

AGENDA
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
April 23, 2019 – 3:30 p.m.

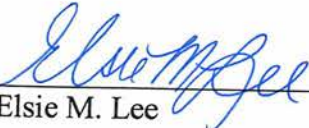
The City of Fallon Convention and Tourism Authority will meet in a regularly scheduled meeting on April 23, 2019 at 3:30 p.m. in the City Council Chambers, City Hall, 55 West Williams Avenue, Fallon, Nevada.

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. Consideration and approval of the Fallon Convention and Tourism Authority meeting minutes for January 15, 2019. (For possible action)
5. Consideration of a grant application by TNT Rodeo Productions for the 2019 de Golyer Bucking Horse and Bull Bash. (For possible action)
 - Grant amount requested by applicant: \$2,500
 - Grant amount recommended by staff: \$2,500
6. Consideration of a grant application by the Fallon Trap Club for the 2019 Trap Club Season. (For possible action)
 - Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000
7. Consideration of a grant application by the Lahontan Valley Claybreakers for the 2019 Lahontan Valley Claybreakers Youth Trapshooting Season. (For possible action)
 - Grant amount requested by applicant: \$2,500
 - Grant amount recommended by staff: \$2,500

8. Consideration of a grant application by the Cowboy Fast Draw Association for the 2019 Fastest Gun Alive – World Championship of Cowboy Fast Draw. (For possible action)
 - Grant amount requested by applicant: \$14,500
 - Grant amount recommended by staff: \$14,500
9. Consideration of a grant application by the Fallon Ranch Hand Rodeo for the 2019 Fallon Ranch Hand Rodeo. (For possible action)
 - Grant amount requested by applicant: \$3,500
 - Grant amount recommended by staff: \$3,500
10. Consideration of a grant application by the Western Heritage Preservation Society for 2019 Heritage Productions Barrel Races Series. (For possible action)
 - Grant amount requested by applicant: \$5,500
 - Grant amount recommended by staff: \$5,500
11. Public comments. (For discussion only)
12. Board and staff reports. (For discussion only)
 - Next Convention and Tourism Authority Meeting: Tuesday, July 16, 2019

This agenda has been posted on or before 9:00 a.m. on April 18, 2019 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.

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

DATE: April 3, 2019

AGENDA DATE: April 23, 2019

AGENDA ITEM #: 4

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration and approval of Fallon Convention and Tourism Authority meeting minutes for January 15, 2019. (For possible action)

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve the Fallon Convention and Tourism Authority meeting minutes for January 15, 2019.

DISCUSSION: Additions and/or corrections.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
January 15, 2019

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
Director of Tourism & Special Events, Jane Moon
City Clerk, Gary C. Cordes

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.

City Clerk Cordes advised that the agenda was posted in compliance with NRS 241.

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 Tourism Board meeting minutes for October 23, 2018

No additions or corrections were noted.

Board Member Bhakta motioned to approve the Tourism Board meeting minutes for October 23, 2018, as submitted, seconded by Chairwoman Frost and approved with a 2-0 vote by the Tourism Board.

Consideration of a Grant Applications

A) Churchill Arts Council for the Oats Park Art Center: \$12,000

- B) Fallon High School Rodeo Club for the Fallon High School and Jr. High School Rodeo: \$2,500
- C) Motor Sports Safety Inc. for the 2019 Top Gun Dragstrip Drag Racing Season: \$10,000
- D) Nevada Cattlemen's Association for the 2019 Fallon All Breeds Bull Sale: \$2,500
- E) Rattlesnake Raceway for 2019 Season Promotions: \$10,000
- F) Lahontan Auto Racing Association for Octane Fest 2016: \$10,000

Consideration of a Grant Application by Churchill Arts Council for the Oats Park Art Center: 2019 Core Programs

Chairwoman Frost informed the next agenda item for review is consideration of a Grant Application by Churchill Arts Council for the Oats Park Center.

Director Moon introduced the grant application by Churchill Arts Council for the Oats Park Center and informed the staff recommendation for the 2019 Core Program is \$12,000. Director Moon stated that Valerie Serpa is here to give an update and answer questions from the board.

Ms. Serpa addressed the board informing on the new poster format on the performance, January 26th Program, Bill Purcell, that will be put on at the Oats Park Center. This performance will be featuring movies like, "When you Wish Upon a Star". In April they will be hosting a convention. The State Tourism Conference will open, followed with a reception at the Arts Center.

Chairwoman Frost inquired if these posters will be seen throughout town. Ms. Serpa informed us that posters will be available around town, through social media, mailings, amongst other resources.

Board member Bhakta inquired if the hotels will be receiving these posters as well. Ms. Serpa informed that they will be wherever people are happy to have them.

Board member Bhakta inquired if there has been an increase of interest during the 2016-2018 years. Ms. Serpa responded that there has been an increase of interest on average an eight to ten percent. She furthermore included the out of State supporters who follow their events through social media; making her proud of our town, and the ambassadors that support our town and artists.

Board member Bhakta inquired on the number of events they have a year. Ms. Serpa informed that 8-9 performances are done a year; 2 film series, 6 exhibitions, 3 poetry readings. In addition, she informed of some of the Summer events that are also offered; Lariat Nights is held every other week in their courtyard, allowing the community to enjoy

local artists, cocktails, and music. She additionally added on how the Arts Council can be rented for weddings, reunions, and birthdays.

Chairwoman Frost inquired if there are any further questions or comments. She noted no further questions or comments.

Board member Bhakta motioned to approve \$12,000 to the Churchill Arts Council for the Oats Park Art Center; Chairwoman Frost seconded and approved with a 2-0 vote by the Board.

Consideration of a Grant Application by the Fallon High School Rodeo Club for the Fallon High and Jr. High Rodeo

Chairwoman Frost informed the next agenda item for review is consideration of Grant Application by the Fallon High School Rodeo Club for the Fallon High and Jr. High Rodeo.

Director Moon introduced the grant application and representatives for the Rodeo Club, Monyca Jensen and Leta Ikonen.

Monyca Jensen introduced herself as the Director of the Rodeo Club, and introduced the President of the club, Leta Ikonen.

Leta Ikonen informed of the rodeo April 5th-8th and made the board aware that other members were also there to show their support.

Chairwoman Frost inquired on the amount of people the Rodeo was expecting. Ms. Jensen responded with an approximate number of one-hundred and twenty-five. Board member Bhakta followed with the question of an approximate number of outside visitors the Rodeo will have. Ms. Jensen informed that they come from all over Nevada and range between 75-80 people that have to stay at the fairgrounds, stay in the hotels, go out to eat, and shop with their families.

Chairwoman inquired of the Fallon Rodeo popularity. Ms. Ikonen replied that she believes Fallon seems to be the biggest and the most fun rodeo.

Chairwoman Frost inquired on where the State Finals Rodeo would take place. Ms. Jensen reported that State Finals would be held in Las Vegas. Chairwoman Frost responded with a follow-up question if Fallon would ever be considered to hold the State Rodeo Finals in the future. Ms. Jensen reported that it goes up for bid and yes, Fallon comes up and could very well be considered in the future to hold a Rodeo.

Chairwoman Frost inquired if there are any further questions or comments. She noted no further questions or comments.

Board member Bhakta motioned to approve \$2,500 to the Fallon High School Rodeo Club for the Fallon High and Jr. High School Rodeo; Chairwoman Frost seconded, the grant was approved with a 2-0 vote by the Board.

Consideration of Grant Application by Motor Sports Safety, Inc. for the 2019 Top Gun Dragstrip Drag Racing Season

Chairwoman Frost informed the next agenda item for review is consideration of Grant Application by Motor Sports Safety Inc. for the 2019 Top Gun Dragstrip Drag Racing Season.

Director Moon introduced the grant application and representative for Motor Sports Safety, Inc., for the 2019 Top Gun Dragstrip Drag Racing Season, Treasurer, Jim Setterberg. She informed the staff recommendation for the grant is \$10,000.

Mr. Setterberg addressed the board informing the board Top Gun will be holding a ten-race event this year, that will be sponsored by Summit Racing in Reno. Informing the board that there will be a NHRA National Open event that draws people all over Western Nevada and runs concurrently with Octane Fest. Mr. Setterberg informed the event has between 100-150 large dragster street cars, and approximately 75 junior dragsters, bringing ages 6-18-year-old youth. He also informed of the event, \$5.00 Fridays which has become very popular. He let the board know that on a typical Friday approximately 100-200 cars attend, he feels this helps keep kids off the street.

Board member Bhakta inquired on how many cars come during the weekend. Mr. Setterberg informed they receive between 30-35 cars, and less on Sundays, bringing in 20-25.

Board member Bhakta inquired on the survey the Raceway conducts. Mr. Setterberg responded that it is done during the National Open. Board member Bhakta inquired on the number of racers that stay in the hotels. Mr. Setterberg informed that 60% of their registrants are from inside Nevada, and 40% come from outside of Nevada. He also informed the board that during these events many stay in their motor homes at the dragstrip, but sometimes many come into town to stay in hotels. He also informed due to not having evening races, often people come to town during the evening for dinner and entertainment.

Chairwoman Frost inquired if the event occurs ten different weekends during the year. Mr. Setterberg informed that they keep busy about 10 weekends in the series, with the \$5.00 Friday event, in addition to test and tune weekends.

Chairwoman Frost inquired if there are any further questions or comments. She noted no further questions or comments.

Board member Bhakta motioned to approve \$10,000 to Motor Sports Safety, Inc. for the 2019 Top Gun Dragstrip Drag Racing Season; Chairwoman Frost seconded, and the grant was approved with a 2-0 vote by the Board.

Consideration of a Grant Application by Nevada Cattlemen's Association for the 2019 Fallon All Breeds Bull Sale

Chairwoman Frost informed the next agenda item for review is consideration of Grant Application by Nevada Cattleman's Association for the 2019 Fallon All Breeds Bull Sale.

Director Moon introduced the grant application and representative for the Nevada Cattleman's Association for the 2019 Fallon All Breeds Bull Sale, Davie Stix. She informed the staff recommendation for the grant is \$2,500.

Davie Stix addressed the board informing the board that this association has been around for 53 years, and they are back again. He informed that this is a big event, but that he suspected the numbers may be down this year, looked at it as a positive. He informed that there are approximately 1,000 people that come greater than a 30-mile radius. Mr. Stix informed of all the different people this event brings in.

Chairwoman Frost inquired on if the Dog Trials this year. Mr. Stix informed that there are four parts to the Bull Sales: The Dog Trial, which he stated was a huge spectator event, and fun to watch; the Cowbell's Dance on Friday; the Trade Show, which he acknowledged the Ott's Farm for their huge help during this event last year by bringing their equipment to this show.

Chairwoman Frost thanked Mr. Stix for doing a good job every year.

Chairwoman Frost inquired if there are any further questions or comments. She noted no further questions or comments.

Board member Bhakta motioned to approve \$2,500 to Nevada Cattlemen's Association for the 2019 Fallon All Breeds Bull Sale; Chairwoman Frost seconded and the grant was approved with a 2-0 vote by the Board.

Consideration of a Grant Application by the Rattlesnake Raceway for the 2019 Season Promotions

Chairwoman Frost informed the next agenda item for review is consideration of Grant Application by the Rattlesnake Raceway for the 2019 Season Promotions.

Director Moon introduced the grant application and representative for the Rattle Snake Raceway for the Season Promotions, 2019, President Chris Lumsden. She informed the staff recommendation for the grant is \$10,000.

Mr. Lumsden addressed the board stating of the 2019 Season is packed. Mr. Lumsden informed that an all-track meeting was held to determine their schedules this year and noted all the northern tracks attended, excluding Fernley, causing no date interferences. He let the board know that there will be an I-80 Challenge this year, where all five tracks will run a 2-day show, that is required to win the pot. He informed he hopes the I-80 Challenge will bring in tracks that haven't participated in the past. Mr. Lumsden also informed that they are looking to expand their bleachers down the road to accommodate more spectators.

Board member Bhakta inquired which five tracks are participating in the I-80 Challenge. Mr. Lumsden informed the race tracks are in Elko, Battle Mountain, Winnemucca, Lovelock, and Fallon. He stated they all work together to bring awareness of dirt track racing in Northern Nevada.

Board member Bhakta asked if races are held every weekend. Mr. Lumsden informed they usually race every other weekend.

Board member Bhakta inquired on which races are the most successful. Mr. Lumsden informed the weekend of the Rodeo, April 6th, was the most successful. Mr. Bhakta followed with asking if this would be a conflict. Mr. Lumsden informed that this was not an issue due to the rodeo being a day event, and Rattlesnake being a nightly event. He also commented on the 4th of July Rodeo they had standing room only available.

Chairwoman Frost inquired if last year was the first year to work with the tracks to not overlap. Mr. Lumsden responded that it was.

Jerry Roseland also wanted to comment on the behalf of Rattlesnake Raceway. He informed the board that their event helps support hotels, gas stations, and restaurants. Mr. Roseland also commented that they work with Napa, and O'Reilly, and often run parts to the drivers, if needed. Mr. Roseland informed of the growth of the track and how their track dictates what happens with other tracks.

Chairwoman Frost inquired if there are any further questions or comments. She noted no further questions or comments.

Board Member Bhakta motioned to approve \$10,000 to the Rattlesnake Raceway for the Season Promotions 2019; Chairwoman Frost seconded and the grant was approved with a 2-0 vote by the Board.

Consideration of a Grant application by Lahontan Auto Racing Association for Octane Fest 2019

Chairwoman Frost informed the next agenda item for review is consideration of Grant Application by Lahontan Auto Racing Association for Octane Fest 2019.

Director Moon introduced the grant application and representative for the Lahontan Auto Racing Association for Octane Fest 2019, Chris Lumsden. She informed the staff recommendation for the grant is \$10,000.

Mr. Lumsden addressed the board informing their plan this year to run a small monster truck show, demo derby, and tough truck competition at the race track. He informed they are working with Top Gun Dragstrip on a car show, tying it in with their events this year. He also informed that last year the motocross did not do as well as they had hoped, and this year that they will do the monster trucks at the track to cut cost, and hopefully break

even. He informed the board that they will be returning to advertisement through television and radio due to the flyers not being successful last year.

Chairman Frost noted that social media would also be a good tool for advertisement. Jerry Roseland addressed the board informing of a three-day seminar on social media he attended to help the event this year.

City Clerk Gary Cordes inquired on what type of seminar Mr. Roseland attended. Mr. Roseland explained that it was business seminar, including marketing for drone videography, but explained that the marketing side was better.

Chairwoman Frost suggested that they touch basis with Kaitlyn Ritchie, the City's Marketing Communications Coordinator, to help get the word out.

Board member Bhakta inquired on how long Octane Fest has been run by Rattlesnake. Mr. Lumsden informed that they have overseen it now four approximately four years.

Chairwoman Frost wanted to also express how great Octane Fest is and wants to see it grow, she also noted that people really enjoy the monster trucks and looks forward to seeing them back this year.

Chairwoman Frost inquired if there are any further questions or comments. She noted no further questions or comments.

Board member Bhakta motioned to approve \$10,000 to the Lahontan Auto Racing Association for Octane Fest 2019. Chairwoman Frost seconded and approved the grant with a 2-0 vote by the board.

Public Comments

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

Board and Staff Reports

City Clerk Gary Cordes stated he has made modification to his reports to show year to date, fiscal year, and month-to-month comparisons of room tax collection. He informed the board that room tax has decreased this year. City Clerk Cordes said that this could be due to, tourism trends and possibly not having as many out of town contractors, being possible contributing factors.

Chairwoman Frost inquired if the Naval Air Station or cags coming in and having more housing available on the base could be responsible for the decrease. City Clerk Gary Cordes agreed that they are huge contributors.

Chairwoman Frost asked Director Moon if she has anything to report.

Director Moon reported that in November she attended the Nevada Governor's Global Summit with Chairwoman Frost, she informed the board that she learned of good information on what attracts guests and tourists of Nevada to the rural areas. She informed that there will be possible direct flights to Las Vegas, and Reno, that domestic and international flights would be made available. She will be report back when she learns new information on this subject.

Director Moon noted that the video, Tourism Means More, will be featured at the Legislature on February 13th, as part of the Nevada Commission on Tourism's legislative presentation. She stated Fallon is the representing Rural Community featured in the video that was previewed at the Global Tourism Summit.

Director Moon noted that the Tree Lighting is becoming a Northern Nevada tradition for many, including those who are not from Fallon. She also stated the Rural Roundup will be hosted in Fallon this year on April 10th-12th, headquartered out of the Convention Center, with break-out sessions being held at Western Nevada College.

Chairwoman Frost noted that the people here for the Rural Roundup will be staying in our hotels. Director Moon confirming this is a benefit for them coming to our community.

Director Moon informed the Food Boom will be returning in May. She explained the they want to come to Nevada and be able to pick their own fruit and know where their meat is coming from. Director Moon further informed that during this event there will be information on what drinks pair well with the what food, she further noted that this will hopefully be held in the Douglass House working with local chefs.

Chairwoman Frost inquired if Director Moon had any updates on the Corvette Club traveling through Fallon this summer. Director Moon informed that they will be here and have 99 cars traveling through. She said they will be having dinner at NAS Fallon, and staying locally at our hotels.

Chairwoman Frost inquired if there was anything else to report. No one had anything further to report.

Chairwoman Frost commented on the Tourism Summit, and informed that it was a great experience and conference.

Adjournment

There being no further business of the Tourism Board, Chairwoman Frost adjourned the meeting at 4:25 p.m.

Chairwoman Kelly Frost

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

DRAFT

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

DATE: March 28, 2019

AGENDA DATE: April 23, 2019

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 TNT Rodeo Productions for the 2019 de Golyer Bucking Horse and Bull Bash. (For possible action)

- Grant amount requested by applicant: \$ 2,500
- Grant amount recommended by staff: \$ 2,500

TYPE OF ACTION REQUESTED:

(☒) Formal Action/Motion (☐) Progress Report (☐) Discussion Only

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$2,500 to TNT Rodeo Productions for the 2019 de Golyer Bucking Horse and Bull Bash, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: TNT Rodeo Productions strives to keep the sport of rodeo alive for future generations by creating memorable and affordable experiences for contestants, spectators and volunteers annually. It is estimated that 2,500 people will attend this weekend event, with 1,000 people being from outside a 30-mile radius throughout Nevada (and including contestants from Utah, Arizona, Oregon, California and Idaho); generating 100 hotel/motel room overnight stays.

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) The de Golyer Bucking Horse and Bull Bash
Chief Executive Officer: Cody & 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) Since 2014 Tax I.D. # 530591544
3. Purpose of Organization To put on a fun affordable family outing
4. Total Annual Budget \$
5. Project Director Cody and Kristina de Golyer Phone Number: 775-427-9730
Mailing address: 4188 Hiskett Lane
City Fallon State Nevada Zip 89406
Phone Number: 775-427-9730 Email: degolyerbullbash@yahoo.com
6. Project Title The de Golyer Bucking Horse and Bull Bash
7. Actual Date of Event June 29th
8. Location of project Churchill County Fairgrounds
9. Funds requested from FCTA: \$ \$2,500.00
10. Total cost of project: \$ 18,480.00
11. Will the Convention Center be used? Yes ☐ No ☒ When?
12. Summarize the objectives of this project:

The objective of our event I to keep the sport of rodeo alive
To keep a fun affordable family outing in our community
To bring business into our community

PROJECT BUDGET

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

Leasing of stock - bucking stock - 25 bulls x \$100 each 2500.00
Leasing of sheep 20 head x \$10 each 200.00
Leasing of steers 6 head x \$75 each 450.00
Leasing of cows 6 head x \$150 each 900.00
Leasing of bucking horses 10 heads \$100 each 1000
Leasing of ponies 8 head x \$60 each 480.00
Rodeo clown \$1000
Announcer \$1000
Judges 3 \$150.00 each \$450.00
Pick up men 3 \$150.00 each \$450
Bullfighter 2 \$150.00 each \$300
Office help \$150.00 \$300.00
Hotel rooms 3 rooms \$100.00 each \$300.00
Radio Advertising \$2500.00
Insurance \$700.00
Rental of fairgrounds \$900.00

Added money
Bull riding \$2,000
Kids steer riding \$100
Sheep riding \$100
Women's cow riding \$500
Barrel racing \$500
Ranch bronc riding \$1000
Team roping \$500
Wild cow milking \$350

\$18,480

PROJECT BUDGET

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

Cost of one adult ticket is \$10 estimated ticket sales 1,500 - \$15,000

Cost of one child ticket or senior ticket is \$5 estimated ticket sales 1,000 - \$5,000

Totals for ticket sales - \$20,000

Grant \$2,500.00

Total revenue \$22,500.00

PROJECT BUDGET

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

Radio advertising

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

The long term goal of our project is to continue to support the kids that want to participate in rodeos when finances are not available, and to give as many people the opportunity to enjoy our local rodeos.

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

Our fairgrounds has a capacity of 3,000 people we expect to average 2,500 people.

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?

We advertise all over the western United States with contestants and their family coming from Utah, Arizona , Oregon , California, Idaho as well as Nevada. We expect to have approx. 1,000 people from outside a 30 mile radius of 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)?

With the amount of advertising we do out of the fallon area we are expecting approx. 100 people per night to stay in fallon.

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

With us concentrating the majority of our advertising budget outside of the fallon area with magazines, Facebook, radio stations we hope to hit the maximum amount of potential people to come to fallon. The radio station that we advertise with has a fan base that reaches approx. 500,000 people

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

From the survey we conducted we had had approx. 1,000 people attend our rodeo last year outside of a 30 mile radius of fallon.

(e) How many locals will attend your event?

We are hoping for a similar number as we have had in the past years possibly even improve on that number with the amount of advertising avenues in the fallon area that have began this year. We are looking at approx. 1,500 locals to attend.

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

If 100 people stay the night with an average of 200 dollars in our community that is spent between lodging, food, gaming, fuel, and after parties at our local drinking establishments that equals 20,000 dollars.

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

We do a banner across Main Street also 3 foot by 4 foot signs at almost every intersection in fallon as well as fernley. We also do a tremendous amount of Internet advertising such as Facebook as well as our business websites and also fliers and posters in fallon and surrounding communities. Our radio commercials will begin to air two weeks prior to our rodeo.

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

We do survey cards if they fill them out with their email address how much they plan on spending while they are in fallon and where they came from and if they will be staying the night they will be entered into random drawings for different prizes that are donated by local business's

DEGOLYER RODEO 2019

From: Angela White
 Phone: (775) 829-1964
 Email: angela@renomediagroup.com
 3/27/2019 11:47 AM

TAPSCAN

Flight Dates: 06/24/2019 - 06/29/2019
 Demo: P 25-54

ScheduleDescription:
 RODEO 2019

Radio Market: RENO
 Survey: FA18 v 1 / SP18
 Geography: Metro

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
Radio Total		162		\$15.43	\$2,500.00	0.4%	\$40.85	61.2	100%	100%	15.5%	38,300	4.0	154,600
KLCA-FM HD3		52		\$7.31	\$380.00	0.2%	\$36.54	10.4	17%	15%	2.8%	6,900	4.0	27,600
Flight A - 1 wk (06/24)														
One Week Total		52		\$7.31	\$380.00	0.2%	\$36.54	10.4	17%	15%	2.8%	6,900	4.0	27,600
M-F 6A-9P		52		\$7.31	\$380.00	0.2%	\$36.54	10.4	17%	15%	2.8%	6,900	4.0	27,600
M-F 12M-12M		30	60	\$10.00	\$300.00	0.2%	\$50.00	6.0	58%	79%	2.3%	5,700	3.2	18,000
Sa 6A-5P		14	60	\$0.00	\$0.00	0.2%	\$0.00	2.8	27%	0%	1.4%	3,500	1.6	5,600
KODS-FM		8	60	\$10.00	\$80.00	0.2%	\$50.00	1.6	15%	21%	0.6%	1,400	2.9	4,000
Flight A - 1 wk (06/24)														
One Week Total		52		\$16.73	\$870.00	0.6%	\$27.71	31.4	51%	35%	8.1%	19,900	3.9	78,400
M-F 6A-9P		52		\$16.73	\$870.00	0.6%	\$27.71	31.4	51%	35%	8.1%	19,900	3.9	78,400
M-F 12M-12M		30	60	\$25.00	\$750.00	0.7%	\$35.71	21.0	67%	86%	6.7%	16,600	3.1	51,000
Sa 8A-5P		14	60	\$0.00	\$0.00	0.4%	\$0.00	5.6	18%	0%	3.9%	9,700	1.6	15,400
KOLC-FM		8	60	\$15.00	\$120.00	0.6%	\$25.00	4.8	15%	14%	2.1%	5,200	2.3	12,000
Flight A - 1 wk (06/24)														
One Week Total		58		\$21.55	\$1,250.00	0.3%	\$64.43	19.4	32%	50%	6.2%	15,300	3.2	48,600
M-F 6A-9P		54		\$18.52	\$1,000.00	0.3%	\$54.95	18.2	30%	40%	6.1%	15,000	3.1	45,800
M-F 12M-12M		30	60	\$25.00	\$750.00	0.4%	\$25.00	12.0	66%	75%	5.1%	12,500	2.4	30,000
Sa 6A-5P		14	60	\$0.00	\$0.00	0.3%	\$0.00	4.2	23%	0%	2.7%	6,600	1.5	9,800
Flight B - 1 wk (06/24)														
One Week Total		10	60	\$25.00	\$250.00	0.2%	\$125.00	2.0	11%	25%	1.4%	3,400	1.8	6,000

The first demo listed is the Primary Demo.
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DEGOLYER RODEO 2019

TAPSCAN

From: Angela White
 Phone: (775) 829-1964
 Email: angela@renomediagroup.com
 3/27/2019 11:47 AM

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GIs
KOLC-FM (continued)														
One Week Total		4		\$62.50	\$250.00	0.3%	\$208.33	1.2	2%	10%	0.6%	1,600	1.8	2,800
		4		\$62.50	\$250.00	0.3%	\$208.33	1.2	2%	10%	0.6%	1,600	1.8	2,800
Sa 4P-6P	SA3	4	60	\$62.50	\$250.00	0.3%	\$208.33	1.2	100%	100%	0.6%	1,600	1.8	2,800

The first demo listed is the Primary Demo.
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nielsen
:

DEGOLYER RODEO 2019



From: Angela White
 Phone: (775) 829-1964
 Email: angela@renomediagroup.com
 3/27/2019 11:47 AM

Schedule Grand Totals: 1 Week

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GIs	CPM
Radio Total	162	\$15.43	\$2,500.00	0.4%	\$40.85	61.2	100%	100%	15.5%	38,300	4.0	154,600	\$15.43
KLCA-FM HD3	52	\$7.31	\$380.00	0.2%	\$36.54	10.4	17%	15%	2.8%	6,900	4.0	27,600	\$14.62
KODS-FM	52	\$16.73	\$870.00	0.6%	\$27.71	31.4	51%	35%	8.1%	19,900	3.9	78,400	\$11.15
KOLC-FM	58	\$21.55	\$1,250.00	0.3%	\$64.43	19.4	32%	50%	6.2%	15,300	3.2	48,600	\$26.94

Accepted by Station

Date

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

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Detailed Sourcing Summary

Radio Market: RENO
Survey: Average of Nielsen Radio Fall 2018 (Rev 1), Nielsen Radio Spring 2018
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 25-54 (Primary)	246,900	1,163

Stations: User Selected
Additional
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.
Please note: The Intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.
Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf
The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.nielsen.com>
Rating Reliability Estimator: <https://rrc.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.
<https://ebook.nielsen.com/secure/RR8/2018FAL/0275/pdfs/SpecialNotices.pdf>
<https://ebook.nielsen.com/secure/RR8/2018SPR/0275/pdfs/SpecialNotices.pdf>

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**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: TNT Rodeo Productions
2. Project Title: De Golyer Bucking Horse and Bull Bash
3. Project Period: June 30, 2018
4. Grantee Organization: Non profit

Mailing Address: 4188 Hiskett Lane

City: Fallon

State: Nevada

Zip: 89406

Web Address: Tntrodeoproductions.com
5. Tax I.D. #: 815131486
6. Total Cost of Project: \$18,480
7. Amount of Tourism Grant: \$2,500.00
8. Amount of Tourism Grant Expended: \$2,500.00
9. Were matching funds required? Yes ☐ No ☒ How much? _____
10. How many visitors came to Fallon? Approximately 1,000
11. How many of those visitors were from out-of-state? Approximately 300
12. How many were from in-state? Approximately 1000
13. If applicable, was there an increase or decrease in attendance over last year? Increase
Why? More advertising and word of mouth
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
1,000 people and each person spends \$40.00 = \$40,000.00 into fallon
15. Was this project news worthy? Yes ☒ No ☐

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

Lahontan valley news

16. List all advertising media used:

Ten Country-97.3
The River 103.7
More FM 106.9
The Rodeo 96.9

Facebook advertising pages
Websites linked to event

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

18. Did you have a web site or web presence? List site: Facebook de Golyer Bucking Horse & Bull Bash
Website degolyerbuckinghorseandbullbash.com

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

From whom? Some local businesses

20. Overall, did project results meet project goals?

Yes. There is still a lot of room to grow

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

22. How did the Community respond to this project?

Positive.

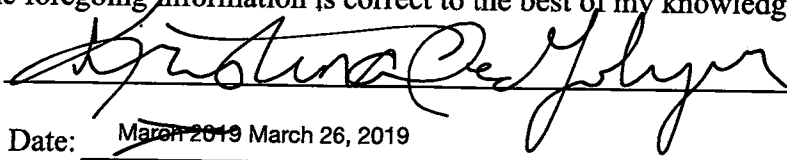
23. Will you seek a grant again next year? Yes ☒ No ☐

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

No.

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

24. Project Director:


Date: March 26, 2019

Name & Title: Kristina de Golyer/owner

Phone: 1-775-427-9730

E-Mail: deGolyerbullbash@yahoo.com

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

DATE: March 28, 2019

AGENDA DATE: April 23, 2019

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 Fallon Trap Club for the 2019 Fallon Trap Club Season. (For possible action)

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

TYPE OF ACTION REQUESTED:

(☒) Formal Action/Motion (☐) Progress Report (☐) Discussion Only

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$5,000 to the Fallon Trap Club for the 2019 Fallon Trap Club Season, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The Fallon Trap Club holds shooting events throughout the year to promote, enhance, and encourage participation in the sport of trap shooting. The organization participates in shoots throughout Northern Nevada. It is anticipated that the Fallon event bring 125 shooters from out-of-area, generating approximately 125 hotel/motel nights for these shooters and their families.

*** The Fallon Trap Club is requesting \$2,500 less than previous years as they used to sponsor the Lahontan Valley Claybreakers. LVCB now has its own nonprofit status and will be submitting a grant in the amount of \$2,500 to the Fallon Convention and Tourism Authority independent of the Fallon Trap Club. ***

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) Fallon Trap Club
Chief Executive Officer: Steve Montana
Mailing address P.O. Box 5501
City Fallon State NV Zip 89406
Phone Number: 775-427-3393 Email: stevenmontana1@gmail.com
2. How long organized (or in business) 16 Years Tax I.D. # 61-1548497
3. Purpose of Organization _____
4. Total Annual Budget \$ 30,000.00
5. Project Director Lester Webb Phone Number: 775-427-3246
Mailing address: P.O. Box 5501
City Fallon State Nv Zip 89407 Email: webb@cccomm.net
6. Project Title 2019 Fallon Trap Club
7. Actual Date of Event See attached schedule of shoot dates
8. Location of project Fallon Trap Club 2007 Airport Rd
9. Funds requested from FCTA: \$ 5,000.00
10. Total cost of project: \$ 30,000.00
11. Will the Convention Center be used? No When? _____
12. Summarize the objectives of this project:

The club continues to hold shooting events throughout the year to promote, enhance and encourage participation in the sport of trap shooting. They help local organizations with fund raising events and continue to help sponsor the local youth trap shooting club, the Lahontan Valley Claybreakers, with their program.

PROJECT BUDGET

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

Yearly expenses:

Load of targets	\$19,000.00
Utility bills	1,800.00
Advertising	300.00
Web Maintenance	300.00
Office supplies- (copy paper, stamps, envelopes, printed programs postage, pens, pencils & etc.	1,400.00
Trophy package for Shoots	3,000.00
Jackets & Hats	1,600.00
Porta-potty rentals	700.00
Equipment maintenace & parts	1,400.00
Grounds maintence (weed control)	500.00

PROJECT BUDGET

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

Revenue is raised by shooting fees charged to each shooter.

Shooting fees for practice days are \$5.00 for 25 targets and on Registered Shoot days we charge 33.00 per 100 target event with an average of three events per day.

All money raised at the trap club, after expenses (largest one is a load of targets a year costing \$14,680.00), goes to the upkeep and maintenance of the trap club. No salaries are paid, the Fallon Trap Club is a volunteer organization.

Grant monies of \$6000.00 will be used to help pay for the advertising, web site maintenance and the awards for the registered shoots held at the Club.

PROJECT BUDGET

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

Advertising: Trap Shooting Magazines	200.00
Web Site advertising (shootnevada.com)	200.00
Programs and flyers	500.00
Postage for mailing program & flyers	100.00
Trophy package for Shoots (3) 1200.00 each	2700.00
Clothing embroidered with Fallon Trap Club	1300.00

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

The Fallon Trap Club continues to promote trap shooting locally and to increase the out of town as well as out of state shooters to our area. Over the past 16 years attendance has continued to increase at the shoots.

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

Over the 2019 target year we anticipate an increase of out of area as well as the out of state shooters.

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?

We expect around 30 to 40 shooters for the average shoot held with an average of 70 to 80 shooters for some of the shoots.

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

The Basque shoot brings in over 80 shooters (50 to 60 out of area) for a two day shoot and the other 3 events average 30 to 40 out of area shooters.

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

The club mails out approx. 130 flyers for each event as well as website exposure and out of area magazines.

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

Every year our attendance numbers continue to rise

(e) How many locals will attend your event?

On average is the club is open 50 to 55 days a year with an average of 15 to 20 locals on each open day. The club is open an additional 20 to 25 days for the Lahontan Valley Claybreakers Scholastic Team to practice.

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

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

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

The shootnevada.com web site is linked to National Trap Shooting organizations, such as the Amatuer Trapshooting Association (ATA) and the Pacific International Trap Shooting Association (PITA). Churchill County Communitions Telephone Company, Big R and Frontier Liquor display the shoots on their reader boards and a banner is hung before shoots across Williams Ave and the Fallon Tourism list the shoots in their community events calendar on their web sites

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.:

At each register

2019 Range &

Last upc

Date	Event
04 Apr / Thurs	FTC Opening 2019
	LVCB Optional Practice
07 Apr / Sun	Open Range
09 Apr / Tues	Board Meeting
11 Apr / Thurs	Open Range
13 Apr / Sat	LVCB Orientation
18 Apr / Thurs	Open Range
21 Apr / Sun	Range Closed
22 Apr / Mon	LVCB Practice #1
24 Apr / Wed	LVCB Practice #2
25 Apr / Thu	Open Range
29 Apr / Mon	LVCB Practice #3
01 May / Wed	LVCB Practice #4
02 May / Thu	Open Range
04 May/ Sat	CYCC Scholastics
05 May / Sun	Open Range
06 May / Mon	LVCB Practice #5
08 May / Wed	LVCB Practice #6
09 May / Thu	Open Range
13 May / Mon	LVCB Practice #7
14 May / Tue	Board Meeting
15 May / Wed	LVCB Practice #8
16 May / Thu	Open Range
19 May / Sun	Open Range
20 May / Mon	LVCB Practice #9
22 May / Wed	LVCB Practice #10
23 May / Thu	Open Range
29 May / Wed	LVCB Practice #11
30 May / Thu	Open Range
01 Jun / SAT	Doubles Marathon
02 Jun / Sun	Open Range
03 Jun / Mon	LVCB Practice #12
05 Jun / Wed	LVCB Makeups
06 Jun / Thu	Open Range & Multiplex
10 Jun / Mon	LVCB BBQ & Fun
11 Jun / Tue	Board Meeting

12 Jun / Wed	LVCB Practice for State
13 Jun / Thu	Open Range
16 Jun / Sun	Open Range ????
20 Jun / Thu	Open Range
27 Jun / Thu	Open Range
29/30 Jun Sat/Sun	Hall of Fame Shoot
02 Jul / Tue	Multiplex - Open
04 Jul / Thu	Range Closed
07 Jul / Sun	Open Range
09 Jul / Tue	Board Meeting
11 Jul / Thu	Open Range
18 Jul / Thu	Open Range
21 Jul / Sun	Open Range
25 Jul / Thu	Open Range
01 Aug / Thu	Open Range
04 Aug / Sun	Open Range
08 Aug / Thu	Open Range & Multiplex
13 Aug / Tue	Board Meeting
15 Aug / Thu	Open Range
18 Aug / Sun	Open Range
22 Aug / Thu	Open Range
29 Aug / Thu	Open Range
01 Sep / Sun	Range Closed
05 Sep / Thu	Open Range
10 Sep / Tue	Board Meeting
12 Sep Thur	Open Range
15 Sep / Sun	Open Range
19 Sep / Thu	Open Range
26 Sep / Thu	End 2019 Open Range
06 Oct / Sun	Multiplex
08 Oct / Tue	Board Meeting
03 Nov / Sun	Multiplex
09 Nov / Sat	Basque Shoot
10 Nov / Sun	
12 Nov / Tue	Board Meeting
08 Dec / Sun	Multiplex
10 Dec / Tue	Board Meeting

**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Fallon Trap Club
2. Project Title: 2018 Shooting Year
3. Project Period: 2018
4. Grantee Organization: Fallon Trap Club
Mailing Address: P.O. Box 5501
City: Fallon
State: NV
Zip: 89406
Web Address: shootnevada.com
5. Tax I.D. #: 61-1548497
6. Total Cost of Project: _____
7. Amount of Tourism Grant: \$7,500.00
8. Amount of Tourism Grant Expended: \$7,500.00
9. Were matching funds required? Yes ☐ No ☒ How much? _____
10. How many visitors came to Fallon? over 100 shooters and their families
11. How many of those visitors were from out-of-state? Approx 50
12. How many were from in-state? Approx. 50
13. If applicable, was there an increase or decrease in attendance over last year? Increase
Why? _____
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?

15. Was this project news worthy? Yes ☒ No ☐

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

Lahontan Valley News

16. List all advertising media used:

Pacific International Trapshooting Assoc. Website, Shootnevada.com website, California State Shoot Program, Over 250 Programs mailed

17. Which medium produced the best or most measured results? _____

18. Did you have a web site or web presence? List site: shootnevada.com

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

From whom? _____

20. Overall, did project results meet project goals?

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

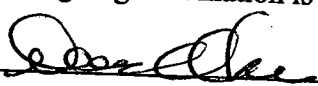
22. How did the Community respond to this project?

Very Favorably

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

24. Project Director: 

Date: 6/12/18

Name & Title: Dave Akins-Vice President

Phone: 775-423-0716

E-Mail: akins@cccomm.net

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

DATE: March 28, 2019

AGENDA DATE: April 23, 2019

AGENDA ITEM #: 7

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Lahontan Valley Claybreakers for the 2019 Lahontan Valley Claybreakers Youth Trapshooting Season. (For possible action)

- Grant amount requested by applicant: \$2,500
- Grant amount recommended by staff: \$2,500

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$2,500 to the Lahontan Valley Claybreakers for the 2019 Lahontan Valley Claybreakers Youth Trapshooting Season, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The Lahontan Valley Claybreakers came into existence to promote gun safety and the sport of Trap Shooting to Fallon's youth in 2006. The club participates in shoots throughout Nevada where they promote Fallon by wearing gear (hats and T-shirts) branded with Fallon. The Fallon shoot is expected to host 100 youth shooters with 60 shooters participating from outside of the area. 30 hotel/motel room nights are estimated to accommodate participants and their families visiting Fallon.

*** This is the first year that the Lahontan Valley Claybreakers has submitted a grant application to the Fallon Convention and Tourism Authority independent of the Fallon Trap Club, who was LVB's sponsor previously. LVCB has now obtained its own nonprofit status. ***

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)** Lahontan Valley Claybreakers
 Chief Executive Officer: Wayne Whitten
 Mailing address P.O. Box 6042
 City Fallon State NV Zip 89407
 Phone Number: 775-427-6827 Email: whittenp@cccomm.net
2. **How long organized (or in business)** 14 years Tax I.D. # 80-0157393
3. **Purpose of Organization** Promote Organized Youth Trap Shooting in Fallon & Churchill Co
4. **Total Annual Budget** \$ \$21,000.00
5. **Project Director** Wayne Whitten Phone Number: 775-427-6827
 Mailing address: P.O. Box 6042
 City Fallon State NV Zip 89407 Email: whittenp@cccomm.net
6. **Project Title** 2019 Lahontan Valley Claybreakers Youth Trapshooting Season
7. **Actual Date of Event** See attached shooting season
8. **Location of project** Fallon trap Club, 2007 Airport Road, Fallon, NV 89406
9. **Funds requested from FCTA:** \$ \$2,500.00
10. **Total cost of project:** \$ \$2,500.00
11. **Will the Convention Center be used?** No When?
12. Summarize the objectives of this project: The Lahontan Valley Claybreakers has been existence since 2006 and has provided gun safety for over 600 youth in the past. This program helps fill the void for boys and girls that do not feel they can participate in sports such as football, baseball softball and other sports. All shooters sign a code of conduct contract and must maintain an average in school the same as school athletics. As you know, the true backbone of the LVCB's is the Parents, Adults and Volunteers who organize and run the program at the local and state level. There are not paid employees and all money remaining at year of shooting year remains funds to start up the following year. This year the State competition will be held in Carson City and we anticipate all our shooters attending this year proudly wearing their hats and T- Shirts with City of Fallon Logo's displayed.

PROJECT BUDGET

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

Clothing, T-Shirts, hats with City of Fallon Logo	\$1,800.00
Website updates and changes	\$100.00
Awards, with City of Fallon Logo	\$300.00
NRA Coaches Clinic, 2 day clinic advertized State wide	\$1,500.00
Advertizing State Youth Shoot program, Carson City	\$100.00
Ammunition	\$12,000.00
Safety equipment and shooting bags	\$1,000.00
Target fees at Fallon Trap Club	\$4,000.00
Pacific International Trap Shooting Association fees	\$400.00
Advertizing signs at Fallon Trap Club	\$200.00 a year

PROJECT BUDGET

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

Registration	\$10,000.00
Fund raisers	\$4,000.00
CC Communications donation	\$100.00
Churchill County Federal Credit Union	\$100.00
Churchill County Commissioners	\$2,000.00
Not requested yet. Need to wait until 2020 budget year.	
Fred Searles Foundation, Sparks Rotary	\$5,000.00

PROJECT BUDGET

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

Website updates and changes	\$100.00
Awards, with City of Fallon Logo	\$300.00
NRA Coaches Clinic, 2 day clinic advertized State wide	\$1,500.00
Advertizing State Youth Shoot program, Carson City	\$100.00
Hat, T-Shirts with Fallon Convention and Tourism Authority	1,800.00
Advertizing signs at Fallon Trap Club	\$200.00 a year

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

The Lahontan Valley Claybreakers would like to continue to be able to teach gun safety and provide life skills for the youth of Fallon and Churchill County. This is a sport that will continue on in their adult lives.

Last year the Claybreakers received their 50c3 paperwork and will be able to apply for youth grants to support youth trap shooting.

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

When events are held at the Fallon Trap Club, such as The California Youth Shooting Sports Association (CYSSA), over 150 shooters and their parents travel to Fallon to Shoot. At this time, there is a shoot scheduled for this year, May 4, 2019 and next year 2020. Shoots are held on Saturdays so they will be booking rooms, eating and buying gas in Fallon.

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?

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

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

Approximately 20 to 30 rooms for one night may be reserved for the shoot.

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

Over 100 youth and their parents will be exposed due to websites prompting the events at the Fallon Trap Club.

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

Last year, we did not hold a youth shoot in Fallon, due to scheduling miscommunications.

(e) How many locals will attend your event?

We have over 40 shooters with their parents, grandparents and siblings attending these events.

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

Shooters and their families stayed in local rooms and ate in our local restaurants. Gasoline was purchased for the trip back to home.

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

The Lahontan Valley Claybreakers have a website that will advertize all upcoming shoots www.claybreakers.com. Also the website for trap clubs in Nevada and Northern California will advertize our shoots. www.shootnevada.com. Reader boards in the Fallon area will display the shoots and a banner welcoming trap shooters to Fallon will be hung across Williams Avenue. Shoots will also be listed on the Community Calendar for Churchill County Chamber of Commerce and the Fallon Tourism and Visitors Authority and local online newspapers.

When shooters and coaches attend out of town events, they will be wearing their clothing with City of Fallon Logo displayed.

A banner is also put on a pop up shelter at our of town events advertizing City of Fallon.

Information from the Tourism Authority will be collected and made available for pick up by shooters and their parents about events in Fallon, Nevada.

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

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

Signature of Applicant/Grantee

Date

Patricia K. Whitten

3/28/2019

2019 CLAYBREAKER CALENDAR

APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Spring Break Deadline CYSSA Shoot	2 Spring Break	3 Spring Break	4 5:15 p.m. Optional practice for CYSSA	5 Spring Break	6 CYSSA Carson City
7 Fallon Trap Club Open	8	9	10	11	12	13 Safety & Orientation
14	15 Spring Break	16 Spring Break	17 Spring Break	18 Spring Break	19 Spring Break	20
21 Fallon Trap Club Open	22 Practice 5:15 p.m. 50 targets	23	24 Practice 5:15 p.m. 50 targets	25 Fallon Trap Club Open	26	27 Spring Fling Winnemucca
28	29 5:15 p.m. 50 Targets Deadline CYSSA	30				

Fallon Trap Club
open 1st & 3rd
Sunday's 11:00 p.m.

Deadlines for
CYSSA
Shoots
775-560-7397

Fallon Trap Club
open
Thursday's 3 p.m.

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Practice 5:15 p.m. 50 Targets	2 Fallon Trap Club Open	3	4 CYSSA Fallon
5 Fallon Trap Club Open	6 Practice 5:15 p.m. 50 targets	7	8 Practice 5:15 p.m. 50 Targets	9 Fallon Trap Club Open	10	11
12	13 5:15 p.m. 50 Targets Deadline CYSSA	14	15 5:15 p.m. 50 Targets Annie's	16 Fallon Trap Club Open	17 NV State PITA Winnemucca	18 CYSSA Carson NV State PITA Winnemucca
19 NV State PITA Winnemucca	20 Practice 5:15 p.m. 50 targets	21	22 5:15 p.m. 50 targets Annie's	23 Fallon Trap Club Open	24	25
26	27 Memorial Day	28	29 Practice 5:15 p.m. 100 targets	30 Fallon Trap Club Open	31 Churchill last day of school	

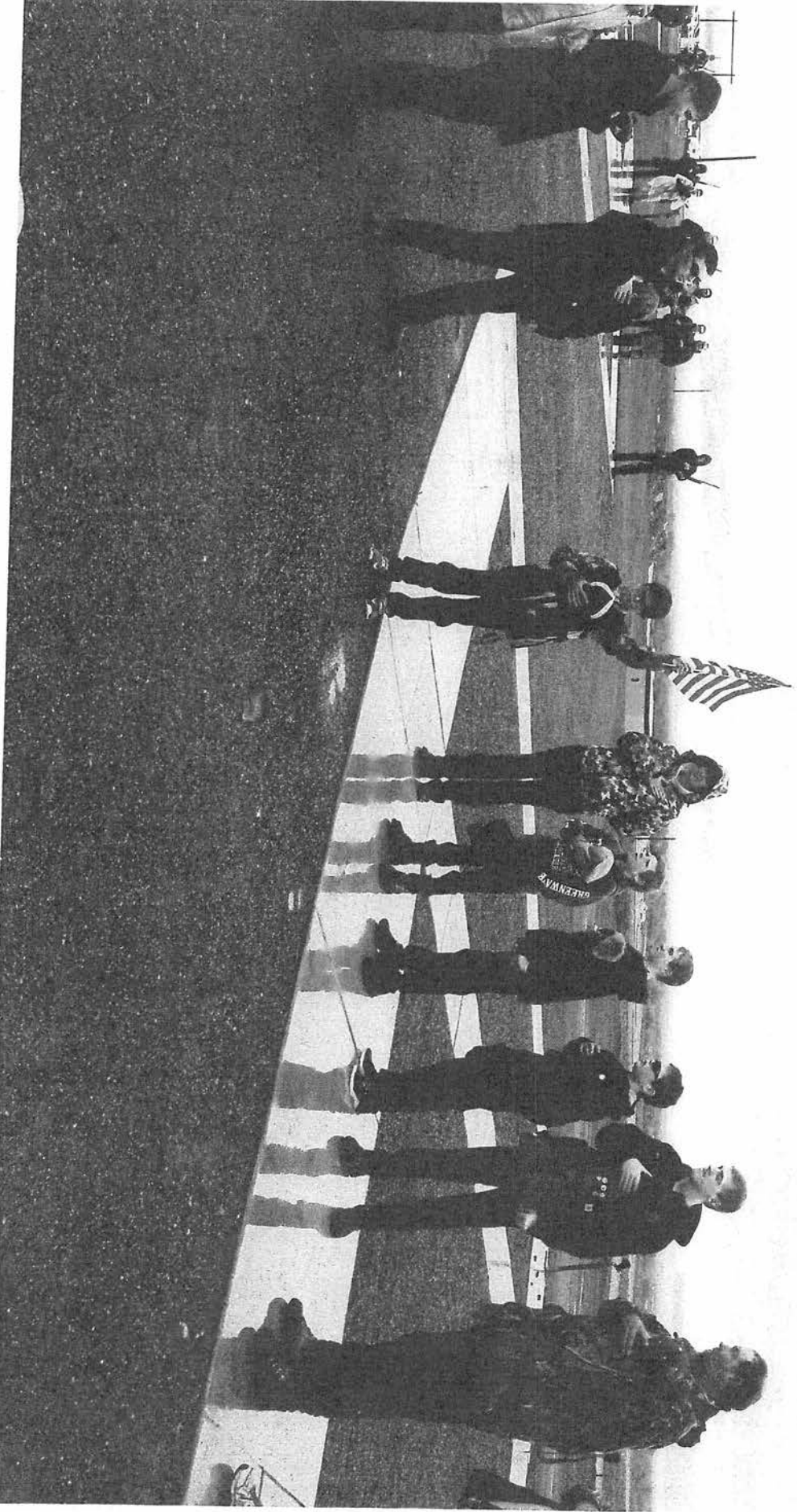
JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 Fallon Trap Club Open	3 Practice 5:15 p.m. 100 targets	4	5 Make ups	6 Trap Club Open Oasis last day	7	8
9	10 BBQ and Fun Shoots 5:15 p.m.	11	12 Practice 5:15 p.m. own shells \$4.50	13 Fallon Trap Club Open	14 NYSSA Carson City	15 NYSSA Carson City
16 NYSSA Carson City	17	18	19	20 Fallon Trap Club Open	21	22
23	24	25	26	27 Fallon Trap Club Open	28	29 - Lovelock 4th of July Shoot

JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4 Fallon Trap Club Open	5	6
7 Fallon Trap Club Open	8	9	10	11 Fallon Trap Club Open	12	13 PITA Sierra Valley or Carson
14 PITA Sierra Valley	15	16	17	18 Fallon Trap Club Open	19	20
21 Fallon Trap Club Open	22	23	24	25 Fallon Trap Club open	26	27
28	29	30	31			

Come rain or shine
We shoot
CVSSA May 2018





**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Fallon Trap Club
2. Project Title: 2018 Shooting Year
3. Project Period: 2018
4. Grantee Organization: Fallon Trap Club
Mailing Address: P.O. Box 5501
City: Fallon
State: NV
Zip: 89406
Web Address: shootnevada.com
5. Tax I.D. #: 61-1548497
6. Total Cost of Project: _____
7. Amount of Tourism Grant: \$7,500.00
8. Amount of Tourism Grant Expended: \$7,500.00
9. Were matching funds required? Yes ☐ No ☒ How much? _____
10. How many visitors came to Fallon? over 100 shooters and their families
11. How many of those visitors were from out-of-state? Approx 50
12. How many were from in-state? Approx. 50
13. If applicable, was there an increase or decrease in attendance over last year? Increase
Why? _____
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?

15. Was this project news worthy? Yes ☒ No ☐

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

Lahontan Valley News

16. List all advertising media used:

Pacific International Trapshooting Assoc. Website, Shootnevada.com website, California State Shoot Program, Over 250 Programs mailed

17. Which medium produced the best or most measured results? _____

18. Did you have a web site or web presence? List site: shootnevada.com

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

From whom? _____

20. Overall, did project results meet project goals?

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

22. How did the Community respond to this project?

Very Favorably

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

24. Project Director: *Dave Akins*

Date: 6/12/18

Name & Title: Dave Akins-Vice President

Phone: 775-423-0716

E-Mail: akins@cccomm.net

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

DATE: March 28, 2019

AGENDA DATE: April 23, 2019

AGENDA ITEM #: 8

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Cowboy Fast Draw Association for the Fastest Gun Alive – World Championship of Cowboy Fast Draw. (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$14,500 to Cowboy Fast Draw Association for the 2019 Fasted Gun Alive – World Championship of Cowboy Fast Draw, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The Cowboy Fast Draw Association continues to build the Fastest Gun Alive – World Championship of Cowboy Fast Draw as its signature event on the national level as well as internationally. Over 500 people, who are directly connected to the competition (300 shooters, plus their families, vendors, etc.) will generate 3+ overnight stays in Fallon hotels/motels. In addition, 1,500 spectators are expected over the three main days of the event. The Fastest Gun Alive – World Championship of Cowboy Fast Draw summons nostalgia which attracts media outlets as well as television channels such as Shooting USA.

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) **Cowboy Fast Draw Association**
Chief Executive Officer: **Cal Eilrich**
Mailing address **P.O. Box 5**
City **Fernley** State **NV** Zip **89408**
Phone Number: **775-575-5748** Email: **quickcal@sbcglobal.net**
2. How long organized (or in business) **17 Years** Tax I.D. # **82-0541866**
3. Purpose of Organization **Promote, Organize, and Regulate the Sport of Cowboy Fast Draw**
4. Total Annual Budget \$ **\$445,000**
5. Project Director **Cal Eilrich** Phone Number: **775-745-9727**
Mailing address: **P.O. Box 5**
City **Fernley** State **NV** Zip **89408** Email: **quickcal@sbcglobal.net**
6. Project Title **Fastest Gun Alive - World Championship of Cowboy Fast Draw**
7. Actual Date of Event **October 2nd - 6th, 2019**
8. Location of project **Churchill County Fairgrounds**
9. Funds requested from FCTA: \$ **14,500**
10. Total cost of project: \$ **65,850**
11. Will the Convention Center be used? **Yes** When? **Friday & Saturday Night**
12. Summarize the objectives of this project:
Our event continues to grow in both general attendance and local/national media attention. We keep trying to find new ways to improve it each year.

PROJECT BUDGET

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

Please See Attached Budget.

PROJECT BUDGET

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

Please See Attached Budget

PROJECT BUDGET

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

Please See Attached Budget

16. Please define the long and short term goals of this project:
 Long Term: To keep building this event to 500 registered shooters
 Short Term: To try to cross 300 registered shooters this year, and maintain the positive image we have created in Fallon's community..
17. Please estimate the total attendance you expect at your event and list your target market areas:
 Registered Competitors: 300 Vendors: 10 Connected Attendees: 200+
 Spectators 1,500+ Market areas for competitors and vendors is nationwide. For Spectators Northern Nevada & California We also have visitors from a number of other states
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?

600+

(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)?

1,000 to 1,200

(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+ will see our event covered in TV & News Markets in Nevada/California. Outdoor Channel is scheduled to cover the event this year, which has an audience of several million when considering original showings and re-runs Shooting USA.

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

1500+

(e) How many locals will attend your event?

600-1200

(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)?

1100 Room Nights x \$320 + \$352,000 + 1500 Day Trippers x \$50 = \$75,000 TOTAL \$427,000

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

We will continue to pursue local TV and Radio coverage in both News and Talk Shows. Especially, on Thursday Morning (October 3rd), to try to get Day Trippers from all over Northern Nevada and California.

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

Since our Registered Shooters are members of Cowboy Fast Draw Association, we hear from them constantly on our social media outlets.

Signature of Applicant/Grantee



Date

3/21/19

COWBOY FAST DRAW ASSOCIATION

2019 FASTEST GUN ALIVE – EVENT BUDGET

INCOME

FGA Entry Fees:	170 Men	(\$169)	\$28,730
	65 Women	(\$169)	\$10,985
	5 Young Adults	(\$85)	\$425
	5 Junior	(\$70)	\$350
	10 Youth	(0)	\$0
Main Match Fees:			\$40,490
Category Match Fees: 205 Shooters	(\$20)		\$4,100
Resurrection Match Fees: 120	(\$15)		\$1,800
Vendors Booth Rental:			\$2,500
Gate Fees (Split with Senior Center)			\$1,000
Camping Spot Fees			\$1,560
Local Sponsorship Cash Fees			\$1,500
Total Fallon Tourism Request			<u>\$14,500</u>
TOTAL INCOME			\$67,450

EXPENSES

Cash Prize Money	\$21,350
180 Trophies, 150 Buckles, etc.	\$6,500
Prize Guns & Misc. Prizes	\$7,400
Backstop Construction & Material	\$3,800
Shade/Event Structure	\$2,500
Fairground Facilities	\$2,600
Fairground RV Spot Payment	\$1,000
Banquet Facilities & Life Members Dinner	\$2,500
Ammunition	\$7,250
Volunteer Staff Expenses	\$2,250
Shooting Range Material Expenses	\$2,250
Range & Tent Setup & Tear Down	\$3,500
Office Supplies, Phone, etc.	\$1,250
Advertising	\$1,300
Postage	\$1,200
Posters	\$750
Vendor Security	\$700

TOTAL EXPENSES **\$65,850**

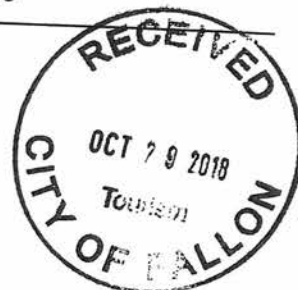
CONTINGENCY & MISC. FUND BALANCE **\$1,600**



Cal Eilrich, Director of CFDA

FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM

1. Grantee: Cal Eilrich, Director
2. Project Title: Fastest Gun Alive - World Championship of Cowboy Fast Draw
3. Project Period: September 29th - October 8th, 2018
4. Grantee Organization: Cowboy Fast Draw Association
- Mailing Address: P.O. Box 5
- City: Fernley
- State: NV
- Zip: 89408
- Web Address: www.CowboyFastDraw.com
5. Tax I.D. #: 82-0541866
6. Total Cost of Project: \$65,850
7. Amount of Tourism Grant: \$14,000
8. Amount of Tourism Grant Expended: \$14,000
9. Were matching funds required? Yes ☒ No ☐ How much? \$51,850
10. How many visitors came to Fallon? Over 500, many for several days
11. How many of those visitors were from out-of-state? Over 400 actual participants
12. How many were from in-state? Over 100 actual participants, plus several hundred spectators
13. If applicable, was there an increase or decrease in attendance over last year? Very Similar
Why? Last year was our 15th Anniversary, so our attendance was up from the year before, but we maintained about the same.
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
250+ Room Nights x 5 = 1250 Room Nights x \$415 = \$518,750
15. Was this project news worthy? Yes ☒ No ☐



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

Lahontan Newspaper, Channel 8 & 2 sent morning News crews on Thursday, KKOH Radio reported the event.

16. List all advertising media used:

Lahontan Newspaper, CFDA's Gunslinger's Gazette Ads, plus the CFDA Website and Social Media assets.

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

CFDA's Website brings the shooters, local media brings spectators

18. Did you have a web site or web presence? List site: www.CowboyFastDraw.com

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

From whom? Ruger, Pietta of Italy, EMF Firearms, Mernickle Holsters, Hodgkin Powders, and Starline Brass

20. Overall, did project results meet project goals?

YES

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

22. How did the Community respond to this project?

The Community Response has increased every year. The Local Businesses are glad that we come.

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?

Not at this time.

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

24. Project Director: Cal Eilrich

Date: 10/22/18

Name & Title: Cal Eilrich, Director

Phone: 775-745-9727

E-Mail: quickcal@sbcglobal.net



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

DATE: March 28, 2019

AGENDA DATE: April 23, 2019

AGENDA ITEM #: 9

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Fallon Ranch Hand Rodeo for the 2019 Fallon Ranch Hand Rodeo event. (For possible action)

- Grant amount requested by applicant: \$ 3,500
- Grant amount recommended by staff: \$ 3,500

TYPE OF ACTION REQUESTED:

(☒) Formal Action/Motion (☐) Progress Report (☐) Discussion Only

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$3,500 to the Fallon Ranch Hand Rodeo for the 2019 Fallon Ranch Hand Rodeo event, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: This event promotes, enhances and encourages the sport of Ranch Rodeo, over a three-day duration, where teams compete in branding, doctoring, tying, roping, sorting, trailer loading and steer stopping. Because this event is representative of the farm/ranch lifestyles which is sought after in our rural communities in Northern Nevada, it draws those who live and flourish in this lifestyle, as well as those intrigued by such a unique way of living to Fallon. About 425 attendants are expected, attracting approximately 125 visitors from outside a 30-mile radius, bringing the average hotel/motel room rentals during this event to 35 rooms per night over two days.

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) **FALLON RANCH HAND RODEO**
Chief Executive Officer: **RICHARD ALLEGRE**
Mailing address **5300 STILLWATER ROAD**
City **FALLO** State **NV** Zip **89406**
Phone Number: **775-848-2108** Email: **allegre@cccomm.net**
2. How long organized (or in business) **9 years** Tax I.D. # **47-2874925**
3. Purpose of Organization **Promote the participation in the sport of Ranch Rodeo through the**
4. Total Annual Budget \$ **20,000.00**
5. Project Director **Richard Allegre** Phone Number: **775-848-2108**
Mailing address: **5300 Stillwater Road**
City **Fallon** State **NV** Zip **89406** Email: **allegre@cccomm.net**
6. Project Title **FALLON RANCH HAND RODEO**
7. Actual Date of Event **AUGUST 2nd, 3rd, 4th, 2019**
8. Location of project **CHURCHILL COUNTY FAIRGROUNDS**
9. Funds requested from FCTA: \$ **3500.00**
10. Total cost of project: \$ **20,000.00**
11. Will the Convention Center be used? **no** When?
12. Summarize the objectives of this project:
To promote, enhance & encourage the sport of ranch rodeo. Where both men & womens
Teams compete in team branding, doctoring, tying, roping, sorting, & trailer loading, & steer stopping.

PROJECT BUDGET

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

1. cattle for events	\$ 7000.00
2. awards & prizes	4500.00
3. fairground rental	1800.00
4. advertising	3500.00
5. judges for events	1200.00
6. insurance	700.00
7. sanctioning fee	500.00

PROJECT BUDGET

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

- | | | |
|----|--------------------------|------------|
| 1. | Sponsors | \$ 1500.00 |
| 2. | Fence signs | 750.00 |
| 3. | Gate fee \$ 5.00 /Person | 1250.00 |

PROJECT BUDGET

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

1. To help cover the cost of advertising
2. Or cost of Fairgrounds
3. Or cost of Insurance for use of Fairgrounds
4. Or part of the expense of cattle , sheep, or goats
5. Or part of the expense of awards & prizes

16. Please define the long and short term goals of this project: To keep the western ranch life Style a tradition with family & friends . To add an event each year to make the Fallon Ranch Hand Rodeo bigger & better each year.
17. Please estimate the total attendance you expect at your event and list your target market areas:
Friday ,Kids knight 200-250, Sat morning & evening 250-300, Sun morning 100-150
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? **100 –125**
- (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)?
30 – 40 visitors one night
- (c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?
50 or more
- (d) Approximately how many people from outside a 30-mile radius visited Fallon as a result of a similar project last year?
Last year 2018 75 to 85
- (e) How many locals will attend your event?
At least 300 -- 350
- (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)?
25—30 visitors X meals X motels X gas or diesel \$ 175.00 / family = \$ 5250.00
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules: Newspaper, Radio, Western Ranch Newspapers, word Of mouth , advertised at other Ranch Rodeos.

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.:

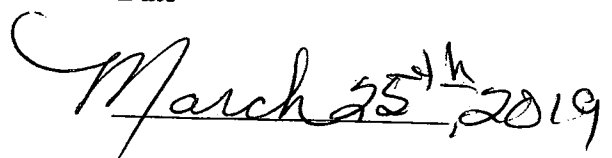
This year we will staple a survey sheet to our programs, Rodeo Announcer, will say fill out surveys

On back of program

Signature of Applicant/Grantee



Date



FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM

1. Grantee: Fallon Ranch Hand Rodeo
2. Project Title: Fallon Ranch Hand Rodeo
3. Project Period: March 1st thru September 1 st 2018
4. Grantee Organization: Fallon Ranch Hand Rodeo
Mailing Address: 5300 Stillwater Road
City: Fallon
State: Nevada
Zip: 89406
Web Address: allegre@cccomm.net
5. Tax I.D. #: 47--2874925
6. Total Cost of Project: \$20,000.00
7. Amount of Tourism Grant: \$ 3500.00
8. Amount of Tourism Grant Expended: all \$ 3500.00 plus any more you have avai
9. Were matching funds required? Yes ☐ No ☒ How much? _____
10. How many visitors came to Fallon? 200 - 250
11. How many of those visitors were from out-of-state? 35
12. How many were from in-state? 170 -225
13. If applicable, was there an increase or decrease in attendance over last year? decrease
Why? not as well advertised
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
250 X 40.00 = \$1000.00 → \$10,000 gm
15. Was this project news worthy? Yes ☒ No ☐

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

local participates , local photographers

16. List all advertising media used:

Local Radio KVLV,
Nevada Rancher (Winnemucca Publishing) June issue, July issue
Progressive Rancher July – August issue

17. Which medium produced the best or most measured results? both Radio & Magazine

18. Did you have a web site or web presence? List site: n/a

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

From whom? Local Businesses

20. Overall, did project results meet project goals?

YES

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

22. How did the Community respond to this project?

Fair response

Reason: I believe I did not use the local newspaper (Lahanton Valley News)
& not having a web page or face-book stuff (I do not do face book)

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?

not at this time

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

24. Project Director: Richard Allegre

Date: August 15, 2018

Name & Title: President /Coorinator

Phone: 775-848-2108

E-Mail: allegre@cccomm.net



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

DATE: March 28, 2019

AGENDA DATE: April 23, 2019

AGENDA ITEM #: 10

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Western Heritage Preservation Society for the 2019 Heritage Productions Barrel Race Series.

- Grant amount requested by applicant: \$5,500
- Grant amount recommended by staff: \$5,500

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$5,500 to the Western Heritage Preservation Society for the 2019 Heritage Productions Barrel Race Series, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: It is part of the Western Heritage Preservation Society's mission "to instill the importance of the rural culture and be the backbone of it to build on the future generations," thereby helping make Fallon a destination for western lifestyle events. The Heritage Production Barrel Race Series specifically draw participants and audiences whose passion align with the organization's purpose. About 543 people will participate and/or attend these events with 375 people from outside a 30-mile radius. A total number of 46 hotel/motel room rentals are expected. Participants and audiences will purchase food, eat at, and gas-up at local establishments.

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) **Western Heritage Preservation Society**
Chief Executive Officer: **Jesse Segura**
Mailing address **1951 W Williams Ave**
City **Fallon** State **NV** Zip **89406**
Phone Number: **5598163766** Email: **Jesse@westernheritage.org**
2. How long organized (or in business) **7 years** Tax I.D. # **46-5058460**
3. Purpose of Organization **Promote western and rural lifestyle**
4. Total Annual Budget \$ **94,678**
5. Project Director **Jesse Segura** Phone Number: **5598163766**
Mailing address: **1951 W Williams Ave**
City **Fallon** State **NV** Zip **89406** Email: **jesse@westernheritage.org**
6. **Project Title Heritage Productions Barrel Race series**
7. **Actual Date of Event May 15, 2019- November 15, 2019**
8. Location of project **Churchill County Fairgrounds**
9. Funds requested from FCTA: \$ **5,500.00**
10. Total cost of project: \$ **23,390.00**
11. Will the Convention Center be used? **No** When?
12. Summarize the objectives of this project: **Barrel Race Series in fallon Nv**

PROJECT BUDGET

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

Equipment Lease	- 1700.00
Contractors	- 4250.00
Awards	- 6800.00
Misc. Supplies	- 770.00
Porta potties	- 1500.00
Garbage	-1250.00
Insurance	-1600.00
Social Media Marketing	-2290.00
Flyers handouts	-1920.00
Web advertising	- 1310.00
	\$23,390

PROJECT BUDGET

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

Barrel Racing Fees	17,000
Sponsorships	4,000
Grant	5,500
	\$26,500

PROJECT BUDGET

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

Printing –	1750
Advertising-	1800
Website	1,150
Social media-	900
	\$5,500.00

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

Longterm Goals; Encourage participation in western lifestyle events

Short term: Afford to do next year

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

Estimated attendance is 150 participants per event plus family members

Target audience West Coast

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?

375

(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)?

46

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

200,000 +

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

685

(e) How many locals will attend your event?

168

(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)?

$375 \times 285.00 = 106,875$

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

Social Media, Ropers sports News, instagram

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.:

Heritage Productions survey

Signature of Applicant/Grantee

A handwritten signature in black ink, consisting of a large, stylized 'H' or similar shape, followed by a long horizontal line extending to the right.

Date

3/26/19

FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM

1. Grantee: Western Heritage Preservation Society
2. Project Title: Heritage arena
3. Project Period: April-May 2018
4. Grantee Organization: Western Heritage Preservation Society
Mailing Address: P.O. box 5036
City: Fallon
State: NV
Zip: 89406
Web Address: www.heritagerena.org
5. Tax I.D. #: 46-05058460
6. Total Cost of Project: 27,800
7. Amount of Tourism Grant: 5500
8. Amount of Tourism Grant Expended: 5500
9. Were matching funds required? Yes ☐ No ☒ How much? _____
10. How many visitors came to Fallon? 685
11. How many of those visitors were from out-of-state? 143
12. How many were from in-state? 624
13. If applicable, was there an increase or decrease in attendance over last year? N/A
Why? _____
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
685 X 120.00= \$82,200.00
15. Was this project news worthy? Yes ☒ No ☐

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

Ropers sports news
progressive rancher

16. List all advertising media used:

social
print

17. Which medium produced the best or most measured results? social

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

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

From whom? _____

20. Overall, did project results meet project goals?

yes

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

22. How did the Community respond to this project?

very positive community response

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?

no

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

24. Project Director: _____

Date: _____

6/4/2018

Name & Title: Jesse Segura- president

Phone: 5598163766

E-Mail: jesse@westernheritage.org

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

DATE: April 3, 2019

AGENDA DATE: April 23, 2019

AGENDA ITEM #: 12

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
April 3, 2019
by Jane Moon, Director**

1. February 13, 2019: Attended Nevada Tourism Day at the Nevada Legislature with Travel Nevada. Councilwoman Frost and I were honored to sit on the Legislature floor with Senator Settelmeyer. *** Fallon was featured in the “Tourism Means More” Travel Nevada production during the breakfast presentation as well as displayed in the Senate lobby. ***
2. February 14, 2019: Guided the “Fallon Farm Tour” as part of the Nevada Farm Conference. Participants were bused from the Peppermill Resort Casino to Fallon to tour Desert Oasis Teff and Grain operations, Sanford Beef Ranch (presentation only due to rain), Lattin Farms hoop houses, and Perazzo Brothers Dairy.
3. February 27, 2019: Attended Northern Nevada Development Authority’s Business Edge Talk on Tourism in Nevada. Tourism in Nevada is still the economic leader and can be used to predict economic trends. Tourism leaders (including casinos, resorts and the Reno/Tahoe International Airport) are focusing on providing visitors regional destination experiences rather than relying on gaming.
4. March 29, 2019: Hosted travel writers for Volaris Airlines of Mexico to share travel to Fallon, focusing on landscapes and wildlife. Mayor Tedford, as always, was generous with his time and joined us for lunch at The Douglass.
5. April 10-12, 2019: The Rural Round-Up, Nevada’s Tourism Industry’s premier conference will be hosted by Fallon for Travel Nevada.
6. April 23, 2019: Dairy Summit will be held at the Fallon Convention Center, an organized by CEDA and the University of Nevada, Reno School of Business.
7. May 5-11, 2019: National Travel and Tourism Week.
8. May 13-17, 2019: Attending the Tourism mission in Toronto and Montreal, Canada with Travel Nevada to promote Fallon.
9. May 14, 2019: Germany’s FoodBoom video shoot of “Farm to Table” in Fallon, incorporating Lattin Farms produce, Frey Estate Distillery spirits and other locally sourced food; culminating in cooking the local fare at The Douglass.