905 bull riding school and the Top Gun Invitational

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

Last year 1167 people from the 60 mile radius around Fallon, this year we are adding 250 bleacher seats and 63 VIP seats above last year.

- (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)?

Between the Bull riding school and the Top Gun Invitational \$291,203.40 was the economic impact

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

Event broadcasted on The Cowboy Channel, The Cowgirl Channel, Reno Media Group, we have a billboard, social media campaign, Website, Possible interviews on Reno News Channels and TV commercials.

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.:

Churchill County gives us the numbers from the building using phone tracker, Rodeo Tickets, our ticket company gives us data of where people are buying tickets from.

Signature of Applicant/Grantee

Chad Denton

Date

8/20/25

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



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

DATE SUBMITTED: 10/20/25
 AGENDA DATE: 11/10/25
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by DKC, LLC for the 2026 Great Basin Bull Sale. **(For possible action.)**

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

TYPE OF ACTION REQUESTED:

☒ Formal Action/Motion ☐ Discussion Only	☐ Progress Report ☐ Other
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POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$15,000 to DKC, LLC for the 2026 Great Basin Bull Sale, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: This project has merged two previous bull sales under one brand to promote the sale of high-quality Breeding stock to ranchers throughout the intermountain west. Their objective is to grow this sale into one of the largest consignment bull sales in the western United States. DKC, LLC hopes to turn the Great Basin Bull Sale into the kind of mid-winter event that will not only promote Nevada's livestock industry and western culture but become an economic draw for The City of Fallon and Churchill County as well. It is expected that about 1,600 will attend this event. An estimate of 1,000 people will come to Fallon from outside a 60-mile radius, bringing 500 total room rentals for the duration of the event.

FISCAL IMPACT: \$15,000

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 the project: This project merged two previous sales under one brand to promote the sale of high- quality breeding stock to ranchers throughout the inter-mountain west. Our objective is to grow this event into one of the largest consignment bull sales in the western United States. We are hoping to turn this into the kind of mid-winter event that will not only promote Nevada's livestock industry and western culture but become a draw for the city of Fallon and Churchill County as well.

PROJECT BUDGET

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

Labor: \$2,000.00

Meals (Pre-sale social, sale day lunch): \$7,500.00

Advertising including sales brochure: \$40,000.00

Sale Management (M3 Marketing): \$68,750.00

Promotional Items (hats, gloves etc...): \$5,211.00

Awards: \$1,000.00

Postage \$1,500.00

Sifter/Grader expenses:\$1,000.00

Bull feeding: \$8,010.00

Auctioneer: \$1,500.00

Sale Veterinarian: \$1,000.00

Miscellaneous: \$1,000.00

Donation Nevada Cattlemen's Association: \$12,500.00

Livestock Scale \$7,701.00 (use of which is donated to Churchill County 4H and FFA for local fairs and events)

PROJECT BUDGET

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

Entry Fee Income: \$22,600.00

No Sale Fees: \$1,000.00

Sale Catalog Ads: \$9,200.00

Fallon Convention/Tourism Grant: \$15,000.00

GBBS Sales Commission: \$75,000.00 (estimated)

PROJECT BUDGET

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

Should the project meet requirements to qualify for the grant, those monies will be used to offset the advertising and other promotional costs associated with the sale.

- * Dec/Jan/Feb/ editions of the Progressive Rancher
- * Dec/Jan/Feb/ editions of the Sage Signals
- * Dec/Jan/Feb/ editions of the California Cattlemen
- *Dec/Jan/Feb Western Livestock Journal, (both e-mail and Print)
- *January Angus Beef Bulletin
- *Jan/Feb/ Nevada Rancher
- * Sale Brochure mailed to all consignors, and thousands of potential buyers.

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

Although this will be our fourth year, this sale has become one of the highest regarded bull sales in the region. We have consistently drawn buyers from Nevada and the surrounding states due to the reputation of providing the highest quality breeding stock from various consigning purebred programs. This year we have 200 bulls from 36 different consignor's drawing bulls from five different states. Our short-term goal is to provide a high-quality sale for both consignors and buyers. Our long-term goal is to turn this into one of the largest multi-breeds bull sales in the western United States rivaling the Red Bluff and Midland Bull Test sales in California and Montana respectively. A vision we share with your county manager to make this a three-day event celebrating western culture right here in Fallon.

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

We expect 1000 or more people to attend the bull sale and pre-sale mixer, including consignors and their families, many of whom are from out of state. The stock dog trial and ranch rodeo will probably draw another 500 or so visitors and attendees. The NCA Board of Directors meeting which draws around 100 attendees will also occur on site during the event.

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?

Generally past bull sales have drawn 1,000 or more out of area visitors to Fallon.

- (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)?

Our room night expectations would be around 500.

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

The publications we advertise with will reach between 150,000 and 200,000 people.

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

While it is impossible to encounter every person attending this event 850 to 1,000 wouldn't be unreasonable.

(e) How many locals will attend your event?

We are soliciting as much local involvement as possible. The local FFA chapter will be helping with the sale with a 500.00 scholarship being provided to them. Local catering will be used for meals and the stock dog trial and ranch branding will be an additional draw, nearly all our promotional materials were locally sourced. 850 to 1,000 people would be our expectation.

(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)?

Economic data provided to our organization by Churchill County staff indicated an economic benefit to the community outside of our event including visitor expenditures for lodging, food, fuel, entertainment, supplies, personal necessities, and “sundries” of \$593,116.00

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

The Great Basin Bull Sale began advertising in November in various trade publications and by contacting all the previous consignors of the Fallon all Breeds Bull Sale and the Bulls for the 21st Century Sale. A direct mailing to all previous buyers from both sales will go out in January. In addition, we will be spending \$25,000.00 in advertising in various trade publications starting in November until the event in February. Stories and articles about the sale will also be featured in the Sage signals and Progressive Rancher which are distributed to all Nevada Cattlemen’s Association members. Publicity includes follow up sale reports and summaries are also published in various trade and breed association publications.

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.:

As with past Fallon All Breed Bull Sales, the Great Basin Bull Sale will survey attendees at the sale and other events. Information will also be obtained from consignors at check in and from buyers at check out. This will be used to supplement information gathered during the event.

Signature of Applicant/Grantee

Date

Signed by:

Chuck Hone

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10/20/2025

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