



## AGENDA

# CITY OF FALLON - CONVENTION AND TOURISM AUTHORITY MEETING

55 West Williams Avenue Fallon, NV

April 14, 2026 at 3:00 PM

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The City of Fallon – Convention and Tourism Authority will meet in a special meeting on April 14, 2026 at 3:00 p.m. in the City Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

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

1. Pledge of Allegiance to the Flag

2. Certification of Compliance with Posting Requirements

3. Public Comments

General in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken. **(For discussion only)**

4. Consideration of a grant application by the de Golyer Bucking Horse & Bull Bash for the 2026 de Golyer Bucking Horse & Bull Bash. **(For possible action.)**

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

5. Consideration of a grant application by the Churchill Arts Center for the Oats Park Arts Center: Core Programs 2026/2027. **(For possible action.)**

Grant amount requested by applicant: \$15,000

Grant amount recommended by staff: \$15,000

- 6.** Consideration of a grant application by the Pacific Coast Cutting Horse Association for the 2026 Road To Fallon event. **(For possible action.)**  
Grant amount requested by applicant: \$5,000  
Grant amount recommended by staff: \$5,000
- 7.** Consideration of a grant application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip Drag Racing Season. **(For possible action.)**  
Grant amount requested by applicant: \$10,000  
Grant amount recommended by staff: \$10,000
- 8.** Consideration of a grant application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip – Fallon 660 Big Dollar Event 3K. **(For possible action.)**  
Grant amount requested by applicant: \$5,000  
Grant amount recommended by staff: \$5,000

Public Comments **(For discussion only)**

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

This agenda has been posted on or before 9:00 a.m. on April 9, 2026 at City Hall, City’s website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>).

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

/s/ Elsie Lee

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



# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 04/08/2026  
 AGENDA DATE: 04/14/2026  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by the de Golyer Bucking Horse & Bull Bash for the 2026 de Golyer Bucking Horse & Bull Bash. **(For possible action.)**

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

TYPE OF ACTION REQUESTED:

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

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to the de Golyer Bucking Horse & Bull Bash for the 2026 Bucking Horse & Bull Bash, subject to availability of funds, FCTA policy, and standard grant terms and agreements.

DISCUSSION: The objective of the de Golyer Bucking Horse & Bull Bash for the 2026 Bucking Horse & Bull Bash is to continue to create a fun, affordable outing for families and to continue the sport of rodeo in Fallon, Nevada. The de Golyers are hoping to fill the stands with 3,250 attendees. In 2025 an estimated 2,000 people came to Fallon from outside a 60-mile radius. They expect people to arrive the night before their 12<sup>th</sup> annual rodeo to stay in Fallon for a live concert. An estimate of total room nights was not provided in the grant application.

FISCAL IMPACT: \$10,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

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

- 1. Name of Organization (or Company) de Golyer Bucking Horse and Bull Bash  
 Chief Executive Officer: Cody and Kristina de Golyer  
 Mailing address 4188 Hiskett Lane  
 City Fallon State Nevada Zip 89406  
 Phone Number: 775/427/9730 Email: degolyerbullbash@yahoo.com
- 2. How long organized (or in business) 12 years Tax I.D. # 530591544
- 3. Purpose of Organization keeping the sport of rodeo alive in our community through our future generations
- 4. Total Annual Budget \$ 30,000.00
- 5. Project Director Cody and Kristina de Golyer Phone Number: 775/427/9730  
 Mailing address: 4188 Hiskett Lane  
 City Fallon State Nevada Zip 89406 Email: degolyerbullbash@yahoo.com
- 6. **Project Title** de Golyer Bucking Horse and Bull Bash
- 7. **Actual Date of Event** Friday June 26th, Saturday June 27th & Sunday June 28th
- 8. Location of project 325 Sheckler Road outdoor arena
- 9. Funds requested from FCTA: \$ 10,000.00
- 10. Total cost of project: \$ 70,000.00
- 11. Will the Convention Center be used? no When?
- 12. Summarize the objectives of this project:  
 Our objective for our event is to continue to create a fun, affordable outing for families and also to continue the sport of rodeo in our community.

**PROJECT BUDGET**

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

Buckles x 12-\$1200.00 announcer-\$1,500.00 Clown \$800.00 Fairgrounds rental \$1,000.00  
Insurance \$1,000.00 Hotels for hired help \$800.00 Bands X 2 \$2,000.00  
Kids Zone- Bounce Houses \$1,000.00, face painting X2 \$400.00  
Hired Help x 10 \$800.00 Book Keepers \$1,200.00 Stock \$6,000.00 Chute Boss \$300.00 Judges x 2 \$500.00  
arena director \$ 150.00 stock director \$150.00 Bull Fighters x 2 \$1,000.00 Radio advertising \$9,500.00  
security, trash clean up \$2,000.00 hired gate help \$500.00 Fireworks \$2,500 Porta potties \$1000.00

**PROJECT BUDGET**

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

Grant money~ \$10,000.00  
Boomers Bar~\$2,500.00  
TedFord Tire~\$800.00  
Boot Barn~\$800.00  
Granite Propane~\$500.00  
BootBarn~\$800.00  
City of Fallon~\$10,000  
Hoof Beats~\$800.00  
Cheek Construction~\$800.00  
Menisini Propane~\$500.00  
more potential sponsors to come

**PROJECT BUDGET**

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

Radio advertising through 2 different radio stations

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

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

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

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

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

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

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

We expect visitors to come into Fallon for our Friday night Kick off concert with Love & Theft! an evening of non stop action packed live entertainment. then we expect them to attend the 12th annual Bull Bash for Saturday morning into the evening, we will be advertising and suggesting visits to key areas in Fallon such as the museum, Grimes point, Indian caves, local shops and food establishments.

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

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

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

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

(e) How many locals will attend your event?

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

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

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

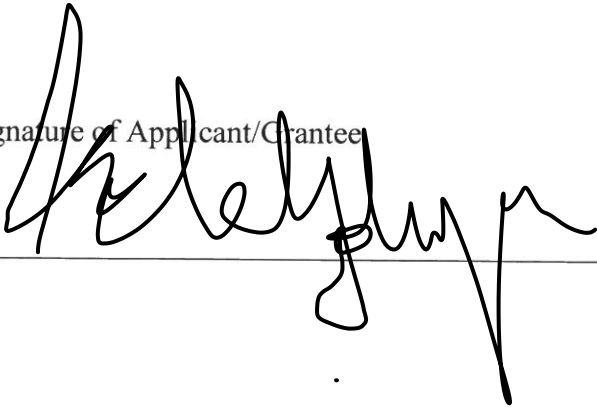
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

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

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

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

Signature of Applicant/Grantee



Date

03\16\2026

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



# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 04/08/2026  
 AGENDA DATE: 04/14/2026  
 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 2026/2027. **(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 2026/2027, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Churchill Arts Council 2026-2027 season is grounded in its mission to enrich the cultural life of the community and region by presenting diverse, high-quality arts experiences. Through performances, visual art exhibitions, film, and literary programs, CAC provides inclusive opportunities for education, engagement, and creative expression for residents of all ages.

Since these events are held at night, the likelihood of overnight stays in Fallon is increased for those visiting outside a 60-mile radius. CAC estimates total visitation numbers from 11,000 to 14, 000, with 1,000 from out-of-state and 3,500 from outside of Fallon. 600 room nights rentals are projected over the course of the season.

FISCAL IMPACT: \$15,000  
 FUNDING SOURCE: City of Fallon Tourism  
 PREPARED BY: Jane Moon  
 TO BE PRESENTED TO BOARD BY: Jane Moon

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

1. Name of Organization (or Company) Churchill Arts Council  
 Chief Executive Officer: Robyn Jordan  
 Mailing address PO Box 2204  
 City Fallon State NV Zip 89407  
 Phone Number: 775-423-1440 Email: robyn@churchillarts.org
2. How long organized (or in business) Since 1986, 40 years Tax I.D. # 88-0239195
3. Purpose of Organization Non-profit local arts agency serving the City of Fallon & Churchill County
4. Total Annual Budget \$ 438,000
5. Project Director Robyn Jordan Phone Number: 775-423-1440  
 Mailing address: PO Box 2204  
 City Fallon State NV Zip 89407 Email: robyn@churchillarts.org
6. **Project Title** Oats Park Art Center: Core Programs 2025/2026
7. **Actual Date of Event** Events are scheduled from August 2025 through June 2026.
8. Location of project Oats Park Art Center
9. Funds requested from FCTA: \$ 15,000
10. Total cost of project: \$ 195,000
11. Will the Convention Center be used? No When?
12. **Summarize the objectives of this project:**

The Churchill Arts Council's 2026–2027 Season is grounded in its mission to enrich the cultural life of the community and region by presenting diverse, high-quality arts experiences. Through performances, visual art exhibitions, film, and literary programs, CAC provides inclusive opportunities for education, engagement, and creative expression for residents of all ages.

In alignment with this mission, the season is designed to deliver a dynamic and thoughtfully curated

range of programming that serves local audiences while also expanding the organization's regional reach. By presenting distinctive, high-quality events not otherwise available in rural communities, CAC works to enhance quality of life for residents and foster a strong sense of community identity and pride.

In addition to its core mission-driven work, the 2025–2026 Season also supports broader economic and tourism goals. CAC aims to attract visitors from outside the region by promoting select performances and events as destination experiences, encouraging travel to Fallon and Churchill County. These efforts help generate increased visitation, support local lodging, dining, and retail businesses, and contribute to the area's overall economic vitality.

By balancing its commitment to community enrichment with strategic efforts to draw visitors, CAC's season advances both cultural and economic objectives—positioning Fallon as a vibrant, welcoming destination while ensuring meaningful and accessible arts experiences for those who live here.

### PROJECT BUDGET

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

| Expenses  | Budget              |
|---|---------------------|
| Event Operations (Artist fees, Hospitality, Production Costs) | \$60,000.00         |
| Marketing & Promotion   | \$48,000.00         |
| Building Operations   | \$45,000.00         |
| Building Repairs/Maintenance                                  | \$10,000.00         |
| Insurance   | \$18,000.00         |
| Oats Park Art School Operations                               | \$2,000.00          |
| Professional Services   | \$12,000.00         |
| <b>TOTAL EXPENSES: PROGRAMMING</b>                            | <b>\$195,000.00</b> |

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**PROJECT BUDGET**

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

| <b>Income</b>  | <b>Budget</b>       |
|--|---------------------|
| General Donations  | \$16,000.00         |
| Fallon Convention and Tourism Authority (amount requested) | \$15,000.00         |
| Churchill County   | \$8,000.00          |
| Travel Nevada  | \$20,000.00         |
| Nevada Arts Council  | \$16,000.00         |
| Sponsorship/Underwriting                                   | \$40,000.00         |
| Ticket Sales – Performances                                | \$24,000.00         |
| Art Sales/Gift Store                                       | \$8,000.00          |
| Art School Registrations                                   | \$6,000.00          |
| Membership Dues  | \$15,000.00         |
| Contributed Income   | \$27,000.00         |
| <b>TOTAL INCOME: PROGRAMMING</b>                           | <b>\$195,000.00</b> |

**PROJECT BUDGET**

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

| <b>Visit Fallon Grant Expenditures</b>                                     | <b>Budget</b>      |
|--|--------------------|
| Paid Advertising - CAC Event Advertising Campaign                          | \$4,150.00         |
| Organization Assets - Pre-season and general programming marketing         | \$4,750.00         |
| Organization Assets - Event Collateral: Design and print materials         | \$2,500.00         |
| Organization Assets - Video and photo documentation                        | \$1,650.00         |
| Organization Assets - Assets for tourism marketing & destination promotion | \$1,950.00         |
| <b>TOTAL GRANT EXPENDITURES: MARKETING/PROMOTIONS</b>                      | <b>\$15,000.00</b> |

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

**Short-Term Goals (2025–2026 Season)**

The Churchill Arts Council aims to successfully deliver a full season of diverse, high-quality programming that serves both residents and visitors. The artists selected for this season have the potential to draw audiences from surrounding areas and the publicity generated will enhance and reinforce Fallon's reputation as a culturally relevant venue in Northern Nevada. Key goals include increasing attendance at performances and events; attracting out-of-area visitors to select programs; and generating measurable economic activity for local businesses. CAC will focus on effective marketing and partnerships to expand audience reach, particularly among younger demographics, first-time attendees, and previously engaged audiences that may not have visited in recent times. Additional short-term goals include maintaining affordable access, delivering meaningful educational and community engagement opportunities, and ensuring a high-quality experience for all patrons and visiting artists.

**Long-Term Goals**

CAC will continue to build a sustainable and growing arts program that is recognized as a cultural anchor for Churchill County and a regional destination for arts and culture. Long-term goals include increasing cultural tourism and repeat visitation to Fallon; strengthening community partnerships; expanding arts education and youth engagement; and continuing to diversify programming to reflect a wide range of artistic disciplines and audiences. CAC also aims to ensure the long-term stewardship and vitality of the Oats Park Art Center as a premier venue, while growing organizational capacity and financial sustainability through a balanced mix of earned and contributed revenue.

Collectively, these goals support both CAC's mission to enrich community life through the arts and broader objectives to enhance economic vitality and regional visibility.

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

**Estimated Attendance & Target Market Areas**

The Churchill Arts Council anticipates total attendance for the 2026–2027 Season to be approximately 11,000–14,000 attendees across all performances, exhibitions, film events, and community events held throughout the year. This estimate reflects a combination of ticketed events, free public programming, school-based activities, venue rentals, and gallery visitors.

**Target Market Areas include:**

- Primary Market: Churchill County (Fallon and surrounding rural communities)
- Secondary Markets: Nearby Northern Nevada communities including Reno/Sparks, Carson City, Fernley, and Lyon County
- Regional/Drive Markets: Northern California (including the the Bay Area/Sacramento region, Winnemucca/Elko, and other northern Nevada and northern California communities), as well as travelers passing through along Highway 50 ("The Loneliest Road in America")
- Niche Audiences: Arts and culture patrons, heritage tourists, and visitors seeking unique rural cultural experiences
- Previous exit surveys have indicated 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.

CAC's marketing efforts are designed to both serve local residents and attract out-of-area visitors, particularly for select performances and special events with strong tourism appeal. These efforts support increased visitation, overnight stays, and economic impact within Churchill County.

**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?**

Based on solid data collection in the prior year and plans to improve marketing and event exposure, our goals are to increase attendance overall by 30-40% for all events and maintain our typical non-local composition.

A typical CAC season will see 30% non-locals in attendance and 10% of the total attendance made up of out of state visitors. Based on this estimate, we anticipate approximately 3,500 non-locals to attend events throughout the year, and approximately 1,000 of these will be out-of-state visitors.

**(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, including rooms for CAC performers and guests.

**(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?**

With both local and non-local attendance we had approximately 9,000 visitors to the Oats Park Art Center in the last year. Based on physical counts, ticket information, and surveys of guests, non-local visitors totaled about 1,700, of which we estimate approximately 600 traveled more than 60 miles to get to the event.

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

Approx. 70% of total attendance is from Fallon/Churchill County area.

**(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)?**

Based on projected attendance and audience demographics, the Churchill Arts Council estimates approximately 3,500 non-local attendees during the 2026–2027 Season, including approximately 1,000 out-of-state visitors. Using the current Americans for the Arts estimate of \$31.47 in off-site spending per person (excluding ticket purchases), this results in an estimated \$110,145 in direct economic impact to the local economy.

This spending includes dining, fuel, retail, and lodging, with many visitors making an evening or overnight trip around CAC events. These activities generate meaningful revenue for local businesses and contribute to the overall economic vitality of Fallon and Churchill County.

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

The Churchill Arts Council will implement a strategic, multi-channel marketing campaign to promote our season, with a focus on increasing regional awareness, driving visitation, and maximizing attendance for events.

**Branding & Seasonal Campaigns**

We plan to develop a cohesive seasonal brand and messaging campaign that highlights Fallon as a unique arts and cultural destination. Individual events will be marketed both independently and as part of the larger season to encourage repeat attendance and extended stays.

**Digital Marketing**

A strong digital presence will be central to outreach efforts, including:

- Targeted social media campaigns (Facebook, Instagram) focused on regional and drive markets such as Reno/Sparks, Carson City, and Northern California
- Paid digital advertising (geo-targeted ads, boosted posts, and event promotions) timed around key performances
- Regular email marketing campaigns to CAC's established subscriber base, promoting upcoming events and travel-worthy experiences
- Website optimization with updated event listings, ticketing access, and visitor information to encourage trip planning

**Tourism-Focused Promotion**

CAC will collaborate with Visit Fallon, regional tourism partners, and local businesses to position select performances and events as destination experiences. Strategies include:

- Cross-promotion with local hotels, restaurants, and retailers
- Inclusion in regional event calendars, tourism websites, and travel itineraries
- Packaging opportunities (e.g., "dinner and a show" promotions or overnight stay incentives where feasible)

**Traditional Media & Public Relations**

CAC will utilize a mix of traditional and earned media to broaden reach:

- Print advertising in regional publications and visitor guides
- Press releases distributed to local and regional media outlets
- Radio advertising and community calendar placements
- Posters and season brochures distributed throughout Fallon, Reno, and surrounding areas

- Direct mail (over 50% of our direct mail/email advertising is sent to interested individuals who live outside Churchill County)

#### Community Outreach

- Local engagement remains a priority and supports word-of-mouth promotion:
- Partnerships with schools, civic groups, and community organizations
- On-site promotion at events and cross-promotion with other local happenings
- Volunteer and member networks serving as ambassadors for CAC programming

#### Proposed Media Schedule

- Season Launch (Summer/Early Fall): Announcement of full season with broad regional outreach, press releases, and digital campaign rollout
- Ongoing Promotion (Year-Round): Monthly email campaigns, social media content, and targeted advertising aligned with upcoming events
- Event-Specific Campaigns (4–6 weeks prior): Ad spend, media outreach, and targeted promotions for individual performances and exhibitions
- Peak Tourism Periods: Enhanced marketing tied to high-traffic seasons and complementary/major events to capture visitor audiences

Through this strategic approach, we will aim to effectively reach both local and regional audiences, increase overnight visitation, and position Fallon as a vibrant arts destination.

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

The Churchill Arts Council utilizes a combination of digital tools and targeted in-person engagement to gather meaningful audience data and evaluate tourism impact.

Primary data collection occurs through our online ticketing platform, where patrons voluntarily provide key information at the time of purchase, including zip code, hometown, and email address. This allows us to track geographic reach, identify out-of-area attendance, and measure trends in regional visitation. Ticketing data also provides insight into purchasing patterns, advance sales timelines, and repeat attendance.

We plan to continue to leverage our email marketing system to conduct post-event follow-up surveys, allowing for more thoughtful and higher-quality responses. These surveys have been designed to gather information on length of stay, overnight accommodations (room nights), additional spending in the community (dining, shopping, fuel, etc.), and how attendees learned about the event. Email-based surveys also allow us to segment responses by audience type and origin, providing more accurate tourism-related data.

When feasible, we supplement digital efforts with brief, in-person polling at events. Staff and volunteers engage attendees with simple, targeted questions to capture real-time feedback, particularly from visitors and those less likely to respond to digital surveys.

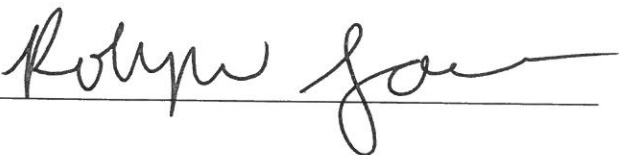
Additionally, we track marketing effectiveness through digital analytics, including email open and click-

through rates, social media engagement, and online advertising performance. This helps identify which media sources are most effective in reaching both local and out-of-area audiences.

This combined approach allows us to gather reliable, actionable data while minimizing barriers to participation, ultimately providing a clearer picture of audience demographics, visitor behavior, and overall economic impact.

Signature of Applicant/Grantee

Date

  
\_\_\_\_\_

3/30/2026

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



# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 04/08/26  
 AGENDA DATE: 04/14/26  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by the Pacific Coast Cutting Horse Association for the 2026 Road To Fallon event. **(For possible action.)**

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

TYPE OF ACTION REQUESTED:

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

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$5,000 to the Pacific Coast Cutting Horse Association for the 2026 Road to Fallon event, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

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

FISCAL IMPACT: \$5,000

FUNDING SOURCE: City of Fallon Tourism  
 PREPARED BY: Jane Moon  
 TO BE PRESENTED TO BOARD BY: Jane Moon

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

1. Name of Organization (or Company)

Chief Executive Officer:

Mailing address

City  State  Zip

Phone Number:  Email:

2. How long organized (or in business)  Tax I.D. #

3. Purpose of Organization

4. Total Annual Budget \$

5. Project Director  Phone Number:

Mailing address:

City  State  Zip  Email:

6. **Project Title**

7. **Actual Date of Event**

8. Location of project

9. Funds requested from FCTA: \$

10. Total cost of project: \$

11. Will the Convention Center be used?  When?

12. Summarize the objectives of this project: PCCHA’s objective is to produce a family equine event that will promote and improve tourism and bring business to the City of Fallon, NV. We have a proven history, as the largest cutting horse association on the West Coast, to turn out economically beneficial events in the State of Nevada. We have 2 years left of a three year agreement with the 3C Events Complex, and a long-term goal is to conduct an ongoing annual event in Fallon.



**PROJECT BUDGET**

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

- Facility Costs - \$40,417
- Labor - \$55,244
- Advertising & Marketing - \$7,500
- Cattle Costs - \$171,924
- Video Expenses - \$8,100
- Equipment Rental - \$1,935
- Purses - \$110,136
- Awards - \$4,500
- Bedding - \$11,050
- NCHA Approval Fees - \$9,317

**PROJECT BUDGET**

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

- Entry Fees - \$290,348
- Stalls/Stall Bedding - \$53,145
- Vendors - \$1,200
- Hay/Feed - \$1,870
- Practice Pen - \$31,980
- Arena Signage - \$2,000
- Sponsorships - \$7,500

**PROJECT BUDGET**

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

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

16. Please define the long- and short-term goals of this project: Our long-term goal is to produce a successful ongoing annual event that will improve tourism and bring economic business to the City of Fallon, NV.  
Our first year in Fallon was a well-attended and successful event and we are confident this event will continue to grow.

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

We estimate between 250 – 350 contestants, participants and staff. Our target market is the equine and western industry.

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

(a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project? **250 – 300 visitors outside of a 60 mile radius.**

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

Approximately 1,000 room nights

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

Between 250 – 300 people

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year? **300 people**

(e) How many locals will attend your event?

Approximately 20 - 25

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

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

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

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

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

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

Signature of Applicant/Grantee

Date

*Tami Rodman*

3.22.26

For further information or applications contact:

Jane Moon, Director of Tourism & Special Events at the City of Fallon  
at 775-428-1383 or JMoon@FallonNevada.gov.



# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 04/08/2026  
AGENDA DATE: 04/14/2026  
TO: CFCTA Board Members  
FROM: Jane Moon, Director of Tourism & Special Events  
AGENDA ITEM TITLE: Consideration of a grant application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip Drag Racing Season. **(For possible action.)**

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

**TYPE OF ACTION REQUESTED:**

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

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

**DISCUSSION:** The goal of Motor Sports Safety, Inc. is to provide a safe, professional, and well-managed drag racing facility. They maintain a strong partnership with their sanctioning body, the NHRA, ensuring that both local residents and visitors can participate in—or enjoy—drag racing within a controlled and secure environment. Through targeted marketing and advertising efforts, they promote and host events that attract racers from Nevada, Northern and Central California, Idaho, Montana, Arizona, and Oregon. Each season, they host two NHRA National Opens, two Division 7 Junior Dragster events, five Summit ET Series races, and multiple open Test-and-Tune sessions. These events consistently draw competitors from across the Western United States and Canada. The track can accommodate up to 400 racers and 1,500 spectators per event, allowing them to support large-scale competitions while delivering a premier racing experience.

5,000+ visitors and racers come to Top Gun each year from previously stated locations; 90% of this number come to Fallon from outside a 60-mile radius. NHRA estimates that 20% of the total visitors and racers from each event held will rent hotel/motel nights.

**FISCAL IMPACT:** \$10,000

**FUNDING SOURCE:** City of Fallon Tourism

**PREPARED BY:** Jane Moon

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

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

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

Our goal is to provide a safe, professional, and well-managed drag racing facility. We maintain a strong partnership with our sanctioning body, the NHRA, ensuring that both local residents and visitors can participate in—or enjoy—drag racing within a controlled and secure environment.

Through targeted marketing and advertising efforts, we promote and host events that attract racers from Nevada, Northern and Central California, Idaho, Montana, Arizona, and Oregon. Each season, we host two NHRA National Opens, two Division 7 Junior Dragster events, five Summit ET Series races, and multiple open Test-and-Tune sessions. These events consistently draw competitors from across the Western United States and Canada.

Our facility is designed to accommodate up to 400 racers and 1,500 spectators per event, allowing us to support large-scale competitions while delivering a premier racing experience.

### PROJECT BUDGET

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

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

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### PROJECT BUDGET

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

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

**PROJECT BUDGET**

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

1.) Radio & Television Ads

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

ADVERTISING / MARKETING / BUDJET FOR 2026 SEASON

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

2.) NATIONAL MAGAZINE ADS

"National Dragster", "Sportsman Only", "Division 7 Hot Line" magazines  
Target areas are Arizona, California, Idaho, Nevada, Oregon, Utah and Canada

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

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

4.) Social media for general and marketing promotions.

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

GRAND TOTAL: \$16,750.00

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- Male/Female (circle one)
- Where are you from?
- How far did you travel to get here?
- How many are in your group? \_
- Will you stay overnight in Fallon? Yes No
- How many nights?
- Where are you staying? Motel; RV/Campground \_ Friend/Family.
- Other Comments

How did you hear about the (event)?

- Newspaper ads
- Radio ads
- TV ads
- News Articles
- Magazine
- Other

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

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

Will you:

- buy gasoline?
- eat in a restaurant
- shop other
- (specify)

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

Signature of Applicant/Grantee

Date

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



# CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

## REQUEST FOR BOARD ACTION

DATE SUBMITTED: 04/08/2026  
 AGENDA DATE: 04/14/2026  
 TO: CFCTA Board Members  
 FROM: Jane Moon, Director of Tourism & Special Events  
 AGENDA ITEM TITLE: Consideration of a grant application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip – Fallon 660 Big Dollar Event 3K. **(For possible action.)**

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

TYPE OF ACTION REQUESTED:

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

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

DISCUSSION: The “Fallon 660” event is a repeat of last year’s successful program. It is designed to attract an elite group of racers who typically compete for larger purses and higher prize money offered at major tracks across the country. Events like this have continued to grow in popularity and now draw a wider range of racers with greater competitive experience and larger racing budgets. With dragstrips closing throughout the western region, Top Gun is in a strong position to capitalize on the demand from these high-level racers who have fewer venues available. In addition, this event gives local racers an opportunity to participate in a premier-style race without needing to travel long distances to other tracks offering similar competitions.

The goal is to draw 3,000 to 3,500 people to attend, of which 90-95% are expected to arrive from outside a 60-mile radius from Fallon. It is expected that 15-20% of attendees will rent hotel/motel room nights.

FISCAL IMPACT: \$5,000  
 FUNDING SOURCE: City of Fallon Tourism  
 PREPARED BY: Jane Moon  
 TO BE PRESENTED TO BOARD BY: Jane Moon

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

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

Our goal is to provide a safe, professional, and well-managed drag racing facility. We maintain a strong partnership with our sanctioning body, the NHRA, ensuring that both local residents and visitors can participate in—or enjoy—drag racing within a controlled and secure environment.

Through targeted marketing and advertising efforts, we promote and host events that attract racers from Nevada, Northern and Central California, Idaho, Montana, Arizona, and Oregon. Each season, we host two NHRA National Opens, two Division 7 Junior Dragster events, five Summit ET Series races, and multiple open Test-and-Tune sessions. These events consistently draw competitors from across the Western United States and Canada.

Our facility is designed to accommodate up to 400 racers and 1,500 spectators per event, allowing us to support large-scale competitions while delivering a premier racing experience.

**PROJECT BUDGET**

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

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

**PROJECT BUDGET**

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

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

**PROJECT BUDGET**

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

1.) Radio & Television Ads

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

|   |           |
|---|-----------|
| ADVERTISING / MARKETING / BUDJET FOR 2026 SEASON  |           |
| May 14 <sup>th</sup> - Open Test and Tune   | \$500.00  |
| May 15 <sup>th</sup> - 16 <sup>th</sup> - Nor Cal Nostalgic Association event           | \$500.00  |
| May 15 <sup>th</sup> - 16 <sup>th</sup> - Summit Et series / Jr dragster bracket racing | \$500.00  |
| May 29 <sup>th</sup> - Open Test and Tune   |           |
| May 29 <sup>th</sup> - \$2000 NHRA Jr Dragster / Super Comp Invitational                | \$500.00  |
| May 30 <sup>st</sup> - 31 <sup>st</sup> Junior Dragster Double Divisional               | \$500.00  |
| May 30 <sup>st</sup> - 31 <sup>st</sup> NHRA Double National Open                       | \$1500.00 |
| May 30 <sup>th</sup> - 31 <sup>st</sup> Summit Et series / Jr dragster bracket racing   | \$500.00  |
| Sept.- Open Test and Tune   |           |
| Sept. 14 <sup>th</sup> - 15 <sup>th</sup> Summit Et series / Jr dragster bracket racing | \$500.00  |
| Sept. 14 <sup>th</sup> - Fallon 660 / National dragster Challenge 3k                    | \$2500.00 |
| Sept. 15 <sup>th</sup> - NHRA Topgun king of the track                                  | \$500.00  |

2.) NATIONAL MAGAZINE ADS

"National Dragster", "Sportsman Only", "Division 7 Hot Line" magazines  
Target areas are Arizona, California, Idaho, Nevada, Oregon, Utah and Canada

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

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

4.) Social media for general and marketing promotions.

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

GRAND TOTAL: \$16,750.00

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- Male/Female (circle one)
- Where are you from?
- How far did you travel to get here?
- How many are in your group? \_
- Will you stay overnight in Fallon? Yes No
- How many nights?
- Where are you staying? Motel; RV/Campground \_ Friend/Family.
- Other Comments

How did you hear about the (event)?

- Newspaper ads
- Radio ads
- TV ads
- News Articles
- Magazine
- Other

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

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

Will you:

- buy gasoline?
- eat in a restaurant
- shop other
- (specify)

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

Signature of Applicant/Grantee

Date

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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.