



AGENDA

CITY OF FALLON - CONVENTION AND TOURISM AUTHORITY MEETING

55 West Williams Avenue Fallon, NV

October 22, 2024 at 3:00 PM

The City of Fallon – Convention and Tourism Authority will meet in a regularly scheduled meeting on October 22, 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

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

4. Approval of the City of Fallon – Convention & Tourism Authority meeting minutes from July 16, 2024. **(For possible action.)**

5. Consideration of a grant application by the Busted Up Productions, LLC for the 2024 Top Gun Invitational (rodeo event). **(For possible action.)**

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

6. Consideration of a grant application by DKC, LLC for the 2025 Great Basin Bull Sale. **(For possible action.)**

Grant amount requested by applicant: \$15,000

Grant amount recommended by staff: \$15,000

7. Board & Staff Reports

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

This agenda has been posted on or before 9:00 a.m. on October 17, 2024 at City Hall, City's website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>).

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

/s/ Michael O'Neill

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



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

DATE SUBMITTED: 10/15/24
 AGENDA DATE: 10/22/24
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Approval of the City of Fallon – Convention & Tourism Authority meeting minutes from July 16, 2024. **(For possible action.)**

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 the City of Fallon – Convention & Tourism Authority meeting minutes from July 16, 2024.

DISCUSSION: Additions and/or corrections.

FISCAL IMPACT: n/a

FUNDING SOURCE: n/a

PREPARED BY: Debra Clifford

TO BE PRESENTED TO BOARD BY: Jane Moon

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
July 16, 2024

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

Public Comments

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

No public comments were noted.

Approval of Convention and Tourism Authority meeting minutes for April 16, 2024.

Board Member Bernardo motioned to approve the Fallon Convention and Tourism Authority meeting minutes with no corrections for April 16, 2024, seconded by Board Member Bhakta; the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Report by the Fallon High School Rodeo Club for their April 19-21, 2024, CFCTA grant funded event. (For discussion only)

Director Moon stated that the Fallon High School Rodeo Club's purpose in having applied for the grant was to help promote high school rodeo competitions throughout Nevada and to attract outside competitors to Fallon. It was reported that the Fallon High School Rodeo is the most popular among contestants to attend in Nevada. An estimate of 200 contestants with a total of 500-600 people was provided during the grant application at the November 1, 2023, CFCTA meeting. With this, potentially utilizing 150 room nights over the two-night event. The Fallon High School Rodeo was awarded \$10,000 by the CFCTA on 11/01/2023.

Stix Lee, Clayton Hiibel, and Stella Lee introduced themselves. Stix Lee stated that their rodeo went very well. There were a lot of contestants because of the added money from the Tourism grant. We are here to present you with a gift from our Rodeo Club. (a belt buckle was presented to Chairwoman Frost).

Chairwoman Frost inquired if there were contestants from all over the State.

Stix Lee stated that there were people from every county in the State.

Nora Hunt Lee added that the Rodeo was great. Rafter 3C Arena was outstanding in helping us provide that type of facility that could house everyone and was very accommodating and our attendance numbers were up. These kids went to Iowa last month where Stella and Stix Ribbon Roped together and won 9th place in the World at the Jr. High National Finals. Stix then won 8th in the World in the Breakaway Roping and Clayton won 9th in the same event. We do have the Peek Family who are in Rock Springs, Wyoming right now competing at the High School National Finals Rodeo so they could not be with us today. We want to thank you for your support.

Chairwoman Frost thanked them for putting on a great event and representing Fallon well.

Director Moon stated that the original grant application, estimated attendees were predicted to be 500-600 people. Those numbers were more than doubled by actual numbers coming in at 1,800 visitors.

Consideration of Grant Applications

A) Fallon Junior Rodeo for the 2024 Fallon Junior Rodeo, event:

- Grant amount requested by applicant: \$3,000
- Grant amount recommended by staff: \$3,000

B) Back Roads Vintage Market for the Back Roads Vintage Market, Fall 2024 & Spring 2025 Markets:

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

C) Churchill County Parks & Recreation for the 2024 No Hill Hundred Century Bike Tour:

- Grant amount requested by applicant: \$2,000
- Grant amount recommended by staff: \$2,000

D) Fallon Festival Association, Inc. for the 2024 Fallon Cantaloupe Festival & Country Fair:

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

Consideration of a Grant Application by the Fallon Junior Rodeo for the 2024 Fallon Junior Rodeo, event.

Director Moon stated that the Fallon Jr. Rodeo group endeavors to continue the annual Labor Day Junior Rodeo for youth from across the West to showcase their skills in equestrian events. They seek to promote and encourage the agricultural and ranching lifestyle that is necessary for a thriving community. They recognize that the kids who participate in these events choose to live a difficult lifestyle that is 365 days a year with no off-season. The Fallon Jr. Rodeo wishes to give the youth the best junior rodeo in the state to compete against each other. The group's long-term goal is to promote the cowboy lifestyle for years to come and give these youth a venue to showcase their skills. It is estimated that 200-300 participants and their families will attend this (4) day event, with 150 people being from outside a 60-mile radius; generating 150 hotel/motel room overnight stays and multiple visits to local restaurants, gas stations and stores.

- Eva Brown, the 2023 Fallon Junior Rodeo Queen introduced herself.
- Whitney Brown, Eva's mom, read a statement from Jennifur Peek regarding her thanks for considering donating to the Labor Day Fallon Junior Rodeo.

Board Member Bhakta asked Eva Brown what has been her favorite part of being Rodeo Queen.

Eva Brown stated that her favorite part has been getting to Rodeo.

Chairwoman Frost mentioned that Eva gets to go around the State representing Fallon as our Rodeo Queen.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$3,000 to Fallon Junior Rodeo for the 2024 Fallon Junior Rodeo, event. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Back Road Vintage Market for the Back Roads Vintage Market, Fall 2024 & Spring 2025 Markets.

Director Moon stated that the Back Roads Vintage Market endeavors to curate events with an assortment of antiques, vintage treasures, Nevada-made products, and repurposed items from handpicked vendors. Their biannual event, held in Fallon, draws local and out of town shoppers/vendors to our community. Their goal is to increase awareness and attract more attendees to their events, both within our community and from outside a 60-mile radius. The target is to increase the number of attendees to over 3,000 people: an increase of 400-600 from the prior events. 500 people from outside a 60-mile radius are expected with 75 hotel/motel room night rentals.

Mitch Young stated that the money being requested is primarily used for advertising. We have seen the benefits of the last couple of grants with numbers being increased each year. Numbers show this year that we had approximately 2,800 visitors to this event and of those, approximately 700 came from more than 25 miles. Of those visitors, approximately 3% stayed overnight. The money we may receive this year will go to different publications, increased advertising on network television, and various other advertising. The goal is getting the name of Fallon out there and to get people coming to Fallon to see what we have going on here.

Chairwoman Frost stated that the refurbishing of items and things like that are of growing interest.

Mitch Young stated that they like to think that it is good for the environment too.

Board Member Bernardo asked if they were seeing a difference in vendors coming between the Fall and Spring Markets.

Mitch Young agreed. The Fall Market is very popular among the vendors and those shopping for Christmas items. The Spring Market is very popular for yard art and outdoor items.

Board Member Bernardo asked if the attendance was greater in the Fall than in the Spring.

Mitch Young stated that Fall Market is the best. It has shown to be more successful for the vendors.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$9,000 to the Back Roads Vintage Market for the Back Roads Vintage Market, Fall 2024 & Spring 2025 Markets. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by Churchill County Parks & Recreation for the 2024 No Hill Hundred Century Bike Tour.

Director Moon stated that the short-term objective of the No Hill Hundred Century Bike Tour is to provide an annual opportunity for regional cyclists to participate in a relaxed and enjoyable cycling event; while the long-term goal is to establish the Fallon area as a bike friendly community and to promote and encourage physical and recreational activity in the region. The goal is to attract 150-200 cyclists of which 75% (112-150) are expected to come from outside a 60-mile radius from Fallon, targeting 62 hotel/motel room nights.

Robyn Jordan stated that last years' No Hill Hundred Century Bike Tour was a success. This is my fourth year putting this on and each year we have had 100-125 participants. It is a great event and we always get a lot of positive feedback. Most of the participants are from out of town, coming from Reno, Sparks, Incline Village, and Verdi. We do collect data from our entry registrations and we had addresses from South Dakota, Utah, San Francisco, Bishop, San Diego, and Woodland, attracting people from further than the 60-mile radius. It is a unique event because we provide a fully supported ride with minimal traffic, which a lot of cyclists don't get to experience much anymore. The feedback included the love of the volunteers, getting to view the scenery, the lack of traffic, and very happy to come and visit. We put together swag bags and we hope that there are people out there wearing the Fallon swag.

Board Member Bernardo asked if the cyclists expressed their favorite part of the bike ride.

Robyn Jordan stated that the cyclists like the farmland. They like seeing the fields and the cows and stuff like that. Last year, some of the feedback included asking to not be sent to ride in the Stillwater area. They also like cycling past the reservoirs, especially since most of the roads are paved. We always get really good feedback on our volunteers as well.

Board Member Bhakta asked if there were any changes being made to the route this year.

Robyn Jordan stated that minor changes are always being made, based on roads that are in rougher condition or have been fixed throughout the year. The route hardly varies for the 100-mile ride.

Director Moon asked for a copy of the map routes. I am curious and would like to drive it.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$2,000 to Churchill County Parks & Recreation for the 2024 No Hill Hundred Century Bike Tour. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Fallon Festival Association, Inc. for the 2024 Fallon Cantaloupe Festival & Country Fair.

Director Moon stated that the Fallon Festival Association, Inc.'s mission is to create a premier event for the entire family promoting the Fallon area, celebrating the agricultural past and present, showcasing local talent, and supporting Nevada businesses. 24,000 visitors are estimated for the event with 3,600 people predicted to visit from outside a 60-mile radius of Fallon. The Fallon Festival Association, Inc. is hoping to have 525 hotel/motel room nights occupied for this year's event.

Adrienne Snow stated that a lot of the traditional items at the festival will remain the same but we also have some great new things planned.

- A partnership with Battle Born Broncs to present a rough-stock youth event.
- Battle Born Broncs is reaching out to some PRCA members to assist these youth.
- Advertising is being done with Underground Bull-Riders out of Wyoming so the reach will be greater.
- We have developed an Ag-Experience Committee. We are overhauling and expanding the agricultural sector of the festival. We have brought in some members of UNR Extension and Todd Moretto oversees that sector. The Lead on that committee is Joe Frey. A kids passport system will be initiated this year to encourage kids to visit as many different agricultural booths as possible.
- The Farmer's Market will be doubled in size, bringing in more producers.
- Fallon's melon production is up about 30% over the last couple of years, due to the high demand.
- We have seen increases in volunteerism.
- We have seen increases in vendor applications.

- We have an on-line booking system this year to make our event more attractive and easier for vendors. We are completely full for vendor spots this year.
- The City of Fallon's Animal Shelter was the number one event last year with 14-17 animals being placed. We will be showcasing this in advance this year on our Social Media page.
- We were awarded money through the Travel Nevada grant and will be doing an economic impact study in conjunction with the University of Nevada, Reno. This will give us a much more solid idea of where people are visiting from. We are looking for feedback and questions to ask for this survey.

Todd Moretto stated that every year is a struggle to get great bands and music to come to Fallon. We started earlier this year and still had our struggles.

- The rock bands this year are Eric Anderson out of Reno and they will open for Nine Days and Dishwalla.
- The country band will be Patrice out of Reno, opening for Ward Davis.
- More money was found in our budget and we were able to book Metalachi, playing on the Pavilion stage prior to the main concert.
- We acquired a stage which will help the community in any other event and gives us the ability to do a smaller indoor concert at the Rafter 3C Arena. With the acquisition of this stage, we will try to get a winter-time concert circuit here in Fallon. It would be an added benefit to increase things throughout the year for the Festival.

Adrienne Snow stated that the stage is similar to a semi-trailer and as it opens, it becomes a full-blown entertainment stage. It is something that we were able to do in partnership with the USDA Rural Loans Department, which was a very long process. There are only two other stages like this in Nevada. Each year it was getting harder and harder to book one of these stages since they are in such high demand so we decided to move forward with this acquisition. We do advertising out of one television network in Reno and we cover three different standard FM radio stations. We advertise in Spanish and we do local advertising with our AM station. We work with the local print publications here in Fallon as well.

Board Member Bernardo asked what they could contribute to the growth and retention of the vendors.

Adrienne Snow stated that the on-line booking system has streamlined those things. There is me and five board members so it is just the six of us managing the organization of all those things. At this point, that system has allowed us to keep track of doing that. Returning vendors are at a 50%-60% return rate. The food vendors are standard and we continue to add more each year. We want to increase the quality of the vendors and what they offer. We are trying to stay away from toy-type booths. We are just looking for those quality vendors with a good mix and variety of items for sale. We had a unique wool vendor last year who had everything from the raw wool right up to the finished goods. There is a Quilt-mobile out of Winnemucca that seems to be a participant favorite.

Board Member Bernardo inquired about the interactive website and asked for examples of what is exactly interactive.

Adrienne Snow stated that up until last year, everything was tracked with hand-written notes of who was where. We didn't have the ability to update the website with what was booked and what was open or available since it was basically a PDF document. The new

website will give a clearer view of what spots are available for vendors and clearer images of the sectors of the Fair itself.

Board Member Bernardo asked about the details of the Rough Stock Event.

Adrienne Snow stated that the Rough Stock Event will include mini bulls and standard bulls, depending on the age group competing. There will be bareback and saddle bronc riding as well.

Board Member Bhakta inquired about the change of the concert location.

Adrienne Snow stated that the concert will remain in the Rafter 3C Arena. Part of the reasoning for keeping the concerts inside is we must purchase additional pieces of equipment that cost up to \$30,000 to host them outside. With the electrical in place in the Rafter 3C Arena, along with the concourse, that is the reason for keeping the concerts indoors. We do know that the County has plans at some point to overhaul the seating of the outdoor arena and when that does take place, the accommodation will allow up to 8,500 seats, whereas right now it is at 3,200 seats. We will then be able to move outside because we will be able to bring in bigger named bands and potentially sell enough tickets to make that pencil.

Chairwoman Frost asked if they were working with the producers to link them with some of the restaurants and bars in the Reno/Sparks/Carson area using cantaloupe products.

Adrienne Snow stated that it has not been as much of their focus this year. We have had other things that we have been working on. We are waiting for an application from USDA which is an RFSI Grant (Rural Infrastructure for Fruits and Vegetables) and we are hoping to receive a refrigerated truck for cold storage for our vendors. We have met with stores to see if we can help producers find off-take agreements outside of the festival. We are still working with producers on refrigeration options and finding solutions so that they can bring enough melons to market to meet the public's demands and to make their bottom line better. We have met with some producers this year that come and sell at the festival and then find out what their limitations are. One of the biggest ones that comes to mind is the Cantaloupe Ice Cream Producer. She often runs out at different times and the reason she has run out is because she could not get access to enough melons. Helping her with those relationships and meeting with farmers to help farmers prepare for what she needs has been one focus.

Chairwoman Frost inquired if there were any attendees that mentioned they had previewed products in Reno restaurants and that was why they were checking out the festival.

Adrienne Snow stated that Todd Moretto had some experiences with the Piazza chefs from Carson City that were on the air.

Chairwoman Frost stated that she is happy to see that the size of the Farmer's Market will be doubling this year especially since the lines were so long last year with people trying to purchase Hearts of Gold melons.

Adrienne Snow stated that those melons are still going to be somewhat limited this year. Farmers are reticent to plant them because they do go so fast. The timing of harvest cannot be guaranteed for the weekend of the Festival. My partner and I planted about 1,000 plants last year and they were about two weeks behind production for the Festival. It's hard to miss that window because then you're struggling to get rid of 10,000 Hearts of Gold melon after the fact. They are not as hearty as Sarah's Choice melons. Adrian Alanis, of Lattin Farms said his production is way up this year. Pick'n and Grin'n Farms will be participating this year and their production is also way up this year.

Chairwoman Frost thanked Adrienne and her Board for all their hard work. This is one of our premier events that we are known for here in Fallon and it seems to be getting better and better each year.

Board Member Bhakta inquired on how they gather information on vendor participation.

Adrienne Snow stated that an exit survey is being conducted. Samantha Horning, our vendor coordinator, collects information at the end and attributes the vendors returning as good feedback of a great experience. Seeing repeat and returning vendors speaks for itself.

Chairwoman Frost expressed her excitement for the new Ag Experience. I think it is a great idea.

Adrienne Snow stated that the Ag Experience will be held in the Dry Gulch. It will be a big change for the public as we expected that the Dry Gulch would have been demolished this year by the County. We moved the Beer Garden last year to behind the Pavilion as we anticipated the demolition of the Dry Gulch this year and wanted to prepare the public for that new location. Having the Ag Experience in the Dry Gulch, as you walk through the front gates, will showcase Fallon in a better light. Placement of the Beer Garden behind the Pavilion will draw people through the other vendors and to the food vendors. People will go hunt for their cocktails and making them available further from the entrance will benefit everyone. It is a positive thing and brings more business to those vendors.

Board member Bernardo inquired about the Ag Passport. Are you adding any new stations?

Adrienne Snow shared the new stations. The UNR Extension Mobile Meat Processing Center will be cooking up steak bites for the kids. Once you have your stamp, you can't come by and sample anymore. There will be the Northern Nevada Spinners and Weavers Guild. They will have their spinning wheels set up for interactive demonstrations with their wool. There will be corn grinding, soil testing, and slake testing, which is a part of the new regenerative Agricultural movement in the Western United States. There will be Ag Drones with presentations and displays. There will be totes containing different types of crops being grown for display as well. CC Communications is incurring the cost of preparing and printing the Passports for the kids as well as some prizes. I did put in a request for Wolfie to make an appearance from UNR. Our pageant Queen this year happens to be the Gurka and along with that appearance, we will hope to have the Oasis Bighorn Sheep make an appearance as well. We are positively trying to get things to be more interactive.

Chairwoman Frost stated that it is UNR's 150th Anniversary. Maybe they will come and bring some swag for their celebration.

Adrienne Snow stated that she has been in contact with the Admissions Department at UNR and is excited to see more of their presence at the Festival. We are still on track to hopefully convert to a State Fair status at some point.

Director Moon expressed her excitement at the innovations being created for the Cantaloupe Festival. I have been involved in some levels since I was appointed eight years ago. I am very excited about the economic impact so whatever you might need from me, I am happy to assist you in any way. If UNR needs to get hold of me as well, please give them my information. The website is an amazing change. I am working with Travel Nevada for a media event during the Cantaloupe Festival. I am trying to get them here for influencers and such. There are so many events around Nevada that are deemed high on their priority lists, but as soon as I can get a go with that, I will connect you with Travel Nevada so that they can get

those fan-influencers in contact with you. I would also love to have a copy of that passport when you have it.

Adrienne Snow stated that Shania Brown at CC Communications is the primary force behind the development of that passport. I did make her aware of the #GetALittleOutThere campaign through Travel Nevada and any way that we can incorporate that into some of our advertising coming up.

Chairwoman Frost stated that UNR has a new softball coach and football coach. If we could get some of those athletes out that are reporting for summer camp, maybe they can sell some season tickets, I think it would be great to get them out into the rurals.

Chairwoman Frost asked if there were any further comments.

There were no other comments noted.

Board Member Bernardo motioned to approve \$15,000 to the Fallon Festival Association, Inc. for the 2024 Fallon Cantaloupe Festival & Country Fair. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Board and Staff Reports

Director Moon stated that she is trying to do media events throughout the year. These include our legacy events like World Cowboy Fast draw and Cantaloupe Festival. I will keep the Board updated on these.

Deputy City Clerk Michael O’Neill referenced the Room Rents and Room Tax Report.

Board Member Bernardo stated that his property improvements were coming along nicely.

There were no other reports.

Public Comments

Chairwoman Frost inquired if there were any further public comments.

No public comments were noted.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:04 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O’Neill, City Clerk



CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

REQUEST FOR BOARD ACTION

DATE SUBMITTED: 10/15/24
 AGENDA DATE: 10/22/24
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Busted Up Productions, LLC for the 2024 Top Gun Invitational (rodeo event). **(For possible action.)**
 Grant amount requested by applicant: \$10,000
 Grant amount recommended by staff: \$10,000

TYPE OF ACTION REQUESTED:

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

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to Busted Up Productions, LLC for the 2024 Top Gun Invitational (rodeo event), subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: Busted Up Productions LLC is endeavoring to produce the highest level PRCA event by bringing top quality stock and riders from all over the country to Fallon. They expect a significant increase in the economic impact for Fallon during the final week of 2024 as this will be a Division I PRCA extreme bulls event. Approximately 4,500 people are estimated to attend this event as this was the attendance in 2023. It is estimated that 2,500 people will come to Fallon from outside a 60-mile radius, bringing 1,400 room rentals total for the week. *The Cowboy Channel as well as the Cowboy Lifestyle Network will be broadcasting 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) **Busted Up Productions LLC**
 Chief Executive Officer: **Chad Denton**
 Mailing address **2040 Reno Hwy #443**
 City **Fallon** State **NV** Zip **89406**
 Phone Number: **530-521-3965** Email: **Chadedent@gmail.com**
- 2. How long organized (or in business) **1 year** Tax I.D. # **99-1157089**
- 3. Purpose of Organization **Event production**
- 4. Total Annual Budget \$ **130000**
- 5. Project Director **Chad Denton** Phone Number: **530-521-3965**
 Mailing address: **2040 Reno HWY #443**
 City **Fallon** State **NV** Zip **89406** Email: **Chadedent@gmail.com**
- 6. **Project Title Top Gun Invitational**
- 7. **Actual Date of Event 12/31/2024**
- 8. Location of project **Rafter 3 C 325 Sheckler Rd. Fallon NV 89406**
- 9. Funds requested from FCTA: \$ **\$10,000**
- 10. Total cost of project: \$ **\$130,000**
- 11. Will the Convention Center be used? **no** When?
- 12. Summarize the objectives of this project:

to produce the highest level PRCA event, bringing top quality stock and riders from all over the country to come to Fallon. With this being a division 1 PRCA Xtreme bulls event we expect to significantly increase the economic impact for the last week of the year for Fallon.

PROJECT BUDGET

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

PRINT & ADVERTISING		
Product	Estimate	Actual
Arena banners, Posters	\$5,000.00	
CLN	\$3,000.00	
JACKET&EMBROIDER	\$2,700.00	
Billboard	\$1,000	
Radio	\$3,000	
News Print	\$500	
Cowboy Channel, Pro W	\$6,000	
Total Cost	\$21,200.00	

PROJECT BUDGET

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

Sponsorships \$70,000
Tourism Grant \$10,000
General admission tickets \$54,000
Total, \$134,000

PROJECT BUDGET

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

PRINT & ADVERTISING		
Product	Estimate	Actual
Arena banners, Posters	\$5,000.00	
CLN	\$3,000.00	
JACKET&EMBROIDER	\$2,700.00	
Billboard	\$1,000	
Radio	\$3,000	
News Print	\$500	
Cowboy Channel, Pro W	\$6,000	
Total Cost	\$21,200.00	

16. Please define the long- and short-term goals of this project:
Long Term, To produce an annual Division 1 PRCA bull riding and concert that brings people from northern California, southern Oregon, and all of Nevada for the last week of each year.
Short term is to bring \$250,000 economic impact for the City of Fallon 2024.

17. Please estimate the total attendance you expect at your event and list your target market areas:
4500

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?

2500

(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)?

1400

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

42 Million viewers on The Cowboy Channel

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

Last year 1700 people

(e) How many locals will attend your event?

Last year 2500 people, I expect with this being a DIV 1 event we will pull more presale tickets from farther away.

(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)?

\$250,000

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

Event shown on Cowboy Channel, Cowboy Lifestyles network with social media, emails and internet promotions, Billboard on Reno HWY, Radio Reno Media group broadcast, Posters throughout NV

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.:

Churchill county fairgrounds supplies this information.

Signature of Applicant/Grantee

Date

Chad Denton

10/15/2024

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



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

DATE SUBMITTED: 10/15/24
 AGENDA DATE: 10/22/24
 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 2025 Great Basin Bull Sale. **(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 \$15,000 to DKC, LLC for the 2025 Great Basin Bull Sale, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: This project has merged two previous bull sales under one brand to promote the sale of high-quality Breeding stock to ranchers throughout the intermountain west. Their objective is to grow this sale into one of the largest consignment bull sales in the western United States. DKC, LLC hopes to turn the Great Basin Bull Sale into the kind of mid-winter event that will not only promote Nevada’s livestock industry and western culture but become an economic draw for The City of Fallon and Churchill County as well. It is expected that about 1,200 will attend this event. An estimate of 1,000 people will come to Fallon from outside a 60-mile radius, bringing 500 total room rentals for the duration of the event.

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) **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 2/15/2025**
8. Location of project **Rafter 3C Events Center**
9. Funds requested from FCTA: **\$ 15,000.00**
10. Total cost of project: **\$ 120,200.00**
11. Will the Convention Center be used? **no** When?
12. Summarize the objectives of this project: **This project has merged two previous sales under one brand to promote the sale of high-quality breeding stock to ranchers throughout the intermountain west. Our objective is to grow this sale into one of the largest consignment bull sales in the western United States. We are hoping to turn this into the kind of mid-winter event that will not only promote Nevada’s livestock industry and western culture but become an economic draw for The City of Fallon and Churchill County as well.**

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): 7500.00
 Advertising including sales brochure: 35000.00
 Sale Management (M3 Marketing): 50000.00
 Promotional Items (hats, gloves etc...): 500.00
 Awards: 1500.00
 Postage 1500.00
 Sifter/Grader expenses: 1000.00
 Bull feeding: 7500.00
 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: 15000.00
 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 third year, this sale is becoming one of the highest regarded bull sales in the region. This sale has 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 over 200 bulls from 36 different consignor's drawing bulls from five 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 1000 or more people to attend the bull sale and pre-sale mixer and concert, including consignors and their families, many of whom are from out of state. The ranch rodeo 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 ranch rodeo and concert will be an additional draw. Between the two well over 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)?

Economic data provided to our organization by Churchill County staff for an economic benefit to the community outside our event included visitor expenditures for lodging, food, fuel, entertainment, supplies, personal necessities, and “sundries” are 593,116.00.

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: 07/08/2024
 AGENDA DATE: 07/16/2024
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Board & Staff Reports

TYPE OF ACTION REQUESTED:

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

POSSIBLE BOARD ACTION: n/a

DISCUSSION: Board & Staff Reports

FISCAL IMPACT: n/a

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

City of Fallon
Year Over Year Room Rents & Room Tax
2021 - 2024

2024*				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Taxable Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
January	15,469	3,793	\$ 377,124.15	\$ 99.43
February	14,471	4,432	\$ 445,596.62	\$ 100.54
March	15,469	6,271	\$ 679,058.86	\$ 108.29
April	14,970	6,922	\$ 787,227.42	\$ 113.73
May	15,469	7,698	\$ 906,840.09	\$ 117.80
June	14,970	9,376	\$ 1,142,782.11	\$ 121.88
July	15,469	6,825	\$ 830,012.72	\$ 121.61
August	15,469	8,914	\$ 1,082,361.10	\$ 121.42
September	14,970	7,023	\$ 847,047.41	\$ 120.61
October				
November				
December				
Total	136,726	61,254	\$ 7,098,050.48	\$ 115.88

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

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

2021				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Gross Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
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

Note:

- Report excludes properties with no taxable activity.

* 2024, 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 rooms are reported gross and include nontaxable activity, however, rental revenues are reported net taxable.