



AGENDA

CITY OF FALLON - CONVENTION AND TOURISM AUTHORITY MEETING

55 West Williams Avenue Fallon, NV
August 27, 2026 at 3:00 PM

The City of Fallon – Convention and Tourism Authority will meet in a special meeting on August 27, 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 Junior Rodeo for the 2026 Fallon Junior Rodeo, event. **(For possible action.)**

Grant amount requested by applicant: \$ 3,000

Grant amount recommended by staff: \$ 3,000

5. Consideration of a grant application by the Churchill County Parks & Recreation for the 2026 No Hill Hundred Century Bike Tour. **(For possible action.)**

Grant amount requested by applicant: \$2,000

Grant amount recommended by staff: \$2,000

6. Consideration of a grant application by the Busted Up Productions, LLC for the 2026 Top Gun Invitational (rodeo event). **(For possible action.)**

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

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 August 24, 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: 08/19/2026
 AGENDA DATE: 08/27/2026
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Fallon Junior Rodeo for the 2026 Fallon Junior Rodeo, event. **(For possible action.)**

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

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 \$3,000 to the Fallon Junior Rodeo for the 2026 Fallon Junior Rodeo, event, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: 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 group's 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 (3) 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.

DATE(s) of EVENT: September 4-6, 2026

FISCAL IMPACT: \$3,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon / TO BE PRESENTED TO BOARD BY: Jane Moon

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

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:

We want to continue the annual Labor Day Junior Rodeo for youth from across the West to showcase their skills in equestrian events. We want to promote and encourage the agricultural and ranching lifestyle that is necessary for a thriving community. These kids choose to live a very difficult lifestyle that is 365 days a year with no off-season. They do it because they love it and we want to give them the best junior rodeo in the state to compete against each other.

PROJECT BUDGET

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

Item	Budget
Saddles 5 x \$1775	\$9,755.00
Buckles 33 x \$175	\$5,775.00
Reserve Spurs 7 x \$295	\$875.00
Prizes 2nd-4th \$250/event	\$8,840.00
Added Money for Seniors	\$1,000.00
Queen Contest prizes	\$785.00
Engraving	\$725.00
Stock	\$2,500.00
Misc. (postage, ads, printing)	\$2,900.00
Hats	\$2,000.00
Total	\$35,155.00
Account Balance	\$8315.78
Entrees Estimate	\$20000.00
Needed	\$6839.22

PROJECT BUDGET

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

2026

Entries	\$17,140
Donations	\$15,155
Grants	\$ 5,070
Total	\$37,365

PROJECT BUDGET

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended. All grants and donations will be used for event prizes and stock fees. For large donations and grants we will use money to sponsor 2 saddles. All staff are volunteers and no money is paid to personnel.

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

To promote the cowboy lifestyle for years to come and give these youth a venue to showcase their skills.

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

200-300 total participants and their families.

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?

150

(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)?

50x3=150

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

Thousands across social media platforms in Nevada, California, Oregon, Idaho, Utah & Arizona.

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

200

(e) How many locals will attend your event?

50-75

(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)?

300x\$100=\$30,000

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

Most of our advertising is through Facebook, our website and local papers. Our word-of-mouth support is also a big part of the growing entries every year. We have had contestant families say it is the best junior rodeo they have ever attended. We try and include events for spectators as well, such as egg toss, foot races and slip and slide that anyone can participate in for cash prizes.

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

Our contestants complete an entry form with their address and if they are staying at the campsite. We can include a survey at check in and on the Facebook page.

Signature of Applicant/Grantee

Date

Tyson Jaquez

3/30/2026

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: 08/19/2026
 AGENDA DATE: 08/27/2026
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Churchill County Parks & Recreation for the 2026 No Hill Hundred Century Bike Tour. **(For possible action.)**

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

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 \$2,000 to the Churchill County Parks & Recreation for the 2026 No Hill Hundred Century Bike Tour, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: 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.

DATE(s) OF EVENT: Saturday, October 8, 2026

FISCAL IMPACT: \$2,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

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

1. Name of Organization (or Company) **Churchill County Parks & Recreation**
 Chief Executive Officer: **Joseph Sanford**
 Mailing address **325 Sheckler Road**
 City **Fallon** State **Nevada** Zip **89406**
 Phone Number: **775-423-7733** Email: **ccpr@churchillcountynv.gov**
2. How long organized (or in business) **20+ Years** Tax I.D. # **88-6000025**
3. Purpose of Organization **Community Events, Classes, and Recreation**
4. Total Annual Budget \$ **\$1,500,000.00**
5. Project Director **Lana Chenoweth** Phone Number: **775-427-6679**
 Mailing address: **325 Sheckler Road**
 City **Fallon** State **Nevada** Zip **89406** Email: **elizabeth.webb@churchillcountynv.gov**
6. **Project Title No Hill Hundred Century Bike Tour (2026)**
7. **Actual Date of Event Saturday, October 8th, 2026**
8. Location of project **3C Event Complex, The Barrel House**
9. Funds requested from FCTA: \$ **2,000.00**
10. Total cost of project: \$ **\$10,900.00**
11. Will the Convention Center be used? **No** When?
12. Summarize the objectives of this project:
 - To host a fully supported bike tour for competitive and beginning cyclists.
 - To attract out-of-town cyclists to our community to participate in the event and to experience the many benefits of visiting Fallon, encouraging future visits.

PROJECT BUDGET

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

Event Shirts/Jackets.....	\$1,500.00
Event Swag	\$3,000.00
Meals (Lunch, Post-Race).....	\$1,500.00
Road Bike (Raffle).....	\$1,000.00
Staffing/Operations.....	\$1,700.00
Equipment Rentals.....	\$700.00
Marketing/Print (Copies, Print Media, Signage)	\$600.00
Raffle Prizes.....	\$400.00
Fuel (Support Vehicles, SAR).....	\$500.00

TOTAL **\$10,900.00**

PROJECT BUDGET

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

120 participants @ \$60.00	\$6,000.00
30 participants @ \$30.00.....	\$900.00
Raffle Ticket Sales	\$1,000.00
Sponsorships.....	\$1,000.00
Tourism Grant.....	\$2,000.00

TOTAL **\$10,900.00**

PROJECT BUDGET

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

Event Promotional Items:

Event Shirts/Jackets.....	\$1,200.00
Event Swag (Fallon/Churchill branded items)	\$800.00

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

The short-term objective of the event is to provide an annual opportunity for regional cyclists to participate in a relaxed and enjoyable cycling event. We hope to attract visitors from out-of-town and out-of-state to our community. The long-term objective is to establish the Churchill County area as a bike friendly community and promote and encourage physical and recreational activity in the region.

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

The goal is to attract 150-200 cyclists to the event. The primary target audience is regional cyclists from Northern Nevada, however, the event is promoted throughout the Western United States and frequently attract riders from surrounding states.

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

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

We expect at least 75% of our participants to be from outside of a 60-mile radius, which would be approx. 112 people. This does not include family and friends who travel with the participants.

- (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)?

Based on previous years surveys, we can conservatively estimate that at least 35% of our out-of-town participants will be staying in Fallon, for an average stay of 1.6 nights. If we have 150 participants with 112 non-locals, we can estimate approx. 62 room nights. With additional marketing of Fallon's tourism opportunities and offerings, we should be able to increase that percentage as guests are exposed to the value of making a full weekend stay in Fallon.

- (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 utilize nationally known and recognized online platforms to advertise our events as well as social media and print marketing in northern Nevada. We expect a minimum of 2,000 people outside of the Fallon area will be exposed to the event – and most likely more than that number as we work to promote the event to targeted audiences online and at other regional events.

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

In 2024, 83 participants came from over 60-miles away (approximately 80%).

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

We expect 30-50 local race participants, however there are many individuals and organizations from Fallon that will participate in other capacities, including as volunteers, vendors, and other roles necessary to carry out the 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)?

We anticipate that we will have a minimum of 112 out-of-town groups (most registered event participants bring a family member or friend) spending an average of \$130.00 each in gas, meals, lodging, etc. for a total economic impact of \$14,560.00.

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

The No Hill Hundred will be advertised through print means, including posters, flyers, and newspaper press releases, and through social media. Parks and Recreation will partner with other organizations to implement a local campaign.

National and regional endurance event and cycling calendars, magazines, and online platforms, as well as fitness tracking apps (such as Strava, MapMyRide, etc.) will be utilized to promote the event, build routes, and encourage participants to download and ride the routes in advance. Additional avenues will be used, including the Parks and Recreation seasonal guide, and advertising at 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 will be providing riders with an event survey to be completed at the conclusion of the ride while they are eating their post-race meal. They will also be given the option to complete the survey online from their phones or other device. The survey questions will reflect all required information for the grant evaluation, as well as a section to gain insight on the No Hill Hundred event itself.

Signature of Applicant/Grantee

Date

_____

8/19/2026



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

DATE SUBMITTED: 08/19/2026
 AGENDA DATE: 08/27/2026
 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 2026 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 2026 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; making the event a top-tier spectator event for the community and surrounding areas. Approximately 3,000-3,500 people are expected to attend this event. It is estimated that 1,500-1,700 people will come to Fallon from outside a 60-mile radius, bringing 660 room rentals total for the week. This event will be broadcasted by the Cowboy Channel, the Cowgirl Channel, and the Reno Media Group.

DATE(s) OF EVENT: Thursday, December 31, 2026

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:
- 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: 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
 Geofencing and device targeting \$2000
Total \$13,200

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
 Geofencing and device targeting \$2000
Total \$13,200 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 1100 not counting the bull riding school, I expect 1500-1700 this year due new marketing strategies.

- (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?

1100

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

2100 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. This year I am attending a marketing class focusing on Geofencing and targeting cellular devices.

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

6/17/2026

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: 08/19/2026
 AGENDA DATE: 08/27/2026
 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