

AGENDA
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
April 20, 2021 – 3:00 p.m.

The City of Fallon - Convention and Tourism Authority will meet in a regularly scheduled meeting on April 20, 2021 at 3:00 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 three 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 City of Fallon - Convention and Tourism Authority meeting minutes for January 21, 2020. (For possible action)
5. Consideration of a grant application by the Lahontan Valley Bird Dog Club for the Lahontan Valley Bird Dog Club Nevada Chukar Championship (Fall Shoot). (For possible action)
 - Grant amount requested by applicant: \$2,500
 - Grant amount recommended by staff: \$2,500
6. Consideration of a grant application by the Fallon Trap Club for the 2021 Fallon Trap Club Shooting Season. (For possible action)
 - Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000
7. Consideration of a grant application by Motor Sports Safety, Inc. for the 2021 Top Gun Dragstrip Drag Racing Season. (For possible action)
 - Grant amount requested by applicant: \$10,000

- Grant amount recommended by staff: \$10,000
8. Consideration of a grant application by the Churchill Arts Council for the Oats Park Art Center: Core Programs 2021. (For possible action)
 - Grant amount requested by applicant: \$13,500
 - Grant amount recommended by staff: \$13,500
 9. Consideration of a grant application by the Rattle Snake Raceway for the Season Promotions 2021. (For possible action)
 - Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
 10. Consideration of a grant application by the Lahontan Auto Racing Association for Octane Fest, 2021. (For possible action)
 - Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
 11. Consideration of a grant application by the Lahontan Valley Claybreakers for the 2021 Lahontan Valley Claybreakers Youth Trap Shooting Season. (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 Fallon Ranch Hand Rodeo for the Fallon Ranch Hand Rodeo. (For possible action)
 - Grant amount requested by applicant: \$3,500
 - Grant amount recommended by staff: \$3,500
 13. Consideration of a grant application by the Fallon Festival Association, Inc. for the Fallon Cantaloupe Festival and Country Fair, 2021. (For possible action)
 - Grant amount requested by applicant: \$15,000
 - Grant amount recommended by staff: \$15,000
 14. Consideration of a grant application by the Cowboy Fast Draw Association for the Fastest Gun Alive - World Championship of Cowboy Fast Draw. (For possible action)
 - Grant amount requested by applicant: \$14,500
 - Grant amount recommended by staff: \$14,500
 15. Public comments. (For discussion only)
 16. Board and staff reports. (For discussion only)

- Schedule for City of Fallon - Convention and Tourism Authority Meetings in the remainder of 2021:
 - 1) Tuesday, July 20, 2021
 - 2) Tuesday, October 19, 2021

Pursuant to Governor Sisolak's Declaration of Emergency Directive 006 entered on March 22, 2020, and extended by Emergency Directive 016 entered on April 29, 2020, by Emergency Directive 018 entered on May 7, 2020, by Emergency Directive 021 entered on May 28, 2020, by Emergency Directive 026 entered on June 29, 2020 and by Emergency Directive 029 entered on July 31, 2020, this agenda has been posted on or before 9:00 a.m. on April 15, 2021 at City Hall, to the City's website (<https://fallonnevada.gov>) and to 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, at (775) 423-5104 or elee@fallonnevada.gov. 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: April 6, 2021

AGENDA DATE: April 20, 2021

AGENDA ITEM #: 4

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration and approval of Fallon Convention and Tourism Authority meeting minutes for January 21, 2020. (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 January 21, 2020.

DISCUSSION: Additions and/or corrections.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

**MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
January 21, 2020**

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 Fallon Convention and Tourism Authority meeting minutes for October 8, 2019

Chairwoman Frost noted changes: Page five, third line down, remove “Bhakta.”

Board Member Bernardo motioned to approve the Fallon Convention and Tourism Authority meeting minutes, for October 8, 2019, with changes, seconded by Board Member Bhakta and 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: \$3,000
 - Grant amount recommended by staff: \$3,000
- C) Churchill Arts Council for the Oats Park Art Center: Core Programs 2020
- Grant amount requested by applicant: \$13,500
 - Grant amount recommended by staff: \$13,500
- D) Motor Sports Safety, Inc. for the 2020 Top Gun Dragstrip Drag Racing Season:
- Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
- E) Nevada Cattlemen's Association for the 2020 Fallon All Breeds Bull Sale – Advertising:
- Grant amount requested by applicant: \$3,000
 - Grant amount recommended by staff: \$3,000
- F) Fallon Trap Club for Trap Season, 2020:
- Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000
- G) Lahontan Valley Claybreakers:
- Grant amount requested by applicant: \$2,500
 - Grant amount recommended by staff: \$2,500
- H) Rattlesnake Raceway for the Season Promotions 2020
- Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
- I) Lahontan Auto Racing Association for Octane Fest 2020:
- Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000

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

Chairwoman Frost informed the next agenda item for review is consideration of Grant Application by the Great Basin Bird Observatory for Spring Wings Bird Festival, 2020.

Director Moon introduced the grant application by the Great Basin Bird Observatory for Spring Wings Bird Festival, 2020: Grant amount requested by applicant is \$2,000, and the amount recommended by staff is \$2,000. Director Moon stated that this is the first grant request by the Great Basin Bird Observatory to the Fallon Convention and Tourism Authority 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. Elisabeth Ammons and Lester Webb are Presenting the grant application.

Mr. Webb addressed the Fallon Convention and Tourism Authority board informing that they will be taking people on tours throughout the valley.

Chairwoman Frost inquired if they would be showing kids from the schools around during the Bird Festival.

Mr. Webb stated that yes, they will be bringing the kids around the bird watching areas.

Ms. Ammons stated that the request for funds is for the promotion of the festival, a portion of which will be used for the schools. Ms. Ammons informed that they will be making flyers to hand out to schools and hotels. Ms. Ammons mentioned they want to use social media as a form of advertising, especially to reach out to California. California residents would be the most likely to attend the event outside of Nevada residents due to this being the only birding festival in Nevada. Attendees are expected to be returning to this long standing festival from the Reno and Carson areas.

Ms. Ammons presented a breakdown of where the grant funds will be used. Ms. Ammons stated that \$1,200 would be used for their website and promotions on their websites, as well as other various websites. The other funds would be used for promotions to draw in other partner organizations to participate in the festival.

Board Member Bernardo asked what species of birds the attendees would expect to see during the Bird Festival.

Ms. Ammons stated that the Lahontan Valley area is mainly named the western hemispheric shorebird conservation site. Ms. Ammons stated that the shorebirds would be present during this time and named various types of birds. Ms. Ammons stated that the bird watchers are hoping to catch the rare shorebirds that are drawn to the water in this area.

Board Member Bernardo asked what rare birds people were hoping to find in this area.

Ms. Ammons stated that the western birds are migrating through this area, but occasionally an eastern bird will migrate to this area by accident and stay here because there is water. Ms. Ammons named various types of eastern birds that would be considered the rare birds that the attendees would hope to see during the festival. Ms. Ammons provided a website (ebird.org) where bird watchers go to record their sightings.

Ms. Ammons informed that the school field trips are a big part of the Bird Festival, they want to involve the schools, but also attempt to draw in the community.

Board Member Bernardo asked what areas attendees are shown during the Bird Festival.

Mr. Webb stated that they go to Carson Lake, Stillwater Refuge, Harmon Reservoir, and Rattlesnake Reservoir. Ms. Ammons added that the bird watchers frequently visit the ebird.org website to find out where people have sighted birds. Ms. Ammons stated that they set the areas up with the name of the birds, and the trip leaders have a route to follow for the attendees during the Bird Festival.

Board Member Bhakta asked if this event is a three-day event, and if information would be provided to the hotels.

Ms. Ammons stated that the Bird Festival is May 8th-10th. Ms. Ammons stated that they will be providing flyers with the information to the hotels and a phone number will be on the flyer for the hotel guests to call if they have questions.

Director Moon stated that she wanted to let the Great Basin Bird Observatory know that they may reach out to her office with their information and it would be posted on the City's social media forums to help get their information out to the public.

Board Member Bhakta motioned to approve \$2,000 to the Great Basin Bird Observatory for Spring Wings Bird Festival, 2020; Board Member Bernardo seconded; and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

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

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

Director Moon introduced the grant application and representative for the Rodeo Club, Monyca Jensen. Grant amount requested is \$3,000, grant amount recommended is \$3,000. 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. 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.

Ms. Jensen stated that she is currently attempting to bring the State Finals to Fallon. If they do get the opportunity to hold State in Fallon, there will not be a rodeo held in Fallon in October, they will be helping in hosting the five-day State Final event in May, prior to Memorial Day weekend.

Ms. Jensen stated that if the State Finals are held in Fallon in 2021, it will be held here for two years. Ms. Jensen stated she is hoping that she can secure the next four years during her meeting with the Nevada State High School Rodeo Association. Ms. Jensen said that if they are unable to get State Finals in Fallon, they will be using the requested grant funds for the October rodeo.

Board Member Bhakta asked who would be competing in the 2021 State Finals if held in Fallon.

Ms. Jensen stated that all the contestants that qualify for the State Finals in Nevada will compete. All contestants who want to move forward to Nationals, must compete in the State Finals.

Board Member Bernardo motioned to approve \$3,000 to the Fallon High School Rodeo Club for the Fallon 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 Grant Application by the Churchill Arts Council for the Oats Park Art Center: Core Programs 2020

Chairwoman Frost informed the next agenda item for review is consideration of Grant Application by the Churchill Arts Council for the Oats Park Center: Core Programs 2020.

Director Moon introduced the grant application by the Churchill Arts Council for the Oats Park Center: Core Programs 2020: Grant amount requested by applicant is \$13,500, and the amount recommended by staff is \$13,500. Director Moon informed that the Churchill Arts Council continues to attract significant and repeat out-of-town audiences throughout the year for the 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 in 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. Presenting the grant is Valerie Serpa.

Ms. Serpa addressed the Fallon Convention and Tourism Authority board informing of what is new for the Churchill Arts Council. Ms. Serpa stated that they received a grant last year from the Nevada Commission on Tourism (NCOT), this grant allowed for photographic documentation of the visual art permanent collection. Ms. Serpa stated that they have acquired

much of their major collection through donations, and now have photographs of these collections. The photographic documentation also captures the architectural elements of the Oats Park Art Center's historical building, all of which was uploaded on the Churchill Arts Council's website. Ms. Serpa stated they were not prepared for the number of positive responses they received. Tours are constantly being offered to those who reach out with interest in the building and galleries and has proven to be very successful.

Ms. Serpa informed of the Churchill Arts Council's annual fundraiser and silent auction the first Saturday in March. The theme this year will be, Under the Big Top.

Board member Bhakta asked if they offer 24 events a year and which events are their most successful.

Ms. Serpa stated that they easily have at least 24 events in a year with the performances, the visual art openings, the film series, and the Lariat nights. Ms. Serpa stated that the theater brings in the most people, the visual art events typically bring in 100-150 attendees, and the literary events. The numbers continue to increase over the years and have proven to be very successful.

Board Member Bernardo inquired on the number of bands the theater anticipates for 2020 season.

Ms. Serpa stated that they will have between eight and ten for this season.

Board Member Bhakta motioned to approve \$13,500 to the Churchill Arts Council for the Oats Park Art Center: 2020 Core Programs; Board Member Bernardo seconded, and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Application by Motor Sports Safety, Inc. for the 2020 Top Gun Dragstrip Drag Racing Season

Chairwoman Frost informed the next agenda item for review is consideration of Grant Application by Motor Sports Safety Inc. for the 2020 Top Gun Dragstrip Drag Racing Season.

Director Moon introduced the grant application for Motor Sports Safety, Inc., for the 2020 Top Gun Dragstrip Drag Racing Season: Grant amount requested by applicant is \$10,000, and the amount recommended by staff is \$10,000. Director Moon informed that the goal of Motor Sports Safety, Inc. 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. The 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 event list is 10,000 + visitors from Nevada (from areas outside a 30 mile + radius of Fallon), California, Arizona, Utah, Oregon, and Canada, with an estimate of 350 + hotel room rentals for the season. Presenting the grant are John Stauverman and Jim Setterberg.

Mr. Setterberg addressed the board informing of their primary goal to keep kids off the streets by providing a safe place for them to race. Mr. Setterberg stated that they have seven events for kids this year. Most of the events that are offered are two-day events, one of the events is a three-day event that runs concurrent with Octane Fest. With the multiple day events it makes out-of-town people more likely to eat in our restaurants, shop locally, and stay in hotels. The \$5.00 Friday events are targeted for the local youth, the youth in Reno, and the Carson area. This event allows kids to bring their vehicle to the track and race as many times as they would like for \$15.00. The entry fee to the track is \$5.00. Last year they had a great turn-out for this event bringing in 300 cars to the track, and 600 spectators. Mr. Stauverman added that out of the 300 cars for the \$5.00 Friday event, 1/3 of them stayed the night to participate in promotional events being held that Saturday and Sunday.

Chairwoman Frost inquired on the reason for the economic downturn Motor Sports Safety, Inc. mentioned.

Mr. Setterberg stated that since 2015 they have been doing better than the previous years. Mr. Setterberg stated that the social media advertising has really helped with their increase in revenue. Various other social media outlets will be explored this year to help with the increase in numbers. Mr. Stauverman mentioned that it was approximately seven years ago that they really noticed the economic downturn but are now starting to feel more of the increase in numbers through proper marketing and promotional strategies. Mr. Stauverman stated that they attempt to be conscious of the consumer's pocketbook and have lowered the entry and participation fees which have helped their participation numbers to greatly increase.

Board Member Bernardo inquired on the expectation of growth this year, compared to last year.

Mr. Stauverman stated that historically their numbers increase ten percent from the previous year. Mr. Stauverman stated that they expect the usual ten percent increase this year.

Board Member Bernardo motioned to approve \$10,000 to Motor Sports Safety, Inc. for the 2020 Top Gun Dragstrip Drag Racing Season; Board Member Bhakta seconded, and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Application by Nevada Cattlemen's Association for the 2020 Fallon All Breeds Bull Sale

Chairwoman Frost informed the next agenda item for review is consideration of Grant Application by Nevada Cattleman's Association for the 2020 Fallon All Breeds Bull Sale.

Director Moon introduced the grant application for the Nevada Cattleman's Association for the 2020 Fallon All Breeds Bull Sale and the representative for the Nevada Cattleman's Association for the 2020 Fallon All Breeds Bull Sale, Davie Stix. She informed the grant amount requested is \$3,000, and the recommendation by staff is \$3,000. She

informed that the Fallon All Breeds Bull Sale is in its 54th year and 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 throughout 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 estimated overall attendance at these four days of events is 750-1,000 people; with 500 room nights.

Mr. Stix informed that some of the consigners were lost last year due to weather conditions. Mr. Stix is anticipating good weather this year for the consigners. The bulls the consigners bring are sifted through and some are removed from the sale if they do not meet certain requirements. The bulls that make it to the sale are graded. Mr. Stix stated that they will not be offering the dog trials this year, but they are trying to find someone that would be able to run this event in the future. Mr. Stix informed that they have a Friday dinner and dance.

Mr. Stix stated that we only have two sale yards in Nevada. Mr. Stix informed that they need to be aware of not only the people that are selling the bulls, but also the buyers; 25-30 consigners come for this sale, and three times this number of buyers.

Board Member Bernardo inquired as to the furthest distance buyers and consigners are traveling for this sale.

Mr. Stix stated that buyers are coming from Northern California traveling between a 300-350-mile distance. Mr. Stix stated they have a consigner that has been coming from Utah since the beginning of this sale.

Board Member Bernardo asked how the bulls are graded.

Mr. Stix stated that most of the grading comes from a visual assessment. The bulls that are offered during this sale are advertised as "range ready," ranchers are the people that grade the bulls, unlike some areas where they are graded by people who may or may not be in the industry.

Board Member Bhakta motioned to approve \$3,000 to Nevada Cattlemen's Association for the 2020 Fallon All Breeds Bull Sale; Board Member Bernardo seconded, and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Application by the Fallon Trap Club for Trap Season, 2020

Chairwoman Frost informed the next agenda item for review is consideration of Grant Application by the Fallon Trap Club for the 2020 Fallon Trap Club Shooting Season.

Director Moon introduced the grant application and representative for the Fallon Trap Club for the 2020 Fallon Trap Club Shooting Season is Lester Webb. She informed the

requested amount is \$5,000, and the amount recommendation by staff is \$5,000. Director Moon stated that 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.

Mr. Webb informed that March 28th the Trap Club is offering a Doubles Marathon, April 11th a one-day Pacific International Trapshooting Association (PITA) shoot, April 18th Youth Shooting Association (YSA) shoot. Last year the YSA brought in one hundred and forty kids, most of which stayed the night as they traveled from California. May 16th, 17th and 19th a Nevada State PITA shoot. The Nevada State PITA shoot will bring people from the Western United States. June 19th-20th a Nevada YSA shoot, November 7th-8th a Basque shoot for their 17th year.

Chairwoman Frost thanked Mr. Webb for hosting one of the events for the Rural Round-Up that was enjoyed by the attendees.

Board Member Bhakta inquired on the event that charges \$34.00.

Mr. Webb stated that Doubles Marathon and the PITA events charge the \$34.00. The money that is collected for these events goes back to the PITA foundation, and they pay them back for their birds.

Board member Bhakta motioned to approve \$5,000 to the Fallon Trap Club for the 2020 Fallon Trap Club Shooting Season; Board Member Bernardo seconded, and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Application by the Lahontan Valley Claybreakers for the 2020 Lahontan Valley Claybreakers Youth Trapshooting Season

Chairwoman Frost informed the next agenda item for review is consideration of Grant Application by the Lahontan Valley Claybreakers for the 2020 Lahontan Valley Claybreakers Youth Trapshooting Season.

Director Moon introduced the grant application and representative for the Lahontan Valley Claybreakers for the 2020 Lahontan Valley Claybreakers Youth Trapshooting Season, Barry Stewart and Pat Whitten. She informed the requested amount is \$2,500 and the grant amount recommended by staff is \$2,500. Director Moon stated that 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 shootout is expected to host 100 youth shooters. 30 hotel/motel room nights are estimated to accommodate participants and their families visiting Fallon.

Mr. Stewart stated that they are going to start their indoctrination in February instead of April due to the involvement with the California Youth Shooting Sports Association

(CYSSA). This should provide more practice for the youth competitors and they would be covered under the insurance.

Mr. Stewart wanted to inform Fallon Convention and Tourism Authority of some of the stats of their current shooters: Thad Ernst won the 2019 Handicap Champion, the 2019 All-State Team, and the 2019 Basque shoot he placed in 5-6 classes. Colby Webb won the 2019 Nevada Short Yardage Champion. Alexis Haggert shot her first 25 straight and won the 2019 California Youth Shooting Sports Association (CYSSA) State Lady Champ, which is the top 5 shooters in the State for CYSSA. Jaxon Homer shot his first 25 straight. Brody Pirkle shot his first 50 and 75 straight. The CYSSA shooters will be coming from northern and central California, bringing in between 100-200 shooters.

Mr. Stewart stated that they try to purchase as many of their supplies locally. Lahontan Valley Claybreakers will be holding a National Rifle Association (NRA) Coach's certification class again this year in May. They opened the classes up to Winnemucca this year, and have people come from the central valley and California. The price of the class, room and travel expenses are less than what they would pay in their areas for the class, so they have many that travel and stay overnight for these classes.

Mr. Stewart informed that the CYSSA shoot is scheduled for June this year. Attendees come from Las Vegas, Elko, Ely, hopefully Yerington and Winnemucca will also be present. This shoot starts on Friday evening where they offer a fun shoot and pizza feed. Saturday is the regular State Competition, and Sunday they have the Skeet shoots.

Ms. Whitten informed that the Lahontan Valley Claybreakers has a website (www.claybreakers.com) and a Facebook page that is maintained by locals. Ms. Whitten stated that the social media has shown to be successful with the youth participation.

Ms. Whitten thanked Jane Moon for her help with the grant applications.

Board Member Bernardo inquired if the shooters are only coming from the Nevada and California areas.

Mr. Stewart stated that the CYSSA come from the northern and central parts of California.

Board Member Bhakta asked what date the State Competition will be held.

Mr. Stewart stated that it will be held June 16th, 2020, Father's Day weekend. Mr. Stewart said that the State Competition rotates through all the Nevada clubs. Next year the competition will be held in Las Vegas.

Board Member Bernardo asked how many clubs are currently in Nevada.

Mr. Stewart informed that there are 7 clubs in Nevada. Ms. Whitten added that some clubs do not have very many members, but still have a club for the youth. Five clubs were listed: Yerington, Ely (two clubs), Elko, and Winnemucca.

Board Member Bhakta inquired on the 501(c)(3) paperwork they received last year.

Mr. Stewart stated that this paperwork is how the IRS recognizes the Lahontan Valley Claybreakers as a non-profit organization. Ms. Whitten added that they have more grant opportunities for the organization with this certification. Mr. Stewart stated that the fees charged cover administrative costs. The grants help with the costs of the ammunition and can be provided to members at no additional cost.

Board Member Bernardo motioned to approve \$2,500 to the Lahontan Valley Claybreakers for the 2020 Lahontan Valley Claybreakers Youth Trapshooting Season; Board Member Bhakta seconded, and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Application by the Rattlesnake Raceway for the Season Promotions 2020

Chairwoman Frost informed the next agenda item for review is consideration of Grant Application by the Rattlesnake Raceway for the Season Promotions 2020.

Director Moon introduced the grant application and representative for the Rattlesnake Raceway for the Season Promotions 2020, Chris Lumsden. She informed that the grant amount requested by applicant is \$10,000 and the staff recommendation for the grant is \$10,000. Director Moon stated that it is Rattlesnake Raceway's focus to continually attract awareness and participation in the sport of Oval Track Racing. Grant funding will help Rattlesnake 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 the possibility of 1,625 room nights for the season to accommodate those coming in from outside a 30-mile radius.

Mr. Lumsden informed that last year they coordinated with all the tracks in Northern Nevada, and now Susanville is also in participation. There are seven tracks that have incorporated Rattlesnake Raceway's rules and functions. Mr. Lumsden informed that they will be conducting the I-80 Challenge in Elko, Battle Mountain, Winnemucca, Lovelock, Fallon, Fernley and Susanville. This challenge continues to grow each year. Last year there were approximately 100 participants with only five tracks, so this year they expect the numbers will increase. Mr. Lumsden informed that they also run go-carts on their racetrack. The Quarter Midget Association has elected to use the Rattlesnake track. There will be a go-cart track sponsored by the Quarter Midget Association and training facility for special needs children for racing. Mr. Lumsden explained that he is currently attempting to create a second track with a high banked oval for the go-carts. They have a track in California that is 4 seconds on asphalt, so the association would like Mr. Lumsden to reach 6 seconds with the dirt track. Mr. Lumsden is currently working with the City for the expansion of area for the new track.

Chairwoman Frost inquired about the dates of the races, the application states the “races start March 21st, and events are bi-weekly until” with no further information.

Mr. Lumsden informed that they are bi-weekly until October 6th-7th. Some are every three weeks, and some races are held back to back. Mr. Lumsden informed that their contestant and spectator numbers almost double the weekends when there are rodeos being held.

Board Member Bhakta inquired on how many events are held at Rattlesnake Raceway and which event is the most popular.

Mr. Lumsden stated there are 15 events held. Mr. Lumsden listed the three most popular events: 4th of July fireworks show/race, I-80 Challenge held during Octane Fest, and Dirt Track Championship in October bringing in people from all over.

Board Member Bhakta inquired on what the I-80 Challenge entails.

Mr. Lumsden informed that the I-80 Challenge collaborates with the other tracks to run a 2-night event, accumulating points during, the racer with the highest points in each class (sprint cars, modified cars, and hobby stalks) receives an extra pay-out.

Board Member Bhakta inquired on how far they are looking to advertise to bring more contestants to the area.

Mr. Lumsden stated that they will be advertising on the International Motor Contest Association (IMCA) television network, which is a nationwide broadcast. The IMCA is the Premier Class for racing, they can take their cars anywhere in the United States and race under the same rules at every track. They will be televising the I-80 Challenge, and they will also feature Rattlesnake Raceway in their monthly newspaper. In the past, when advertised through IMCA, they had racers come from Arizona, the Midwest, and as far as Canada.

Board Member Bhakta inquired on how Rattlesnake works with all tracks in Northern Nevada to do combined pay-outs.

Mr. Lumsden stated that three years ago he was able to get all the tracks to meet to coordinate their races on different nights, offer the same pay-out amounts, and follow the same rules.

Board Member Bhakta motioned to approve \$10,000 to the Rattlesnake Raceway for the Season Promotions 2020; Board Member Bernardo seconded, and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Application by the Lahontan Auto Racing Association for Octane Fest 2020

Chairwoman Frost informed the next agenda item for review is consideration of Grant Application by the Lahontan Auto Racing Association for Octane Fest 2020.

Director Moon introduced the grant application and representative for the Lahontan Auto Racing Association for Octane Fest 2020, Chris Lumsden. She informed that the grant amount requested by applicant is \$10,000, and the staff recommendation for the grant is \$10,000. Director Moon stated that 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 2,000 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.

Mr. Lumsden informed the Fallon Convention and Tourism Authority that this year Octane Fest's intention is to have the Monster Trucks, Figure 8 Van Racing, Tough Trucks, I-80 Challenge and maybe a few more special events depending on time constraints. The last two years the Monster Trucks were not able to make it to Octane Fest. Mr. Lumsden stated that last year was their first year, in the last five years, they were able to profit from this event since doing the event at Rattlesnake Raceway. Mr. Lumsden stated that the event is increasing in numbers every year.

Chairwoman Frost inquired if Rattlesnake Raceway will be trying to use a different promoter this year to bring in the Monster Trucks.

Mr. Lumsden stated that he went directly to his friend in Reno, who owns a Monster Truck, and he will be bringing in his truck and possibly one other for the event. The big promoters can cancel 60 days prior to the event, which makes it hard to secure them.

Board Member Bhakta asked if the Monster Truck event will be held at the Rattlesnake Raceway or the Churchill County Fairgrounds.

Mr. Lumsden stated that all the events take place at Rattlesnake Raceway due to the time and money it takes to set up and take down the track. Mr. Lumsden did not have the same time constraints at the raceway to clean up and fix the track.

Board Member Bernardo inquired on the other events that will be offered during Octane Fest.

Mr. Lumsden stated that Top Gun will be holding drag racing events. They are hoping to get a car show if they can secure a place for the event, and if they are able to get a venue, they will do a burn-out competition.

Board Member Bernardo asked about what the Tough Truck event entails.

Mr. Lumsden informed that participants may use a custom-built truck, or their personal truck on the course. This event can be chaotic and involves trucks crashing and getting stuck and is very popular with the bystanders.

Chairwoman Frost asked if the Figure 8 Van event is like the Tough Truck event.

Mr. Lumsden stated that the Figure 8 Van event is very similar to the Tough Truck event. The contract states that each vehicle must make contact with another vehicle every lap to have the lap count.

Board Member Bhakta inquired as to when Octane Fest will be held.

Mr. Lumsden stated that Octane Fest is on its 13th year. Mr. Lumsden stated he has been involved all 13 years but has been running it only over the past 4 years. The first three years the number of attendees and participants were very large. When Mr. Lumsden started running the event, he had to move the event to Rattlesnake Raceway, and shorten the length of the event in order to make a profit due to the loss of grant money through other grantors.

Chairwoman Frost inquired if they would be doing any advertisement through television, or mostly through social media.

Mr. Lumsden stated that they will have advertisement through the commercials at the local movie theater as well as Reno's movie theater, Facebook and flyers. Mr. Lumsden stated that they will do advertising through the television if they offer free advertisement this year, as occasionally they do, because they are a non-profit organization.

Board Member Bhakta motioned to approve \$10,000 to the Lahontan Auto Racing Association for Octane Fest 2020; Board Member Bernardo seconded, and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Public Comments

Chairwoman Frost inquired if there were any public comments.

No public comments were noted.

Board and Staff Reports

City Clerk Gary Cordes stated he had nothing to report.

Director Moon reported that she will be attending the Snowbird Convention in Texas February 3rd-5th. During this convention she will learn more about the travel between Canada and Mexico, as we are in the byway and flyway for the migrating birds. Director Moon stated that she wants to make sure that people are being invited to stay in Fallon during these major events.

Director Moon noted that she is collaborating with Travel Nevada and Carson Valley Visitors Authority to bring a writer for the Bird Watcher's Digest to Northern Nevada in early February 2020.

Director Moon reported the Nevada Farm Conference will be in Fallon, after a six-year absence, February 20th-22nd, at the Convention Center.

Director Moon stated that our events and organizers always work together in bringing so many wonderful events to Fallon. Thank you to the volunteer grantees for making these many events take place in Fallon, and Northern Nevada. Director Moon stated that Kaitlyn Ritchie publishes a monthly events schedule. Director Moon stated that she will make sure she provides a schedule with an activity list, major events and add-on events to help the grantees with their collaboration with one another.

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

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:57 p.m.

Chairwoman Kelly Frost

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

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

DATE: April 6, 2021

AGENDA DATE: April 20, 2021

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 Lahontan Valley Bird Dog Club for the Lahontan Valley Bird Dog Club Nevada Chukar Championship (Fall Shoot). (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$2,500 to Lahontan Valley Bird Dog Club for the Lahontan Valley Bird Dog Club Nevada Chukar Championship (Fall Shoot), subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The short-term and long-term goals of the LVBDC is to maintain and provide property to offer for training purposes for hunting dogs. The LVBDC offers these events to fundraise in support of this mission to test hunting dog skills in a competitive environment. The Fallon area is most conducive to the mission and events. LVBDC averages about 100 competitors at each event (150-160 visitors, including observers per event). This year approximately 35 competitors (plus their families/guests) will be coming from outside a 100-mile radius. There are usually 130 rooms booked per year by the activities of the LVBDC.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY
APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) **Lahontan Valley Bird Dog Club**
Chief Executive Officer: **Joe Rowan**
Mailing address **POB 5711**
City **Fallon** State **NV** Zip **89407**
Phone Number: **775 813-1397** Email: **chip@hjsys.com**
2. How long organized (or in business) **15 Years** Tax I.D. # **371587847**
3. Purpose of Organization **To Promote the Training and Use of Bird Dogs**
4. Total Annual Budget \$ **50K**
5. Project Director **Joe Rowan** Phone Number:
Mailing address: **-same-**
City State Zip Email:
6. Project Title **Lahontan Valley Bird Dog Club Nevada Chukar Championship (Fall Shoot)**
7. Actual Date of Event **Oct 2/3 2021**
8. Location of project **Fallon NV**
9. Funds requested from FCTA: \$ **\$2500.00**
10. Total cost of project: \$ **25K**
11. Will the Convention Center be used? **?** When? **If available on Oct 2nd**
12. Summarize the objectives of this project:

The events are used to test hunting dogs in a competitive environment. The two events are fund raisers for the Lahontan Valley Bird Dog Club. The LVBDC uses that money to provide training/competitive grounds for hunting dogs of all varieties.

PROJECT BUDGET

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

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

PROJECT BUDGET

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

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

PROJECT BUDGET

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

\$5000.00 Prize Money/Raffle
\$3500.00 Advertising/Apparell

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

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

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

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

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

(a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?

Our primary draw areas are: Reno, Carson, Minden, Bishop, Lovelock, Winnemucca, Elko, Vegas, California, Utah, Oregon. ~35 competitors are from >60 miles

(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 book about 130 rooms nights per year.

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

~500 (direct Mailing and Social Media

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

Last year we held the 3 events and had ~400 people at the events. Covid canceled 1 event

(e) How many locals will attend your event?

~60

(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)?

~450 Attendees (over all events) at ~\$400 (food, fuel, lodging) = 180K

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

We are looking to host other sporting dog events on the grounds. This includes pointers, retrievers and flushing dogs. We are looking at adding 3 invitational events this year with members from the Dayton/Carson area. We are also holding training events once a month which brings members from outside the area to train.

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.:

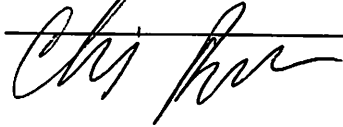
We talk to all attendees during the event and solicit information from them. We also know most of them so know who is booking a room and who has a local place to stay etc... Social media is also used to get information from attendees.

Signature of Applicant/Grantee

Date

Chip Bunker/LVBDC Secretary

4/1/2021





For further information or applications contact:
Jane Moon, Director of Tourism & Special Events at the City of Fallon
at 775-428-1383 or JMoon@FallonNevada.gov.

**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Lahontan Valley Bird Dog Club
2. Project Title: LYBDC Bird Dog Championship
3. Project Period: September 2019
4. Grantee Organization: Lahontan Valley Bird Dog Club
Mailing & Web Address: POB 5711
City: Fallon State: NV Zip: 89406 Email: _____
5. Tax I.D. #: 371587847
6. Total Cost of Project: \$25K & \$25K for the two events total of \$50K
7. Amount of Tourism Grant: \$2500.00
8. Amount of Tourism Grant Expended: \$2500.00
9. We're matching funds required? Yes _____ No How much? _____
10. How many visitors came to Fallon? 200 individuals
11. How many of those visitors were from out-of-state? ~40
12. How many were from in-state? ~160
13. If applicable, was there an increase or decrease in attendance over last year? Stayed the Same
Why? We held an AKC event and Youth event that increased attendance
14. What was the total financial impact on Fallon (How much did each visitor spend)? \$100,000
15. Was this project news worthy? Yes _____ No
List the news organizations that covered the event (any medium): _____
16. List all advertising media used: Internet and direct mailing and phone calls
17. Which medium produced the best or most measured results? Phone Calls
18. Did you have a web site or web presence? List site: Facebook

19. Did you get corporate sponsors for funding or other participation? Yes _____ No X

From who? _____

20. Overall, did project results meet project goals? Yes _____

21. Will this project take place again next year? Yes X No _____

22. How did the Community respond to this project? Very favorably

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

24. Do you have any suggestions for future grant projects or the administration of this grant? We would like to get a couple more events to utilize our facility. The administration of the grant was fine.

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

24. Project Director: Marco Guerrero

Date: 06/24/2020

Name & Title: LVBDC Vice President

Phone: 775 426-8160

E-Mail: Marco_guerrero1@mail.tncc.edu



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

DATE: April 6, 2021

AGENDA DATE: April 20, 2021

AGENDA ITEM #: 6

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Fallon Trap Club for the 2021 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:

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 2021 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 also participates in shoots throughout Northern Nevada. This year, the anticipated hotel/motel room nights for these shooters and their families are as follows: 20-30 for an average shoot, 40-50 for the Basque Shoot, and 70-80 for the State Shoot.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

CITY OF 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) 18 years Tax I.D. # 61-1548497

3. Purpose of Organization To promote Trapshooting

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** 2021 Fallon Trap Club Shooting Season

7. **Actual Date of Event**

8. Location of project Fallon Trap Club 2007 Airport Rd Fallon NV

9. Funds requested from FCTA: \$ 5000.00

10. Total cost of project: \$ 30000.00

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	\$21,500.00
Utility Bills	1,500.00
Advertising	200.00
Web Maintenance	200.00
Office Supplies	1,000.00
(copy paper, stamps, envelopes, printed programs postage, pens & etc.	
Trophy package for shoots	4000.00
Porta potty rentals	400.00
Equipment maintenance and parts	1,000.00
Grounds Maintenance (weed control)	200.00

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	200.00
Programs and Flyers	800.00
Trophy package for Shoots	4000.00

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 60-mile radius, do you expect to draw to Fallon as a result of this project?

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

(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 60-mile radius visited Fallon as a result of a similar project last year?

(e) Every year our attendance numbers continue to rise.

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.

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

JM Moon

4.221



For further information or applications contact:
Jane Moon, Director of Tourism & Special Events at the City of Fallon
at 775-428-1383 or JMoon@FallonNevada.gov.

FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM

1. Grantee: Fallon Trap Club
2. Project Title: 2020 Fallon Trap Club Shooting Season
3. Project Period: March 2020 to Nov 2020
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. #: 61-1548497
6. Total Cost of Project: _____
7. Amount of Tourism Grant: 5000⁰⁰
8. Amount of Tourism Grant Expended: _____
9. Were matching funds required? Yes No How much? _____
10. How many visitors came to Fallon? over 80
11. How many of those visitors were from out-of-state? Approx 40
12. How many were from in-state? Approx 40
13. If applicable, was there an increase or decrease in attendance over last year? slight decrease
Why? _____
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
\$ 40,000⁰⁰
15. Was this project news worthy? Yes No

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

[Empty box for news organizations]

16. List all advertising media used:

Presquad.com
Facebook
TRAPS HOOTING. mag
shootnevada.com

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

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

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

From whom? _____

20. Overall, did project results meet project goals?

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?

[Empty box for suggestions]

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

24. Project Director: [Signature]

Date: 12-18-2020

Name & Title: Lester Webb - President

Phone: 775-427-3246

E-Mail: webb@cccmm.net



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

DATE: April 6, 2021

AGENDA DATE: April 20, 2021

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 Motor Sports Safety, Inc for the 2021 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 2021 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. Their short-term goal is to concentrate on new events to help offset the economic slide in revenue they have experienced. The expected attendance to this year's events is 10,000+ visitors from Nevada, California, Arizona, Utah, Oregon and Canada, with approximately 12% of visitors staying at motels for each event.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

CITY OF 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-** Email: **jstauverman@dot.nv.gov**
2. How long organized (or in business) **26 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: **P.O. Box 2590**
City **Fallon** State **NV** Zip **89406** Email: **jstauverman@dot.nv.gov**
6. **Project Title 2021 Top Gun Dragstrip Drag Racing Season**
7. **Actual Date of Event April 10th , 2021 through September 19th , 2021**
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.

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	\$1,000.00
7.) VENDOR FEES	\$3,000.00
8.) SUMMIT ET POINTS FEES	\$6,000.00
	<hr/>
	\$153,227.00

PROJECT BUDGET

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:

June 12 th Quick 16	\$1,000.00
July 10 th JR Dragster Challenge	\$1,000.00
June 11 th - 13 th , Junior Dragster Double Divisional	\$1,000.00
June 11 th - 13 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 11 th - 13 th NHRA Pro Series National Open	\$2,000.00
Sept 19 th - ET King of the Track	\$1,500.00

3.) RACER MAILINGS & FLYERS

2021 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 60-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 60 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 60-mile radius visited Fallon as a result of a similar project last year?

We estimate 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.

Signature of Applicant/Grantee

Jane Moon

Date

4/5/21



For further information or applications contact:
Jane Moon, Director of Tourism & Special Events at the City of Fallon
at 775-428-1383 or JMoon@FallonNevada.gov.

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?

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?

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: James A. Setterberg Date:

Name & Title:

Phone:

E-Mail:

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

DATE: April 6, 2021

AGENDA DATE: April 20, 2021

AGENDA ITEM #: 8

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Churchill Arts Council for the Oats Park Art Center: Core Programs 2021. (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 2021, 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, Ales for Arts, etc. 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 60-mile radius. 16,000+ people are projected to attend over the course of the season, along with at least 400 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** \$ 400,500
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 2021
7. **Actual Date of Event** Events are scheduled from May – Dec 2021. 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:** \$ 123,700 Core Programs Budget
11. **Will the Convention Center be used?** Yes **When?** “An Evening with the Arts” annual Fundraising Dinner and Silent Auction

12. Summarize the objectives of this project:

We intend to continue to attract significant repeat out-of-town audiences throughout the year for performances/events in an historic and unique, first-rate venue. We began increased promotion efforts in late 2020 (details follow) and will continue throughout 2021 utilizing multiple methods, including direct mail, print advertising, radio ads on KUNR and KTHX, on our website and through 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.

To help facilitate getting the word out that we are still, safely, producing invigorating and educational arts programming, we applied for and received a Covid Relief Grant in late 2020 through the Nevada Commission on Tourism (NCOT). A portion of the funds were used to produce two videos featuring the Art Center and all it has to offer, illustrating that we are open and safe, and encouraging patrons to visit by appointment until we are fully open again. Both “messages” have been very successful in meeting those goals. (Here are links to both videos, fyi:

Oats Park – https://www.churchillarts.org/_imgs/2020-21/Covid-19-01.mp4

Michael Sarich – https://www.churchillarts.org/_imgs/2020-21/MichaelSarich-01.mp4

In addition, we applied for and received another NCOT grant at the beginning of this year, to purchase a full-page ad in the “foody” magazine, *Edible Reno Tahoe Magazine*, as well as radio spots on KUNR and KTHX radios stations to advertise the Green Goddess Farmer’s Market, a brand new event for us, which we believe is the perfect way to get audiences safely out again. We expect a large attendance—dispersed throughout the afternoon and evening—as the bulk of the activities are outdoors, and anticipate that the Market itself will attract a significant amount of out of town visitors who will return to the Oats Park Art Center for our other events throughout the end of the year.

The Galleries, ChArts Store and Barkley Theatre will be open for the Markets, so attendees can see, firsthand, the beautiful venue where we intend to safely continue to offer a series of diverse performing and visual arts events, film screenings and conversations with artists in all disciplines—many of which will be the only Nevada opportunity to see a particular artist and/or group. In doing so, we want to recommence attracting significant out-of-town attendance and acquaint audiences with our first-rate historically significant facility; promote Fallon/Churchill County in general as an interesting and inviting community worth visiting and re-visiting—a place where things are happening!

Our events generate regular positive publicity/media exposure for Fallon through extensive press coverage including feature articles from the *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		36,500
	Performing arts events (24,000)	
	Visual art exhibitions (5,000)	
	Visual arts essayist fees (5,000)	
	Literary reading (1,000)	
	Films licensing (1,500)	
Tech/Production		15,500
	Performing Arts (6,000)	
	Visual arts framing/installation/shipping (7,500)	
	Literary reading (500)	
	Films (1,500)	
Travel		11,000
	Performing artists travel/lodging (5,000)	
	Visual artists travel/lodging (5,000)	
	Literary artists travel/lodging (1,000)	
Marketing/Publicity		41,200
	Direct mail/print advertising/postage (5,000)	
	Email notifications/updates (5,100)	
	Membership printing (2,500)	
	Newsletter printing (1,000)	
	Posters/fliers (1,000)	
	Publicity/program/outreach (6,000)	
	Season brochure design (5,000),	
	Season brochure printing (2,500)	
	VA Catalogues production (5,000)	
	VA announcements production (3,000)	
	Website updates (5,100)	
Other Expenses		19,500
	Meet-the-artists receptions (3,000)	
	Event expense/hospitality (9,000)	
	Office/copying/phone/fax/print (7,500)	
TOTAL		\$123,700

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	15,000
Nevada Arts Council	5,000
Robert Z. Hawkins Foundation	10,000
Systems Consultants	6,000
Ticket/Artwork Sales	8,200
TourWest/WESTAF	5,000
Fallon Convention & Tourism Authority (Amount of this request)	13,500
TOTAL	\$123,700

PROJECT BUDGET

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

Marketing/Publicity	\$13,500
Email notifications/updates (3,400)	
Season Brochure Design (5,000)	
Season Brochure Printing (1,700)	
Website updates (3,400)	

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. Until the onset of the Covid pandemic, our audiences 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. As mentioned previously, people from out of the area have still been willing to make the drive to Fallon to see the art center to visit the permanent collection, the new art exhibits and the facility itself. Past attendees have brought others to 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 for this coming season 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. Previous exit surveys had indicated 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 that attendance at the five Green Goddess Farmer’s Markets from May – September will easily be in excess of 5,000 (1,000 total per market—throughout the afternoon and evening—as the bulk of the activities will be outdoors); and that the two outdoor concerts, two indoor concerts, three visual arts talks/receptions, Ales for Arts, and the three-part movie series will be in excess of 4,000 attendees. The out of town publicity will also greatly increase awareness of the Oats Park Art Center and the programs and service it offers our community and region, thereby increasing the number of out of town visitors to the Art Center itself, and as well as to other attractions in Fallon resulting in increased room nights. We anticipate the performing artists who have been selected will have wide appeal and that ~30-35% of the audiences will be from out-of-town. The visual artists chosen are widely know and respected throughout the western U.S., and the timing of their shows/receptions/talks comes at a time when Covid restrictions are relaxing and people will be enthusiastic about getting out and about. 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, *Nevada Magazine*, *American Towns*, via the Nevada Arts Council’s online event calendar, *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?

We anticipate that because the Markets are—in large part—outdoors, we will continue to get 10-15% from out-of-state; ~30% from out-of-vicinity. Previous outdoor concerts had attracted 2,000+ attendees; 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. We are hopeful that by the time our first major indoor visual art event is presented in July, that the Covid safety guidelines in place at that time will allow us to accommodate the numbers we had previous to the Pandemic.

(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 400 room nights over the course of this shortened 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?

150,000+ (direct mail, print articles and ads, e-blasts/social media, multiple websites, radio ads and publicity, including posters, fliers in utility bills, etc.).

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

~16,000 attended our performances and activities previous to the Covid Pandemic. Our relatively low ticket prices make the trip to Fallon a very appealing option, making it easy for attendees to spend one or two nights, to take time to visit other local attractions such as the Churchill County History Museum, Grimes Point, Frey Vineyards, etc. Many performances prior to the Pandemic were sold out completely; exit surveys collected at each event indicated that, over the course of the year, 35% were from out of the immediate area—drawn to Fallon by a combination of publicity and the quality of the artists appearing here. We also work with Reno patrons to facilitate bus trips—a dinner and show package—to performances. Our surveys also indicate that a high percentage of those on such trips return on their own to subsequent events.

That said, attendance was reduced significantly last year (we typically have over 15,000 people attend our annual season). Though our last performance in the Art Center was in January of 2020, we extended the viewing times of the visual arts shows which had just been installed; put together a brand new show of works from our permanent collection and offered private tours (this was wildly successful!). And then (as mentioned previously), mounted a previously planned exhibition, advertised it and the Art Center itself, via multiple methods including promotional videos funded by an NCOT grant. Again, as with the previous shows, we had many, many requests for private, safe tours from people from out of town.

(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 have, in general, eaten a meal, bought gas, gone shopping, dropped the kids off at a movie and many often spend the night in local motels. We believe that as Covid guidelines become less restrictive, this will continue. Restaurant owners have always commented 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.

Event related spending by audience members averages a minimum of \$23.21 p/person p/event (info provided by American for the Arts). Based on the projected attendance at the Green Goddess Markets, outdoor and indoor concerts, movie series, and visual arts openings/talks tours (~9,000 total) this will generate a minimum of \$208,890 for the local economy. This figure does not take into account the anticipated increase in attendance at subsequent events.

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:

Aside for the paid publicity in *Edible Reno Tahoe Magazine*, the project will be advertised via direct mail, e-blasts (over 50% of our hard mail and e-blast advertising is sent to interested individuals who live outside Churchill County), newspaper articles, in fliers included in the City of Fallon utility bills, on CAC’s website, on CAC’s Facebook page, via The Fallon Food Hub, participating vendor’s and other websites, etc., and we estimate reaching 250,000+ people. 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 in previous years. News of our events as well as advertisements for private tours are 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, May - December 2021

—Michael Sarich: *3X, Paintings & Sculpture*, exhibition of new paintings and sculpture by the Nevada artist, December 5, 2020 – July 10, 2021, E.L. Wiegand Gallery. Panel discussion and reception for the artist, July 10, 2021. <https://www.michael-sarich.com/about>

—Lahontan Valley Fine Arts Invitational, mixed media group exhibition by local artists, December 5, 2020 – July 10, 2021, Kirk Robertson Gallery. Reception for the artists, July 10, 2021.

—Green Goddess Farmer's Market: Join us at the Oats Park Art Center/Lariat Courtyard and Bar for the Green Goddess Market featuring produce for sale from local farmers, artwork from local artists and crafters, music by local musicians, food from the 5 Star Indian Food Truck and Wild West Burgers, and more! The Market begins at 3pm with a "meet your farmer" cocktail hour in the Lariat Bar, where a specialty cocktail composed using local ingredients will be available for purchase, along with a variety of other drinks. The ChArts Store, E.L. Wiegand Gallery featuring *3X: Painting & Sculpture* by Michael Sarich, and the Kirk Robertson gallery featuring the *Lahontan Valley Fine Arts Invitational* will be open from 4 - 7pm during the Green Garden Farmer's Market. Markets, which will be held throughout the summer from 3 – 8pm, on the following dates: Saturday, May 1; Saturday, June 5; Saturday, July 3; Saturday August 7; and Saturday, September 4.

—Cedric Watson & Bijou Creole, One of the brightest young talents to emerge in Cajun, Creole and Zydeco (Louisiana French) music over the last decade, Cedric Watson is a four-time Grammy-nominated fiddler, singer, accordionist and songwriter with seemingly unlimited potential. With his band, Bijou Creole, he resurrects the ancient sounds of the French and Spanish contra dance and bourré alongside the spiritual rhythms of the Congo tribes of West Africa, who were sold as slaves in the Caribbean and Louisiana by the French and Spanish. With an apparently bottomless repertoire of songs at his fingertips, Cedric plays everything from forgotten Creole melodies and obscure Dennis McGee reels to more modern Cajun and Zydeco songs, even occasionally throwing in a bluegrass fiddle tune or an old string band number. Free, concert in the park, with free post performance q&a on "Exploring Musical Tradition and Innovation." June 19, 2021. <http://www.cedricwatson.com>

—Nate Clark, *Catenary Control*, exhibition of mixed media sculpture by the University of Washington Art Professor, August 14 – November 13, 2021, E.L. Wiegand Gallery. <http://www.nathanandrewclark.com>

—Michelle Lassaline, *Greenhouses: Paintings and Other Projects*, exhibition of new drawings and paintings by the Washington state artist, August 14 – November 13, 2021, Kirk Robertson Gallery. <https://michellelassaline.com>,

—Julia Schwadron Marianelli: *Trembling Grass / Vibrating Grass: Recent Paintings*, exhibition of new paintings by the California artist, August 14 – November 13, 2021, E.L. Wiegand Gallery. <https://www.juliaschwadron.com/about>
Panel discussion and reception for the three artists, August 14, 2021.

—Billy Joe & The Dusty 45s, Named Best Band by *Seattle Weekly* readers three years in a row, they deliver rockin' high energy music from twang country to jump blues, from surf rock to Dixieland, served up with two wailing electric guitars, slappin' upright base and guaranteed knockdown drumming. Led by charismatic singer/songwriter Billy Joe Huels, the raucous band tears through Huel's original songs that draw inspiration from the roots of Rock, Rhythm and Blues, Honky Tonk and Jazz. Current members of The Dusty 45s also include Jerry Battista (lead guitar), Rod Cook (lead guitar), Robin Cady (upright bass) and Kohen Burrill (Drums). Free, concert in the park, with free post performance q&a on "Continuing the Tradition of Storytelling Through Songwriting." Saturday, August 21, 2021. (<https://www.dusty45s.com>)

—Fall Film Series, from Director Guillermo del Toro, *Pan's Labyrinth* (2006), *Crimson Peak* (2015) and *The Shape of Water* (2017), Fridays, September 10, 17 & 24, 2021.

—Ales for Arts XII, Lariat Courtyard, craft beer festival and tasting, Friday, October 1, 2021.

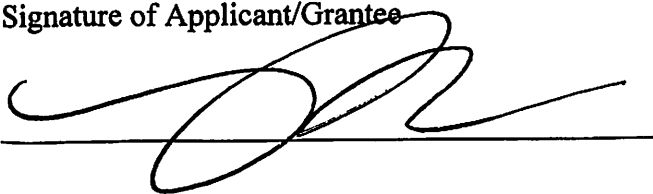
—The John Jorgenson Bluegrass Band, is an all-star bluegrass super group featuring four legendary, award-winning musicians—John Jorgenson on acoustic guitar and vocals; Herb Pedersen on banjo, acoustic guitar and vocals; Mark Fain on bass; and Patrick Sauber on acoustic guitar and vocals—who deliver bluegrass like no one has ever heard it before. The four combine forces to form a spot-on union of impeccable musicianship, incomparable songwriting, incredible harmony vocals (a fresh twist combining bluegrass with elements of West Coast folk rock) and seasoned showmanship. This is the "high lonesome sound" of American roots music at its finest. Ticketed performance, with a free, 3pm, open-to-the-public lecture-dem on "Telling New and Authentic Stories Through Music." Saturday, October 16, 2021. <https://johnjorgenson.com/profile/jason-stobbard/>

—David Anthony Durham, prose reading by the American novelist who received the John W. Campbell Award for the Best New Writer, October 23, 2021. <http://www.davidanthonydurham.com>

—American Patchwork Quartet, features Grammy-nominated vocalist Falu Shah, an 11th generation classical Hindustani musician; Grammy-winning guitarist/vocalist Clay Ross, a co-founder of Ranky Tanky; 3x Grammy-winning drummer Clarence Penn, a drumming protégée of the late Ellis Marsalis; and, highly acclaimed bassist Yasushi Nakamura, a first-call Issei jazz bassist. American Patchwork Quartet weave modern immigrant dreams into songs, and showcase the dynamic diversity of contemporary culture by reimagining timeless songs from America's past. Old songs are made new through creative arrangements that highlight the exceptional and well-honed skills of each member. Ticketed performance, with a free, 3pm, open-to-the-public lecture-dem on "Using Music's Magic to Explore Ideas About Immigration & Race." Saturday, November 13, 2021. <https://www.americanpatchworkquartet.com>

—Fred Reid, *Here's Nevada*, exhibition of large paintings on canvas, smaller paintings on panel and ceramic sculpture by the Reno-based, UNR Art Professor, December 4, 2021 – March 26, 2022, E.L. Wiegand Gallery, talk by and reception for the artist, February 5, 2022. <https://www.unr.edu/nevada-today/news/2008/leaving-a-legacy-fred-reid-named-employee-of-the-year>

Signature of Applicant/Grantee

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

Date

5 April 2021



FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM

1. Grantee: Churchill Arts Council
2. Project Title: CAC Core Programs 2020
3. Project Period: January - December 2020
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: \$100,550.00
7. Amount of Tourism Grant: \$13,500.00
8. Amount of Tourism Grant Expended: \$13,500.00
9. Were matching funds required? Yes No How much? \$87,050.00
10. How many visitors came to Fallon? ~3,250
11. How many of those visitors were from out-of-state? ~150
12. How many were from in-state? ~3,100
13. If applicable, was there an increase or decrease in attendance over last year? decrease
Why? Cancellation or postponement of events due to Covid-19.
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
3,250 x 23.21 = \$75,432.50
15. Was this project news worthy? Yes No

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

Reno News & Review, Lahontan Valley News, Fallon Post; NevadaCulture.org; KUNR; KTHX; Inside Northern Nevada; The Complete Nevada Traveler; Double Scoop (online arts news 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 & businesses; NEA; NV Arts Council; etc.

20. Overall, did project results meet project goals?

No, many events were canceled or postponed due to the COVID 19 Pandemic.

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

22. How did the Community respond to this project?

The community has been very supportive (memberships are up!), even though many events had to be canceled or postponed.

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: 14 December 2020

Name & Title: Valerie J. Serpa, Executive Director

Phone: 775 423-1440

E-Mail: charts@phonewave.net



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

DATE: April 6, 2021

AGENDA DATE: April 20, 2021

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 Rattle Snake Raceway for Season Promotions 2021. (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 2021, 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. It is usually estimated that 12% of visitors from outside a 60-mile radius attending a two-day event will stay overnight in a hotel/motel.

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: _____
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 2021
7. Actual Date of Event RACEING STARTS APRIL 23rd & 24th
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? 2021 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

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 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 2021 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)?

0 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 all events are 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:

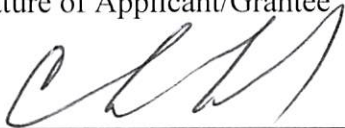
Fallon has initiated a common set of rules and facilitated a schedule to where only 1 track in northern Nevada is running on any given friday,saturday or sunday.this will allow for larger crowds and car count, WITH SUSANVILLE & CEADERVILLE ON BOARD NOW ASWELL.

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 Fallow 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.

Signature of Applicant/Grantee

A handwritten signature in black ink, appearing to be 'J. Moon', written over a horizontal line.

Date

The date '4-5-21' handwritten in black ink over a horizontal line.

For further information or applications contact:
Jane Moon, Director of Tourism & Special Events at the City of Fallon
at 775-428-1383 or JMoon@FallonNevada.gov.

FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM



1. Grantee: RATTLE SNAKE RACEWAY
2. Project Title: RATTLE SNAKE RACEWAY
3. Project Period: 3/2020 TO 10/9/2020

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? 1000/2000 EVERY RACE NIGHT

11. How many of those visitors were from out-of-state? 200

12. How many were from in-state? 750/1750

13. If applicable, was there an increase or decrease in attendance over last year? SAME/LESS

Why? COVID-19

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):

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: RATTLESNAKERACEWAY.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: *Chris Lumden*

Date: 12/22/2020

Name & Title: CHRIS LUMSDEN PRESIDENT

Phone: 775-221-8814

E-Mail: LUMPY4080@YAHOO.COM



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

DATE: April 6, 2021

AGENDA DATE: April 20, 2021

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 Lahontan Auto Racing Association for Octane Fest 2021. (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 2021, 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. This year's Octane Fest will include the Northern Nevada 180 Challenge. A total of approximately 4,000 people are expected to attend this year's 2-day event, with about 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 \$ 54000.00
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~~ ²⁰²¹
7. Actual Date of Event JUNE 11TH & 12TH
8. Location of project Rattlesnake Raceway located at 2000 Airport Rd.
9. Funds requested from FCTA: \$ 10,000.00
10. Total cost of project: \$ 54,000.00 (estimated)
11. Will the Convention Center be used? Yes No When? _____
12. Summarize the objectives of this project:

TO PROVIDE GOOD & AFFORDABLE MOTORSPORT ENTERTANMENT 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	\$10000.00	
ADVERTISIING	\$8,000.00	
MONSTER TRUCKS	\$10,000.00	
PAYOUTS FOR COMPETITORS	\$12000.00	
EXTRA RESTROOMS	\$1500.00	
FAUCILITY PREP	\$5,000.00	
FIREWORKS	\$1500.00	
	Total projected expenses:	\$53,500.00
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:	\$12000.00
Concession Sales:	\$8,000.00
Sponsors:	\$ 5000.00
Membership Fees:	\$ 2500.00
GRANT	\$10,000.00
Total projected revenue:	\$55,500.00

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:	\$ 500.00
Television Advertising & other:	\$ 3000.00
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:	\$ 25,300.00

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.

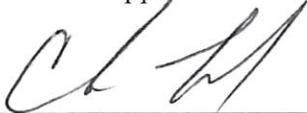
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

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

Signature of Applicant/Grantee



Date

4-5-21



For further information or applications contact:
Jane Moon, Director of Tourism & Special Events at the City of Fallon
at 775-428-1383 or JMoon@FallonNevada.gov.

FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM

1. Grantee: RATTLE SNAKE RACEWAY
2. Project Title: OCTANEFEST
3. Project Period: September 4th & 5th
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: \$25000.00
7. Amount of Tourism Grant: \$10000.00
8. Amount of Tourism Grant Expended: \$4378.31
9. Were matching funds required? Yes No How much? _____
10. How many visitors came to Fallon? 1500
11. How many of those visitors were from out-of-state? 200
12. How many were from in-state? 1300
13. If applicable, was there an increase or decrease in attendance over last year? down 500
Why? covid
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
20000 TO 25000
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.

20. Overall, did project results meet project goals?

YES, OUR CROWD ARE STEADILY GROWING/ but 2020 was a off year due to covid 19.

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: 12/22/2020

Name & Title: CHRIS LUMSDEN PRESIDEN

Phone: 775-221-8814

E-Mail: LUMPY4080@YAHOO.COM

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

DATE: April 6, 2021

AGENDA DATE: April 20, 2021

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 2021 Lahontan Valley Claybreakers Youth Trap Shooting 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 2021 Lahontan Valley Claybreakers Youth Traps Shooting 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 in Fallon and throughout Nevada where they promote Fallon by wearing gear (hats and T-shirts) branded with Fallon. Fallon can expect over 200 youth shooters for the California Youth Shooting Sports Association Trap Shoot and the Nevada Youth Shooting Sports Association State Shoot. 40-60 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: _____

Lahontan Valley Claybreakers

P.O. Box 6042
Fallon, NV 89407



City of Fallon Convention & Tourism Authority::

Thank you for your continued support for the Lahontan Valley Claybreakers (LVCB). We would like the opportunity to apply for support again this year. The LVCB's have been actively fundraising to become more effective but still needs financial support to purchase supplies for the program. In 2018 we received our 501c3 status, which will make applying for more funding possible.

The Lahontan Valley Claybreakers had to cancel their 2020 season due to the pandemic, but we were able to provide a short season in July with coaches available and to provide them with shells. This year we will start our season in April and end in June with the state shoot in Fallon.

By participating in the program, youth shooters are taught the safe handling of firearms while at the same time develop positive life skills. Our program has been in existence since 2005 and has provided gun safety for over 440 youth in the past.

This year the LVCB's will be holding a NRA Shotgun class for our coaches. Every coach is NRA certified and they provide safety training before each practice for the youth shooters.

As you know, the true backbone of the LVCB's is the Parents, Adults and Volunteers who organize and run the program at the local and State level. All Coaches, Officers and Directors are volunteers in which their greatest reward is seeing our young athletes set and attain their personal goals and go on to be a moral, upstanding pillar of the community.

This program helps fills the void for boys and girls that do not feel they can participate in sports such as football, softball, baseball and other sports in Churchill County. All shooters sign a code of conduct contract and must maintain an average in school the same as school athletics.

This year the Lahontan Valley Claybreakers will be hosting two events in Churchill County. The first one is the California Youth Shooting Sports Association trap shoot where shooters from California will travel to Fallon to shoot on April 10th. Over 100 shooters and their families will be at the Fallon Trap Club. The next one will be the Nevada Youth Shooting Sports Association State Shoot on May 18-20th. We anticipate over 100 shooters from the State of Nevada to shoot and spend time in Churchill County.

We would appreciate any support you could give to us.

If you have any question, please feel free to contact me at 775 427-6827 (cell).

Pat Whitten



CITY OF 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) **15 years** Tax I.D. # **80-0157393**
3. Purpose of Organization **Promote Organized Youth Trap Shooting in Fallon and 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 2021 Lahontan Valley Claybreakers Youth Trap Shooting Season**
7. **Actual Date of Event 3/2021-7/2021 (see attached calendar)**
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: \$ **\$21,000.00**
11. Will the Convention Center be used? **no** When?
12. Summarize the objectives of this project:

This year the State Youth Shooting competition (NYSSA) will be held in Fallon with shooters coming from as far as Las Vegas, Ely and Elko. Also the Claybreakers will be hosting a California Youth Shooting Sports Association (CYSSA) shoot on April 10th (see attached calendar), with shooters traveling from Central and Northern California. Because of the length of travel for the shooters and their families, we anticipate some families arriving on Friday night to shoot on Saturday. The Claybreakers have requested the chance to host 2 of the CYSSA shoots next year. 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 for NYSSA State Shoot in Fallon	\$2,000.00
NRA Coaches Clinic, 2 day clinic advertised State wide	\$1,500.00
Advertising 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

PROJECT BUDGET

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

Registration	\$7,000.00
Because we were unable to hold a season last year the registration money was rolled over from 2020 signups and some was returned to shooters.	
Fund raisers	\$4,000.00
Churchill County Commissioners	\$2,500.00

PROJECT BUDGET

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

Website updates and changes	\$100.00
Awards for NYSSA State shoot in Fallon	\$2,000.00
NRA Coaches Clinic, 2 day clinic advertised State wide	\$1,500.00
Advertising NYSSA State Youth Shoot program, Fallon	\$100.00
Advertising Nevada State PITA Shoot, Fallon NV	\$100.00
Hat, T-Shirts with Visit Fallon logo	1,800.00

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

The Claybreakers will continue to hold shooting events that encourage participation from inside the State of Nevada and neighboring states. 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.

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

When events are held at the Fallon Trap Club, such as The California Youth Shooting Sports Association (CYSSA), over 150 shooters and their parents travel to Fallon to shoot and we anticipate some to spend the night. At this time, there is a shoot scheduled for this year on April 10, 2021. 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 18-20th 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 60-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 shoots.

(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 to these events due to websites and Facebook postings promoting the events at the Fallon Trap Club.

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

Last year due to the pandemic we were unable to hold any shooting events.

(e) How many locals will attend your event?

We have over 40 youth shooters with their parents, grandparents and sibling that will attend to watch our youth shooters.

(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 will stay in local rooms and eat at our restaurants. They will also purchase gasoline to return 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 advertise all upcoming shoots www.claybreakers.com. Also the website for trap clubs in Nevada and Northern California will advertise our shoots. www.shootnevada.com. CYSSA has a website and Facebook page that shows the youth shoots in Fallon. 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. Articles will be presented to the new local newspaper "Fallon Post" that is read online and in hard copy. 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 shoots that Claybreakers attend out of town advertising City of Fallon.

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.:

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

Signature of Applicant/Grantee

Date

Wayne Whitted

4/5/21



For further information or applications contact:
Jane Moon, Director of Tourism & Special Events at the City of Fallon
at 775-428-1383 or JMoon@FallonNevada.gov.

2021 CLAYBREAKER CALENDAR



March 22-25th Spring Break Oasis Academy
April 5-9th Churchill Spring Break

March

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6 Practice noon to 2 p.m. on your own see newsletter
7	8	9	10	11	12	13 CYSSA Coon Creek
14	15	16	17	18	19	20 Safety and Orientation see newsletter
21 ATA Big 50	22	23	24	25	26	27 CYSSA, Carson Doubles Marathon Fallon
28	29 Practice 5:30 - 7 pm on your own	30	31 Practice 5:30 - 7 pm on your own			

Deadlines for
CYSSA
Shoots
775-560-7397

See attached
Newsletter
for more
information

April 26th start of
Claybreakers
Season
Mondays
& Wednesdays

April

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 Fallon Trap Club Open	2	3 Winnemucca ATA Handicap
4 Winnemucca ATA Handicap Fallon Trap Open	5 Practice 5:30 - 7 pm on your own	6	7 Practice 5:30 -7p.m on your own	8 Mult-plex Trap Club Open	9	10 CYSSA Fallon see newsletter
11 Fallon PITA Money Shoot	12	13	14	15 Fallon Trap Club Open	16	17 FFA Shoot
18 Fallon Trap Club Open	19	20	21	22 ATA Big 50 Trap Club Open	23	24 CYSSA Carson Spring Fling Winnemucca
25	26 Practice 5:15 PM 50 targets 1 case of shells	27	28 Practice 5:15 PM 50 targets	28 Fallon Trap Club Open	30	

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

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

April 26th start of
Claybreakers
Season
Mondays
& Wednesdays

May

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 Fallon Trap Club Open	3 Practice 5:15 p.m. 50 targets	4	5 Practice 5:15 p.m. 50 targets	6 Fallon Trap Club Open	7	8 CYSSA Sierra Valley
9	10 Practice 5:15 PM 50 targets	11	12 Practice 5:15 p.m. 50 targets 1 case of shells	13 Fallon Trap Club Open	14 NV State PITA Shoot Fallon	15 NV State PITA Shoot Fallon
16 NV State PITA Shoot Fallon	17 Practice 5:15 PM 50 targets	18	19 Practice 5:15 PM 50 targets	20 Fallon Trap Club Open	21	22 CYSSA Carson City
23	24 Practice 5:15 PM 50 targets	25	26 Practice 5:15 PM 50 targets	27 Fallon Trap Club Open	28	29
30	31 Memorial Day					

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

Deadlines for
CYSSA
Shoots
775-560-7397

see attached
newsletter for
more
information

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

JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2 Practice 5:15 50 targets 1 case of shells	3 Fallon Trap Club Open	4	5
6 Fallon Trap Club Open	7 Practice 5:15 PM 50 targets	8	9 Make up only	10 Fallon Trap Club Open	11	12
13	14 BBQ & Fun Shoots 6:00 p.m.	15	16 Practice 5:15 PM 100 targets	17 Fallon Trap Club Open	18 NYSSA Pizza Party 6 pm Fun Shoots	19 NYSSA State shoot 8:00 a.m.
20 NYSSA State Shoot	21	22	23	24 Fallon Trap Club open	25	26
27	28	29	30			

see attached
newsletter for
more information

FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM

1. Grantee: Lahontan Valley Claybreakers
2. Project Title: Lahontan Valley Claybreakers Trap Season
3. Project Period: April 2020 through July 2020
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. #: 80-017393
6. Total Cost of Project: \$21,000.00
7. Amount of Tourism Grant: \$2,500.00
8. Amount of Tourism Grant Expended: \$2,323.91
9. Were matching funds required? Yes No How much? _____
10. How many visitors came to Fallon? season canceled, corona virus
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: (Number of visitors) x (amount spent per visitor)?

15. Was this project news worthy? Yes No

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

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 whom? _____

20. Overall, did project results meet project goals?

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

22. How did the Community respond to this project?

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, Wayne Whitten

Date: 8/25/2020

Name & Title: Wayne Whitten, Director

Phone: 775-427-6827

E-Mail: whittenp@cccomm.net



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

DATE: April 6, 2021

AGENDA DATE: April 20, 2021

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 Fallon Ranch Hand Rodeo for the Fallon Ranch Hand Rodeo. (For possible action)

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

TYPE OF ACTION REQUESTED:

Formal Action/Motion Progress Report Discussion Only

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

DISCUSSION: This event promotes, enhances and encourages the sport of Ranch Rodeo, over a three-day duration, where teams compete in branding, doctoring, tying, roping, sorting, trailer loading and steer stopping. Because this event is representative of the farm/ranch lifestyles which is sought after in our rural communities in Northern Nevada, it draws those who live and flourish in this lifestyle, as well as those intrigued by such a unique way of living to Fallon. About 400 attendants are expected, attracting approximately 150 visitors from outside a 60-mile radius, bringing the average hotel/motel room rentals during this event to 50 rooms per night over two days.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY
APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) **Fallon Ranch Hand Rodeo**
Chief Executive Officer: **Richard Allegre**
Mailing address **5300 Stillwater Road**
City **Fallon** State **NV** Zip **89406**
Phone Number: **775-848-2108** Email: **allegre@cccomm.net**
2. How long organized (or in business) **12 years** Tax I.D. # **47-2874925**
3. Purpose of Organization **Showing of true Working Ranches, the Cowboys Cowgirls & Families.**
4. Total Annual Budget \$ **\$ 21,500.00**
5. Project Director **Richard Allegre** Phone Number: **775-848-2108**
Mailing address: **5300 Stillwater Road**
City **Fallon** State **NV** Zip **89406** Email: **allegre@cccomm.net**
6. **Project Title FALLON RANCHHAND RODEO**
7. **Actual Date of Event July 30, 31, August 1st, 2021**
8. Location of project **Churchill County Fairgrounds**
9. Funds requested from FCTA: \$ **\$ 3500.00**
10. Total cost of project: \$ **\$ 21,500.00**
11. Will the Convention Center be used? **no** When? **n/a**
12. Summarize the objectives of this project:
Ranch competition among different Ranch Teams Cowboys & Cowgirls.

PROJECT BUDGET

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

Cattle expense \$ 5000.00. Churchill County Fairgrounds \$ 1500.00 Award Buckles \$ 2350.00 Award Blankets \$520.00, Judges \$1000.00. E.H Hursh Insurance \$ 750.00, Winnemucca Publishing \$ 500.00 Head Stall Awards \$ 300.00. Postage \$ 50.00 Jeff's Digitex \$ 250.00

PROJECT BUDGET

14. REVENUE: Please itemize all revenue including requested grant monies.
Local Donation from Business ??? Fence Signs Spectator Fee 5.00/ person

PROJECT BUDGET

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

SEE Expenses # 13

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

To continue the Sport of Ranch Hand Rodeo, with Kid Events to new Ranch Events for the whole family.

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

200 to 250 Kid Events Friday night, Saturday Nite Branding 150

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

(a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?

150 spectators and contestants

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

50 Families X 2 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?

1000

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

No Rodeo Last Year (due to Covid19)

(e) How many locals will attend your event?

200 to 300

(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)?

100 visitors, Eating, Shopping, Fuel , Lodging gambling

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

Good Advertisement and Social Media

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.:

Have it announced at each performance, hand out surveys as spectators go to grandstand.

Signature of Applicant/Grantee

Date

Richard Allegre

April 5th, 2021



For further information or applications contact:
Jane Moon, Director of Tourism & Special Events at the City of Fallon
at 775-428-1383 or JMoon@FallonNevada.gov.

FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM

1. Grantee: Fallon Ranchhand Rodeo
2. Project Title: Fallon Ranchhand nRodeo
3. Project Period: March 1st ---Sept 30th 2019
4. Grantee Organization: Fallon Ranchhand Rodeo
- Mailing Address: 5300 Stillwater Road
- City: Fallon
- State: Nevada
- Zip: 89406
- Web Address: _____
5. Tax I.D. #: 47-2874925
6. Total Cost of Project: \$ 21,500.00
7. Amount of Tourism Grant: \$ 3500.00
8. Amount of Tourism Grant Expended: \$ 3500.00
9. Were matching funds required? Yes No How much? _____
10. How many visitors came to Fallon? 200
11. How many of those visitors were from out-of-state? 35
12. How many were from in-state? 200 plus
13. If applicable, was there an increase or decrease in attendance over last year? increase
Why? better advertisement --social media
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
250 x \$40.00 = \$1000.00 \$10,000? *JA*
15. Was this project news worthy? Yes No

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

n / a

16. List all advertising media used:

Local Radio, KVLV
Nevada Rancher (Winnemucca Publishing) Progressive Rancher (Leanne Carey)
Roper Sports News (California Roping Paper) Face book

17. Which medium produced the best or most measured results? Radio, Publications, word

18. Did you have a web site or web presence? List site: no

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

From whom? Local Businesses

20. Overall, did project results meet project goals?

Yes

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

22. How did the Community respond to this project?

very well good attendance

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

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

not at this time

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

24. Project Director: Richard Allegre

Date: Sept 20th 2019

Name & Title: Fallon Ranchhand Rodeo c/o

Phone: 775-848-2108

E-Mail: allegre@cccomm.net

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

DATE: April 6, 2021

AGENDA DATE: April 20, 2021

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 Fallon Festival Association, Inc. for the Fallon Cantaloupe Festival & Country Fair. (For possible action)

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

TYPE OF ACTION REQUESTED:

Formal Action/Motion Progress Report Discussion Only

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

DISCUSSION: The Fallon Festival Association's mission is to create a premier event for the entire family promoting the Fallon area, celebrating the agricultural past and present, showcasing local talent, and supporting Nevada businesses. 22,800 visitors are estimated for the 2021 event, with 4,800 people arriving from outside a 60-mile radius. Conservatively, 306 hotel/motel night bookings are estimated.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) **Fallon Festival Association Inc.**
Chief Executive Officer: **Zip Upham**
Mailing address **PO Box 1202**
City **Fallon** State **NV** Zip **89407**
Phone Number: **775-427-1477** Email: **zip.upham@gmail.com**
2. How long organized (or in business) **36 years** Tax I.D. # **27-1811685**
3. Purpose of Organization **To promote the local economy, culture and draw visitors to Fallon**
4. Total Annual Budget \$ **\$168,000.00**
5. Project Director **Zip Upham** Phone Number: **775-427-1477**
Mailing address: **PO Box 1202**
City **Fallon** State **NV** Zip **89407** Email: **zip.upham@gmail.com**
6. **Project Title Fallon Cantaloupe Festival & Country Fair**
7. **Actual Date of Event Friday, August 27, 2021 – Sunday August 29, 2021**
8. Location of project **Churchill County Fairgrounds**
9. Funds requested from FCTA: \$ **\$15,000.00**
10. Total cost of project: \$ **168,000.00**
11. Will the Convention Center be used? **No** When?
12. Summarize the objectives of this project:

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

PROJECT BUDGET

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

Fallon Cantaloupe Festival & Country Fair 2021 Event Budget

Expenses

Advertising/Marketing	\$17,000.00
Banking Service Fees	\$2,000.00
Business Expenses	\$200.00
Facilities and Equipment	\$16,300.00
Insurance	\$2,400.00
Legal and Professional Fees/Consulting	\$18,000.00
Operations	\$2,200.00
Other Types of Expenses	\$200.00
Payroll Expenses	\$0.00
Program Activities	\$65,300.00

2021 Start up funds	\$50,027.00
Capital Improvement Funds	0.00

Total: \$173,627.00

PROJECT BUDGET

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

Fallon Cantaloupe Festival & Country Fair
2021 Event Budget

Income	\$85,627.00
Carnival Commission	\$3,000.00
Vendors	\$18,000.00
Public Support	\$65,000.00
Misc Rev.	\$2,000.00
Total:	\$173,627.00

PROJECT BUDGET

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

Marketing of the Fallon Cantaloupe Festival and Country Fair.
This includes all advertising, promotions, and design (both printed and digital)

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

To Provide Fallon locals with opportunities to promote themselves and their businesses to unreached audiences (either as local talents, businesses, or fair vendors).

-To build the reputation of the Festival & Fair as one of Nevada's top agriculture centered events.

-To develop and showcase Fallon's culture identity in order to attract visitors to the area, as well as enhance the business and industry atmosphere of Churchill County

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

We estimate 22,800 visitors to the 2021 Festival & Fair based on 15% growth rate from 2019 and the addition of strategic social media marketing plan. The target market is families and adults, (median age 33) and will be drawn out of the surrounding urban and rural communities, which have a combined total population (including Churchill County) of 686,354 people.

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

(a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?

Data collection from 2019 event surveys indicated approximately 25% of our visitors were from outside of Churchill County, though that is a conservative figure.

Based on that statistic and the estimated growth, we expect 4800 guests traveling to Fallon for the 2021 Fallon Cantaloupe Festival & Country Fair of which we are projecting 960 being from outside a 60 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)?

Of the 25% of out of town guests, 17% indicated they spent the night in a hotel. If this is a true representation of the population pooled, a conservative estimation would be half that percentage (so 8.5%) of out of town guests stay in a hotel, equaling 306 room nights throughout the festival week.

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

Festival promotions are targeted towards the counties surrounding Fallon, making a total population of 660,639 people (data taken from the 2021 world population review by county). Our goal is to reach 30% of the out of town population with event promotions, which would equal approximately 198,192 people

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

Based on statistics collected by gate cashiers, approximately 700 visitors from the 2019 Cantaloupe Festival & Country Fair were from outside of the 60 mile radius of Fallon.

(e) How many locals will attend your event?

In 2019 approximately 13,000 guests were local visitors. – Projected 14,000.00

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

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

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

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

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

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

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

For the 2021 event, staff will be diligent in their efforts to collect surveys from event attendees. Surveys will be made and collected using an online source, with all the required questions, plus additional questions that will aid in organizing committee in making event decisions.

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

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

Signature of Applicant/Grantee

Date

Michelle Fabiola Rogers

4.6.21



**FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM**

1. Grantee: Fallon Festival Association, Inc.
2. Project Title: Fallon Cantaloupe Festival & Country Fair
3. Project Period: January 2019-August 2019 (Actual Event dates 8/23/2019-8/25/2019)
4. Grantee Organization: Fallon Festival Association, Inc.
Mailing Address: PO Box 1202
City: Fallon
State: Nevada
Zip: 89406
Web Address: falloncantaloupefestival.com
5. Tax I.D. #: 87-1811685
6. Total Cost of Project: Approx \$115,000.00
7. Amount of Tourism Grant: \$15,000
8. Amount of Tourism Grant Expended: \$12,710.98
9. Were matching funds required? Yes No How much? _____
10. How many visitors came to Fallon? Based on reporting a min. of 1,250 visitors though that is conservative
11. How many of those visitors were from out-of-state? Based on gate impression, approx 25%
12. How many were from in-state? Based on gate impression, approx, 75%
13. If applicable, was there an increase or decrease in attendance over last year? Increase
Why? The FCF has grown to become one of the premier events in Churchill County. Residents look forward to it each year. This in turn has caused positive word of mouth marketing bringing visitors in from outlying counties.
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
Currently the FCF does not have a complete mechanism in place to gather information as to the total financial impact on Fallon - Hotels, Restaurants, Shops- Our ticket sales for the 2019 festival totaled \$76,534.00.
15. Was this project news worthy? Yes No

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

Print: LVN
Radio: Reno Media Group

16. List all advertising media used:

Social Media, Radio, Print, Website, Event Posters & Flyers, Reader Boards, Bill Board.

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

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

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

From whom? CC Communications, Churchill County, Northern Nevada Toyota Dealers

20. Overall, did project results meet project goals?

Yes, the project goals for 2019 included increasing attendance, providing more & a variety of entertainment and activities for Festival guests

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

22. How did the Community respond to this project?

The community response was very positive based on word-of-mouth, social media and survey response.

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

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

In order to capture more out of town visitors information, if the hotels could ask a quick survey question such as "What brings you to our area" and document it, that information could be gleaned and used for the planning of future events.

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

24. Project Director: Michelle Gabiola-Rogers

Date: 6.17.2019

Name & Title: Michelle Gabiola-Rogers- Sponsorship Chairperson

Phone: 775-427-1191

E-Mail: michelle.gabiola@cccomm.co



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

DATE: April 6, 2021

AGENDA DATE: April 20, 2021

AGENDA ITEM #: 14

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

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

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

TYPE OF ACTION REQUESTED:

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

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

DISCUSSION: The Cowboy Fast Draw Association continues to build the Fastest Gun Alive – World Championship of Cowboy Fast Draw as its signature event on both the national and international levels. Over the past few years, the event has attracted over 300 week-long participants/competitors, resulting in 600+ total attendants, between competitors, families, spectators and vendors. The best estimate would be about 1,100 room nights generated since the overwhelming majority of participants are from out-of-state. In addition, 1,500 daytrippers are also expected. The Fastest Gun Alive – World Championship of Cowboy Fast Draw summons nostalgia which attracts media outlets as well as television channels such as the Outdoor Channel’s “Shooting USA.”

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____



Cowboy Fast Draw Association

Quick Cal #L2 a.k.a. Cal Eilrich, Executive Director

P.O. Box 5 - 3080 Farm District Rd

Fernley, NV 89408

(775) 575-1802 Fax (775) 575-5748

Cell: (775) 745-9727

E-Mail: quickcal@sbcglobal.net / Web-Site: www.cowboyfastdraw.com

To: Fallon Convention & Tourism Authority Board (April 20th Meeting)

Howdy!

I'm sorry that I cannot be here in person this year as I have done for every year since 2008, when we selected Fallon as our Host City for our Annual World Championship and moved it from Deadwood, SD. I am traveling this week between our Texas State Championship near Houston, TX to our Florida State & Eastern Territorial Championship near St. Augustine, FL.

We were excited to get the call from Jane Moon informing us that your Board has resumed meetings this year. As you know, Covid-19 made 2020 a challenging year for all of us. But, surprisingly for our 2020 CFDA Season, our Affiliated Clubs still conducted about 75% of our Titled Championships throughout the nation. However, attendance was predictably about 20% lower.

So far this year, we are already setting record attendance at our events. I feel that we may set an attendance record this year for our World Championship here in Fallon! We are also looking forward to our 2022 World Championship, as it is the 20th Anniversary of the Cowboy Fast Draw Association!

I look forward to working with the City of Fallon again this year!

Thank You!



CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

2021 APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) **Cowboy Fast Draw Association**
Chief Executive Officer: **Cal Eilrich**
Mailing address **P.O. Box 5**
City **Fernley** State **NV** Zip **89408**
Phone Number: **775-575-1802** Email: **quickcal@sbcglobal.net**
2. How long organized (or in business) **19 Years** Tax I.D. # **82-0541866**
3. Purpose of Organization **To Promote, Organize and Regulate the Sport of Cowboy Fast Draw**
4. Total Annual Budget \$ **\$381,243**
5. Project Director **Cal Eilrich** Phone Number: **775-745-9727**
Mailing address: **P.O. Box 5**
City **Fernley** State **NV** Zip **89408** Email: **quickcal@sbcglobal.net**
6. **Project Title: Fastest Gun Alive - World Championship of Cowboy Fast Draw**
7. **Actual Date of Event: September 29th - October 3rd, 2021**
8. Location of project **Churchill County Fairgrounds**
9. Funds requested from FCTA: \$ **14,500**
10. Total cost of project: \$ **60,800**
11. Will the Convention Center be used? **Yes** When? **Sept. 30th, Oct 1st & 2nd**
12. Summarize the objectives of this project: **While the Sport of Cowboy Fast Draw continues to grow, this tournament grows along with it. It attracts from media in both Northern Nevada/California, but also nationally. We also stress the importance of responsible and the safe and proper use of firearms, and family values.**

PROJECT BUDGET

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

For Entire Scope of Budget Please See Attached Budget

EXPENSES

Prize Money	\$21,350
180 Trophies, 150 Buckles, etc.	\$6,500
Prize Guns & Misc. Prizes	\$5,400
Backstop Construction & Material	\$1,800
Range Material Expenses	\$1,700
Fairground Facilities & Electricity	\$2,100
Banquet Facilities & Life Members Dinner	\$2,200
Wax Ammunition (40,000 Rounds)	\$6,250
Volunteer Staff Expenses	\$2,750
Range, Tent, Setup, Tear Down, Clean-up	\$3,500
Office Supplies, Phone, etc.	\$1,250
Advertising	\$2,300
Posters, Banners, and Signs	\$1,750
Vendor Security	<u>\$700</u>
TOTAL EXPENSES	\$59,550

PROJECT BUDGET

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

For Entire Scope of Budget Please See Attached Budget

INCOME

FGA Entry Fees:	160 Men	(\$169)	\$27,040
	65 Women	(\$169)	\$10,985
	5 Young Adults	(\$85)	\$425
	5 Junior	(\$70)	\$350
	10 Youth	(0)	<u>\$0</u>
Main Match Fees:			\$38,800
Category Match Fees: 180 Shooters		(\$20)	\$3,600
Resurrection Match Fees: 110		(\$15)	\$1,650
Life Member Dinner			\$1,500
Vendors Booth Rental:			\$750
Total Fallon Tourism Request			<u>\$14,500</u>
TOTAL INCOME			\$60,800

CONTINGENCY & MISC. FUND BALANCE **\$1,250**

PROJECT BUDGET

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

Prize Money

Reason - Since 2008 on our Outlay Request Submittal, we have always submitted a complete Prize Money Disbursement List, which shows the, Check Number, Amount Paid, Competitor's Name, and State. We feel that this report shows the scope of the draw and the distance our competitors have traveled to Fallon participate this Internationally recognized event.

We submit this within a week after our event, so grant funds are not expended until after the event has been completed.

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

Long Term: To Keep building the Cowboy Fast Draw Association, now up to Membership #6,700, it was #1,100 when we brought FGA to Fallon from Deadwood, SD in 2008. Our Long-Term Goal for this event is to build it to 500 registered competitors traveling to Fallon.
Short Term: Given what our nation has gone through in 2020 with COVID-19, we believe that this event may set a record attendance this year! We will always continue to try to build a strong and positive image for our sport and with the Fallon Community.

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

For the past few years we have attracted over 300 week-long participants. Our shooters travel from all corners of the U.S., Canada, and Europe.

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

(a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?

600+, between competitors, families, spectators and vendors.

(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)?

Since an overwhelming majority of our participants are from out of state, and the average stay is 4.5 nights. The best estimate would be about 1,100 Room 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?

Since we do normally receive News coverage from all Network Affiliates in the Reno area, about 250,000 may be exposed to some media coverage in the Northern Nevada/California market. Plus, 2019's show on the Outdoor Channel is still being re-run, Shooting USA normally covers this event very 2 years, and runs reruns for the second year. We also have another potential outlets that we are pursuing.

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

Around 1,500 day trippers from the Northern Nevada/California market over the 4 main days of the event.

(e) How many locals will attend your event?

We see a lot of locals every year, usually several hundred.

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

1100 Room Nights x \$320 (\$352,000) + 1500 day trippers x \$50 (75,000) = \$427,000

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

I think booking interviews the prior week with local media (TV, Radio, and Newspapers) is important. The week of the event we try to attract the Morning TV Shows on Thursday. Some years we get them all, we've never had less than two. Sometimes, during the event the morning crews get pulled away for breaking news, but they often show up later in the day. We have some come too on the weekend for their weekend and Monday Morning News.

In 2019, we had an incredible thing happen. A 12-Year Old Girl from Michigan won the Ladies Overall World Championship. It was amazing to watch, and we might line up some interviews with her and local media.

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

We do hear a lot from our attendees year-round, since they are members of CFDA and talk a lot about it on our Social Media Outlets. Comments about Fallon are very complimentary.

Signature of Applicant/Grantee



Date

4/6/21

For further information or applications contact:
Jane Moon, Director of Tourism & Special Events at the City of Fallon
at 775-428-1383 or JMoon@FallonNevada.gov.



COWBOY FAST DRAW ASSOCIATION

2021 FASTEST GUN ALIVE – EVENT BUDGET

INCOME

FGA Entry Fees:	160 Men	(\$169)	\$27,040
	65 Women	(\$169)	\$10,985
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Life Member Dinner			\$1,500
Vendors Booth Rental:			\$750
Total Fallon Tourism Request			<u>\$14,500</u>
	TOTAL INCOME		\$60,800

EXPENSES

Cash Prize Money	\$21,350
180 Trophies, 150 Buckles, etc.	\$6,500
Prize Guns & Misc. Prizes	\$5,400
Backstop Construction & Material	\$1,800
Range Material Expenses	\$1,700
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Banquet Facilities & Life Members Dinner	\$2,200
Wax Ammunition (40,000 Rounds)	\$6,250
Volunteer Staff Expenses	\$2,750
Range, Tent, Setup, Tear Down, Clean-up	\$3,500
Office Supplies, Phone, etc.	\$1,250
Advertising	\$2,300
Posters, Banners, and Signs	\$1,750
Vendor Security	\$700

TOTAL EXPENSES \$59,550

CONTINGENCY & MISC. FUND BALANCE \$1,250



Cal Eilrich, Director of CFDA



FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM

1. Grantee: CAL FEILICH, EXECUTIVE DIRECTOR
2. Project Title: FASTEST GUN ALIVE - WORLD CHAMPIONSHIP OF CONBOY FAST DRAW
3. Project Period: SEPTEMBER 28th - OCTOBER 7th
4. Grantee Organization: COWBOY FAST DRAW ASSOCIATION
Mailing Address: P.O. BOX 5
City: FERNLEY
State: NV
Zip: 89408
Web Address: WWW.COWBOYFASTDRAW.COM
5. Tax I.D. #: 82-0541866
6. Total Cost of Project: \$ 65,850.00
7. Amount of Tourism Grant: \$ 14,500.00
8. Amount of Tourism Grant Expended: \$ 14,500.00
9. Were matching funds required? Yes No How much? \$ 51,350
10. How many visitors came to Fallon? OVER 500, FOR SEVERAL DAYS PARTICIPANTS, VIEWERS, JURY
11. How many of those visitors were from out-of-state? 350+
12. How many were from in-state? 150+
13. If applicable, was there an increase or decrease in attendance over last year? SIMILAR
Why? AS OUR SPORT GROWS, THERE ARE MORE CFDA EVENTS AVAILABLE COAST TO COAST WE EXPECT THIS EVENT TO CONTINUE TO GROW.
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
250 * ROOM NIGHTS x 5 (AVE) = 1250 ROOM NIGHTS x \$415 = \$ 518,750
15. Was this project news worthy? Yes No



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

WHILE WE DID NOT ATTRACT LOCAL NEWS AS WE HAVE DONE IN THE PAST, WE DID HAVE OUTSTANDING COVERAGE FROM OUTDOOR CHANNEL'S SHOW SHOOTING USA.

16. List all advertising media used:

POSTERS, SOCIAL MEDIA, GUNSLINGER GAZETTE,

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

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

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

From whom? NO CASH, BUT MERCHANDISE. RUGER, PIATTA, TAYLORS + CO, + MERRICKER HOLSTEIS

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?

EACH YEAR COMMUNITY SUPPORT GROWS, BOTH WITH RESIDENTS + BUSINESS

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: Cal Eilrich

Date: 10/9/19

Name & Title: CAL EILRICH, EXECUTIVE DIRECTOR

Phone: 775-745-9727

E-Mail: quickcal@shcgGLOBAL.NET

