



# AGENDA

## CITY OF FALLON - CONVENTION AND TOURISM AUTHORITY MEETING

55 West Williams Avenue Fallon, NV  
July 15, 2025 at 3:00 PM

---

The City of Fallon – Convention and Tourism Authority will meet in a special meeting on July 15, 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 April 15, 2025. **(For possible action.)**

5. Consideration of a grant application by the Fallon Junior Rodeo for the 2025 Fallon Junior Rodeo, event. **(For possible action.)**

Grant amount requested by applicant: \$ 3,000

Grant amount recommended by staff: \$ 3,000

6. Consideration of a grant application by the Churchill County Parks & Recreation for the 2025 No Hill Hundred Century Bike Tour. **(For possible action.)**

Grant amount requested by applicant: \$2,000

Grant amount recommended by staff: \$2,000

**7.** Consideration of a grant application by the Fallon Festival Association, Inc. for the 2025 Fallon Cantaloupe Festival & Country Fair. **(For possible action.)**

Grant amount requested by applicant: \$ 15,000

Grant amount recommended by staff: \$ 15,000

**8.** Consideration of a grant application by the Back Roads Vintage Market for the Back Roads Vintage Market, Fall 2025 & Spring 2026 Markets. **(For possible action.)**

Grant amount requested by applicant: \$9,000

Grant amount recommended by staff: \$9,000

**9.** Board & Staff Reports

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

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

This agenda has been posted on or before 9:00 a.m. on July 10, 2025 at City Hall, City's website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>).

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

/s/ Michael O'Neill

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



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

---

DATE SUBMITTED: 07-01-2025  
 AGENDA DATE: 07-15-2025  
 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 April 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 April 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**  
**April 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

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.

Director of Tourism Jane Moon 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.

Adrienne Snow spoke of a quick synopsis of the Economic Impact Study and introduced Fred Steinmann.

Fred Steinmann provided a brief overview and highlights of the Economic Impact Assessment of the 2024 Fallon Cantaloupe Festival and Country Fair. The finalized technical report should be provided to Adrienne today or tomorrow. I would be happy to come back to this Board and give a full presentation of the results. Overall, based upon on-site survey work as well as on-line survey work, as well as data provided by the Fair and Festival, we estimated approximately 11,484 unique attendees during the 2024 event.

- 2,134 were non-local attendees – outside the NW Nevada region
- 7,212 total attendees
- length of visits was 3.75 days
- 9.2 million total visitor spending
- 2.3 million spent on lodging

- The Festival drew attendees from 31 states other than Nevada
- \$746,000 spent by attendees on gaming
- Over \$500,000 spent on various event fees
- Food and beverage dollars spent at the Fair were \$775,000
- Food and beverage dollars spent outside the Fair were \$710,000
- Retail shopping at the Fair and the immediate Fallon area totaled \$866,000
- Retail shopping in the NW Nevada region by attendees was \$732,000
- \$1.1 million spent on fuel and transportation
- \$1.5 million spent on other various categories not mentioned above
- There was an estimated total economic impact of \$5.9 million that actually stays within the local regional economy
- The total direct economic impact, as a direct result of visitor spending, approximately \$4.8 million
- The total indirect economic impact, as a result of business-to-business transactions, was \$471,000
- Total induced economic impact was \$642,000
- Total tax revenue generated was \$1.3 million; \$20,000 was collected by sub-county general tax revenues
- Additional sub-county special district tax revenue was \$63,000
- Total county tax revenue impact was \$80,000
- Total state tax revenue impact was \$502,000
- Total federal tax revenue impact was \$616,000

Director Moon asked if the technical report is how we came to those numbers.

Mr. Steinmann stated that was correct.

Director Moon stated that those were great numbers. We have never been able to break down not only the overall economic impact but all those specific categories.

Chairwoman Frost stated that she would like a final copy of that report as well, and inquired if there were any further public comments.

No public comments were noted.

### **Approval of Convention and Tourism Authority meeting minutes for January 21, 2025.**

Board Member Bhakta motioned to approve the Fallon Convention and Tourism Authority meeting minutes with no corrections for January 21, 2025, seconded by Board Member Bernardo; the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

### **Consideration of Grant Applications**

#### **A) de Golyer Bucking Horse & Bull Bash for the 2025 de Golyer Bucking Horse & Bull Bash:**

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

- B) Lahontan Valley Bird Dog Club for the 2025 LVBDC Chukar Championship (Fall Shoot):
- Grant amount requested by applicant: \$2,500
  - Grant amount recommended by staff: \$2,500
- C) Pacific Coast Cutting Horse Association for the 2025 Road to Fallon event:
- Grant amount requested by applicant: \$5,000
  - Grant amount recommended by staff: \$5,000
- D) Om Namo for the 2025 Moving Forward Together (MFT) Powwow:
- Grant amount requested by applicant: \$7,000
  - Grant amount recommended by staff: \$7,000
- E) Rattle Snake Raceway for the Season Promotions 2025:
- Grant amount requested by applicant: \$10,000
  - Grant amount recommended by staff: \$10,000
- F) Lahontan Auto Racing Association for the Octane Fest 2025:
- Grant amount requested by applicant: \$10,000
  - Grant amount recommended by staff: \$10,000
- G) Churchill Arts Center for the Oats Park Arts Center: Core Programs 2025/2026:
- Grant amount requested by applicant: \$15,000
  - Grant amount recommended by staff: \$15,000

**Consideration of a Grant Application by de Golyer Bucking Horse & Bull Bash for the 2025 de Golyer Bucking Horse & Bull Bash.**

Director Moon stated that the objective of the de Golyer Bucking Horse & Bull Bash for the 2025 Bucking Horse & Bull Bash is to continue to create a fun, affordable outing for families and to continue the sport of rodeo in Fallon, Nevada. The de Golyers are hoping to fill the stands with 3,250 attendees, with a predicted 2,000 people coming from outside a 60-mile radius from Fallon. They expect people to arrive the night before the rodeo to stay in Fallon for an evening of comedy and live entertainment.

Cody de Golyer introduced himself, wife Kristina and son Stetson. Last year was great as we added fireworks. We brought in Doug Stone two years ago and wanted to bring back another concert with a larger magnitude. We were able to get Deana Carter this year, of Strawberry Wine fame. That concert will be on Friday night, June 27<sup>th</sup>. We hope that in doing so it will keep people in Fallon for one more day. It is very affordable as the tickets are \$40. This year, we are also adding a Civil War reenactment.

Kristina de Golyer stated that on Saturday, the gates would be open at 10:00 am instead of the usual 3:00 pm. We will have a mud volleyball tournament, cornhole tournament, car show, bike show, burn-out competition, and live bands. This is all to raise money for organizations in our community. We have the Churchill Community Hospital Foundation

taking care of the (inaudible) for the event. These extra events are raising money to go back to various organizations in the community and for children.

Cody de Golyer wants to create a platform for their event. We purchased National Finals Rodeo tickets along with a nights stay down in Las Vegas.

Kristina de Golyer stated that the tickets will be raffled off. We will be raffling these off by offering a spay and neuter clinic. You will have to be a Churchill County resident to sign up for it, you will have to purchase a rabies vaccination and that will give that person an opportunity to sign up for the drawing.

Cody de Golyer stated that the attendance was 4,200 people last year. We are hoping for 6,000 this year between the concert and the rodeo.

Chairwoman Frost stated that she is aware of them adding new features each year. I think that that will make it new and more attractive to visitors.

Board Member Bhakta inquired about their best form of advertisement.

Cody de Golyer stated that it is signage. We spend several thousand dollars on signage every year.

Kristina de Golyer stated that those expenses are straight out of their pockets. It does not come out of our sponsorship money. We made large posters and posted them on our trucks and trailers advertising for the Deana Carter concert this year.

Cody de Golyer stated that that is the best way to advertise. If you're not constantly thought about then you're forgotten. We try to keep it relevant. We are also advertising on radio stations along with a new station, 100.1 HankFM. We would also like to do a TV ad as well.

Board Member Bernardo asked how they were including the key areas around Fallon in their advertising.

Cody de Golyer stated that they utilize Facebook. We use it as a platform. We try to get visitors to stay one more night so they get out and see what Fallon has to offer.

Chairwoman Frost asked if tickets were sold online.

Kristina de Golyer stated yes. We have been selling them online since December.

Chairwoman Frost stated that some event organizers use zip codes from credit cards to track customers and see where they are coming from.

Cody de Golyer stated that they send emails to the people that continue to purchase. Deana Carter's agent had a program that recognized 2,500 people within a 100-mile radius that had seen her perform before and they sent out emails to them letting them know that she is going to be here in Fallon. It is one of those things where using the internet is important.

Chairwoman Frost inquired if it would be an outdoor concert.

Cody de Golyer confirmed.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$10,000 to de Golyer Bucking Horse & Bull Bash for the 2025 de Golyer Bucking Horse & Bull Bash. 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 Lahontan Valley Bird Dog Club for the 2025 LVBDC Chukar Championship (Fall Shoot).**

Director Moon stated that the short-term goal of the Lahontan Valley Bird Dog Club is to raise money to improve the property for utilization for training purposes for hunting dogs. Their long-term goal is to continue to improve the grounds to attract other events to their location. The LVBDC expects 100 competitors to the fall shoot, with a total of 150-160 total people: over 35 folks arriving from outside a 60-mile radius from Fallon. The LVBDC typically books 130 room nights per year.

Walt Goodman stated that this was the 18<sup>th</sup> year for LVBDC. In previous years, we leased ground from the Naval Base and in November of 2023, we lost that lease with a 90-day notice. We invested a significant amount of money over that period of time of fifteen years. In 2024, we made arrangements to purchase 200 acres from the US Fish and Wildlife out in the Stillwater area. We missed our event in 2024 due to those changes and we are looking forward to Fall Shoot here in 2025. We are trying to create our event for enhancement and training and conservation and encourage getting out there and hunting with a dog and using that partnership for conservation of the birds themselves. If you have ever hunted with a dog, most people would never hunt without one after having a good one. Our primary goal is to get the grounds ready. There is a lot of volunteer work and money invested and now that we own the property, it will be something to last forever and ever. We have reached out to a National Organization, The Bird Dog Challenge, and we are under consideration for the Western National Event. This will bring people together from all over the United States. The grounds should be ready by September and that event will be in December.

Board Member Bernardo inquired about the training for hunting dogs.

Walt Goodman stated that you start with the basic foundation of obedience. Then you teach the dog to respond to a series of commands. These methods are usually by gentle coercion or cooperation which enhances the bird dogs' natural instinct. In the case of a pointing dog, about 85% of what that dog is given to him or her by the parent. You just enhance those qualities but most of it is simply natural instinct. With a flushing dog, it is about 50% from the parents. There is a lot more training especially when you get into the advanced handling, where the dog will take direction from signals with hand gestures and whistle commands. We do utilize those grounds for other bird dog clubs by leasing them out. We mostly lease to clubs from California because their grounds in California are shrinking. Primarily, they are Springer dog trials through a gentleman named Chip Bunker.

Board Member Bernardo asked about the average time of training for dogs.

Walt Goodman stated that the average time to train is between two and eight years old. I have had a dog win the event when I partnered with Ted deBraga and we won that event with a fourteen-month-old dog which is unusual. You don't start training the dog until they are six to eight months old.

Board Member Bhakta recounted no event in 2024. What do you think about this fall and how many participants might you have?

Walt Goodman stated that they have maintained their records and emails. We should have 100 or more participants coming from Utah, Idaho, California, and surrounding counties in Nevada. We have associations with quite a few dog kennels with several being in Susanville. They will come to events and compete and they bring in their own clientele. There will be professionally trained dogs and they will have the handlers/owners come and watch the professional trainers run the dogs. If they are not good at training their own dogs, then they



send them off to professional trainers and then spend the money to travel to watch their own dogs compete.

Director Moon stated that she would help with the National Organization Event and whatever might be needed.

Walt Goodman stated that it was very exciting. We have 200 acres, and the greatest quality Chip Bunker has is that he is an extreme volunteer and a workaholic. He is primarily the lead driver running equipment. We will be making enhancements to the water delivery system and when you take that 200 acres and enhance it from a cover standpoint, it is great. I went to Carson City and got a permit for 300 yards of gravel from a pit out in Stillwater from the Bureau of Land Management. We were able to get that gravel at \$1.00 per yard. Chip went out and purchased a dump truck on his own dime and we are going to get those roads established and enhance that property. Once those roads are developed, people will be beating down our doors to participate in the 200 acres of pristine habitat. When we approached US Fish and Wildlife about that ground, they were willing to sell it to us because we would keep it in its natural habitat. We have also planted a nine-seed mix of native grasses which are very drought tolerant. About 10 days ago, I checked on it and it is already greening up nicely.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$2,500 to Lahontan Valley Bird Dog Club for the 2025 LVBDC Nevada Chukar Championship (Fall Shoot). 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 Pacific Coast Cutting Horse Association for the 2025 Road to Fallon Event.**

Director Moon stated that this is the first time the Pacific Coast Cutting Horse Association has come before the Board. The objective of the Pacific Coast Cutting Horse Association is to produce a family equine event that will promote and improve tourism and bring business to the City of Fallon. They report a proven history as the largest cutting horse association on the West Coast to turn out economically beneficial events in the state of Nevada. They have signed a 3-year contract with 3C Event Complex. The Pacific Coast Cutting Horse Association's goal is to conduct an ongoing annual event in Fallon. 250-350 people are expected to attend the event (including contestants, participants, and staff), most of this number will be coming in from outside a 60-mile radius from Fallon. 1,000 hotel/motel room nights are predicted for the 4-day event.

Tami Rodman stated that they are based out of Ione, California. We are a non-profit association and have been in business since 1950. We produce horse shows for cutting horses throughout California and Nevada. We have a large following because of being the largest Cutting Horse Association on the west coast. We produce three to five shows per year. We would like to come here to Fallon and try one here.

Chairwoman Frost inquired as to how they heard about Fallon.

Tami Rodman stated that her son team ropes. He and I came to an event here in Fallon about three years ago and it was an excellent facility for what we do and the association I work for. I took it back to my board and got everyone to look at it and they thought it would be a great idea to do a show here.

Board Member Bernardo inquired about what the event consists of.

Tami Rodman stated that it is a horse show, a cow horse event. It is a judged event. The cowboys come in and they ride their horses through the cattle and they have 2.5 minutes to show off their horse. It is a four-day event with the same classes every day for four days. We have a welcoming party the day before and also have a dinner and dining event. It is free to come and watch. We would also like to include the Naval Air Station and have an event to honor the servicemen and women who serve.

Board Member Bhakta reiterated that they are new to Fallon. What are your plans on attracting people to come to Fallon for your event?

Tami Rodman stated that they do have a following. We use Facebook, Instagram, and a website and we advertise for all of our shows. We do commercials to let people know about the event coming here. Our following is strong because we are the largest on the west coast and we have the most money out of everybody out this way. We build it and they come.

Board Member Bernardo inquired about the contestants. Out of the 250-350 contestants, are they mostly from the west coast states?

Tami Rodman stated the two shows in Vegas are larger purses. These events mostly draw people from the Texas area and Oklahoma. Those from California, Nevada, Arizona, Oregon, and Utah will attend this event in Fallon.

Chairwoman Frost inquired about future years in Fallon.

Tami Rodman stated that they have a three-year contract with the 3C Event Complex. It does take a little while to build it but since we have a following, we just want to get our foot in the door and see if we can make it work and try to come back each year and make it better and better.

Chairwoman Frost inquired if there were members who lived here in Fallon.

Tami Rodman confirmed yes. We have a member who runs the Bonanza Casino.

Board Member Bhakta inquired as to why they chose Fallon.

Tami Rodman stated that they require a specific type of facility in order to make people want to come. The contestants do like the smaller town atmosphere. We have met Jesse Segura a few times and he talks about all the new improvements and additions that are coming to the facility.

Chairwoman Frost suggested that all information be given to Director Moon for our social media.

Tami Rodman stated that she would do so.

Board Member Bhakta inquired about surveying the participants.

Tami Rodman stated that she would. How well our show does sets the tone for how participants respond. We have a hotel partnership that we will meet with after the show to see how the attendance was for them.

Chairwoman Frost stated that the 3C Event Complex has technology so that they can gauge pings on cellphones and get an idea of how many attendees there are how long they're staying and such.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$5,000 to the Pacific Coast Cutting Horse Association for the 2025 Road to Fallon event. 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 Om Namo for the 2025 Moving Forward Together (MFT) Powwow.**

Director Moon stated the Moving Forward Together Powwow is dedicated to preserving, promoting, and celebrating Indigenous culture while fostering inclusivity, education, and economic impact. The event is reported to have grown 100% in attendance every year. Their goals include fostering social inclusion and intergeneration learning as well as creating lasting impacts beyond the event. The expected number of people to attend, from all over the US, is 3,000, 1,800 of which are estimated to arrive from outside a 60-mile radius from Fallon. The event has the potential to bring over 800 room night rental in two days.

Kadie Zeller expressed her excitement for this event. Due to some recent funding cuts, we have been able to bring in some corporate sponsors to help mitigate that financial end. It is amazing how everything gets ready and how we are able to bring because it is a free event and we have the finances to do that. We usually don't have this type of attendance but because of what the powwow has done, the majority of our attendees who are dancers and our vendors are coming from out of town, anywhere from Reno to Arizona and New Mexico and they are coming and spending that time here. We are working on a Native Fine Arts exhibit. We are bringing in folks like \*inaudible\* and Adam Fortunate Eagle and we are working with them. We are waiting to hear back from Ben Rupert to do something with Nevada's Indian Territories. Beyond this event, we are looking at helping him create some ethical eco-tourism in Nevada and specifically here in Fallon. We have so much to offer with the Tribal Territories, especially with Grimes Point, the refuge and other areas. We are trying to make it a long-term, Moving Forward Together initiative so that we are bringing folks in and educating them about the Great Basin, Oasis Valley, and Grimes Point. We were supposed to partner with Intertribal Ad Council to have a conference three days before but with the funding cuts, we were unable to secure that. We are always looking at the bigger picture and next year, we are looking to turn this into a culture camp for families and make sure they are staying here longer, but also to give them the tools and allow the community to have access to open practices. This year, we are bringing in Black Lodge which is the #1 Powwow Drum in the country. They were a little spendy but we figured that we didn't know what funds were going to look like next year so we are bringing in Black Lodge. It is a full family drums with a husband and wife and their twelve sons. They asked for eight nights on behalf of their lodging and stay fees, so our head staff collectively has 20 nights alone, just with the powwow. We are also working on the remaining funds from our TravelNevada grant. We are using those funds to mitigate the remaining costs.

Board Member Bernardo inquired about the 100% growth and what contributed to that.

Kadie Zeller stated that it is intention. It is mostly contributed to the vendors. We take care of our vendors since we are very selective on who we even invite. We try to bring in folks that most people don't have accessibility to. The other thing is the marketing campaign that we are running. We partner with a lot of bigger partners in the state, like the Native American \*inaudible\*. We are trying to highlight the Great Basin culture which is very distinct to our region. Part of it is actually intention because social powwows are distinct. Normally, they are contest powwows where they are putting up \$100,000 for people to come dance at which means that all of the dancers and all of the families are coming on their own dime just to dance. So, I think a lot of it is intention and the fact that we are really trying to put our indigenous peoples in a good light, which historically hasn't happened.

Chairwoman Frost inquired about open and closed practices in Family Camp.

Kadie Zeller explained the difference. Closed projects are family sweats done in a closed ceremony. Open practices are learning different cultural ways. We are working on a project with the Pyramid Lake Spiritual Healing Center where they open it up to learning about the different plants that are endemic to the area and how we can sustain those in regard to conservation and agriculture. We can learn to be better stewards of the land, specifically when it comes to water and its region of habitats.

Chairwoman Frost inquired of Director Moon about TravelNevada. Are they working to put on and publicize this event?

Director Moon stated that they will be.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$7,000 to the Om Namo for the 2025 Moving Forward Together (MFT) Powwow. 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 Rattle Snake Raceway for Season Promotions 2025.**

Director Moon stated that 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 spectators 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 ¼-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.

Krystle Gilmore stated that her goal is to bring in more people from out of town. We have tracks that closed down in California and they are under new ownership from other people. We are trying to pull from California and more drivers and bring in more people to our community who will stay in motels around here. We run six different classes on our track but sometimes there are seven or eight. We have traveling series that come with the dwarf and sprint cars which draw a bigger crowd. We had people travel here from Arizona and Las Vegas because Tonopah's track was experiencing some difficulties so those people drove all the way to Fallon to race. I took over last year with the track as President and I have built a great relationship with the drivers. With that, I am able to work with our drivers to have them reach out to their contacts to bring more drivers to Fallon and try our track out.

Chairwoman Frost asked if they were still working with other Northern Nevada tracks.

Krystle Gilmore confirmed. We met at the beginning of December with all the other tracks. We overlap with some tracks but they are further from us and don't really affect us too much. Fernley is trying to open up their track this year and that is a lot of tracks. We all work together the best we can. Our focus is to not overlap and run on other tracks "money shows".

Board Member Bernardo asked about scheduled races this year.

Krystle Gilmore stated that they will run two races each month on the same weekend. We will run for 7 weekends. We enjoy the two-day races because it is easier on the racers who travel to Fallon. It also cuts down on our insurance, fuel, and other expenses.

Board Member Bhakta asked if there was anything new at the race track this year.

Krystle Gilmore stated that she is working hard on making improvements to the racetrack. I am all about making the facility look good to attract the attendees and make them feel comfortable while in attendance. We are trying to have concessions down in the pits for the drivers as well as bathrooms for them. I am also trying to button up a bunch of other projects that had been started before me but never finished.

Board Member Bernardo asked about sharing race nights with other tracks.

Krystle Gilmore stated that it was discussed at their all-tracks meeting. We put our schedule out first because we are the longest standing track in Nevada. We also have to work with the Trap Club and their schedule since we share property. We try not to schedule over Lovelock or Winnemucca and they do the same for us.

Director Moon publicly thanked Krystle, Chris and Joe. We brought in a very big influencer from Mexico and he has 3.5 million followers on Instagram. We were able to get him here to Nevada to look at our rural communities including Fallon. He loves cars so I reached out to Krystle and Chris and they were able to get him in a fire suit and a car to drive on the track. He was very good.

Krystle Gilmore agreed. I was very shocked for someone to drive so good who has never driven a racecar before. He didn't spin out or have any driving issues. I was very impressed with him.

Director Moon stated that he and his wife have their own social media followings. His wife is Stephanie and has over 400,000 Instagram followers. They are big on content as well as sharing the raceway, the City of Fallon, and TravelNevada. I am very excited that we were able to create that content with you and for accommodating us at the last minute. It made them feel very much at home and safe while having that experience.

Chairwoman Frost asked if there were any further comments.

There were no other comments noted.

Board Member Bernardo motioned to approve \$10,000 to the Rattle Snake Raceway for Season Promotions 2025. 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 Lahontan Auto Racing Association for Octane Fest 2025.**

Director Moon stated that Lahontan Auto Racing Association's purpose is to provide quality and affordable motorsport entertainment to Fallon, with the goal of helping generate revenue for local businesses. A total of approximately 4,000 people are expected to attend this 2-day event, 2,400 of whom are estimated to arrive outside a 60-mile radius from Fallon. About 40-60 hotel/motel room rentals are anticipated for each night of the event.

Krystle Gilmore shared information about Octane Fest. I try to do something different every year. This year, there will be no demolition derby or tough trucks. People had mentioned that these events were becoming boring. At our yearling meeting, I asked my board members what they wanted to do. They said that they wanted to see a long jump. The only stipulation is that the vehicle has to have a safety cage around the driver. You can have a side by side, a truck, or whatever and see how far you can jump. They also want to do adult Power Wheel races so we are bringing back our kids' carts this year. This will be a smaller track inside the regular track for their racing. They will do a foot race from the back side of the track around

and then get in their Power Wheel and begin their laps. We are also going to do a bike race. I am big on involving my crowd and kids at the same time.

Board Member Bhakta inquired about the Monster Trucks.

Krystle Gilmore stated that they are trying to get a Monster Truck. Our regular guy has an agreement with Hot Wheels and because of that agreement, he is not able to come and do our Octane Fest. We are actively trying to find someone else. We reached out to a group last year and they wanted \$30,000.00 up front. That is just not feasible for us financially. Ranger Joe cuts a deal and he is a great guy and as soon as his contract is up, he will be back.

Chairwoman Frost asked if there were any further comments.

There were no further questions.

Board Member Bhakta motioned to approve \$10,000 to Lahontan Auto Racing Association for Octane Fest 2025. 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 Arts Center for the Oats Park Arts Center: Core Programs 2025/2026.**

Director Moon stated that Churchill Arts Council continues to attract significant and repeated out-of-town audiences throughout the year for performances/events in a unique, first-rate venue. The Galleries, Concert Series, Art Bars, Lariat Nights, Ales for Arts, and ChArts Store have become increasingly popular events for visitors to Fallon. Since these events are held at night, the likelihood of overnight stays in Fallon is increased for those visiting outside a 60-mile radius. In excess of 12,000 people are projected to attend over the course of the season from outside of Fallon, 10-15% from out-of-state and 30% from outside of Fallon. 600 room night rentals are projected over the course of the season.

Robyn Jordan introduced herself. We are entering a really exciting time for the Arts Council right now. I just finished my fourth week at the new job and we have new staff and we have a really good team working together to enhance the events that we have to offer and maybe come up with some new ideas. We currently have on the books eight performing arts musical performances inside the Barkley Theatre and two concerts in the park. We have four fundraising events scheduled, four different galleries featuring multiple artists throughout the region and a few out-of-state artists as well. We are currently working with a strategic planning group out of \*inaudible\* Consulting. We are working to enhance our programs and see what we can do to increase participation. Through our consultation, they are bringing on board some additional staff to help us with how to expose our events into the greater Reno area and get people to come regularly to come and visit. We are working on a full, new website build-out to promote the Arts Council and give people more information about what is going on here. I am looking forward to putting in some creative work and getting more participation. Since I have been here, I have had 40 people just walk in because I am inviting people and giving them information and letting them know the Arts Council is here. We have a gentleman and he is working on putting together some ideas for tourism and some Stay-and-Play Packages. He is connected with the Young Professionals Network in Reno and he is trying to get them to put on a conference at the Arts Center. We are in our 40<sup>th</sup> Season and we are very excited for all of these things.

Chairwoman Frost mentioned that she had seen in the paper about bringing back the Art Classes.

Robyn Jordan stated that that was a number one priority. It will have a good, local impact and hopefully we can get some out-of-town instructors to bring more diversity into our offerings.

Chairwoman Frost inquired if they were still open on Wednesdays.

Robyn Jordan confirmed. We are currently open Wednesdays from 9:00 AM until 1:00 PM. As we bring on new team members, we will look at schedules and calendars and evaluate which days we can branch off from that.

Chairwoman Frost stated that we have a beautiful and wonderful facility. I wish more people would pay attention and access it to see how great that facility is throughout the year.

Robyn Jordan stated that is important to get the word out there through social media, email campaigns, and season brochures.

Board Member Bhakta inquired how they were doing with the new leader.

Robyn Jordan said she feels she is doing well. I have cooperating with a lot of community and I have been working in the community for a long time so I have a relationships with them. It is nice to have the people in our village that I can depend on and that I can help support them also. Working together as a team with everyone is a big part of it and I plan to continue those strong relationships in those entities and organizations.

Chairwoman Frost mentioned the Stay-and-Play Packages. I think that is a really great idea to try to get people from Reno, Carson City, and other places to come and support Fallon as well as events at the Arts Center.

Robyn Jordan mentioned the previous events she had led in Fallon. When I did the No-Hill 100, I would put together packets of things to do in Fallon that I would email out to everyone beforehand. I would include local activities and the information to support an itinerary when they visit Fallon. Now that I am at the Arts Center, we can use this information to cross-promote every event in town.

Chairwoman Frost asked if there were any further comments.

There were no further questions.

Board Member Bernardo motioned to approve \$15,000 to Churchill Arts Center for the Oats Park Arts Center: Core Programs 2025/2026. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

### **Public Comments**

Chairwoman Frost inquired if there were any further public comments.

Ted McDonald, of Churchill Arts Council, introduced himself. Thank you very much for the opportunity to help us grow. Everybody knows that the last four years have been really strange and a wild journey. As we come out this side of the tunnel, it's a light and it is not a train. We have a lot of things that are happening and structure is going to look a lot different as far as our organization charts and how our business is set up. The reason we are looking at a business model is to bring in experts into that due to sustainability. It's been since 1986 that the organization began. We have had employees leave. We have been very successful within this enclosed area and as we have learned in the last four years, we realize we have an opportunity to open this up to everybody. We want people to be able to recognize the cultural component of the building and the functional component of the building. We have some new people coming in that know the systems; an artistic coordinator and we will keep in the organization the things that we enjoyed previously that we have experts in art and now we

have experts in running the business, organizing, and reaching out to the community. There will be articles coming out with a synopsis on the organization. The last four years, I have been really trying to commit myself to helping with this and the board members that we have now are committed to that as well. Again, thank you so much for your support and your help.

Chairwoman Frost asked for thanks to be passed on to their board. I know it's a lot of work and again, it's an amazing facility to have in Fallon and we want it to succeed and do well. Are there any further comments from the public?

There were no further public comments.

### **Board and Staff Reports**

Director Moon commented on the Room Tax report submitted by Michael O'Neill. There was a sizeable jump in room rentals and we are hoping that there is going to be a continual growth than the strange times that we have experienced.

Chairwoman Frost asked if there were any further comments or reports.

Director Moon spoke of tourism and Visit Fallon. There were grant workshops throughout rural Nevada which began in Fallon and continued through other counties for two weeks. We invited all our non-profits to attend. Cowboy Fast Draw is now a non-profit. This was very well received and will be a yearly event. We are working with social media influencers to find out what their interests are and what their followers are interested in and we will try to match that. We will get some influencers here in Fallon that are interested in the arts and get that going. Chairwoman Frost and I just returned from Rural Roundup 2025 and there was a lot of energy with that conference as well as information on marketing, sustainability, and business planning.

Chairwoman Frost stated that she attended Rural Roundup. I always find it a great opportunity to network and see what other communities are doing, to see where we excel and areas that we need to improve upon. I appreciate our Chamber of Commerce because Lucy takes several of her board members to attend this conference. The tourism conferences are always very well planned and executed, a lot of fun, and educational. I also want to remind everybody that our next meeting will be Tuesday, July 15, 2025. It's great to hear what our community volunteers are doing and are working hard to put on quality events for Fallon. Are there any further comments?

There were no further comments noted.

### **Adjournment**

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:24 p.m.

---

Chairwoman Kelly Frost

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





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

---

DATE SUBMITTED: 07/01/2025  
 AGENDA DATE: 07/15/2025  
 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 2025 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:**

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

**POSSIBLE BOARD ACTION:** Motion to approve a grant in the amount of \$3,000 to the Fallon Junior Rodeo for the 2025 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 (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.

DATE(s) of EVENT: August 29-September1, 2025

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) **Fallon Junior Rodeo**  
 Chief Executive Officer: **Jennifur & Travis Peek**  
 Mailing address **5499 Casey Road**  
 City **Fallon** State **NV** Zip **89406**  
 Phone Number: **775-302-6792** Email: [jennifur@peekbrothers.net](mailto:jennifur@peekbrothers.net)
2. How long organized (or in business) **Founded 1/1/22** Tax I.D. # **87-4134775**
3. Purpose of Organization **Yearly Labor Day Junior Rodeo**
4. Total Annual Budget \$ **35,000**
5. Project Director **Jennifur Peek** Phone Number: **775-302-6792**  
 Mailing address: **same**  
 City State Zip Email:
6. **Project Title Fallon Junior Rodeo**
7. **Actual Date of Event August 29-September 1**
8. Location of project **3C Event Complex**
9. Funds requested from FCTA: \$ **3,000**
10. Total cost of project: \$ **35,000**
11. Will the Convention Center be used? **No** 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.

<b>Item</b>	<b>Budget</b>
Saddles 5 x \$1775	\$8,875.00
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
<b>Total</b>	<b>\$34,275.00</b>
Account Balance	<b>\$11,512.00</b>
Entrees Estimate	<b>\$15,000.00</b>
<b>Needed</b>	<b>\$7,763.00</b>

**PROJECT BUDGET**

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

2024

Entries	\$17,140
Donations	\$15,155
Grants	\$ 5,070
<b>Total</b>	<b>\$37,365</b>

**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)?

$50 \times 3 = 150$

(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)?

$300 \times \$100 = \$30,000$

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

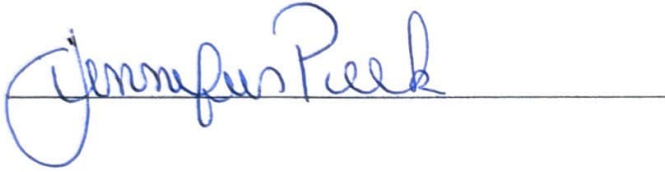
Most of our advertising is through Facebook, our website and local papers. Our word-of-mouth support is also a big part of the growing entries every year. We have had contestant families say it is the best junior rodeo they have ever attended. We try and include events for spectators as well, such as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



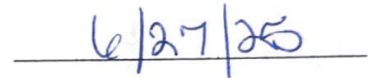
20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

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



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: 07/01/2025  
 AGENDA DATE: 07/15/2025  
 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 2025 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	Progress Report
Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$2,000 to the Churchill County Parks & Recreation for the 2025 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 4, 2025

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: **Jorge Guerrero**  
 Mailing address **325 Sheckler Road**  
 City **Fallon** State **Nevada** Zip **89406**  
 Phone Number: **775-423-7733** Email: **ccpr@churchillcounty.org**
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 **Beth Webb** Phone Number: **775-427-5668**  
 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 (2025)**
7. **Actual Date of Event Saturday, October 4<sup>th</sup>, 2025**
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
<b>TOTAL</b>	<b>\$10,900.00</b>

**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
<b>TOTAL</b>	<b>\$10,900.00</b>

**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 2022, 93 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

6/27/25



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

DATE SUBMITTED: 07/01/2025  
 AGENDA DATE: 07/15/2025  
 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 2025 Fallon Cantaloupe Festival & Country Fair. **(For possible action.)**  
     Grant amount requested by applicant: \$ 15,000  
     Grant amount recommended by staff: \$ 15,000

TYPE OF ACTION REQUESTED:

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

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$15,000 to the Fallon Festival Association, Inc for the 2025 Fallon Cantaloupe Festival & Country Fair, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: 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.

DATE(s) of EVENT: August 22-24, 2025

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 Fallon State Nevada Zip 89406  
 Phone Number: 775-427-1477 Email: Zip.upham@gmail.com
2. How long organized (or in business) 10/18/2010 Tax I.D. # 27-1811685
3. Purpose of Organization To promote agriculture, arts and education through the Fallon Cantaloupe Festival.
4. Total Annual Budget \$ 348,000
5. Project Director Adrienne Snow Phone Number: 775-247-6458  
 Mailing address: 290 W Williams Avenue  
 City Fallon State Nevada Zip 89406 Email: info@falloncantaloupefestival.com
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: \$ 348000
11. Will the Convention Center be used? No When?

12. Summarize the objectives of this project:

The Fallon Festival Association's mission is to create a premier event for the entire family promoting the Fallon area, celebrating our agricultural roots while providing a platform for artists, entertainers, educators and vendors to showcase all they bring to and offer northern Nevada. We continually adjust aspects of the festival to maintain a high quality, family-oriented event with new and innovative aspects. This year the festival will showcase a tractor pull, expand the agriculture and education section, implement new animal attractions, and provide concerts at no additional cost to the public over general admission. Additionally, we'll work with the department of Agriculture for the 40<sup>th</sup> anniversary of the event to promote the farmer's market, highlighting the melon farmers of Churchill County. The anniversary event will be covered by one of Nevada's top photographers and videographers to create high quality marketing materials promoting the city of Fallon and the Fallon Cantaloupe Festival in efforts to attract new customers and retain repeat fair goers. The festival provides the opportunity to build community capacity and social capital, drive tourism to Churchill County, increases agricultural revenue, increases room night stays, and expands activity at local businesses.

#### PROJECT BUDGET

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

Advertising/Marketing	\$35,000
Facilities/Equipment	\$35,000
Educational Children's Activities	\$30,000
Facility Fees, Maintenance	\$40,000
Entertainment	\$40,000
General Festival Expenses	\$88,000
Office Supplies, Insurance, Payroll, Legal	\$76,000
Scholarships & Donations	\$4,000

#### PROJECT BUDGET

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

Ticket Sales	\$165,000
Sponsorships/Grants	\$135,000
Vendor Income	\$45,000
Gift Shop	\$2,500
Farmers Market	\$500

### PROJECT BUDGET

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

Advertising & Marketing	\$15,000
-------------------------	----------



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

We aim to provide regional businesses, non-profits, and producers the opportunity to promote their business or service to their respective audiences. Short term goals include the production of high-quality branding and marketing collateral that adequately reflect the spirit and offerings of the festival in order to attract new attendees. Long term goals include increasing the quality of the festival for attendees in the categories of offerings, convenience, and value. This will be accomplished through the expansion of offerings in the Ag Experience to include additional University of Nevada, Reno offerings implementing new youth attractions and events. We will obtain data on the quality of experience which can be compared to data from the 2024 impact assessment to track levels of increased satisfaction, determining the statistics surrounding intent to return year over year as well as the statistics of fair goers that recommend attending to those who have never attended.

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

We aim to host 18,000 unique visitors, aiming to attract families with children under the age of 18 who are eager to participate in the many facets of the festival.

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 estimate that 3,240 attendees (18%) will be visitors residing 60 miles away or more.

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

The 2024 impact assessment determined that \$2.2M in hotel revenue was generated in northern Nevada at large due to the festival. Those staying in Fallon specifically stayed an average of 3 nights. A large portion of this total was spent in outlying counties, with data showing that all available hotel rooms within Churchill County were full the weekend of the event.

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

600 radio spots with a net reach of 340K listens, a net reach of 186K in both paid and organic social media posts, with 6 weeks of television advertising on local news channels (data unavailable for net reach).

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

62% of the 2,134 visitors in this category visited specifically for the festival as a result of advertising.

(e) How many locals will attend your event?

14,760 local attendees are estimated for the 2025 event (82% of 18,000)

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

The overall economic impact of the 2024 event was determined to be \$5.8M to northern Nevada, with a direct tax revenue to Churchill County of \$80,423, and a state tax revenue of \$502,049. With normal weather patterns, we aim to attract 18,000 unique visitors with spending breakdowns as follows: Gaming, \$65.00, Food and Beverage (not at the festival) \$61.88, Fuel and Transportation, \$92.73, Retail shopping (not at the festival), \$63.80. This could potentially bring \$283.41 per person (does not include lodging).  $18,000 \times \$231.41 = \$4.1M$

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

We will be working with partners such as renowned videographer Jamie Kingham to obtain video footage and high-resolution images to continue our branding and marketing campaign. We will include stakeholders such as the City of Fallon and their public relations team (Abbi Agency) when crafting the commercial collateral to ensure our messaging is strategically aligned with the City of Fallon and Travel Nevada to drive tourism and positive public opinion of the event.

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.:

The Fallon Festival Association will be engaging the University of Nevada Reno's College of Business to conduct a follow up impact assessment to compile trend data.

Signature of Applicant/Grantee



Date

6/25/25



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





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

DATE SUBMITTED: 07/01/2025  
 AGENDA DATE: 07/15/2025  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by the Back Roads Vintage Market for the Back Roads Vintage Market, Fall 2025 & Spring 2026 Markets. **(For possible action.)**  
     Grant amount requested by applicant: \$9,000  
     Grant amount recommended by staff: \$9,000

TYPE OF ACTION REQUESTED:

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

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$9,000 to the Back Roads Vintage Market for the Back Roads Vintage Market, Fall 2025 & Spring 2026 Markets, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: 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 a 60-mile radius are expected with 70 hotel/motel room night rentals.

DATE(s) of EVENT: October 10 & 11, 2025 and May 8 & 9, 2026

FISCAL IMPACT: \$9,000

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): **Back Roads Vintage Market**  
 Chief Executive Officer: **Jenny and Mitch Young**  
 Mailing address: **1250 Golden Park Way**  
 City: **Fallon** State: **Nevada** Zip: **89406**  
 Phone Number: **(775)427-8717** Email: **backroadsvintagemarketnv@gmail.com**
2. How long organized (or in business): **9 years** Tax I.D. #: **1035525313**
3. Purpose of Organization: **At the Back Roads Vintage Market, we curate an amazing event with an assortment of antiques, vintage treasures, Nevada-made products, and repurposed items from hand picked vendors. Our biannual event, held in Fallon, draws local and out of town shoppers/vendors to our community. We take immense pride in hosting these events, which showcases the talent of our vendors.**
4. Total Annual Budget **\$27,000**
5. Project Director **Jenny Young** Phone Number: **(775)427-8717**  
 Mailing address: **1250 Golden Park Way**  
 City: **Fallon** State: **Nevada** Zip: **89406** Email: **backroadsvintagemarketnv@gmail.com**
6. **Project Title: Back Roads Vintage Market fall 2025 & spring 2026**
7. **Actual Date of Event: October 10th & 11th 2025, May 8th & 9th, 2026**
8. Location of project: **Rafter 3C Arena - Churchill County Fairgrounds**
9. Funds requested from FCTA: **\$9000.00**

10. Total cost of project: \$13,500/event - further information is per event
11. Will the Convention Center be used? No      When? n/a
12. Summarize the objectives of this project:  
Our goal with this project is to increase awareness and attract more attendees to our event, both within our community and from outside a 60+ mile radius.  
Additional funds will help boost our ad spend, advertise in targeted publications, and increase the variety of advertising.

## PROJECT BUDGET

### 13. EXPENSES:

#### Budget per event

\$3000 Rafter 3C Arena rental  
 \$900 helpers + meals  
 \$1800 Kolo 8 ads  
 \$1700 Edible Reno-Tahoe magazine  
 \$1655 KTVN ads  
 \$200 Fallon Post ads  
 \$170 LVN ads  
 \$1400 radio ads  
 \$850 social media ads (Beyond Big Blue Agency)  
 \$65 table and chair rental  
 \$220 professional design services for printed materials  
 \$100 printed promotional cards/flyers  
 \$1000 musicians  
 \$100 vendor snacks  
 \$395 event insurance  
 \$450 market totes  
 \$65 market bucks  
  
 +\$4500 potential grant money

## PROJECT BUDGET

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

\$145 10' x 10' booth  
 \$245 10' x 20' booth  
 \$350 10' x 30' booth We typically have 45 vendors filling 75 booth spaces. Amounts vary from event to event.

\$10 entry Friday evening -approximately 550-650 shoppers (current but varies from market to market)

\$5 entry Saturday - approximately 1500-1700 shoppers (current but varies from market to market)

**PROJECT BUDGET**

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

\$3400 advertising in Edible Reno-Tahoe magazine

\$5600 would be used to bolster our current advertising - tv ads, radio ads, additional social media ads  
(covering northern Nevada and beyond)

---

\$9000 (fall 2025 & spring 2026)



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

17. Please estimate the total attendance you expect at your event and list your target market areas:  
 We would like to see this project expand our attendance by 400-600 more visitors per event bringing our total over the 3000+ attendees mark.

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

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

500

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

$70 \times 1 = 70$

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

100,000 +

- (d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year? **650**

We have shoppers from Susanville, CA, other areas in California, Winnemucca, Elko, Gardnerville, & Tahoe attending our event. 20-25 visited from out of state.

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

Using AI data, we found we had approximately 2700 in-state shoppers attend our fall market.

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

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

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

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

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

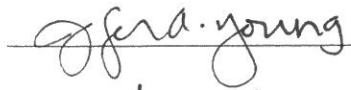
Our promotional card blast starts two months prior to our event, and the targeted social media (paid ads) start one month prior. Television and radio ads typically run two weeks prior to our event as per their advertising representatives. Katey Roshetko or Rebecca Kitchen(KOLO 8) typically hold an on air interview with me the week of the market. We place sandwich board signs in Fallon 1-2 weeks before our market. We are open, and welcome, any help/support of additional marketing and publicity expertise. We will continue to reach out to local businesses to try to cross promote.

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

We will have an area where guests may fill out a printed survey at the market. Post market, we will have a survey link on Facebook, and we will also survey our vendors. We use AI captured data from the Arena.

Signature of Applicant/Grantee

Date

  
Jenny Young

May 30, 2025



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

---

DATE SUBMITTED: 07/01/2025  
 AGENDA DATE: 07/15/2025  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Board & Staff Reports

**TYPE OF ACTION REQUESTED:**

Formal Action/Motion	Progress Report
X Discussion Only	Other

POSSIBLE BOARD ACTION: n/a

DISCUSSION: Board & Staff Reports

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

FISCAL IMPACT: n/a

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

**City of Fallon**  
**Year Over Year Taxable Rooms & Rents**  
**2022 - 2025**

2025				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Taxable Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
January	15,469	4,801	\$ 514,012.74	\$ 107.06
February	13,972	5,629	\$ 607,402.09	\$ 107.91
March	15,469	6,592	\$ 708,887.84	\$ 107.54
April	14,970	7,065	\$ 807,612.36	\$ 114.31
May	15,469	8,022	\$ 946,294.93	\$ 117.96
June				
July				
August				
September				
October				
November				
December				
<b>Total</b>	<b>75,349</b>	<b>32,109</b>	<b>\$ 3,584,209.96</b>	<b>\$ 111.63</b>

2024				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Taxable Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
January	15,469	3,793	\$ 377,124.15	\$ 99.43
February	14,471	4,432	\$ 445,596.62	\$ 100.54
March	15,469	6,271	\$ 679,058.86	\$ 108.29
April	14,970	6,922	\$ 787,227.42	\$ 113.73
May	15,469	7,698	\$ 906,840.09	\$ 117.80
June	14,970	9,376	\$ 1,142,782.11	\$ 121.88
July	15,469	6,825	\$ 830,012.72	\$ 121.61
August	15,469	8,914	\$ 1,082,361.10	\$ 121.42
September	14,970	7,023	\$ 847,047.41	\$ 120.61
October	15,469	7,322	\$ 923,028.38	\$ 126.06
November	14,970	7,920	\$ 913,702.08	\$ 115.37
December	15,469	4,635	\$ 506,517.92	\$ 109.28
<b>Total</b>	<b>182,634</b>	<b>81,131</b>	<b>\$ 9,441,298.86</b>	<b>\$ 116.37</b>

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

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

**Note:**

- Report excludes properties with no taxable activity.

# City of Fallon

## Room Tax Collected Year Over Year Trend

