

AGENDA
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
January 21, 2020 – 3:30 p.m.

The City of Fallon Convention and Tourism Authority will meet in a regularly scheduled meeting on January 21, 2020 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 October 8, 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: \$3,000
 - Grant amount recommended by staff: \$3,000
7. Consideration of a grant application by Churchill Arts Council for the Oats Park Art Center: Core Programs 2019. **(For possible action)**
 - Grant amount requested by applicant: \$13,500
 - Grant amount recommended by staff: \$13,500
8. Consideration of a grant application by Motor Sports Safety, Inc. for the 2019 Top Gun Dragstrip Drag Racing Season. **(For possible action)**
 - Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000

9. Consideration of a grant application by Nevada Cattlemen's Association for the 2019 Fallon All Breeds Bull Sale - Advertising. **(For possible action)**
 - Grant amount requested by applicant: \$3,000
 - Grant amount recommended by staff: \$3,000
10. Consideration of a grant application by the Fallon Trap Club for Trap Season, 2020. **(For possible action)**
 - Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000
11. Consideration of a grant application by the Lahontan Valley Claybreakers. **(For possible action)**
 - Grant amount requested by applicant: \$2,500
 - Grant amount recommended by staff: \$2,500
12. Consideration of a grant application by the Rattle Snake Raceway for the Season Promotions 2019. **(For possible action)**
 - Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
13. Consideration of a grant application by Lahontan Auto Racing Association for Octane Fest 2019. **(For possible action)**
 - Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
14. Public comments. **(For discussion only)**
15. 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, April 21, 2020

This agenda has been posted on or before 9:00 a.m. on January 15, 2020 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.

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

DATE: January 13, 2020

AGENDA DATE: January 21, 2020

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 October 8, 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 October 8, 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
October 8, 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.

No public comments were noted.

Approval of Convention and Tourism Authority meeting minutes for July 16, 2019

Board Member Bhakta motioned to approve the Fallon Convention and Tourism Authority meeting minutes for July 16, 2019, seconded by Board Member Bernardo; the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Applications

A) Great Basin Bird Observatory for Spring Wings Bird Festival, 2020:

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

B) Fallon High School Rodeo Club for High School and Jr. High School Rodeo:

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

C) Churchill County Parks and Recreation for the 2020 Fallon Shootout Youth Basketball Tournament:

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

Consideration of a Grant Application by the Great Basin Bird Observatory for Spring Wings Bird Festival, 2020:

Chairwoman Frost informed that the consideration of a grant application by the Great Basin Bird Observatory for Spring Wings Bird Festival, 2020 would be the next item on the agenda.

Director Moon stated that the Great Basin Bird Observatory has requested to be rescheduled to the January 21, 2020 Fallon Convention and Tourism Authority meeting.

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

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

Director Moon introduced the grant application for the Fallon High School Rodeo Club, for the High School and Jr. High School Rodeo, presented by Monyca Jensen, Gaven Jensen and Chloe Lambert: requested amount is \$2,500, and the amount recommendation by staff is \$2,500. Director Moon stated that the 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.

Gaven Jensen addressed the board informing how he participates in the Fallon Jr. High School Rodeo. He stated that he does the breakaway and team roping events. Gaven explained that breakaway is the event involving roping a calf and then the rope breaks away from the calf's horn. He explained that team roping is done with a partner. One team member is responsible to rope the head of the cow, while the other is responsible to rope the heel of the cow.

Chloe Lambert addressed the board, informing that the Rodeo has been moved to a Friday through Saturday event, due to a meeting in which they discussed rodeos being moved in order to benefit each other. Chloe stated that this weekend would benefit them and

not conflict with a roper association event that would be going on during the following weekend. Chloe stated that the Friday and Saturday will help benefit our community as well as the local roping community, by allowing them to be able to compete in both events.

Chairwoman Frost inquired if they were still attempting to get the 2021 State Rodeo to Fallon. Monyca Jensen responded that they are currently in the process of bringing the State Rodeo to Fallon. She stated that she is currently working with Director Moon on a proposal to present during their meeting in February 2020. During this meeting Ms. Jensen said she hopes to receive the bid, which would bring the State Rodeo to Fallon for the next 3 years.

Monyca Jensen stated that the State Rodeo is held over Memorial Day weekend, over a five-day period. Ms. Jensen stated that both the Jr. and the High school will have their rodeo finals during this time. Ms. Jensen stated that people like Fallon because it is centrally located, and the weather is usually good during this time in comparison to other locations.

Board Member Bernardo asked if they are expecting an increase in attendance due to moving the rodeo to a different weekend. Monyca Jensen responded that they do expect an increase in numbers and explained that they are also offering more incentives for the participants. Ms. Jensen informed that she has approached sponsors who have donated jackpot money for individual events. Ms. Jensen stated that this will allow individual participants to win more money. Ms. Jensen said that this special incentive will hopefully help the attendance increase.

Board Member Bernardo motioned to approve \$2,500 to the Fallon High School Rodeo Club for the High School and Jr. High School Rodeo; 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 Churchill County Parks and Recreation for the 2020 Fallon Shootout Youth Basketball Tournament

Chairwoman Frost informed the next agenda item for review is consideration of a Grant Application by Churchill County Parks and Recreation for the 2020 Fallon Shootout Youth Basketball Tournament.

Director Moon introduced the grant application and representative for Churchill County Parks and Recreation for the 2020 Fallon Shootout Youth Basketball Tournament. Director Moon informed the requested amount is \$2,000, and the amount recommendation by staff is \$2,000; presenting was David Ernst. Director Moon gave a brief overview of the grant stating that 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.

David Ernst addressed the board wanting to inform the board of the recent No Hill Hundred Bike Tour event. Mr. Ernst stated that they had 126 participants. Mr. Ernst reported that many of the participants he spoke with were out-of-town, and this year a good number were first time participants. He thanked the Fallon Convention and Tourism Authority for helping to support and make this event successful.

David Ernst informed the board that this is the 18th year this Shootout Tournament has existed. Mr. Ernst stated that they are looking to have approximately 24 teams participate in this three-day event.

Chairwoman Frost inquired if the number of expectant participants this year is higher than the previous years. Mr. Ernst stated that the number of participants stays at around 24 teams. Mr. Ernst explained that last year they had 26 teams, the year prior to that, they had 28 teams. Mr. Ernst stated that they try to keep the numbers around the same due to the time allotted for the tournament.

Chairwoman Frost asked Mr. Ernst if the City-County Gym was the only gym they used for the tournament. Mr. Ernst responded that this is the only gym they currently use. Mr. Ernst stated that he has had discussions with people to use the school gyms, if there is a need to expand into more gyms. Mr. Ernst stated that in expanding into more gyms, they would need to find more referees to be able to support the growth of the tournament.

Board Member Bernardo inquired on how far people come for this tournament. Mr. Ernst stated that the approximate radius of participants is 5-6 hours. Mr. Ernst stated that they have participants from southern Idaho, northern California, Gardnerville, and Carson City areas.

Board Member Bernardo asked Mr. Ernst on how they were reaching out to the participants. Mr. Ernst stated that they place flyers in the gyms of the participants, as well as through social media. Mr. Ernst stated that he keeps in contact with the tournament directors so as not to have tournaments conflicting with other events.

Board Member Bernardo inquired on the age range of participants. Mr. Ernst stated that the tournaments ranges from 1st-8th grade.

Director Moon wanted to inform the board that this tournament was previously called the Pow-Wow tournament.

Chairwoman Frost encouraged Mr. Ernst to reach out to the High School Basketball players to help with the refereeing. Mr. Ernst stated that the tournament currently has enough referees for the tournament, but that he does have contacts if they expand into other gyms. Chairwoman Frost expressed her hopes to see the tournament expand into more gyms.

Board Member Bhakta motioned to approve \$2,000 to Churchill County Parks and Recreation for the 2020 Fallon Shootout Youth Basketball Tournament; Board Member Bhakta Bernardo seconded; 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 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 on July 23, 2019 the National Corvette Caravan came through Fallon while driving through the Loneliest Road in America, Highway 50. Just over 100 cars were given "Visit Fallon" goody bags, including information on Fallon, Pony Express Territory and Travel Nevada.

Director Moon stated that during August 26-28, 2019, the City of Fallon and Visit Fallon attended the Annual Nevada Economic Development Conference in Las Vegas.

Director Moon informed that on September 13, 2019, she toured the Tesla Gigafactory with leaders of the Churchill County School District. Director Moon stated that the focus was on internships reaching into Fallon and the Churchill County School District, Fallon as a workforce provider, and technology support for Nevada schools.

Director Moon reported that on September 24, 2019, she attended the Nevada Commission on Tourism meeting in Carson City. Stacey Montooth of Fallon was introduced to the Nevada Commission on Tourism as the new Director of the Nevada Indian Commission.

Director Moon stated that on September 25, 2019, Food and Travel Mexico was brought to Fallon by Travel Nevada to learn and write about the Farm to Table culture of our area. They toured Frey Ranch, Lattin Farms and historic Maine Street Fallon.

Director Moon informed that through November 12-14, 2019 Nevada Governor's Global Tourism Summit will be held at Plaza Hotel and Casino in Las Vegas.

Director Moon stated that the Churchill County Middle School now has a Travel Club focusing on travel radiating three hours from Fallon. There are 22 kids active in the club. Visit Fallon provides support and resources as far as education and trip details and information.

Director Moon reported that October 12, 2019, the Annual Greenwave Hall of Fame Dinner will bring Fallon student alumni, as well as the teaching and coaching alumni together to be celebrated.

Chairwoman Frost informed that she was able to attend the Cowboy Fast Draw event. She stated that this was her first year to attend the event and was impressed with how it was such a well-run event.

Chairwoman Frost wanted to remind the board that the next Fallon Convention and Tourism Authority meeting will be held Tuesday, January 21, 2020.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:52 p.m.

Chairwoman Kelly Frost

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

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

DATE: January 13, 2020

AGENDA DATE: January 21, 2020

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: This is the first grant request the Great Basin Bird Observatory has made of this Board. The Great Basin Bird Observatory has stepped up to provide the overall support for Spring Wings Bird Festival. They will continue to have the support of the Friends of Stillwater, but will also have access to broader resources from throughout Northern Nevada to support the Spring Wings Bird Festival here in Fallon. 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 AND TOURISM AUTHORITY
REQUEST FOR BOARD ACTION**

DATE: January 13, 2020

AGENDA DATE: January 21, 2020

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$3,000 to the new season of the Fallon High School Rodeo Club for the 2020 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. An estimate of 700 people will attend, utilizing 90 room nights over the two-night event. *** Of note, the Fallon High School Rodeo Club is vying to hold the 2021 High School State Finals in Fallon. ***

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) 25 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 Oct 18-19 2020 Or State finals May 2021
8. Location of project Churchill County Fairgrounds
9. Funds requested from FCTA: \$ 3,000.00
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 rodeo that is put on every year for High school and Jr.
High students that come to compete for year end points. Fallon
High rodeo is the most popular one that all contestants try to attend.

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 \$150 Program Advertisement Business card \$25.00 1/2 page \$50.00 Full page \$75.00

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

Stock contractor

Programs

16. Please define the long and short term goals of this project:
This will be a yearly event in Fallon which will help the community for yearly revenue.

17. Please estimate the total attendance you expect at your event and list your target market areas:
350 x 2 = 700 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?
We expect and decrease of visiting this year approximate 250-300. We are not hosting state.
But we have more contestants competing this year 150 compared to state with 120
- (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 AND TOURISM AUTHORITY
REQUEST FOR BOARD ACTION**

DATE: January 13, 2020

AGENDA DATE: January 21, 2020

AGENDA ITEM #: 7

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Churchill Arts Council for the Oats Park Art Center: Core Programs 2020. (For possible action)

- Grant amount requested by applicant: \$13,500
- Grant amount recommended by staff: \$13,500

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$13,500 to Churchill Arts Council for the Oats Park Art Center: Core Programs 2020, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: Churchill Arts Council continues to attract significant and repeat out-of-town audiences throughout the year for performances/events in a unique, first-rate venue. The Concert Series, Art Bars, Lariat Nights and Ales for Arts have become increasingly popular events for visitors to Fallon. Since these events are held at night, the likelihood of overnight stays in Fallon are increased for those visiting outside a 30-mile radius. 20,000 people are projected to attend over the course of the season, along with at least 600 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 Arts Council
Chief Executive Officer: Valerie J. Serpa
Mailing address PO Box 2204
City Fallon State NV Zip 89407
Phone Number: 775 423-1440 Email: charts@phonewave.net
2. How long organized (or in business) 1986 Tax I.D. # 88-0239195
3. Purpose of Organization Non-profit local arts agency for Fallon and Churchill County
4. Total Annual Budget \$ 425,500
5. Project Director Valerie J. Serpa Phone Number: 775 423-1440
Mailing address: PO Box 2204
City Fallon State NV Zip 89407 Email: charts@phonewave.net
6. **Project Title** Oats Park Art Center: Core Programs 2020
7. **Actual Date of Event** Events will be scheduled at least twice monthly Jan – Dec 2020.
Please see attached list of projected dates and artists.
8. Location of project Oats Park Art Center, Fallon Convention Center
9. Funds requested from FCTA: \$ 13,500
10. Total cost of project: \$ 169,550 Core Programs Budget
11. Will the Convention Center be used? Yes When? “An Evening with the Arts”
annual Fundraising Dinner
12. Summarize the objectives of this project: and Silent Auction

We intend to continue to attract significant repeat out-of-town audiences throughout the year for performances/events in a unique, first-rate venue. Most performances, conversations and other events continue at 75-100% of capacity. In 2020, we will present eight performing, seven visual, six film and two literary events—all with artists of high quality who do not usually perform in our area. We believe our events will continue to be a significant “draw” for out-of-town audiences. Art Bars/Lariat Nights/Ales for Arts draw 300-400 attendees and have become increasingly popular with out-of-towners. We are planning increased promotion efforts for the seasons (2020-2021)—direct mail, print advertising, radio ads on NPR and via website and social media—both listing events and multiple e-blast “reminders.” The website is frequently updated to include information on future activities, as well as new ones. Our events generate regular positive publicity/media exposure for Fallon through extensive press coverage including feature articles from the *Reno News & Review*, *Inside Northern Nevada*, *Nevada Magazine*, *Arts4Nevada*, *Nevada Travel Network*, *doublescoop.art* and various other websites. Also, the Oats Park Art Center was named the Hidden Treasure of the Year by the Nevada Travel Network.

PROJECT BUDGET

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

| | |
|--|-----------|
| Artists/Fees | 61,500 |
| Performing arts events (48,000) | |
| Visual art exhibitions (10,000) | |
| Literary readings (2,000) | |
| Film licensing (1,500) | |
| Tech/Production | 24,000 |
| Performing Arts (9,000) | |
| Films (3,000) | |
| Visual arts framing/installation/shipping (12,000) | |
| Travel | 15,500 |
| Performing artists travel/lodging (7,500) | |
| Visual artists travel/lodging (6,000) | |
| Literary artists travel/lodging (2,000) | |
| Marketing/Publicity | 49,050 |
| Catalogs/announcements (6,000) | |
| Direct mail/print advertising/postage (7,500) | |
| Email notifications/updates (3,600) | |
| Newsletter (3,000) | |
| Posters/fliers (3,750) | |
| Publicity/program/outreach (12,000) | |
| Season brochure/membership printing (7,200) | |
| Website updates (6,000) | |
| Other Expenses | 19,500 |
| Meet-the-artists receptions (3,000) | |
| Event expense/hospitality (9,000) | |
| Office/copying/phone/fax/print (7,500) | |
| TOTAL | \$169,550 |

PROJECT BUDGET

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

| | |
|---|------------------|
| Bretzlaff Foundation | 5,000 |
| E.L. Cord Foundation | 10,000 |
| Facility Use Fees | 21,000 |
| John Ben Snow Memorial Trust | 10,000 |
| Local/Regional Underwriting | 15,000 |
| National Endowment for the Arts | 35,000 |
| Nevada Arts Council | 15,000 |
| Robert Z. Hawkins Foundation | 10,000 |
| Systems Consultants | 6,000 |
| Ticket/Artwork Sales | 19,050 |
| TourWest/WESTAF | 10,000 |
| Wiegand Foundation | 13,500 |
| Fallon Convention & Tourism Authority (Amount of this request) | 13,500 |
| TOTAL | \$169,550 |

PROJECT BUDGET

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

| | |
|--|----------|
| Marketing/Publicity | \$13,500 |
| Direct mail advertising/printing/postage (500) | |
| Email notifications/updates (3,000) | |
| Publicity/program/outreach (5,000) | |
| Season brochure/membership printing (2,000) | |
| Website updates (3,000) | |

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

Our ongoing goal is to draw significant, and repeat, attendance by out-of-town audiences, and to continue to generate significant media exposure for Fallon as a place where things are “happening.” Seeing high-caliber artists in a first-class intimate venue draws audiences to Fallon again and again. Also, our low ticket prices, compared to other areas, are a bargain. Attendance has steadily increased since the theatre opened, to 75-100% of house with several sell-outs. The National Endowment for the Arts continues to recognize our achievements by awarding direct funding and we received the Governor’s Arts Award for Service to the Arts, recognizing excellence in programming. Audiences are willing to make the drive to Fallon and groups in the Reno / Sparks area frequently organize bus trips to CAC activities. These introduce new people to the art center, many of which return on their own to subsequent performances or other events, often “making a weekend of it.” The artists we have chosen have the potential to draw audiences from surrounding areas and the publicity generated will enhance and reinforce Fallon’s reputation as the place where it is possible to see first-rate events, in a first-rate facility. Exit surveys indicate that we consistently draw audience members from northern Nevada, northern California and beyond including Fernley, Elko, Winnemucca, Reno, Tahoe, Bishop, Sacramento, the San Francisco Bay Area, Los Angeles, Salt Lake City, Oregon, Santa Fe and elsewhere.

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

We anticipate the artists will have wide appeal and that ~30-35% of the audiences, will be from out-of-town. Projected attendance for 2020-2021 is ~10,000. We have a track record of getting good media coverage and the performances have developed a loyal following with people residing in other areas. Our target areas for advertising and drawing audiences are Reno/Carson, Lake Tahoe, the Sierra Nevada, Winnemucca/Elko, the Bay Area, Sacramento, and other northern Nevada and northern California communities. Events will also be included on our website and others media, including Facebook, *Reno News & Review*, *Nevada Magazine*, *American Towns*, the Nevada Arts Council, *Inside Northern Nevada*, *Nevada Travel Network*, NPR, doublescoop.art & others.

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?

10-15% from out-of-state; ~30% from out-of-vicinity. Attendance ranges from 2,000+ at free outdoor concerts to 300-350 at performing arts events, 400-500 at open houses/Arts Bars/Lariat Nights/Ales for Arts and 200 at each visual and 50 at each film/literary arts events.

(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)?

At least 600 room nights over the course of the season.

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

250,000+ (direct mail, print articles and ads, e-blasts/social media, multiple websites, NPR interviews and publicity).

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

Attendance last season was 18,850. According to exit surveys—distributed at all events—over the course of the year ~35% were from out of the immediate vicinity.

(e) How many locals will attend your event?

65% of total attendance is from Churchill County and vicinity.

(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)?

Given the starting time of our events and verified by exit surveys, out-of-town audience members eat a meal, buy gas, go shopping, drop the kids off at a movie and many often spend the night in local motels. Restaurant owners continue to comment on a marked increase in dinner reservations on nights of our events both from those residing elsewhere and locals who decide to make a night of it. Attendance at CAC events last year (18,850) resulted in event related spending by audience members—@ \$23.21 per person per event as per figures from Americans for the Arts for a community our size—of \$437,508.50 for the local economy—figures that are anticipated to increase by ~10% in the coming year. In addition, and perhaps more importantly in the long run, the publicity and positive “word of mouth” from those who attend performances and events creates a dynamic positive public image for Fallon—as a place where things are happening—that lasts well beyond any specific event and generates consistent return attendance.

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

We anticipate producing ads (direct mail, print and electronic) for each performing arts event; a direct mail postcard for each visual art exhibition; a large bulk-mailing of a season brochure, which lists all programs; listing and updating activities and details on our website; sending multiple “reminders” via e-mail/social media. The last three items resulted in the most notable increase in out-of-town attendance this past year. News of our events is regularly broadcast on a number of radio stations including KUNR, KXJZ and KTHX. PSAs and press releases are also made available to appropriate print, electronic and broadcast media outlets in northern Nevada, Reno, Carson, Tahoe and Sacramento. Events are also regularly featured on other organizations’ websites such as Facebook, Nevada Magazine, Arts4Nevada, Inside Northern Nevada, and AmericanTowns.com. FCTA support of our activities will be acknowledged on all broadcast, print and other media advertising as well as on our season brochures, program materials and 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.:

We distribute brief exit surveys at all CAC events. These surveys ask audience member (1) if they are from Fallon, or if not, where they’re from; (2) whether they’ve attended CAC events before; (3) if, in attending the event, they bought gas, ate a meal, stayed in a motel, saw a movie, went shopping or engaged in other activities; (4) whether they enjoyed the event and what they liked most about it; (5) how they heard about the event and whether they have suggestions for future programs; (6) and whether they are fans of CAC on Facebook and would like to be added to the print and/or electronic mailing lists. The brevity of the format and the chance to win two free tickets to our next event insures a goodly number of surveys are returned.

CAC: Anticipated Programs and Activities, January - December 2020
(Please note: Artists & Programs that are pending* will be finalized by May, 2020)

- Austin Pratt, *A Gate, Wild, Breathing***, painting and installation work, E.L. Wiegand Gallery, December 15, 2019 – April 4, 2020; and
- Ahren Hertel, *Match***, connecting to landscape through mimicry and abstraction, Kirk Robertson Gallery, December 15, 2019 – April 4, 2020, a panel discussion & reception, Saturday, February 1, 2020.

- Sarah Borges & the Broken Singles**, musical performance and lecture-dem by Americana Music award winning Boston rocker, Saturday, January 25, 2020.

- Spring Film Series, Suburban Ennui**, screenings of three classic films: *American Beauty* (1997); *Crash* (2004); and *Revolutionary Road* (2008), February 7, 14 & 21, 2020.

- "An Evening with the Arts,"** 34th annual fundraising dinner and silent auction, March 7.

- Kroma Quartet**, musical performance and lecture-dem by innovative, LA-based string quartet, Saturday, March 28, 2020.

- Robert Lenard Reid**, prose reading by award winning author, Saturday, April 4, 2020.

- Quiana Lynell & Band**, musical performance and lecture-dem by classically trained Jazz vocalist, Saturday, April 25, 2020

- Bill Abright, Rodger Jacobsen, Helen Stanley & Claudia Tarantino, *Parallel Paths***, two couples journey in a life of making Art, E.L. Wiegand & Kirk Robertson Galleries, April 25 – July 11, 2020, a panel discussion & reception, Saturday, May 9, 2020

- Le Vent du Nord**, musical performance and lecture-dem by progressive Quebec folk ensemble, Saturday, May 16, 2020

- Royal Jelly Jive**, free in-the-park concert by San Francisco-based hard swingin' soul and jive band, June 20, 2020

- Frances McCormack and Tim Berry, *Vanishing Territories***, exhibition of large paintings and watercolors by Bay Area-based artists, August 8 – November 14, E.L. Wiegand Gallery, talk by and reception for the artists, August 8, 2020.

- Elaine Parks, *The End is Near: Ceramic Works and Sculpture***, exhibition of ceramic works and sculpture by LA-based artist, August 8 – November 14, Kirk Robertson Gallery, lecture & reception, August 24, 2020.

- Fall Film Series, *Choosing***, screenings of classic films including *Mr. Smith goes to Washington* (1939), *The Candidate* (1972) and *Election* (1999), Fridays, September 4, 11 & 18, 2020.

- Ales for Arts 11**, 11th annual craft brew fest and beer tasting, featuring local musicians and artists, September 25, 2020.

- David Anthony Durham**, prose reading by the American novelist who received the John W. Campbell Award for the Best New Writer, October 3, 2020.

—**Mile Twelve**, musical performance and lecture-dem by up and coming five-piece bluegrass band, October 17, 2020

—**Jane Monheit & Band**, musical performance and lecture-dem by NYC based by Jazz vocalist, November 14, 2020.

—**Michael Sarich 3X**, exhibition of large paintings on canvas, smaller painting son panel and ceramic sculpture by the Reno-based, UNR Art Professor, December 5, 2020 – April 10, 2021, E.L. Wiegand Gallery, talk by and reception for the artist, January 23, 2021.

—**Lahontan Valley Fine Arts Invitational**, group exhibition of work in various genres by local artists, December 5, 2020 – April 10, 2021, Kirk Robertson Gallery, lecture & reception, December 5, 2020.

Signature of Applicant/Grantee

A handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke at the end, positioned above a solid horizontal line.

Date

26 December 2020

**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Churchill Arts Council
2. Project Title: CAC Core Programs 2019
3. Project Period: January - December 2019
4. Grantee Organization: Churchill Arts Council
Mailing Address: PO Box 2204
City: Fallon
State: NV
Zip: 89407
Web Address: churchillarts.org
5. Tax I.D. #: 88-0239195
6. Total Cost of Project: \$177,650
7. Amount of Tourism Grant: \$12,000
8. Amount of Tourism Grant Expended: \$12,000
9. Were matching funds required? Yes ☒ No ☐ How much? 165,650
10. How many visitors came to Fallon? ~19,000
11. How many of those visitors were from out-of-state? ~3,500
12. How many were from in-state? ~15,500
13. If applicable, was there an increase or decrease in attendance over last year? slight increase
Why? High quality performing AND visual arts presentations.
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
19,00 x 423.21 = \$440,990 p/figures from Americans for the Arts for a community our size.
15. Was this project news worthy? Yes ☒ No ☐



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

Reno News & Review; Lahontan Valley News; NevadaCulture.org; KUNR, KXJZ; InsideNorthern Nevada; The Complete Nevada Traveler; Double Scoop (online arts new site).

16. List all advertising media used:

Direct mail; Eblasts; CAC website; Artists' websites; Facebook; Season Brochure; Posters; Fliers.

17. Which medium produced the best or most measured results? Direct mail; Eblasts; Posters/Fliers.

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

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

From whom? Many private foundations and businesses; NEA; NV Arts Council; etc.

20. Overall, did project results meet project goals?

Yes, Increased and repeat attendance at performances; increased attendance at artists' talks / openings; and at summer / autumn events in the Lariat Courtyard.

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

22. How did the Community respond to this project?

Many compliments regarding the quality and diversity of performing AND visual arts events as well as for the renovation and maintenance of the historically significant arts center.

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

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

No.

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

24. Project Director: 

Date: 1 October 2019

Name & Title: Valerie J. Serpa

Phone: 775 423-1440

E-Mail: charts@phonewave.net



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

DATE: January 13, 2020

AGENDA DATE: January 21, 2020

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 Motor Sports Safety, Inc for the 2020 Top Gun Dragstrip Drag Racing Season. (For possible action)

- Grant amount requested by applicant: \$10,000
- Grant amount recommended by staff: \$10,000

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to Motor Sports Safety, Inc. for the 2020 Top Gun Dragstrip Drag Racing Season, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: Motor Sports Safety, Inc.'s goal is to establish Fallon as Northern Nevada's motor sports capitol, contributing to the community economically, while providing a safe and legal environment for motor sports. Our short-term goal is to concentrate on new events to help offset the economic slide in revenue they have experienced. The track can accommodate up to 700 racers and 3,000 spectators per event. The expected attendance to this year's events is 10,000+ visitors from Nevada (from areas outside a 30+ radius of Fallon), California, Arizona, Utah, Oregon and Canada, with an estimate of 350+ hotel room rentals for the season.

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) Motor Sports Safety Inc.
Chief Executive Officer: John Stauverman
Mailing address 920 Ronald Way
City Fallon State NV Zip 89406
Phone Number: (775) 427-4266 Email: jstauverman@charter.net
2. How long organized (or in business) 24 Years Tax I.D. # 88-0274488
3. Purpose of Organization To promote tourism via Motorsports Activities
4. Total Annual Budget \$ \$153,227.00
5. Project Director John Stauverman Phone Number: (775) 427-4266
Mailing address: 920 Ronald Way
City Fallon State NV Zip 89406 Email: jstauverman@charter.net
6. **Project Title 2020 Top Gun Dragstrip Drag Racing Season**
7. **Actual Date of Event March 28th, 2020 through September 13th, 2020**
8. Location of project Top Gun Dragstrip, 15500 Schurz Hwy., Fallon, NV
9. Funds requested from FCTA: \$ \$10,000.00
10. Total cost of project: \$ \$153,227.00
11. Will the Convention Center be used? NO When?
12. Summarize the objectives of this project:
Our goal is to provide a safe and supervised facility for drag racing, keeping our youth away from dangerous street racing. Our local events attract racers from the North Valley area of Reno to Winnemucca.
Our Major National Hot Rod Assn. events attract racers from the entire Western US and Canada to compete. The track can accommodate up to 700 racers and 3000 spectators per event.

Page -2-
PROJECT BUDGET

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

| | |
|-------------------------------------|--------------|
| 1.) ADVERTISING | \$25,500.00 |
| 2.) AWARDS | \$1,600.00 |
| 3.) RACE PAYOUTS | \$13,427.00 |
| 3.) CONTRACT LABOR | \$24,200.00 |
| 4.) EXHIBITION CARS/TRAVEL EXPENSE | \$9,500.00 |
| 5.) INSURANCE | \$6,400.00 |
| 6.) PERMITS/SANCTIONING FEES | \$6,500.00 |
| 7.) TOP GUN MALL | \$4,000.00 |
| 8.) UTILITIES/TRASH/RESTROOMS | \$6,000.00 |
| 9.) VEHICLE MAINTENANCE | \$2,000.00 |
| 10.) TRACK IMPROVEMENTS/MAINTENANCE | \$37,100.00 |
| 11.) TRACK PREP & EQUIPMENT RENTAL | \$17,000.00 |
| | <hr/> |
| | \$153,227.00 |

PROJECT BUDGET

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

| | |
|---------------------------|--------------|
| 1.) RACING EVENTS | \$92,227.00 |
| 2.) ADVERTISING | \$25,500.00 |
| 3.) PARKING | \$5,500.00 |
| 4.) MALL SALES | \$6,000.00 |
| 5.) GRANT(S) | \$14,000.00 |
| 6.) AWARDS BANQUET | \$2,000.00 |
| 7.) VENDOR FEES | \$3,000.00 |
| 8.) SUMMIT ET POINTS FEES | \$5,000.00 |
| | <hr/> |
| | \$153,227.00 |

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

1.) Radio & Television Ads

Target areas are the Western regional area as well as Arizona, California, Idaho, Nevada, Oregon & Utah

RACES TO BE ADVERTISED:

| | |
|--|------------|
| May 16 th Quick 16 | \$1,000.00 |
| July 11 th JR Dragster Challenge | \$1,000.00 |
| June 12 th - 14 th , Junior Dragster Double Divisional | \$1,000.00 |
| June 12 th - 14 th NHRA National Open/ Octane Fest | \$4,000.00 |

2.) NATIONAL MAGAZINE ADS

"National Dragster", "Sportsman Only", "Division 7 Hot Line" magazines

Target areas are: Arizona, California, Idaho, Nevada, Oregon, Utah and Canada

| | |
|--|------------|
| June 12 th - 14 th NHRA Pro Series National Open | \$2,000.00 |
| Sept 13 th - ET King of the Track | \$1,500.00 |

3.) RACER MAILINGS & FLYERS

| | |
|--|------------|
| 2020 Programs, posters, and newspaper publications | \$9,000.00 |
| Local newspapers | \$1,000.00 |

4.) Social Media

| | |
|----------|------------|
| Facebook | \$4,000.00 |
| UTube | \$1,000.00 |

| | |
|--------------|-------------|
| GRAND TOTAL: | \$25,500.00 |
|--------------|-------------|

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

Our Long term goal is to establish Fallon as Northern Nevada's Motor sports capital, contributing positively to the community economically, while providing a safe and legal environment for motorsports. Our short term goal is to concentrate on new events to help offset the economic slide in revenue we have experienced.

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

10,000+ visitors and racers come to Top Gun Each Year. Our markets include Nevada, California, Arizona, Utah, Oregon and Canada.

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?

It is estimated that 70% of our visitors are from beyond the 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)?

Information from the last NHRA Divisional race indicate 12% of the 350 racers and crews stayed in local motels. That event had approximately 3000 people attending.

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

Our exposure goal is to reach in excess of 250,000 people

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

We project approximately 5,000 over the 17 event schedule

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

We project approximately 3,000 over the 17 event schedule

- (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)?

The total local economic impact is estimated at near a quarter of a million dollars.

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

Our Marketing and advertising using Social Media will continue to grow. We will use Social Media and promote local business as well. Another major contributing factor is with visitor traffic from the involvement of the Fallon Tourism Authority. It is very important that we work together and communicate what we are doing to coincide with other local events.

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 plan to use a survey form with the following questions:

Male/Female (circle one)

Where are you from?

How far did you travel to get here?

How many are in your group? _

Will you stay overnight in Fallon? Yes No

How many nights?

Where are you staying? Motel ; RV/Campground _ Friend/Family ;

Other Comments

How did you hear about the (event)?

Newspaper ads

Radio ads

TV ads

News Articles

Magazine

Other

Including admission, how much did your group spend at the event? .

How much will you spend outside of the event on this trip?

Will you:


buy gasoline?

eat in a restaurant

shop other

(specify)

And of course if there are other demographics you would like us to gather, we would certainly include them.


TREASURER, NSSI

1/13/2020

**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee
2. Project Title
3. Project Period
4. Grantee Organization
- Mailing & Web Address
- City State Zip Email
5. Tax I.D. #
6. Total Cost of Project
7. Amount of Tourism Grant
8. Amount of Tourism Grant Expended
9. Were matching funds required? Yes ☐ No ☒ How much?
10. How many visitors came to Fallon?
11. How many of those visitors were from out-of-state?
12. How many were from in-state?
13. If applicable, was there an increase or decrease in attendance over last year?
- Why?
14. What was the total financial impact on Fallon (How much did each visitor spend)?
-
15. Was this project news worthy? Yes ☒ No ☐
- List the news organizations that covered the event (any medium):
-
16. List all advertising media used:
-
17. Which medium produced the best or most measured results?
-



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

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

From who?

20. Overall, did project results meet project goals?

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

22. How did the Community respond to this project?

We received a lot of favorable feedback from community businesses, particularly the Motels and Restaurants. We also receive many compliments from participants for having such a helpful and friendly operation.

Our participation in the Rural Roundup was met with a great deal of enthusiasm, and comments about the friendly atmosphere at our facility. Everyone had a really good time, and we enjoyed putting it on.

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 believe that the community has a lot to offer outdoor racing enthusiasts, and that Octane Fest is a very positive way to promote it, and have a positive impact on the community as a whole.

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

24. Project Director: James A. Setterberg

Date:

Name & Title:

Phone:

E-Mail:



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

DATE: January 13, 2020

AGENDA DATE: January 21, 2020

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 Nevada Cattlemen's Association for the 2019 Fallon All Breeds Bull Sale – Advertising. (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$3,000 to the Nevada Cattlemen's Association for the 2020 Fallon All Breeds Bull Sale – Advertising, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: Now in its 54th year, the Fallon All Breeds Bull Sale is considered one of Nevada's best purebred bull sales. It provides quality breeding stock attracting buyers from Nevada and many surrounding Western Region states. Consignors gain exposure through the sale and attendant advertising for their quality bulls and purebred breeding stock. Additionally, Fallon, Nevada serves as a backdrop for a pleasant weekend of activities related to the Bull Sale including a Dinner-Dance, and other attendant activities and events. The estimate overall attendance at these four days of events is 750-1,000 people; with 500 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) **Nevada Cattlemen's Association**
Chief Executive Officer: **Kaley Chapin, Executive Director**
Mailing address: **P O Box 310**
City **Elko** State **NV** Zip **89803**
Phone Number: **775-738-9214** Email: **nca@nevadabeef.org**
2. How long organized (or in business) **Since 1935** Tax I.D. # **88-6004337**
3. Purpose of Organization **Nevada Beef Industry Non-Profit Membership Organization**
4. Total Annual Fallon Bull Sale Budget **\$ 22,810.00**
5. Project Director **Kaley Chapin, Secretary** Phone Number: **775-738-9214**
Mailing address: **P O Box 310**
City **Elko** State **NV** Zip **89803** Email: **nca@nevadabeef.org**
6. Project Title **2020 Fallon All Breeds Bull Sale - Advertising**
7. Actual Date of Event **Saturday, February 15, 2020**
8. Location of project **Fallon Livestock LLC., Trento Lane, Fallon, NV**
9. Funds requested from FCTA: **\$3,000.00**
10. Total cost of project: **\$ 22,810.00**
11. Will the Convention Center be used? **Yes** When? **Friday, February 15, 2020**
12. Summarize the objectives of this project:

This project is the Nevada Cattlemen's Annual Fallon All Breeds Bull Sale. The sale provides quality breeding stock attracting buyers from Nevada and many surrounding Western Region states. Consignors gain exposure through the sale and attendant advertising for their quality bulls and purebred breeding stock. Additionally, Fallon, Nevada is presented as a backdrop for a pleasant weekend of activities related to the Bull Sale including a Dinner-Dance, Nevada Cattlemen's Association Board of Directors Meeting, and other attendant activities and events.

PROJECT BUDGET EXPENSES

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

| | |
|-------------------------------|-----------------|
| • Labor Expenses: | \$ 2,000.00 |
| • Payroll Expense: | 100.00 |
| • Rent, Sales Yard: | 4,200.00 |
| • Advertising : | 7,700.00 |
| • Meals: | 1,000.00 |
| • Printing- | |
| -Fallon Bull Sale Catalog: | 2,100.00 |
| -General Printing: | 500.00 |
| • Awards – | |
| -Buyer Award Jackets: | 200.00 |
| -Buyer/Consignor Caps: | 50.00 |
| -Buyer/Consignor Gloves: | 500.00 |
| -Awards – Other: | 200.00 |
| • Postage: | 600.00 |
| • Staff Travel: | 1,200.00 |
| • Bull Sale Veterinarian: | 0.00 |
| • Beef Promotion Payment: | 5.00 |
| • FBS Raffle Calf Expense: | 0.00 |
| • FBS Sifter/Grader Expenses: | 700.00 |
| • Brand Inspection Fees: | 5.00 |
| • Hay & Straw Expense: | 100.00 |
| • Auctioneer: | 1,000.00 |
| • Convention Center Expenses: | 600.00 |
| • Miscellaneous Expenses: | 50.00 |

PROJECT BUDGET REVENUE

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

| | |
|---|-----------------|
| • Entry Fee Income: | \$ 10,600.00 |
| • "No-Sale" Fees: | 1,000.00 |
| • Trade Show Exhibit Income: | 400.00 |
| • FBS Sale Catalog Ads Income: | 2,000.00 |
| • FBS Raffle Calf Proceeds: | 0.00 |
| • Fallon Convention/Tourism Grant: | 3,000.00 |
| • FBS Sales Commission: | 21,000.00 |

PROJECT BUDGET GRANT EXPENDITURES

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

Should the project meet requirements to qualify for a Grant, those monies will be used to offset part of the \$ 7,700.00 used to advertise the 54th Fallon All Breeds Bull Sale in the:

- December/January trade industry magazine *Nevada Rancher*
- December/January/February *Progressive Rancher*;
- January National Breed Association *Angus Beef Bulletin*;
- January National Breed Association *Hereford World*;
- January & February editions of the *Western Livestock Journal*;
- A February *Western Livestock Journal* e-blast; and,
- Ten days in February broadcast advertisements on *Fallon, Nevada's KVLV-Radio*.

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

In its 54th year, the Fallon Bull Sale is considered one of Nevada's best purebred bull sales providing our industry's and surrounding states' seed stock operators a market for their animals, and region-wide exposure for the ranches producing those bulls. Through this activity quality breeding stock is available to purebred and commercial cattle producers attracting buyers from Nevada and many surrounding states. Consignors gain exposure through the sale and our advertising of this quality purebred breeding stock sale. The Fallon Bull Sale strives to continually improve standards to attract bulls of exceptional quality, and long term goals are to continue this improvement. The Fallon Bull Sale is an integral part of the revenue base for the Nevada Cattlemen's Association. Additionally, it is an opportunity for Nevada's beef producers to contribute to the "tourism" trade by promoting Fallon, Nevada as a destination for a pleasant weekend of activities related to the livestock industry's Bull Sale, NCA Board of Directors Meeting, and other local spots of interest.

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

The Fallon Bull Sale is composed of several different but connected elements. The Bull Sale itself is expected to attract approximately 200+ consignors, buyers and their family members. The NCA Board of Directors Meeting brings 40+ attendees. The very popular Churchill County Cowbelles Dinner-Dance, which supports their Scholarship Fund, is attended by approximately 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?

As a general rule expectations are that the Fallon Bull Sale and the attendant activities might attract as many as 1,000 visitors from outside the local 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)?

Our room night expectations would be approximately 500.

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

Given the advertising purchased in the various venues listed in Item 15 above estimates of overall promotion exposure could exceed 150,000-200,000 people.

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

While we are not able to "see" or come in contact with every person coming to Fallon to either participate in or observe all of the activities connected with the Fallon Bull Sale approximations are 750-800± persons.

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

Nevada Cattlemen's Association attempts to involve as many local organizations and businesses as possible. Annual partners include Churchill County Cowbelles Dinner-Dance and the Churchill County FFA "Raffle Calf" project, both projects benefitting their Scholarship programs. In return, Cowbelles manage the annual Awards Banquet and the FFA assists in the many activities and chores taking place at the Sales Yard over three days. We invite local businesses from Fallon and the surrounding communities to participate in an open-air "Trade Show" and/or advertise in the Fallon Bull Sale Catalog. We advertise for 10 days prior to the Sale on local radio station KVLV. Estimates are that 500-750± locals may attend some aspect over the three days of the event.

(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)?

The best estimates we can provide for an economic benefit to the community outside our event include visitor expenditures for lodging, food, fuel, entertainment, supplies, personal necessities and "sundries" and approximate those at around at least \$50,000.

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

Nevada Cattlemen's Association begins advertising and promoting the event each year in August and September by personally contacting all previous and potential Consignors to the Fallon Bull Sale. We begin contracting for our outside advertising in October through November, and this year are spending \$7,700.00 across the United States. In addition we feature materials, stories and advertisements from and about Consignors in our in-house newsletter distributed monthly to our voting and associate members. Publicity includes advertisements and follow-up sale results in trade and breed association publications, our newsletter and other news media.

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

As with past Bull Sales, NCA surveys participants and attendees at the Fallon Bull Sale. Information gathered in the process of obtaining contact information from bull consignors and buyers is used to supplement the other surveys.

Signature of Applicant/Grantee

Date

Kelsey Chapin

1/9/20

**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Nevada Cattlemen's Association
2. Project Title: 2019 Fallon All Breeds Bull Sale
3. Project Period: February 16, 2019
4. Grantee Organization: Nevada Cattlemen's Association
Mailing Address: P.O. Box 310
City: Elko
State: NV
Zip: 89803
Web Address: www.nevadacattlemen.org
5. Tax I.D. #: 88-6004337
6. Total Cost of Project: \$22,805.00
7. Amount of Tourism Grant: \$2,500.00
8. Amount of Tourism Grant Expended: \$2,500.00
9. Were matching funds required? Yes ☐ No ☒ How much? _____
10. How many visitors came to Fallon? 400 estimate
11. How many of those visitors were from out-of-state? 150
12. How many were from in-state? 250
13. If applicable, was there an increase or decrease in attendance over last year? Increase
Why? Expansion in advertising and event promotion resulted in an increase of consignors and Trade Show exhibitors.
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
Estimate of 400 visitors x \$675.00/ visitor = \$270,000.00
15. Was this project news worthy? Yes ☒ No ☐

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

Lahontan Valley News, Nevada Rancher, Progressive Rancher, Sage Signals, Western Livestock Journal, American Angus Journal, Bull Sale Catalog, all rural NV papers.

16. List all advertising media used:

1 Breed Journal, Western Livestock Journal, Nevada Rancher, Progressive Rancher, KVLV Radio, NCA Facebook Page, Sage Signals and all rural NV papers.

17. Which medium produced the best or most measured results? Newspaper/Word of Mouth

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

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

From whom? _____

20. Overall, did project results meet project goals?

This year's sale featured bulls ranging from 14-25 months of age. Cattlemen from California, Idaho, Nevada, Oregon, and Utah attended the sale looking to buy their range-ready bulls for the year. The Sale Average for the bulls sold comes to \$3,529.71. Breed Averages included: Angus for \$3,569.57 and Herefords for \$3,493.18.

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

22. How did the Community respond to this project?

The Fallon community always welcomes this annual event. Hospitality shown visitors by the motels, restaurants and the many local businesses encourages our return. The strong local support is sincerely appreciated.

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?

Nevada Cattlemen's/Fallon Bull Sale is appreciative of the Fallon Convention & Tourism Authority loyal support of this event over many years. The 2020 Fallon Bull Sale plans are well underway.

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

24. Project Director: Kaley (Sproul) Chapin, Fallon Bull Sale Secretary

Date: 1-09-20

Name & Title: Kaley Chapin, NCA Executive Director

Phone: 775-738-9214

E-Mail: nca@nevadabeef.org

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

DATE: January 13, 2020

AGENDA DATE: January 21, 2020

AGENDA ITEM #: 10

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Fallon Trap Club for the 2020 Fallon Trap Club Shooting Season. (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$5,000 to the Fallon Trap Club for the 2020 Fallon Trap Club Shooting Season, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The Fallon Trap Club holds shooting events throughout the year to promote, enhance, and encourage participation in the sport of trap shooting. The organization participates in shoots throughout Northern Nevada. It is anticipated that the Fallon events bring around 200 shooters from out-of-area, generating approximately 150 hotel/motel nights for these shooters and their families.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

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

1. Name of Organization (or Company) **Fallon Trap Club**
Chief Executive Officer: **Lester Webb**
Mailing address **P.O. Box 5501**
City **Fallon** State **NV** Zip **89406**
Phone Number: **775-427-3246** Email: **webb@cccomm.net**
2. How long organized (or in business) **17 Years** Tax I.D. # **61-1548497**
3. Purpose of Organization
4. Total Annual Budget \$ **30,000.00**
5. Project Director **Lester Webb** Phone Number: **775-427-3246**
Mailing address: **P.O. Box 5501**
City **Fallon** State **NV** Zip **89406** Email: **webb@cccomm.net**
6. **Project Title 2020 Fallon Trap Club Shooting Season**
7. **Actual Date of Event See attached schedule of shoot dates**
8. Location of project **Fallon Trap Club 2007 Airport Rd Fallon**
9. Funds requested from FCTA: \$ **5,000.00**
10. Total cost of project: \$ **30,000.00**
11. Will the Convention Center be used? **No** When?
12. Summarize the objectives of this project:

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

PROJECT BUDGET

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

Yearly expenses:

| | |
|--|-------------|
| Load of targets | \$20,300.00 |
| Utility Bills | 1,800.00 |
| Advertising | 300.00 |
| Web Maintenance | 300.00 |
| Office Supplies | 1,200.00 |
| (copy paper, stamps, envelopes, printed programs postage, pens & etc. | |
| Trophy package for shoots | 3,000.00 |
| Jackets & Hats with logo | 1,000.00 |
| Porta potty rentals | 500.00 |
| Equipment maintenance and parts | 1,200.00 |
| Grounds Maintenance (weed control) | 400.00 |

PROJECT BUDGET

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

Revenue is raised by shooting fees charged to each shooter.

Shooting fees for practice days are \$6.00 for 25 targets and on Registered Shoot days we charge \$34.00 per 100 target event with an average of three events per day.

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

Grant monies of \$5,000.00 will be used to help pay for the advertising, web site maintenance and the awards for the registered shoots held at the Club.

PROJECT BUDGET

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

| | |
|--|---------|
| Advertising: Trap Shooting Magazines & Web site maintenance (shootnevada.com) | 300.00 |
| Programs and Flyers | 500.00 |
| Postage for mailing programs and flyers | 100.00 |
| Trophy package for Shoots | 3500.00 |
| Clothing embroidered with Fallon Trap Club | 600.00 |

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

The Fallon Trap Club continues to promote trap shooting locally and to increase the out of town shooters to our area. Over the past 17 years attendance has continued to increase at the shoots.

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

Over the 2020 target year we anticipate an increase in out of area as well as out of state shooters.

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

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

We expect 30 to 40 shooters for the average shoot, approx. 60 to 70 for the Basque shoot and over 100 for the State Shoot

(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 expect between 20 to 30 for an average shoot, 40 to 50 for the Basque Shoot and 70 to 80 for the state shoot.

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

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

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

Every year our attendance numbers continue to rise.

(e) How many locals will attend your event?

On average the club is open 50 to 55 days a year with an average of 20 locals on each open day. The club is open an additional 20 to 25 days for the Lahontan Valley Claybreakers Scholastic Team to practice. The club will also host the Nevada PITA State Shoot as well as four other registered shoot events.

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

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

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

The shootnevada.com website is linked to National Trap Shooting organizations, such as the Amateur Trapshooting Association (ATA) and the Pacific International Trap Shooting Association (PITA). Churchill County Communications, Big R, Frontier Liquor and City of Fallon display the shoots on their reader boards and a banner is hung across Williams Ave for registered shoot. Also Fallon Tourism list the shoots in their community events calendar and on their web site.

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

At each register

Signature of Applicant/Grantee



Date

1-6-2020

2020 Range & Coordinators Schedule

| DATE | EVENT | Coordinator-Scorekeeper/Remarks |
|--------|---------------------|---------------------------------------|
| 1-Mar | SUN | OPEN EARLY FOR 2020 |
| 5-Mar | THUR | DAN |
| 12-Mar | THUR | DAN |
| 15-Mar | SUN | |
| 19-Mar | THUR | DAN |
| 26-Mar | THUR | DAN |
| 28-Mar | SUN | ALL AVAILABLE |
| 2-Apr | THUR | |
| 5-Apr | SUN | |
| 9-Apr | THUR | DAN |
| 19-Apr | SUN | |
| 11-Apr | PITA SHOOT | |
| 18-Apr | NYSSA/CYSSA | SCHOLASTIC SUPPORT |
| 19-Apr | SUN | |
| 23-Apr | THUR | DAN |
| 30-Apr | THUR | DAN |
| 3-May | SUN | |
| 7-May | THUR | DAN |
| 14-May | THUR | DAN |
| 15-May | NV PITA STATE SHOOT | |
| 16-May | NV PITA STATE SHOOT | |
| 17-May | NV PITA STATE SHOOT | |
| 21-May | THUR | DAN |
| 28-May | THUR | DAN |
| 4-Jun | THUR | DAN |
| 7-Jun | SUN | |
| 11-Jun | THUR | DAN |
| 18-Jun | THUR | DAN |
| 21-Jun | SUN | |
| 25-Jun | THUR | DAN |
| 2-Jul | THUR | |
| 5-Jul | SUN | |
| 9-Jul | THUR | DAN |
| 16-Jul | THUR | |
| 19-Jul | SUN | |
| 23-Jul | THUR | |
| 30-Jul | THUR | DAN |
| 2-Aug | SUN | |
| 6-Aug | THUR | DAN |
| 13-Aug | THUR | DAN |
| 14-Aug | FRI | CLASS OFF 65' REUNION - DAN AND DIANE |
| 16-Aug | SUN | |
| 20-Aug | THUR | DAN |
| 27-Aug | THUR | DAN |
| 3-Sep | THUR | DAN |
| 6-Sep | SUN | |
| 10-Sep | THUR | DAN |

| | | |
|--------------------|---------------------|------------|
| 17-Sep | THUR | DAN |
| 20-Sep | SUN | |
| 24-Sep | THUR | DAN |
| 1-Oct | THUR | DAN |
| 4-Oct | SUN | |
| 8-Oct | THUR | |
| 15-Oct | THUR | |
| 19-Oct | SUN | |
| 22-Oct | THUR | |
| 29-Oct | THUR | |
| 1-Nov | SUN | |
| 7-Nov | BASQUE SHOOT | |
| 8-Nov | BASQUE SHOOT | |
| 12-Nov | THUR | |
| 14 - 15 NOV | SAT - SUN | |
| 19-Nov | THUR | |
| | | |
| | | |
| | | |
| | | |

**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Fallon Trap Club
2. Project Title: 2019 Trap Shooting Season
3. Project Period: 2019
4. Grantee Organization: Fallon Trap Club
Mailing Address: PO Box 5501
City: Fallon
State: NV
Zip: 89406
Web Address: Webb@cccomm.net
5. Tax I.D. #: 66-1548497
6. Total Cost of Project: \$30,000⁰⁰
7. Amount of Tourism Grant: \$5,000⁰⁰
8. Amount of Tourism Grant Expended: \$5000⁰⁰
9. Were matching funds required? Yes ☐ No ☒ How much? _____
10. How many visitors came to Fallon? over 100
11. How many of those visitors were from out-of-state? Approx 50
12. How many were from in-state? Approx 50
13. If applicable, was there an increase or decrease in attendance over last year? About the same
Why? _____
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
\$50,000⁰⁰
15. Was this project news worthy? Yes ☒ No ☐

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

16. List all advertising media used:

Presguard.com
Trapshooting magazine

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

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

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?

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

24. Project Director: 

Date: 12-9-11

Name & Title: Lester Webb vice-president

Phone: _____

E-Mail: webb@cccomm.net

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

DATE: January 13, 2020

AGENDA DATE: January 21, 2020

AGENDA ITEM #: 11

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Lahontan Valley Claybreakers for the 2020 Lahontan Valley Claybreakers Youth Trapshooting Season. (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$2,500 to the Lahontan Valley Claybreakers for the 2020 Lahontan Valley Claybreakers Youth Trapshooting Season, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

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

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

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

1. Name of Organization (or Company) **Lahontan Valley Claybreakers**
Chief Executive Officer: **Wayne Whitten**
Mailing address **P.O. Box 6042**
City **Fallon** State **NV** Zip **89407**
Phone Number: **775-427-6827** Email: **whittenp@cccomm.net**
2. How long organized (or in business) **15years** Tax I.D. # **80-0157393**
3. Purpose of Organization **Promote Organized Youth Trap Shooting in Fallon & Churchill Co**
4. Total Annual Budget \$ **\$21,000.00**
5. Project Director **Wayne Whitten** Phone Number: **775-427-6827**
Mailing address: **P.O. Box 6042**
City **Fallon** State **NV** Zip **89407** Email: **whittenp@cccomm.net**
6. **Project Title** **2020 Lahontan Valley Claybreakers Youth Trapshooting Season**
7. **Actual Date of Event** **See attached shooting season**
8. Location of project **Fallon Trap Club, 2007 Airport Road, Fallon, NV 89406**
9. Funds requested from FCTA: \$ **\$2,500.00**
10. Total cost of project: \$ **\$2,500.00**
11. Will the Convention Center be used? **No** When?
12. Summarize the objectives of this project: **The Lahontan Valley Claybreakers have been existence since 2006 and has provided gun safety for over 700 youth in the past. This program helps fill the void for boys and girls that do not feel they can participate in sports such as football, baseball softball and other sports. All shooters sign a code of conduct contract and must maintain an average in school the same as school athletics. The true backbone of the LVCB's is the Parents, Adults and Volunteers who organize and run the program at the local and state level. They are not paid employees and all money remaining at end of the year remains funds to start up the following year. This year the State competition will be held in Fallon with shooters coming from as far a Las Vegas, Ely and Elko. Also the Claybreakers will be hosting a California Youth Shooting Sports Association (CYSSA) shoot on April 18th (see attached calendar), with shooters traveling from Central and Northern California. We anticipate all our shooters attending both shoots this year proudly wearing their hats and T- Shirts with City of Fallon Logo's displayed.**

PROJECT BUDGET

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

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

PROJECT BUDGET

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

| | |
|---------------------------------------|-------------|
| Registration | \$10,000.00 |
| Fund raisers | \$4,000.00 |
| CC Communications donation | \$100.00 |
| Churchill County Federal Credit Union | \$100.00 |
| Churchill County Commissioners | \$2,000.00 |

PROJECT BUDGET

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

| | |
|--|-----------------|
| Website updates and changes | \$100.00 |
| Awards, with City of Fallon Logo | \$300.00 |
| NRA Coaches Clinic, 2 day clinic advertized State wide | \$1,500.00 |
| Advertizing NYSSA State Youth Shoot program, Carson City | \$100.00 |
| Advertising Nevada State PITA Shoot, Fallon NV | \$100.00 |
| Hat, T-Shirts with Visit Fallon logo | 1,800.00 |
| Advertizing signs at Fallon Trap Club | \$200.00 a year |

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

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

Last year the Claybreakers received their 50c3 paperwork and will be able to apply for youth grants to support youth trap shooting. They received a grant from NRA that was used to purchase ammunition for the trap shooting season.

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

When events are held at the Fallon Trap Club, such as The California Youth Shooting Sports Association (CYSSA), over 150 shooters and their parents travel to Fallon to shoot. At this time, there is a shoot scheduled for this year on April 18, 2010. Shoots are held on Saturdays so they will be booking rooms, eating and buying gas in Fallon. The Nevada Youth Shooting Sports Association (NYSSA) state shoot is scheduled on June 19 & 20th at the Fallon Trap Club. We anticipate 100 shooters to attend from the State of Nevada.

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

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

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

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

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

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

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

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

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

(e) How many locals will attend your event?

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

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

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

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

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

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

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

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

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

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

Signature of Applicant/Grantee

Patricia K. Whitten

Date

1/3/2020

The Lahontan Valley Claybreakers (LVCB) is a youth trap shooting team located in Fallon, NV. We are located at the Fallon Trap Club, 2007 Airport Road.

The Lahontan Valley Claybreakers are members of the Nevada Youth Shooting Sports Association and also participated in the California Youth Shooting Sports Association.

These organizations are designed to instill a set of personal values and/or character traits for fair play, compassionate understanding, individual responsibility, sportsmanship and personal commitment.

Young athletes are divided into Six basic divisions based on their grade level at school.

Rookie: 5th grade and below

Intermediate 6th - 8th grade

Advanced 7th- 8th

Junior Varsity—Grades 9-12

Varsity 10th-12 grade

Alumni until age 24

Shooting sports are not gender based. Young ladies compete against the boys and typically do very well against them.

**Registration for \$250.00
includes ammo, practice
fees, shirt, hat, safety
equipment and
registration to the state
contest.**

Rotary
Club of Sparks



Local Sponsors

The Lahontan Valley Claybreakers are members of the Pacific International Trapshooting Association, (PITA) which includes the Western States, Alaska, Hawaii and parts of Canada.



Our practice schedule is planned with the intent of having our shooters prepared to compete against other clubs at the Nevada Youth Shooting Sports Association State Shoot in June 2020 at the Fallon Trap Club in Fallon, NV.

For more information call
775 427-6827 or visit
www.claybreakers.com

Fallon Trap Club is located east of
Fallon, NV on Rattlesnake Hill.

Take Highway 95 North from Fallon
approximately 1 mile. Turn right on
Airport Road. Travel 1 mile to inter-
section of Rio Vista and Airport
Road. Continue east on Airport
Road following the Fallon Trap Club
signs to entrance to club on top of
Rattlesnake Hill.

2007 Airport Road
Fallon, NV 89406



NEVADA YOUTH SHOOTING
SPORTS ASSOCIATION



**Scholastic
Trapshooting**

**Fallon Trap Club
Fallon, NV**

2007 Airport Road
(Physical Address)
P.O. Box 6042
Fallon, NV 89407



www.claybreakers.com

From: STANLEY CHAN [boompole@aol.com]
 Sent: Monday, December 30, 2019 2:09 PM
 To: patricia Whitten
 Subject: Re: Lahontan Valley Claybreakers

Hello Pat. Here is the break down.

Done

2020 VENUE TRAP MOM FOOD BR

Sheet1

Sheet2

Sheet3

| | | | | |
|-----------------------------------|----------------------|--------------------|---------------------|------------------|
| RANGE SERIES 1/ March 7 | COON CREEK | STOCKTON | SAC VALLEY | AUBURN |
| TRAP MOM | JIM BOATMAN | JON COLEMAN | | JIM BOATMAN |
| FOOD | | HERITAGE DINING | AMY COOPER | |
| EVENT COORDINATOR | | OTP | AMY COOPER | |
| RANGE SERIES 2/ March 21 | COON CREEK | STOCKTON | KINGSBURG | LOS BANOS |
| TRAP MOM | JIM BOATMAN | MELISSA BURDICK | SEYMORE | PAM REINBOLD |
| FOOD | | HERITAGE DINING | KINGSBURG | LOS BANOS |
| EVENT COORDINATOR | | MELISSA BURDICK | KINGSBURG | LOS BANOS |
| RANGE SERIES 3/ April 4 | COON CREEK | STOCKTON | SAC VALLEY | LOS BANOS |
| TRAP MOM | JIM BOATMAN | RON EDWARDS | JON COLEMAN | PAM REINBOLD |
| FOOD | | HERITAGE DINING | PER STAN | LOS BANOS |
| EVENT COORDINATOR | | RON EDWARDS | PER STAN | LOS BANOS |
| * RANGE SERIES 4/ April 18 | COON CREEK | STOCKTON | ANGELES CAMP | FALLON |
| TRAP MOM | JIM BOATMAN | | GENNA MODRELL | CHRISTA KETCHUM |
| FOOD | | HERITAGE DINING | ANGELS CAMP | FALLON |
| EVENT COORDINATOR | | | ANGELS CAMP | FALLON |
| RANGE SERIES 5/ May 2 | SIERRA VALLEY | STOCKTON | SAC VALLEY | AUBURN |
| TRAP MOM | CHRISTA KETCHUM | | | JIM BOATMAN |
| FOOD | SIERRA VALLEY | HERITAGE DINING | AMY COOPER | |
| EVENT COORDINATOR | CHRISTA KETCHUM | | AMY COOPER | |
| RANGE SERIES 6/ May 16 | COON CREEK | CARSON CITY | MOTHERLODE | AUBURN |
| TRAP MOM | JIM BOATMAN | CHRISTA KETCHUM | | JIM BOATMAN |
| FOOD | | CHAMBER OF COM | | |
| EVENT COORDINATOR | | CHRISTA KETCHUM | | |

STANLEY CHAN
 ONETAKE PRODUCTIONS
 BROADCAST CAMERA &
 SOUND CREWS

file:///C:/Users/Pat/Desktop/Re%20Lahontan%20Valley%20Claybreakers.htm

JUNE

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--|--|---------|---|--------------------------------|--------------------|------------------------|
| | 1 | 2 | 3 | 4 Fallon Trap Club Open | 5 | 6 |
| 7 Fallon Trap Club Open | 8 Practice 5:15 p.m. 100 targets | 9 | 10 Make ups | 11 Fallon Trap Club Open | 12 | 13 PITA Carson City |
| 14 | 15 BBQ and Fun Shoots 5:15 p.m. | 16 | 17 Practice 5:15 p.m. own shells \$4.50 | 18 Fallon Trap Club Open | 19 NYSSA Fallon | 20 NYSSA Fallon |
| 21 NYSSA ?? Carson City Fallon Trap Open | 22 | 23 | 24 | 25 Fallon Trap Club Open | 26 | 27 |
| 28 | 29 | 30 | | | | |

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

Deadlines for
CYSSA
Shoots

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

JULY

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

2020 CLAYBREAKER CALENDAR

February 15th Safety and Orientation

March 16-19th Spring Break Oasis Academy

March 28th PITA Doubles Marathon

April 13-17th Churchill Spring Break

APRIL

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

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

Deadlines for
CYSSA
Shoots
775-560-7397

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

MAY

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|-------------------------------|--|---------|---|--------------------------------|-------------------------------|--|
| | | | | | 1 | 2 CYSSA Sierra Valley |
| 3 Fallon Trap Club Open | 4 Practice 5:15 p.m. 50 targets | 5 | 6 Practice 5:15 p.m. 50 Targets | 7 Fallon Trap Club Open | 8 | 19 |
| 10 | 11 5:15 p.m. 50 Targets Deadline CYSSA | 12 | 13 5:15 p.m. 50 Targets Annies | 14 Fallon Trap Club Open | 15 NV State PITA Fallon | 16 CYSSA Carson NV State PITA Fallon |
| 17 NV State PITA Fallon | 18 Practice 5:15 p.m. 50 targets | 19 | 20 5:15 p.m. 50 targets Annies | 21 Fallon Trap Club Open | 22 | 23 |
| 24/31 | 25 Memorial Day | 26 | 27 Practice 5:15 p.m. 100 targets | 28 Fallon Trap Club Open | 29 | 30 |

FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM

1. Grantee: Lahontan Valley Claybreakers
2. Project Title: 2019 LVCB Trapshooting season
3. Project Period: March 2019 through July 2019
4. Grantee Organization: Lahontan Valley Claybreakers
Mailing Address: P.O. Box 6042
City: Fallon
State: Nevada
Zip: 89407
Web Address: www.claybreakers.com
5. Tax I.D. #: 80-0167393
6. Total Cost of Project: \$20,000.00
7. Amount of Tourism Grant: \$2,500.00
8. Amount of Tourism Grant Expended: \$2,500.00
9. Were matching funds required? Yes ☐ No ☒ How much? _____
10. How many visitors came to Fallon? N/A event canceled due to weather
11. How many of those visitors were from out-of-state? N/A
12. How many were from in-state? n/A
13. If applicable, was there an increase or decrease in attendance over last year? Same
Why? Same number of young people participated in shooting program
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
Large event canceled, 2 events schedule in 2020
15. Was this project news worthy? Yes ☒ No ☐

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

Website, Lahontan valley News

16. List all advertising media used:

Direct emails, sign-age in Fallon

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

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

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

From whom? _____

20. Overall, did project results meet project goals?

Because large event was canceled our goals were not met.

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

22. How did the Community respond to this project?

project is open to public and club still receives many call about joining the claybreakers

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

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

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

24. Project Director: Wayne Whitten / Patricia H. Whitten

Date: 12/27/2019

Name & Title: Executive Director - Wayne Whitten

Phone: 775-427-6827

E-Mail: whittenf@cccomm.net

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

DATE: January 13, 2020

AGENDA DATE: January 21, 2020

AGENDA ITEM #: 12

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Rattle Snake Raceway for Season Promotions 2020. (For possible action)

- Grant amount requested by applicant: \$10,000
- Grant amount recommended by staff: \$10,000

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to Rattle Snake Raceway for Season Promotions 2020, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: It is Rattle Snake Raceway's focus to continually attract awareness and participation in the sport of Oval Track Racing. Grant funding will help Rattle Snake Raceway augment spectator and contestant participation by advertising outside of Fallon and Nevada. Up to 6,500 people are expected to attend the races in Fallon as this is the location of the premier 1/4-mile-high banked Oval in Nevada; with a possibility of 1,625 room nights for the season to accommodate those coming in from outside a 30 mile radius.

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) Rattle Snake Raceway
Chief Executive Officer: Chris Lumsden
Mailing address P.O. Box 908
City Fallon State Nevada Zip 89407
Phone Number: 775-423-7483 Email: lahontanautoracingassociation@yahoo.com
2. How long organized (or in business) 45 years Tax I.D. # 81-1785601
3. Purpose of Organization Lahontan Auto Racing Association: Promotes Stock Car oval track racing at Rattlesnake Raceway & all motor sports
4. Total Annual Budget \$ 150,000.00
5. Project Director Chris Lumsden Phone Number: 775-221-8814
Mailing address: 5000 LONE TREE
City Fallon State Nevada Zip 89406
Phone Number: 775-221-8814 Email: lumpy4080@yahoo.com
6. Project Title Season Promotions 2020
7. Actual Date of Event Racing starts 3/21st & events are biweekly until
8. Location of project Rattlesnake Raceway located at 2000 Airport Rd.
9. Funds requested from FCTA: \$ 10,000.00
10. Total cost of project: \$ 160,000.00 (estimated)
11. Will the Convention Center be used? Yes ☒ No ☐ When? 2020 Awards Banquet
12. Summarize the objectives of this project:

The purpose of this project is to promote Rattlesnake Raceway, achieve gains in spectator and car count of 20%, over last year. Specifically, the grant will aid in purchasing professional quality poster schedules and advertising utilizing local business's, newspaper, and radio. Advertising funds will also be utilized outside the local area to encourage Stock Car drivers to visit Rattlesnake Raceway.

PROJECT BUDGET

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

| | | |
|--|--------------|--------------------|
| IMCA Sanctioning: | \$ 300.00 | annual fees |
| IMCA bi-weekly fees: | \$ 1500.00 | approx. per season |
| Insurance: | \$ 15,600.00 | approx. per season |
| TV, radio, newspaper, printed materials: | \$ 13,000.00 | approx. per season |
| Internet costs: | \$ 1000.00 | approx. per season |
| Racers Purse: | \$ 46,800.00 | approx. per season |
| Trophies/Awards: | \$ 5,500.00 | approx. per season |
| Fireworks: | \$ 10,500.00 | approx. per season |
| Utilities/fuel/maintenance: | \$ 29,000.00 | approx. per season |
| Facility maintenance/improvements: | \$ 35,000.00 | approx. per season |

Total projected expenses: \$158,200.00 Estimated

PROJECT BUDGET

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

Average revenue per 15 races as follows:

| | | | |
|---|-----------|--------------|--------------------|
| Pit Gate driver entry fees, pit passes: | \$5400.00 | \$81,000.00 | approx. per season |
| Main Gate General Admission: | \$2800.00 | \$42,000.00 | approx. per season |
| Concession Sales: | | \$16,000.00 | approx. per season |
| Sponsors: | | \$ 8500.00 | approx. per season |
| Membership Fees: | | \$ 1300.00 | approx. per season |
| GRANT | | \$ 10,000.00 | |
| Total projected revenue: | | \$158800.00 | |

PROJECT BUDGET

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

| | |
|--|--------------|
| Race schedule printing: | \$ 1500.00 |
| IMCA Annual Sanction Fees: | \$ 300.00 |
| 2017 Rules/Bylaws: | \$ 500.00 |
| Newspaper Advertising: | \$ 2800.00 |
| Television Advertising & CINEMA, other | \$ 8000.00 |
| Additional Printed Materials: | \$ 1800.00 |
| Sign Advertising costs: | \$ 2500.00 |
| Radio Advertising: | \$ 3500.00 |
| Track Maintenance: | \$ 16,000.00 |
| Fireworks: | \$ 10,500.00 |
| Portable Billboards: | \$ 2500.00 |

Total projected: \$ 49,900.00

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

SHORT TERM: To establish awareness of Rattlesnake Raceway's race schedule in the form of a professionally developed poster schedule that will be distributed throughout Nevada, Arizona, Utah, Oregon, Idaho, and California. Ensure the success of our (2) day events by attracting regional competitors that will require food, lodging, and other accommodations.

LONG TERM: Significantly contribute to Rattlesnake Raceway's image as a principal area facility in the rapidly growing sport of oval track racing. Ultimately achieve at least 50% out of County competitor rate with car count numbers exceeding 100 per race night. Rattlesnake Raceway is the prime local entertainment for Saturday evenings during the race season.

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

With the addition of (2) classes our goal is a 30% increase in spectator and car count for the 2020 season. Our target market consists of local enthusiasts, Northern Nevada area race fans, and periodic visits from fans/competitors from neighboring 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?

We expect up to 6500, throughout a race season. Fallon is the Premier 1/4 mile high banked Oval in Nevada.

(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)?

One to two nights per race. LARA intends to encourage competitors to stay in Fallon, as their 'base' during our 14, 7 track, 2 day race series. Plus several 2 day events.

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

It is difficult to say how many people will be exposed due to TV, radio, and Web advertising. Checking our Face Book page throughout the season will help us determine our Online exposure. We estimate 70000+.

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

Approximately 6000 plus throughout the race season. With Fallon becoming the premier track and tacking a leadership roll with all the other tracks in northern Nevada, we expect RSR to continue to grow.

(e) How many locals will attend your event?

Approximately 6 to 7 thousand throughout the race season. WE AVERAGE 1200 PLUS EACH NIGHT.

(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)?

The overall economic impact will be very good considering rooms purchased, meals, fuel, and local shopping. Each event will have 500 plus out of town visitors, spending \$100 plus on food ,gas, and some on lodging.

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

Fallon has initiated a common set of rules and facilitated a schedule to where only 1 track in northern Nevada is running on any given friday,saturday or sunday.this will allow for larger crowds and car count, WITH SUSANVILLE & CEADERVILLE ON BOARD NOW ASWELL.

More radio and television airtime, a large email marketing program. A proven method for Stock Car racing advertising is old fashion 'word of mouth'. LARA has designed a Rattlesnake track t-shirt with our racing schedule on the back side. Competitors and fans wear their 'home town' track shirts when visiting other venues, traveling, shopping, etc. Race fans will start long conversations over track shirts. Fans will travel to tracks on the advice/ stories involved with this type of advertising.

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 have the spectators fill out the survey form contained in this Grant and also speak to the competitors and crew at the Drivers meeting that we have in the pits.
L.A.R.A. has set standard with all tracks in northern Nevada meeting and agreeing to Follow Rattlesnake Raceways Rules for competition and Governing their Tracks.
we have worked with all tracks in northern Nevada to do combined payouts, witch will help draw cars to fallon.

**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: RATTLE SNAKE RACEWAY
2. Project Title: RATTLE SNAKE RACEWAY
3. Project Period: 3/20/2019 TO 11/9/2019
4. Grantee Organization: LAHONTAN AUTO RACING ASSOCIATION
Mailing Address: PO BOX 908
City: FALLON
State: NEVADA
Zip: 89406
Web Address: RATTLESNAKERACEWAY.ORG
5. Tax I.D. #: 81-1785601
6. Total Cost of Project: \$150000.00
7. Amount of Tourism Grant: \$10000.00
8. Amount of Tourism Grant Expended: \$10000.00
9. Were matching funds required? Yes ☐ No ☒ How much? _____
10. How many visitors came to Fallon? 1500/2500 EVERY RACE NIGHT
11. How many of those visitors were from out-of-state? 250
12. How many were from in-state? 1250/2250
13. If applicable, was there an increase or decrease in attendance over last year? SAME
Why? _____
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
15000 TO 25000
15. Was this project news worthy? Yes ☒ No ☐

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

LVN,
IMCA TIME,
RACING NEWS,
FALLON POST
SUNNYS GARAGE RADIO SHOW

16. List all advertising media used:

FLYERS
FOX PEAK CINEMA,
FALLON POST
FACEBOOK

SUNNYS GARAGE SHOW

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

18. Did you have a web site or web presence? List site: RATTLENAKERACEWAY.ORG

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

From whom? BONANZA, STOCKMENS,

20. Overall, did project results meet project goals?

YES, OUR CROWD ARE STEADILY GROWING

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

22. How did the Community respond to this project?

GREAT AS ALWAYS

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

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

NO

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

24. Project Director: 

Date: 12/31/19

Name & Title: CHRIS LUMSDEN PRESIDENT

Phone: 775-221-8814

E-Mail: LUMPY4080@YAHOO.COM

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

DATE: January 13, 2020

AGENDA DATE: January 21, 2020

AGENDA ITEM #: 13

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Lahontan Auto Racing Association for Octane Fest 2020. (For possible action)

- Grant amount requested by applicant: \$10,000
- Grant amount recommended by staff: \$10,000

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to the Lahontan Auto Racing Association for Octane Fest 2020, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: Lahontan Auto Racing Association's purpose is to provide quality and affordable motorsport entertainment to Fallon; with the goal of helping generate revenue for local businesses. Last year approximately 2000 people attended and about 500 visited Fallon from outside a 30-mile radius for Octane Fest. This year's two-day weekend event is expected to bring 80-100 room nights to Fallon.

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 AUTO RACING ASSOCIATION
Chief Executive Officer: Christopher Lumsden
Mailing address P.O. Box 908
City Fallon State Nevada Zip 89407
Phone Number: 775-423-7483 Email: lahontanautoracingassociation@yahoo.com
2. How long organized (or in business) 40+ years Tax I.D. # 81-1785601
3. Purpose of Organization PROMOTE MOTOR SPORTS
4. Total Annual Budget \$ 60000.00
5. Project Director Christopher Lumsden Phone Number: 775-221-8814
Mailing address: 5000 LONETREE
City Fallon State Nevada Zip 89406
Phone Number: 775-221-8814 Email: lumpy4080@yahoo.com
6. Project Title OCTANEFEST 2020
7. Actual Date of Event JUNE 5TH & 6TH
8. Location of project Rattlesnake Raceway located at 2000 Airport Rd.
9. Funds requested from FCTA: \$ 10,000.00
10. Total cost of project: \$ 60,000.00 (estimated)
11. Will the Convention Center be used? Yes ☐ No ☒ When? _____
12. Summarize the objectives of this project:

TO PROVIDE GOOD & AFFORDABLE MOTORSPORT ENTERTAINMENT TO FALLON AND CHURCHILL COUNTY, AND ALL OF NORTHERN NEVADA. THIS YEARS OCTANEFEST WILL INCLUDE THE NORTHERN NEVADA 180 CHALLENGE.

PROJECT BUDGET

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

| | |
|---|-------------|
| INSURANCE | \$4500.00 |
| EQUIPMENT RENTAL | \$14000.00 |
| ADVERTISIING | \$10,000.00 |
| MONSTER TRUCKS | \$10,000.00 |
| OURS FOR COMPETITORS | \$15000.00 |
| EXTRA RESTROOMS | \$1500.00 |
| FAUCILITY PREP | \$5,000.00 |
| FIREWORKS | \$1500.00 |
| Total projected expenses: \$61,500.00 Estimated | |

PROJECT BUDGET

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

| | |
|---|-------------|
| Pit Gate driver entry fees, pit passes: | \$14,000.00 |
| Main Gate General Admission: | \$17000.00 |
| Concession Sales: | \$8,000.00 |
| Sponsors: | \$ 5000.00 |
| Membership Fees: | \$ 2500.00 |
| GRANT | \$10,000.00 |
| Total projected revenue: | \$56,500.00 |

PROJECT BUDGET

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

| | |
|---------------------------------|--------------|
| Race schedule printing: | \$ 800.00 |
| IMCA Annual Sanction Fees: | \$ 400.00 |
| Newspaper Advertising: | \$ 2300.00 |
| Television Advertising & other: | \$ 8000.00 |
| Additional Printed Materials: | \$ 1500.00 |
| Sign Advertising costs: | \$ 2500.00 |
| Radio Advertising: | \$ 2500.00 |
| Track Maintenance: | \$ 10,000.00 |
| Fireworks: | \$ 1,500.00 |
| Portable Billboards: | \$ 2500.00 |

Total projected: \$ 32,000.00

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

Promote all motor sports and generate revenue for local businesses in Fallon and Churchill county. Octanefest and the addition of the 180 challenge should draw one of the biggest crowds yet.

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

approx. 2000 each night. from northern Nevada and California, Utah, Idaho, Arizona

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

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

We expect up to 2000, each night.. Fallon is the Premier 1/4 mile high banked Oval in Nevada. and with a dueling monster truck show. fans will love it.

- (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 expect 40 to 50 rooms each 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?

It is difficult to say how many people will be exposed due to TV, radio, and Web advertising. Checking our Face Book page throughout the season will help us determine our Online exposure. We estimate 70000+.

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

Approximately 1000 plus throughout the event. With the closer of our nearest competitor, we expect our car count to rise 30% plus.

(e) How many locals will attend your event?

Approximately 4 to 5 thousand throughout the event.

(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)?

The overall economic impact will be very good considering rooms purchased, meals, fuel, and local shopping. Each event will have 500 plus out of town visitors, spending \$75 plus on food ,gas, and some on lodging.

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

More radio & facebook, a large email marketing program. A proven method for Stock Car racing advertising is old fashion 'word of mouth'. LARA has designed a Rattlesnake track t-shirt with our racing schedule on the back side. Competitors and fans wear their 'home town' track shirts when visiting other venues, traveling, shopping, etc. Race fans will start long conversations over track shirts. Fans will travel to tracks on the advice/stories involved with this type of advertising.

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 intend to have the spectators fill out the survey form contained in this Grant and also speak to the competitors and crew at the Drivers meeting that we have in the pits. L.A.R.A. has set standard with all tracks in northern Nevada meeting and agreeing to Follow Rattlesnake Raceways Rules for competition and Governing their Tracks. We will have quarterly meeting to see what we can do to promote the traveling of all classes

**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: RATTLE SNAKE RACEWAY
2. Project Title: OCTANEFEST
3. Project Period: JUNE 8TH
4. Grantee Organization: LAHONTAN AUTO RACING ASSOCIATION
Mailing Address: PO BOX 908
City: FALLON
State: NEVADA
Zip: 89406
Web Address: RATTLESNAKERACEWAY.ORG & OCTANEFEST.COM
5. Tax I.D. #: 81-1785601
6. Total Cost of Project: \$35000.00
7. Amount of Tourism Grant: \$10000.00
8. Amount of Tourism Grant Expended: \$10000.00
9. Were matching funds required? Yes ☐ No ☒ How much? _____
10. How many visitors came to Fallon? 2500
11. How many of those visitors were from out-of-state? 500
12. How many were from in-state? 2000
13. If applicable, was there an increase or decrease in attendance over last year? up 500
Why? _____
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
35000 TO 40000
15. Was this project news worthy? Yes ☒ No ☐

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

IMCA TIME,
RACING NEWS,
FALLON POST
SUNNYS GARAGE RADIO SHOW

16. List all advertising media used:

FLYERS
FOX PEAK CINEMA,
FALLON POST

SUNNYS GARAGE RADIO SHOW
FACEBOOK.

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

18. Did you have a web site or web presence? List site: OCTANEFEST.COM & RATTLE

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

From whom? WT LLC, BONANZA, STOCKMENS,

20. Overall, did project results meet project goals?

YES, OUR CROWD ARE STEADILY GROWING/ 2019 IS THE FIRST YEAR
LARA MADE A LITTLE ON THE EVENT

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

22. How did the Community respond to this project?

GREAT AS ALWAYS

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

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

NO

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

24. Project Director: 

Date: 12/31/19

Name & Title: CHRIS LUMSDEN PRESIDENT

Phone: 775-221-8814

E-Mail: LUMPY4080@YAHOO.COM