

AGENDA
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
July 16, 2019 – 3:30 p.m.


The City of Fallon Convention and Tourism Authority will meet in a regularly scheduled meeting on July 16, 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 April 23, 2019. (For possible action)
5. Consideration of a grant application by Cody & Kristina de Golyer for the 2019 de Golyer Bull O Rama. (For possible action)
 - Grant amount requested by applicant: \$3,000
 - Grant amount recommended by staff: \$3,000
6. Consideration of a grant application by the Fallon Youth Football League for the 2019 SYFL Experience. (For possible action)
 - Grant amount requested by applicant: \$2,500
 - Grant amount recommended by staff: \$2,500
7. Consideration of a grant application by the Churchill County Parks & Recreation for the 2019 No Hill Hundred Century Bike Tour. (For possible action)
 - Grant amount requested by applicant: \$2,000
 - Grant amount recommended by staff: \$2,000

8. Consideration of a grant application by the Lahontan Valley Bird Dog Club for the Lahontan Valley Bird Dog Club Spring Classic and Lahontan Valley Bird Dog Club Nevada Chukar Championship. (For possible action)
 - Grant amount requested by applicant: \$2,500
 - Grant amount recommended by staff: \$2,500
9. Consideration of a grant application by the Fallon Lions Club Junior Rodeo for the 2019 Fallon Lions Club Junior Rodeo. (For possible action)
 - Grant amount requested by applicant: \$2,500
 - Grant amount recommended by staff: \$2,500
10. Consideration of a grant application by the Fallon Festival Association for the 2019 Cantaloupe Festival and Country Fair. (For possible action)
 - Grant amount requested by applicant: \$15,000
 - Grant amount recommended by staff: \$15,000
11. Public comments. (For discussion only)
12. Board and staff reports. (For discussion only)
 - Schedule for City of Fallon - Convention and Tourism Authority Meetings in the remainder of the 2020 fiscal year:
 - 1) Tuesday, October 15, 2019
 - 2) Tuesday, January 21, 2020
 - 3) Tuesday, April 21, 2020

This agenda has been posted on or before 9:00 a.m. on July 11, 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.

July 16, 2019

Agenda Item 4

Consideration and approval of the Fallon Convention and Tourism Authority meeting minutes for April 23, 2019. (For possible action)

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

DATE: July 5, 2019

AGENDA DATE: July 6, 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 April 23, 2019. (For possible action)

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve the Fallon Convention and Tourism Authority meeting minutes for April 23, 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
April 23, 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 Convention and Tourism Authority meeting minutes for January 15, 2019

Chairwoman Frost noted changes to be made on page five, fourth paragraph down, add "will be held this year." On page seven, fourth paragraph down, "basis" needs to be changed to "base." On page seven, sixth paragraph down change "looks" to "look." On page eight, second paragraph down, add "she will" and take out the word "be."

Board Member Bhakta motioned to approve the Fallon Convention and Tourism Authority meeting minutes for January 15, 2019, with changes, seconded by Chairwoman Frost; and the minutes were approved with a 2-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Applications

A) TNT Rodeo Productions for the 2019 deGoyler Bucking Horse and Bull Bash:

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

B) Fallon Trap Club for the 2019 Trap Club Season:

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

C) Lahontan Valley Claybreakers for the 2019 Lahontan Valley Claybreakers Youth Trapshooting Season:

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

D) Cowboy Fast Draw Association for the 2019 Fastest Gun Alive – World Championship of Cowboy Fast Draw:

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

E) Fallon Ranch Hand Rodeo for the 2019 Fallon Ranch Hand Rodeo:

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

F) Western Heritage Preservation Society for 2019 Heritage Productions Barrel Races Series:

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

Consideration of a Grant Application by TNT Rodeo Productions for the 2019 deGoyler Bucking Horse and Bull Bash

Chairwoman Frost informed the next agenda item for review is consideration of a Grant Application by TNT Rodeo Productions for the 2019 deGoyler Bucking Horse and Bull Bash.

Director Moon introduced the grant application by TNT Rodeo Productions for the 2019 deGoyler Bucking Horse and Bull Bash applicant requested amount is \$2,500, and the amount recommendation by staff is \$2,500. Director Moon stated that Cody deGoyler would be presenting the grant.

Mr. deGolyer addressed the board informing the Board that they had about 2,200 people attend last year, and he feels like they have much more community support this year. They will be adding wild cow milking, and will continue to have bull riding, bronco riding, kid zone, and a dance after the events. He stated that the radio commercial advertising helps, and that would be what the grant money would help fund.

Board Member Bhakta inquired if the numbers would increase this year. Mr. deGolyer stated that the more they advertise, the better their numbers will be, and their goal is to not make it a huge competing event with the Reno Rodeo, but be an event that families can afford and enjoy. He feels that 2,500 people is a good number for the event. Mr. Bhakta asked if the event was June 29th. Mr. deGolyer confirmed the one-day event date.

Chairwoman Frost inquired where the June 29th date is in comparison to the Reno Rodeo. Mr. deGoyler stated that it is the last day of the Reno Rodeo, and feels like it doesn't compete with their event.

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 TNT Rodeo Productions for the 2019 deGoyler Bucking Horse and Bull Bash; Chairwoman Frost seconded; and the grant was approved with a 2-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Fallon Trap Club for the 2019 Trap Club Season

Chairwoman Frost informed the next agenda item for review is consideration of a Grant Application by the Fallon Trap Club for the 2019 Trap Club Season.

Director Moon introduced the Grant Application and representative for the Fallon Trap Club for the 2019 Trap Club Season. She informed the requested amount is \$5,000, and the amount recommendation by staff is \$5,000. Introducing the Grant application is Lester Webb.

Chairwoman Frost inquired on their schedule this year. Mr. Webb stated that they would be having the Doubles Marathon, Hall-of-Fame Shoot, Basque Shoot, and the Peter Multi-Plexes in June, July and August. Chairwoman Frost asked if their numbers are continuing to increase. Mr. Webb stated that due to the Lahontan Valley Claybreakers, the number of kids that are involved in the shooting competitions have increased.

Board Member Bhakta inquired on when they would be expecting people to be attending from out-of-town. Mr. Webb responded that June 1st (Doubles Marathon), June 29th-30th (Hall-of-Fame Shoot), and November 9th-10th (Basque Shoot).

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

Board Member Bhakta motioned to approve \$5,000 to the Fallon Trap Club for the 2019 Trap Club Season; Chairwoman Frost seconded; and the grant was approved with a 2-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Application by the Lahontan Valley Claybreakers for the 2019 Lahontan Valley Claybreakers Youth Trapshooting Season

Chairwoman Frost informed the next agenda item for review is consideration of Grant Application by the Lahontan Valley Claybreakers for the 2019 Lahontan Valley Claybreakers Youth Trapshooting Season.

Director Moon introduced the grant application and representative for Lahontan Valley Claybreakers for the 2019 Lahontan Valley Claybreakers Youth Trapshooting Season. She informed the staff recommendation for the grant is \$2,500, and presenting the grant would be Pat Whitten and Barry Stewart.

Ms. Whitten introduced Barry Stewart as the President of the Lahontan Valley Claybreakers, and board member on the Fallon Trap Club. She wanted to thank Barry for assisting them in receiving their 501-(C)(3). Ms. Whitten stated that last year they had 44 shooters at their State shoot in Elko, and the kids all wore shirts and hats with the City Logo, she also stated that their banner has the City Logo. The grant money really helps in their advertising. This year Ms. Whitten stated that the California Youth Shooting Sports Association (CYSSA) have 6 shoots in California and are currently expanding into Nevada. They have invited the Claybreakers to be a part of their Nevada events. Ms. Whitten believes this will bring more people from California staying in our hotels and eating in our local restaurants.

Barry Stewart stated that he has been with the Claybreakers for 14 years. Mr. Stewart stated that the kids start at approximately 10 years of age and can progress to collegiate and alumni status. Mr. Stewart stated that this year the State shoot will take place in Carson City. Mr. Stewart stated they are trying to start clubs in Winnemucca.

Board Member Bhakta asked what is a "Claybreakers"? Mr. Stewart stated that a Claybreakers is a slang term for anyone who shoots sporting clays. Someone throws a clay, people shoot them. He stated that the more clays that are shot, the more points are earned.

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 Lahontan Valley Claybreakers for the 2019 Lahontan Valley Claybreakers Youth Trapshooting Season; Chairwoman Frost seconded; and the grant was approved with a 2-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Cowboy Fast Draw Association for the 2019 Fastest Gun Alive – World Championship of Cowboy Fast Draw

Chairwoman Frost informed the next agenda item for review is consideration of a Grant Application by the Cowboy Fast Draw Association for the 2019 Fastest Gun Alive – World Championship of Cowboy Fast Draw.

Director Moon introduced the Grant Application and representative for the Cowboy Fast Draw Association for the 2019 Fastest Gun Alive – World Championship of Cowboy Fast Draw, Cal Eilrich. She informed the amount requested is \$14,500, and the staff recommendation for the grant is \$14,500.

Cal Eilrich stated that this is their 12th year in Fallon. In 2008 they moved the event here from Deadwood, South Dakota, where the sport was originally founded. Different versions of the sport have been around since the 1950's. Mr. Eilrich stated that the event was moved to Fallon because it is such a great host City. He stated that most of the locals, and many from out-of-town inquire about the event, and enjoy observing at the fairgrounds. The shooters are here all week long, and the number of their main match shooters continue to grow every year. Currently they have approximately 300 participants. He informed of the other events, the Cowboy Mountain Shooting, along with many vendors, and that these events bring in close to 400-500 people out of town that will be staying in Fallon. Mr. Eilrich presented to the board the Gun-Slingers Gazette directing the board to the last pages of the Gazette. He informed the board that they were listed as championship title-ships with all the participating cities and informed of the competitors coming from all over the states.

Board Member Bhakta asked about how the number of participants have grown since 2008. Mr. Eilrich stated that when they moved the event here in 2008 they had 108 competitors, and they currently approaching 300. They have since included adding vendors to these events. He stated that the membership of the Cowboy Fast-Draw Association was approximately 1,100 in 2008, and currently the membership numbers are 3,800.

Chairwoman Frost thanked Mr. Eilrich for having the Reno Media mention Fallon in a positive way and the television show also mentioning Fallon during the commercial breaks, bringing great publicity to our community.

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

Board Member Bhakta motioned to approve \$14,500 to Cowboy Fast Draw Association for the 2019 Fastest Gun Alive – World Championship of Cowboy Fast Draw; Chairwoman Frost seconded; and the grant was approved with a 2-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Fallon Ranch Hand Rodeo for the 2019 Fallon Ranch Hand Rodeo

Chairwoman Frost informed the next agenda item for review is consideration of a Grant Application by the Fallon Ranch Hand Rodeo for the 2019 Fallon Ranch Hand Rodeo.

Director Moon introduced the grant application and representative for the Fallon Ranch Hand Rodeo for the 2019 Fallon Ranch Hand Rodeo, Richard Allegre and Kale Knittle. She informed the staff recommendation for the grant is \$3,500.

Mr. Allegre presented flyers and last year's programs to the board to review. He stated that this is the 8th year that the Fallon Ranch Hand Rodeo has been held. He stated that has grown, and last year they had 15 teams. He informed that Friday night is kid's night that include mutton busting, goat branding, boot scramble, and a jack-pot Looping Contest. They may also include some barrel races in the performance this year.

Kale Knittle addressed the board on how this is a family-friendly event and really can be enjoyed by all.

Chairwoman Frost inquired if they will have the Working Dog Trials. Mr. Allegre stated that will be held on Friday.

Board Member Bhakta inquired if it was a 3-day event. Mr. Allegre stated that yes, it begins Friday and ends Sunday.

Chairwoman Frost asked if Mr. Allegre believes there is an increase in participants. Mr. Allegre stated that yes, they have teams from Eureka, Elko, Lovelock, and Fallon. Ms. Knittle stated that this event is a sanctioned rodeo, which means if you qualify and win, it gives you a chance to go to National Ranch Hand Rodeo in Winnemucca.

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

Board Member Bhakta motioned to approve \$3,500 to Fallon Ranch Hand Rodeo for the 2019 Fallon Ranch Hand Rodeo; Chairwoman Frost seconded; and the grant was approved with a 2-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant application by the Western Heritage Preservation Society for 2019 Heritage Productions Barrel Races Series

Chairwoman Frost informed the next agenda item for review is consideration of a Grant Application by the Western Heritage Preservation Society for 2019 Heritage Productions Barrel Races Series.

Director Moon introduced the grant application and representative for the Western Heritage Preservation Society for 2019 Heritage Productions Barrel Races Series, Jesse Segura. She informed the staff recommendation for the grant is \$5,500, and the recommendation by staff is \$5,500.

Mr. Segura stated that this is the 4th year that they have applied for the grant. Last year they had a 4 or 5-barrel race series in Fallon. The smallest barrel race was 125 contestants, that was put on during the fall. This year they are trying to move it earlier in the year, so it will end in November instead of December. Most of their events range from 127 to 190 contestants. Mr. Segura stated that many of the contestants have family from out-of-town that come to observe. Mr. Segura stated that with it being a 2-day event he believes it

causes more people to stay in local hotels and eat at local restaurants. He additionally informed that some of their funding comes from Reno and Carson City.

Chairman Frost asked Mr. Segura on the amount of time it takes to get 165 racers through an event. Mr. Segura stated that they can run approximately 200 girls in 4 hours.

Board Member Bhakta inquired if they have four events for the season. Mr. Segura responded that yes, they have an event once a month, the first one starting in August.

Chairwoman Frost inquired about the social media funding. Mr. Segura stated they have hired a girl from Montana that does all their social media funding, due to the importance of this way of advertising, in addition to the difficulty of getting the attention of the agriculture audience.

City Clerk Cordes inquired on how they receive the registrations. Mr. Segura stated they have entry dates, and now have the ability to submit the entries through social media.

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

Board Member Bhakta motioned to approve \$5,500 to the Western Heritage Preservation Society for 2019 Heritage Productions Barrel Races Series; Chairwoman Frost seconded; and the grant was approved with a 2-0 vote by the Fallon Convention and Tourism Authority.

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 had nothing to report.

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

Director Moon reported that February 13, 2019 was the Nevada Tourism Day at the Nevada Legislature, and she along with Chairwoman Frost were able to attend. The Nevada Commission on Tourism was playing the Tourism Means More in the lobby and in the presentation area, where Fallon was highlighted often as a rural community.

Director Moon stated that on February 14th, the Fallon Farm Tour was here in Fallon, where Director Moon was able to serve as a tour guide to the farms, and dairies.

Director Moon informed that on February 27th, the Northern Nevada Development Authority Business Edge Talk was on how tourism leaders are focusing on providing visitor destination experiences, rather than relying on gaming.

Director Moon stated that on March 29th, Fallon hosted the Volaris Airlines of Mexico to share of travel to Fallon focusing on landscapes and wildlife.

Director Moon informed on the success of The Rural Roundup that was held April 10th-12th. Many compliments were received and appreciated.

Director Moon stated that on April 23rd they had the Dairy Summit and were hoping to make it an annual event and increase the attendance.

Director Moon introduced Kaitlyn Ritchie, the Marketing and Communications Coordinator at the City of Fallon. She stated Kaitlyn will be helping with the grantee information.

Chairwoman Frost inquired on Director Moon's trip to Canada. Director Moon stated that she will be representing Fallon along with other surrounding communities.

Chairwoman Frost thanked Kaitlyn for heading up the Rural Roundup, along with the staff and all those who contributed. She was encouraged to see the grantees being a big part of the event.

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

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:20 p.m.

Chairwoman Kelly Frost

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

July 16, 2019

Agenda Item 5

Consideration of a grant application by Cody & Kristina de Golyer for the 2019 de Golyer Bull O Rama. (For possible action)

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

Incorporated 1908

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

DATE: July 5, 2019

AGENDA DATE: July 16, 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 Cody and Kristina de Golyer for the 2019 de Golyer Bull O Rama. (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$3,000 to Cody and Kristina de Golyer for the 2019 de Golyer Bull O Rama, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The de Golyers' long-term goal is to support youth who desire to participate in rodeos by offering rodeo events which bring in outside communities to participate in their local rodeos. 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) Cody and Kristina de Golyer
Chief Executive Officer: Cody de Golyer
Mailing address 4188 Hiskett Lane Fallon Nevada 89406
City _____ State _____ Zip _____
Phone Number: 775-427-9730 Email: Degolyerbullbash@yahoo.com
2. How long organized (or in business) 6 years Tax I.D. # 530591544
3. Purpose of Organization Keeping the sport of rodeo alive in our community
4. Total Annual Budget \$ To be determined
5. Project Director Cody de Golyer Phone Number: 775-427-9730
Mailing address: 4188 Hiskett lane Fallon Nevada 89406
City _____ State _____ Zip _____
Phone Number: _____ Email: _____
6. Project Title Bull O Rama
7. Actual Date of Event Saturday September 7th
8. Location of project Churchill county fairgrounds
9. Funds requested from FCTA: \$ 3,000
10. Total cost of project: \$ To be determined
11. Will the Convention Center be used? Yes ☐ No ☒ When? _____
12. Summarize the objectives of this project:

We are focusing on bringing outside communities to Fallon, providing entertainment for our community



PROJECT BUDGET

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

Radio advertising \$2500.00
T-shirts \$500



PROJECT BUDGET

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

Fairground rental \$600
Event insurance \$600
Stock \$4,300
Radio advertising \$2500
Thirst \$500
Clown \$600
Bull fighters \$700
Announcer \$800
Stock pen help \$500
Added money \$5,000

Total \$16,100



PROJECT BUDGET

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

Radio advertising \$2500
Thirst \$500

Total \$3,000



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 fall shows, 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 one week 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.:

Survey cards



July 16, 2019

Agenda Item 6

Consideration of a grant application by the Fallon Youth Football League for the 2019 SYFL Experience. (For possible action)

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

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

DATE: July 5, 2019

AGENDA DATE: July 16, 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 Fallon Youth Football League for the 2019 SYFL Experience. (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 Fallon Youth Football League for the 2019 SYFL Experience, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The short-term goal for hosting the SYFL Experience in Fallon is to provide an outstanding football experience for the entire family of football players and cheerleaders in Northern Nevada. The long-term goal is to establish Fallon as the premier football venue for youth to high school football. 7,000 to 8,000 people are expected to attend the 2019 event with at least 7,500 people coming in from outside a 30-mile radius. A conservative estimate of 120 total room nights is expected for this event.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

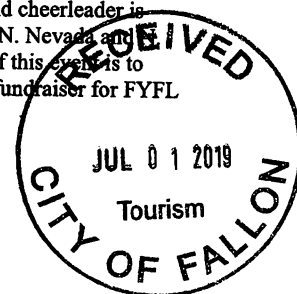
Nays: _____

Absent: _____ Abstain: _____

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

1. Name of Organization (or Company) **Fallon Youth Football League**
Mailing & Web address **PO Box 489** **fyflgreenwave.com**
City **Fallon** State **NV** Zip **89406** Tel & Email **775-423-1557;**
sean@fallonautomall.com
2. Chief Executive Officer: **Sean Richardson**
Address **PO Box 489** Tel & Email **775-423-1557;**
sean@fallonautomall.com
3. How long organized (or in business) **15 Years** Tax I.D. # **31-1484747**
4. Purpose of Organization **Youth Football and Cheer**
5. Total Annual Budget \$ **50,000**
6. Project Director **Sean Richardson** Tel & Email **775-423-1557;**
sean@fallonautomall.com
Mailing & email address **PO Box 489 Fallon, NV 89406**
7. Project Title **SYFL Experience**
8. Project Start Date **August 17, 2019** Project End Date **August 17, 2019**
Actual Date of Event **August 17, 2019**
9. Location of project **Churchill County High School**
10. Funds requested from FCTA: \$ **2,500**
11. Source of matching funds (if required) **FYFL checking**
12. Total cost of project: \$ **20,000**
13. Will the Convention Center be used? **NO** When?
If not, where will event take place? **CCHS**
14. Summarize the objectives of this project:

This event is one day of football scrimmages for the entire Sierra Youth Football League. Every player and cheerleader is required to attend to provide proof of age and/or to weigh in. The league consists of about 75 teams from N. Nevada and California, including Reno, Sparks, Carson, Minden, Susanville, Fernley & Dayton. The main objective of this event is to provide for the youth of N. Nevada to play scrimmage games prior to the regular season and to serve as a fundraiser for FYFL and CCHS football.



PROJECT BUDGET

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

Item – Cost

Tents, tables & Chairs - \$2,250

Porta Potties - \$3,000

Janitorial Services - \$300

CCSD Reimbursement - \$9,200

Publicity, Signs & Promo - \$2,500

Traffic Control - \$2,000

Event Staff T-Shirts \$500

Field Equipment/Paint - \$250

TOTAL EXPENSES - \$20,000



PROJECT BUDGET

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

Item – Income

Gate and Admission Fees - \$15,000

Vendor Fees - \$1,500

Corporate Donations \$2,500

FCTA Grant - \$2,500

TOTAL INCOME - \$21,500



PROJECT BUDGET

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

ITEM – EXPENDITURE

Event Flyers - \$500

Event Signage and Promo - \$500

Event Amenities - \$1,500



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

The long and short term goal for this event is to provide an outstanding football experience for the entire family of football players and cheerleaders of Northern Nevada. This event allows visitors from other areas, whom would never venture out this way, to see what our great City and community has to offer.

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

The total attendance is anticipated to be 7,000 to 8,000. Target market areas are Northern Nevada and California (Reno, Sparks, Carson, Minden, Susanville, Fernley & Dayton).

20. 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?

Approximately 6,500 to 7,500 visitors will be from outside of a 30 mile radius.

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

We anticipate 120 room nights to be generated (120 x 1 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?

7,500

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

7,500



(e) How many locals will attend your event?
750

(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)?

$$7,500 \times \$15 = \$112,500$$

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

1. FYFL will engage the services of a per unit T-Shirt vendor to customize and sell individual T-Shirts with an event promotional design.
2. Event flyers with event and local destination information will be created and sent to all potential attendees.
3. FYFL will work with the LVN/Nevada Appeal to promote the event through Pre- and Post-Event news items.
4. The SYFL league based in Reno will notified all its participants of the Event.

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

FYFL plans on polling/surveying a random sample of attendees throughout the day requesting information on room nights, dollars spent, visitor origination, event feedback, etc...



**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Fallon Youth Football League
2. Project Title: 2018 SYFL Experience
3. Project Period: August 18, 2018
4. Grantee Organization: Fallon Youth Football League
Mailing Address: P.O. Box 489
City: Fallon
State: NV
Zip: 89407
Web Address: fyflgreenwave.com
5. Tax I.D. #: 31-1484747
6. Total Cost of Project: \$20,000
7. Amount of Tourism Grant: \$2,500
8. Amount of Tourism Grant Expended: \$2,500
9. Were matching funds required? Yes ☐ No ☒ How much? _____
10. How many visitors came to Fallon? 5,000
11. How many of those visitors were from out-of-state? 500
12. How many were from in-state? 4,500
13. If applicable, was there an increase or decrease in attendance over last year? Slight decrease
Why? The number of football teams have decreased from previous year
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
5,000 x \$20 = \$100,000
15. Was this project news worthy? Yes ☒ No ☐

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

Lahontan Valley News via Nevada Appeal

16. List all advertising media used:

Facebook and Team websites

17. Which medium produced the best or most measured results? Team Facebook and websites

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

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

From whom? Fallon Ford Toyota and Lumos & Associates

20. Overall, did project results meet project goals?

Yes. Very minimal issues and great fundraising opportunity for various organizations.

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

22. How did the Community respond to this project?

I believe the community responded well. It is a great opportunity for visitors to see our great town while visiting various businesses.

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 suggestions, but want to thank the board for always supporting this great event.

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

24. Project Director: Sean Richardson

Date: 9/5/18

Name & Title: Sean Richardson, Commissioner

Phone: 775-423-1557

E-Mail: sean@fallonautomall.com



July 16, 2019

Agenda Item 7

Consideration of a grant application by the Churchill County Parks & Recreation for the 2019 No Hill Hundred Century Bike Tour.
(For possible action)

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

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

DATE: July 5, 2019

AGENDA DATE: July 16, 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 Churchill County Parks and Recreation for the 2019 Fallon No Hill Hundred Century Bike Tour. (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$2,000 to Churchill County Parks and Recreation for the 2019 No Hill Hundred Century Bike Tour, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The short-term objective of the No Hill Hundred Century Bike Tour is to provide an annual opportunity for regional cyclists to participate in a relaxed and enjoyable cycling event; while the long-term goal is to establish the Fallon area as a bike friendly community and to promote and encourage physical and recreational activity in the region. It is estimated that 120 participants out of a field of 140 will be coming from outside a 30-mile radius for 150 room nights.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

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

1. Name of Organization (or Company) **Churchill County Parks & Recreation**
Chief Executive Officer: **Jorge Guerrero**
Mailing address **325 Sheckler Road**
City **Fallon** State **Nevada** Zip **89406**
Phone Number: **775-423-7733** Email: **ccpr@churchillcounty.org**
2. How long organized (or in business) **20+ Years** Tax I.D. # **88-6000025**
3. Purpose of Organization **Community Events, Classes, and Recreation**
4. Total Annual Budget \$ **\$1,500,000.00**
5. Project Director **David Ernst** Phone Number: **775-427-6679**
Mailing address: **325 Sheckler Road**
City **Fallon** State **Nevada** Zip **89406** Email: **dernst@churchillcounty.org**
6. **Project Title No Hill Hundred Century Bike Tour (2019)**
7. Actual Date of Event **Saturday, October 5th, 2019**
8. Location of project **Churchill County Fairgrounds**
9. Funds requested from FCTA: \$ **2,000.00** **DE**
10. Total cost of project: \$ **\$10,450.00**
11. Will the Convention Center be used? When? **No**
12. Summarize the objectives of this project:
To host a fully-supported bike tour for competitive and beginning cyclists and attract cyclists to our community to participate in the event.



Page -2-
PROJECT BUDGET

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

Event Shirts/Jackets.....	\$1,500.00
Event Jersey.....	\$1,000.00
Event Swag (Other).....	\$2,500.00
Meals (Lunch, Post-Race).....	\$2,000.00
Road Bike (Raffle).....	\$1,500.00
Equipment Rentals.....	\$600.00
Copies, Print Media, Signage.....	\$500.00
Raffle Prizes.....	\$500.00
Fuel (Support Vehicles, SAR).....	\$350.00
	\$10,450.00



Page -3-
PROJECT BUDGET

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

100 participants @ \$60.00	\$6,000.00
30 participants @ \$30.00	\$900.00
Jersey Sales	\$250.00
Raffle Ticket Sales	\$1,000.00
Sponsorship	\$1,000.00
Tourism Grant	\$2,000.00
 TOTAL	 \$11,150.00



Page -4-
PROJECT BUDGET

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

\$1,400.00 – Event Shirts/Jackets

\$600.00 – Event Swag (Other – bags, bottles, etc.)



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

The short-term objective of the event is to provide an annual opportunity for regional cyclists to participate in a relaxed and enjoyable cycling event. We hope to attract visitors from out-of-town and out-of-state to our community. The long-term objective is to establish the Churchill County area as a bike friendly community and promote and encourage physical and recreational activity in the region.

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

140 riders estimated for the event. The primary target audience is local and regional cyclists; however, we promote throughout the Western United States and frequently attract riders from surrounding 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?

Approximately 2/3 – or 120 participants – are from outside the 30mile radius. This does not include family and friends who travel with the participants.

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

We estimate that 150 room nights will be used for the event. Participants will either stay 1 or 2 nights each depending on distance from home.

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

We utilize nationally known and recognized online platforms to advertise our events as well as social media and print marketing in northern Nevada. We expect a minimum of 1,000 people outside of the Fallon area will be exposed to the event – and most likely significantly more than that number.

- (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 say 90 participants from outside the 30-mile radius.

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

At least 50 locals are expect 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)?

We anticipate that we will have a minimum of 140 visitors spending \$80.00 each in gas, food, lodging, etc. for a total economic impact of \$11,200.00.



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

We will provide print advertising including posters and flyers and utilize social media. We will use national and regional endurance event and cycling calendars, magazines, and online platforms. We will utilize fitness tracking apps such as Strava, MapMyRide, etc. to build routes and encourage participants to download and ride the routes in advance. We will make a promotional video and post to our YouTube page.

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

We will be providing riders with an event survey to be completed at the conclusion of the ride while they are eating their post-race meal. We will also survey riders who signed up online by asking them to answer questions through an online survey hosted by a website such as SurveyMonkey.com.

Signature of Applicant/Grantee

David Gernet

Date

7/2/19



**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Churchill County Parks & Recreation
2. Project Title: No Hill Hundred Century Bike Tour
3. Project Period: 3/1/2018 - 10/6/2018
4. Grantee Organization: Churchill County Parks & Recreation
- Mailing Address: 325 Sheckler Road
- City: Fallon
- State: Nevada
- Zip: 89406
- Web Address: www.churchillcounty.org
5. Tax I.D. #: 88-6000025
6. Total Cost of Project: \$7,711.19
7. Amount of Tourism Grant: \$2,000.00
8. Amount of Tourism Grant Expended: \$2,000.00
9. Were matching funds required? Yes ☐ No ☒ How much? _____
10. How many visitors came to Fallon? 70
11. How many of those visitors were from out-of-state? 20
12. How many were from in-state? 50
13. If applicable, was there an increase or decrease in attendance over last year? Increase
Why? Expanded Marketing
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
70 x \$150.00 = \$10,500.00
15. Was this project news worthy? Yes ☒ No ☐



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

Lahontan Valley News, KVLV

16. List all advertising media used:

Facebook, Newspaper, Print Flyers, Direct-to-customer e-mail.

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

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

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

From whom? Banner, Sierra Cyclesmith, Anytime Fitness

20. Overall, did project results meet project goals?

Yes, financial and project goals were achieved.

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

22. How did the Community respond to this project?

Positively - majority of participants were local.

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?

N/A

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

24. Project Director: David Ernst *David Ernst*

Date: 6/28/2019

Name & Title: David Ernst, Recreation Supervisor

Phone: (775) 427-6679

E-Mail: dernst@churchillcounty.org



July 16, 2019

Agenda Item 8

Consideration of a grant application by the Lahontan Valley Bird Dog Club for the Lahontan Valley Bird Dog Club Spring Classic and Lahontan Valley Bird Dog Club Nevada Chukar Championship. (For possible action)

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

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

DATE: July 5, 2019

AGENDA DATE: July 16, 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 Lahontan Valley Bird Dog Club for the Lahontan Valley Bird Dog Club Spring Classic and Nevada Chukar Championship. (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 Lahontan Valley Bird Dog Club for the Lahontan Valley Bird Dog Club Spring Classic and Nevada Chukar Championship, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The short-term and long-term goals of the LVBDC is to maintain and provide property to offer for training purposes for hunting dogs. The LVBDC offers these two events to fundraise in support of this mission to test hunting dog skills in a competitive environment. The Fallon area is most conducive to the mission and events. LVBDC averages about 100 competitors at each event (160 visitors, including observers per event). 320 visitors are estimated to attend this season with the two events, with at least 70 coming from outside a 100-mile radius. A total of 180 room nights are estimated for these two events.

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 Bird Dog Club**

Mailing & Web address:
**LVBDC
POB 5711
Fallon NV, 89407
(facebook)**
2. Chief Executive Officer: **Joe Rowan President**
3. How long organized (or in business): **LVBDC 13 years** Tax I.D. #: **371587847**
4. Purpose of Organization: **To Promote the Training and Use of Bird Dogs**
5. Total Annual Budget: **\$60K**
6. Project Director: **Joe Rowan**
7. Project Title:
Lahontan Valley Bird Dog Club Spring Classic (Spring Shoot)
Lahontan Valley Bird Dog Club Nevada Chukar Championship (Fall Shoot)
8. Project Start Date: **September** Project End Date: **February**
9. Location of project or target markets: **Churchill County, Markets the surrounding states.**
10. Funds requested from FCTA: **\$2500.00**
11. Source of matching funds (if required): **LVBDC**
12. Total cost of project: **\$50K**
13. Will the Convention Center be used? **Yes if available.**
If not, where will event take place? **Event is off Berney Road, Dinner at a local hall**
14. Summarize the objectives of this project:
The events are used to test hunting dogs in a competitive environment. The two events are fund raisers for the Lahontan Valley Bird Dog Club. The LVBDC uses that money to provide training/competitive grounds for hunting dogs of all varieties.



PROJECT BUDGET

15. EXPENSES:

\$3000.00	Banquet/Raffle
\$6000.00	Birds
\$5000.00	Prize Money
\$3500.00	Insurance/Advertising/Misc.
\$5000.00	Grounds

16. REVENUE:

12,000.00	Entries
5,000.00	Grounds
1,000.00	Sponsors
2,000.00	Merchandise/Raffle
2,500.00	Tourism

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

We will use the grant money to purchase Advertising, T-shirts, banquet, hats and prize money.

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

Short term goals are to continue to have a property for people to utilize for training purposes for hunting dogs. Long term goals are to continue to improve the grounds to attract other events to our location and provide a quality location.

19. Please estimate the number of visitors and list your target markets:

We have an average of 100 competitors at our shoots. Including guests and observers that number averages 150-160. Our target market is bird hunters who use dogs to improve their success.

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

(a) How many visitors, from outside a 100-mile radius, do you expect to draw to your area as a result of this project?

Our primary draw areas are: Reno, Carson, Minden, Bishop, Lovelock, Winnemucca, Elko, Vegas, California, Utah, Oregon. ~35 competitors are from >100 miles

(b) How many total nights do you expect the out-of-area visitors to spend in your area as a result of this project? **We book about 180 rooms nights per year.**

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

We send out ~500 pieces of mail to competitors, put flyers at many sporting good outlets and the newspaper.



(d) Approximately how many people visited your area as a result of a similar project last year?

Last year we held the four events at the club and had ~400 people at the events.

(e) Project the expected increase in visitor numbers as a result of this project:

Participation is based on prize money and quality of shoot, ours is getting better and better we expect a 5% increase in our shoot.

(f) What is the overall economic impact of this project?

Actual \$ spent by the club putting on these events is over \$50K a year. The economic impact of our event including travel, dogs, guns, shells, clothes, vet, etc. Would be in the \$500K range.

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

We are looking to host other sporting dog events on the grounds. This includes pointers, retrievers and flushing dogs.

22. I hereby declare that the information provided is accurate to the best of my knowledge.

Signature: Chip Bunker Date: 7-2-19

Chip Bunker
LVBDC Secretary
7/2/2019



**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Lahontan Valley Bird Dog Club
2. Project Title: LVBDC Bird Dog Championship
3. Project Period: March 8-10 2019
4. Grantee Organization: Lahontan Valley Bird Dog Club
Mailing Address: P.O. Box 5711
City: Fallon
State: Nevada
Zip: 89406
Web Address: Facebook and WWW.lvbdc.com
5. Tax I.D. #: 371587847
6. Total Cost of Project: \$35k & 30k for the two events total of \$65k
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? 200 individuals
11. How many of those visitors were from out-of-state? 40
12. How many were from in-state? 160
13. If applicable, was there an increase or decrease in attendance over last year? Stayed the same
Why? We held an AKC event and Youth event that increased attendance
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
\$100,000
15. Was this project news worthy? Yes ☐ No ☒



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

N/A

16. List all advertising media used:

Direct mailing, website, Internet and phone calls

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

18. Did you have a web site or web presence? List site: lvbdc.com and Facebook

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 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?

We will continue to work with other clubs and organization to utilize the club facility. the administration of the grant was fine.

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

24. Project Director: Marco Guerreo

ms

Date: 6/10/2019

Name & Title: Marco Guerrero Vice President

Phone: 775-426-8160

E-Mail: Marco_guerrero1@mail.tmcc.edu



July 16, 2019

Agenda Item 9

Consideration of a grant application by the Fallon Lions Club Junior Rodeo for the 2019 Fallon Lions Club Junior Rodeo. (For possible action)

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

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

DATE: July 5, 2019

AGENDA DATE: July 16, 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 Lions Club Junior Rodeo for the 2019 Lions Club Junior Rodeo. (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 the Lions Club Junior Rodeo for the 2019 Lions Club Junior Rodeo, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The Fallon Lions Club Junior Rodeo, a group made strictly up of volunteers, has been dedicated to the youth of Fallon, Nevada and surrounding states since 1969. This year will mark the 50th year celebration of this Junior Rodeo where approximately 200 young cowboys and cowgirls, and their families, participate and compete in four age groups from 0-18 years.

It is estimated that 300 people will attend this (4) day event, with 150 people being from outside a 30-mile radius; generating 60 hotel/motel room overnight stays and multiple visits to local restaurants, gas stations and stores.

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 Lions Club Junior Rodeo**
Chief Executive Officer:
Mailing address **PO Box 651**
City **Fallon** State **NV** Zip **89407**
Phone Number: **775-302-6792** Email: **jennifur@peekbrothers.net**
2. How long organized (or in business) **50 years** Tax I.D. # **88-6014668**
3. Purpose of Organization **Volunteer based junior rodeo for children 0-18 years old**
4. Total Annual Budget \$ **Approx.. \$25,000**
5. Project Director **Jennifur Peek** Phone Number: **775-302-6792**
Mailing address: **5499 Casey Road**
City **Fallon** State **NV** Zip **89406** Email: **jennifur@peekbrothers.net**
6. Project Title **Fallon Lions Club Junior Rodeo**
7. Actual Date of Event **August 30-September 2**
8. Location of project **Churchill County Fairgrounds**
9. Funds requested from FCTA: \$ **\$2,500**
10. Total cost of project: \$ **\$25,000**
11. Will the Convention Center be used? **No** When?
12. Summarize the objectives of this project:

The Fallon Lions Club Junior Rodeo has been dedicated to the youth of Nevada and surrounding states since 1969. This year we celebrate 50 years of junior rodeo, where approximately 200 young cowboys and cowgirls, and their families, participate in our rodeo and compete for awards in one of four different age groups from 0-18.

Our rodeo is strictly produced by a staff of dedicated volunteers from our community that donate many hours to make this a great experience for our youth. We believe that rodeo has been a huge part of this community for generations and we want to continue the tradition.



PROJECT BUDGET

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

Item	Budget
Saddles 5 x \$1400	\$7,000.00
Buckles 33 x \$175	\$5,775.00
Reserve Spurs 7 x \$295	\$875.00
Prizes 2nd-4th \$250/event	\$7,500.00
Added Money for Seniors	\$1,000.00
Queen Contest prizes	\$785.00
Engraving	\$725.00
Stock	\$1,500.00
Misc. (postage, ads, printing)	\$900.00
T-shirts	\$1,000.00
Total	\$27,060.00
Account Balance	\$7,363.40
Entrees Estimate	\$10,000.00
Undeposited donations	<u>\$1,535.00</u>
Needed	\$8,161.60



PROJECT BUDGET

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

Entries	\$10,000 (estimate off last year's number)
Donations	\$14,500 (last year's figure)
Grants	<u>\$ 2,500</u>
Total	\$27,000



PROJECT BUDGET

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

All grants and donations will be used for event prizes and stock fees. All staff are volunteers and no money is paid to personnel.



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

Provide an excellent rodeo for area youth this year and for many years to come.

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

300+ people including contestants, family members and community spectators.

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?

150+ contestants and their families will be from outside the Fallon area.

(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)?

Many of our families stay at the fairgrounds in their trailers. Possibly 20 x 3 nights in motels.

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

Thousands of people will be exposed to our advertising on multiple Facebook equestrian pages.

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

Approximately 200 people.

(e) How many locals will attend your event?

50+ are generally local families.

(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)?

300 x \$100 (meals, retail, etc.) = \$30,000

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

We advertise locally with posters at businesses, online on our website and through social media. We also advertise and provide entry forms at other area junior 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.:

Our contestants complete an entry form with their address and if they are staying at the campsite. We also have a lot of response from our Facebook pages. If needed, we can have families complete a survey at check-in to determine economic impact.

Signature of Applicant/Grantee

Jennifer Peck

Date

6/6/19



July 16, 2019

Agenda Item 10

Consideration of a grant application by the Fallon Festival Association for the 2019 Cantaloupe Festival and Country Fair.
(For possible action)

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

**CIT OF FALLON - CONVENTION AND TOURISM AUTHORITY
REQUEST FOR BOARD ACTION**

DATE: July 5, 2019

AGENDA DATE: July 16, 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 Fallon Festival Association, Inc. for the 2019 Cantaloupe Festival & Country Fair. (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$15,000 to the Fallon Festival Association, Inc. for the 2019 Cantaloupe Festival & Country Fair, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The Fallon Festival Association's mission is to create a premier event for the entire family promoting the Fallon area, celebrating the agricultural past and present, showcasing local talent, and supporting Nevada businesses. 19,000 visitors are estimated for the 2019 event, with 4,000 arriving from outside a 30-mile radius. A conservative estimation on total room nights is 306, based on 2018 surveys.

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 Festival Association, Inc.**
Chief Executive Officer: **Zip Upham**
Mailing address **PO Box 1202**
City **Fallon** State **NV** Zip **89407**
Phone Number: **775-427-1477** Email: **zip.upham@gmail.com**
2. How long organized (or in business) **35 years** Tax I.D. # **27-1811685**
3. Purpose of Organization **To promote the local economy, culture and draw visitors to Fallon**
4. Total Annual Budget \$ **146,000.00**
5. Project Director **Zip Upham** Phone Number: **775-427-1477**
Mailing address: **PO Box 1202**
City **Fallon** State **NV** Zip **89406** Email: **falloncantaloupefestival@gmail.com**
6. Project Title **Fallon Cantaloupe Festival & Country Fair**
7. Actual Date of Event **Friday, August 23, 2019 – Sunday August 25, 2019**
8. Location of project **Churchill County Fairgrounds**
9. Funds requested from FCTA: \$ **\$15,000.00**
10. Total cost of project: \$ **146,000.00**
11. Will the Convention Center be used? **No** When?
12. Summarize the objectives of this project:

The Fallon Festival Association's mission is to create a premier event for the entire family promoting the Fallon area, celebrating the agricultural past and present, showcasing local talent, and supporting Nevada Business. We continually adjust aspects of the Festival to create a fun, family activity-oriented event in rural Northern Nevada. The Festival & Fair provides the opportunity to build community capacity and social capital, drive tourism to the Fallon community, increase room night stays, and expand activity at local businesses leading up to and during the Festival & Fair. The event committee will continue to build a strong media presence through social media, print, radio and television, increasing exposure to both local and out of town potential guests.



PROJECT BUDGET

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

Fallon Cantaloupe Festival & Country Fair 2019 Event Budget

Expenses	
Advertising/Marketing	\$17,000.00
Banking Service Fees	\$2,000.00
Business Expenses	\$200.00
Facilities and Equipment	\$11,300.00
Insurance	\$2,400.00
Legal and Professional Fees/Consulting	\$18,000.00
Operations	\$2,200.00
Other Types of Expenses	\$200.00
Payroll Expenses	\$0.00
Program Activities	\$50,300.00
2019 Start up funds	\$25,000.00
Capital Improvement Funds	\$23,400.00
Total:	\$152,000.00



PROJECT BUDGET

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

Fallon Cantaloupe Festival & Country Fair
2019 Event Budget

Income

Income	\$65,000.00
Cantaloupe Corral	\$2,000.00
Carnival Commission	\$3,000.00
Vendors	\$15,000.00
Public Support	\$65,000.00
Misc Rev.	\$2,000.00

Total: \$152,000.00



PROJECT BUDGET

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

Marketing(includes all advertising and promotions) \$15,000.00



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

- To Provide Fallon locals with opportunities to promote themselves and their businesses to unreached audiences (either as local talents, businesses, or fair vendors).
- To build the reputation of the Festival & Fair as one of Nevada's top agriculture centered events.
- To develop and showcase Fallon's culture identity in order to attract visitors to the area, as well as enhance the business and industry atmosphere of Churchill County

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

We estimate 19,000 visitors to the 2019 Festival & Fair based on 15% growth rate from 2018 and the addition of strategic social media marketing plan. The target market is families and adults, (median age 33) and will be drawn out of the surrounding urban and rural communities, which have a combined total population (including Churchill County) of 657,8000 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?

Data collection from 2018 event surveys indicated approximately 20% of our visitors were from outside of Churchill County, though that is a conservative figure.

Based on that statistic and the estimated growth, we expect 4000 guests traveling to Fallon for the 2019 Fallon Cantaloupe Festival & Country Fair.

(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)?

Of the 20% of out of town guests, 17% indicated they spent the night in a hotel. If this is a true representation of the population pooled, a conservative estimation would be half that percentage (so 8.5%) of out of town guests stay in a hotel, equaling 306 room nights throughout the festival week.

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

Festival promotions are targeted towards the counties surrounding Fallon, making a total population of 631,037 people (data taken from the 2019 world population review by county). Our goal is to reach 27% of the out of town population with event promotions, which would equal approximately 170,379 people.

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

Based on statistics collected by gate cashiers, approximately 3500 visitors from the 2018 Cantaloupe Festival & Country Fair were from outside of the 30 mile radius of Fallon.



(e) How many locals will attend your event?

In 2018 approximately 13,000 guests were local visitors.

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

Based on the exit surveys collected, guests spent an average of \$60.00 outside of the event. If we figure that this number is representative of 15% of the event guests who completed the survey, approx. \$148,500.00 will be inserted into the local economy during the Cantaloupe Festival & Country Fair.

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

-We are placing a large emphasis on the Cantaloupe Festival social media campaign, including regular and up-to-date postings, strategic paid promotions, aesthetically pleasing designs, and maintaining positive relations with page followers by implementing timely responses and becoming an active participant in the event reactions/comments.

-Presence at events and businesses located throughout Northern Nevada in the form of promotional booths and informational pamphlets/poster placement.

-Traditional advertising plan that includes coverage from local and regional radio groups, news stations, and new publications to be scheduled for the 2-4 weeks prior to the event.

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.:

For the 2019 event, staff will be diligent in their efforts to collect surveys from event attendees. Surveys will be made and collected using an online source, with all the required questions, plus additional questions that will aid in organizing committee in making event decisions.

We plan to have volunteers stationed at the exit points periodically throughout the weekend to collect surveys on tables, have signs posted with information on how to submit surveys, and will launch a social media campaign to at the conclusion of the event to promote participation. Additionally, printed versions will be distributed to the local hotels, with a request for the front desk to collect them for the Fair committee.

Also entice guests to fill out surveys, the Festival will offer the opportunity to win raffle prizes for filling them out.



Signature of Applicant/Grantee

Michelle Gabriela Rojas

Date

July 3, 2019



**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Fallon Festival Association, Inc.
2. Project Title: Fallon Cantaloupe Festival & Country Fair
3. Project Period: January 2018-August 2018 (Actual event dates 8/23/2018 - 8/26/2018)
4. Grantee Organization: Fallon Festival Association, Inc.
Mailing Address: PO Box 1202
City: Fallon
State: NV
Zip: 89407
Web Address: falloncantaloupefestival.com
5. Tax I.D. #: 27-1811685
6. Total Cost of Project: Approx \$108,000.00 (excess funds to go to capital improvements account)
7. Amount of Tourism Grant: \$15,000.00
8. Amount of Tourism Grant Expended: \$15,000.00
9. Were matching funds required? Yes ☐ No ☒ How much? _____
10. How many visitors came to Fallon? Based on reporting, a min. of 1,122 visitors, though that is conservative
11. How many of those visitors were from out-of-state? At min. approx. 10% of out of town guests were from out of state
12. How many were from in-state? Approximately 90% were from in-state, including Northern and Southern NV
13. If applicable, was there an increase or decrease in attendance over last year? Increase
Why? Improved markeing/branding & community recognition, plus an increase in event activities/entertainment.
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
On avg., out of town visitors spent \$51-\$100 in Fallon. Extrapolated, that would be approx. \$84,150 (\$75 x 1,122)
15. Was this project news worthy? Yes ☒ No ☐

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

Television: KRNK, KTVN, KOLO
Print: LVN, Nevada Appeal
Radio: Reno Media Group, Permanent Vacation Radio, Fruitful on RadioPublic

16. List all advertising media used:

Social Media, Radio, Print, Website, Event Poster & Handbills
(television coverage was not paid advertising, rather PR, focusing on interest stories and onsite interviews)

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

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

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

From whom? CC Communications, Northern Nevada Toyota Dealerships, Lumegent, Churchill County, and others

20. Overall, did project results meet project goals?

Yes, the project goals for 2018 included increasing attendance, providing more entertainment and activities for festival guests, and expanding the opportunities to educate the public on agriculture and our community's history.

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

22. How did the Community respond to this project?

The community responded overwhelmingly positively, based on word-of-mouth, social media, and survey 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?

If there is a possibility of receiving coordinated support from the hotels in Fallon to gather surveys for all grant funded projects, it would likely help each event together more accurate information for reporting, especially in regards to capturing out of state visitor data.

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

24. Project Director: Robyn Jordan

Date: 12/21/2018

Name & Title: Robyn Jordan, Event Coordinator

Phone: 775-217-2930

E-Mail: falloncantaloupefestival@gmail.com

