

AGENDA
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
October 19, 2021 – 3:00 p.m.

The City of Fallon - Convention and Tourism Authority will meet in a regularly scheduled meeting on October 19, 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 April 20, 2021, and July 20, 2021. (For possible action)
5. Consideration of a grant application by Churchill County Parks & Recreation for the 2022 Fallon Shootout Youth Basketball Tournament . (For possible action)
 - Grant amount requested by applicant: \$2,000
 - Grant amount recommended by staff: \$2,000
6. Consideration of a grant application by the Nevada Cattlemen’s Association for the 2022 Fallon All Breeds Bull Sale - Advertising. (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 2022:
 - Tuesday, January 18, 2022
 - Tuesday, April 19, 2022
 - Tuesday, July 19, 2022
 - Tuesday, October 18, 2022

This agenda has been posted on or before 9:00 a.m. on October 14, 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

October 19, 2021

Agenda Item 4

Consideration and approval of the City of Fallon - Convention and Tourism Authority meeting minutes for April 20, 2021, and July 20, 2021. **(For possible action)**

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

DATE: October 8, 2021

AGENDA DATE: October 19, 2021

AGENDA ITEM #: 4

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration and approval of City of Fallon - Convention and Tourism Authority meeting minutes for April 20, 2021, and July 20, 2021. (For possible action)

TYPE OF ACTION REQUESTED:

Formal Action/Motion Progress Report Discussion Only

RECOMMENDED BOARD ACTION: Motion to approve the City of - Fallon Convention and Tourism Authority meeting minutes for April 20, 2021, and July 20, 2021.

DISCUSSION: Additions and/or corrections.

BOARD ACTION

Motion: _____

Motion By: _____ **Second By:** _____

Ayes: _____

Nays: _____

Absent: _____ **Abstain:** _____

Convention and Tourism Authority

October 19, 2021

Agenda Item 5

Consideration of a grant application by Churchill County Parks & Recreation for the 2022 Fallon Shootout Youth Basketball Tournament . **(For possible action)**

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

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

DATE: October 8, 2021

AGENDA DATE: October 19, 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 Churchill County Parks and Recreation for the 2022 Fallon Shootout Youth Basketball Tournament. (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$2,000 to Churchill County Parks and Recreation for the 2022 Fallon Shootout Youth Basketball Tournament, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: This tournament is part of a series of youth basketball tournaments offered throughout Northern Nevada. Its purpose is to provide an opportunity and venue for local and regional youth to participate in competitive athletic events which promote Fallon as a go-to area for athletic recreation – both in terms of facilities and event quality. It is estimated that there will be 700 to 1,000 total attendees; among these 200-250 would be participants. Historically approximated 120 hotel/motel room nights have been utilized for this three-day weekend event.

BOARD ACTION

Motion: _____

Motion By: _____ **Second By:** _____

Ayes: _____

Nays: _____

Absent: _____ **Abstain:** _____

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

1. Name of Organization (or Company) Churchill County Parks & 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.or
6. **Project Title 2022 Fallon Shootout Youth Basketball Tournament**
7. **Actual Date of Event Friday, March 11th – Sunday March 13th**
8. Location of project City-County Gym
9. Funds requested from FCTA: \$ 2,000.00
10. Total cost of project: \$ \$8,500.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:

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



PROJECT BUDGET

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

Marketing/Advertising

Direct Mailing to Previous Participants..... \$ 150.00
Production/Distribution of Posters..... \$ 150.00

Supplies

Event T-shirts for all participants..... \$1,500.00
Awards for top 3 teams in all divisions..... \$2,500.00
*(Includes items such as gym bags, clothing/
apparel, gift cards, etc.)*
Equipment/Supplies..... \$ 350.00

Operations/Staffing

Referees..... \$1,800.00
Contracted Staff..... \$ 500.00
Concessions..... \$1,550.00
CCPR Department Cost Recovery..... \$2,000.00

Total Project Cost: \$10,500.00

PROJECT BUDGET

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

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

Total Project Revenue: \$10,500.00

PROJECT BUDGET

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

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

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

The long-term goal of the tournament is to include a larger number of teams and attract new participants from the region.

The short-term goal is to improve the quality of the event to guarantee future attendance and to decrease operating expenses.

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

200 - 250 participants and 500 - 750 spectators.

Target markets include Northern Nevada/California and Southern Idaho communities.

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

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

200 - 250 participants and 500 - 750 spectators.

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

120 room nights historically required for this event.

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

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

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

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

(e) How many locals will attend your event?

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

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

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

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

We will promote the event in through the following methods:

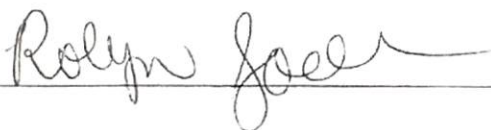
- Email & direct mail campaigns to previous participants and/or participating teams
- Distribution of flyers/promotional material to regional gyms/recreation organizations
- Social media campaign
- Event media releases to local and regional media outlets
- Website promotion on Churchill County Parks and Recreation 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.:

Guests will have the option to complete the survey online from their phones or other device, a bit.ly link & QR code will be posted in various locations throughout the event. Paper copies will be available for those who do not wish to complete the online version. In the days following the event we will also send an email to all participants to capture any responses we may have missed during the event.

The survey questions will reflect all required information for the grant evaluation, as well as a section to gather input on the event.

Signature of Applicant/Grantee



Date

10/11/2021



Convention and Tourism Authority

October 19, 2021

Agenda Item 6

Consideration of a grant application by the Nevada Cattlemen's Association for the 2022 Fallon All Breeds Bull Sale - Advertising. **(For possible action)**

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

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

DATE: October 8, 2021

AGENDA DATE: October 19, 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 Nevada Cattlemen's Association for the Fallon All Breeds Bull Sale – Advertising (2022). (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$3,000 to the Nevada Cattlemen's Association for the 2022 Fallon All Breeds Bull Sale – Advertising, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: Now in its 56th year, the Fallon All Breeds Bull Sale is considered one of Nevada's best purebred bull sales. It provides quality breeding stock attracting buyers from Nevada and many surrounding Western Region states. Consignors gain exposure through the sale and attendant advertising for their quality bulls and purebred breeding stock. Additionally, Fallon, Nevada serves as a backdrop for a pleasant weekend of activities related to the Bull Sale including a Dinner-Dance, and other attendant activities and events. The estimate overall attendance at these four days of events is 1,000 people; with 500 room nights.

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) Nevada Cattlemen's Association
Chief Executive Officer: Martin Paris, Executive Director
Mailing address PO Box 310
City Elko State NV Zip 89803
Phone Number: 775-738-9214 Email: nca@nevadabeef.org
2. How long organized (or in business) 86 years Tax I.D. # 88-6004337
3. Purpose of Organization Nevada Beef Industry Non-Profit Membership Organization
4. Total Annual Fallon Bull Sale Budget \$ 24,195.00
5. Project Director Martin Paris, Secretary Phone Number: 775-738-9214
Mailing address: PO Box 310
City Elko State NV Zip 89803 Email: nca@nevadabeef.org
6. Project Title 56th Annual Fallon All Breeds Bull Sale- Advertising
7. Actual Date of Event Saturday, February 19th, 2022
8. Location of project Fallon Livestock LLC., Trento Lane, Fallon, NV
9. Funds requested from FCTA: \$ 3,000
10. Total cost of project: \$ 24,195.00
11. Will the Convention Center be used? Yes When? Friday, February 18th, 2022
12. Summarize the objectives of this project:

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



PROJECT BUDGET

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

Labor Expense:	\$2,000.00
Payroll Expenses:	100.00
Rent- Sale Yard:	4,800.00
Advertising:	7,900.00
Meals:	1,000.00
Printing-	
-Bull Sale Catalog:	2,100.00
- General Printing:	500.00
Awards –	
-Buyer Award Jackets:	200.00
-Buyer/Consignor Caps:	50.00
-Buyer/Consignor Gloves:	500.00
-Awards – Other:	160.00
Postage:	600.00
Staff Travel:	2,000.00
Beef Promotion Payment:	5.00
FBS Sifter/Grader Expenses:	600.00
Brand Inspection Fees:	5.00
Hay & Straw Expense:	25.00
Auctioneer:	1000.00
Convention Center Expenses:	600.00
Miscellaneous Expenses:	50.00

PROJECT BUDGET

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

Entry Fee Income:	\$10,600.00
“No-Sale” Fees:	1000.00
Trade Show Exhibit Income:	600.00
FBS Sale Catalog Ads Income:	2,000.00
FBS Raffle Calf Proceeds:	0.00
Fallon Convention/Tourism Grant:	3000.00
FBS Sales Commission:	20,000.00

PROJECT BUDGET

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

Should the project meet requirements to qualify for a Grant, those monies will be used to offset part of the \$7,900.00 used to advertise the 56th Annual Fallon All Breeds Bull Sale in the:

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

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

In its 56th year, the Fallon Bull Sale is considered one of Nevada's best purebred bull sales providing our industry's and surrounding states' seed stock operators a market for their animals, and region-wide exposure for the ranches producing those bulls. Through this activity quality breeding stock is available to purebred and commercial cattle producers attracting buyers from Nevada and many surrounding states. Consignors gain exposure through the sale and our advertising of this quality purebred breeding stock sale. The Fallon Bull Sale strives to continually improve standards to attract bulls of exceptional quality, and long-term goals are to continue this improvement. The Fallon Bull Sale is an integral part of the revenue base for the Nevada Cattlemen's Association. Additionally, it is an opportunity for Nevada's beef producers to contribute to the "tourism" trade by promoting Fallon, Nevada as a destination for a pleasant weekend of activities related to the livestock industry's Bull Sale, Dinner-Dance, Stock Dog Trials, NCA Board of Directors Meeting and other local spots of interest.

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

The Fallon Bull Sale is composed of several different but connected elements. The Bull Sale itself is expected to attract approximately 450+ consignors, buyers and their family members. The Stock Dog Trials attracts approximately 80 participants and estimates are 100± spectators. The NCA Board of Directors Meeting is attended by members from across the state of Nevada and estimated 50 attendees. The very popular Churchill County Cowbells Dinner-Dance, which supports their Scholarship Fund, is attended by approximately 500 people.

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

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

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

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

Our room night expectations would be approximately 500.

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

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

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

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

(e) How many locals will attend your event?

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

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

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

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

Nevada Cattlemen’s Association begins advertising and promoting the event each year in August and September by personally contacting all previous and potential Consignors to the Fallon Bull Sale. We begin contracting for our outside advertising in October through November, and this year are spending \$7,900.00 across the Western United States. In addition, we feature materials, stories and advertisements from and about Consignors in our in-house newsletter distributed monthly to our voting and associate members. Publicity includes advertisements and follow-up sale results in trade and breed association publications, our newsletter and other news media.

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

As with past Bull Sales, NCA surveys participants and attendees at the Fallon Bull Sale, Stock Dog Trials and at the annual Churchill County Cowbells Dinner-Dance. Information gathered in the process of obtaining contact information from bull consignors and buyers is used to supplement the surveys.

Signature of Applicant/Grantee

Martín Davis

Date

10/1/21

