



AGENDA

CITY OF FALLOON - CONVENTION AND TOURISM AUTHORITY MEETING 55 West Williams Avenue Fallon, NV January 20, 2026 at 3:00 PM

The City of Fallon – Convention and Tourism Authority will meet in regular meeting on January 20, 2026 at 3:00 p.m. in the City Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

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

- 1.** Pledge of Allegiance to the Flag
- 2.** Certification of Compliance with Posting Requirements
- 3.** Public Comments

General in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken. **(For discussion only)**
- 4.** Approval of the City of Fallon – Convention & Tourism Authority meeting minutes from November 10, 2025. **(For possible action.)**
- 5.** Consideration of a grant application by the Cowboy Fast Draw Association for the 2026 Fastest Gun Alive – World Championship of Cowboy Fast Draw. **(For possible action.)**

Grant amount requested by applicant: \$14,500
Grant amount recommended by staff: \$14,500
- 6.** Consideration of a grant application by Fallon High School Rodeo for the 2026 Fallon High School Rodeo event. **(For possible action.)**

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

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

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

8. Consideration of a grant application by the Fallon Trap Club for the 2026 Fallon Trap Club Shooting Season. **(For possible action.)**

Grant amount requested by applicant: \$ 6,000

Grant amount recommended by staff: \$ 6,000

9. Consideration of a grant application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip Drag Racing Season. **(For possible action.)**

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

10. Consideration of a grant application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip – Fallon 660 Big Dollar Event 3K. **(For possible action.)**

Grant amount requested by applicant: \$5,000

Grant amount recommended by staff: \$5,000

11. Consideration of a grant application by Battle Born Broncs, LLC for the 2026 Battle Born Broncs. **(For possible action.)**

Grant amount requested by applicant: \$25,000

Grant amount recommended by staff: \$25,000

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 January 14, 2026 at City Hall, City's website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>).

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

/s/ Elsie Lee

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



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

DATE SUBMITTED: 01/12/2026

AGENDA DATE: 01/20/2026

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 November 10, 2025. **(For possible action.)**

TYPE OF ACTION REQUESTED:

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

POSSIBLE BOARD ACTION: Motion to approve the City of Fallon – Convention & Tourism Authority meeting minutes from November 10, 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 FALLOON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
November 10, 2025

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

Present:

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

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

Chairwoman Frost led the Pledge of Allegiance.

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

City Clerk 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 July 15, 2025.

Board Member Bernardo motioned to approve the Fallon Convention and Tourism Authority meeting minutes with no corrections for July 15, 2025, seconded by Board Member Bhakta; the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Chairwoman Frost thanked everyone for their patience in the multiple re-scheduling of this meeting. Fallon is putting together a 250th Anniversary Celebration for the United States of America this year and we would like to brand that with all of our events. We have the Abbi

Agency, who is working on the design, for this celebration. It would be great if you were able to incorporate anything about celebrating the USA and using the marketing that the City of Fallon is putting out during all of our events as we would really appreciate it.

Director Moon stated that help could be offered for the events. It would be very valuable if you could use our marketing for your event and I would be happy to share that with you.

Consideration of Grant Applications

A) Busted Up Productions, LLC for the 2025 Top Gun Invitational

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

B) DKC, LLC for the 2026 Great Basin Bull Sale:

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

Consideration of a Grant Application by the Busted Up Productions, LLC for the 2025 Top Gun Invitational.

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

Chad Denton greeted the Board. We are a PRCA event and we will be on the Cowboy Channel, once again. We have increased our media and are trying to get the word out there to the outlying areas. Everything is pretty standard according to what is on our application. Do you have any questions for me?

Chairwoman Frost stated that she had attended this event several times. You guys do a great job and I really appreciate your efforts in coming to Fallon on New Year's Eve. I see you mentioned the Cowboy Channel.

Chad Denton confirmed. They record it and then broadcast it the day after.

Chairwoman Frost stated her appreciation for the marketing. The interviews and morning shows are good for the City of Fallon.

Board Member Bernardo inquired about crowd attendance.

Chad Denton stated that they sold out last year. We are bringing in more bleachers to increase attendance this year.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$10,000 to Busted Up Productions, LLC for the 2025 Top Gun Invitational. 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 DKC, LLC for the 2026 Great Basin Bull Sale.

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

Charlie Hone stated the Sale is incrementally growing. We have over 200 bulls consigned to another (inaudible) We were pretty much packed last year and we have a ton of interest for the Sale. Our sale average was up \$1,500 from the year before (inaudible) cattle market (inaudible) turmoil (inaudible). I would anticipate a higher sale average. We are having another concert the Thursday night before, on the 12th, Joe Nichols. According to Jesse, they have a lot of media interest in that. The Ranch Rodeo will be on Friday and Saturday morning; we are going to re-ad the dog trials (inaudible). It should be a great event and we should be drawing more numbers than we have before.

Chairwoman Frost shared her appreciation for the event. I appreciate that it is not just a bull sale but that it has a concert, a rodeo, and the dog trials.

Charlie Hone stated that there was something for everyone.

Chairwoman Frost asked if there were any further comments.

Board Member Bhakta asked if it was a one-day event.

Charlie Hone stated that is was a three-day event.

Board Member Bernardo inquired about tracking for attendance.

Charlie Hone stated that Churchill County will be doing the tracking. They track people through their credit card purchases throughout the weekend. We send out about 5,000 sales brochures with all the information on the bulls. We have registered buyer numbers, and consigners, and that is how we keep track of how we're doing. According to them, we're (inaudible) last year's event dinner we did almost \$600,000 for the area.

Board Member Bernardo inquired about how they would be tracking for the event this year.

Charlie Hone stated (inaudible). The concert alone, according to Jesse, had over 2,000 people last year for the Bellamy Brothers.

Chairwoman Frost inquired about online bidding.

Charlie Hone stated yes. We broadcast over the internet and we did about 25% to 30% of the bulls and we got a much wider audience than what (inaudible)

Director Moon inquired about the Ranch Rodeo and dog trials.

Charlie Hone stated that Richard Allegre and Bryson Messini are in charge of the Ranch Rodeo and Bryson is spearheading the dog trial event. The last time we had this event, it was nice but he is trying to make it better and get a bit more of a draw.

Director Moon talked about incorporating the America 250.

Charlie Hone stated that they will be incorporating that in the advertising. We will have the auctioneer say something about the celebration and even try to get Joe Nichols to

mention something about it at the concert as well. All the events will incorporate something to do with that.

No other comments were noted.

Board Member Bernardo motioned to approve \$15,000 to DKC, LLC for the 2026 Great Basin Bull Sale. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Public Comments

Chairwoman Frost inquired if there were any further public comments.

No public comments were noted.

Board and Staff Reports

Director Moon stated that she was excited for the America 250 effort that will be starting at the Christmas Tree Lighting and going through July 4, 2026.

Chairwoman Frost mentioned the Governor's conference on Tourism in Reno next month. Jane and I will be attending this conference which will be held at the GSR. It will be nice to see what the trends are in tourism and what is going on within the State as well as regionally. This will help us learn how to promote Fallon and Jane is always there to make Fallon proud and to support our tourism effort.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:17 p.m.

Chairwoman Kelly Frost

Attest: _____

Michael O'Neill, City Clerk



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

DATE SUBMITTED: 01/12/2026
 AGENDA DATE: 01/20/2026
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Cowboy Fast Draw Association for the 2026 Fastest Gun Alive – World Championship of Cowboy Fast Draw. **(For possible action.)**

- Grant amount requested by applicant: \$14,500
- Grant amount recommended by staff: \$14,500

TYPE OF ACTION REQUESTED:

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

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$14,500 to the Cowboy Fast Draw Association for the 2026 Fastest Gun Alive – World Championship of Cowboy Fast Draw, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: 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, safe and proper use of firearms, and family values. They are working on bringing the Outdoor Channel's - Shooting USA again for this year's tournament; and have videos covering the sport and promoting Fallon on YouTube – which receives many thousands of views.

It is expected that at least 800 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.

FISCAL IMPACT: \$14,500

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

CITY OF FALON - CONVENTION & TOURISM AUTHORITY**2026 APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS**

1. Name of Organization (or Company) Cowboy Fast Draw Association, Non-Profit Organization
 Chief Executive Officer: Cal Eilrich
 Mailing address P.O. Box 5
 City Fernley State NV Zip 89408
 Phone Number: 775-745-9727 Email: quickcal@cowboyfastdraw.com

2. How long organized (or in business) 23 Years Tax I.D. # 99-3507680

3. Purpose of Organization To Promote, Organize and Regulate the Sport of Cowboy Fast Draw

4. Total Annual Budget \$ \$192,712

5. Project Director Cal Eilrich Phone Number: 775-745-9727
 Mailing address: P.O. Box 5
 City Fernley State NV Zip 89408 Email: quickcal@cowboyfastdraw.c

6. **Project Title** **Fastest Gun Alive - World Championship of Cowboy Fast Draw**

7. **Actual Date of Event** **July 15th – July 19th, 2026**

8. Location of project Churchill County Fairgrounds - New Events Center

9. Funds requested from FCTA: \$ 14,500

10. Total cost of project: \$ 69,450

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

12. Summarize the objectives of this project: This event is our organization's Signature Event, that brings our members from across America and some other countries. It attracts from media in both Northern Nevada/California, but also nationally. We also stress the importance of responsible and the safe and proper use of firearms, and family values. We have been covered by national media. We are working on bringing the Outdoor Channel's - Shooting USA again for this year's tournament. We also have many videos covering our sport and promoting Fallon on Youtube, that receives many thousands of views.

PROJECT BUDGET

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

For Entire Scope of Budget Please See Attached Budget
EXPENSES

Prize Money	\$24,250
210 Trophies, 175 Buckles, etc.	\$9,500
Prize Guns & Misc. Prizes	\$6,150
Backstop Construction & Material	\$2,300
Range Material Expenses	\$1,200
Fairground Facilities & Electricity	\$8,300
Wax Ammunition (40,000 Rounds)	\$7,500
Volunteer Staff Expenses	\$2,250
Range, Setup, Tear Down, Clean-up	\$3,000
Office Supplies, Phone, etc.	\$1,250
Advertising	\$1,300
Posters, Banners, and Signs	\$1,750
Vendor Security	<u>\$700</u>
TOTAL EXPENSES	\$69,450

PROJECT BUDGET

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

For Entire Scope of Budget Please See Attached Budget
INCOME

FGA Entry Fees:	170 Men	(\$199)	\$33,830
	70 Women	(\$199)	\$13,930
(Based on 252)	5 Young Adults	(\$95)	\$475
Paid Shooters	7 Junior	(\$75)	\$525
	10 Youth	(0)	<u>\$0</u>
Main Match Fees:			\$48,760
(15) Staff Comp Match Fees			\$0
Category Match Fees: 190 Shooters		(\$25)	\$4,750
Resurrection Match Fees: 110		(\$15)	\$1,650
Vendors Booth Rental:			\$1,635
Total Fallon Tourism Request			<u>\$14,500</u>
TOTAL INCOME			\$71,295
			FUND BALANCE \$1,845

PROJECT BUDGET

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

Prize Money

Reason - Since 2008 on our Outlay Request Submittal, we have always submitted a complete Prize Money Disbursement List, which shows the, Check Number, Amount Paid, Competitor's Name, and State. We feel that this report shows the scope of the draw and the distance our competitors have traveled to Fallon participate this Internationally recognized event.

We submit this within a week after our event, so grant funds are not expended until after the event has been completed.

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

Long Term: Our Long-Term Goal is still to build this event to over 300 registered competitors traveling to Fallon each year and we had almost exceeded 300 the past few years.

Short Term: We always continue to try to build a strong and positive image not only for our sport, but also our Host City, The City of Fallon and the surrounding communities. Even with the higher cost of traveling due to the economy over the past several years of inflation, we still manage to draw hundreds of competitors and their families. Fallon is still an affordable destination and centrally located for the main base of members in the Western U.S..

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

For the past few years we have averaged just over 200 week-long participants. Our shooters travel from all corners of the U.S., Canada, and Europe. Having our event in the 3C Arena has resonated very well with our membership. Our members have gotten used to adjusting their schedules from October to July to attend our event. We are hoping this year, despite inflation that the economy has improved to bring us nearer to 250+ registered participants.

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?

800+, between registered competitors, families, spectators and vendors.

(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)?

Since an overwhelming majority of our participants are from out of state, and the average stay is 5 nights. The best estimate would be about 1,250 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?

Since we do normally receive News coverage from all Network Affiliates in the Reno area, about 250,000 may be exposed to some media coverage in the Northern Nevada/California market.

Plus, if our negotiations with Outdoor Channel' Shooting USA pan out this year, they have a television audience of about 2 million, plus the reruns are distributed to YouTube with hundreds of thousands of views. Plus, our other Youtube videos receive 10's of thousands of views.

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

Over 1,500 day trippers from the Northern Nevada/California market over the 4 main days of the event. Last year's State Grant dedicated to TV & Radio Advertising had good results.

(e) How many locals will attend your event?

We see a lot of locals every year, usually several hundred.

(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)?

1250 Room Nights x \$320 (\$400,000) + 1500 day trippers x \$50 (75,000) = \$475,000

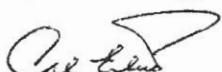
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

We booked interviews the prior week with local media (TV, Radio, and Newspapers) which helps bring fee attention. We get coverage from all 3 Local Network Affiliates the week of the event. Including newspaper articles. We are also applying for the State Grant, which we will dedicate to TV & Radio Advertising. Plus, our members volunteer to place posters in hundreds of locations in Northern Nevada & California.

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 monitor comments on our social media assets.

We do hear a lot from our attendees year-round, since they are members of CFDA and talk a lot about it on our Social Media Outlets. Comments about Fallon are very complimentary. Our competitors and guests were very complimentary about the 3C Arena.

Signature of Applicant/Grantee



Date

January 6th, 2026

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



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

DATE SUBMITTED: 01/12/2026
 AGENDA DATE: 01/20/2026
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by Fallon High School Rodeo for the 2026 Fallon High School Rodeo event. **(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	Progress Report
Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to Fallon High School Rodeo for the 2026 Fallon High School Rodeo, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: Each high school rodeo club in Nevada hosts a Jr. High and High School Rodeo each year. Fallon has consistently hosted annually. 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 2026 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 2,570; over 1,200 were from out-of-town. This year, the group expects 200 total hotel/motel room nights with 75 visitors staying 2-3 nights.

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)			Fallon High School Rodeo
Chief Executive Officer: Nora Hunt-Lee				
Mailing address 4425 Casey Rd				
City Fallon		State NV	Zip 89406	
Phone Number: 5597795856		Email: huntnorie@gmail.com		
2.	How long organized (or in business) 50+ Years			Tax I.D. # 45-1582266
3.	Purpose of Organization To promote success in and out of the arena; to uphold the highest level of conduct, education, sportsmanship and personal development.			
4.	Total Annual Budget \$ 50,000			
5.	Project Director Nora Hunt-Lee		Phone Number: 559-779-5856	
Mailing address: 4425 Casey Rd				
City Fallon		State Nv	Zip 89406	Email: huntnorie@gmail.com
6.	Project Title Fallon High School Rodeo			
7.	Actual Date of Event April 17-19, 2026			
8.	Location of project 3 C Event Complex			
9.	Funds requested from FCTA: \$ 10,000			
10.	Total cost of project: \$ 50,000			
11.	Will the Convention Center be used? No		When?	
12.	Summarize the objectives of this project: 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.			

PROJECT BUDGET

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

The expenses for the rodeo include but are not limited to:

Rent of the 3 C Event Complex, stock contractor, prizes/payout for the contestants, advertising and promotion costs and general production expenses.

PROJECT BUDGET

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

Anticipated revenue:

Each club member is responsible for obtaining a minimum of \$1500 in sponsorship/advertising money, this year the club is made up of 16 members.

PROJECT BUDGET

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

The expenses for the rodeo include but are not limited to:

Rent of the 3 C Event Complex, stock contractor, prizes/payout for the contestants, advertising and promotion costs and general production expenses.

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

The goal for this project is to host a Jr. High and High School Rodeo in the Spring of 2026 and continue to produce a highly attended family event for the membership our community.

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

200 contestants and their family and friends. The total visitors from the AI reports from last year were 2570 and over 1200 from out of town.

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?

200 contestants and their family and friends. 1200 visitors from out of town.

(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 75 visitors x 2-3 nights = approximately 200 rooms

(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 Nevada High School Rodeo members/families/friends, and a limitless number who are engaged with social media

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

1200 visitors from out of town

(e) How many locals will attend your event?

1300 locals

(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)?

1200 people from out of town spending approximately 150 per day (from previous reported numbers)

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

Nevada High School Rodeo Website, Fallon High School Rodeo Social Media pages, Fallon Post, banners, programs, website, social media, county marque and electronic mail outs. Our club was able to award amazing prizes and payouts to the winners of the rodeo last year and is often referred to as the club who puts on the best rodeo and gives the best prizes away which helps bring contestants and their families to our rodeo.

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

We will use a survey to gather information regarding economic impact during check in with our contestants.

Signature of Applicant/Grantee



Date

1-6-26

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: 01/12/2026
 AGENDA DATE: 01/20/2026
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Back Roads Vintage Market for the Back Roads Vintage Market, Spring 2026 & Fall 2026 Markets. **(For possible action.)**

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

TYPE OF ACTION REQUESTED:

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

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

DISCUSSION: The Back Roads Vintage Market, endeavors to curate events with an assortment of antiques, vintage treasures, Nevada-made products, and repurposed items from handpicked vendors. Their biannual event, held in Fallon, draws local and out of town shoppers/vendors to our community. It is their goal to increase awareness and attract more attendees to their events, both within our community and from outside a 60+ mile radius. The target is to increase the number of attendees to over 3,000 people: an increase of 300-500 from the prior events. 650 people from outside a 60-mile radius are expected with 65 hotel/motel room night rentals.

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

FISCAL IMPACT: \$9,000

FUNDING SOURCE: City of Fallon Tourism

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

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

1. Name of Organization (or Company): **Back Roads Vintage Market**

Chief Executive Officer: **Jenny and Mitch Young**

Mailing address: **1250 Golden Park Way**

City: **Fallon** State: **Nevada** Zip: **89406**

Phone Number: **(775)427-8717** Email: **backroadsvintagemarketnv@gmail.com**

2. How long organized (or in business): **9.5 years** Tax I.D. #: **1035525313**

3. Purpose of Organization: **At the Back Roads Vintage Market, we curate an amazing event with an assortment of antiques, vintage treasures, Nevada-made products, and repurposed items from hand picked vendors. Our biannual event, held in Fallon, draws local and out of town shoppers/vendors to our community. We take immense pride in hosting these events, which showcases the talent of our vendors and our charming community.**

4. Total Annual Budget **\$27,000**

5. Project Director **Jenny Young** Phone Number: **(775)427-8717**

Mailing address: **1250 Golden Park Way**

City: **Fallon** State: **Nevada** Zip: **89406** Email: **backroadsvintagemarketnv@gmail.com**

6. **Project Title: Back Roads Vintage Market spring and fall 2026**

7. **Actual Date of Event: May 8th/ 9th, 2026 and October 9th/10th, 2026**

8. Location of project: **Rafter 3C Arena - Churchill County Fairgrounds**

9. Funds requested from FCTA: **\$9000.00**

10. Total cost of project: \$13,500 - \$14,000/event - further information is per event

11. Will the Convention Center be used? No When? n/a

12. Summarize the objectives of this project:

Our goal with this project is to increase awareness and attract more attendees to our event, both locally and from beyond a 60-mile radius. Additional funding will allow us to expand our advertising efforts through increased ad spend, targeted publications, and a continued mix of promotional strategies.

PROJECT BUDGET

13. EXPENSES:

Budget per event

\$3000 Rafter 3C Arena rental

\$900 helpers + meals

\$1800 Kolo 8 ads

\$1700 Edible Reno-Tahoe magazine

\$1600 KTVN ads

\$200 Fallon Post ads

\$170 LVN ads

\$1300 radio ads

\$850 social media ads (Beyond Big Blue Agency)

\$220 professional design services for printed materials

\$100 printed promotional cards/flyers

\$1000 musicians

\$100 vendor snacks

\$450 event insurance

\$450 market totes

\$65 market bucks

+\$4500 potential grant money

PROJECT BUDGET

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

per event:

\$145 10' x 10' booth

\$245 10' x 20'booth

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

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

\$5 entry Saturday - approximately 1600-1800 shoppers + shoppers who attended Friday and get in free on Saturday (current but varies from market to market)

PROJECT BUDGET

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

\$3400 advertising in Edible Reno-Tahoe magazine

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

\$9000 (spring and fall 2026)

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

17. Please estimate the total attendance you expect at your event and list your target market areas:
 We would like to see this project expand our attendance by 300-500 more visitors per event bringing our total over the 3000+ attendees mark.

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

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

650

(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)?

$65 \times 1 = 65$

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

150,000 +

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

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

(e) How many locals will attend your event?

Using AI data, we found we had approximately 2100 in-state shoppers.

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

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

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

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

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

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

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

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

Signature of Applicant/Grantee

Date



January 3, 2026



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

DATE SUBMITTED: 01/12/2026

AGENDA DATE: 01/20/2026

TO: CFCTA Board Members

FROM: Jane Moon, Director of Tourism & Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Fallon Trap Club for the 2026 Fallon Trap Club Shooting Season. **(For possible action.)**

- Grant amount requested by applicant: \$ 6,000
- Grant amount recommended by staff: \$ 6,000

TYPE OF ACTION REQUESTED:

Formal Action/Motion
Discussion Only

Progress Report
Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$6,000 to the Fallon Trap Club for the 2026 Trap Club Shooting Season, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Fallon Trap Club holds shooting events throughout the year to promote, enhance, and encourage participation in the sport of trap shooting. “5-Stand” was added as a shooting series, adding to the Trap and Skeet shooting experiences offered at the Club. The Club help local organizations with fundraising events and continue 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.

FISCAL IMPACT: \$6,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

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

1. Name of Organization (or Company) Fallon Trap Club
Chief Executive Officer: Lester Webb
Mailing address P.O. Box 5501
City Fallon State NV Zip 89406
Phone Number: 775-427-3246 Email: webb@cccomm.net.net
2. How long organized (or in business) 23 years Tax I.D. # 61-1548497
3. Purpose of Organization To promote Trapshooting and youth shooting
4. Total Annual Budget \$ 36,000.00
5. Project Director Lester Webb Phone Number: 775-427-3246
Mailing address: P.O. Box 5501
City Fallon State NV Zip 89406 Email: webb@cccomm.net
6. **Project Title 2026 Fallon Trap Club Shooting Season**
7. **Actual Date of Event 2026**
8. Location of project Fallon Trap Club 2207 Airport Rd Fallon, NV
9. Funds requested from FCTA: \$ 6,000.00
10. Total cost of project: \$ 36,000.00
11. Will the Convention Center be used? No When?

12. Summarize the objectives of this project:

The club continues to hold shooting events throughout the year to promote, enhance and encourage participation in the sport of trap shooting. We now have 5-Stand as an additional shooting event so now we have Trap, Skeet and 5-Stand. We help local organizations with fund raising events and continue to help sponsor the youth trap shooting club, the Lahontan Valley Claybreakers with their program.

PROJECT BUDGET

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

Yearly expenses

Load of targets	25,000.00
Utiltiy bills	2,000.00
Advertising	400.00
Web Maintenance	200.00
Office supplies	1,000.00
Trophy package for shoots	4,500.00
Equipment maintenance	2,500.00
Ground Maintence (weed control)	400.00

PROJECT BUDGET

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

Revenue is raised by shooting fees charged to each shooter.

Shooting fees for practice rounds are \$6.00 for 25 targets and on Registered Shoot days we charge \$38.00 per 100 target event with an average of three events per day.

All money raised at the Trap Club, after expenses (largest one is a load of targets a year), goes to the upkeep and maintenance of the trap club. No salaries are paid, the Fallon Trap Club is a volunteer organization.

Grant monies of \$6,000.00 will be used to help pay for the advertising, web site maintenance and the awards for the registered shoots held at the Club.

PROJECT BUDGET

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

Advertising: Trap Shoot Magazines	200.00
Programs and Flyers	1,000.00
Trophy package for Shoots	4,800.00

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

The Fallon Trap Club continues to promote trap shooting and to increase the out of town shooters to our area. Over the past 23 years attendance has continued to increase at the shoots.

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

Over the 2026 target year we anticipate an increase in our of area as well as out of state shooters

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?

Over the 2026 target year we anticipate an increase in our of area as well as out of state shooters

(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 between 20 to 25 for an average shoot, 40 to 50 for the state shoot

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

The club mails out appox. 150 flyers for each event as well as website exposure and out of area magazines.

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

For the year over 100

(e) How many locals will attend your event?

On average the club is open 50 to 55 days a year with an average of 20 locals on each open day.

The club is open an additional 20 to 25 days for the Claybreakers Scholastic Team to practice.

The club will host the NV PITA State Shoot as well as 4 or 5 other registered shoot events.

(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)?

Shooters and their families stay in local motels, eat in restaurants, purchase gas, gamble as well as visit local merchants.

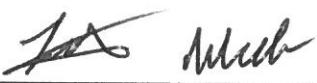
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

The shootnevada.com website is linked to National Trap Shooting organization, such as the Amateur Trapshooting Assoc. (ATA) and the Pacific International Trap Shooting Assoc. (PITA). Churchill County Communications, Big R, Frontier Liquor and City of Fallon display the shoots on their reader boards and a banner is hung across Williams Ave for registered shoots. Also Fallon Tourism list the shoots in their community events calendar and on their web site. We also use facebook, email, text and other social media avenues.

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 supply questionnaires at all registers.

Signature of Applicant/Grantee



Date

1-12-26

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: 01/12/2026

AGENDA DATE: 01/20/2026

TO: CFCTA Board Members

FROM: Jane Moon, Director of Tourism & Special Events

AGENDA ITEM TITLE: Consideration of a grant application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip Drag Racing Season. **(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	Progress Report
Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to Motor Sports Safety, Inc. for the 2026 Top Gun Dragstrip Drag Racing Season, subject to availability of funds, FCTA policy, and standard grant terms and agreements.

DISCUSSION: Motor Sports Safety, Inc.'s goal is to provide a safe and professional drag racing facility. The group maintains a close relationship with their sanctioning body, the NHRA. Locals and visitors can participate or view drag racing in a controlled and safe environment. Marketing and advertising strategies allow them to host events which cater to racers from throughout Nevada, northern and central California, Idaho, Montana, Arizona, and Oregon. They host two NHRA National Opens, two Division 7 Jr. Dragster events and five Summit Et series racing along with open test and tune events throughout the season. This attracts racers from the entire Western US and Canada. The track can accommodate up to 400 racers and 1,500 spectators per event. 5,000+ visitors and racers come to Top Gun each year from previously stated locations; 90% of this number come to Fallon from outside a 60-mile radius. NHRA estimates that 20% of the total visitors and racers from each event held will rent hotel/motel nights.

FISCAL IMPACT: \$10,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

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

1. Name of Organization (or Company) Motor Sports Safety Inc
Chief Executive Officer: John Stauverman
Mailing address P.O. Box 2590
City Fallon State Nevada Zip 89407
Phone Number: 775-427-4266 Email: jstauverman@charter.net
2. How long organized (or in business) 32 years Tax I.D. # 88-0274488
3. Purpose of Organization To promote tourism via Motorsports Activities
4. Total Annual Budget \$ \$140,000.00
5. Project Director John Stauverman Phone Number: 775-427-4266
Mailing address: P.O. Box 2590
City Fallon State Nevada Zip 89407 Email: jstauverman@charter.net
6. **Project Title 2026 Top Gun Dragstrip Drag Racing Season**
7. **Actual Date of Event May 14th 2026, through September 14th, 2026**
8. Location of project Top Gun Dragstrip, 15500 Schurz Hwy., Fallon, NV
9. Funds requested from FCTA: \$ \$10,000.00
10. Total cost of project: \$ \$130,000.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:
Our goal is to provide a safe and professional drag racing facility. We maintain a close relationship with our sanctioning body the NHRA. Locals and visitors can participate or view drag racing in a controlled and safe environment. Marketing and advertising strategies allows us to notify and host events that cater to racers from Nevada, Northern and central California, Idaho, Montana Arizona and Oregon. We host two NHRA National Opens, Two Division 7 Jr Dragster divisional and five Summit Et series racing along with open test and tune events throughout the season. This attracts racers from the entire Western US and Canada. The track can accommodate up to 400 racers and 1500 spectators per event.

PROJECT BUDGET

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

1.) ADVERTISING	\$15,250.00
2.) AWARDS / TROPHIES	\$1,600.00
3.) RACER PAYOUTS	\$27,000.00
3.) CONTRACT LABOR	\$30,000.00
4.) EXHIBITION CARS/TRAVEL EXPENSE	\$4,500.00
5.) INSURANCE	\$8,400.00
6.) PERMITS/SANCTIONING FEES	\$6,500.00
7.) TOP GUN MALL INVENTORY	\$7,000.00
8.) UTILITIES/TRASH/RESTROOMS	\$6,000.00
9.) VEHICLE MAINTENANCE	\$3,750.00
10.) TRACK IMPROVEMENTS/MAINTENANCE	\$10,000.00
11.) TRACK PREP & EQUIPMENT RENTAL	\$10,000.00
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	\$130,000.00

PROJECT BUDGET

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

1.) RACING EVENTS, GATE SALES	\$80,000.00
2.) ADVERTISING REVENUE	\$17,200.00
3.) RESURVED PARKING FEES	\$5,000.00
4.) MALL SALES	\$6,200.00
5.) GRANT(S)	\$15,000.00
6.) CELLULAR TOWER SPACE RENTAL	\$1,800.00
7.) SUMMIT POINTS SIGN UPS	\$4,800.00
	<hr/>
	130,000.00

PROJECT BUDGET

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

1.) Radio & Television Ads

Target areas are the Western regional areas to include as Arizona, California, Idaho, Nevada, Oregon & Utah.

ADVERTISING / MARKETING / BUDGET FOR 2026 SEASON

May 14 th - Open Test and Tune	\$500.00
May 15 th - 16 th - Nor Cal Nostalgic Association event	\$500.00
May 15 th - 16 th - Summit Et series / Jr dragster bracket racing	\$500.00
May 29 th - Open Test and Tune	
May 29 th - \$2000 NHRA Jr Dragster / Super Comp Invitational	\$500.00
May 30 st - 31 st Junior Dragster Double Divisional	\$500.00
May 30 st - 31 st NHRA Double National Open	\$1500.00
May 30 th - 31 st Summit Et series / Jr dragster bracket racing	\$500.00
Sept. - Open Test and Tune	
Sept. 14 th - 15 th Summit Et series / Jr dragster bracket racing	\$500.00
Sept. 14 th - Fallon 660 / National dragster Challenge 3k	\$2500.00
Sept. 15 th - NHRA Topgun king of the track	\$500.00

2.) NATIONAL MAGAZINE ADS

"National Dragster", "Sportsman Only", "Division 7 Hot Line" magazines

Target areas are Arizona, California, Idaho, Nevada, Oregon, Utah and Canada

3.) RACER MAILINGS & FLYERS for general and marketing promotions.

2025 Programs, posters, and newspaper publications	\$5000.00
Special event flyers and handouts	\$2000.00

4.) Social media for general and marketing promotions.

Facebook	\$1000.00
YouTube	\$500.00
NHRA and NHRAracer.com	\$250.00

GRAND TOTAL:

\$16,750.00

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

Our Long-term goal is to continue to establish Fallon as Northern Nevada's Motor sports capital, contributing positively to the community economically, while providing a safe and legal environment for motorsports. Our short-term goal is to concentrate on new events to help offset the economic cost increases we have experienced within the last few years.

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

5,000+ visitors and racers come to Top Gun Each Year. Our markets include Nevada, California, Arizona, Utah, Oregon, and Canada.

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?

It is estimated that 90% of our visitors are from beyond the 60-mile radius.

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

The latest information from the NHRA indicates 20% of racers, crew personnel, spectators and staff members stay in local motels. Our events have approximately 2500 people attending

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

Our exposure goal is to reach more than 500,000 people in Nevada, California, Utah, Idaho, Arizona.

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

We estimate approximately 2,000 over the 12-event schedule (75%)

(e) How many locals will attend your event?

We project approximately 500 over the 12-event schedule (25%)

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

The total local economic impact is estimated at near \$187,000.00

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

Our Marketing and advertising using social media will continue to grow. We will use social media and promote local business as well. Another major contributing factor is with visitor traffic from the involvement of the Fallon Tourism Authority. It is very important that we work together and communicate what we are doing to coincide with other local events.

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

We plan to use a survey form with the following questions:

Male/Female (circle one)

Where are you from?

How far did you travel to get here?

How many are in your group? _

Will you stay overnight in Fallon? Yes No

How many nights?

Where are you staying? Motel; RV/Campground _ Friend/Family.

Other Comments

How did you hear about the (event)?

Newspaper ads

Radio ads

TV ads

News Articles

Magazine

Other

Including admission, how much did your group spend at the event?

How much will you spend outside of the event on this trip?

Will you:

buy gasoline?

eat in a restaurant

shop other

(specify)

And of course, if there are other demographics you would like us to gather, we would certainly, include them.

Signature of Applicant/Grantee

Date

John Stauverman

12-22-2025

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 FALON – CONVENTION AND TOURISM AUTHORITY REQUEST FOR BOARD ACTION

DATE SUBMITTED: 01/12/2026
 AGENDA DATE: 01/20/2026
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip – Fallon 660 Big Dollar Event 3K. **(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	Progress Report
Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$5,000 to Motor Sports Safety, Inc. for the 2026 Top Gun Dragstrip – Fallon 1320 Drag Racing Event, subject to availability of funds, FCTA policy, and standard grant terms agreements.

DISCUSSION: This will be the second year for the “Fallon 660” event. This event is designed to cater to an elite group of racers who compete for larger purses and bigger prize money which are customarily offered at large tracks around the nation. These races have grown in popularity and draw in a broader spectrum of racers with bigger spending budgets. Dragstrips are closing across the west. Top Gun continues to invite and welcome these elite racers who have fewer tracks at their disposal. This event will also entice local racers to participate without them having to travel far distances.

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.

FISCAL IMPACT: \$5,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

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

1. Name of Organization (or Company) Motor Sports Safety Inc.
Chief Executive Officer: John Stauverman
Mailing address P.O. Box 2590
City Fallon State Nevada Zip 89407
Phone Number: 775-427-4266 Email: jstauverman@charter.net
2. How long organized (or in business) 32 years Tax I.D. # 88-0274488
3. Purpose of Organization To promote tourism via Motorsports Activities
4. Total Annual Budget \$ \$38,000.00
5. Project Director John Stauverman Phone Number: 775-427-4266
Mailing address: P.O. Box 2590
City Fallon State Nevada Zip 89407 Email: jstauverman@charter.net
6. **Project Title 2026 Topgun Dragstrip “Fallon 660 Big Dollar Event 3K”**
7. **Actual Date of Event September 11th and 12th 2026**
8. Location of project Top Gun Dragstrip, 15500 Schurz Hwy., Fallon, NV
9. Funds requested from FCTA: \$ \$5,000.00
10. Total cost of project: \$ \$38,000.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:
The “Fallon 660” event is a duplicated even from last year. 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 large tracks around the nation. These races have grown in popularity and draw in a broader spectrum of racers with bigger spending budgets. Dragstrips are closing across the west, Topgun continues to capitalize on these elite racers who have less tracks to race at. This event will also entice local racers to participate without them having to travel as far as they would for another similar event at a track some large distance way.

PROJECT BUDGET

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

1.) ADVERTISING	\$7,000.00
2.) RACE PAYOUTS	\$12,000.00
3.) CONTRACT LABOR	\$3,500.00
4.) TRAVEL EXPENSE	\$1,000.00
5.) INSURANCE	\$2,000.00
6.) TOP GUN MALL INVENTORY	\$4,000.00
7.) UTILITIES/TRASH/RESTROOMS	\$2,000.00
8.) VEHICLE MAINTENANCE	\$2,000.00
9.) TRACK IMPROVEMENTS/MAINTENANCE	\$2,000.00
10.) TRACK PREP & EQUIPMENT RENTAL	\$2,500.00
	<hr/>
	\$38,000.00

PROJECT BUDGET

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

1.) GATE SALES	\$25,000.00
2.) RACER BUY-BACKS	\$1,500.00
3.) MALL SALES	\$6,000.00
4.) POTENTIAL SPONSORSHIPS	\$3,000.00
4.) GRANT(S)	\$5,000.00
	<hr/>
	\$40,500.00

PROJECT BUDGET

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

1.) Radio & Television Ads Target areas are the Western regional area as well as Arizona, California, Idaho, Nevada, Oregon & Utah	\$1,000.00
2.) NATIONAL MAGAZINE ADS "National Dragster", "Sportsman Only", "Division 7 Hot Line" magazines Target areas are Arizona, California, Idaho, Nevada, Oregon, Utah and Canada	\$1,000.00
3.) Social Media, Facebook, YouTube	\$2,000.00
4.) Racer handouts, Posters and Flyers	\$1500.00
	\$2500.00
GRAND TOTAL:	<hr/> \$7,000.00

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

Our Long-term goal is to establish Fallon as Northern Nevada's Motor sports capital. Contributing positively to the community economically, while providing a safe and legal environment for motorsports at a premier NHRA sanctioned dragstrip in Fallon Nevada. Our short-term goal is to concentrate on existing events to help offset the economic slide in revenue we have experienced.

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

Our goal is to draw 3,000 to 3,500 people for this single event. Our target market will include Nevada, California, Arizona, Utah, Montana, Oregon and Canada.

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?

It is estimated that 90% to 95% of our visitors for this event are from beyond the 60 mile radius.

(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)?

Data from last year's Fallon 660 race indicate the following: 15 to 20% of the 250 racers and crew members stayed in local motels. 30% of the 20-working staff members were from out of town and stayed in local hotels. 5 to 10% of spectators stayed in local hotels. Our total estimates are 40-50 individuals stated in local hotels over a 3-day period.

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

Our exposure goal is to reach in excess of 500,000 people

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

We estimate approximately 650 of the over 800 attendees were from beyond the 60 mile

(e) How many locals will attend your event?

We project approximately 150 to 250 local attendees

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

The total local economic impact is estimated at about \$80,000.00 dollars

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

Our Marketing and advertising using Social Media will continue to grow. We will use Social Media and promote local business as well. Another major contributing factor is with visitor traffic from the involvement of the Fallon Tourism Authority. It is very important that we work together and communicate what we are doing to coincide with other local events

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

We plan to use a survey form with the following questions:

Male/Female (circle one)

Where are you from?

How far did you travel to get here?

How many are in your group? _

Will you stay overnight in Fallon? Yes No

How many nights?

Where are you staying? Motel ; RV/Campground _ Friend/Family ;

Other Comments

How did you hear about the (event)?

Newspaper ads

Radio ads

TV ads

News Articles

Magazine

Other

Including admission, how much did your group spend at the event? .

How much will you spend outside of the event on this trip?

Will you:

buy gasoline?

eat in a restaurant

shop other

(specify)

And of course if there are other demographics you would like us to gather, we would certainly include them.

Signature of Applicant/Grantee

Date

John Stauverman

12-22-2025

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: 01/12/2026
 AGENDA DATE: 01/20/2026
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by Battle Born Broncs, LLC for the 2026 Battle Born Broncs. **(For possible action.)**

- Grant amount requested by applicant: \$25,000
- Grant amount recommended by staff: \$25,000

TYPE OF ACTION REQUESTED:

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

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$25,000 to Battle Born Broncs, LLC for the 2026 Battle Born Broncs, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: This is the fifth year of production for Battle Born Broncs, a professional bareback and saddlebronc riding rodeo event. This year's elite PRCA production, youth camp and Western artists and makers market are meant to draw contestants and fans to Fallon for multiple days. The organization's fundraising efforts will focus on Fallon's Domestic Violence Intervention Center.

Their goal is to attract 4,000-5,000 people to attend this year's event with at least 2,500 coming from outside a 60-mile radius from Fallon. Battle Born Broncs hopes to attract 1,500 to stay in Fallon for 2-4 nights.

FISCAL IMPACT: \$25,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

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

1. Name of Organization (or Company) **Battle Born Events, LLC**
 Chief Executive Officer: **Darcie Spero**
 Mailing address **PO Box 1321**
 City **Fallon** State **Nevada** Zip **89407**
 Phone Number: **775-741-9780** Email: **BattleBornDarcie@gmail.com**

2. How long organized (or in business) **4 years** Tax I.D. # **NV 20232869358**

3. Purpose of Organization **Rodeo Events Production**

4. Total Annual Budget **\$\$425,000**

5. Project Director **Darcie Spero** Phone Number: **775-741-9780**
 Mailing address: **PO Box 1321**
 City **Fallon** State **Nevada** Zip **89407** Email: **Info@battlebornbroncs.com**

6. Project Title **Battle Born Broncs**

7. Actual Date of Event **April 16-18, 2026**

8. Location of project **Rafter 3C Arena**

9. Funds requested from FCTA: \$ **25,000**

10. Total cost of project: \$ **\$375.000**

11. Will the Convention Center be used? **No** When?

12. Summarize the objectives of this project:

We produce an elite, Professional Rodeo Cowboys Association sanctioned Bareback and Saddle Bronc Riding event bringing in the top contestants in the world to Fallon. We also produce a youth camp, and a Western artist and makers market that is open to the public. In 2026 we are adding the Battle Born Jr. Roughstock Challenge, (the event we produced for the Canteloupe Festival in 2024) bringing in more contestants and fans for multiple days, doing our part to help shape the next generation of rodeo athletes. Our fundraising focus for the year ^{Page 14} will shine a light on Fallon's Domestic Violence Intervention Center. We hope to raise money and awareness during our event and throughout the year in order to help meet the needs of the local organization and the people it supports.

PROJECT BUDGET

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

Battle Born Broncs: Roughstock \$41,400, Payout \$60,000, Awards \$8500, Event Production Crew \$30,000, Photography and Video Production \$8,500, Advertising \$25,000, Hotels \$12,000, Fees \$5,000, Insurance & Licences \$1,000, Junior Event Production \$30,000, Cleaning \$3,000, Admin & Production \$40,000, Misc. Business Expenses \$3,000, Misc. Labor \$3,000, Scholarships and Donations/Sponsorships \$15,000, Branded Merchandise \$35,000, Camp \$10,000, Printing and Signage \$8,000, VIP Experience \$35,000, Facility \$3-\$5,000

PROJECT BUDGET

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

Goals for 2026: Sponsorships/VIP Tickets \$320,000, Grants \$25,000, Vendor Income \$6,000, Ticket Sales \$50,000

PROJECT BUDGET

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

This grant is used for advertising on TV, radio and in print. Video production is used for broadcast, streaming and replays throughout the year on the Cowboy Channel, all over social media, and on our website. Sponsors, BBJRC and Battle Born Broncs contestants along with youth camp registrants and our production crew all receive our super popular branded merch advertising our event and the City of Fallon wherever they go.

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

Our goal is the same. We strive to improve our production every year, drawing in existing and new fans to Fallon for multiple days. Our 2025 goal to produce more youth events is becoming a reality with the addition of the BBJRC, a Jr. NFR Direct Qualifier. Helping the next generation of rodeo athletes is something we plan to do for many years to come.

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

4000-5000 from the State of Nevada and surrounding states over three days. We will add more targeted advertising this year in the Reno Tahoe area and the Sacramento area as well.

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 to draw at least 2,500 from outside a 60 mile radius. The heat map from our 2025 ticket sales was eye opening. We saw ticket sales all over Nevada, Northern and Southern California, Washington, Oregon, Idaho, Arizona, Colorado, and New Mexico along with sales sprinkled across the rest of the country. With the addition of the Jr. Event, we expect to have contestants and their families come from all of these states, and Canada. In 2024 we had families travel here from North Dakota and Wyoming for the BBJRC and we filled the stands in the outdoor arena.

(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)?

With the addition of the Jr event and the high school rodeo being on the same weekend we expect to draw a lot of them to Fallon early and to stay longer. 1500 people x 2-4nights.

(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 will be televised both nationally and internationally on broadcasts and streaming along with extra Cowboy Channel coverage and local media coverage for use on many platforms. We accepted a Bronc Riding Nation "Visionary" Award in Las Vegas this year during the NFR and that coverage has exposed us to an even larger audience. We promoted and planned for it during our 16 days in Vegas inside the Battle Born HQ-our booth at Stetson Country Christmas, and we cross promote along with Battle Born Boots at various trade shows throughout the year.

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

Surprisingly, according to the heat map, the majority of our online ticket sales were from outside the 60 mile radius. We only sold cash tickets at the door.

(e) How many locals will attend your event?

2000

(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)?

\$500,000

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

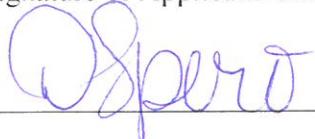
We have been featured on the Cowboy Channel and other TV and radio stations talking about the changes for the event, and we partner with other organizations throughout the year to spotlight our event and the City of Fallon. Our involvement and support of other events and groups is important to us. Attending trade shows where new fans and sponsors can be met and marketed to is our focus in addition to our social media marketing where we collaborate with other brands to help each other grow our audiences and businesses.

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

Our ticketing app always has new features and we work with the creators of the app to add more features that will be useful to us. We added a new feedback form to our website in 2025. Typically we book many rooms for our production crew for several days including before and after Battle Born Broncs, and in my conversations booking those, I've learned that typically the majority of (usable and appropriate) rooms are booked during our events. In conversations with sponsors and other attendees and vendors, we hear the same feedback. Asking the questions in person and in emails and polling on social media is probably the best form of gathering feedback we have found so far.

Thank you for continuing to be dedicated to the success of Battle Born Broncs. We realize that there are many events you support and we don't take your contributions over the years lightly. Cheers to a new year and a bigger and better Battle Born Broncs in 2026!

Signature of Applicant/Grantee



Date

01/6/2026

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



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

DATE SUBMITTED: 01/12/2026

AGENDA DATE: 01/20/2026

TO: CFCTA Board Members

FROM: Jane Moon, Director of Tourism & Special Events

AGENDA ITEM TITLE: Board & Staff Reports

TYPE OF ACTION REQUESTED:

Formal Action/Motion

Progress Report

Discussion Only

Other

POSSIBLE BOARD ACTION: n/a

DISCUSSION: Board & Staff Reports

- Including 2026 CFCTA Meeting Schedule: January 20, 2026
April 21, 2026
July 21, 2026
October 20, 2026
- All CFCTA grantees/awardees are asked to participate with the City of Fallon's efforts and initiatives for the Nation's America 250 and Nevada's America 250 in honoring and celebrating our nation's 250th birthday by incorporating the patriotic theme into their events.

FISCAL IMPACT: n/a

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon