

AGENDA
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
October 23, 2018 – 3:30 p.m.

The City of Fallon Convention and Tourism Authority will meet in a regularly scheduled meeting on October 23, 2018 at 3:30 p.m. in the City Council Chambers, City Hall, 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 five 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 itself has been specifically included on an agenda as an item upon which action may be taken. (For discussion only)
4. Approval of Convention and Tourism Authority meeting minutes for July 17, 2018. (For possible action)
5. Consideration of a grant application by Churchill County Parks & Recreation for the 2019 Fallon Shootout Youth Basketball Tournament. (For possible action)
 - Grant amount requested by applicant: \$2,000.00
 - Grant amount recommended by staff: \$2,000.00
6. Consideration of a grant application by the Friends of Stillwater for the 2019 Spring Wings Bird Festival. (For possible action)
 - Grant amount requested by applicant: \$4,000
 - Grant amount recommended by staff: \$4,000
7. Public comments. (For discussion only)
8. Board and staff reports. (For discussion only)
 - Next Convention and Tourism Authority Meeting: Tuesday, January 15, 2019

This agenda has been posted on or before 9:00 a.m. on October 18, 2018 at City Hall, District Court Building, Churchill County Office Complex, Churchill County Public Library and posted to the City's website (<https://fallonnevada.gov>) and the State of Nevada public notice website

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


Elsie M. 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 423-5104 in advance so that arrangements may be conveniently made.

Convention and Tourism Authority

October 23, 2018

Agenda Item 4

Approval of Convention and
Tourism Authority meeting
minutes for July 17, 2018

MINUTES
Fallon Convention and Tourism Authority
Fallon, Nevada
July 17, 2018

The Fallon Convention and Tourism Authority met on the date above in the Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

Present:

Kelly Frost, Chairwoman

Jay Bhakta, Board Member

Jane Moon, FCTA & City of Fallon Director of Tourism & Special Events

Gary Cordes, City Clerk

The meeting was called to order by Chairwoman Frost at 3:30 p.m.

Chairwoman Frost led the Pledge of Allegiance.

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

Gary Cordes advised that the agenda was posted in compliance with NRS.

Approval of Fallon Convention and Tourism Authority meeting minutes for April 17, 2018.

Mr. Bhakta made a motion to approve the Fallon Convention and Tourism Authority meeting minutes for April 17, 2018; Chairwoman Frost seconded and approved with a 2-0 vote by the Board.

Public Comment

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, discussion only. No public comments were noted.

Consideration of a grant application by Churchill County Parks & Recreation for the No Hill Hundred Century Bike Tour.

Mrs. Moon introduced the grant application by the Churchill County Parks & Recreation for the 2018 Fallon No Hill Hundred Century Bike Tour. The recommendation by staff for the grant was \$2,000.

David Ernst discussed the No Hill Hundred Century Bike Tour and noted that they are redoing the routes this year. He further noted that it attracts people from out-of-town and people from out-of-state.

Mr. Bhakta inquired what the dates were. Mr. Ernst indicated October 6th.

Chairwoman Frost inquired about the three races. Mr. Ernst noted that they all start at the same time but that they are at different distances.

Chairwoman Frost asked if the jersey had the City of Fallon logo on it. Mr. Ernst indicated it is included on all the swag and further noted that he is increasing marketing on all the events.

Mr. Bhakta inquired about the number of riders. Mr. Ernst noted at least 100.

Mr. Bhakta moved to approve the grant in the amount of \$2,000 to the Churchill County Parks & Recreation for the 2018 No Hill Hundred Century Bike Tour; Chairwoman Frost seconded and approved with a 2-0 vote by the Board.

Consideration of a grant application by the Fallon Festival Association, Inc. for the Fallon Cantaloupe Festival & Country Fair.

Mrs. Moon introduced the grant application by the Fallon Festival Association, Inc. for the 2018 Fallon Cantaloupe Festival & Country Fair. The recommendation by staff for the grant was \$15,000.

Robyn Jordan, Executive Director, reviewed what they had planned for this year, including on August 24th they will have the ACDC Experience and on August 25th they will have the Country Artists Tribute bands with George Strait and Taylor Swift lip singers. She further noted that they are going to have multiple activities, including comedians, magicians, NASCAR experience, discovery science exhibit, and they are working on a free kids zone, which includes bounce houses and water attractions. Ms. Jordan said that they are still going to have the full carnival with 14 rides. She noted that Thursday will be a half-price admission. They have a large emphasis on Ag education and will have field trips on Friday for 3rd and 4th-grade schools. She further highlighted that they will have a large emphasis on our cantaloupes, a relaxation tent, and contests.

Chairwoman Frost inquired if they had quite a few vendors already signed up. Ms. Jordan indicated they have about 70 vendors already signed up.

City Clerk Gary Cordes inquired about the NASCAR experience. Ms. Jordan indicated that it is going to have a racecar simulator with a quarter mile track simulation. She also noted that there will also be a race car that you can drive, the simulator and a variety of displays. Zip Upham, Board President, clarified that there will be an actual racecar there, but you will not get to drive it.

Chairwoman Frost noted that moving the event to another date other than Labor Day weekend was a great decision. Mr. Upham indicated that they have had an excellent return as far as vendors.

Mr. Bhakta moved to approve the grant in the amount of \$15,000 to the Fallon Festival Association for the 2018 Fallon Cantaloupe Festival and Country Fair; Chairwoman Frost seconded and approved with a 2-0 vote by the Board.

Consideration of a grant application by the Lahontan Valley Bird Dog Club for the LVBDC Spring Classic and Nevada Chukar Championship events.

Mrs. Moon introduced the grant application by the Lahontan Valley Bird Dog Club for the LVBDC Spring Classic and Nevada Chukar Championship events. The recommendation by staff for the grant was \$2,500.

Bill Henry, Board Member, indicated that this is their 12th or 13th year. He noted that get about 200 to 300 hunters with their dogs from all over the area. Twice a year they have a September hunt and a March hunt. He further noted that there has been a high demand for their site. Mr. Henry reviewed the site and its benefits. Mr. Henry discussed the program called Spring Wings and noted that it is a popular event.

Chairwoman Frost asked if the high water year affected the event last year. Mr. Henry noted that it was not flooded.

Chairwoman Frost inquired if there were two events and what were the dates. Mr. Henry noted that they have two events but others rent the site. Mrs. Moon clarified that the grant application is for two specific events, the Spring Classic and the Nevada Chukar Championship. Chairwoman Frost asked what were the dates. Mr. Henry indicated sometime in mid to late September and mid to late March 2019.

Mr. Bhakta moved to approve the grant in the amount of \$2,500 to the Lahontan Valley Bird Dog Club for the 2018 LVBDC Spring Classic and Nevada Chukar Championship events; Chairwoman Frost seconded and approved with a 2-0 vote by the Board.

Consideration of a grant application by the Fallon Youth Football League for the SYFL (Sierra Youth Football League) Experience.

Ms. Moon introduced the grant application by the Fallon Youth Football League for the SYFL (Sierra Youth Football League) Experience. The recommendation by staff for the grant was \$2,500.

Mrs. Moon indicated that she needed to provide a full disclosure. She noted that her husband is Steve Moon and that he currently serves as the head coach.

Kimi Melendy, the Treasurer, noted that this is the second year that she has been involved. She noted that it will be held on Saturday, August 18th starting at 7:00 a.m. and ends around 5:00 p.m. She noted that it brings in about 7,500 to 8,000 parents that bring their children and families. She noted that they come from Susanville, Jamesville, Carson City, Reno, Fallon, Gardnerville, Yerington, and Fernley for the day. They will provide a shirt with the City logo and they hand out flyers of the businesses of the restaurants. She

further noted that the field is one of the best in Northern Nevada. Ms. Melendy noted that since it comes off of Sheckler they have to involve NHP and the Sheriff's Office.

Mr. Bhakta inquired about the date. Ms. Melendy noted that it will be on August 18th this year.

Mr. Bhakta asked if it was at the High School. Ms. Melendy indicated that it will be at the High School practice field and that the High School Football Team does a lot of support and work for them.

Mr. Bhakta asked the age of the children. Ms. Melendy noted that they are kindergarten through 8th-grade students.

Chairwoman Frost inquired if the other athletic teams from the High School also help. Ms. Melendy said absolutely and that the different teams sell a variety of things.

Chairwoman Frost asked for clarification that she read that their numbers were down this year. Ms. Melendy noted that Fallon last year were unable to fill one of the teams, but this year they have all of their teams filled with about 20 to 30 kids on a team depending upon the age level. She reviewed the leagues.

Mr. Bhakta moved to approve the grant in the amount of \$2,500 to the Fallon Youth Football League for the 2018 SYFL Experience; Chairwoman Frost seconded and approved with a 2-0 vote by the Board.

Public Comment

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

Board and Staff Reports.

City Clerk Gary Cordes noted that it was a solid month and further indicate that what drives room taxes is a combination of room rate multiplied by occupancy. He provided the Board a spreadsheet and reviewed it (see Exhibit A).

Mrs. Moon thanked the Board, the Mayor, and City Council for their support. She further noted that she has been here for two (2) years.

Mrs. Moon reported that her partnership with the Pony Express Territory and Travel Nevada has been above par. She provided the Board with the Fallon Community Guide (see Exhibit B). She noted that she has been able to share events through this publication and reviewed its highlights. She asked for recommendations for improvement of the publication.

Mrs. Moon noted that on June 8th Travel Nevada / Nevada Commission of Tourism asked that she appear on camera with Lieutenant Governor Mark Hutchison. He is also the Chair of the Nevada Commission of Tourism. Mr. Hutchison wanted to do a video series called Tourism Means More for Nevada to showcase rural destinations. She further indicated that they traveled throughout rural Nevada, highlighting towns, destinations, and small businesses supporting tourism. Mrs. Moon noted that Fallon was called to showcase the Stillwater National Refuge. She further indicated that they went out to Grimes Point Archaeological site. Mrs. Moon noted that they had a good time with that and should gain some new assets of pictures and video. Chairwoman Frost inquired where the video could be found. Mrs. Moon noted that it will be a series of videos for marketing at tradeshow and partnership shows both nationally and internationally. She noted that she will have access to it and will share it as soon as she receives it. Mrs. Moon further noted that she should have some raw footage for an image campaign or a commercial.

Mrs. Moon reviewed the Pony Express Territory and noted that Good 4 Utah came. They have other stations throughout Utah and Mrs. Moon indicated that they wanted to showcase that northern Nevada is within a day drive away from Utah with destinations in Fallon that are family friendly, highlighted the amenities, and a great place to stay.

Mrs. Moon noted that when travel journalist or travel experts let her know that someone is coming through Fallon, they get together to discuss places to stay, places to eat and things to do. She further noted that it is better than advertising because they can influence their readership and they also change the culture of tourism.

Mrs. Moon reviewed what is in the works for Travel Nevada and the Pony Express Territory are walk-up signs for each of the eight communities along the Pony Express Territory/Highway 50, which will have information on each stop. Chairwoman Frost inquired about the location of Fallon's sign. Mrs. Moon noted that has been turned over to staff, but it will be somewhere along Highway 50. Mrs. Moon also discussed the Highway 50 campaign, which is highly popular within the state and brings tourists from all over the world who travel Highway 50 and collect stamps along the way. She further noted that she was asked to write a grant for Pony Express Territory to do a survival bandana and each community would have a different color bandana for each stop. Chairwoman Frost inquired that if they received a certain number of stamps what they would receive. Mrs. Moon indicated that they would get a certificate from the State of Nevada signed by the governor and a pin.

Mrs. Moon indicated that the next Board meeting is scheduled for October 16, 2018.

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Adjournment

There being no further business to come before the Board, Chairwoman Frost adjourned the meeting at 4:05 p.m.

Chairwoman Kelly Frost

Attest: _____
Gary C. Cordes, City Clerk/Treasurer

Convention and Tourism Authority

October 23, 2018

Agenda Item 5

Consideration of a grant
application by Churchill County
Parks & Recreation for the 2019
Fallon Shootout Youth Basketball
Tournament

**FALLON CONVENTION AND TOURISM AUTHORITY
REQUEST FOR BOARD ACTION**

DATE: October 3, 2018

AGENDA DATE: October 23, 2018

AGENDA ITEM #: 5

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by Churchill County Parks and Recreation for the 2019 Fallon Shootout Youth Basketball Tournament. (For possible action)

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

TYPE OF ACTION REQUESTED:

(X) Formal Action/Motion () Progress Report () Discussion Only

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$2,000 to Churchill County Parks and Recreation for the 2019 Fallon Shootout Youth Basketball Tournament, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: This tournament is part of a series of Northern Nevada youth basketball tournaments. The event provides a venue and opportunity for regional youth in grades 1st through 8th to participate in a competitive athletic event that promotes Fallon as a quality area for recreational activities. The intent of holding this event is to support youth athletics and to promote the value of athletics for the youth. It is estimated that there will be 200-250 participants, bringing about 500 people from outside a 30-mile radius and beyond for 120 room nights.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

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

1. Name of Organization (or Company) Churchill County Parks & Recreation
Chief Executive Officer: Jorge Guerrero
Mailing address 325 Sheckler Road
City Fallon State NV Zip 89406
Phone Number: (775) 423-7733 Email: jguerrero@churchillcounty.org
2. How long organized (or in business) 35+ years Tax I.D. # 88-6000025
3. Purpose of Organization Provide Community Recreation Programming & Events
4. Total Annual Budget \$ 245,000.00
5. Project Director David Ernst Phone Number: (775) 427-6679
Mailing address: 325 Sheckler Road
City Fallon State NV Zip 89406
Phone Number: (775) 427-6679 Email: dernst@churchillcounty.org
6. Project Title 2019 Fallon Shootout Youth Basketball Tournament
7. Actual Date of Event March 8th - 10th, 2019
8. Location of project The City-County Gym at Venteracci Park
9. Funds requested from FCTA: \$ 2,000.00
10. Total cost of project: \$ 9,600.00
11. Will the Convention Center be used? Yes ☐ No ☒ When? _____
12. Summarize the objectives of this project:

The Tournament is part of a series of Northern Nevada basketball tournaments. The event provides a venue and opportunity for regional youth in grades 1st through 8th to participate in a competitive athletic event that promotes Churchill County as a quality area for recreational activities. The event is intended to support youth athletics and promote the value of athletics for youth.

PROJECT BUDGET

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

| | |
|--|------------|
| 1. Direct Mailing to Previous Participants (Advertising) | \$150.00 |
| 2. Production/Distribution of Posters (Advertising) | \$150.00 |
| 3. T-Shirts (275) | \$2,500.00 |
| 4. Gym Bags (Awards) | \$900.00 |
| 5. Medals | \$150.00 |
| 6. MVP/All-Star Awards | \$1,000.00 |
| 7. Food, Snacks, Beverages | \$1,500.00 |
| 8. Staff Hours (Registration & Operations) | \$1,300.00 |
| 9. Copies (Rules, Brackets, Waivers, Etc.) | \$100.00 |
| 10. Referees | \$1,600.00 |
| 11. Contracted Staff | \$250.00 |
| 12. Trophies | \$400.00 |
| 13. Equipment (Balls, Etc.) | \$500.00 |

Total Project Cost: \$9,600.00

PROJECT BUDGET

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

| | |
|---|------------|
| 1. Entry Fees (24 Teams at \$175.00 per Team) | \$4,200.00 |
| 2. Tourism Grant | \$2,000.00 |
| 3. Gate (Spectator Admission) | \$1,000.00 |
| 4. Concession | \$1,800.00 |
| 5. Sponsorships | \$800.00 |

Total Project Revenue: \$9,800.00

PROJECT BUDGET

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

| | |
|--------------------|------------|
| Event T-Shirts | \$1,500.00 |
| Champtions Jackets | \$500.00 |

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

The long-term goal is to expand the tournament to include additional teams and to attract new participants from the region. The short-term goal is to improve the quality of the event to guarantee future attendance and to decrease operating expenses.

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

200 - 250 participants and 200 - 250 spectators. Targets markets include Northern Nevada and California and Southern Idaho communities.

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

- (a) How many visitors, from outside a 30-mile radius, do you expect to draw to Fallon as a result of this project?

200 - 250 participants and 200 - 250 spectators.

- (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)?

120 room nights historically required for this event.

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

1,000 people from outside the immediate area are anticipated to receive direct promotional material about the event. Social media usage is expected to increase this number significantly.

- (d) Approximately how many people from outside a 30-mile radius visited Fallon as a result of a similar project last year?

500 visitors (participants and spectators) came to the event this past year from destinations such as Bishop, CA and Owyhee, NV. Teams from Oregon and Idaho have participated in the past.

(e) How many locals will attend your event?

Historically, 3 to 6 local teams participate in the tournament each year - approximately 50 players. The majority of the 500 spectators are also from the local 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)?

75% of visiting teams have historically stayed in local motels. The majority of participants and spectators will spend money on either food or gas in the community. previous surveys indicate that families spending \$70.00 per night on average for hotels and \$50.00 on fuel and \$100.00 on food. The estimated economic impact is \$290.00 per family of 5 and greater than \$15,000.00 total.

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

Primary promotion is through direct mailing to previous participants and/or participating teams. Promotional material will be distributed to regional gyms. Social media campaigns will promote the event as well as promotion on the Churchill County website. The county marquee will be used to inform the local community and welcome participants.

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.:

Post event surveys will be completed at the event by each coach, participant, and spectator. Volunteers on-site will distribute surveys to spectators. Surveys will include questions about the event as well as the community.

**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Churchill County Parks and Recreation
2. Project Title: 2018 Fallon Shootout Co-Ed Youth Basketball Tournament
3. Project Period: Friday, March 9th - Sunday, March 11th
4. Grantee Organization: Churchill County Parks and Recreation
Mailing Address: 325 Sheckler Road
City: Fallon
State: Nevada
Zip: 89406
Web Address: www.churchillcounty.org/parksnrec
5. Tax I.D. #: 88-6000025
6. Total Cost of Project: \$8,629.92 + Staff Time + Bulk Mailing Costs
7. Amount of Tourism Grant: \$2,000.00
8. Amount of Tourism Grant Expended: \$2,000.00
9. Were matching funds required? Yes ☐ No ☒ How much? _____
10. How many visitors came to Fallon? Approximately 1,049
11. How many of those visitors were from out-of-state? 100; 400 greater than 2 hours drive in-state
12. How many were from in-state? 949
13. If applicable, was there an increase or decrease in attendance over last year? Increase
Why? Accepted additional teams - 26 total teams versus 22 last year.
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
Based on Surveys and Discussion with Vendors - \$17,155 at minimum.
15. Was this project news worthy? Yes ☒ No ☐

List the news organizations that covered the event (any medium):

Lahontan Valley News
KVLV Radio

16. List all advertising media used:

Flyers, Radio Advertisement, Newspaper Advertisement, Online Websites, Social Media (Facebook)

17. Which medium produced the best or most measured results? **Social Media**

18. Did you have a web site or web presence? List site: www.churchillcounty.org/parksnrec

19. Did you get corporate sponsors for funding or other participation? Yes ☒ No ☐

From whom? Welmerink Orthodontics, Fallon Paiute-Shoshone Tribe, CC Communications, Fox Peak Cinema

20. Overall, did project results meet project goals?

Yes - host hotel (Super 8/Bonanza Casino) reports 30 room nights reserved for approximately \$1,950. Additional hotels say 33 room nights used (at minimum) for approximately \$2,475. Surveys indicate significant local spending in the amount of \$12,261.00 for food/shopping in community. Tournament was well received by participants and anticipate additional growth in subsequent years.

21. Will this project take place again next year? Yes ☒ No ☐

22. How did the Community respond to this project?

Positive Reponse from those involved. Positive community financial impact.

23. Will you seek a grant again next year? Yes ☒ No ☐

24. Do you have any suggestions for future grant projects or the administration of this grant?

I do indeed have some ideas for future grant projects, but will hold onto those ideas until I have more time to prepare appropriately!

I hereby attest that the foregoing information is correct to the best of my knowledge:

24. Project Director: **David Ernst**

Date: **3/28/2018**

Name & Title: **David Ernst - Recreation Supervisor**

Phone: **(775) 427-6679**

E-Mail: **dernst@churchillcounty.org**

Convention and Tourism Authority

October 23, 2018

Agenda Item 5

Consideration of a grant
application by the Friends of
Stillwater for the 2019 Spring
Wings Bird Festival

**FALLON CONVENTION AND TOURISM AUTHORITY
REQUEST FOR BOARD ACTION**

DATE: October 3, 2018

AGENDA DATE: October 23, 2018

AGENDA ITEM #: 6

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Friends of Stillwater for the 2019 Spring Wings Bird Festival. (For possible action)

- Grant amount requested by applicant: \$4,000
- Grant amount recommended by staff: \$4,000

TYPE OF ACTION REQUESTED:

(X) Formal Action/Motion () Progress Report () Discussion Only

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$4,000 to the Friends of Stillwater for the 2019 Spring Wings Bird Festival, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The objective of this event is to promote education and awareness of the natural resources in the greater Fallon area. This event will focus on environmental education of local students and the general public, highlighting the avian population and habitats, and encouraging the sharing out of knowledge by participants. It is anticipated that there will be 150 participants, 60 of which coming from outside a 30-mile radius of Fallon, generating 50 room nights. It must be noted that due to difficulties in leadership transitions with the Friends of Stillwater within the past few years, participation has been low for this event. A grant application to the Fallon Tourism Board was not submitted for a 2018 event. The current Board and key partners of the organization are capable and committed to bringing back this event to its potential and reach.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

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

1. Name of Organization (or Company) Friends of Stillwater
Chief Executive Officer: Lester Webb
Mailing address PO Box 252
City Fallon State NV Zip 89406
Phone Number: 775-427-3246 Email: webb@cccomm.net
2. How long organized (or in business) _____ Tax I.D. # 88-0481746
3. Purpose of Organization Environmental Education and Awareness
4. Total Annual Budget \$ 18,000
5. Project Director Lester Webb Phone Number: 775-427-3246
Mailing address: (same as above)
City _____ State _____ Zip _____
Phone Number: _____ Email: _____
6. Project Title Spring Wings Bird Festival
7. Actual Date of Event May 10-12, 2019
8. Location of project Greater Fallon Area
9. Funds requested from FCTA: \$ 4,000
10. Total cost of project: \$ 8,600
11. Will the Convention Center be used? Yes ☒ No ☐ When? May 10-12
12. Summarize the objectives of this project:

Promote education and awareness of the natural resources in the greater Lahontan Valley area. This event will focus on environmental education of local students and the general public, focusing on the avian population and its habitat.

PROJECT BUDGET

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

Convention Center Rental: \$1000

Web Site Development and Maintenance: \$1200

Advertising: \$1500

Administration materials: \$500

Event Expenses: \$600

Water/snacks for event volunteers: \$250

Gas for vehicles used during event: \$350

Banquet Expenses: \$1800

Volunteer Expenses: \$1000

Intern Expenses (gas, misc): \$1000

PROJECT BUDGET

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

Festival Registration - \$1000

Fundraising event (auction/banquet) - \$2000

Grant monies: \$9,000

Sponsorships: \$500

PROJECT BUDGET

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

Website Development and Management - \$1200

Poster Development & Printing - \$500

Brochure Development & Printing - \$800

Advertising - \$1500

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

Environmental Education and awareness of the global importance of the Lahontan Valley Wetlands.

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

150 adults and students from the target area of Fallon and the greater Reno/Carson City areas.

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

- (a) How many visitors, from outside a 30-mile radius, do you expect to draw to Fallon as a result of this project?

60

- (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)?

50

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

2,500

- (d) Approximately how many people from outside a 30-mile radius visited Fallon as a result of a similar project last year?

30

(e) How many locals will attend your event?

50+

(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)?

\$7500

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

Advertising via website; promoting in birding magazines and publications; marketing at other birding festivals. Media "blitz" will begin to occur in late January/early February.

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.:

Survey form will be included in registration/brochure and sent via email to those attendees who have provided their email.

**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Friends of Stillwater
2. Project Title: Spring Wings
3. Project Period: May 19th-20th, 2017
4. Grantee Organization: Friends of Stillwater
Mailing Address: P O Box 252
City: Fallon
State: Nevada
Zip: 89406
Web Address: www.friendsofstillwaternwr.org
5. Tax I.D. #: 88-0481746
6. Total Cost of Project: \$16,050.00
7. Amount of Tourism Grant: \$4,000.00
8. Amount of Tourism Grant Expended: \$4,000.00
9. Were matching funds required? Yes ☒ No ☐ How much? \$12,050.00
10. How many visitors came to Fallon? 94
11. How many of those visitors were from out-of-state? 30
12. How many were from in-state? 64
13. If applicable, was there an increase or decrease in attendance over last year? YES
Why? This was the first annual fund raising dinner along with the Spring Wings event.
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
Dinner tickets \$30.00 x 100 people; estimated 10% attendees stayed at hotels or RV park.
15. Was this project news worthy? Yes ☒ No ☐

List the news organizations that covered the event (any medium):

Lahontan Valley News, Friends of Stillwater website, KVLV

16. List all advertising media used:

Lahontan Valley News, Friends of Stillwater website, KVLV, signs and fliers

17. Which medium produced the best or most measured results? Word of mouth and signs and fliers in local businesses.

18. Did you have a web site or web presence? List site: www.friendsofstillwaternwr.org

19. Did you get corporate sponsors for funding or other participation? Yes ☒ No ☐

From whom? Peppermill, Atlantas, Wild Island, Nugget, Sportsman's Warehouse, Duck's Unlimited, Harrah's, and Circus Circus

20. Overall, did project results meet project goals?

Yes, we did not lose money and made a profit. Also made several good contacts to assist next year and learned that several attendees plan on returning for future events.

21. Will this project take place again next year? Yes ☒ No ☐

22. How did the Community respond to this project?

Very well, they stated they wanted more, longer and more bird watching tours and more activities.

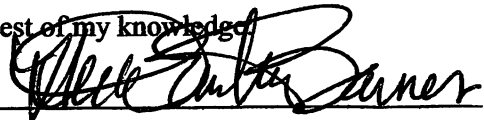
23. Will you seek a grant again next year? Yes ☒ No ☐

24. Do you have any suggestions for future grant projects or the administration of this grant?

During our survey process we asked the question, what would you like to see in the future. Listed below are some suggestions we received: touch a truck, live animal (petting zoo), walking nature tours, dinosaur exhibits, bees, and photo gallery of local wildlife

I hereby attest that the foregoing information is correct to the best of my knowledge.

24. Project Director: Heidi Emke Barnes



Date: 7/12/17

Name & Title: Heidi Emke Barnes, President

Phone: 775-297-2271

E-Mail: hnemke@gmail.com

Convention and Tourism Authority

October 23, 2018

Agenda Item 8

Board and Staff Reports

**FALLON CONVENTION AND TOURISM AUTHORITY
REQUEST FOR BOARD ACTION**

DATE: October 3, 2018

AGENDA DATE: October 23, 2018

AGENDA ITEM #: 8

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Board and Staff Reports

TYPE OF ACTION REQUESTED:

() Formal Action/Motion (X) Progress Report () Discussion Only

RECOMMENDED BOARD ACTION: None.

DISCUSSION: Board and Staff Reports.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____



**City of Fallon Tourism
Board Updates
by Jane Moon, Director**

1. The three videos in which Fallon was a contributor (and are highlighted in) in Travel Nevada's "Don't Fence Me In" campaign with Lt. Governor Mark Hutchison have been released. The Fallon Tourism Board have been provided these videos electronically. Below are examples of Facebook posting...
 - a) Fallon's Stillwater National Wildlife Refuge and Grimes Point Archeological Site with appearances Carl Lunderstadt/Interim Manager, SNWR and Jane Moon, Director of Tourism & Special Events.
<https://www.facebook.com/hutch4nevada/videos/310434279509537/>
 - b) Frey Ranch with appearances by Colby Frey, Owner and Operator.
<https://www.facebook.com/hutch4nevada/videos/248450305813912/>
 - c) Don't Fence Me In Road Trip, Fallon is highlighted and the only rural city featured.
<https://www.facebook.com/hutch4nevada/videos/238839756733596/>
2. The Nevada Governor's Global Tourism Summit will be on November 12-14, 2018 at the Silver Legacy.
3. A Corvette Caravan will be coming through Fallon on Hwy 50 on August 22, 2019 for a tour and dinner at NAS Fallon. We are helping with accommodations and welcoming them to The Oasis of Nevada.
4. Fallon Tourism's granted events continue to gain media attention especially with the Cantaloupe Festival & Country Fair, Rodeos and Cowboy Fast Draw's "Fastest Gun Alive."
5. Fallon is also being highlighted in Travel Nevada's Road Trip campaigns, specifically along the Hwy 50 for our many outdoor destinations and the gem we have in the Churchill Arts Center.

| | Rooms Rented | Total Room Rents | Occpncy Percent | Avg. Room Rate | | Rooms Rented | Total Room Rents | Occpncy Percent | Avg. Room Rate | | Rooms Rented | Total Room Rents | Occpncy Percent | Avg. Room Rate | | Rooms Rented | Total Room Rents | Occpncy Percent | Avg. Room Rate | | Rooms Rented | Total Room Rents | Occpncy Percent | Avg. Room Rate |
|-------|-----------------|------------------------|--------------------|----------------------|-------|-----------------|------------------------|--------------------|----------------------|-------|-----------------|------------------------|--------------------|----------------------|-------|-----------------|------------------------|--------------------|----------------------|-------|-----------------|------------------------|--------------------|----------------------|
| | 2014 | 2014 | 2014 | 2014 | 2015 | 2015 | 2015 | 2015 | 2015 | 2016 | 2016 | 2016 | 2016 | 2016 | 2017 | 2017 | 2017 | 2017 | 2017 | 2018 | 2018 | 2018 | 2018 | 2018 |
| | 2015 | 2015 | 2015 | 2015 | 2016 | 2016 | 2016 | 2016 | 2016 | 2017 | 2017 | 2017 | 2017 | 2017 | 2018 | 2018 | 2018 | 2018 | 2018 | 2019 | 2019 | 2019 | 2019 | 2019 |
| May | 10725 | \$ 771,481.40 | 67% | \$ 71.93 | May | 7431 | \$ 556,903.00 | 46% | \$ 74.94 | May | 7992 | \$ 607,685.22 | 50% | \$ 76.03 | May | 9165 | \$ 659,049.67 | 57% | \$ 71.90 | May | 10308 | \$ 800,750.48 | 66% | \$ 77.68 |
| June | 7987 | \$ 576,275.95 | 51% | \$ 72.15 | June | 9862 | \$ 727,270.00 | 62% | \$ 75.27 | June | 7727 | \$ 597,127.32 | 50% | \$ 77.27 | June | 11540 | \$ 890,344.30 | 74% | \$ 77.15 | June | 10298 | \$ 862,161.56 | 68% | \$ 83.72 |
| July | 7770 | \$ 554,572.00 | 48% | \$ 71.37 | July | 8596 | \$ 660,425.00 | 53% | \$ 76.83 | July | 8334 | \$ 626,776.91 | 52% | \$ 75.21 | July | 10622 | \$ 789,466.46 | 68% | \$ 74.32 | July | 8429 | \$ 685,588.24 | 54% | \$ 81.34 |
| Aug | 8336 | \$ 598,652.00 | 52% | \$ 71.82 | Aug | 8764 | \$ 682,740.00 | 54% | \$ 77.90 | Aug | 9051 | \$ 679,402.29 | 56% | \$ 75.06 | Aug | 11696 | \$ 917,468.94 | 75% | \$ 78.44 | Aug | 9633 | \$ 805,711.99 | 62% | \$ 83.64 |
| Sept | 7725 | \$ 528,274.00 | 50% | \$ 68.38 | Sept | 8055 | \$ 607,773.00 | 52% | \$ 75.45 | Sept | 9686 | \$ 740,354.22 | 62% | \$ 76.44 | Sept | 11331 | \$ 914,529.55 | 75% | \$ 80.71 | Sept | 0 | \$ - | 0% | \$ - |
| Oct | 7906 | \$ 511,472.00 | 49% | \$ 64.69 | Oct | 7505 | \$ 541,854.00 | 47% | \$ 72.19 | Oct | 8841 | \$ 657,489.70 | 55% | \$ 74.37 | Oct | 9465 | \$ 732,861.08 | 63% | \$ 77.42 | Oct | 0 | \$ - | 0% | \$ - |
| Nov | 8278 | \$ 524,607.00 | 53% | \$ 63.37 | Nov | 5021 | \$ 350,941.00 | 25% | \$ 69.89 | Nov | 7635 | \$ 539,896.91 | 49% | \$ 70.71 | Nov | 8346 | \$ 612,421.75 | 55% | \$ 73.37 | Nov | 0 | \$ - | 0% | \$ - |
| Dec | 4108 | \$ 256,305.00 | 26% | \$ 62.39 | Dec | 3912 | \$ 268,383.00 | 24% | \$ 68.61 | Dec | 5825 | \$ 419,271.95 | 36% | \$ 71.98 | Dec | 9541 | \$ 727,291.27 | 59% | \$ 76.22 | Dec | 0 | \$ - | 0% | \$ - |
| Jan | 4206 | \$ 267,042.00 | 26% | \$ 63.49 | Jan | 4126 | \$ 276,149.00 | 25% | \$ 66.92 | Jan | 4344 | \$ 258,409.14 | 27% | \$ 59.49 | Jan | 6271 | \$ 424,278.70 | 39% | \$ 67.65 | Jan | 0 | \$ - | 0% | \$ - |
| Feb | 4791 | \$ 330,750.00 | 33% | \$ 69.03 | Feb | 5545 | \$ 405,827.00 | 38% | \$ 73.18 | Feb | 7181 | \$ 513,302.20 | 49% | \$ 71.48 | Feb | 8430 | \$ 568,621.37 | 58% | \$ 67.45 | Feb | 0 | \$ - | 0% | \$ - |
| March | 6284 | \$ 451,731.00 | 39% | \$ 71.88 | March | 6184 | \$ 460,175.00 | 38% | \$ 74.44 | March | 7732 | \$ 527,623.46 | 48% | \$ 68.24 | March | 9919 | \$ 694,949.32 | 63% | \$ 70.06 | March | 0 | \$ - | 0% | \$ - |
| April | 5811 | \$ 409,662.00 | 37% | \$ 70.49 | April | 6221 | \$ 469,115.00 | 40% | \$ 75.40 | April | 7991 | \$ 595,336.53 | 51% | \$ 74.50 | April | 10763 | \$ 798,862.71 | 71% | \$ 74.22 | April | 0 | \$ - | 0% | \$ - |