

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

The City of Fallon - Convention and Tourism Authority will meet in a regularly scheduled meeting on July 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 of a grant application by Churchill County Parks & Recreation for the No Hill Hundred Century Bike Tour. (For possible action)
 - Grant amount requested by applicant: \$2,000
 - Grant amount recommended by staff: \$2,000
5. Consideration of a grant application by the Fallon Lions Club Junior Rodeo for the Fallon Lions Club Jr. Rodeo. (For possible action)
 - Grant amount requested by applicant: \$2,500
 - Grant amount recommended by staff: \$2,500
6. Consideration of a grant application by de Golyer Bucking Horse & Bull Bash for the de Golyers Rough Stock Rodeo. (For possible action)
 - Grant amount requested by applicant: \$3,000
 - Grant amount recommended by staff: \$3,000
7. Public comments. (For discussion only)

8. Board and staff reports. (For discussion only)

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

This agenda has been posted on or before 9:00 a.m. on July 15, 2021 at City Hall, District Court Building, Churchill County Office Complex, Churchill County Public Library and posted to the City's website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>). Members of the public may request the supporting material for this meeting by contacting Elsie M. Lee, Deputy City Clerk, City Clerk's Office, City Hall, 55 West Williams Avenue, Fallon, Nevada, (775) 423-5104. The supporting material for this meeting is also available to the public on the City's website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>).



Elsie M. Lee

NOTICE TO PERSONS WITH DISABILITIES: Reasonable effort will be made to assist and accommodate physically handicapped persons desiring to attend the meeting. Please call the City Clerk's Office at (775) 423-5104 in advance so that arrangements may be conveniently made.

Convention and Tourism Authority

July 20, 2021

Agenda Item 4

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

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

DATE: July 8, 2021

AGENDA DATE: July 20, 2021

AGENDA ITEM #: 4

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by Churchill County Parks and Recreation for the Fallon No Hill Hundred Century Bike Tour (2021). (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$2,000 to Churchill County Parks and Recreation for the 2021 No Hill Hundred Century Bike Tour, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The short-term objective of the No Hill Hundred Century Bike Tour is to provide an annual opportunity for regional cyclists to participate in a relaxed and enjoyable cycling event; while the long-term goal is to establish the Fallon area as a bike friendly community and to promote and encourage physical and recreational activity in the region. It is estimated that 98 riders out of a field of 130 will be coming from outside a 60-mile radius for 50-60 room nights.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

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

1. **Name of Organization (or Company)** Churchill County Parks & Recreation
Chief Executive Officer: Jorge Guerrero
Mailing address 325 Sheckler Road
City Fallon **State** Nevada **Zip** 89406
Phone Number: 775-423-7733 **Email:** ccpr@churchillcounty.org
2. **How long organized (or in business)** 20+ Years **Tax I.D. #** 88-6000025
3. **Purpose of Organization** Community Events, Classes, and Recreation
4. **Total Annual Budget \$** \$1,500,000.00
5. **Project Director** Robyn Jordan **Phone Number:** 775-427-6679
Mailing address: 325 Sheckler Road
City Fallon **State** Nevada **Zip** 89406 **Email:** rjordan@churchillcounty.org
6. **Project Title** No Hill Hundred Century Bike Tour (2021)
7. **Actual Date of Event** Saturday, October 2nd, 2021
8. **Location of project** City-County Gym
9. **Funds requested from FCTA: \$** 2,000.00
10. **Total cost of project: \$** \$10,450.00
11. **Will the Convention Center be used?** No **When?**
12. **Summarize the objectives of this project:**
 - To host a fully supported bike tour for competitive and beginning cyclists.
 - To attract out-of-town cyclists to our community to participate in the event and to experience the many benefits of visiting Fallon, encouraging future visits.

PROJECT BUDGET

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

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

TOTAL **\$10,550.00**

PROJECT BUDGET

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

| | |
|----------------------------------|------------|
| 100 participants @ \$60.00 | \$6,000.00 |
| 30 participants @ \$30.00..... | \$900.00 |
| Jersey Sales | \$250.00 |
| Raffle Ticket Sales | \$1,000.00 |
| Sponsorship..... | \$1,000.00 |
| Tourism Grant..... | \$2,000.00 |

TOTAL **\$11,150.00**

PROJECT BUDGET

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

\$1,400.00 – Event Shirts/Jackets
\$600.00 – Event Swag (Other – branded bags, bottles, etc.)

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

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

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

130 riders are estimated for the event. The primary target audience is local and regional cyclists from all of Northern Nevada, however, the event is promoted throughout the Western United States and frequently attract riders from surrounding states.

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

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

We expect at least 75% of our participants to be from outside of a 60-mile radius, which would be approx. 98 people. This does not include family and friends who travel with the participants.

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

Based on previous years surveys, we can conservatively estimate that at least 35% of our out-of-town participants will be staying in Fallon, for an average stay of 1.6 nights, If we have 130, participants with 98 non-locals, we can estimate approx. 50-60 room nights. With additional marketing of Fallon's tourism opportunities and offerings, we should be able to increase that percentage as guests are exposed to the value of making a full weekend stay in Fallon.

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

We utilize nationally known and recognized online platforms to advertise our events as well as social media and print marketing in northern Nevada. We expect a minimum of 2,000 people outside of the Fallon area will be exposed to the event – and most likely more than that number as we work to promote the event to targeted audiences online and at other regional events.

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

In 2019, 80 participants came from over 60-miles away (approximately 80%).

(e) How many locals will attend your event?

We expect 30-50 local race participants, however there are many individuals and organizations from Fallon that will participate in other capacities, including as volunteers, vendors, and other roles necessary to carry out 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)?

We anticipate that we will have a minimum of 140 visitors (including registered event participants and their family/friends) spending an average of \$80.00 each in gas, meals, lodging, etc. for a total economic impact of \$11,200.00.

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

The No Hill Hundred will be advertised through print means, including posters, flyers, and newspaper press releases, and through social media. Parks and Recreation will partner with other organizations to implement a local grass-roots campaign.

National and regional endurance event and cycling calendars, magazines, and online platforms, as well as fitness tracking apps (such as Strava, MapMyRide, etc.) will be utilized to promote the event, build routes, and encourage participants to download and ride the routes in advance. Additional avenues will be used, including the Parks and Recreation seasonal guide, and advertising at 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 will be providing riders with an event survey to be completed at the conclusion of the ride while they are eating their post-race meal. They will also be given the option to complete the survey online from their phones or other device. The survey will questions will reflect all required information for the grant evaluation, as well as a section to gain insight on the No Hill Hundred event itself.

Signature of Applicant/Grantee

Robyn Jordan

Date

7/8/2021



FALLON CONVENTION & TOURISM AUTHORITY
EVALUATION FORM

1. Grantee: Churchill County Parks & Recreation
2. Project Title: No Hill Hundred Century Bike Tour
3. Project Period: 3/1/2019 - 10/5/2019
4. Grantee Organization: Churchill County Parks & Recreation
Mailing Address: 325 Sheckler Road
City: Fallon
State: Nevada
Zip: 89406
Web Address: www.churchillcounty.org
5. Tax I.D. #: 88-6000025
6. Total Cost of Project: \$8,512.34
7. Amount of Tourism Grant: \$2,000.00
8. Amount of Tourism Grant Expended: \$2,000.00
9. Were matching funds required? Yes No How much? _____
10. How many visitors came to Fallon? 126
11. How many of those visitors were from out-of-state? 25
12. How many were from in-state? 101
13. If applicable, was there an increase or decrease in attendance over last year? Increase
Why? Expanded Marketing
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
126 x \$150.00 = \$18,900.00
15. Was this project news worthy? Yes No



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

Lahontan Valley News, KVLV

16. List all advertising media used:

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

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

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

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

From whom? Sierra Cyclesmith

20. Overall, did project results meet project goals?

Yes, financial and project goals were achieved.

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

22. How did the Community respond to this project?

Positively - majority of participants were local.

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

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

N/A

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

24. Project Director: David Ernst *David Ernst*

Date: 10/16/2019

Name & Title: David Ernst, Recreation Supervisor

Phone: (775) 427-6679

E-Mail: dernst@churchillcounty.org



Convention and Tourism Authority

July 20, 2021

Agenda Item 5

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

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

DATE: July 8, 2021

AGENDA DATE: July 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 Lions Club Junior Rodeo for the Lions Club Junior Rodeo (2021). (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$2,500 to the Lions Club Junior Rodeo for the 2021 Lions Club Junior Rodeo, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The Fallon Lions Club Junior Rodeo, a group made strictly up of volunteers, has been dedicated to the youth of Fallon, Nevada and surrounding states since 1969. This year approximately 200 young cowboys and cowgirls, and their families, participate and compete in four age groups from 0-18 years. It is estimated that 300+ people will attend this (4) day event, with 150 people being from outside a 60-mile radius; generating 60 hotel/motel room overnight stays and multiple visits to local restaurants, gas stations and stores.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. **Name of Organization (or Company)** Fallon Lions Club Junior Rodeo
Chief Executive Officer:
Mailing address 5499 Casey Road
City Fallon **State** NV **Zip** 89406
Phone Number: 775-302-6792 **Email:** jennifur@peekbrothers.net
2. **How long organized (or in business)** 51 years **Tax I.D. #** 88-6014668
3. **Purpose of Organization** Volunteer based junior rodeo for children 0-18 years old
4. **Total Annual Budget \$** Approx. \$35,000
5. **Project Director** Jennifur Peek **Phone Number:** 775-302-6792
Mailing address: 5499 Casey Road
City Fallon **State** NV **Zip** 89406 **Email:** jennifur@peekbrothers.net
6. **Project Title** Fallon Lions Club Junior Rodeo
7. **Actual Date of Event** September 3-6
8. **Location of project** Churchill County Fairgrounds
9. **Funds requested from FCTA: \$** 2,500
10. **Total cost of project: \$** 35,000
11. **Will the Convention Center be used?** No **When?**
12. **Summarize the objectives of this project:**

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

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

PROJECT BUDGET

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

| Item | Budget |
|--------------------------------|--------------------------|
| Saddles 5 x \$1400 | \$7,000.00 |
| Buckles 33 x \$175 | \$5,775.00 |
| Reserve Spurs 7 x \$295 | \$875.00 |
| Prizes 2nd-4th \$250/event | \$8,840.00 |
| Added Money for Seniors | \$1,000.00 |
| Queen Contest prizes | \$785.00 |
| Engraving | \$725.00 |
| Stock | \$2,500.00 |
| Misc. (postage, ads, printing) | \$2,900.00 |
| T-shirts | \$2,000.00 |
| Total | \$32,400.00 |
| Account Balance | \$10,126.00 |
| Entrees Estimate | \$10,000.00 |
| Undeposited donations | <u>\$4,300.00</u> |
| Needed | \$7,974.00 |

PROJECT BUDGET

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

2019

| | |
|-----------|----------|
| Entries | \$14,000 |
| Donations | \$15,580 |
| Grants | \$ 5,000 |
| Total | \$34,580 |

PROJECT BUDGET

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

All grants and donations will be used for event prizes and stock fees. For large donations and grants we will use money to sponsor 2 saddles and 4 1st place event buckles. All staff are volunteers and no money is paid to personnel.

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

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

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

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

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

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

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

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

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

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

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

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

For 2019 we had approximately 200+ people from outside a 60-mile radius.

(e) How many locals will attend your event?

50+ are generally local families.

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

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

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

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

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

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

Signature of Applicant/Grantee

Jennifer Peek

Date

7/8/2021



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 LIONS CLUB JUNIOR RODEO
2. Project Title: FALLON LIONS CLUB JUNIOR RODEO
3. Project Period: AUGUST 30-SEPTEMBER 2
4. Grantee Organization: FALLON LIONS CLUB
- Mailing Address: 5499 CASEY ROAD
- City: FALLON
- State: NV
- Zip: 89406
- Web Address: www.fallonlionsclubjuniorrodeo.com
5. Tax I.D. #: 88-6014668
6. Total Cost of Project: \$36,000
7. Amount of Tourism Grant: \$2,500
8. Amount of Tourism Grant Expended: \$2,500
9. Were matching funds required? Yes No How much? _____
10. How many visitors came to Fallon? 300
11. How many of those visitors were from out-of-state? 150
12. How many were from in-state? 150
13. If applicable, was there an increase or decrease in attendance over last year? INCREASE
Why? More advertising
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
300 x \$100(minimum) = \$30,000
15. Was this project news worthy? Yes No



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

Fallon Post, Lahontan Valley News

16. List all advertising media used:

Facebook, Website, Radio, Flyers

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

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

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

From whom? 55 sponsors, local government

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?

We have tremendous community support.

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: Jennifur Peek *Jennifur Peek*

Date: 11/14/19

Name & Title: Jennifur Peek, Secretary

Phone: 775-302-6792

E-Mail: jennifur@peekbrothers.net



Convention and Tourism Authority

July 20, 2021

Agenda Item 6

Consideration of a grant application by de Golyer Bucking Horse & Bull Bash for the de Golyers Rough Stock Rodeo. (For possible action)

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

DATE: July 8, 2021

AGENDA DATE: July 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 Cody and Kristina de Golyer for the 2021 de Golyers Rough Stock Rodeo. (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$3,000 to Cody and Kristina de Golyer for the 2021 de Golyers Rough Stock Rodeo, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The de Golyers' short-term goal is to provide a fun affordable family outing for our community and surrounding communities, while their long-term goal is to provide an annual event for our community. It is estimated that 2,500 to 3,000 people will attend this weekend event, with 1,000 people being from outside a 60-mile radius, generating 50 hotel/motel room overnight stays.

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)** de Golyer Bucking Horse and Bull Bash
Chief Executive Officer: Cody de Golyer
Mailing address 4188 Hiskett Lane
City Fallon **State** nevada **Zip** 89406
Phone Number: 775-427-9730 **Email:** degolyerbullbash@yahoo.com
2. **How long organized (or in business)** 8 years **Tax I.D. #** 530591544
3. **Purpose of Organization** creating a fun, affordable family outing
4. **Total Annual Budget** \$ 7,000.00
5. **Project Director** Cody and Kristina de Golyer **Phone Number:** 775-427-9730
Mailing address: 4188 Hiskett Lane
City fallon **State** Nevada **Zip** 89406 **Email:** degolyerbullbas@yahoo.com
6. **Project Title** de Golye's Rough Stock Rodeo
7. **Actual Date of Event** Saturday October 2, 2021
8. **Location of project** churchill county fairgrounds
9. **Funds requested from FCTA:** \$ 3000.00
10. **Total cost of project:** \$ 10,800.0
11. **Will the Convention Center be used?** no **When?**
12. **Summarize the objectives of this project:**

The goal for our event is to keep it an annual event for our community. An event our local businesses can be proud to be apart of. An event that brings people from other communities to support our town. This is also an oppourtunity to keep the sport of rodeo alive through our future generations.

PROJECT BUDGET

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

| | |
|---|--|
| Grant money \$2,500.00- Radio Advertising | Posters, Banners, flyers, wrist bands-\$360.00 |
| Fair grounds-\$730.00 | Judges-\$300.00 |
| event Insurance-\$850.00 | Bull fighters-\$700.00 |
| Buckles-\$635.00 | Clown-\$200.00 |
| Band-\$400.00 | back gates-\$150.00 |
| Announcer-\$800.00 | gate pullers-\$150.0 |
| Added Money-\$1,500.00 | stripping chute\$150.00 |
| Stock leasing-\$2,300.00 | pick up men\$150.00 |
| Book keeper-\$500.00 | mascots-\$50.00 |
| Hotel Rooms-\$230.00 | front gate help\$15.00 |
| Kids zone-\$650.00 | |

PROJECT BUDGET

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

PROJECT BUDGET

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

Radio Advertising \$2,500.00
Tshirts \$500

16. Please define the long- and short-term goals of this project:
short term goal- providing a fun affordable outing for our community and surrounding communities
long term goal- is to provide an annual event for our community

17. Please estimate the total attendance you expect at your event and list your target market areas:
2,500-3,000
our local community and surrounding communities

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?

1000

(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)?

50x1=

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

60,000

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

we did not have our show last year

(e) How many locals will attend your event?

approximately 2,000

(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)?

3,000x100=100,000

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

radio advertising
social media advertising
personal email list
signs throughout town and surrounding communities
posters hung in town and surrounding communities
hand outs
facebook

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

survey cards will be brought to our spectators

Signature of Applicant/Grantee



Cathy Q. deGalarza

Date

July 7, 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: Cody and Kristina de Golyer
2. Project Title: Bull O Rama
3. Project Period: September 7th
4. Grantee Organization: Cody and Kristina de Golyer
- Mailing Address: 4188 Hiskett Lane
- City: Fallon
- State: Nevada
- Zip: 89406
- Web Address: _____
5. Tax I.D. #: 530591544
6. Total Cost of Project: _____
7. Amount of Tourism Grant: \$3,000.00
8. Amount of Tourism Grant Expended: \$2,975.00
9. Were matching funds required? Yes No How much? _____
10. How many visitors came to Fallon? 800
11. How many of those visitors were from out-of-state? 100
12. How many were from in-state? 800
13. If applicable, was there an increase or decrease in attendance over last year? Increase from last one
- Why? Last show we did in September was September 30 2017 yes our attendance increased from then to now, we added more street signs and promoted more on paid Facebook ads
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?
- 800x \$50=\$40,000
15. Was this project news worthy? Yes No



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

Kool news channel 8
Reno media group

16. List all advertising media used:

Social media advertising
Radio advertising
Street signs

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

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 To be determined

22. How did the Community respond to this project?

Very well, spectator turn out was very responsive

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: *Cathy DeBorja*

Date: 9/30/2019

Name & Title: Owner

Phone: 1-775-427-9730

E-Mail: degolyerbullbash@yahoo.com

