



AGENDA

CITY OF FALLON - CONVENTION AND TOURISM AUTHORITY MEETING

55 West Williams Avenue Fallon, NV
July 28, 2026 at 3:00 PM

The City of Fallon – Convention and Tourism Authority will meet in a special meeting on July 28, 2026 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. Consideration of a grant application by the Fallon Festival Association, Inc. for the 2026 Fallon Cantaloupe Festival. **(For possible action.)**

Grant amount requested by applicant: \$ 15,000

Grant amount recommended by staff: \$ 15,000

5. Consideration of a grant application by de Golyer Bucking Horse & Bull Bash for the 2026 de Golyer's Beauty & the Beast Rough Stock Rodeo Concert. **(For possible action.)**

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

6. Consideration of a grant application by the Lahontan Auto Racing Association dba Rattle Snake Raceway for Season Promotions 2026. **(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 July 23, 2026 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: 07/22/2026
 AGENDA DATE: 07/8/2026
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Fallon Festival Association, Inc. for the 2026 Fallon Cantaloupe Festival. **(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 the Fallon Festival Association, Inc for the 2026 Fallon Cantaloupe Festival, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Fallon Festival Association, Inc aims to strengthen regional agriculture, increase tourism, support local businesses and non-profits, and preserve a valued Nevada tradition for future generations. Last year a total of 12,309 attended the Fallon Cantaloupe Festival while 7,200 are predicted to visit from outside a 60-mile radius of Fallon in 2026. The Fallon Festival Association, Inc. is hoping to fully book all available hotel rooms in Fallon (approx. 531) for the two nights of this year's 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) Fallon Festival Association, Inc
 Chief Executive Officer: Zip Upham
 Mailing address 290 W Williams Avenue
 City NV State NV Zip 89406
 Phone Number: 7758668474 Email: info@falloncantaloupefestival.com
2. How long organized (or in business) 15 Years Tax I.D. # 27-1811685
3. Purpose of Organization To promote agriculture, arts and education through the Fallon Cantaloupe Festival.
4. Total Annual Budget \$ 373,171
5. Project Director Adrienne Snow Phone Number: 7752476458
 Mailing address: 290 W Williams Avenue
 City Fallon State NV Zip 89406 Email: info@falloncantaloupefestiv
6. **Project Title 2025 Fallon Cantaloupe Festival**
7. **Actual Date of Event August 22-24, 2025**
8. Location of project Churchill County Fairgrounds
9. Funds requested from FCTA: \$ 15,000
10. Total cost of project: \$ 15,000
11. Will the Convention Center be used? No When?

12. Summarize the objectives of this project:

The 2026 Cantaloupe Festival aims to expand attendance, strengthen agricultural tourism, and directly support regional farmers and producers while continuing to provide an affordable, family-friendly community event.

This year, the festival will increase advertising and promotional outreach throughout Nevada's rural counties while maintaining the successful urban marketing efforts established in previous years. This expanded strategy is designed to drive higher attendance, encourage agricultural tourism, and bring greater awareness to the importance of locally grown products and rural economies.

A major initiative for 2026 is the festival's direct partnership with area farmers to help facilitate farm-to-restaurant contracts. Participating restaurants and bars will feature locally sourced melon-themed menu items in the weeks leading up to the festival and will promote the event through table tents, coasters, window decals, and other in-house signage. This collaborative effort is intended to increase consumer awareness of agricultural products from our region while helping stabilize long-term farm revenue for local producers.

The festival will continue its commitment to remaining a low-cost and accessible event for families and visitors. Free parking will remain available, and all concerts and arena entertainment will continue to be included under a single general admission ticket price, ensuring affordability for attendees of all backgrounds.

Additionally, the festival remains committed to supporting community organizations and local causes. The event will continue providing infrastructure, advertising, logistical support, and financial inputs for approximately twelve participating non-profit organizations at no cost to those groups. These organizations use the festival as a platform to raise awareness for their missions, engage with the public, and support important community initiatives throughout the region.

Through these combined efforts, the 2026 Cantaloupe Festival seeks to strengthen regional agriculture, increase tourism, support local businesses and non-profits, and preserve a valued Nevada tradition for future generations.

PROJECT BUDGET

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

Advertising & Marketing	\$28,000
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PROJECT BUDGET

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

Ticketing	\$166,400
Sponsorships	\$60,000
Grants	\$27,500
In-Kind	\$24,000
Gift shop/Vendors	\$50,000

PROJECT BUDGET

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

Radio, Television, Print (newspapers, magazines, posters, postcards, etc) and Social Media Advertising.

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

1. Increase fruit and vegetable production in the county acreage while improving overall farm profitability for northern Nevada producers. This will be achieved through targeted marketing campaigns that highlight local farmers, as well as efforts to secure seasonal supply contracts with area restaurants for melons during the harvest period.
2. Continue expanding the festival's educational programming to promote agriculture, science, conservation, and mining. This will be accomplished through new and strengthened partnerships with institutions of higher learning, local businesses, government agencies, and non-governmental organizations.

17. Please estimate the total attendance you expect at your event and list your target market areas:
12,309

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?

7,200 total non-local attendees (or 58.5%); based on the total number of 12,309 unique attendees, ticket sales using a credit/debit card and associated billing zip code with the used credit/debit card, and the results of the onsite and follow-up online survey. NOTE: a significant number of respondents to the onsite and follow-up online survey had an association with the Fallon Naval Air Station. This may indicate that while their credit/debit card and 'home' zip code indicate 'out of area' attendee, they may be stationed at or part of a long-term stay in 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)?

19,152 total room nights (NOTE: not all of these room nights are captured in Fallon. A significant number of them are being captured in the Reno-Sparks/Washoe County area.)

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

There was evidence of attendees from at least 25 different states (including Nevada, based on debit/credit card ticket purchase data and onsite and follow-online survey results) and of attendees from 12 Nevada counties (including Churchill County, based on debit/credit ticket purchase data and onsite and follow-online survey results).

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

6,868 total attendees (or 55.8%). This is the total number of attendees, based on onsite and follow-up online survey results, that indicated that their *primary reason for being in Fallon* was the 2025 Fallon Cantaloupe Festival.

(e) How many locals will attend your event?

5,109 total local attendees (or 41.5%). This is the total number of unique attendees, 12,309, minus the total number of Non-Local Attendees, 7,200, as reported in Table 2.3 above. NOTE: this estimate may be misleading to a degree as it is largely based on the billing zip code associated with the attendee's credit/debit card used to purchase tickets to the event. Onsite and follow-up online survey results indicated that a significant number of attendees are either assigned to or part of a long-term posting to the Fallon Naval Air Station. This also does not take into consideration the 'opinion' of event attendees in defining what 'local' means.

(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)?

\$3,280,843.60 (this is JUST the direct economic impact based on visitor spending as directed by the question itself; it does NOT take into account the indirect economic impact, the induced economic impact, or the fiscal impacts including tax revenue collected by federal, state, county, and sub-county taxing entities). See breakdown presented in Table 2.6.

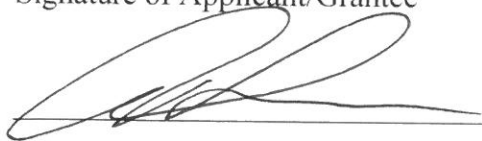
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

The festival will utilize the videography captured in 2025 to promote the 2026/2027 events. Additionally, we are seeking to update the website and optimize to improve web presence and overall reach toward eventual attendees. We are also aiming to solidify relationships with urban area restaurants to promote the event during the month prior to the festival as well as contract with local melon farmers.

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.:

In 2026, we intend to have a general questionnaire at the information booth which will be located at the front entrance. This will be much shorter than the questionnaire presented by UCED in the 2024/2025 impact study but will allow the festival to continue capturing data that UCED will subsequently analyze to compile annual reports.

Signature of Applicant/Grantee

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by a horizontal line.

Date

5/28/24

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: 07/22/2026
 AGENDA DATE: 07/28/2026
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by de Golyer Bucking Horse & Bull Bash for the 2026 de Golyer's Beauty & the Beast Rough Stock Rodeo Concert. **(For possible action.)**

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

TYPE OF ACTION REQUESTED:

X 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 the de Golyer Bucking Horse & Bull Bash for the 2026 de Golyer's Beauty & the Beast Concert Rough Stock Rodeo Concert, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DATE OF EVENT(s):

DISCUSSION: The de Golyer's mission is to bring rodeos and concerts to the Fallon community for future generations. 3,000 people in total are expected at this event while 2,500 are predicted to attend from outside a 60-mile radius. 40 hotel/motel room nights is the target rental for this one-day rodeo concert.

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 & Bull Bash
 Chief Executive Officer: Cody & Kristina de Golyer
 Mailing address 4188 Hiskett Lane
 City Fallon State Nevada Zip 89406
 Phone Number: 775-427-0228 Email: degolyerbullbash@yahoo.com
2. How long organized (or in business) 14 years Tax I.D. # 530591544
3. Purpose of Organization keeping the sport of rodeo alive in our community
4. Total Annual Budget \$ 30,000
5. Project Director Kristina de Golyer Phone Number: 775-427-0228
 Mailing address: 4188 Hiskett Lane
 City Fallon State Nevada Zip 89406 Email: degolyerbullbash@yahoo.com
6. **Project Title** and Concert Golyer's Beauty and the Beast Rough Stock Rodeo
7. **Actual Date of Event** August 15, 2026
8. Location of project Fallon Fairgrounds Fairview arena
9. Funds requested from FCTA: \$ \$10,000
10. Total cost of project: \$ 40,000
11. Will the Convention Center be used? no When?
12. Summarize the objectives of this project: Giving back to our community one rodeo at a time.

PROJECT BUDGET

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

radio advertising-
 reno media group- 5,500.00
 Hank FM- 2,500.00
 advertising signs- incorporating visit Fallon, welcoming rodeo fans & wade hayes \$1000.00
 t-shirts- incorporating visit Fallon, thrown to the crowd- \$1,000.00

PROJECT BUDGET

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

sponsors- we will be starting this after the bull bash

PROJECT BUDGET

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

radio advertising
 tshirts
 street signage

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

bringing concerts, to the Fallon Community, keeping our future generations

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

3,000

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?

2500

(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 rooms (1 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?

30k plus will be exposed to this event through just the radio advertising

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

1,000

(e) How many locals will attend your event?

2,500

(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)?

$2500 \times 300 = 750,000$

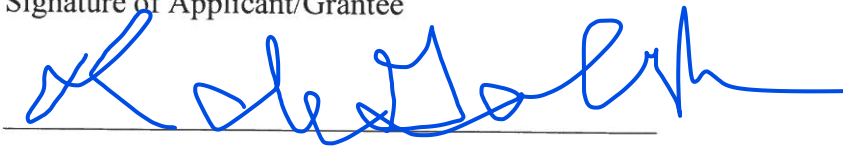
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

The signage is key, we will need all new street signs to advertise the concert in conjunction with the show, we utilize social media to promote all events we focus a lot on promoting these events to be sure everyone knows what we have going on in our community.

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.:

Bull Bash Welcome table

Signature of Applicant/Grantee

A handwritten signature in blue ink, appearing to read "K. [unclear]", written over a horizontal line.

Date

6/25/2026

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: 07/22/2026
 AGENDA DATE: 07/28/2026
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Lahontan Auto Racing Association dba Rattle Snake Raceway for Season Promotions 2026. **(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 Lahontan Auto Racing Association dba Rattle Snake Raceway for Season Promotions 2026, 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. There are eight two-night events in 2026.

FISCAL IMPACT: \$15,000

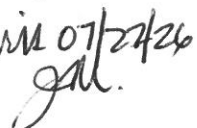
FUNDING SOURCE: City of Fallon Tourism

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) 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) 52+years Tax I.D. # 81-1785601
3. Purpose of Organization Promote racing and all types of Motor sports
4. Total Annual Budget \$ \$170,000.00
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** Season Promotions 2026
7. **Actual Date of Event** Racing starts April 11th & 12th every third weekend there after
8. Location of project Rattlesnake Raceway located at 2000 Airport Rd.
9. Funds requested from FCTA: \$ ~~\$10,000.~~ ^{\$15,000} per Chris 07/24/26

10. Total cost of project: \$ \$170,000.
11. Will the Convention Center be used? yes When? 2026 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:	\$ 500.00 annual fees
IMCA bi-weekly fees:	\$ 3700.00 approx. per season
Insurance:	\$ 17,000.00 approx. per season
Radio, newspaper, printed materials:	\$ 10,000.00 approx. per season
Internet costs:	\$ 1000.00 approx. per season
Racers Purse:	\$ 41,800.00 approx. per season
Trophies/Awards:	\$ 5,500.00 approx. per season
Fireworks:	\$ 8,500.00 approx. per season
Utilities/fuel/maintenance:	\$ 40,000.00 approx. per season
Facility maintenance/improvements:	\$ 35,000.00 approx. per season

Total projected expenses: \$170,000.00 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:	\$5300.00 \$79,000.00 approx. per season
Main Gate General Admission:	\$2800.00 \$42,000.00 approx. per season
Concession Sales:	\$14,000.00 approx. per season
Sponsors:	\$ 10,000.00 approx. per season
Membership Fees:	\$ 1000.00 approx. per season
GRANT	\$ 10,000.00

Total projected revenue: \$160,000.00

PROJECT BUDGET

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

Race schedule printing:	\$ 1200.00
IMCA Annual Sanction Fees:	\$ 500.00
2022 Rules/Bylaws:	\$ 500.00
Newspaper Advertising:	\$ 800.00
Advertising & CINEMA, other	\$ 6000.00
Additional Printed Materials:	\$ 1800.00
Sign Advertising costs:	\$ 2500.00
Radio Advertising:	\$ 3500.00
Track Maintenance:	\$ 16,000.00
Fireworks:	\$ 3,500.00
Portable Billboards:	\$ 1500.00
Total projected: \$ 38,900.00	

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 1000 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



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: 07/22/2026
 AGENDA DATE: 07/28/2026
 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
X Discussion Only	Other

POSSIBLE BOARD ACTION: n/a

DISCUSSION: Board & Staff Reports

- Including 2026 CFCTA Meeting Schedule: October 20, 2026
- All CFCTA grantees/awardees are asked to participate with the City of Fallon's efforts and initiatives for the Nation's America 250 and Nevada's America 250 in honoring and celebrating our nation's 250th birthday by incorporating the patriotic theme into their events.

FISCAL IMPACT: n/a

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon