



AGENDA

CITY OF FALLON - CONVENTION AND TOURISM AUTHORITY MEETING

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

The City of Fallon – Convention and Tourism Authority will meet in a regularly scheduled meeting on April 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 January 21, 2025. **(For possible action.)**

5. Consideration of a grant application by the de Golyer Bucking Horse & Bull Bash for the 2025 de Golyer Bucking Horse & Bull Bash. **(For possible action.)**

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

6. Consideration of a grant application by the Lahontan Valley Bird Dog Club for the 2025 LVBDC Chukar Championship (Fall Shoot). **(For possible action.)**

Grant amount requested by applicant: \$2,500

Grant amount recommended by staff: \$2,500

7. Consideration of a grant application by the Pacific Coast Cutting Horse Association for the 2025 Road To Fallon event. **(For possible action.)**

Grant amount requested by applicant: \$5,000

Grant amount recommended by staff: \$5,000

8. Consideration of a grant application by Om Namo for the 2025 Moving Forward Together (MFT) Powwow. **(For possible action.)**

Grant amount requested by applicant: \$7,000

Grant amount recommended by staff: \$7,000

9. Consideration of a grant application by the Rattle Snake Raceway for Season Promotions 2025. **(For possible action.)**

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

10. Consideration of a grant application by the Lahontan Auto Racing Association for Octane Fest 2025. **(For possible action.)**

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

11. Consideration of a grant application by the Churchill Arts Center for the Oats Park Arts Center: Core Programs 2025/2026. **(For possible action.)**

Grant amount requested by applicant: \$15,000

Grant amount recommended by staff: \$15,000

- 12. Public Comments (For discussion only)**

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

This agenda has been posted on or before 9:00 a.m. on April 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, Deputy 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: 04-07-25
 AGENDA DATE: 04-15-25
 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 January 21, 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 January 21, 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
January 21, 2025

The City of Fallon Convention and Tourism Authority met in a regularly scheduled meeting on the above date in the Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

Present:

Chairwoman Kelly Frost
Board Member Jay Bhakta
Board Member Ezra Bernardo
Director of Tourism & Special Events Jane Moon
City Clerk Michael O'Neill

The meeting was called to order by Chairwoman Frost at 3:00 p.m.

Chairwoman Frost led the Pledge of Allegiance.

Chairwoman Frost inquired if the agenda had been posted in compliance with NRS requirements.

City Clerk Michael O'Neill advised that the agenda was posted in compliance with NRS requirements.

Public Comments

Chairwoman Frost inquired if there were any public comments. She noted that comments are to be general in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken.

No public comments were noted.

Approval of Convention and Tourism Authority meeting minutes for October 22, 2024.

Board Member Bernardo motioned to approve the Fallon Convention and Tourism Authority meeting minutes with no corrections for October 22, 2024, seconded by Board Member Bhakta; the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Applications

- A) Cowboy Fast Draw Association for the 2025 Fastest Gun Alive – World Championship of Cowboy Fast Draw:
- Grant amount requested by applicant: \$14,500
 - Grant amount recommended by staff: \$14,500
- B) Fallon High School Rodeo for the 2025 Fallon High School Rodeo event:
- Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
- C) Fallon Bowmen for the 2025 3C Shootout Indoor 3-D Archery Tournament & Expo:
- Grant amount requested by applicant: \$2,000
 - Grant amount recommended by staff: \$2,000
- D) Fallon Trap Club for the 2025 Fallon Trap Club Shooting Season:
- Grant amount requested by applicant: \$6,000
 - Grant amount recommended by staff: \$6,000
- E) Lahontan Valley Claybreakers for the 2025 Lahontan Valley Claybreakers Youth Trap Shooting Season:
- Grant amount requested by applicant: \$3,000
 - Grant amount recommended by staff: \$3,000
- F) Motor Sports Safety, Inc for the 2025 Top Gun Dragstrip Drag Racing Season:
- Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
- G) Motor Sports Safety, Inc for the 2025 Top Gun Dragstrip-Fallon 660 Big Dollar Event 3K:
- Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000
- H) Battle Born Broncs, LLC for the 2025 Battle Born Broncs:
- Grant amount requested by applicant: \$25,000
 - Grant amount recommended by staff: \$25,000

Consideration of a Grant Application by the Cowboy Fast Draw Association for the 2025 Fastest Gun Alive – World Championship of Cowboy Fast Draw event.

Director Moon stated that while the Sport of Cowboy Fast Draw continues to grow, this tournament grows along with it, it attracts media in both Northern Nevada/California, but also nationally. CFDA stresses the importance of responsible and the safe and proper use of

firearms, and family values. The 2023 FGA was covered by the Outdoor Channel's Shooting USA and is scheduled to air multiple times in early 2024, plus on their online assets. CFDA now has a 9-Part series beginning on YouTube in 2024, and Outdoor Channel has been invited to cover this year. It is expected that at least 700 people from outside of Fallon will attend this year, including competitors, families, spectators, and vendors. An estimate of 1,250 total room nights will be used over this five-day event.

Chairwoman Frost welcomed all applicants, mentioning that there is a lot on the agenda today. Please give us a brief overview of your event and any highlights that you would like to touch on. We appreciate all that you do for our community, bringing all these great events to Fallon.

Cal Elrich stated that his organization has been in Fallon and had this Championship here since 2008. We moved from Deadwood, South Dakota to Fallon and it has been a great host city for this shoot, year after year. Our shooters come from across the country because they like coming to Fallon. We would rather be a big thing in a little town than a little thing in a big town. Fallon is big enough to host our event and small enough to enjoy. We have grown to have a great relationship with the merchants and businesses here in town and they are glad to see us come each year. I have invited Shooting USA back and we haven't heard back from them just yet. We are finishing up our TV Series. I had a deal with Zebo TV and they were supposed to find sponsors for me but they haven't come through with the advertisers that they had mentioned. We will finish the series and put it directly on YouTube. We have finished six of our nine episodes and they will begin running in March. This last year, we brought in commentators to a platform to begin the Magnificent 7 Finals. I had not planned on shooting in this tournament and was going to be one of the commentators but I was goated into shooting in the tournament. I ended up 14th overall out of 200. We thought that bringing in commentators would add that personal flair with predictions, comments on how things might turn out, and personal info about the shooters. Two weeks from tomorrow, I leave for St. Augustine, Florida which will be our first title championship of the season.

Chairwoman Frost mentioned moving the event to July last year. I know the numbers were down a little bit, due to the economy and date change. Do you expect those numbers to rebound from previous years?

Cal Elrich stated that he hoped so. Our organization has been down due to loss of membership with reasons such as COVID19 and inflation. This past year, we have made a huge step with our organization. CFDA is now a 501(c)(3) non-profit organization. For over 20 years, we have had a product division and a membership organization because we have a lot of niche products that our members need to have success to be members in the organization. Timing equipment, holsters, wax bullets, and brass which is all specialized equipment. We have split the organization in half and now we have another corporation that sells the products and a non-profit that is just the membership organization. We put into the IRS and they read our by-laws and since we teach firearm safety, educate youth and adults with our firearms, they went ahead and issued a 501(c)(3) for us. This was a big step for our organization.

Board Member Bernardo inquired if there is anything in place to try and keep track of attendance for the next few years.

Cal Elrich stated that it is hard to put your finger on that. Last year, we had some contests that were held in proximity, just because we moved from the first year. It seems that now people have backed-off scheduling anything in early July. We are hoping that since moving it to the Rafter 3C Arena, we will grow our numbers from here on out.

Director Moon inquired about the readership of their magazine. Do you have an estimation of what that is?

Cal Elrich stated that each member receives one. It is also published on our website. We usually get about 10,000 hits on our website each month.

Director Moon suggested having a conversation with Lahontan Valley Clay Breakers. Their mission is to educate the youth in gun safety and are clued in to our youth here in town. I will get you connected.

Cal Elrich mentioned that all shooting sports need to have a program to not only educate youth but adults as well.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$14,500 to Cowboy Fast Draw Association for the 2025 Fastest Gun Alive – World Championship of Cowboy Fast Draw. 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 Fallon High School Rodeo for the 2025 Fallon High School Rodeo event.

Director Moon stated that each high school rodeo club in Nevada hosts a Jr. High and High School Rodeo each year. Fallon has always hosted a rodeo and would like to continue to do so this year. The kids in the club are responsible for obtaining sponsors, organizing and producing the event. The goal for this project is to host a Jr. High and High School Rodeo in the Spring of 2025 and to continue to produce a highly attended family event for the membership and our community. It is expected that 200 contestants and their family and friends will come to town for this event. Last year, the reported number of attendees was 1,800. This year, the group expects 200 total hotel/motel room nights with 75 visitors staying 2-3 nights.

Nora Hunt Lee introduced Stella Lee, Stix Lee, and Wyatt Greenwood.

Stella Lee stated that she competes in barrel racing, pole bending, team roping, break-away, goat tying, and ribbon roping. Our rodeo is on April 18th-20th and we have over 200 contestants.

Stix Lee stated that he competes in tie down, ribbon roping, shoot doggin', team roping, and goat tying. Over the three days of the rodeo, the first day is a cutting, break-away jackpot, and a barrel racing jackpot. We have rodeo on Saturday and that night we have a team roping jackpot. Sunday, we have more rodeo.

Wyatt Greenwood stated that he is in the 6th grade. I do team roping, ribbon roping, break-away, and goat tying. I liked the prizes last year that you helped us with and I would like to see what happens this year.

Nora Hunt Lee introduced herself as the Director of the Fallon High School Rodeo Club. We anticipated a number that we wrote on the application for last year's grant reimbursement. It was much lower than what the AI gave us numbers for and that economic impact was for over 488,000 attendees for our 3-day event. We credit that to the 200 contestants, family, and friends that come. We have our break-away roping and barrel racing that brings in additional contestants, not related to the high school rodeo, from California, Reno, Washoe Valley, and around the surrounding areas. We will have a survey available if

you would like it. This survey will be available to our contestants, which gathers information on nightly stays etc. We are willing to do this for our jackpot events as well, so that we can identify who is a part of the High School Rodeo Association and who's coming outside of that group. Please let us know if there is additional information that you might like us to gather. On Sunday, we will have a church service and an Easter Egg Hunt because it is Easter weekend.

Chairwoman Frost asked if the event was held in the outdoor arena.

Nora Hunt Lee confirmed that it is. People will begin showing up Thursday night who are entered in the cutting. The rest of the kiddos will probably come on Friday. We have quite a group of people who follow the Nevada High School Rodeo Association and they are very loyal. They usually attend this event because we give away very nice awards and cash payouts. We are one of the highly sought rodeos for these kids to attend. We have 15 rodeos a year, not everybody goes to them all, they are able to pick and choose. We see the biggest numbers in the state come to ours.

Chairwoman Frost stated the Rafter 3C Complex has the AI now and it is a useful tool to see how many people are at your event. It also estimates how much money they are spending in town and it is a great tool.

Board Member Bernardo inquired as to how the kids secure their sponsorships for the rodeo and then organize and produce the events.

Stix Lee stated that they go around town and ask businesses for their support. We also ask people we know and ask for sponsorship, money, or prizes for our auction dinner. To help produce the rodeo, we set up all the banners, prepare the arena, and get people to help work at the event. We will bring cattle there and back, sort the cattle, and feed and water them while they are there.

Board Member Bernardo inquired if anyone could help with this event.

Nora Hunt Lee stated that volunteers are encouraged. It does take a very large village to put this event on. There are so many moving parts. Lahontan Valley News has been awesome about reporting these kids and the results of them going to Nationals and their success. They advertise for our Fall Dinner Auction for which we raised over \$30,000.00. That money helps the kids go on their State and National trips. We have an activity sheet that each club is responsible for, for producing the show, for the whole membership.

Board Member Bhakta asked if they were seeing an increase in the number of spectators.

Nora Hunt Lee confirmed. Compared to what we thought about the attendance, the AI confirmed that the number of spectators has increased each year.

Stix Lee stated that at most of the rodeos, there are not a lot of people in the stands. When the rodeo is in Fallon, for sure, there are a lot more people in the stands. Maybe due to the weather or due to the fact that everybody knows everybody.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$10,000 to Fallon High School Rodeo for the 2025 Fallon High School Rodeo. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Fallon Bowmen for the 2025 Shootout Indoor 3-D Archery Tournament & Expo.

Director Moon stated that the Fallon Bowmen strive to grow and promote involvement of recreational archery to the surrounding areas. It is their hope to involve friends and family of all ages to increase year-round interest in archery. They are looking to grow the archery club to provide more opportunities for people to be involved in the sport. It is estimated that 275 shooters and 300-400 spectators will attend this year's event; hopefully reaching 200 hotel/motel room nights spanning the two-day event.

Hunter Mori, president of Fallon Bowmen, introduced himself. Fallon Bowmen have been operating in Fallon for just over 40 years, 25 of them as a non-profit. About three years ago, we opened two new events. Typically, we host an event out at Diversion Dam, which is an outdoor event. Recently, we have had a second event that is operated at the Rafter 3C Arena. That event has been quickly growing. Last year, we were the biggest 3-D Tournament in the State, which is unprecedented for these times as shoots are a little bit down due to the economy. This year, we are expanding that event to a shoot and expo and we are inviting 15 vendors that will be set up in the mezzanine area of the event, in conjunction with the event itself. We are gaining a lot more attraction with our northern Nevada crowd and the California crowd as well.

Board Member Bernardo inquired as to the types of vendors attending.

Hunter Mori stated that there will be a combination of several types of vendors. We have some world-wide vendors such as Swarovski Optics. We will also have some rifle companies and local vendors as well.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$2,000 to the Fallon Bowmen for the 2025 Shootout Indoor 3-D Archery Tournament & Expo. 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 Fallon Trap Club for the 2025 Fallon Trap Club Shooting Season.

Director Moon stated that the Fallon Trap Club holds shooting events throughout the year to promote, enhance, and encourage participation in the sport of trap shooting. Last year, "5-Stand" was added as a shooting series adding to the Trap and Skeet shooting experiences offered at the Club. The Club helps local organizations with fundraising events and continues to help sponsor the youth trap shooting club, the Lahontan Valley Claybreakers, with their program. Again, this year, the anticipated hotel/motel room nights for these shooters and their families are as follows: 20-25 for an average shoot, 40-50 for the State Shoot.

Wayne Whitten stated that he has been involved with the Fallon Trap Club for over 20 years. I am not on the board and just a member currently. This year, the Fallon Trap Club is going to have three 2-day events, one of which will be the State Shoot. To recognize the importance of the State Shoot, there is a national organization called Pacific International Trap Association. It is predominantly in the western states and the northern provinces of Canada. In order to qualify for their All-Star Team, one must have a certain number of shoots that were attended and so many birds that were shot at. Each of these events are 2-day events. The State Shoot, because of the point system assigned by PITA, is extremely popular with those that are trying to get into the upper echelon for that year. These shoots draw a lot of people and are

very well attended. 5-Stand was recently introduced and is an up-and-coming shooters sport. Mr. Workman oversees it here in Fallon and is doing a fabulous job. I have noticed a very serious and attentive following in this sport and I am sure they will be starting to bring some more of these competitions to town. Fallon Trap Club has been operating in Fallon for over 20 years and it has the reputation of being one of the better clubs to attend. The quality of the shoot and the shooting facilities are extremely noticeable in the sport of shooting. We are still trying to rebuild from the COVID19 downfall. One of the largest financial contributors to the Fallon Trap Club and LVC is the Friends of the NRA. They hold banquets and originate revenue from those banquets. We are trying to rebuild attendance and activity in all areas. Ammunition has become very expensive. Two years ago, we ordered a pallet of shells which cost us just over \$6,000. Last year, we ordered a pallet of shells and it cost us just shy of \$10,000. Part of that is administration at the national level which has become very regulated on some of the components and I hope that will change and the availability will increase.

Chairwoman Frost commented that the Fallon Trap Club contestants enjoy shooting off that hill up there. The views are beautiful and the contestants enjoy coming out there.

Wayne Whitten stated that it is a unique place to shoot. When the birds come out of the trap, the shooters experience what they call sky light. That is how long it takes the bird to get up into sky where it is just blue behind it. We are the only trap club with views like ours.

Director Moon thanked Wayne for presenting in the absence of Lester Webb.

Chairwoman Frost stated that the Fallon Trap Club is always enthusiastic for hosting visitors.

Lester Webb entered the meeting.

Lester Webb stated that they have a full schedule this year. We will be hosting the State Shoot which will bring in about 200 people. They will be staying in town, purchasing fuel and food and having a good time in Fallon.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$6,000 to the Fallon Trap Club for the 2025 Fallon Trap Club Shooting Season. 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 Claybreakers for the 2025 Lahontan Valley Claybreakers Youth Trap Shooting Season.

Director Moon stated that the Lahontan Valley Claybreakers came into existence to promote gun safety and the sport of Trap Shooting to Fallon's youth in 2005. The club participates in shoots in Fallon and throughout Nevada where they promote Fallon by wearing branded gear (hats and T-shirts). Youth shooting throughout Nevada is currently in transition as the Nevada Youth Shooting Sports Association disbanded this year. Also, this year, the Fallon shoot was cancelled. It is the group's goal to continue to promote Fallon tourism as they attend other shoots throughout Nevada. We will revisit the scheduling status for the group next year.

Pat Whitten thanked Jane for helping with the grant. The youth clubs in Yerington, Carson City and Las Vegas closed this last year. We are in a rebuild mode and what we are trying to do is to continue to advertise shoots at the Fallon Trap Club. One event that the Fallon Trap Club puts on monthly is called a multiplex. With our contacts in Sierra Valley

and Carson City, we are going to advertise our multiplex shoots in those two areas. I continue to write grants as the month of January is grant writing. We started a new event this year called Bucks and Vets. An organization called A-Z Foundation sponsors vets to take them on shoots. They had their first banquet here in Fallon at the Pennington Life Center. We were contacted to see if we had some youth that would like to come and help. Some coaches and kids showed up to help and serve and A-Z Foundation made a donation to them. Rocky Mountain Elk Foundation asked for some help from our club and donated to the club. We had a "Thank You" banner printed and we display it when we are at home and away and it lists all our sponsors. We had our yearly brochure printed this year and were able to put a QR code on the back so that it would be easier for people to find our website and look around and possibly donate. We have a mother and a grandmother who have stepped up to help with the website and our computer needs, which will help us greatly.

Wayne Whitten stated that they have worked hard to have their youth move into the PITA Shooting. We have quite a few young shooters who are doing well in this adult shoot. We currently have two young people that will probably make it to the national team. We will take you as a member whether you are a good shot or you have never shot before. This gives you an opportunity to participate and our sport pushes very hard for individual accomplishment.

Pat Whitten stated that Lester Webb is one of their coaches. We brought him in when his son was shooting. I want to thank him because the coaches are the basis for our club. We will be holding an NRA Level 1 coaches' clinic at the end of March. The teacher for this course is coming from Reno to teach this two-day class.

Board Member Bernardo inquired about the success of the Bucks and Vets event.

Pat Whitten stated that the event was almost too big for the Pennington Life Center. It was a packed house.

Chairwoman Frost asked if there were any further comments.

There were no other comments noted.

Board Member Bhakta motioned to approve \$3,000 to the Lahontan Valley Claybreakers for the 2025 Lahontan Valley Claybreakers Youth Trap Shooting Season. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Motor Sports Safety, Inc for the 2025 Top Gun Dragstrip Drag Racing Season.

Director Moon stated that Motor Sports Safety, Inc.'s goal is to establish Fallon as Northern Nevada's motor sports capital, contributing to the community economically, while providing a safe and legal environment for motor sports. The expected attendance to this year's events is 5,000+ visitors from Nevada, California, Arizona, Utah, Oregon and Canada, with approximately 500 (10% of total attendance) hotel/motel room night rentals estimated.

John Stauverman stated his thanks for all the board does. For the 2025 season, we have a 17 individual event season and that will be divided into seven weeks. This year is our 30-year anniversary and we are working on some new marketing plans for the 30-year anniversary. Last year was another growing year for us as we continue to market Top Gun Raceway. One of the key things we do is listen to the other Fallon area activities as they have their events on holidays and we try and stay away from those weekends. Our junior dragster series, which is a half-scale drag course, is up this year as well. NHRA and drag racing are

losing tracks right and left. We just lost Irwindale because of a population surge in their area due to housing needs. If I could figure out how to move the dragstrip to the Rafter 3C Arena, that would be wonderful.

Board Member Bhakta asked if they were seeing more people come to Fallon to race.

John Stauverman confirmed, yes. Our car counts are up as is our spectator count is up also. Unfortunately, in the Fallon community, the participants have laid flat for a little bit, with only 10 coming from Fallon. We are getting 80%-90% coming from out of town with about 200-300 participants per weekend.

Board Member Bernardo inquired about the leisurely crowd attendance in past years.

John Stauverman stated that the \$5 Fridays are quite popular. It is specifically geared towards having the kids come out of Reno. They might be bringing their mothers' cars, but we do require drivers' licenses and safety gear. We have two of those outings scheduled for this year.

Chairwoman Frost asked if there were any further comments.

There were no further questions.

Board Member Bernardo motioned to approve \$10,000 to Motor Sports Safety, Inc for the 2025 Top Gun Dragstrip Drag Racing Season. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Motor Sports Safety, Inc for the 2025 Top Gun Dragstrip – Fallon 660 Big Dollar Event 3K.

Director Moon stated that the "Fallon 660" is a revised event from the inaugural Fallon 1320 event from last year. The event has been reconfigured with input from the racing community and those that attended last year. This is a positive change that will benefit the event and the community. The event is designed to cater to an elite group of racers who compete for larger purses and bigger prize money that is customarily offered at local tracks around the nation. The races are growing in popularity and draw in a broader spectrum of racers. With dragstrips closing across the western US, TopGun continues to draw on the elite racers who now have fewer tracks to race at. Top Gun Dragstrip is hoping this event will also attract local racers to participate as they would not have to travel to race. The goal is to draw 3,000 to 3,500 people to attend, of which 90% are expected to arrive from outside a 60-mile radius from Fallon. It is expected that at least 12% of attendees will rent hotel/motel room nights.

John Stauverman reminisced about previous events. The Fallon 1320 event from last year was a complete success. We had 240 participants in that race and it was well received. 90% of those participants were from out of town. However, it created some problems. The other racing venues across the United States have gone from 1320, which is the ¼-mile, down to 1/8-mile racing, which is 660. We listened to the racers, we got feedback from them, and they thought that the participation would be better at 660 feet. In a motor sports situation, it is easier to run 660 if you run 1320. If you run 660, it is more difficult to stretch your distance to 1320. We reconfigured the event to better suit the requests of the racers. As of last weekend, I secured a 3-race point series between ourselves, Redding, and Sonoma. We are also trying to get Bakersfield in this series. The racer signs up for the point series, he enters the event, he acquires points, but in order to further his points, he must go to another racetrack at a different location to acquire more points. Fortunately, in the big scheme of things, we are at the end of

the point series so that encourages everyone to come to Fallon. We are looking at a \$2,000 to \$3,000 purse for just this outside point series. This event coincides with our Fallon 660 event.

Director Moon asked John to repeat the 3-race point series destinations.

John Stauverman stated that they are Fallon, Redding, and Sonoma. We are also trying to get Bakersfield. Racers travel, that is what they do. We are trying to get racers to travel to different tracks.

Chairwoman Frost asked if there were any further comments.

There were no further questions.

Board Member Bhakta motioned to approve \$5,000 to Motor Sports Safety, Inc. for the 2025 Top Gun Dragstrip – Fallon 660 Big Dollar Event 3K. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Battle Born Broncs, LLC for the 2025 Battle Born Broncs.

Director Moon stated that this is the fourth year of production for Battle Born Broncs, a professional bareback and saddle bronc riding rodeo event. This year's elite PRCA production, youth camp and vendor market are meant to draw contestants and fans to Fallon for multiple days. Video production will be used throughout the year on television, social media and websites to showcase Fallon as a premier event location. 4,000 people are expected to attend this year's event with at least 2,500 coming from outside a 60-mile radius from Fallon. 600 room night rentals are predicted over two to three nights.

Darcy Spero greeted the board. This year, we have a lot of exciting changes. We changed the date of our event. We will have our main event on the 19th. It will be a good date to bring in all these guys just before the Reno Rodeo. There is a rodeo in Red Bluff the same weekend and it is a daytime performance so they will all be able to leave there and get to Fallon in time for our event. We will be having our event at the same time as the Fallon High School Rodeo and we are very excited about that. The High School Rodeo will be happening outside while our event will be happening on the inside. Thursday will be similar to a college rodeo recruiting event. Kids will get to learn from the coaches and have a learning opportunity. Friday will be an experience to learn from Championship Living Fitness. CLF works with professional rodeo guys for fitness, mindset, and all things that have to do with the rodeo world. This experience will be open to all ages of people and then they will break off into separate learning events, according to their skill set. I am excited to have it with the High School Rodeo this year because it will fill the days with a lot of good things and I am positive that it is going to sell out.

Chairwoman Frost inquired if the High School Rodeo would be over before the Battle Born Broncs began.

Darcy Spero confirmed, yes. There will be a small break before we begin. We have pushed back our start time to 8:00 pm but since it is a Saturday night, it will be awesome. Doors will open at 5:00 pm and the concourse will be full of vendors. We will have the Calcutta at that time, instead of the night before, and all the guys will be able to attend. We don't really have anything planned for Friday night because we want to push them all out to the local merchants for dinner and entertainment.

Chairwoman Frost inquired if there would be a concert this year.

Darcy Spero stated that she is thinking about it. I haven't nailed that down yet but there is a possibility. The performance will last about 2 to 2 ½ hours and we could have something for about an hour and still have everybody out of there by midnight.

Chairwoman Frost stated that starting the event later would be kind of hard to get that concert in.

Darcy Spero agreed. Honestly, I don't know if spending that money is going to matter because I think it is going to sell out no matter if we have a band or not.

Chairwoman Frost inquired about the Cowboy Channel being in attendance.

Darcy Spero confirmed, yes. Every year, that is one of the costs that this money pays for to get that production done. It will not be shown live on the Cowboy Channel this year but it will be shown on the Cowboy Channel. We believe this will get more people off their couches and into the stands to watch it.

Chairwoman Frost stated that it is good to hear, 'Live from Fallon, Nevada' be broadcasted.

Darcy Spero stated that people learned this was the Oasis of Nevada. I was in Las Vegas for the NFR and Steve Kenyon brought me on to his broadcast to interview me for the Cowboy Channel. I was able to talk a lot about Fallon during that time.

Chairwoman Frost encouraged her to also contact the Reno stations. Try to get the word out there for the people in Reno and try to get them to make the trip to Fallon for this event. I know that Jane has contact information for you if needed, to get more publicity that way.

Darcy Spero stated that they did a show at the Wild Sheep Foundation. We promoted not only my boot company but also the Battle Born Broncs event. Some people approached me and said that they already have their tickets for the event this year. I took some Battle Born Broncs merch to Las Vegas this year and passed out around 130 hats. It was fun to see them all around Vegas.

Board Member Bernardo inquired as to what the youth camp will consist of.

Darcy Spero stated that this evolved from kids that have never been exposed to rodeo. This year is more of an athlete mindset and more of a talk than actual hands on with animals as we had done before. We will also be doing a Coffee with the Coaches the morning before the camp so any of those high school rodeo kids that want to come early can meet those coaches. Only the kids with more rodeo experience will break off and experience similar events that they compete in.

Chairwoman Frost asked if there would be some ladies there for the barrels and poles.

Darcy Spero stated that they are trying to round up as many helpers as we can.

Board Member Bhakta inquired about the survey found on the app.

Darcy Spero stated that she has used a couple of different apps. The app I used two years ago was not very clear on the information that it was giving me. This year, I went and visited with the ticket app people while I was in Las Vegas during the NFR. He is changing their app to help us acquire the information we need. He is adding a feedback form to the app which will ask for the information that the Tourism Board asks for and more.

Director Moon commended Darcy and the High School Rodeo for partnering. That is one of the things that I strive to do is to get our organizations to really partner together because more heads are better than one.

Chairwoman Frost stated that developing this unique event with high school, college and professionals all together in one place is exciting.

Darcy Spero stated that the gentlemen who created the documentary that is on the Cowboy Channel and her website want to come back this year and build on that. I am doing everything I can to secure the financing and get the right sponsorships to make sure that we document these things and make them similar to episodes each year.

Chairwoman Frost asked if there were any further comments.

There were no further questions.

Board Member Bernardo motioned to approve \$25,000 to Battle Born Broncs, LLC for the 2025 Battle Born Broncs. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Board and Staff Reports

Director Moon stated that the FCTA schedule is enclosed. I want to report that on December 12th, the state tourism group came to spend a full day in Fallon. TravelNevada is a very new group and they have made a huge transition in the past couple of years. They are interested in making sure that they support and highlight our rural destinations. I like to think that Fallon leads that group as I am the rural Commissioner. It is important that they get to all our rural destinations because we have something different and unique to offer. They spent a full day with me and Councilwoman Frost. They were interested in what we had to offer. We focused on touring Maine Street and downtown, including the ice-skating rink. It is important to have that intimate knowledge of what each little town does so that they don't have to lean on Reno, Las Vegas, or Lake Tahoe to fill in their reports and media releases. I don't know who produces as many events as we do at this point. I would like to see more from the other rural counties because it helps us as well. We are leading the pack in events so keep that up.

Chairwoman Frost stated that she would like to see if could get special invitations to get TravelNevada out to TopGun Raceway, Battle Born Broncs, the High School Rodeo and get them to our special events.

City Clerk Michael O'Neill stated that the November Room Tax Report was a nice surprise. It was the only month in 2024 that has been above 2023 numbers, so let's keep our fingers crossed for December.

Director Moon asked if he could pinpoint what would bring those numbers up.

City Clerk O'Neill stated that it was more than likely the wrestling tournaments.

Board Member Bernardo stated that having a multi-faceted building in the area is a good thing. We are able to bring in so many more different kinds of events and diversify the number of groups and events that we can bring in.

Chairwoman Frost stated that she was able to attend the Chamber of Commerce Luncheon. Jim Barbee and Jesse Segura presented and the economic impact of the Rafter 3C Complex. It is an amazing and great addition to our community.

Board Member Bernardo stated that it helps across the board. It is not just the big businesses; it helps the mom-and-pop small businesses as well as the community as a whole.

Chairwoman Frost spoke of the other variety of vendors and businesses as well. Those that cater, put together the programs for these events and other services just ripples through the community.

Board Member Bernardo spoke of the variety of things to do in Fallon besides the event they might be attending originally.

Director Moon inquired about the possible expansion coming to Fallon. They are expanding, in terms of their RV spaces, the regional complex for baseball and North Maine ballpark facility.

Board Member Bhakta stated he had nothing to report.

Public Comments

Chairwoman Frost inquired if there were any further public comments.
No public comments were noted.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:26 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O'Neill, City Clerk



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

DATE SUBMITTED: 04-07-25
 AGENDA DATE: 04-15-25
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the de Golyer Bucking Horse & Bull Bash for the 2025 de Golyer Bucking Horse & Bull Bash. **(For possible action.)**

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

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion <input type="checkbox"/> Discussion Only	<input type="checkbox"/> Progress Report <input type="checkbox"/> Other
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POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to the de Golyer Bucking Horse & Bull Bash for the 2025 Bucking Horse & Bull Bash, subject to availability of funds, FCTA policy, and standard grant terms and agreements.

DISCUSSION: The objective of the de Golyer Bucking Horse & Bull Bash for the 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.

FISCAL IMPACT: \$10,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

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

1. Name of Organization (or Company) de Golyer Bucking Horse and Bull Bash
 Chief Executive Officer: Cody and Kristina de Golyer
 Mailing address 4188 Hiskett Lane
 City Fallon State Nevada Zip 89406
 Phone Number: 775/427/9730 Email: degolyerbullbash@yahoo.com
2. How long organized (or in business) 11 years Tax I.D. # 530591544
3. Purpose of Organization keeping the sport of rodeo alive in our community through our future generations
4. Total Annual Budget \$ 30,000.00
5. Project Director Cody and Kristina de Golyer Phone Number: 775/427/9730
 Mailing address: 4188 Hiskett Lane
 City Fallon State Nevada Zip 89406 Email: degolyerbullbash@yahoo.com
6. **Project Title** de Golyer Bucking Horse and Bull Bash
7. **Actual Date of Event** Friday June 27, 2025 & Saturday June 28, 2025
8. Location of project 325 Sheckler Road outdoor arena
9. Funds requested from FCTA: \$ 10,000.00
10. Total cost of project: \$ 70,000.00
11. Will the Convention Center be used? no When?
12. Summarize the objectives of this project:
 Our objective for our event is to continue to create a fun, affordable outing for families and also to continue the sport of rodeo in our community.

PROJECT BUDGET

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

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

PROJECT BUDGET

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

Grant money~ \$10,000.00	911 Water~\$400.00
Boomers Bar~\$2,000.00	TedFord Tire~\$1350.00
Boot Barn~\$500.00	Granite Propane~\$500.00
Expert Auto~\$850.00	BootBarn~\$500.00
Drive Line and Gear~ \$500.00	City of Fallon~\$6,000
HandR Block~\$1500.00	Dandelion Express~\$2,000.00
Integrity pest Mng~\$1500.00	Integrity Pest Management\$1500.00
Fallon Ford Toyota~ \$5,000.00	Hoof Beats~\$850.00
Cheek Construction~\$500.00	
Premier Pawnbrokers~\$600.00	
Les Schwab~ \$3,000.00	
CC comm~\$150.00	
Cowboy Counrty Realty~\$150.00	
R&D Suspension~\$150.00	
Financial Horizons Credit Union~\$150.00	
Menisini Propane~\$850.00	
Overland Saloon~\$1,000.00	more potential sponsors to come

PROJECT BUDGET

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

Radio advertising

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

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

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

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

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

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

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

We expect visitors to come into Fallon for our Friday night Kick off concert with Country Legend Deana Carter! an evening of non stop live entertainment. then we expect them to attend the 11th annual Bull Bash for Saturday morning into the evening, we will be advertising and suggesting visits to key areas in Fallon such as the museum, Grimes point, Indian caves, local shops and food establishments.

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

We expect a large number of people to be exposed between our local street sign, newspapers, social media is a big one for us and also our 7 radio stations that we will be using.

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

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

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

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

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

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

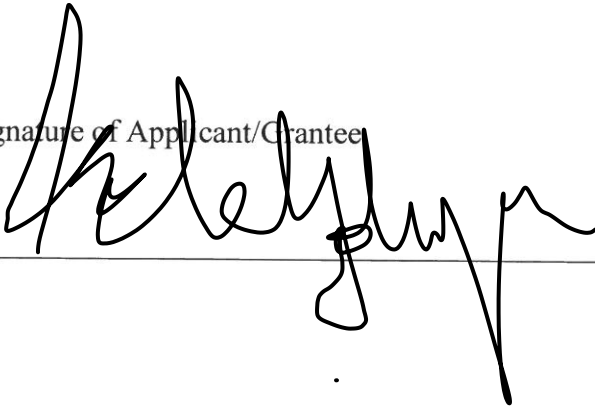
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

We will be utilizing Reno Media Group, Hank FM 100.1 all new street signs, we will also continue to advertise in our local Fallon Post newspaper, Lahontan valley news, 150 posters and 5,000 hand out's and of course, our Facebook groups to be advertised all over Northern Nevada.

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

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

Signature of Applicant/Grantee

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

Date

03\01\2024

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



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

DATE SUBMITTED: 04-07-25
 AGENDA DATE: 04-15-25
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Lahontan Valley Bird Dog Club for the 2025 LVBDC Chukar Championship (Fall Shoot). **(For possible action.)**

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

TYPE OF ACTION REQUESTED:

<p>X Formal Action/Motion</p> <p>Discussion Only</p>	<p>Progress Report</p> <p>Other</p>
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POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$2,500 the Lahontan Valley Bird Dog Club for the 2025 LVBDC Nevada Chukar Championship (Fall Shoot), subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: 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.

FISCAL IMPACT: \$2,500

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company)
 Chief Executive Officer:
 Mailing address
 City State Zip
 Phone Number: Email:
2. How long organized (or in business) Tax I.D. #
3. Purpose of Organization
4. Total Annual Budget \$
5. Project Director Phone Number:
 Mailing address:
 City State Zip Email:
6. Project Title
7. Actual Date of Event
8. Location of project
9. Funds requested from FCTA: \$
10. Total cost of project: \$
11. Will the Convention Center be used? When?
12. Summarize the objectives of this project: This event is used to test hunting dogs in a competitive environment. This event is a fund raisers for the Lahontan Valley Bird Dog Club. The LVBDC uses that money to provide training/competitive grounds for hunting dogs of all varieties.

PROJECT BUDGET

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

\$3000.00 Banquet/Raffle
\$6000.00 Birds
\$5000.00 Prize Money/Awards
\$2500.00 Insurance/Advertising/Misc.

\$1000.00 Equipment Rental

PROJECT BUDGET

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

17,000.00 Entries
3,000.00 Merchandise/Raffle
2,500.00 Tourism

PROJECT BUDGET

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

Raffle Items
Awards Trophies
Awards Prize Money
Advertising/Apparell

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

Short term goals are to raise money to improve our property for people to utilize for training purposes for hunting dogs. Long term goals are to continue to improve the grounds to attract other events to our location and provide a quality location.

17.

We have an average of 100 competitors at our shoots. Including guests and observers that number averages 150-160. Our target market is bird hunters who use dogs to improve their success.

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?

Our primary draw areas are: Reno, Carson, Minden, Bishop, Lovelock, Winnemucca, Elko, Vegas, California, Utah, Oregon. ~35 competitors are from >60 miles

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

We book about 130 rooms nights per year.

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

~500

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

Last year we had one event due to moving to a new location and had about 30 people > 60miles.

(e) How many locals will attend your event?

~30-40

(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)?

~150 Attendees (over all events) at ~\$600 (food, fuel, lodging) = 90K

19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules: We are currently looking at partnering with the BDC and utilizing their nationwide marketing platform to promote our 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 talk to all attendees during the event and solicit information from them. We also know most of them so know who is booking a room and who has a local place to stay etc... Social media is also used to get information from attendees.

Signature of Applicant/Grantee

Date

____ Chip Bunker LVBDC Secretary

____ 4/1/2025 _____

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



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

DATE SUBMITTED: 04-07-25
 AGENDA DATE: 04-15-25
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Pacific Coast Cutting Horse Association for the 2025 Road To Fallon event. **(For possible action.)**

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

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
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POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$5,000 to the Pacific Coast Cutting Horse Association for the 2025 Road to Fallon event, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: This is the first time the Pacific Coast Cutting Horse Association has come before you. 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 Events Center. 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 this 4-day event.

FISCAL IMPACT: \$5,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company)
 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: Our objective is to produce a family equine event that will promote and improve tourism and bring business to the city of Fallon, NV. We have a proven history, as the largest cutting horse association on the West Coast, to turn out economically beneficial events in the state of Nevada. We have signed a three-year agreement with the 3C Events Complex, and a long-term goal is to conduct an ongoing annual event in Fallon.

PROJECT BUDGET

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

- Facility Costs - \$32,000
- Labor - \$54,677
- Advertising & Mktg - \$5,715
- Cattle Costs - \$165,900
- Video Expenses - \$8,900
- Equipment Rental - \$5,441
- Purses - \$110,400
- Awards \$4,000
- Bedding - \$15,800
- NCHA Approval Fees - \$9,000

PROJECT BUDGET

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

- Entry Fees - \$294,900
- Stall Bedding - \$66,930
- Vendors - \$1,140
- Hay/Feed - \$2,975
- Practice Pen - \$34,615
- Arena Advertising - \$5,250
- Sponsorships - \$7,500

PROJECT BUDGET

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

- Eblasts
- Ads
- Posters
- Website
- Arena Signage
- Facebook

16. Please define the long- and short-term goals of this project: Our long-term goal is to produce a successful ongoing annual event that will improve tourism and bring economic business to Fallon.
Our first-year goal is to achieve a financially viable show that benefits the Fallon community and PCCHA.

17. Please estimate the total attendance you expect at your event and list your target market areas:
We estimate 250-350 contestants, participants and staff.

Our target market is the equine and western industry.

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?

250 - 350

- (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)?

Approximately 1,000 room nights

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

- (d) 250-350

similar project last year? **N/A**

- (e) How many locals will attend your event? 10 - 15

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

200 participants generating approximately 1,000 room nights, restaurants, grocery stores, entertainment venues and gift shops.

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

PCCHA has a routine media schedule and promotion plan in place for promoting all our events through Eblasts, Facebook posts, Media Ads, Posters, Arena advertising and Website postings.

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.:

PCCHA reviews the event's success by evaluating our number of entries. This information generates the data required for PCCHA to determine the economic success of the show and the indirect economic impact to the community.

Signature of Applicant/Grantee

Tami Rodman

Date

4.7.25

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



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

DATE SUBMITTED: 04-07-25
 AGENDA DATE: 04-15-25
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by Om Namo for the 2025 Moving Forward Together (MFT) Powwow. **(For possible action.)**

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

TYPE OF ACTION REQUESTED:

X Formal Action/Motion	Progress Report
Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$7,000 to Om Namo for the 2025 Moving Forward Together (MFT) Powwow, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: 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 intergenerational 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 to Fallon. The event has the potential to bring over 800 room night rentals in two days.

FISCAL IMPACT: \$7,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

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

Item 8.

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:

The Moving Forward Together Powwow is dedicated to preserving, promoting, and celebrating Indigenous culture while fostering inclusivity, education, and economic impact. We have grown 100% in attendance every year.

Strengthen Community & Cultural Connections:

- Provide a welcoming space where Indigenous and non-Indigenous attendees can engage in cultural exchange.
- Encourage participation from multiple tribes, ensuring diverse traditions are represented through dance, music, and storytelling.

Promote Cultural Education & Awareness

- Showcase the significance of powwows & educate the broader community about Indigenous customs through hands-on experiences, performances, and discussions.
- Collaborate with institutions such as the Nevada Museum of Art and Churchill Arts Council to highlight Indigenous fine arts.

PROJECT BUDGET

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

\$3,500: Facility Fees & Insurance
 \$8,000: Cultural Head Staff & Color Guard fees & accommodations
 \$14,000: Black Lodge Host Drum fees & accommodations
 \$2,000: Competition Special Dances
 \$2,000: Merchandise
 \$15,000: Media Marketing & Promotion
 \$2,000: Photography/Video Production
 \$3,000: Traditional Feed

PROJECT BUDGET

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

\$7,000: City of Fallon-Convention & Tourism Authority
 \$7,450: Vendor Fees
 \$4,000: Merchandise
 \$5,000: MFT General Fund
 \$5,000: Walmart
 \$10,000: Native Voters Alliance Nevada
 \$3,000: Indigenous Voices Nevada
 \$800: War Party Movement
 \$3,000: Travel Nevada Rural Marketing
 \$5,000: Fallon Paiute Shoshone Tribe
 \$2,000: LiUNA Local
 \$500: Patagonia
 TBD: – Additional Sponsorship: Gemini, FSPT Cultural Department, Bonanza, Ormat, Coeur Rochester mine

PROJECT BUDGET

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

Total: \$7,000

Social Media & Digital Ads: \$1,950

\$500: Facebook & Instagram Ads
\$1,250: Powwows.com National Advertising
\$200: Online Ads

Radio: \$950

Radio Ads on Reno Media Group, KUNR, KOH AM, KVLV & Indigenous radio stations.

Print Advertising: \$2,300

\$900: Newspaper ads in local and regional publications
 • NV Rancher, Great Basin Sun, Record Courier, NV Appeal, LVN, Fallon Post
\$800: Posters & Flyers in high-traffic areas across Nevada and Northern California.
 • Poster distributed at Northern Nevada feed stores, public bulletin boards, Native American reservations in Northern Nevada and border reservations in California, Idaho and Oregon
\$600: Hanging Banners (2) placed outside of county limits on Reno Hwy and Lovelock Highway

Videography & Photography: \$1,000

Video/Photography personnel to capture Video & Content Creation for Promotions. Promotional materials

Promotional Materials: \$800

\$250: Event Program highlighting Local Businesses & opportunities while visiting Fallon. (partnering with NV Indian Territory)

\$550: Other promotional items to entice sponsorship and increase attendance of dancers, drums, and other out-of-town attendees, to be used in raffles, giveaways and other create outreach efforts.

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

Foster Social Inclusion & Intergenerational Learning

- Ensure that elders, youth, and new participants feel included and valued within the powwow space. Provide opportunities for mentorship, where experienced dancers, drummers, and artisans pass down traditions.
- Enhance Economic & Tourism Growth
- Support Indigenous vendors and local businesses by increasing visitor traffic to the area.
- Attract participants from outside Fallon, contributing to hotel stays, restaurant visits, and retail sales.

Create a Lasting Impact Beyond the Event

- Leverage marketing strategies to reach a broad audience, bringing an estimated 3,000 attendees and a projected \$450,000 economic impact to the region.
- Build relationships among attendees, sponsors, and partners that strengthen Indigenous representation year-round.
- Inspire continued engagement with Indigenous culture through post-event storytelling, educational resources, and future community programs.

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

3,000 attendees from all areas of the U.S, specifically North & Southwestern Communities

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?

1,800

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

800

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

475,000+ people (both in-state and out-of-state)

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

1,000

(e) How many locals will attend your event?

1,200

(f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will

spend in town—excluding what is spent at your event)?

3,000 people x \$55 daily impact = \$165,000 (gas, food, shopping)
 800 people x 2 nights x \$ 180 overnight economic impact= \$288,000 (Hotel, campgrounds, food) These figures represent the direct economic contributions of the event to the local economy. Gambling, nightlife & bar is not factored in.

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

See attached marketing plan

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

In-Person Surveys at the Event

- **Survey Booth:** A designated table near the entrance & vendor area with volunteers encouraging attendees to participate.
- **QR Code Signs:** Posted at key locations (registration table, food vendors, performance areas) linking to an online survey.
- **Incentives:** Raffle entries for free merchandise or VIP seating for those who complete the survey.

Online Post-Event Survey

- **Email Campaign:** Sent to ticket buyers, vendors, and volunteers.
- **Social Media Follow-Up:** Survey link posted on the event's Facebook & Instagram pages.

Hotel & Lodging Partner Feedback

- **Hotel Collaboration:** Partner with local hotels (Best Western, Comfort Inn, etc.) to gather room night data based on guest inquiries mentioning the powwow.
- **Hotel Discount Code:** Offer a small discount or special rate for powwow attendees using a promo code, allowing tracking of bookings.

Vendor & Sponsor Economic Survey

- **Vendor Sales Reporting:** Encourage vendors to share their total revenue generated at the event.
- **Sponsor Reports:** Ask sponsors about their engagement and marketing impact from the event.

Signature of Applicant/Grantee

Date



4/2/25

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.

MFT Powwow Tentative Marketing Schedule: March 1 – June 3, 2025

Date Range	Marketing Activities
March 1 – March 15	Design and finalize all promotional materials (flyers, digital ads, radio scripts, etc.). Confirm ad placements with media partners (social media, radio, newspaper, digital billboards).
March 16 – March 31	Launch social media teaser campaign (Save the Date posts, behind-the-scenes content). Start email outreach to past attendees and regional powwow groups. Press release sent to local and regional media outlets.
April 1 – April 15	Mini billboard installation at the Fairgrounds entrance. Paid social media ad campaign begins (targeting Reno, Sparks, Sacramento, Las Vegas, Salt Lake City). Radio promotions begin.
April 16 – April 30	Printed event posters & flyers distributed across Fallon, Reno, Fernley, and surrounding areas. Partnership promotion with Nevada Museum of Art & Churchill Arts Council to highlight Indigenous Fine Arts exhibit. Outreach to powwow forums & community groups.
May 1 – May 15	Final push on social media: Countdown posts, performer highlights, vendor spotlights. Newspaper ads in Lahontan Valley News & Nevada Appeal. Second round of radio ads .
May 16 – May 29	Targeted social media campaign (reminder ads, last-minute event details). Final press release to media outlets. Community outreach & local interviews .
Event Weekend (May 31 – June 1)	Live event coverage on social media (Instagram Stories, Facebook Live). On-site interviews with attendees & vendors for post-event marketing.
June 2 – June 3	Thank You posts to sponsors & attendees. Collect feedback & engagement data for reporting.

Marketing & Advertising Strategies

Print & Billboard Advertising

- Mini Billboard at the Fairgrounds (installed in April).
- Posters & Flyers in high-traffic areas across Nevada and Northern California.
- Newspaper ads in local and regional publications.

Digital & Social Media Marketing

- Facebook & Instagram Ads targeting powwow communities, families, and travelers.
- Influencer partnerships with Indigenous content creators.
- Email marketing to past attendees and partner organizations.

Radio & Local Media

- Radio Ads on popular radio stations and Indigenous radio stations.
- Press Releases sent to media partners.
- Interviews & Features on local TV and community radio.

Community & Partner Engagement

- Nevada Museum of Art & Churchill Arts Council promotions.
- Collaboration with Fallon Paiute-Shoshone Tribe for cultural outreach.
- Vendor and sponsor cross-promotions on social media.

Promotions Outside Grant Period (Covered by Travel Nevada Funds)

- Early Social Media Announcements (Before March 1)
- Travel & Tourism Partnerships (Before March 1 and After June 3)

- Post-Event Video & Content Creation for Future Promotions
-

Expected Outcomes

- Increased attendance (goal: 3,000 attendees).
- Higher engagement in pre-event promotions.
- Greater regional and national visibility for the Powwow.



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

DATE SUBMITTED: 04-07-25
 AGENDA DATE: 04-15-25
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Rattle Snake Raceway for Season Promotions 2025. **(For possible action.)**

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

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion <input type="checkbox"/> Discussion Only	<input type="checkbox"/> Progress Report <input type="checkbox"/> Other
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POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 Rattle Snake Raceway for Season Promotions 2025, subject to availability of funds, FCTA policy, and standard grant terms and agreements.

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

FISCAL IMPACT: \$10,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

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

1. Name of Organization (or Company) Rattle Snake Raceway
 Chief Executive Officer: Chris Lumsden
 Mailing address P.O. Box 908
 City Fallon State Nevada Zip 89406
 Phone Number: 423-7483 Email: lahontanautoracingassociation@yahoo.com
2. How long organized (or in business) 53+years Tax I.D. # 81-1785601
3. Purpose of Organization Promote racing and all Motor sports
4. Total Annual Budget \$ \$150,000.00 +
5. Project Director Chris Lumsden Phone Number: 775-866-1777
 Mailing address: 5000 lone tree rd
 City fallon State NV Zip 89406 Email: Lumpy4080@yahoo.com
6. **Project Title** Season Promotions 2025
7. **Actual Date of Event** Racing starts April 18th&19th every third weekend there after
8. Location of project Rattlesnake Raceway located at 2000 Airport Rd.
9. Funds requested from FCTA: \$ \$10,000.
10. Total cost of project: \$ \$150,000.
11. Will the Convention Center be used? NO When?
12. Summarize the objectives of this project:
 To Promote motor sport events and draw tourism to the Fallon area

PROJECT BUDGET

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

IMCA Sanctioning:	\$ 800.00 annual fees
IMCA bi-weekly fees:	\$ 2500.00 approx. per season
Insurance:	\$ 15,600.00 approx. per season
printed materials:	\$ 13,000.00 approx. per season
Internet costs:	\$ 1000.00 approx. per season
Racers Purse:	\$ 46,800.00 approx. per season
Trophies/Awards:	\$ 5,500.00 approx. per season
Fireworks:	\$ 2,500.00 approx. per season
Utilities/fuel/maintenance:	\$ 29,000.00 approx. per season
Facility maintenance/improvements:	\$ 35,000.00 approx. per season

Total projected expenses: \$151,700.00 Estimated

PROJECT BUDGET

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

Average revenue per 15 races as follows:

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

Total projected revenue: \$158800.00

PROJECT BUDGET

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

Race schedule printing:	\$ 1500.00
IMCA Annual Sanction Fees:	\$ 800.00
2022 Rules/Bylaws:	\$ 500.00
Newspaper Advertising:	\$ 2800.00
Advertising & CINEMA, other	\$ 7000.00
Additional Printed Materials:	\$ 1800.00
Sign Advertising costs:	\$ 2500.00
Radio Advertising:	\$ 1500.00
Track Maintenance:	\$ 16,000.00
Fireworks:	\$ 2,500.00
Portable Billboards:	\$ 2500.00
Total projected: \$ 38,900.00	

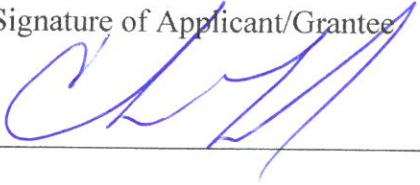
16. Please define the long- and short-term goals of this project:
- To supply a fairly inexpensive entertainment and to promote race enthusiasm .
17. Please estimate the total attendance you expect at your event and list your target market areas:
- 1500 spectators and 100 competitors nightly from the 7 western states
18. Local economic impact (complete the following as it pertains to your project):
- (a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?
- We expect up to 6500, throughout a race season. Fallon is the Premier 1/4 mile high banked Oval in Nevada.
- (b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?
- 8 two nights events. LARA intends to encourage competitors to stay in Fallon, as their 'base'
- (c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?
- 65000 plus.
- (d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?
- Approximately 6000 plus throughout the race season.
- (e) How many locals will attend your event?
- Approximately 6 to 7 thousand throughout the race season. WE AVERAGE 1200 PLUS EACH NIGHT.
- (f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?
- event will have 500 plus out of town visitors, spending \$100 plus on food ,gas, and some on lodging.
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

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

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

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

Signature of Applicant/Grantee



Date

3-30-25

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



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

DATE SUBMITTED: 04-07-25
 AGENDA DATE: 04-15-25
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Lahontan Auto Racing Association for Octane Fest 2025. **(For possible action.)**

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

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion <input type="checkbox"/> Discussion Only	<input type="checkbox"/> Progress Report <input type="checkbox"/> Other
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POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to the Rattle Snake Raceway for Octane Fest 2025, subject to availability of funds, FCTA policy, and standard grant terms and agreements.

DISCUSSION: Lahontan Auto Racing Association's purpose is to provide quality and affordable motorsport entertainment to Fallon; with the goal of helping generate revenue for local businesses. A total of approximately 4,000 people are expected to attend this 2-day event, 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.

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) Lahontan Auto Racing Association
 Chief Executive Officer: Chris Lumsden
 Mailing address P.O. Box 908
 City Fallon State Nevada Zip 89406
 Phone Number: 423-7483 Email: lahontanautoracingassociation@yahoo.com
2. How long organized (or in business) 53+years Tax I.D. # 81-1785601
3. Purpose of Organization Promote Motor sports
4. Total Annual Budget \$ \$45,000.00
5. Project Director Chris Lumsden Phone Number: 775-221-8814
 Mailing address: 5000 lone tree rd
 City fallon State NV Zip 89406 Email: Lumpy4080@yahoo.com
6. **Project Title** OCTANE FEST 2025
7. **Actual Date of Event** JUNE 6TH & 7TH
8. Location of project Rattlesnake Raceway located at 2000 Airport Rd.
9. Funds requested from FCTA: \$ \$10,000.
10. Total cost of project: \$ \$45,000.
11. Will the Convention Center be used? NO When?
12. Summarize the objectives of this project:
 Provide good motor sport events and draw tourism to the Fallon area!

PROJECT BUDGET

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

INSURANCE	\$1500.00
EQUIPMENT RENTAL	\$9000.00
ADVERTISING	\$2,000.00
MONSTER TRUCKS	\$9,000.00
PURSES FOR COMPETITORS	\$10000.00
EXTRA RESTROOMS	\$1500.00
FACILITY PREP	\$6,000.00
FIREWORKS	\$2000.00

Total projected expenses: \$41,000.00 Estimated

PROJECT BUDGET

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

Pit Gate driver entry fees, pit passes:	\$10,000.00
Main Gate General Admission:	\$10000.00
Concession Sales:	\$7,000.00
Sponsors:	\$ 5000.00
Membership Fees:	\$ 2500.00
GRANT	\$10,000.00

Total projected revenue: \$44,500.00

PROJECT BUDGET

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

Race schedule printing:	\$ 800.00
IMCA Annual Sanction Fees:	\$ 400.00
Newspaper Advertising:	\$ 2300.00
Theater Advertising & other:	\$ 2000.00
Additional Printed Materials:	\$ 1500.00
Sign Advertising costs:	\$ 2500.00
Track Maintenance:	\$ 10,000.00
Fireworks:	\$ 2000.00

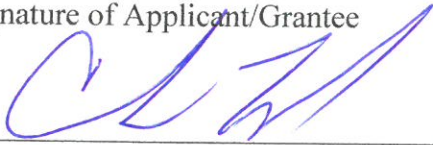
Total projected: \$ 21,000.00

16. Please define the long- and short-term goals of this project:
- Promote a fairly inexpensive entertainment and to promote Motor sport enthusiasm .
17. Please estimate the total attendance you expect at your event and list your target market areas:
- approx. 2000 each night. from northern Nevada and California, Utah, Idaho , Arizona
18. Local economic impact (complete the following as it pertains to your project):
- (a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?
- We expect up to 2000 each night to see a demo derby, tuff trucks, races, and special events
- (b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?
- 40 to 60 rooms each night
- (c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?
- 65000 plus.
- (d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?
- Approximately 1200 each night.
- (e) How many locals will attend your event?
- Approximately 1000 each night
- (f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?
- event will have 400 plus out of town visitors, spending \$100 plus on food, gas, and some on lodging.
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:
- Theater, posters, radio, Facebook(booster), and vehicles set up around town.

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

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

Signature of Applicant/Grantee



Date

3-30-25

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



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

DATE SUBMITTED: 04-07-25
 AGENDA DATE: 04-15-25
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Churchill Arts Center for the Oats Park Arts Center: Core Programs 2025/2026. **(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 \$15,00 to the Churchill Arts Council for the Oats Park Arts Center: Core Programs 2025/2026, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: Churchill Arts Council continues to attract significant and repeat out-of-town audiences throughout the year for performances/events in a unique, first-rate venue. The 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 nights rentals are projected over the course of the season.

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) **Churchill Arts Council**
 Chief Executive Officer: **Tedd McDonald MD (Interim Director))**
 Mailing address **PO Box 2204**
 City **Fallon** State **Nevada** Zip **89407**
 Phone Number: **775-423-1441** Email:
2. How long organized (or in business): **39 years** **88-0239195**
3. Purpose of Organization **Non-profit local arts agency for City of Fallon & Churchill County**
4. Total Annual Budget **\$ 683,718**
5. Project Director **Tedd McDonald MD** Phone Number: **775-423-1441**
 Mailing address: **PO Box 2204**
 City **Fallon** State **Nevada** Zip **89407** Email: **tedd.mcdonald56@gmail.co**
6. **Project Title: Oats Park Art Center: Core Programs 2025/2026**
7. **Actual Date of Event:** Events are scheduled Aug. 2025-June 2026
8. Location of project **Oats Park Art Center**
9. Funds requested from FCTA: \$ **15,000**
10. Total cost of project: \$ **166,100**
11. Will the Convention Center be used? **TBD** When? **Fundraising event**

12. Summarize the objectives of this project:

We intend to continue efforts to attract repeat out-of-town audiences throughout the year for performances, events, and educational arts programming in our historic, first-rate, one-of-a-kind venue. We utilized multiple promotional efforts this year and will continue throughout 2025. Our ongoing methods include direct mail, print advertising, radio ads, website enhancement, and via social media (Facebook and Instagram), multiple e-blast reminders, etc. Our website is frequently updated to include information on future activities as well as newly added art.

The Galleries, ChArts Store, and Barkely Theater were open for all events so attendees could see firsthand, the beautiful venue where we intend to continue to offer a series of diverse performing and visual arts events, film screenings, and conversations with artists in all disciplines-many of which will be the only Nevada opportunity to see particular artist and/or group. In doing so, we wanted to recommend attracting significant out-of-town attendance and acquaint audiences with our first-rate historically significant facility; promote Fallon and Churchill County in general as an interesting and inviting community worth visiting and revisiting-a place where things are happening!

Our events generate regular positive publicity and media exposure for Fallon through extensive press coverage including feature articles from Nevada Magazine, Inside Northern Nevada, Arts4Nevada, Nevada Travel Network. Also, the Nevada Travel Network named the Oats Park Art Center Hidden Treasure of the Year.

PROJECT BUDGET

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

Artists/Fees	
Performing arts events (72,300)	80,000
Visual art exhibitions (3,500)	
Literary Readings (4,000)	
Films licensing (1,200)	
Tech/Production	9,500
Performing arts travel/lodging (6,000)	
Visual arts framing/installation/shipping (2,500)	
Literary reading (500)	
Films (500)	
Travel	8,000
Performing artists travel/lodging (5,000)	
Visual artist travel/lodging (1,500)	
Literary artists travel/lodging (1,500)	
Marketing/Public Relations/Research	40,000
Abbi Agency (40,000)	
Advertisement	18,100
Season Brochure publishing (2,500)	
Radio, newspaper, magazine, and Web promotions (2,500)	
Visual arts announcement production (3,000)	
Posters/fliers printing (1,000)	
Website updates (5,000)	
Direct mail/print advertising/postage (4,100)	
Other Expenses	10,500
Meet-the-artists receptions (1,500)	
Event expense/hospitality (6,000)	
Office/copying/phone/fax/print (3,000)	
TOTAL	166,100

PROJECT BUDGET

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

Facility Use Fees	39,900
Ticket/Artwork (ChArts store) Sales	16,400
Consignment Art Sales	9,000
Anticipated Grant and Donation Revenues	85,800
Fallon Convention and Tourism Authority (Amount of this request)	15,000

TOTAL 166,100

PROJECT BUDGET

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

Marketing/Publicity/Promotion/Research (15,000)

Abbi Agency marketing, research, Web based updates, social media and posts (10,000)
Printing: Newsletter, postcards, visual arts announcements (5,000)

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

Our ongoing goal is to draw significant, and repeat, attendance by out-of-town audiences, and to continue to generate meaningful media exposure for Fallon as a place for things are “happening”. Seeing high-caliber artists in a first class intimate venue draws audiences to Fallon again and again. Also, our low-ticket prices, compared to other areas, are a bargain. Until the onset of the covert pandemic, our audiences had steadily increased seating with several sellouts. We received the governors Arts award for service to the arts, recognizing excellence in programming. Many people from out of the area have been willing to make the drive to Fallon to the Oaks Park Art Center, to visit the new art exhibits and the facility itself. Past attendees have brought others to introduce new people to the art center, many of which return on their own two subsequent performances or other events, often, “making a weekend of it” The artists we have chosen for the season have the potential to draw audiences from surrounding areas and the publicity generated will enhance and reinforce Fallon’s reputation as the place where it is possible to see first-rate events in a first-rate facility. Previous exit surveys had indicated we consistently draw audience members from Northern Nevada, Northern California, Sacramento, the San Francisco Bay Area, Los Angeles, Salt Lake City, Oregon, Santa Fe and else where.

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

We anticipate that attendance at the two outdoor concerts five indoor concerts, six visual arts talks/receptions, the two three-part movie series, Ales for Arts fundraiser, and John Mason sculpture reception and gallery showing will be in excess of 12,000 attendees. Out-of-town publicity has greatly increased awareness of the Oats Park Art Center and the programs and service it offers to our community and region, thereby increasing the number of out-of-town visitors to the art Center itself, as well as two other attractions in Fallon resulting in increased room nights. We anticipate the performing artists who have been selected will have wide appeal and that approximately 30-35% of the audience will be from out-of-town. The visual artist chosen are widely known and respected within the Western United States, and their shows/receptions/talks provide additional intellectually stimulating events, which attract out-of-towners and local arts supporters. The readings by regional poets and prose writers have always been well attended and are cooperatively presented with and advertised by the Churchill County Library.

We have a track record of getting good media coverage and the performances in other offerings have developed a loyal following with people residing in other areas. Our target areas for advertising and drawing audiences are Reno/Carson, Lake Tahoe, the Sierra Nevada, Winnemucca/Elko, the Bay Area, Sacramento, and other northern Nevada and Northern California communities. Area events are also listed on our website and other media, including Facebook, Nevada Magazine, American Towns, via the Nevada Arts Council online event calendar, inside Northern Nevada, Nevada Travel Network, NPR, doublescoop.art and others.

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 anticipate that we will continue to get 10 -15% from out-of-state and approximately 30% from out of vicinity. Attendance at two outdoors concerts have attracted 2000+ attendees, 300-350 at performing arts events, 400-500 at open houses/Arts Bars/Ales Arts and 200 at each visual art talk/reception and 50 at each film literary arts events. The addition in the 2024 to 2025 season of the return of the Desert Cross sculpture to the Oats Park Art Center and subsequent Gallery show in the fall of 2025 should bring another 2000 people to the community due to the national reputation of the artist John Mason.

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

We project at least 600 room nights over the course of the season.

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

250,000+(Abbi agency coordinating print articles/ads/e-blasts/social media, multiple websites)

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

Approximately 16,000 attended our performances and activities prior to the COVID pandemic. Last year approximately 8,500 attended in our second season after COVID. We are confident that this year will continue to grow. Are relatively low ticket prices make the trip to Fallon a very appealing option, making it easy for attendees to spend one or two nights, to take the time to visit other local attractions such as the Churchill County Museum, Grimes Point, Frey Ranch Distillery, etc. Many performances prior to the pandemic were sold out completely; exit surveys collected at each event indicated, over the course of the year, 35% were from out of the immediate area-drawn to Fallon by a combination of publicity and the quality of artists appearing here. We were pleased to present both in-the-park concerts, we extend you in times of the visual art shows and offered private tours. Exit interviews from 2023-2024 reflect the same results as those from pre-pandemic events seasons.

(e) How many locals will attend your event?

65% of total attendance is from Fallon/Churchill County and vicinity.

(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)?

Given the starting time of our events and verified by exit surveys, out-of-town audience members have, in general, eaten a meal, bought gas, gone shopping, dropped the kids off at a movie in many often spend the night in local motels. Restaurant owners have always commented on a marked increase in dinner reservations on the nights of our events, both those residing elsewhere and locals to decided to make a night of it.

Event relating spending by audience members average is the member of \$23.21 per person per event (info provided by American for the Arts). Based on projected attendance at the outdoor and indoor concerts, movie series, visual arts opening/talks and tours (approximately 12,000 total) this will generate a minimum of \$278,520 for the local economy.

In addition, and perhaps more importantly in the long run, the publicity and “word-of-mouth” from those who attend performances and events creates a dynamic positive public image for Fallon-as a place where things are happening—that lasts well beyond any specific event and generates consisted return attendance.

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

The Churchill arts Council is pleased to announce that we will be working in concert with the Abbi Agency for future advertising, promotions, marketing, and publicity.

The project will be advertised via direct email, e-blasts (over 50% of our hard email and e-blast advertising is sent to interested individuals who live outside Churchill County), newspaper articles, in flyers included in the city of Fallon utility bills, on CAC website, on CAC Facebook page, participating vendors and other websites, and we estimate reaching 250,000+ people.

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

We distribute brief exit surveys at all CAC events. These surveys ask audience members (1) if they are from Fallon, or if not where they're from; (2) whether they've attended CAC events before; (3) if, in attending the event, they bought gas, ate a meal, stayed in a motel, saw a movie, went shopping or engage in other activities; (4) whether they enjoy the event and what they liked most about it; (5) how they heard about the event and whether they have suggestions for future programs; (6) whether they are fans of CAC on Facebook and would like to be added to the print and/or electronic mailing list. The brevity of the format and the chance to win two free tickets to our next event ensures a goodly number of surveys are returned. With the addition of the Abbi Agency we will be investigating other opportunities for data mining.

2025-2026 Season Events Calendar Attached

Signature of Applicant/Grantee

Date



CHURCHILL ARTS COUNCIL

Churchill County/Purpose of Organization

MISSION STATEMENT

The Churchill Arts Council (CAC) is dedicated to enriching the cultural and social life of our community and region by providing educational and experiential opportunities in the arts on a variety of levels including a performing arts series; visual art exhibitions; film programs; and literary readings, lectures, talks and conversations with contemporary artists. Through innovative programming, CAC serves as a cultural resource for the region by providing vision, leadership, information, support, education and enjoyment of a diversity of art experiences.

BRIEF HISTORY

Artistic Excellence

CAC was founded in 1986 and began conducting artists' residencies in the schools and presenting performing arts events that same year. Over the last three-plus decades our programming has grown to become an ongoing forum for the exploration of a wide range of creative ideas including: an annual performing arts series; visual art exhibitions; literary readings and conversations with artists in all disciplines; screenings of classic and foreign films; a juried local artists' exhibition; scholarships to pursue studies in the arts; publication of print and online visual arts catalogs as well as a monthly newsletter and other educational-informational materials. We also actively participate in a number of organizations dedicated to enhancing the development of the arts statewide. Funding for CAC programs and activities has been received from a diverse range of public and private sources including the Andy Warhol Foundation, National Endowment for the Arts, the Nevada Arts Council, the Nevada Commission on Tourism, the Western States Arts Federation, the City of Fallon, Churchill County, and many private foundations, local businesses and individuals.

Oats Park Art Center

Efforts to provide a permanent home for CAC's programs began with a series of community and regional meetings in 1989 which identified the historic Oats Park School building in Fallon as a potential candidate to house a multi-discipline community arts center. The structure was nominated to the State and National Registers of Historic Places in 1990 and a Feasibility /Concept Study was commissioned and completed in 1992. The Study was extremely positive about returning the building to community use and—thanks to the funding from the National Endowment for the Arts, Arts Facilities Design Program—a Design Development report was completed in 1993. Construction documents for the entire art center were completed and construction and renovation began in 1996. In July, 1999, Oats Park was designated as an Official Project of Save America's Treasures—a public-private partnership of the White House Millennium Council and the National Trust for Historic Preservation. As such, Oats Park joined a very select group of historic resources that have been chosen to represent America's treasures in need of support for their preservation and renovation. To proceed in the most cost effective manner and to accommodate available funding, construction and renovation has been implemented in a series of dovetailing and/or overlapping phases. The theatre opened in 2003, visual art galleries in 2006, and the final portions, including a café and catering kitchen was completed in 2016. To date, over \$7.5 million has been raised and expended on the renovation.

2025-2026 Season Events Calendar

Performing Arts:

(Tickets \$17 for CAC members, \$20 for non-members, \$10 youth and students)

-Della Mae-August 16, 2025-Free In-The-Park Concert

Della Mae is a Grammy-nominated, all-woman string band made up of founder and fiddle player Kimber Ludiker, lead vocalist/guitarist Celia Woodsmith, Guitarist Avril Smith, and bassist Vicky Vaughn.

Hailing from across North America, and reared in diverse musical styles, they are one of the most charismatic and engaging roots bands touring today. They have traveled over 30 countries spreading peace and understanding through music.

Their mission as a band is to showcase top female musicians, and to improve opportunities for women and girls through advocacy, mentorship, programming, and performance.

-Tris Munsick and the Innocents- September 13, 2025 (Barkley Theater)

Tris Munsick and the Innocents continue to climb and share their brand of Western Country with audiences near and far. They have broken the mold with their unique blend of traditional and modern sounds, and fans resonate deeply with the authenticity ever present in their music.

Constantly on the road, the band has shared the stage with Big and Rich, Lyle Lovett, Blackhawk, the Eli Young Band, Cody Johnson, Casey Donahew, Marty Stuart and many more as well as performing at the National Finals Rodeo opening ceremonies in Las Vegas Nevada

Thrice-nominated for the Rocky Mountain Country Music Awards, the band has recorded for studio albums, and their latest release "Quicksand" is gaining traction on the regional radio and streaming devices.

-Lucia Micarelli- October 11, 2025 (Barkley Theater)

Award-winning Lucia Micarelli is an accomplished and versatile story teller working in music, film and television. Described by The Wall Street Journal as "a violinist of heart-melting talent". Micarelli has captivated audiences with her passion and evolving extraordinary range. From early days as a classical prodigy to celebrated roles on stage and screen.

Micarelli has released five albums (Music From A Farther Room; Interlude; An Evening With Lucia Micarelli; Saudade; Musical Priest), contributed to numerous film and television soundtracks, accumulated millions of views on YouTube and streams on Spotify. She has graced iconic stages including Carnegie Hall, the Sydney Opera House, Red Rocks Amphitheater, Benaroya Hall, Meyerson Hall and Madison Square Garden.

Micarelli's career is defined by her multifaceted artistry and deep connection with audiences whether she's performing concertos in symphony halls, jazz in intimate clubs, or bringing characters to life on screen. Through music and storytelling, Micarelli strives to bridge cultures and generations, fostering greater understanding of human connection.

-Gaby Morena- November 15, 2025 (Barkley Theater)

Since moving to Los Angeles from her native Guatemala, singer-songwriter-producer Gaby Moreno has released eight albums and earned 4 Grammy nominations for her albums “Illusion” (Best Latin Pop Album 2017), “Allegoria” (Best Latin Rock/Alternative album 2022), “X Mi (Vol. 1)” (Best Latin pop album 2023) and for producing legendary Cuban singer Omara Portuondo’s album “Vida” (Best Latin Tropical Album 2023). She is also a five-time nominee and winner of a Latin Grammy for Best New Artist 2013

Outside of her large critical acclaim and extensive accolades in TV and film Gaby has proven to be a groundbreaking artist whose impact has extended beyond just music through her various projects, Gaby has redefined Americana as the only prominent Latina in the genre today, ultimately opening doors for other marginalized voices and transforming the landscape overall. Simultaneously, Gaby has harnessed the power of her art to fight for those often overlooked such as immigrants globally. She was recently named the first UNICEF Goodwill Ambassador from Guatemala.

-Jesus Molina- March 21 2026 (Barkley Theater)

A world-class jazz pianist, vocalist, multi-instrumentalist, and successful online piano tutor, 27-year-old Jesus Molina is a one-man force of nature, a Berklee College of Music grad and Latin Grammy Cultural Foundation Award winner who has already carved out an impression career with his brand new instrumental album “Sella”- a blessing meaning “praise” or “lift up”-perfectly captures his spiritual approach to music; 10 songs that soar to celestial heights, featuring Molina on piano and soprano saxophone, fronting a trio including bassist Guy Burnfeld and drummer Caib Daniel, two fellow Berklee alumni.

The second oldest of four children born in Sincelejo, Colombia, on the northern coast near Cartagena, Jesus Molina's parents were both lawyers, while he turned out to be the only one with musical talent in his family. He was encouraged to pursue that passion by his grandmother, who gifted him a Casio keyboard when he was 4 years old, and he proceeded to plunk out the notes to “Happy Birthday,” to the encouragement of his mom, eventually teaching himself to play the saxophone before taking up the piano again as a teenager.

And while his technical abilities lead him to a role as an online Zoom tutor with a following of 25,000 students, Molina's music is anything but sterile noodling, and appreciation for accessible pop melodies which originally attracted him to the saxophone stylings of Dave Koz and Kenny G. But his life was forever changed viewing a video of Canadian piano jazz great Oscar Peterson known as “The King of inside swing,” dubbed the “Maharaja of the keyboard,” by no less than Duke Ellington.

-Cha Wa- April 18, 2026 (Barkley Theater)

Cha Wa is a Grammy-nominated Mardi Gras Indian funk band based out of New Orleans, Louisiana. the name Cha Wa is a slang phrase used by Mardi Gras Indian tribes, meaning “we're coming for you” or “here we come”. Front man Honey Banister is known for dressing in traditional Mardi Gras Indian clothing during performances, including intricately designed headdresses.

Cha Wa was formed in 2014 by bandleader and drummer Joe Gelini. Gelini first heard of Mardi Gras Indians while he was attending the Berklee School of Music in Boston. During his time in Boston, he went to see a performance by Idris Muhammad, a New Orleans born Jazz drummer. Muhammad was performing in traditional Mardi Gras style, which piqued Gelini's interest. Muhammad later gave Gelini a lesson in Mardi Gras style which pushed Gelini to move to New Orleans after graduation.

Gelini quickly became involved with the Mardi Gras Indian Community in New Orleans. He began attending practice rehearsals for Mardi Gras marches. It was at these practices that he met Monk Boudreaux, the grandfather and father respectively of J'won and Joseph Boudreaux Jr, Cha Wa's future frontmen. Monk Boudreaux is also known as Big Chief of the Golden Eagles and one of the most widely known Mardi Gras Indian singers.

Cha wa was Grammy nominated in 2018 and 2021 for their albums Spy Boy and My People, respectively. Both albums received Grammy Awards in the category of Best Regional Roots Album.

-Micky and the Motorcars- June 20, 2026-Free In-the Park concert

Micky and the Motorcars is a Red Dirt Band formed in Stanley, Idaho now based in Austin, Texas. They have released nine albums including two live albums

The two founding members, Micky and Gary Braun, are the sons of outlaw country and western swing musician Muzzie Braun of Stanley, Idaho, and the brothers of Cody Braun and Willie Braun of the Texas-based roots rock band Reckless Kelly. Both were part of the Muzzie Braun and the Little Braun Brothers Band, but formed their own band after Cody and Willie left to form Reckless Kelly.

The band originated in Idaho. The other founding members were childhood friends Travis Hardy on drums and Mark McCoy on bass. They moved to Austin, Texas, where Joseph Deeb joined the band as their lead guitarist. The band has undergone a number of personnel changes since its founding, the band currently consists of Micky Braun (acoustic guitar, lead vocals), Gary Braun (lead and Harmony vocals, guitar, mandolin, harmonica), Pablo Trujillo (lead guitar, pedal steel), Andrew Carrell (base) and Bobby Paugh (drum and percussion).

The band is also tied to the Texas music movement, and to a lesser extent, the Oklahoma-based Red Dirt music scene. Every year, the band in conjunction with their brothers and fellow musicians in Reckless Kelly, host the Braun Brothers Reunion in Idaho to celebrate the music and different artists from the genre.

Visual Arts:

No charge for artist talks, receptions, readings, and gallery shows

Fall Film Series-Tim Burton (tickets free for CAC members, \$5 for non-members)

November 7, 2025-Beetle Juice

November 14, 2025-Edward Sissorhands

November 21, 2025-Mars Attacks

Spring Film Series-Martin Scorese

March 13, 2026-Raging Bull

March 20, 2026-After Hours

March 27, 2026-Taxi Driver

Gallery (E.L. Wiegand/Kirk Robertson Gallerys) Exhibitions

August 18-November 3 2025-John Mason

November 17, 2025-January 5, 2026-Rossitza Todorova/Megan Berner

November 17, 2025-January 5, 2026-Honeycomb Project

January 19, 2026-April 6, 2026-Nevada Arts Council: Nevada Artists

April 20, 2026-June 15, 2026-Nevada Arts Council: Nevada Artists

Literary Arts (E.L. Wiegand Gallery)

-Jeanne Sharp Howerton-September 27,2025

Jeanne Sharp Howerton is an author, historian, and photographer, and has published six books on the history of ranching and mining camps in Eastern Nye County. For 30 years, Howerton was a teacher in the Clark County School District's program for gifted students. After retiring she began writing full-time and giving talks about local history.

Howerton is a fourth-generation Nevadan who grew up on the Blue Eagle Ranch, at the edge of the Nevada Nuclear Test Site. During the years of atomic testing, beginning in 1951, her parents would awaken her and her sisters before dawn to watch The flash from the detonation of the atomic bomb. 10 minutes later, shockwaves shook the family home, a mushroom cloud formed, and many times drifted slowly over the ranch.

-Dale Erquiaga-April 11, 2026

Dale Urqiaga is a second generation Nevadan, the grandson of Spanish Basque immigrants on both sides of his family. He was raised on a family farm in Fallon, Nevada and began writing for the local newspapers when he was in high school. During his long career in public service, he worked for President Ronald Reagan, two Nevada governors, and numerous other politicians; he recently retired from service as the acting Chancellor of the Nevada system of higher education. From 2013-2015, Dale served as Nevada's state superintendent of public instruction. He was also the national president and CEO of Communities in Schools, and had a successful career in consulting and communications. Today he's a nationally recognized strategist and storyteller with more than three decades of experience in government, business, and the non-profit sector. The proud father of two and grandfather of six resides in his hometown of Fallon Nevada. His second novel about his family's lived experiences is underway, the continuation of his first novel 'Three Wives' Tales.

Special Events (Oats Park Art Center)

October 3, 2025-Ales for Arts (Lariat Bar and Patio)

December 12, 2025-Holiday Art Bar (Valerie's Place)

February 7, 2026-Val's Night-Scholarship Fundraiser (OPAC)

June 7, 2026-An Evening with the Arts Fundraiser (OPAC)

Spring/Fall 2026 Green Goddess Events-Pending



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

DATE SUBMITTED: 04-07-25
 AGENDA DATE: 04-15-25
 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