

AGENDA
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
October 8, 2019 – 3:30 p.m.

The City of Fallon Convention and Tourism Authority will meet in a regularly scheduled meeting on October 8, 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 July 16, 2019. (For possible action)
5. Consideration of a grant application by the Great Basin Bird Observatory for Spring Wings Bird Festival, 2020. (For possible action)
 - Grant amount requested by applicant: \$2,000
 - Grant amount recommended by staff: \$2,000
6. Consideration of a grant application by the Fallon High School Rodeo Club for High School and Jr. High School Rodeo. (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 2020 Fallon Shootout Youth Basketball Tournament. (For possible action)
 - Grant amount requested by applicant: \$2,000
 - Grant amount recommended by staff: \$2,000
8. Public comments. (For discussion only)

9. 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, January 21, 2020
 - 2) Tuesday, April 21, 2020

This agenda has been posted on or before 9:00 a.m. on October 3, 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.

October 8, 2019

Agenda Item 4

Consideration and approval of the Fallon Convention and Tourism Authority meeting minutes for July 16, 2019. (For possible action)

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

DATE: September 30, 2019

AGENDA DATE: October 8, 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 July 16, 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 July 16, 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
July 16, 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
Board Member, Ezra Bernardo
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.

Director Moon introduced the City of Fallon's Marketing and Communications Coordinator, Kaitlin Ritchie. She stated that she will be helpful in marketing information for the grantees.

Chairwoman Frost introduced the newest Board Member of the Fallon Convention and Tourism Authority, Ezra Bernardo.

No other public comments were noted.

Approval of Convention and Tourism Authority meeting minutes for April 23, 2019

Board Member Bhakta motioned to approve the Fallon Convention and Tourism Authority meeting minutes for April 23, 2019, seconded by Board Member Bernardo; and the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Applications

A) Cody and Kristina deGoyler for the 2019 deGoyler Bull O' Rama:

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

B) Fallon Youth Football League for the 2019 SYFL Experience:

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

C) Churchill County Parks and Recreation for the 2019 No Hill Hundred Century Bike Tour:

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

D) Lahontan Valley Bird Dog Club for the Lahontan Valley Bird Dog Club Spring Classic and Lahontan Valley Bird Dog Club Nevada Chukar Championship:

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

E) Fallon Lions Club Junior Rodeo for the 2019 Fallon Lions Club Junior Rodeo:

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

F) Fallon Festival Association for the 2019 Cantaloupe Festival and Country Fair:

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

Consideration of a Grant Application by Cody and Kristina deGoyler for the 2019 deGoyler Bull O' Rama

Chairwoman Frost informed the next agenda item for review is consideration of a Grant Application by Cody and Kristina deGoyler for the 2019 deGoyler Bull O' Rama.

Director Moon introduced the grant application by Cody and Kristina deGoyler for the 2019 deGoyler Bull O' Rama applicant: requested amount is \$3,000, and the amount recommendation by staff is \$3,000. Director Moon stated that their 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

July 16, 2019 Fallon Tourism Board Meeting

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 which would generate 100 hotel/motel room overnight stays. Presenting the grant application were Cody and Kristina deGoyler.

Board Member Bhakta confirmed the dates for the Bull O' Rama with Mr. deGoyler, who stated that it is a one-day event, to be held on September 7th, 2019.

Chairwoman Frost inquired on their previous event. Mr. deGoyler stated that it was a successful event, and they had over 2,000 people in attendance.

Mr. deGoyler stated that this is the second time they would be managing this event. Mr. deGoyler stated that they are moving the event a little earlier in the year due to the weather being a little cooler in the evening during this event last year. He additionally stated that grant money is used towards marketing through radio advertisement, banners and signage in order to help make his event a success. Mr. deGoyler stated that the t-shirts with the City of Fallon Logo are thrown into the crowd and are enjoyed by the crowd. Mr. deGoyler stated that they choose to purchase the t-shirts locally, using \$500 of the grant money towards purchase of the shirts.

Chairwoman Frost inquired if the "thirst" on the budget item for \$500 is being used for the t-shirts. Mr. deGoyler confirmed that was correct, it is used for 50 t-shirts.

Board Member Bhakta inquired about the questions being used on their survey. Mr. deGoyler stated that the questions include but are not limited to: "Where are you coming from for the event?" "How much money do you prepare to spend in our community?" "Where will you be staying the night?" "Are you planning on purchasing fuel in Churchill County?" Mr. deGoyler stated that based on the survey they had people attend the event from Yerington, Reno, Winnemucca, and Sierraville.

Mr. deGoyler stated that their hopes are to get better quality riders, which would bring in a better fan-base, in order to eventually make their event a two-day event.

Board Member Bernardo asked if they are expecting the same turn-out as they had last year. Mr. deGoyler stated that they are expecting the same, or a little more due to the Fairgrounds capacity limitation of 3,000 people.

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

Board Member Bernardo motioned to approve \$3,000 to Cody and Kristina deGoyler for the 2019 deGoyler Bull O' Rama; Board Member Bhakta seconded; and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Fallon Youth Football League for the 2019 SYFL Experience

Chairwoman Frost informed the next agenda item for review is consideration of a Grant Application by the Fallon Youth Football League for the 2019 SYFL Experience.

Director Moon introduced the Grant Application and representative for the Fallon Youth Football League for the 2019 SYFL Experience. She informed the requested amount is \$2,500, and the amount recommendation by staff is \$2,500. Director Moon gave a brief overview of the grant stating 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. Introducing the Grant application was Sean Richardson.

Mr. Richardson stated that they have been doing this for quite a few years and took a short break due to another league taking over. If the event wasn't put on by Churchill County, the SYFL organization would not have this experience. Each year the SYFL based out of Reno asks Churchill County to put it on. Mr. Richardson stated that this is a tremendous fund-raising opportunity, in addition to contributing to sales and road tax. The organization is 100% put on by volunteers, and the volunteers do not keep any of the revenue or net profit earned.

Mr. Richardson stated that they have been able to donate \$10,000 to the High School Football Program the previous four years. Mr. Richardson stated that they do require a \$5.00 fee per participant and have some vendor fees. He stated that this is also an opportunity for the Quarterback Club to earn money as they are the only vendor offering food.

Mr. Richardson stated that this event could not be profitable without the help of grants and donations. Mr. Richardson did state that numbers for football have reduced and they are getting tight on budget cuts. The cost of Highway Patrol, port-a-potties, and general costs are rising.

Board Member Bhakta inquired on what the numbers looked like for football prior to this year regarding his statement that the numbers have shrunk for football. Mr. Richardson stated that the number of football teams at the peak would have been 70, and now we are probably around 60. Mr. Richardson stated that it is mandatory for participants in football, or cheerleaders to come to this event to certify their date and age. Board Member Bhakta inquired on the reason for the decline. Mr. Richardson stated the decrease could be several things: concussions could be a reason, the age requirement, and the two leagues Pop Warner and SYFL.

Chairwoman Frost inquired if people coming in early morning are staying Friday night. Mr. Richardson stated that he hears people are staying the night, specifically at the Holiday Inn Express.

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

Consideration of Grant Application by the Churchill County Parks and Recreation for the 2019 No Hill Hundred Century Bike Tour

Chairwoman Frost informed the next agenda item for review is consideration of Grant Application by the Churchill County Parks and Recreation for the 2019 No Hill Hundred Century Bike Tour.

Director Moon introduced the grant application and representative for Churchill County Parks and Recreation for the 2019 No Hill Hundred Century Bike Tour was David Ernst. She informed the requested amount is \$2,000, and the amount recommendation by staff is \$2,000. Director Moon stated that the short-term objective of the No Hill Hundred Century Bike Tour is to provide an annual opportunity for regional cyclists to participate in a relaxed and enjoyable cycling event; while the long-term goal is to establish the Fallon area as a bike friendly community, as well as 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.

Mr. Ernst stated that this is the eighteenth year for this event and that they had 100 participants last year. Currently, they have one quarter of that number signed up, all the current registered participants are out-of-town and that most of their participants plan their vacation around this event. Mr. Ernst stated that they are starting the event earlier in the morning this year, and that will cause people to want to stay the night before so not to have to drive earlier in the morning and then start biking the 100-mile ride.

Board Member Bhakta inquired on where the event takes place. Mr. Ernst stated that it starts at the Fairgrounds, and the actual course is the whole County to include the Stillwaters, west towards Lahontan, and south through Berney Road.

Board Member Bernardo asked if the route made a loop. Mr. Ernst stated that he changed the route. Last year they were riding into the westward winds, and this year he has altered the route making their last 40 miles coming out of the wind.

Mr. Ernst stated that they have aide stations and these stations are being manned by local organizations such as: The Honor Society, ROTC, Banner Community Hospital, Soroptimist, and the Swim Team.

Board Member Bernardo inquired on what the aide stations provide to the riders. Mr. Ernst stated that it is fully stocked with water, drinks, snacks, fruit, and that they offer two meals during the race to the riders. Mr. Ernst said that the stations are meant for the riders to stop off and relax for a time due to the race not being a competitive event.

Board Member Bernardo inquired on how long the event takes for a rider to complete. Mr. Ernst stated that the fastest riders he has seen complete the course in 6 hours. Mr. Ernst additionally stated that the event is not meant to be completed in a fast time, but instead meant to be enjoyed at a leisurely rate.

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

Board Member Bernardo motioned to approve \$2,000 to the Churchill County Parks and Recreation for the 2019 No Hill Hundred Century Bike Tour; Board Member Bhakta seconded; and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

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

Chairwoman Frost informed the next agenda item for review is 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.

Director Moon introduced Bill Henry who is the representative for the Grant Application for the Lahontan Valley Bird Dog Club (LVBDC) for the Lahontan Valley Bird Dog Club Spring Classic and Lahontan Valley Bird Dog Club Nevada Chukar Championship. She informed the amount requested is \$2,500, and the staff recommendation for the grant is \$2,500. Director Moon informed 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.

Mr. Henry stated that they add two additional events in the Spring and the Fall not mentioned in the Grant Application. The Wetlands and Wing Group consists of young children ranging from 10-14 years of age.

Mr. Henry stated that their event went very well last year, and the grounds are improving every year as it continues to grow.

Chairwoman inquired if it is two events that occur over a two-weekend period. Mr. Henry stated that there are two events that adults participate in the Spring and the Fall, as well as two youth events that occur during the Spring and the Fall. There is also a Springer Spaniel Club event that rents out the grounds for their own events.

Board Member Bhakta inquired if these events were held the previous year. Mr. Henry stated that the events were all held last 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 Lahontan Valley Bird Dog Club for the Lahontan Valley Bird Dog Club Spring Classic and Lahontan Valley Bird Dog Club Nevada Chukar Championship; Board Member Bernardo seconded; and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Fallon Lions Club Junior Rodeo for the 2019 Fallon Lions Club Junior Rodeo

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

Director Moon introduced the grant application and representative for the Fallon Lions Club Junior Rodeo for the 2019 Fallon Lions Club Junior Rodeo, Jennifur and Jarrett Peek. She informed the requested grant amount is \$2,500, and the staff recommendation for the grant is \$2,500. 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, cowgirls, and their families participate and compete in four age groups for 0-18 years. It is estimated that 300 people will attend this four-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.

Ms. Peek addressed the board informing the Board that this her 3rd year as their secretary. Ms. Peek stated that this year they are advertising in California, Idaho, Oregon, Wyoming, Utah, and Arizona. She is hoping with the advertising in all the different areas that they will see a rise in attendance. 0-5, and 10-14 seem to be their biggest targeted age group. They are working on expanding into the High School. Ms. Peek stated they have added a few things this year to include a family night, goat branding, egg toss, and a boot scramble. Ms. Peek is hoping with all these added events it will get the community involved.

Chairwoman Frost inquired how the event is doing since it is not tied with the Cantaloupe Festival this year. Ms. Peek said that the Lion's Club has taken over the snack bar and the vendors. Ms. Peek stated that the people that come for the rodeo portion hasn't changed, but they are hoping that with all the advertisement it will bring the numbers up.

Board Member Bhakta inquired when this event will take place. Ms. Peek advised that it will be held Labor Day weekend as a four-day event. Ms. Peek also informed that this is the 3rd year they will be having the Queen Contest. The contestants come Friday night and give

speeches, and horsemanship. Saturday will be the start of the actual rodeo where they crown the queen at lunch that day.

Board Member Bhakta inquired on whether their participants can get rooms due to the number of Burning Man participants usually packing the rooms that same weekend. Ms. Peek stated that the participants are still able to get rooms.

Board Member Bernardo inquired if there has been an increase in their participation numbers due to their advertisement in the other states. Ms. Peek responded that she would love to get 100 more kids and stated that through Facebook she is able to see how many times her advertisement is viewed on social media. Ms. Peek said that the viewing number has already reached 1,000 views. Board Member Bernardo inquired on the age target market she is trying to reach through social media. Ms. Peek said this is their first experience with marketing through social media and with it, she is hoping to reach more of the high school age youth. Ms. Peek additionally added that since the Nevada State High School Rodeo Association will let her post there, that too may help with the number increasing for High School age youth.

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 Fallon Lions Club Junior Rodeo for the 2019 Fallon Lions Club Junior Rodeo; Board Member Bernardo seconded; and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant application by the Fallon Festival Association for the 2019 Cantaloupe Festival and Country Fair

Chairwoman Frost informed the next agenda item for review is consideration of a Grant Application by the Fallon Festival Association for the 2019 Cantaloupe Festival and Country Fair.

Director Moon introduced the grant application and representatives for the Fallon Festival Association for the 2019 Cantaloupe Festival and Country Fair, Zip Upham, Chairman of the Festival Committee, Robyn Jordan, Marketing, Kim Klenakis, Secretary. She informed the staff recommendation for the grant is \$15,000, and the recommendation by staff is \$15,000. 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.

Mr. Upham stated that their numbers have increased over the past four years. He doesn't know how much more they can increase due to space restrictions. Friday night they will be having a tribute band, The Holiday Roses, performing Guns and Roses songs. Saturday evening, they will have headliners that are a Las Vegas-based tribute act that do Tim McGraw

and Faith Hill songs. Ticket prices are \$8.00 for the day, and \$12.00 for the pre-purchase weekend pass. The concerts are included in the ticket prices. Mr. Upham informed that there will be other entertainment acts and events. Friday morning, they work directly with the Churchill County School District to have the 5th grade classes as well as Logos and Oasis Charter School come for a field trip.

Ms. Jordan addressed the board of what the event plans on using to market their event. Ms. Jordan stated that they will continue to use their traditional print marketing, posters, and radio. Ms. Jordan stated that they have been able to get television to come during the morning of their events, as well as podcasts as a new form of marketing. Ms. Jordan stated that their biggest source is through social media and that every photo they post reaches at least 2,000 people. Ms. Jordan stated that their target cities are Carson City, Lake Tahoe, and Reno. Last year they had approximately 16,500 guests visit the festival, and with that number approximately 3,500 are out of town. Ms. Jordan stated that they currently have 84 vendors that have applied and are expected to turn out, and that number is continuing to grow. Last year out of the 100 vendors there were approximately 376 employees of the vendors, many of which are coming from out of town and staying locally in our town.

Mr. Upham informed that they have separated their weekend from the Lion's Club Rodeo, making these two separate events. Mr. Upham stated that this has not affected their numbers. Mr. Upham stated that the festival previously started on Thursday, but they thought it would be more beneficial for the festival to start Friday and run through Sunday.

Board Member Bhakta inquired if the fliers would be available at hotels for guests, and people passing by the hotel. Ms. Jordan stated that she would like to get the fliers, as well as surveys to the hotels.

Board Member Bernardo inquired on where the radio advertisements reach. Ms. Jordan stated that the Reno Media Group is who they use for the radio advertisement which includes the stations: KBUL 98.1, 103.7 The River, 96.5, 102.9, and KVLV.

Chairwoman Frost complimented to the committee on the buzz they have created throughout the areas along with all the hard work they have put into the festival.

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

Board Member Bernardo motioned to approve \$15,000 to the Fallon Festival Association for the 2019 Cantaloupe Festival and Country Fair; Board Member Bhakta seconded; and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Public Comments

Chairwoman Frost inquired if there were any public comments.

Zip Upham, Public Affairs Officer for the Fallon Naval Air Station, wanted to report that Paramount Studios is working very hard on the Top Gun sequel. Mr. Upham stated that the trailer will be on the screen a year ahead of the movie. The movie should be out the Summer of 2020. There is a potential monumental amount of publicity for the Navy's training Program and Top Gun, by name. The movie is not set in Fallon and will have ties out of California. People will be interested in visiting Fallon because of the name alone.

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

Board and Staff Reports

City Clerk Gary Cordes stated he had nothing to report.

Board Member Bernardo stated he had nothing to report.

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

Director Moon reported that April 23, 2019 the Dairy Summit was held at the Fallon Convention Center, organized by CEDA and the University of Nevada, Reno School of Business. Organizers are looking to make this an annual event.

Director Moon stated that May 13-17, 2019 she attended the Tourism Sales Mission in Toronto and Montreal, Canada with Travel Nevada to promote Fallon. The best impact is to help bring direct flights from these two destinations to Reno on Air Canada.

Director Moon informed that on May 14, 2019, Germany's FoodBoom video shoot of "Farm to Table" was in Fallon. They incorporated Lattin Farms produce, Frey Estate Distillery spirits and other locally sourced food; culminating in cooking the local fare at The Douglass. This was a big success in production collaboration with Travel Nevada.

Director Moon stated that she is currently reformatting the Fallon Community Guide with Nevada Appeal and Kaitlin Ritchie.

Board Member Bhakta asked Kaitlin Ritchie, the Marketing and Communications Coordinator, since she has started with the City of Fallon, how has the tourism increased on social media.

Kaitlin Ritchie's response was inaudible for the record as she stayed seated in the audience during her reply.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:30 p.m.

Chairwoman Kelly Frost

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

October 8, 2019

Agenda Item 5

Consideration of a grant application by the Great Basin Bird Observatory for Spring Wings Bird Festival, 2020. (For possible action)

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

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

DATE: September 30, 2019

AGENDA DATE: October 8, 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 the Great Basin Bird Observatory for Spring Wings Bird Festival, 2020. (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 the Great Basin Bird Observatory for Spring Wings Bird Festival, 2020, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The goal of this project is to promote education and awareness of the spring migration through Fallon's Lahontan Valley and the abundant natural resources found in northern Nevada. Spring Wings Bird Festival is the only birding festival in Nevada and provides an outlet for enthusiasts to participate in one of the fastest growing hobbies in the country – bird watching. The 2020 estimate is 300 attendees, utilizing approximately 150 hotel/motel room nights for this three-day event.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) Great Basin Bird Observatory
Chief Executive Officer: Elisabeth Ammon
Mailing address 1755 E Plumb Lane, Ste 256A
City Reno State NV Zip 89502
Phone Number: 775-722-9116 Email: ammon@gbbo.org
2. How long organized (or in business) Since 1997 Tax I.D. # 86-0852927
3. Purpose of Organization To conserve birds and their habitats in the Great Basin and adjoining regions.
4. Total Annual Budget \$ 1,100,000
5. Project Director Elisabeth Ammon Phone Number: Same as above
Mailing address: Same as above
City State Zip Email:
6. Project Title Spring Wings Bird Festival
7. Actual Date of Event May 8-10, 2020
8. Location of project Fallon, Nevada
9. Funds requested from FCTA: \$ 2000
10. Total cost of project: \$ 15,500
11. Will the Convention Center be used? Yes When? May 8 & 9, 2020
12. Summarize the objectives of this project:
To promote education and awareness of the spring migration through the Lahontan Valley and the abundant natural resources found in northern Nevada. Spring Wings Bird Festival is the only birding festival in Nevada and provides an outlet for enthusiasts to participate in one of the fastest growing hobbies in the country – birdwatching.

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

Venue:	\$2000
Vans:	\$3000
Marketing:	\$4500
Speakers:	\$3000
Banquet(s):	\$3000

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

City of Fallon:	\$2000
Registration:	\$7500
Banquet:	\$5500
Donations:	\$6000

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

Website Maintenance: \$1200

Telephone Information Line: \$200

Promotional Materials for Fallon/Reno/Carson (etc) Schools: \$600

Short term goal is to increase attendees and partner/sponsor participation in this festival to begin regrowth of the event. Long term goal is to establish a significant and sustainable nature festival

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

We estimate 300 attendees with the bulk from the greater Reno/Carson City area. We are also specifically marketing to birding enthusiasts across the nation.

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+

- (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)?

$(100) \times (1.5) = 150$ total room nights. Justification: evening events followed by early morning tours will encourage motel stays.

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

Including our outreach to all available nationwide (usually free) birding outlets, we anticipate at least 10,000 will be exposed to our marketing strategy.

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

20

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

100+

- (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 in excess of \$5000.

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

We intend to work with a PR firm to assist with marketing to our specific target group.

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 provide a detailed evaluation form with the registration information. We encourage completion with benefits such as small swag items.

Signature of Applicant/Grantee

Elisabeth Amor

Date

9/25/2019

**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Lester Webb
2. Project Title: Spring Wings Bird Festival
3. Project Period: May 11, 2019
4. Grantee Organization: Friends of Stillwater
Mailing Address: PO Box 252
City: Fallon
State: Nevada
Zip: 89407
Web Address: springwingsbirdfestival.org
5. Tax I.D. #: 88-0481746
6. Total Cost of Project: \$5095.53
7. Amount of Tourism Grant: \$4000
8. Amount of Tourism Grant Expended: \$3998.15
9. Were matching funds required? Yes ☐ No ☒ How much? _____
10. How many visitors came to Fallon? 24
11. How many of those visitors were from out-of-state? 8
12. How many were from in-state? 27
13. If applicable, was there an increase or decrease in attendance over last year? Increase
Why? more elementary school children
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
24 out of 35 were out of town. 24 x \$155 = \$3720
15. Was this project news worthy? Yes ☒ No ☐

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

Fallon Post, KVLV were the only news organizations that we can confirm promoted our event.

16. List all advertising media used:

twitter feeds, Facebook notifications, radio, press releases to area newspapers, and television stations, street banner, internet networking (county, chamber, city, Lahontan Audubon Society, National Audubon Society), CCSD Flyer distribution (online), agency email lists, rack cards distributed to all Fallon motels, poster distribution.

17. Which medium produced the best or most measured results? Website & internet networks

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

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

From whom? CC Communications...we put on the event this year with the assistance of a number of non profit organizations.

20. Overall, did project results meet project goals?

Our main goal was to produce a promotional event for the upcoming, expanded festival in 2020. In that respect our goals were met. We needed to redesign our program to a shorter timeline to provide a quality event. Our project was successful and finished "in the black".

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

22. How did the Community respond to this project?

The local community was very glad we are trying to expand the festival and we received a great amount of support and encouragement. The support did not correspond to local attendees as the majority of paid attendees were from greater Reno area. However, over 250 local students were provided a day of interactive environmental education activities at E.C. Best Elementary School on behalf of Spring Wings Bird Festival. The majority of support, assistance with festival administration, volunteers and attendees were from the greater Reno/Carson City area.

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?

Our future projects will include a much bigger budget for promotion in state and national venues and will include items such as birding magazines, birding sites, federal agency promotion (USFWS, BLM, USGS, BOR), and will expand into television ads, invitations to press to attend tours and events, etc. A birding celebrity will go far to insure press will be interested in attending and promoting.

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

24. Project Director: 

Date: 5/28/19

Name & Title: Lester Webb

Phone: 775-427-3246

E-Mail: webb@cccomm.net

October 8, 2019

Agenda Item 6

Consideration of a grant application by the Fallon High School Rodeo Club for High School and Jr. High School Rodeo. (For possible action)

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

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

DATE: September 30, 2019

AGENDA DATE: October 8, 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 High School Rodeo Club for the Fallon High and Jr. High School Rodeo. (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 new season of the Fallon High School Rodeo Club for the 2019 Fallon High and Jr. High Rodeo, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: Fallon High School Rodeo Club's purpose in applying for this grant is to help promote high school rodeo competition throughout Nevada and to attract outside competitors to Fallon. It is reported that the Fallon High School Rodeo is the most popular among contestants to attend in Nevada. The Rodeo attracts participants, their families and fans to Fallon beyond a 30-mile radius. Based on past events, an estimate of 500 people will attend, utilizing 90 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) Fallon High School Rodeo Club
Chief Executive Officer: Monyca Jensen and Julie Ikoen
Mailing address PO Box 147
City Fallon State NV Zip 89406
Phone Number: 775 530 7694 Email: mjensen5@live.com
2. How long organized (or in business) 26 years Tax I.D. # 45-15852266
3. Purpose of Organization _____
4. Total Annual Budget \$ 15,000
5. Project Director Monyca Jensen Phone Number: 775-530-7694
Mailing address: Po Box 147
City Fallon State NV Zip 89406 Email: mjensen5@live.com
6. Project Title High School and Jr. High School Rodeo
7. Actual Date of Event October 18-19 2019
8. Location of project Churchill County Fairgrounds
9. Funds requested from FCTA: \$ 2,500.00
10. Total cost of project: \$ 15,000 or more
11. Will the Convention Center be used? no When? _____
12. Summarize the objectives of this project: _____
High school and Jr High rodeo that is put on every year
High students that come to compete for year end points. Fallon
High rodeo has the most contestants.

PROJECT BUDGET

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

Rental of Fairground \$3,000.00

Stock Contractor \$ 8,000.00

Office Expense \$1,500.00

Programs \$1,200.00

Average Prizes \$3,000.00

PROJECT BUDGET

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

Rental of Stalls 3,000.00

Advertisements

Fence signs \$250 Program Advertisement Business card \$50.00 1/2 page \$75.00 Full page \$100.00

RV parking fees \$1,000

Entry Fees from Contestants \$5,000.00

PROJECT BUDGET

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

Rental of Fairgrounds \$1250.00

Stock contractor \$1250.00

16. Please define the long and short term goals of this project:
This will be a year we put on a rodeo in April 12-14 2019 and we are hosting again on
October 18-19 2019. We are hoping to host State Finals in 2021 and 2022 in Fallon.

17. Please estimate the total attendance you expect at your event and list your target market areas:
250 x 2 = 500 over the two days

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?
Same as last year

- (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)?
45 estimate for 2 nights = 90 rooms nights

- (c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?
250-300 estimated

- (d) Approximately how many people from outside a 30-mile radius visited Fallon as a result of a similar project last year?
250 to 300 approximate 145 contestants x 3 family members including contestant

- (e) How many locals will attend your event?
14 members x appro 5 approximate family members =70 and estimate approximate 30-35
outside of family

- (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)?

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

Team posters, Event Program, Radio advertisement and newspaper.

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 are planning on our annual survey cards.

1. How many are in your party?

2. How far did you travel? Local 30 miles or less 30 miles or more

3. Are you camping or staying in a motel? Camping Motel

4. Do you plan on shopping while in Fallon Yes No

Everyone fill out this survey during check in.

**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Fallon High School Rodeo Club
2. Project Title: Fallon yearly High School Rodeo
3. Project Period: April 5-7 2019
4. Grantee Organization: Fallon Rodeo Club
Mailing Address: PO Box 147
City: Fallon State: NV Zip: 89406 Web Address: _____
5. Tax I.D. #: 45-15852266
6. Total Cost of Project: 15,000.00
7. Amount of Tourism Grant: 2,500.00
8. Amount of Tourism Grant Expended: 2,500.00
9. Were matching funds required? Yes _____ No X _____ How much? _____
10. How many visitors came to Fallon? 250
11. How many of those visitors were from out-of-state? 50
12. How many were from in-state? 150
13. If applicable, was there an increase or decrease in attendance over last year? Increase
Why? But there will be an increase in contestants entries.
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
250 visitors x \$100.00 per visitor \$20,000.00
15. Was this project news worthy? Yes X _____ No _____ . List the news organizations that covered the event (any medium): Lahontan Valley News

16. List all advertising media used: Banner, Programs and Radio advertising

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

18. Did you have a web site or web presence? List site: Nevada High Rodeo Asso
19. Did you get corporate sponsors for funding or other participation? Yes _____ No X _____
From whom ? _____
20. Overall, did project results meet project goals? Yes positive out come from the community.

21. Will this project take place again next year? Yes X _____ No _____
22. How did the Community respond to this project? The community was a positive one and the Community is all for supporting the Fallon Rodeo club. Thanks to the Fallon Convention and Tourism we where granted \$2,500.00 last year.

23. Will you seek a grant again next year? Yes X _____ No _____
24. Do you have any suggestions for future grant projects or the administration of this grant? _____
We will be having a yearly Fallon Rodeo every April to help support our community tourism in Fallon.

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

24. Project Director: Monyca Jensen Date: 5/7/2019

Name & Title: Fallon High School Rodeo Club

Phone: 775-530-7694

E-Mail: mjensen5@live.com

October 8, 2019

Agenda Item 7

Consideration of a grant application by the Churchill County Parks & Recreation for the 2020 Fallon Shootout Youth Basketball Tournament. (For possible action)

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

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

DATE: September 30, 2019

AGENDA DATE: October 8, 2018

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 2020 Fallon Shootout Youth Basketball Tournament. (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$2,000 to Churchill County Parks and Recreation for the 2020 Fallon Shootout Youth Basketball Tournament, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: This tournament is part of a series of youth basketball tournaments offered throughout Northern Nevada. Its purpose is to provide an opportunity and venue for local and regional youth to participate in competitive athletic events which promote Fallon as a go-to area for athletic recreation – both in terms of facilities and event quality. It is estimated that there will be 700 to 1,000 total attendees; among these 200-250 would be participants. Historically approximated 120 hotel/motel room nights have been utilized for this three-day weekend 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) Churchill County Parks and Recreation
Chief Executive Officer: Jorge Guerrero
Mailing address 325 Sheckler Road
City Fallon State NV Zip 89406
Phone Number: (775) 423-7733 Email: jguerrero@churchillcounty.org
2. How long organized (or in business) 20+ Years Tax I.D. # 88-6000025
3. Purpose of Organization Provide Community Recreation Programming & Events
4. Total Annual Budget \$ 245,000.00
5. Project Director David Ernst Phone Number: (775) 427-6679
Mailing address: 325 Sheckler Road
City Fallon State NV Zip 89406
Phone Number: (775) 423-7733 Email: dernst@churchillcounty.org
6. Project Title 2020 Fallon Shootout Youth Basketball Tournament
7. Actual Date of Event March 6th - 8th, 2020
8. Location of project City-County Gym @ Venturacci Park
9. Funds requested from FCTA: \$ \$2,000.00
10. Total cost of project: \$ 8,500.00
11. Will the Convention Center be used? Yes ☐ No ☒ When? _____
12. Summarize the objectives of this project:

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

PROJECT BUDGET

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

1. Direct Mailing to Previous Participants (Advertising)	\$150.00
2. Production/Distribution of Posters (Advertising)	\$150.00
3. T-shirts (for all participants)	\$1,500.00
4. Awards (Top 3 Team 0 All Divisions)	\$2,500.00
-Includes items such as gym bags, clothing and apparel, gift cards, etc.	
5. Referees	\$1,800.00
6. Contracted Staff	\$500.00
7. Equipment/Supplies	\$350.00
8. Concessions	\$1,550.00
9.	

Total Project Cost: \$8,500.00

PROJECT BUDGET

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

1. Entry Fee (24 Teams at \$175.00 per team)	\$4,200.00
2. Tourism Grant	\$2,000.00
3. Gate (Spectator Admission)	\$1,500.00
4. Concession	\$1,800.00
5. Sponsorships	\$1,000.00

Total Project Revenue: \$10,500.00

PROJECT BUDGET

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

Event T-Shirts	\$1,500.00
Champions Apparel (Awards)	\$500.00

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

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

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

200 - 250 participants and 500 - 750 spectators. Target markets include Northern Nevada and California and Southern Idaho communities.

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

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

200 - 250 participants and 500 - 750 spectators.

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

120 room nights historically required for this event.

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

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

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

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

(e) How many locals will attend your event?

3 local teams and approximately 200 spectators from the local area are anticipated.

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

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

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

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

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

Post event surveys are distributed throughout the event on paper. We will have an option to complete the survey electronically on cell phones this year.

**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Churchill County Parks & Recreation
2. Project Title: 2019 Fallon Shootout Youth Basketball Tournament
3. Project Period: October 23, 2018 - March 29th, 2019
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: \$6,266.86
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? N/A
10. How many visitors came to Fallon? 966
11. How many of those visitors were from out-of-state? 138
12. How many were from in-state? 828
13. If applicable, was there an increase or decrease in attendance over last year? Decrease
Why? Allowed fewer teams, still took more than stated maximum.
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
\$200.00
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:

Print Flyers, Social Media (Facebook), Internet, E-mail Marketing

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

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

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

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

20. Overall, did project results meet project goals?

Yes, financial goals were met. Participation goals of attracting new participants were also met.

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

22. How did the Community respond to this project?

Positively. No negative feedback from local sources regarding the event.

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: 9/27/2019

Name & Title: David Ernst, Recreation Supervisor

Phone: (775) 423-7733

E-Mail: dernst@churchillcounty.org

October 8, 2019

Agenda Item 9

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, January 21, 2020
 - 2) Tuesday, April 21, 2020

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

DATE: September 30, 2019

AGENDA DATE: October 8, 2019

AGENDA ITEM #: 9

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:** _____