



AGENDA

CITY OF FALLON - CONVENTION AND TOURISM AUTHORITY MEETING

55 West Williams Avenue Fallon, NV

January 16, 2024 at 3:00 PM

The City of Fallon – Convention and Tourism Authority will meet in a special meeting on January 16, 2024 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 (**For discussion only**)
4. Consideration and approval of City of Fallon - Convention and Tourism Authority meeting minutes for November 1, 2023. (**For possible action**)
5. Consideration of a grant application by the Fallon Trap Club for the 2024 Fallon Trap Club Shooting Season. (**For possible action.**)
Grant amount requested by applicant: \$6,000
Grant amount recommended by staff: \$6,000
6. Consideration of a grant application by DKC, LLC for the 2024 Great Basin Bull Sale. (**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 Lahontan Valley Claybreakers for the 2024 Lahontan Valley Claybreakers Youth Trap Shooting Season. **(For possible action.)**
Grant amount requested by applicant: \$3,000
Grant amount recommended by staff: \$3,000
- 8.** Consideration of a grant application by the Cowboy Fast Draw Association for the 2024 Fastest Gun Alive – World Championship of Cowboy Fast Draw event. **(For possible action.)**
Grant amount requested by applicant: \$14,500
Grant amount recommended by staff: \$14,500
- 9.** Consideration of a grant application by the Churchill Arts Center for the Oats Park Arts Center: Core Programs 2023/2024. **(For possible action.)**
Grant amount requested by applicant: \$15,000
Grant amount recommended by staff: \$15,000
- 10.** Consideration of a grant application by CrossFit Powerstroke for the 2024 Powerstroke Partner Throwdown. **(For possible action.)**
Grant amount requested by applicant: \$20,000
Grant amount recommended by staff: \$20,000
- 11.** Board & Staff Reports **(For discussion only)**
- 12.** 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)**

This agenda has been posted on or before 9:00 a.m. on January 10, 2024 at City Hall, District Court Building, Churchill County Office Complex, Churchill County Public Library and posted to the City’s website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>). Members of the public may request the supporting material for this meeting by contacting Michael O’Neill, Deputy City Clerk, City Clerk’s Office, City Hall, 55 West Williams Avenue, Fallon, Nevada, 775-423-5104. 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/>).

/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.

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
November 1, 2023

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
Deputy 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.

Deputy City 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 18, 2023.

Board Member Bhakta motioned to approve the Fallon Convention and Tourism Authority meeting minutes for July 18, 2023, seconded by Board Member Bernardo; the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Applications

- A) Fallon RanchHand Rodeo for the 2024 Fallon RanchHand Rodeo Branding event:
- Grant amount requested by applicant: \$3,500
 - Grant amount recommended by staff: \$3,500
- B) Vision Quest Events, LLC for the 2023 Top Gun invitational event:
- Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
- C) Fallon High School Rodeo Club for 2024 Fallon High Schol Rodeo:
- Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000

Consideration of a Grant Application by the Fallon RanchHand Rodeo for the 2024 Fallon RanchHand Rodeo Branding event.

Director Moon stated that this event promotes, enhances, and encourages western heritage in collaboration with the Great Basin Bull Sale on Feb. 16, 2024, where teams will compete in branding. Because this event is representative of the farm/ranch lifestyles which is sought after in our rural communities in Northern Nevada, it draws those who live and flourish in this lifestyle, as well as those intrigued by such a unique way of living to Fallon. About 200-250 attendants and spectators are expected, attracting approximately 100 visitors from outside a 60-mile radius, bringing the average hotel/motel room rental during this event to 70 rooms.

Richard Allegre greeted the Board and handed out a flyer for the 2023 Branding Event which will be put on during the Fallon Bull Sale.

- Explained the flyer, with details of the results of the 2023 rodeo.
- He is working closely with Jesse Segura for this event.
- The amount of money being requested is for the cattle expense for the rodeo and explained the difference between branded and painted cattle. He also explained that the brand on the cattle depicts the year the rodeo is held.
- The amount of money being requested will also cover advertising and insurance.

Board Member Bernardo asked if there was any other advertising being done besides the Nevada Rancher magazine.

Richard Allegre stated that advertising would be done with Nevada Rancher, Progressive Rancher, and the local papers; the Fallon Post, Lahontan Valley News and aired on KVLV radio. There will also be a dog trial Wednesday and Thursday and the Branding will be Friday morning with the Bull Sale Dinner and Dance on Friday evening.

Board Member Bernardo asked where all the contestants will be coming from.

Richard Allegre stated that competitors will come from Winnemucca, Jordan Valley, Oregon, and some more California teams. There will be twelve (12) men's teams, six (6) women's teams, and twelve (12) family teams.

Chairwoman Frost inquired if they would be using the Rafter 3C Arena.

Richard Allegre confirmed.

Chairwoman Frost asked if there would be an admission fee.

Richard Allegre stated that there would be no fee. Donations would be welcome.

Board Member Bhakta asked if there would be a rodeo and a branding.

Richard Allegre stated that he used to put on the RanchHand Rodeo in the middle of August but had not done so for the last two years. This is just strictly, a branding event.

Board Member Bhakta asked if the people were coming just for the branding or staying for the other event.

Richard Allegre stated that most come for the branding but the families will usually stay for the Bull Sale and purchase bulls. They are mostly ranching families that attend.

Director Moon stated that they will be a part of the schedule for the Bull Sale, which extends their reach in terms of advertising.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$3,500 to Fallon RanchHand Rodeo for the 2024 Fallon RanchHand Rodeo Branding event; seconded by Board Member Bhakta. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by Vision Quest Events, LLC for the 2023 Top Gun Invitational event.

Director Moon stated that it is the goal of Vision Quest Events, LLC to produce a successful bull riding event to benefit Fallon and to grow and build on this event annually. 2,200-3,000 people are estimated to attend this event. It is estimated that 1,200 people will come to Fallon from outside a 60-mile radius, bringing 100 room rentals for one night and 200 for two nights. *At this 2nd annual event, both the Cowboy Channel as well as the Cowboy Lifestyle Network will be broadcasting this event. *

Justin Andrade and Chad Denton introduced themselves. Justin mentioned that this is the 2nd annual and we're looking to grow this event every year. The biggest change for this year is that we went from a \$10,000.00 purse to a \$16,000.00 purse. We have reached out to some better bull riders, pending their health, which is common for this sport, after the NRF and PBR finals. We won't really know who will come until 2 ½ weeks before the event. We will have some names to advertise around that have already committed for sure. We are bringing in the Cowboy Channel to broadcast the event and vamping up the Cowboy Lifestyles Network promotion and telecast. We had a successful event last year even though it seemed as if Mother Nature was against us. It was a huge snowstorm and there were a lot of people who could not get over the pass or travel from out of state. Even with this snowstorm, we were still at 97% capacity for the event. We are looking forward to continuing working on this annual event.

Chad Denton stated that the number of bulls coming out of state are being whittled down. We have contractors coming from Utah, California, Nevada, and Oregon and will also have some local bulls as well. There are some good bulls being raised right here in Fallon that we didn't know about last year and will include them as well.

Board Member Bernardo inquired if there would be any other advertising or promotions besides the Cowboy Lifestyle Channel.

Justin Andrade stated that they have their own social media outlets. We struck a deal with Midwest advertising and will produce a commercial that will air locally and, in the Reno, Sparks area.

Chad Denton stated that their title sponsor is Hooey which is a huge, nationwide brand, and they will be trying to promote it as much as possible.

Board Member Bernardo inquired if they would have the Shark Tank again this year. Justin Andrade confirmed.

Board Member Bernardo stated that it was a hit last year.

Chairwoman Frost stated her excitement for having the Cowboy Channel and the Cowboy Lifestyle Channel. When I have watched events, I love to hear, “Live from Fallon, Nevada.”

Justin Andrade stated that the Rafter 3C Arena, the town of Fallon and the State of Nevada have great people. Last year, we did a campaign with Cowboy Lifestyles and it was successful, reaching 3 million people. Adding the Cowboy Channel with all their followers, it is obviously going to be bigger and better.

Chairwoman Frost asked if there would be a concert again.

Justin Andrade confirmed, stating that the Brodie Stewart Band will be performing this year. We have used them in some past events and they are great entertainers. We wanted to have the Last Chance Band back again, but I do like to change it up.

Chairwoman Frost stated that she hoped for good weather this year.

Board Member Bhakta inquired if there was anything they would be doing different from last year to make this event bigger.

Justin Andrade mentioned about adding the Cowboy Channel. The TV commercial being produced will bring a lot more awareness to the event.

Chad Denton stated the additional prize money being added as well. This will bring in better competitors also. Our goal for this is, after the guys are done at the NFR, that Fallon will be their next stop. This is what I would like to see. We will need to build up to it and it will be something to work up to, year after year, to make this the best bull riding in the world.

Chairwoman Frost inquired if there would be any planned events for the cowboys.

Chad Denton stated that there would be a pre-party and a Calcutta.

Justin Andrade stated that rodeo bull rider schedules are hectic. They fly in, they drive in, but we will have our main guys here for the Calcutta at the Grid. It will be similar to last year but we will make it for less teams. We will pick the top five (5) best riders and they will be the team captains and then we will draw for teams. We will get some of our advertising partners involved and it will make it fun for them. We will put their logos on the riders' chaps, vests, and helmets. It will be the same format as last year; twenty (20) bull riders, two (2) straight rounds, and the high-end mark ride of the night will get a chance to ride the bounty bull. This bull is the usually the scariest, unriden bull out there, that doesn't get ridden very much. There will be a \$5,000.00 bonus if the rider is successful.

Chairwoman Frost stated that it is important to show the cowboys coming in, our Fallon hospitality so that they want to come back every year.

Board Member Bernardo asked for confirmation that the total prize money went from \$10,000.00 to \$16,000.00.

Justin Andrade confirmed. That is a very good jump in prize money for one year. We would like to keep that increment going, like Chad said, and make this a stand-alone, outstanding event that all the best guys want to attend.

Board Member Bhakta inquired as to how they gathered information on their surveys through RodeoTicket.com and the feedback from last year.

Justin Andrade stated that he could get that information. There is a more specific model through the Cowboy Lifestyles network and through their people, which includes attendance, viewers on live-feed and other various information. The main portion of the attendees that came were from a 120-mile radius.

Board Member Bernardo asked if that number was the average.

Justin Andrade stated that that was last years' average. I can see those numbers growing this year, but last year, we had that torrential storm that affected everybody. I had some people that I knew were coming, and some were my help, but got turned around on Donner Pass.

Chad Denton stated that funds were returned for tickets for those that could not attend, due to the weather. Even as close as Silver Springs, as soon it started dumping snow, they stayed home. A lot of people did not know that this was an indoor arena either.

Justin Andrade affirmed the quality of the state-of-the-art event center. The power went out five (5) minutes before we were supposed to begin and it only took eight (8) seconds and that back-up generator fired up and got us back and going. As far as feedback from the fans and people that were able to come and enjoy the event, I haven't heard anything bad about it.

Director Moon inquired if they would have vendors again this year.

Justin Andrade confirmed.

Director Moon stated that is a wonderful way to reach out into our community and include quality, local businesses in the event.

Justin Andrade stated that he has a quality liquor partner. Paul Picotte is a great outfit to work with and we have become good friends.

Chairwoman Frost reiterated that she would be interested on that information feedback.

Justin Andrade stated that Jane has a copy of that information.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$10,000 to Vision Quest Events, LLC for the 2023 Top Gun Invitational event; seconded by Board Member Bernardo. 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 Club for 2024 Fallon High School Rodeo.

Director Moon stated that Fallon High School Rodeo Club's purpose in applying for this grant is to help promote high school rodeo competition throughout Nevada and to attract outside competitors to Fallon. It is reported that the Fallon High School Rodeo is the most popular among contestants to attend in Nevada. An estimated 200 contestants with a total of 500-600 people will be in attendance, potentially utilizing 150 room nights over the two-night event.

Nora Hunt Lee greeted the Board, introducing Stix Lee and Stella Lee. Stella is in 5th grade and Stix is in 7th grade. I want to toot their horn and say that they are leading the State in the ribbon roping. They are roping together. Stix is leading the team roping, break-away roping, and the all-around. Stella is leading the rookie all-around.

Chairwoman Frost stated that she had seen their names in the paper for all the other rodeo's.

Nora Hunt Lee stated that their event is coming up in April, the 19th through the 21st. We have about 200 contestants that come to Fallon, along with their families, dogs, and horses. They fill up the hotel rooms, they rent fairground stalls, they eat at our restaurants and spend quite a bit of money. We go to two (2) rodeos a month and our weekends usually cost about \$1,200.00, which includes entry fees, food, and fuel. We are excited to be a part of this. I am the director of the club and we are getting ready for our annual fundraising dinner. It is this Saturday and begins at 5:30 and we would love to have you guys, if you can make it. We have a lot of cool auction items and will have a live and silent auction, which helps send the kids to Nationals, State and pays for some spring expenses for the whole club, not just those that qualify to Nationals. We are asking for a little bit more money this year. Last year, we gave away all-around saddle pads, which was fun. Compared to other rodeos and being from such a fun rodeo and agricultural-based community, our prize line is slim. Battle Mountain High School Rodeo gives away saddles for the all-around for all four divisions. They gave away spurs, stirrups, pocketknives, and their budget was almost \$30,000.00 for prizes. In Fallon, we spent \$600.00 last year. White Pine (Ely) and Elko had about the same prize line. We went to Alamo this last weekend and they gave spurs, prize money, and rope cans for the all-around. The reason we are asking for more money is because we want to be more competitive and we think we will draw more contestants if we have a prize line, like these mentioned. We are fundraising. We are selling advertisements for our program and for banners and fence signs that will go up at the rodeo. As far as advertising, we are using the Fallon Post, our programs, the banners program, website Social Media, the County Marquee, and the mail-outs that will go out to contestants.

Board Member Bernardo inquired about more contestants. How many more are you expecting to bring in by raising the prize line?

Nora Hunt Lee stated that she would like to see at least 30 more contestants. Families travel from Boulder City, north of Wells, and several families travel from California.

Board Member Bernardo inquired if it was mostly Nevada and California families and what the radius of miles traveled was.

Nora Hunt Lee stated it was more than 100 miles for some. Las Vegas and Moapa are 400 miles away.

Chairwoman Frost inquired if they would be using the outdoor area for this event.

Nora Hunt Lee confirmed.

Chairwoman Frost inquired about the location of the State Finals Rodeo.

Nora Hunt Lee stated that the State did commit the location to Winnemucca for five (5) years. I am disappointed to report this information. I am on the board at the State level and I expressed my deep disappointment with the way that they held their meeting. I have some documentation to support that. I will keep fighting for Fallon in the future.

Chairwoman Frost stated that she would like to see the State Finals Rodeo here in Fallon.

Nora Hunt Lee stated that the Rafter 3C Arena put in a very nice bid but I believe that there was quite a bit of politics involved in the meeting.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$10,000 to the Fallon High School Rodeo Club for 2024 Fallon High School Rodeo; seconded by Board Member Bhakta. 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

Chairwoman Frost inquired if there were any Board or Staff Reports.

Michael O’Neill reported that he couldn’t provide the room tax report for the meeting packet but did so in person.

Chairwoman Frost stated that she was able to attend the premier of the film that was done on the Battle Born Broncs. It was exciting to see and very well done. I am not sure when it is coming out but again, more publicity for Fallon is always good.

There were no other Board or Staff Reports.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:34 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O’Neill, Deputy City Clerk



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

DATE SUBMITTED: 01/05/2024
AGENDA DATE: 01/16/2024
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 2024 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 2024 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. Last year, “5-Stand” was added as a shooting series, adding to the Trap and Skeet shooting experiences offered at the Club. 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 FALLON - 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) 21 years Tax I.D. # 61-1548497
3. Purpose of Organization To promote Trapshooting and youth shooting
4. Total Annual Budget \$ 35,000.00
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 2024 Fallon Trap Club Shooting Season**
7. **Actual Date of Event 2024**
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: \$ 35,000.00
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. Last year we added 5-Stand as an additional shooting event so now we have Trap, Skeet and 5-Stand. They 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	24,300.00
Utiltiy bills	2,000.00
Advertising	200.00
Web Maintenance	200.00
Office supplies	1,500.00
Trophy package for shoots	4,300.00
Equipment maintenance	2,000.00
Ground Maintence (weed control)	500.00

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 \$35.00 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 \$5,000.00 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	900.00
Trophy package for Shoots	4,300.00

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 21 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 2024 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 2024 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 apporx. 130 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

1-3-24

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



CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

REQUEST FOR BOARD ACTION

DATE SUBMITTED: 01/05/24
AGENDA DATE: 01/16/24
TO: CFCTA Board Members
FROM: Jane Moon, Director of Tourism & Special Events
AGENDA ITEM TITLE: Consideration of a grant application by DKC, LLC for the 2024 Great Basin Bull Sale. **(For possible action.)**
Grant amount requested by applicant: \$10,000
Grant amount recommended by staff: \$10,000

TYPE OF ACTION REQUESTED:

- Formal Action/Motion
- Discussion Only
- Progress Report
- Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to DKC, LLC for the 2024 Great Basin Bull Sale, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: This project is merging two previous successful bull sales: Nevada Cattlemen’s Association Fallon All Breeds Bull Sale and Snyder Livestock Bulls for the 21st Century Sale from Yerington, NV. The short-term goal is to provide a high-quality sale for both consignors and buyers, while the long-term goal is to turn this event into one of the largest multi-breeds bull sales in the western United States rivaling the Red Bluff and Midland Bulls Test sales in California and Montana respectively. Additionally, a dog trial, ranch branding and trade show will be included during a three-day period. It is expected that over 2,000 people will attend these events. Also, 500 hotel/motel room nights are predicted to be rented because of this 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) **DKC LLC**
 Chief Executive Officer: Charlie Hone
 Mailing address 490 Mottsville Lane
 City Gardner State NV Zip 89460
 Phone Number: 775-691-1838 Email: greatbasinbullsale@gmail.com
2. How long organized (or in business) 2 years Tax I.D. # 38-4228774
3. Purpose of Organization Conducting the Great Basin Bull Sale
4. Total Annual Budget \$
5. Project Director Charlie Hone Phone Number: 775-691-1838
 Mailing address: 490 Mottsville Lane
 City Gardner State Nv Zip 89460 Email: honeranch@gmail.com
6. **Project Title Great Basin Bull Sale**
7. **Actual Date of Event 2/17/2024**
8. Location of project Rafter 3C Events Center
9. Funds requested from FCTA: \$ **10,000.00**
10. Total cost of project: \$ 96700.00
11. Will the Convention Center be used? no When?
12. Summarize the objectives of this project:

This project is a merging of two previous bull sales. The first being the Nevada Cattlemen’s Association Fallon all breeds Bull sale, and the second being the Snyder Livestock Bulls for the 21st Century sale from Yerington. Both sales have been a big draw for both cities over the years. Cattlemen from Nevada, Utah, California and Idaho will come to Fallon to sell and purchase breeding stock in this event. There will also be a dog trial, ranch branding and trade show involved with this event, which will occur over a three-day period.

PROJECT BUDGET

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

Labor: 2000.00
 Meals (Pre-sale social, sale day lunch): 5000.00
 Advertising including sales brochure: 25000.00
 Sale Management (M3 Marketing): 40000.00
 Promotional Items (hats, gloves etc...): 500.00
 Awards: 1000.00
 Postage 1000.00
 Sifter/Grader expenses: 600.00
 Bull feeding: 6000.00
 Auctioneer: 1000.00
 Sale Veterinarian: 100.00
 Miscellaneous: 1000.00
 Donation Nevada Cattlemen's Association: 12500.00

PROJECT BUDGET

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

Entry Fee Income: 22600.00
 No Sale Fees: 1000.00
 Sale Catalog Ads: 1150.00
Fallon Convention/Tourism Grant: 10000.00
 GBBS Sales Commission: 75000.00 (estimated)

PROJECT BUDGET

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

Should the project meet requirements to qualify for the grant, those monies will be used to offset the advertising and other promotional costs associated with the sale.

- * Dec/Jan/Feb/ editions of the Progressive Rancher
- * Dec/Jan/Feb/ editions of the Sage Signals
- * Dec/Jan/Feb/ editions of the California Cattlemen
- * Dec/Jan/Feb Western Livestock Journal, (both e-mail and Print)
- * January Angus Beef Bulletin
- * Jan/Feb/ Nevada Rancher
- * Sale Brochure mailed to all consignors, and thousands of potential buyers.

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

Although this will be our second year, this sale is combining two of the highest regarded bull sales in the region. These sales have consistently drawn buyers from Nevada and the surrounding states due to the reputation of providing the highest quality breeding stock from various consigning purebred programs. This year we have 200 bulls from 36 different consignor's drawing bulls from four different states. Our short-term goal is to provide a high-quality sale for both consignors and buyers. Our long-term goal is to turn this into one of the largest multi-breeds bull sales in the western United States rivaling the Red Bluff and Midland Bull Test sales in California and Montana respectively. A vision we share with your county manager to make this a three-day event celebrating western culture right here in Fallon.

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

We expect 500 or more people to attend the bull sale and pre-sale mixer, including consignors and their families, many of whom are from out of state. The stock dog trial and ranch branding will probably draw another 500 or so visitors and attendees. The NCA Board of Directors meeting which draws around 100 attendees will also occur on site during the event.

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?

Generally past bull sales have drawn 1000 or more out of area visitors to Fallon.

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

Our room night expectations would be around 500.

- (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 publications we advertise with will reach between 150000 and 200000 people.

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

While it is impossible to encounter every person attending this event 850 to 1000 wouldn't be Unreasonable.

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

We are soliciting as much local involvement as possible. The local FFA chapter will be helping with the sale with a 500.00 scholarship being provided to them. Local catering will be used for meals and the stock dog trial and ranch branding will be an additional draw. 850 to 1000 people would be our expectation.

(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 best estimates we can provide for an economic benefit to the community outside our event include visitor expenditures for lodging, food, fuel, entertainment, supplies, personal necessities, and “sundries” are approximately 50,000.00

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

The Great Basin Bull Sale began advertising in November in various trade publications and by contacting all the previous consignors of the Fallon all Breeds Bull Sale and the Bulls for the 21st Century Sale. A direct mailing to all previous buyers from both sales will go out in January. In addition, we will be spending 25000.00 in advertising in various trade publications starting in November until the event in February. Stories and articles about the sale will also be featured in the Sage signals and Progressive Rancher which are distributed to all Nevada Cattlemen’s Association members. Publicity includes follow up sale reports and summaries are also published in various trade and breed association publications.

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.:

As with past Fallon All Breed Bull Sales, the Great Basin Bull Sale will survey attendees at the sale and other events. Information will also be obtained from consignors at check in and from buyers at check out. This will be used to supplement information gathered during the event.

Signature of Applicant/Grantee

Date

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



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

DATE SUBMITTED: 01/05/24
AGENDA DATE: 01/16/24
TO: CFCTA Board Members
FROM: Jane Moon, Director of Tourism & Special Events
AGENDA ITEM TITLE: Consideration of a grant application by the Lahontan Valley Claybreakers for the 2024 Lahontan Valley Claybreakers Youth Trap Shooting Season.
(For possible action.)
Grant amount requested by applicant: \$3,000
Grant amount recommended by staff: \$3,000

TYPE OF ACTION REQUESTED:
 Formal Action/Motion
 Discussion Only
 Progress Report
 Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$3,000 to the Lahontan Valley Claybreakers for the 2024 Lahontan Valley Claybreakers Trap Shooting Season, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Lahontan Valley Claybreakers came into existence to promote gun safety and the sport of Trap Shooting to Fallon’s youth in 2006. The club participates in shoots in Fallon and throughout Nevada where they promote Fallon by wearing branded gear (hats and T-shirts). Fallon can expect over 150 youth shooters (along with their parents) for the California Youth Shooting Sports Association Trap Shoot. 20-30 hotel/motel room nights are estimated to accommodate participants and their families when visiting Fallon for shoots.

FISCAL IMPACT: \$3,000
FUNDING SOURCE: City of Fallon Tourism
PREPARED BY: Jane Moon
TO BE PRESENTED TO BOARD BY: Jane Moon

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) **Lahontan Valley Claybreakers**
Chief Executive Officer: Wayne Whitten
Mailing address P.O. Box 6042
City Fallon State NV Zip 89407
Phone Number: 775 427-6827 Email: whittenp@cccomm.net
2. How long organized (or in business) 18 years Tax I.D. # 80-0157393
3. Purpose of Organization Promote Organized Youth Trap shooting in Fallon & Churchill Co.
4. Total Annual Budget \$ \$23,000.00
5. Project Director Wayne Whitten Phone Number: 775-423-6827
Mailing address: P.O. Box 6042
City Fallon State NV Zip 89407 Email: whittenp@cccomm.net
6. **Project Title** 2024 Lahontan Valley Claybreakers Youth Trap Shooting Season
7. **Actual Date of Event** March 2024 through October 2024
8. Location of project Fallon Trap Club, 2007 Airport Road, Fallon, NV 89406
9. Funds requested from FCTA: \$ \$3,000.00
10. Total cost of project: \$ \$23,000.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:

This year the State Youth Shooting competition (NYSSA) is **tentatively** set for Las Vegas in June with shooters coming from as far as Carson City, Fallon and Yerington. We anticipate all our shooters attending this year proudly wearing their hats and T- Shirts with City of Fallon Logo's displayed. Also the Claybreakers will be hosting a California Youth Shooting Sports Association (CYSSA) shoot in April with shooters traveling from Central and Northern California. Because of the length of travel for the shooters and their families, we anticipate some families arriving on Friday night to shoot on Saturday. Our shooters will be attending CYSSA shoots this year in Central and Northern California proudly wearing their hats and T- Shirts with City of Fallon Logo's displayed and hanging our banners for display. The Claybreakers are also planning on sponsoring a NRA Coaches Certification Class that is offered in the Western States.

PROJECT BUDGET

Item 7.

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

Clothing, T-Shirts, hats with Visit Fallon Logo	\$3,000.00
Website updates and changes	\$170.00
NRA Coaches Clinic, 2 day clinic advertised State wide	\$1,500.00
Advertising NYSSA State Youth Shoot program, Fallon NV	\$100.00
Advertising Nevada State PITA Shoot, Fallon NV	\$100.00
Ammunition	\$12,000.00
Safety equipment and shooting bags	\$1,000.00
Target fees at Fallon Trap Club	\$4,500.00
Pacific International Trap Shooting Association fees	\$400.00
Registration to Pacific International Trapshooting Association (42 members)	\$525.00

PROJECT BUDGET

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

Registration	\$9,000.00
Fund raisers	\$4,000.00
Churchill County Commissioners	\$3,000.00

PROJECT BUDGET

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

Website updates and changes	\$170.00
Club awards for Lahontan Valley Claybreakers and NYSSA State Shoot	\$700.00
NRA Coaches Clinic, 2 day clinic advertised State wide	\$1,500.00
Advertising NYSSA State Youth Shoot program, Fallon	\$100.00
Advertising Nevada State PITA Shoot, Fallon, NV	\$100.00
Hat, T-Shirts with Visit Fallon logo	\$3,000.00

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

The Claybreakers will continue to hold shooting events that encourage participation from inside the State of Nevada and neighboring states. The Lahontan Valley Claybreakers would like to continue to be able to teach gun safety and provide life skills for the youth of Fallon and Churchill County. This is a sport that will continue on in their adult lives. At all shooting events they attend, they will be wearing their T-Shirts and Hats and banners will be displayed.

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

When events are held at the Fallon Trap Club, such as The California Youth Shooting Sports Association (CYSSA), over 150 shooters and their parents travel to Fallon to shoot and we anticipate some to spend the night. At this time, there is a shoot scheduled for this year in April. Shoots are held on Saturdays so they will be booking rooms, eating and buying gas in Fallon. We anticipate 100 shooters to attend from the State of Nevada.

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?

The possibility of over 100 youth and their parents will be attending youth shoots.

- (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 20 to 30 rooms for one night may be reserved for the shoots.

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

Over 200 youth and their parents will be exposed to these events due to websites and Facebook postings promoting the events at the Fallon Trap Club.

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

Because of the continuing pandemic, some youth clubs decided not to participate so attendance was down. 25 families and shooters from out of town attended and spent the night.

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

We have over 40 youth shooters with their parents, grandparents and sibling that will attend to watch our youth shooters.

- (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 will stay in local rooms and eat at our restaurants. They will also purchase gasoline to return home.

19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing and publicity and any proposed media schedules: Item 7.

The Lahontan Valley Claybreakers has new website that advertises all upcoming shoots www.claybreakers.com. CYSSA has a website and Facebook page that shows the youth shoots in Fallon. Reader boards in the Fallon area will display the shoots and a banner welcoming trap shooters to Fallon will be hung across Williams Avenue. Shoots will also be listed on the Community Calendar for Churchill County Chamber of Commerce and the Fallon Tourism and Visitors Authority and local online newspapers. Articles will be presented to the new local newspaper "Fallon Post" that is read online and in hard copy. When our shooters and coaches attend out of town events, they will be wearing their clothing with City of Fallon Logo displayed. A banner is also put on a pop up shelter at shoots that Claybreakers attend out of town advertising City of Fallon. This year the Claybreakers will be encouraged to attend PITA Shoots in nearby cities and out of state wearing their club t-shirts and hats.

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.:

A survey will be developed and handed out, collected and the results turned into the Tourism.

Signature of Applicant/Grantee

Date

Wayne Whitten

1/4/2024

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.

Lahontan Valley Claybreakers
P.O. Box 6042
Fallon, NV 89407



January 4, 2024

Community Support Application

The 2023 trapshooting season for the Lahontan Valley Claybreakers was deemed to be a huge success. Many of the shooters won or placed in the Nevada PITA State Shoot in May in Fallon, Nevada and the Nevada Youth Shooting Sports Association (NYSSA) State Shoot held in Fallon in June. As coaches and parents we are very proud of their accomplishments and believe this year will be bigger and better.

Thank you for your support the past years for the Lahontan Valley Claybreakers (LVCB). We would like the opportunity to apply for support again this year. Any money that might be raised through your program would help to defray expenses and to provide supplies to the youth shooters.

The Lahontan Valley Claybreakers have been actively fundraising to become more self-supporting but still needs financial support to purchase supplies for the program.

The Lahontan Valley Claybreakers continue to provide a safe and positive experience with firearms and shooting sports, elementary through college. They are taught firearms safety, responsibility, teamwork and sportsmanship. We are proud that many of our shooters have participated in our program from Rookie, 4th grade, to Alumni, age 18 years of age.

The trained and supportive volunteer adult coaches provide instruction and encourage good sportsmanship and personal responsibility through completion while establishing the foundation to make shooting a lifelong sport.

One of our success stories is a young shooter who is participating in his third year and we are so proud of him. He was abused and lost the hearing in his left ear and believed that he couldn't do anything because he couldn't hear. His grandmother is raising him now and she contacted us to see if he could participate and he is one of our best shooters. He is always volunteering to help us set up and take down at our practices and gets along with both youth and adults.

As you can see from our financial statement and tentative budget for 2024 we run a very tight ship with our money. If you have any questions, I can be reached at 775 427-6827.

Pat Whitten,
 Board Member
 Lahontan Valley Claybreakers





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

DATE SUBMITTED: 01/05/24
AGENDA DATE: 01/16/24
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 2024 Fastest Gun Alive – World Championship of Cowboy Fast Draw event. **(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
<input type="checkbox"/> 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 2024 Fastest Gun Alive – World Championship of Cowboy Fast Draw, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Cowboy Fast Draw Association continues to build the Fastest Gun Alive – World Championship of Cowboy Fast Draw as its signature event on both the national and international levels, while emphasizing responsible, safe and proper use of firearms and family values. It is estimated that there will be over 300 week-long participants (plus, families, spectators and vendors) – a record number of attendance was set in 2023. The group predicts 1,500+ people to travel to Fallon outside a 60-mile radius; possibly generating 1,300 hotel/motel room nights over the week of events.

FISCAL IMPACT: \$14,500
FUNDING SOURCE: City of Fallon Tourism
PREPARED BY: Jane Moon
TO BE PRESENTED TO BOARD BY: Jane Moon

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

2024 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.

Nevada/California, but also nationally. We also stress the importance of responsible and the safe and proper use of firearms, and family values. Our 2023 FGA was covered by the Outdoor Channel's Shooting USA and it schedule to air multiple times in early 2024, plus on their online assets. Past shows have millions 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	\$7,400
Backstop Construction & Material	\$2,800
Range Material Expenses	\$1,700
Fairground Facilities & Electricity	\$8,300
Wax Ammunition (40,000 Rounds)	\$8,250
Volunteer Staff Expenses	\$2,750
Range, Setup, Tear Down, Clean-up	\$3,500
Office Supplies, Phone, etc.	\$1,250
Advertising	\$2,300
Posters, Banners, and Signs	\$1,750
Vendor Security	<u>\$700</u>
TOTAL EXPENSES	\$74,550

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

5% CONTINGENCY & MISC. FUND BALANCE **\$3,255**

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: To Keep building the Cowboy Fast Draw Association, now up to Membership #7,300, it was #1,100 when we brought FGA to Fallon from Deadwood, SD in 2008. Our Long-Term Goal for this event is to build it to 400 registered competitors traveling to Fallon.
Short Term: Now that the worst of COVID-19 is over, we set another record attendance last year, 2023, with just under 300 shooters! We will always continue to try to build a strong and positive image for our sport and with the Fallon Community.

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

For the past few years we have attracted about 300 week-long participants. Our shooters travel from all corners of the U.S., Canada, and Europe. Having our 2022 & 23 FGA in the new 3C Arena has resonated very well with our membership. We may finally exceed our medium range goal of over 300 Registered Shooters as well as accompanying family and vendors.

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?

700+, between 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 1,300 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, the 2023 show on the Outdoor Channel' Shooting USA has a television audience of about 2 million, plus the reruns are distributed to YouTube with hundreds 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?

Around 1,500 day trippers from the Northern Nevada/California market over the 4 main days of the event.

(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)?

1300 Room Nights x \$320 (\$416,000) + 1500 day trippers x \$50 (75,000) = \$491,000

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

I think booking interviews the prior week with local media (TV, Radio, and Newspapers) is important. The week of the event we try to attract the Morning TV Shows on Thursday. Last year Channel 8 stopped by on Saturday and Channel 4 hosted me in an interview on their morning News show.

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

December 21, 2023

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: 01/05/24
AGENDA DATE: 01/16/24
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 2023/2024. **(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	Progress Report
<input type="checkbox"/> Discussion Only	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 2023/2024, 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 Concert Series, Art Bars, Lariat Nights, Ales for Arts, and the Green Goddess Farmers Markets have become increasingly popular events for visitors to Fallon. Since these events are held at night, the likelihood of overnight stays in Fallon are increased for those visiting outside a 60-mile radius. Over 1,600 people are projected to attend over the course of the season from outside of Fallon, along with at least 600 room nights rented.

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)
 Chief Executive Officer:
 Mailing address
 City State Zip
 Phone Number: Email:
- 2. How long organized (or in business) Tax I.D. #
- 3. Purpose of Organization
- 4. Total Annual Budget \$
- 5. Project Director Phone Number:
 Mailing address:
 City State Zip Email:
- 6. **Project Title**
- 7. **Actual Date of Event**
- 8. Location of project
- 9. Funds requested from FCTA: \$
- 10. Total cost of project: \$
- 11. Will the Convention Center be used? When?
- 12. Summarize the objectives of this project:

We 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 2024. Our ongoing methods include direct mail, print advertising, radio ads, website enhancement and via social media (Facebook & 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 Barkley Theatre were open for the Green Goddess Markets, 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 a particular artist and/or group. In doing so, we wanted to recommence 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*, *doublescoop.art* and various other websites. Also, the Oats Park Art Center was named Hidden Treasure of the Year by the Nevada Travel Network.

PROJECT BUDGET

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

Artists/Fees		36,400
	Performing arts events (30,000)	
	Visual art exhibitions (2,000)	
	Literary readings (3,500)	
	Films licensing (900)	
Tech/Production		9,500
	Performing arts (6,000)	
	Visual arts framing/installation/shipping (2,500)	
	Literary reading (500)	
	Films (500)	
Travel		8,000
	Performing artists travel/lodging (5,000)	
	Visual artists travel/lodging (1,500)	
	Literary artists travel/lodging (1,500)	
Marketing/Publicity		28,600
	Direct mail/print advertising/postage (5,000)	
	Email notifications/updates (5,100)	
	Newsletter printing (1,000)	
	Posters/fliers printing (1,000)	
	Publicity/program/outreach (6,000)	
	Season brochure printing (2,500)	
	Visual arts announcement production (3,000)	
	Website updates (5,000)	
Other Expenses		10,500
	Meet-the-artists receptions (1,500)	
	Event expense/hospitality (6,000)	
	Office/copying/phone/fax/print (3,000)	
TOTAL		\$93,000

PROJECT BUDGET

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

Facility Use Fees	28,000
Ticket/Artwork Sales	9,000
The Depot Casino-Restaurant	2,500
Anticipated Grant & Donation Revenues	38,500
Fallon Convention & Tourism Authority (Amount of this request)	15,000
TOTAL	\$93,000

PROJECT BUDGET

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

Marketing/Publicity	\$15,000
Email notifications/updates (3,500)	
Printing: Newsletter, postcards, visual arts announcements (6,500)	
Website updates, social media posts/ads (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 where 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 Covid pandemic, our audiences had steadily increased since the theatre opened to 75-100% of house with several sell outs. We received the Governor’s 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 Oats 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 to subsequent performances or other events, often “making a weekend of it.” The artists we have chosen for this 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 that we consistently draw audience members from northern Nevada, northern California and beyond including Fernley, Elko, Winnemucca, Reno, Tahoe, Bishop, Sacramento, the San Francisco Bay Area, Los Angeles, Salt Lake City, Oregon, Santa Fe and elsewhere.

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, two Green Goddess Markets and Ales for Arts fundraiser 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 to 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 audiences will be from out-of-town. The visual artists chosen are widely known and respected throughout the western United States, and their shows/receptions/talks provide additional intellectually stimulating events which attract out-of-towners and local art 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 and 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. Events are also listed on our website and other media, including Facebook, *Nevada Magazine*, *American Towns*, via the Nevada Arts Council's 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 outdoor concerts have attracted 2,000+ attendees, 300-350 at performing arts events, 400-500 at open houses/Art Bars/Ales for Arts and 200 at each visual art talk/reception and 50 at each film/literary arts events. We anticipate that because the Green Goddess Markets are – in large part – outdoors, there will be in excess of 2,000 attendees for each of the two.

(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)?

At least 600 rooms 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+ (direct mail, 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 previous to the Covid pandemic. Our 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 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 that, 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 the artists appearing here. We were pleased to present both in-the-park concerts, we extended viewing times of the visual arts shows and offered private tours.

(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 and 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 who decide to make a night of it.

Event related spending by audience members averages a minimum of \$23.21 per person per event (info provided by American for the Arts). Based on the projected attendance at the Green Goddess Markets, 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 consistent return attendance.

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

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

We anticipate producing ads (direct mail, print and electronic) for each performing arts event, a direct mail postcard for each visual art exhibition, a large bulk mailing of a season brochure which lists all programs, listing and updating activities and details on our website, sending multiple “reminders” via email and social media. The last three items resulted in the most notable increase in out-of-town attendance in previous years. News of our events as well as advertisements for private tours are regularly broadcast on local radio. PSAs and press releases are also made available to appropriate print, electronic and broadcast media outlets in northern Nevada, Reno, Carson, Tahoe and Sacramento. Events are also regularly featured on other organizations’ websites and Facebook posts such as the City of Fallon, Fallon Chamber of Commerce and Churchill County. FCTA support of our activities will be acknowledged in all broadcast, print and other media advertising as well as on our program materials and website.

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 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 engaged in other activities; (4) whether they enjoyed 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 lists. 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.

2023-24 SEASON EVENTS CALENDAR

PERFORMING ARTS:

—Blair Crimmins and the Hookers – August 19, 2023 - Free In-the-Park Concert

Blair Crimmins began his current music career in Atlanta, Georgia, with a drive to bring Ragtime and 1920's style Dixieland Jazz to new audiences. While playing small rock clubs around the Southeast he developed a sound that is at once modern while being deeply rooted in the past. He has toured the U.S and Italy playing festivals and has opened for acts such as Preservation Hall Jazz Band and Old Crow Medicine show. A multi-instrumentalist on guitar, banjo and piano, Crimmins writes songs and arrangements for a classic New Orleans style horn section consisting of trumpet, clarinet and trombone. His debut release "The Musical Stylings Of" became a college radio sensation on WRAS Atlanta making him the most requested band on the air. In 2012 Crimmins showed his musical diversity by writing and recording the full score for the independent short film "Old Man Cabbage." The following year, Crimmins was the critics pick for Best Song Writer of 2013 in Creative Loafing's Best of ATL issue. His next album entitled Sing-a-longs! earned him a nomination at The Georgia Music Awards for Best Jazz Artist. After years of relentless touring the country and abroad Blair Crimmins released his 4th album of original ragtime music You Gotta Sell Something (2017), as well as a children's album All Aboard (2019) and a 5th full length record featuring swinging covers of his favorite artists ranging from Louis Armstrong to David Bowie entitled "Okay Boom!" in 2021.

—Taylor Rae – October 14, 2023

Singer/songwriter Taylor Rae walks through life projecting a calm self-awareness. And, while there is an aura of purposeful intent in every stride she takes, every note she sings and every chord she plays, there is also a sense of natural ease in every action. This is some still water – and it runs deep. It all began in California with Taylor Rae Vencill's birth in Santa Cruz. Raised in nearby Ben Lomond, her eclectic musical journey initially took her from the Central Coast to Los Angeles. Taylor played legendary venues Moe's Alley, Kuumbwa Jazz, the Catalyst and Hotel Cafe, and earned spots at popular area festivals, including DIO Fest (Boulder Creek) and Redwood Mountain Faire (Felton). In 2017, Taylor won Santa Cruz NEXTies Musician of the Year Award and the next year she struck out for Texas, landing in the musical wonderland of

Austin. Since then, she has shared the stage with a variety of artists including Brandy Clark, The Stone Foxes, Kristian Bush and Reggae musician Mike Love.

—**Pixie and the Partygrass Boys** – November 18, 2023

Hailed as “The hottest band in the Wasatch” by the Intermountain Acoustic Music Association, Pixie and the Party Grass Boys create a uniquely American sound that can turn the room into a ruckus, but offers a full variety of other dynamics as well- approaching bluegrass/folk with a classical and jazz background while incorporating elements of Broadway, Pop-Punk, and an unabashed love for having a damn good time. The band has been touring while steadily gaining a fanbase nationwide and playing festivals including: High Sierra Music Festival, Delfest, Peach- fest, Jamcruise, and Winter Wondergrass, in addition to sharing the stage with artist such as Lake Street Dive, Billy Strings, Grace Potter, Yonder Mountain String Band, the Infamous Stringdusters, and the Brothers Comatose.

“Pixie & the Partygrass Boys buoyed by charisma, onstage joy and effervescence and a bluegrass prowess, painted smiles on lots of faces during their three performances, including an off-the-hook collaborative set.” Hangtown Music Festival Review

—**Robin Spielberg** – February 17, 2024

A long time elite member of the prestigious Steinway Artist Roster, Robin Spielberg has 1/2 billion streams of her music across the globe. Robin’s newest album (her 24th studio recording) is “Downtown.” Recent releases, “Love Story” and “On the Edge of a Dream” charted on Billboard’s classical crossover and new age charts. With the experience and numerous accolades to prove it, Spielberg is hailed as one of America’s most popular contemporary female pianists/composers. Whether playing music that embraces the transitions of the seasons, celebrating the thrill of romance, or familiar holiday songs, Robin Spielberg’s concerts intertwine accomplished musical performance with humor and stories that inspire. As an artist with a multifaceted and successful career, Spielberg has performed in such prestigious environments as: Carnegie Hall, the Seoul Arts Center, Mao Livehouse in Shanghai, on CBS Saturday Morning, PBS, LifeTime Live, and NPR. Her performances often include lively and humorous excerpts from her award-winning memoir, *Naked on the Bench: My Adventures in Pianoland*. As a Celebrity Artist Spokesperson for the national American Music Therapy Association, Robin Spielberg offers engaging talks, workshops and community outreach programs on the transformative power of music on healing as featured on her TEDx Talk. Spielberg’s impact extends beyond the stage as she continues to lead focused master classes, engaging workshops and multifaceted residencies in communities across the country.

—**The Life and Times of A. Einstein** – March 9, 2024

This delightful comedy, originally performed at The Mark Taper Forum, presents a unique glimpse of a day in the life of the great scientist as seen through the eyes of his secretary, Ellen. The scene is Princeton, New Jersey, 1934. It is Einstein’s birthday, and a group of journalists (played by you, the audience) has gathered in his living room to interview him at his home as he turns 55. As usual, Einstein is late and his devoted secretary, Ellen, stalls by fielding questions, placating and humoring the reporters, explaining his theories, all the while attempting to keep the chaotic household running smoothly. Kres Mersky is a Los Angeles based actor and playwright known for her highly acclaimed one-person shows. Mersky has performed extensively

throughout California, the West Coast and Canada. Her full-length plays, one-acts, and monologues have played to audiences in New York and Los Angeles, as well as up and down the West Coast in theaters, universities, libraries and performing arts centers.

Paul Gertson, director, has been a successful theater and commercial director in Los Angeles as well as an advertising photographer for the past 30 years. He has directed and toured with Mersky as she performed all of her shows. Presently, they are working together to present Nuts n Chews and Bip Three Times for theatrical presentation. Both are compilations of short one-acts and monologues written by Mersky.

—**DeVotchKa** – March 30, 2024

A cross-pollination of numerous influences, including cabaret, spaghetti Westerns, norteño, punk, and the immigrant dance music of Eastern Europe, Colorado-based quartet DeVotchKa, formed in Denver by multi-instrumentalists Nick Urata (vocals, guitar, trumpet), Tom Hagerman (violin, accordion), Jeanie Schroder (sousaphone, bass) and percussionist Shawn King, emerged as unlikely indie heroes in the mid-2000s infusing modern indie music with a global flavor. They found widespread success in 2006 with their Grammy-nominated soundtrack to the hit indie film Little Miss Sunshine. Signing with revered indie label, Anti-, the band delivered A Mad and Faithful Telling in early 2008, reaching the number nine slot on the Billboard Heat-seekers chart. A lengthy world tour followed, including stops at major festivals like Bonnaroo, Lollapalooza, and Bumbershoot. Over the next several years, Urata became increasingly involved in his own film composition career, scoring movies like Crazy Stupid Love, Whiskey Tango Foxtrot, Paddington, and the Netflix series A Series of Unfortunate Events. Meanwhile, the band regrouped for a lengthy recording session, eventually returning in 2018 with their sixth album, This Night Falls Forever, this time via Concord Records.

—**William Elliott Whitmore** - June 15, 2024 – Free In-the-Park Concert

A man armed only with a banjo and a bass drum can be a formidable force, especially if his name is William Elliott Whitmore. With his powerful voice and honest approach, Whitmore comes from the land, growing up on a family farm in Lee County, Iowa. Still living on the same farm today, Whitmore has truly taken the time to discover where his center lies, and from that he will not be moved. Whitmore has repeatedly carved his own path, honoring the longstanding tradition of folk music throughout his nearly 20 year career, while always allowing his blues, soul and punk rock influences to shine through. Getting his first break opening for his friend's hardcore band with just a banjo in hand, he would discover bands like The Jesus Lizard, Bad Brains, Lungfish and Minutemen and soon learn to play his own brand of rural, roots music with that same DIY ethic. William Elliott Whitmore has been back and forth across the United States and to cities around the world. He's toured with such diverse acts as Frank Turner, Trampled By Turtles, Clutch and Chris Cornell to name a few. He's appeared on some of the biggest stages around the world including Stagecoach Fest, Byron Bluesfest (Australia) and End of the Road Fest (UK). His willingness to take his show to any playing field has proved invaluable as he turned strangers to diehards with every performance.

VISUAL ARTS:

Gig Depio - August 17-November 4, 2023

» Artist Talk & Reception - November 4, 2023

Home Means Nevada & Geographical Divides August 17 - October 16, 2023

» Curator Talk, Workshop & Reception: September 30, 2023

11th Lahontan Valley Fine Arts Invitational

December 2, 2023 - February 24, 2024

» Reception: December 2, 2023

Peter Goin – March 8 - June 22, 2024

» Artist Talk & Reception: May 11th, 2024

LITERARY ARTS:

Lindsay Wilson – October 13, 2023 Vogue Robinson – April 26 & 27, 2024

FILM ARTS:

Fall Film Series - Noir Classics

- » The Thin Man, November 3, 2023
- » Chinatown, November 10, 2023
- » The Maltese Falcon, November 17, 2023

Spring Film Series - 3 from the Coen Brothers

- » The Big Lebowski, April 5, 2024
- » The Hudsucker Proxy, April 12, 2024
- » O Brother, Where Art Thou? April 19, 2024

SPECIAL EVENTS:

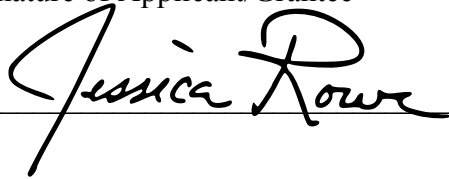
Green Goddess Autumn Harvest - October 1, 2023

Ales for Arts - October 21, 2023

Holiday Art Bar - December 2, 2023

Green Goddess Seedling Sale - May 5, 2024

Signature of Applicant/Grantee



Date

12/28/23

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: 01/05/24
 AGENDA DATE: 01/16/24
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by CrossFit Powerstroke for the 2024 Powerstroke Partner Throwdown. **(For possible action.)**
 Grant amount requested by applicant: \$20,000
 Grant amount recommended by staff: \$20,000

TYPE OF ACTION REQUESTED:

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

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$20,000 to CrossFit Powerstroke for the 2024 Powerstroke Partner Throwdown, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: CrossFit Powerstroke strives to bring a world-class fitness experience and event to everyday people, strongly believing in the positive impacts of a healthy lifestyle. This is the second grant Sean Sweeney has applied for for this event. His short-term goal is to again bring athletes to Fallon from Northern California, Southern Oregon, Utah, and Northern Nevada. While his long-term goal is to make the Powerstroke Partner Throwdown the premier community based fitness event in the West Coast. It is predicted that over 200 competitors and 500 spectators will attend this event this year, with 500 people arriving from outside a 60-mile radius. A total of 300 hotel/motel room nights for this three-day event is expected.

FISCAL IMPACT: \$20,000

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) **CrossFit Powerstroke**
 Chief Executive Officer: **Sean Sweeney**
 Mailing address **6372 Westwind Way**
 City **Fallon** State **NV** Zip **89406**
 Phone Number: **7756908743** Email: **crossfitpowerstroke@gmail.co**
2. How long organized (or in business) **9 years** Tax I.D. # **47-2475747**
3. Purpose of Organization **Fitness**
4. Total Annual Budget \$ **180,000**
5. Project D: **Powerstroke Partner Throwdown** Phone Number: **7756908743**
 Mailing address: **6372 Westwind Way**
 City **Fallon** State **NV** Zip **89406** Email: **crossfitpowerstroke@gmail.c**
6. **Project Title Powerstroke Partner Throwdown**
7. **Actual Date of Event April 12,13,14, 2024**
8. Location of project **Rafter 3C Arena**
9. Funds requested from FCTA: \$ **20,000**
10. Total cost of project: \$ **104,500**
11. Will the Convention Center be used? **Yes** When? **4/12-4/14**
12. Summarize the objectives of this project:

Our objectives with the 2024 Powerstroke Partner Throwdown are to build on our reach and attendance from last year's competition. Our competition is the first of its kind that truly celebrates our everyday people that do fitness to be healthy and capable - not just elite level athletes. Each year we have out performed the previous year - and this year is no different!

We are projecting over 200 competitors and 500+ spectators in attendance this year. Our mission is to positively affect every single person that comes to our competition by showing them how much fun it can be pursuing better fitness and health, and that every single one of us is capable of amazing things when we put our minds to it.

PROJECT BUDGET

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

Event T-shirts - \$5,000
Athlete Dinner - \$6,000
Laser Engraved Team Signs - \$15,000
Announcer - \$2,500
DJ / Audio system - \$2,500
Equipment for comp - IE barbells, weights, machines, \$22,000
Rig Rental - \$2,500
Flooring Rental - \$2,500
Arena Rental - \$2,500
Event Supplies / support equip - \$5,000
Photography / videography - \$7,500
Competitor / Volunteer swag bags - \$31,500

PROJECT BUDGET

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

Registration - \$50,000
Grant money - \$20,000
Sponsor Funding - \$40,000

PROJECT BUDGET

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

Photography / videography - \$7,500

Laser Engraved Team Signs - \$15,000

Event T-shirts - \$5,000

Swag Bags for athletes / volunteers - \$31,500

**** all items purchased with grant money will be branded with Visit Fallon, and will be marketable for our area. The above items add up to more cost than we are asking for from the grant - we will be covering the remainder of cost from our other revenue streams.

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

Long Term - to become the Premier community based Fitness Event on the West Coast.

Short Term - to exceed our attendance and reach from last year's competition.

- 17.

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

750 total attendees from all over Northern Nevada, Northern California, Utah, and Idaho

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

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

500

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

300

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

50,000+

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

350

(e) How many locals will attend your event?

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)?

\$93,750

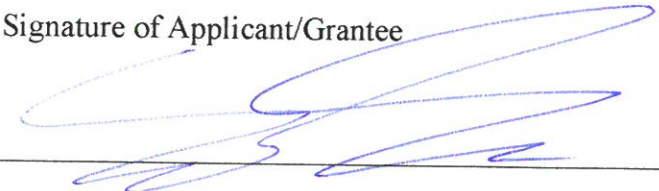
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

We will be using our media team to advertise on our social media platforms which have over 55,000 followers and subscribers as well as doing in person out reach to gyms in the targeted area of Northern Nevada, California, Idaho, and Utah.

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

We will be issuing a survey collecting that data at the event as well as asking for feedback on suggestions of anything we can do to better our event and overall experience from an attendees perspective.

Signature of Applicant/Grantee



Date

12/27/2023



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

DATE SUBMITTED: 01/05/24
 AGENDA DATE: 01/16/24
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Board & Staff Reports (**For discussion only**)

TYPE OF ACTION REQUESTED:

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

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

City of Fallon
Year Over Year Room Rents & Room Tax
2020 - 2023

2023*				
Month	Lic. # Rooms	Taxable Rented	Taxable Rents	Avg Rate
January	15,469	7,756	\$ 769,840.27	\$ 99.26
February	13,972	8,079	\$ 801,716.52	\$ 99.23
March	15,469	8,762	\$ 914,591.81	\$ 104.38
April	14,970	10,033	\$ 1,087,963.53	\$ 108.44
May	15,469	9,775	\$ 1,091,372.47	\$ 111.65
June	14,970	10,009	\$ 1,154,640.55	\$ 115.36
July	15,469	8,865	\$ 1,010,514.74	\$ 113.99
August	15,469	9,594	\$ 1,113,003.24	\$ 116.01
September	14,970	9,240	\$ 1,046,629.00	\$ 113.27
October	15,469	10,073	\$ 1,128,555.04	\$ 112.04
November	14,970	6,224	\$ 692,190.49	\$ 111.21
December				
Total	166,666	98,410	\$ 10,811,017.66	\$ 109.86

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

2021				
Month	Lic. # Rooms	Gross Rented	Taxable Rents	Avg Rate
January	15,531	4,965	\$ 371,435.59	\$ 74.81
February	14,028	6,210	\$ 483,798.63	\$ 77.91
March	15,531	7,680	\$ 581,713.43	\$ 75.74
April	15,030	11,776	\$ 1,005,693.02	\$ 85.40
May	15,531	11,532	\$ 1,031,699.16	\$ 89.46
June	15,030	11,422	\$ 1,048,852.16	\$ 91.83
July	15,531	12,773	\$ 1,221,186.28	\$ 95.61
August	15,531	11,886	\$ 1,131,218.29	\$ 95.17
September	15,030	11,880	\$ 1,161,815.10	\$ 97.80
October	15,531	11,285	\$ 1,101,222.15	\$ 97.58
November	15,030	8,084	\$ 728,050.87	\$ 90.06
December	15,531	6,004	\$ 468,222.75	\$ 77.99
Total	182,865	115,497	\$ 10,334,907.43	\$ 89.48

2020				
Month	Lic. # Rooms	Gross Rented	Taxable Rents	Avg Rate
January	15,531	5,029	\$ 390,518.96	\$ 77.65
February	14,529	7,620	\$ 624,505.00	\$ 81.96
March	15,531	7,383	\$ 627,667.51	\$ 85.02
April	15,030	3,409	\$ 247,937.50	\$ 72.73
May	15,531	5,306	\$ 381,386.59	\$ 71.88
June	15,030	6,987	\$ 522,055.24	\$ 74.72
July	15,531	7,734	\$ 611,158.39	\$ 79.02
August	15,531	9,159	\$ 732,888.40	\$ 80.02
September	15,030	8,675	\$ 688,928.61	\$ 79.42
October	15,531	10,120	\$ 843,872.47	\$ 83.39
November	15,030	8,400	\$ 690,121.62	\$ 82.16
December	15,531	5,514	\$ 375,626.28	\$ 68.12
Total	183,366	85,336	\$ 6,736,666.57	\$ 78.94

Note:

- Report excludes properties with no taxable activity.

* 2023 and 2022 rented rooms and rental revenues are reported 'net taxable'. Reported amounts are after deductions for nontaxable activity, such as 28 day or greater stays. 2021 and 2020 rooms are reported gross and include nontaxable activity, however, rental revenues are reported net taxable.