

AGENDA
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
January 18, 2022 – 3:00 p.m.

The City of Fallon - Convention and Tourism Authority will meet in a regularly scheduled meeting on January 18, 2022, at 3:00 p.m. in the City Council Chambers, City Hall, 55 West Williams Avenue, Fallon, Nevada.

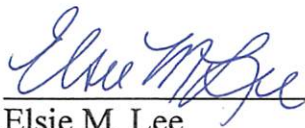
Items on the agenda may be taken out of order. The Convention and Tourism Authority may combine two or more agenda items for consideration. The Convention and Tourism Authority may remove an item from the agenda or delay discussion relating to an item on the agenda at any time. Unless otherwise allowed 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, July 20, 2021, and October 18, 2021. (For possible action)
5. Consideration of a grant application by the Lahontan Audubon Society for Spring Wings Bird Festival 2022. (For possible action)
 - Grant amount requested by applicant: \$2,000
 - Grant amount recommended by staff: \$2,000
6. Consideration of a grant application by the Fallon High School Rodeo Club for High School and Jr. High School Rodeo Event 2022. (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 2022 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 2022. (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 Fallon Trap Club for the 2022 Fallon Trap Club Shooting Season. (For possible action)
 - Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000
 10. Consideration of a grant application by the Lahontan Valley Claybreakers for the 2022 Lahontan Valley Claybreakers Youth Trap Shooting Season. (For possible action)
 - Grant amount requested by applicant: \$2,500
 - Grant amount recommended by staff: \$2,500
 11. Consideration of a grant application by the Lahontan Valley Bird Dog Club for the 2022 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
 12. Consideration of a grant application by the Lahontan Auto Racing Association for the Rattle Snake Raceway Season Promotions 2022. (For possible action)
 - Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
 13. Consideration of a grant application by the Lahontan Auto Racing Association for Octane Fest, 2022. (For possible action)
 - Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
 14. Public comments. (For discussion only)
 15. Board and staff reports. (For discussion only)
 - Schedule for City of Fallon - Convention and Tourism Authority Meetings in 2022:
 - Tuesday, January 18, 2022
 - Tuesday, April 19, 2022
 - Tuesday, July 19, 2022

o Tuesday, October 18, 2022

This agenda has been posted on or before 9:00 a.m. on January 12, 2022 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

January 18, 2022

Agenda Item 4

Consideration and approval of the City of Fallon -
Convention and Tourism Authority meeting
minutes for April 20, 2021, July 20, 2021, and
October 18, 2021. (For possible action)

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

DATE: January 4, 2022

AGENDA DATE: January 18, 2022

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, July 20, 2021, and October 18, 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, July 20, 2021, and October 18, 2021.

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
April 20, 2021

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
Deputy City Clerk, Elsie M. Lee

The meeting was called to order by Chairwoman Frost at 3:00 p.m.

Chairwoman Frost led the Pledge of Allegiance.

Chairwoman Frost inquired if the agenda had been posted in compliance with NRS requirements.

Deputy City Clerk Lee advised that the agenda was posted in compliance with NRS 241 with the emergency directives as directed from Governor Sisolak.

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.

Consideration of Grant Applications

- A) Churchill County Parks & Recreation for the No Hill Hundred Century Bike Tour:
- Grant amount requested by applicant: \$2,000
 - Grant amount recommended by staff: \$2,000
 -
- B) Fallon Lions Club Junior Rodeo for the Fallon Lions Club Jr. Rodeo:
- Grant amount requested by applicant: \$2,500
 - Grant amount recommended by staff: \$2,500

C) de Goyler Buckin' Horse & Bull Bash for the de Golyers Rough Stock Rodeo:

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

Consideration of a Grant Application by the Churchill County Parks & Recreation for the No Hill Hundred Century Bike Tour:

Director Moon stated that 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 areas as a bike friendly community and to promote and encourage physical and recreation 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.

Director Moon introduced Robyn Jordan, the new supervisor of the Parks & Recreation Department. Ms. Jordan began by saying that she wants to amplify the VisitFallon opportunities that might get people to stay an extra day or come early and spend more time in Fallon. Ms. Jordan made a flyer that highlights some area attractions and will also be putting together a welcome packet for the racers that will describe things to do in Fallon and things that they will see on their tour. Ms. Jordan said that the packet will also include some history of the area, hoping it will hold extra value for the tourism grant as well. Chairwoman Frost said that she noticed Fallon insignia on the flyer and said how much she appreciated that.

Board Member Bernardo asked the start and finish areas of the loop for the racers. Ms. Jordan stated that there would be three ride options which will include the 100-mile, the 60-mile, and the 30-mile. Each one will be a little different, beginning with the 100-mile, which will be more complex, going further and crossing paths more often. Ms. Jordan continued, the 30-mile and the 60-mile are more loops. The race start position will be at the City-County Gym this year, due to a lot of events going on this year. The Churchill County Fairgrounds will have events going the same day as well as our event. There will be 5-6 rest-stops throughout town with volunteers from the community. Ms. Jordan mentioned that they will be advertising at all the bike shops, bike race websites and of course, Facebook. Board Member Bernardo asked how far they would be reaching out to promote for the event. Ms. Jordan replied by saying that they reach to all the Western Regions and targeted specifically in the Sierra Nevada. Ms. Jordan said that old records indicated that most of the racers come from Carson City, since it is a big biking community, and then a lot from Reno.

Board Member Bhakta asked if this event was held last year as well. Ms. Jordan responded yes and stated that this will be the 18th annual race. Director Moon mentioned that last year was the only interruption in the race schedule due to COVID. Board Member Bhakta inquired, roughly, how many participants there were in 2019 to which someone in the crowd replied, 120. Ms. Jordan went on to state that the record number of participants was 245 one year, stating that there is a lot of potential. Chairwoman Frost asked Jorge Guerrero to come to the podium to speak. Mr. Guerrero introduced himself as Director of Churchill County Parks and Recreation. Director Guerrero explained that the year with 245 participants was a banner year, mentioning that everything lined up, including the great weather. Director Guerrero continued by saying that they average between 120 and 200 riders, and since it is a

non-competitive tour, they do a trickle-start. He continued to explain that some people come in a little bit later, tending to stay that night and the gung-ho riders come the night before, stay the night, and are ready to go on race day. Director Guerrero reiterated that the course is personal for the cyclists and since they are not racing others, it is more of a personal challenge for the driven individuals. He did mention that they get racers from Truckee and California areas as well, even though the Carson and Gardnerville areas racers are a big contingency because of the Tahoe area cyclists. Director Guerrero is hopeful for the 120-130 riders, reminding everyone that COVID has done different things to events, specifically hurting them, but most events are exploding in participants who want to get out and do things and expecting that explosion to happen to this year's event. Director Guerrero mentioned that this event usually takes all day with the racers being able to see all different aspects of Churchill County and Fallon. Director Guerrero mentioned, once again that they moved the start and finish lines to the City/County Gym due to the Cowboy Fast Draw being held at the Churchill County Fairgrounds that same weekend, which is where the race usually begins and ends. Director Guerrero mentioned that the Civic Center will be great, when completed, to handle the increase of October activities that are happening in Fallon and Churchill County.

Chairwoman Frost mentioned that she really like the idea of the welcome packets that Ms. Jordan mentioned earlier. Director Guerrero said that this was a new idea from Robyn and the packets will be sent out before, to all the pre-registered riders so that they have a little bit of a road map, of places to come and visit. Director Guerrero said that the riders who do the 100-mile, have quite a bit of landscapes and areas to see and the packets can give them a better idea of what the Fallon area has to offer them. Director Guerrero also mentioned that riders return to this area often because of the slower pace compared to the Carson, Reno, and Tahoe areas which usually don't have a lot of areas to ride. He mentioned that Saturday morning rides here are very enjoyable because you don't have the heavier traffic as in the other areas.

There were no other questions or comments.

Board Member Bernardo motioned to approve \$2,000 to the Churchill County Parks & Recreation for the 2021 No Hill Hundred Century Bike Tour; Board Member Bhakta seconded; and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Fallon Lions Club Junior Rodeo for the Fallon Lions Club Jr. Rodeo:

Director Moon introduced the grant application for the Fallon Lions Club Junior Rodeo, for the Lions Club Jr. Rodeo, 2021. Director Moon stated that this is a group made strictly up of volunteers, has been dedicated to 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.

Director Moon introduced Victoria Crystal, presenting for the Fallon Lions Club Junior Rodeo. Chairwoman Frost asked Ms. Crystal if there was anything to share that would be anything different from the event in the past. Ms. Crystal stated that in 2019, there were 254 contestants and she thought there would be more than that this year. Ms. Crystal also mentioned that they have never charged admission to the event, stating that it was a free rodeo, and they would like to keep it that way, especially for the people who cannot afford, otherwise, to come. Ms. Crystal said that her boys are contestants in the rodeo and she, herself, was a contestant in the early 80's. The one thing that will be different this year, Ms. Crystal stated, is that they are having vendors come in that will make it easier for people to eat. She also mentioned that the age of the Lion's Club members is getting older and sometimes harder for them to cook and prepare and that is the reason to bring in the vendors. The vendors being brought in is Wild West Burgers and Aunties Indian Tacos, which seem to be local favorites. Ms. Crystal said that these are the only things that would be done differently, from the past. Ms. Crystal said that in 2019, they were fortunate that there were no serious injuries. She had figured out a new system of keeping wet wash cloths for the kids and with the help of Eden Home Care, it would be beneficial to the kids. These cloths would be kept at all the gates, in ice chests, so the kids can just grab them and keep cool, with the temperatures rising in the summer. Ms. Crystal is hoping that we will have a good and successful rodeo again this year as in 2019. Ms. Crystal then asked the Board if they had any question for her.

Board Member Bhakta stated that he noticed that the Lions Club Rodeo was celebrating 50 years and said, on behalf of the Board, Congratulations for that achievement. Ms. Crystal thanked him and mentioned that it would be 52 years except for the COVID year. She also mentioned that they also do the Labor Day Parade. Board Member Bhakta then inquired if this is a 3-day event to which Ms. Crystal said it was a 4-day event. Ms. Crystal said that they do the Queen's on the 3rd, which isn't highly attended, but that the rodeo brings in the most spectators. Ms. Crystal said that people like to look at the Queen's in the parade, but spectators don't necessarily attend the Queen contest. Ms. Crystal stated that the 4th, 5th, and 6th are the main days for the rodeo.

Board Member Bernardo asked how each day breaks down, as far as the events go. Ms. Crystal stated that the 4th and the 5th are the main events, and the 6th is the finals for the qualifiers. The rodeo starts at 8:00 am each day. Ms. Crystal then remembered that she had contacted Ana's café, who will provide coffee and giant cinnamon rolls every morning.

There were no further questions or comments.

Board Member Bhakta motioned to approve \$2,500 to the Fallon Lions Club Junior Rodeo for the 2021 Fallon Lions Club Jr. Rodeo. Board Member Bernardo seconded; and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by de Goyler Bucking Horse & Bull Bash for the de Golyer Rough Stock Rodeo:

Director Moon gave a brief overview of the grant stating that the de Golyers' short-term goals 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. Director Moon introduced Cody, Christina, and Stetson de Golyer.

Chairwoman Frost welcomed the de Golyers and mentioned what a great event they had put on earlier this year. Mr. de Golyer agreed and said it was so well attended that there was nowhere to park and mentioned that he couldn't wait for the Civic Center to be completed so that the parking could return to normal at the Fairgrounds. Mr. de Golyer said that about 4,200 people showed up and made mention that the grandstands only hold about 3,000, so they were at full capacity. Mr. de Golyer said that this is the 2nd time doing this show and they expect big things about it. Since the temperatures had started to cool down a little bit, Mr. de Golyer believes that is why the attendance was so high, especially for the older people. This show is strictly rough stock, which means there is bull riding, ranch bronc and women's cow riding, for which he invited the women in the audience to participate for a big money. Chairwoman Frost laughed and asked about the hospital bills. Mr. de Golyer continued by stating that there would be mutton bustin' for the kids, calf riding and junior steer riding. Mr. de Golyer mentioned that the most important thing about the kids' activities is that the kids that are doing these events are the ones that are going professional, and semi-professional and going places and doing big things as adults in rodeo. These kids get their starts at these smaller rodeos and then look back to where they started. Mr. de Golyer mentioned that Bob Thomas got started at a small show here in Fallon and now he is NPRCA. Mr. de Golyer said there wasn't a hotel room in sight and had to beg, borrow, and steal to find hotel rooms for the bull fighters because there were so many people in attendance. He mentioned that it was a full sell-out and is hoping for the same at this event. Ms. de Golyer said that they were overwhelmed with turnout.

There were no further questions and Councilwoman Frost entertained a motion.

Board Member Bernardo motioned to approve \$3,000 to Cody and Christina de Golyer for the 2021 Rough Stock Rodeo; Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Public Comments

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

Board and Staff Reports

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

Director Moon was happy to report that all the events from May through the end of 2021 are all on schedule and nothing has been cancelled and things are looking up. Director

Moon also mentioned how busy the hotel managers have been and working very hard and thanked them. Director Moon stated how nice it was to be open and back and thanked the community for making sure that our visitors are welcomed and have a safe place to come and enjoy themselves.

Chairwoman Frost acknowledged that there were no further Board or Staff reports and then reminded the Board that the next Fallon Convention and Tourism Authority meeting will be held Tuesday, October 19, 2021, at 3:00 pm.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:20 p.m.

Chairwoman Kelly Frost

Attest: _____
Elsie M. Lee, City Clerk/Treasurer

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
July 20, 2021

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
Deputy City Clerk, Elsie M. Lee

The meeting was called to order by Chairwoman Frost at 3:00 p.m.

Chairwoman Frost led the Pledge of Allegiance.

Chairwoman Frost inquired if the agenda had been posted in compliance with NRS requirements.

Deputy City Clerk Lee advised that the agenda was posted in compliance with NRS 241 with the emergency directives as directed from Governor Sisolak.

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.

Consideration of Grant Applications

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- Grant amount requested by applicant: \$2,000
 - Grant amount recommended by staff: \$2,000
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Board Member Bernardo asked the start and finish areas of the loop for the racers. Ms. Jordan stated that there would be three ride options which will include the 100-mile, the 60-mile, and the 30-mile. Each one will be a little different, beginning with the 100-mile, which will be more complex, going further and crossing paths more often. Ms. Jordan continued, the 30-mile and the 60-mile are more loops. The race start position will be at the City-County Gym this year, due to a lot of events going on this year. The Churchill County Fairgrounds will have events going the same day as well as our event. There will be 5-6 rest-stops throughout town with volunteers from the community. Ms. Jordan mentioned that they will be advertising at all the bike shops, bike race websites and of course, Facebook. Board Member Bernardo asked how far they would be reaching out to promote for the event. Ms. Jordan replied by saying that they reach to all the Western Regions and targeted specifically in the Sierra Nevada. Ms. Jordan said that old records indicated that most of the racers come from Carson City, since it is a big biking community, and then a lot from Reno.

Board Member Bhakta asked if this event was held last year as well. Ms. Jordan responded yes and stated that this will be the 18th annual race. Director Moon mentioned that last year was the only interruption in the race schedule due to COVID. Board Member Bhakta inquired, roughly, how many participants there were in 2019 to which someone in the crowd replied, 120. Ms. Jordan went on to state that the record number of participants was 245 one year, stating that there is a lot of potential. Chairwoman Frost asked Jorge Guerrero to come to the podium to speak. Mr. Guerrero introduced himself as Director of Churchill County Parks and Recreation. Director Guerrero explained that the year with 245 participants was a banner year, mentioning that everything lined up, including the great weather. Director Guerrero continued by saying that they average between 120 and 200 riders, and since it is a

non-competitive tour, they do a trickle-start. He continued to explain that some people come in a little bit later, tending to stay that night and the gung-ho riders come the night before, stay the night, and are ready to go on race day. Director Guerrero reiterated that the course is personal for the cyclists and since they are not racing others, it is more of a personal challenge for the driven individuals. He did mention that they get racers from Truckee and California areas as well, even though the Carson and Gardnerville areas racers are a big contingency because of the Tahoe area cyclists. Director Guerrero is hopeful for the 120-130 riders, reminding everyone that COVID has done different things to events, specifically hurting them, but most events are exploding in participants who want to get out and do things and expecting that explosion to happen to this year's event. Director Guerrero mentioned that this event usually takes all day with the racers being able to see all different aspects of Churchill County and Fallon. Director Guerrero mentioned, once again that they moved the start and finish lines to the City/County Gym due to the Cowboy Fast Draw being held at the Churchill County Fairgrounds that same weekend, which is where the race usually begins and ends. Director Guerrero mentioned that the Civic Center will be great, when completed, to handle the increase of October activities that are happening in Fallon and Churchill County.

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There were no other questions or comments.

Board Member Bernardo motioned to approve \$2,000 to the Churchill County Parks & Recreation for the 2021 No Hill Hundred Century Bike Tour; Board Member Bhakta seconded; and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Fallon Lions Club Junior Rodeo for the Fallon Lions Club Jr. Rodeo:

Director Moon introduced the grant application for the Fallon Lions Club Junior Rodeo, for the Lions Club Jr. Rodeo, 2021. Director Moon stated that this is a group made strictly up of volunteers, has been dedicated to 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.

Director Moon introduced Victoria Crystal, presenting for the Fallon Lions Club Junior Rodeo. Chairwoman Frost asked Ms. Crystal if there was anything to share that would be anything different from the event in the past. Ms. Crystal stated that in 2019, there were 254 contestants and she thought there would be more than that this year. Ms. Crystal also mentioned that they have never charged admission to the event, stating that it was a free rodeo, and they would like to keep it that way, especially for the people who cannot afford, otherwise, to come. Ms. Crystal said that her boys are contestants in the rodeo and she, herself, was a contestant in the early 80's. The one thing that will be different this year, Ms. Crystal stated, is that they are having vendors come in that will make it easier for people to eat. She also mentioned that the age of the Lion's Club members is getting older and sometimes harder for them to cook and prepare and that is the reason to bring in the vendors. The vendors being brought in is Wild West Burgers and Aunties Indian Tacos, which seem to be local favorites. Ms. Crystal said that these are the only things that would be done differently, from the past. Ms. Crystal said that in 2019, they were fortunate that there were no serious injuries. She had figured out a new system of keeping wet wash cloths for the kids and with the help of Eden Home Care, it would be beneficial to the kids. These cloths would be kept at all the gates, in ice chests, so the kids can just grab them and keep cool, with the temperatures rising in the summer. Ms. Crystal is hoping that we will have a good and successful rodeo again this year as in 2019. Ms. Crystal then asked the Board if they had any question for her.

Board Member Bhakta stated that he noticed that the Lions Club Rodeo was celebrating 50 years and said, on behalf of the Board, Congratulations for that achievement. Ms. Crystal thanked him and mentioned that it would be 52 years except for the COVID year. She also mentioned that they also do the Labor Day Parade. Board Member Bhakta then inquired if this is a 3-day event to which Ms. Crystal said it was a 4-day event. Ms. Crystal said that they do the Queen's on the 3rd, which isn't highly attended, but that the rodeo brings in the most spectators. Ms. Crystal said that people like to look at the Queen's in the parade, but spectators don't necessarily attend the Queen contest. Ms. Crystal stated that the 4th, 5th, and 6th are the main days for the rodeo.

Board Member Bernardo asked how each day breaks down, as far as the events go. Ms. Crystal stated that the 4th and the 5th are the main events, and the 6th is the finals for the qualifiers. The rodeo starts at 8:00 am each day. Ms. Crystal then remembered that she had contacted Ana's café, who will provide coffee and giant cinnamon rolls every morning.

There were no further questions or comments.

Board Member Bhakta motioned to approve \$2,500 to the Fallon Lions Club Junior Rodeo for the 2021 Fallon Lions Club Jr. Rodeo. Board Member Bernardo seconded; and the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by de Golyer Bucking Horse & Bull Bash for the de Golyer Rough Stock Rodeo:

Director Moon gave a brief overview of the grant stating that the de Golyers' short-term goals 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. Director Moon introduced Cody, Christina, and Stetson de Golyer.

Chairwoman Frost welcomed the de Golyers and mentioned what a great event they had put on earlier this year. Mr. de Golyer agreed and said it was so well attended that there was nowhere to park and mentioned that he couldn't wait for the Civic Center to be completed so that the parking could return to normal at the Fairgrounds. Mr. de Golyer said that about 4,200 people showed up and made mention that the grandstands only hold about 3,000, so they were at full capacity. Mr. de Golyer said that this is the 2nd time doing this show and they expect big things about it. Since the temperatures had started to cool down a little bit, Mr. de Golyer believes that is why the attendance was so high, especially for the older people. This show is strictly rough stock, which means there is bull riding, ranch bronc and women's cow riding, for which he invited the women in the audience to participate for a big money. Chairwoman Frost laughed and asked about the hospital bills. Mr. de Golyer continued by stating that there would be mutton bustin' for the kids, calf riding and junior steer riding. Mr. de Golyer mentioned that the most important thing about the kids' activities is that the kids that are doing these events are the ones that are going professional, and semi-professional and going places and doing big things as adults in rodeo. These kids get their starts at these smaller rodeos and then look back to where they started. Mr. de Golyer mentioned that Bob Thomas got started at a small show here in Fallon and now he is NPRCA. Mr. de Golyer said there wasn't a hotel room in sight and had to beg, borrow, and steal to find hotel rooms for the bull fighters because there were so many people in attendance. He mentioned that it was a full sell-out and is hoping for the same at this event. Ms. de Golyer said that they were overwhelmed with turnout.

There were no further questions and Councilwoman Frost entertained a motion.

Board Member Bernardo motioned to approve \$3,000 to Cody and Christina de Golyer for the 2021 Rough Stock Rodeo; Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Public Comments

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

Board and Staff Reports

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

Director Moon was happy to report that all the events from May through the end of 2021 are all on schedule and nothing has been cancelled and things are looking up. Director

Moon also mentioned how busy the hotel managers have been and working very hard and thanked them. Director Moon stated how nice it was to be open and back and thanked the community for making sure that our visitors are welcomed and have a safe place to come and enjoy themselves.

Chairwoman Frost acknowledged that there were no further Board or Staff reports and then reminded the Board that the next Fallon Convention and Tourism Authority meeting will be held Tuesday, October 19, 2021, at 3:00 pm.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:20 p.m.

Chairwoman Kelly Frost

Attest: _____
Elsie M. Lee, City Clerk/Treasurer

**MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
October 19, 2021**

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 Deputy Clerk, Elsie M. Lee

The meeting was called to order by Chairwoman Frost at 3:00 p.m.

Chairwoman Frost led the Pledge of Allegiance.

Chairwoman Frost inquired if the agenda had been posted in compliance with NRS requirements.

City Deputy Clerk Elsie Lee advised that the agenda was posted in compliance with NRS 241.

Public Comments

Chairwoman Frost inquired if there were any public comments. She noted that comments are to be general in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken.

No public comments were noted.

Approval of Convention and Tourism Authority meeting minutes for April 20, 2021 and July 20, 2021.

Chairwoman Frost tabled the approval of the Fallon Convention and Tourism Authority meeting minutes for April 20, 2021, and July 20, 2021.

Consideration of Grant Applications

A) Churchill County Parks & Recreation for the 2022 Fallon Shootout Youth Basketball Tournament:

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

B) Nevada Cattlemen's Association for the 2022 Fallon All Breeds Bull Sale:

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

Consideration of a Grant Application by Churchill County Parks and Recreation for the 2022 Fallon Shootout Youth Basketball Tournament

Director Moon introduced the grant application and representative for Churchill County Parks and Recreation for the 2022 Fallon Shootout Youth Basketball Tournament. Director Moon informed the requested amount is \$2,000, and the amount recommendation by staff is \$2,000. Director Moon gave a brief overview of the grant stating that this tournament is part of a series of youth basketball tournaments offered throughout Northern Nevada. Its purpose is to provide an opportunity and venue for local and regional youth to participate in competitive athletic events which promote Fallon as a go-to area for athletic recreation – both in terms of facilities and event quality. It is estimated that there will be 700 to 1,000 total attendees; among these 200-250 would be participants. Historically, approximately 120 hotel/motel room nights have been utilized for this three-day weekend event.

Robyn Jordan of Churchill County Parks and Recreation informed the Board that she was here to request the funds for the 18th year of this Shootout Tournament. Ms. Jordan stated that they are looking to have approximately 21 teams participate in this three-day event, of which 3 of the teams are local and the remainder are from out of town. This tournament is for grades 3 through 8. Ms. Jordan mentioned that they will use the funds requested for extended media advertisement. The Visit Fallon logo will be on the t-shirts given to each basketball participant as well as all the winner apparel. Ms. Jordan said that the tournament is held in March.

Chairwoman Frost inquired if they would be using the City/County Gym or other gyms in the city if necessary. Ms. Jordan responded that they usually use the City/County Gym but if there was a need to expand as number of participants grew, especially with the necessity of parking, they would reach out to the High School gym or other practice gyms in the City that might be available. Ms. Jordan mentioned that she had spoken with Jorge and he stated that they might be able to use the new Civic Center that is currently under construction to increase the number of teams that they would be able to host in future years.

Board Member Bernardo inquired if there would be an increase in the number of participants in this years' tournament. Ms. Jordan stated that this is her first year in this position and has noticed an increased number of participants simply because people are wanting to get out and do things again. 2020 was the last year the tournament took place, which

was on the cusp of the shut-down of Covid, but people were happy that it still took place. Ms. Jordan stated that she expects more participation simply because people are excited to get back to a normal place of mind.

Board Member Bernardo asked Ms. Jordan on how they were reaching out to the participants. Ms. Jordan stated that they are doing more branding on advertisements and trying to do a better social media reach. She is also reaching out to the local media outlets, putting out information. Jordan said that this specific event has a lot of tribal participation and at each of their tournaments, she takes sign-up sheets and posters throughout the state, like Yerington and Schurz.

Chairwoman Frost asked if there were further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$2,000 to Churchill County Parks and Recreation for the 2022 Fallon Shootout Youth Basketball Tournament; Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Nevada Cattleman's Association for the 2022 Fallon All Breeds Bull Sale – Advertising

Director Moon introduced the grant application and representative for Nevada Cattleman's Association for the 2022 Fallon All Breeds Bull Sale advertising in the amount recommendation by staff is \$3,000. Director Moon gave a brief overview of the grant stating that this Bull Sale is in its 56th year. It 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. Consigners gain exposure throughout the sale and is intended for the quality bulls and pure bred breeding stock. Fallon 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. It is estimated that during this 4-day event, there will be 1,000 total attendees with 500 room nights. Ms. Moon announced the presenter – Maureen Weishaupt, Committee Chair for the Bull Sale.

Ms. Weishaupt reminded the Board that she was asking for \$3000.00 for the advertising for the Bull Sale. She informed the Board that the CowBells have been doing the dinner/dance for almost 50 years and they use the Fallon Convention Center for that dinner/dance. She stated that they have buyers and consigners that come from Idaho, Oregon, Utah, California and Nevada. They sold almost 75 bulls last year. They try to keep those amounts down for better prices and the consigners did get a lot better prices following this trend. Ms. Weishaupt asked for any questions. She did mention that this is a very exciting time and remembered to mention that there is a Cow-dog Classic, which is also a part of the Bull Sale activities during the weekend and Bee Lee is the one who puts this on for them. Ms. Weishaupt stated that Ms. Lee said that she is interested in participating/hosting the Cow-dog Classic again this year. This will also be included in their advertising for the weekend.

Chairwoman Frost inquired how many additional people attended because of the Cow-dog Classic. Ms. Weishaupt replied that almost 100-200 people come for that specific reason. Ms. Weishaupt said that it is great draw, especially if the weather remains.

Chairwoman Frost asked if there were any further comments or questions.

No other comments were noted.

Board Member Bernardo motioned to approve \$3,000 to Nevada Cattleman's Association 2022 Fallon All Breeds Bull Sale, Advertising subject to availability of funds. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Ms. Weishaupt thanked the Committee and said that they would entertain any ideas that would add to the Bull-Sale to make it a better draw, and they would love to add more activities.

Director Moon mentioned that the Cattleman's Association has a new Executive Director, Martin Paris. Director Moon has worked with Mr. Paris and said that he has a lot of great ideas. Director Moon also mentioned that Mr. Paris wanted to attend the meeting today, but he is in Elko and couldn't make the trip for the meeting.

Ms. Weishaupt mentioned what a wonderful person Mr. Paris was and that he had previously worked with Congressman Mark Amodei for a while.

Public Comments

Chairwoman Frost asked if there were any other public comments.

No Public comments were noted.

Board and Staff Reports

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

Director Moon gave a report on the Room Tax for 2021 – August. She noted that we are continuing to see good numbers. People have not stopped coming to rural Nevada, including Fallon, because people still want wide open spaces during this time. Director Moon entertained questions.

Chairwoman Frost asked if there was a comparison with 2018-2019. She would be interested to know if we are increasing our room rentals and room tax revenue compared with previous years.

Director Moon said that she would get that information out to those in attendance.

Board Member Bhakta mentioned that it was a very detailed report and was very pleased. Director Moon gave kudos to Deputy City Clerk Elsie Lee for the very detailed and accurate report.

Director Moon shared that the Reno International Airport has added some non-stop flights to areas that weren't necessarily serviced since the pandemic. They are trying to get to these places that haven't been serviced in a while so that we can get people back and forth for business and tourism. Director Moon continued to say that they are working with the Airport, TravelNevada and Pony Express Territory to make sure that we are still huge on the road trip market. Road trips are still happening, and people are coming through and part of the reason why we haven't really been hit too badly in terms of after the pandemic is because people want to come and experience our open spaces in rural Nevada. Rural Nevada in itself, is a big draw and we want to continue to work on that. We continue to share all our granted events and legacy events, the events that the Mayor supports, that information is shared on all social media platforms. Director Moon hoped that all in attendance are seeing this information on these social media feeds and the City website. Board Member Bernardo acknowledged that he sees the social media information. He also acknowledged the increased monthly revenue and said that we, as a City, must be doing something right. He mentioned the increased and extended stays with travelers coming through and their extended conversations of Fallon with these travelers who are pleased about the little town happenings. He recollected a conversation with a traveler who had nothing nice to say about the town and how ugly it was. He challenged them to be open-minded and gave them some suggestions of things to do locally. The traveler returned the next day and apologized to the staff about the town being ugly, finding out that it was a gold mine, a gem instead.

Chairwoman Frost wanted to remind the board that the next Fallon Convention and Tourism Authority meeting will be held Tuesday, January 18, 2021.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:21 p.m.

Chairwoman Kelly Frost

Attest: _____
Elsie Lee, City Deputy Clerk

Convention and Tourism Authority

January 18, 2022

Agenda Item 5

Consideration of a grant application by the Lahontan Audubon Society for Spring Wings Bird Festival 2022. (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: January 6, 2022

AGENDA DATE: January 18, 2022

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 Audubon Society for the Spring Wings Bird Festival 2022. (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$2,000 to the Lahontan Audubon Society for Spring Wings Bird Festival, 2022, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The Lahontan Valley Audubon Society has stepped up to provide the overall support for Spring Wings Bird Festival. They will continue to have the support of the Great Basin Bird Observatory and Friends of Stillwater 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 2022 estimate is 150-300 attendees, utilizing approximately 100 hotel/motel room nights for this three-day 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) Lahontan Audubon Society

Chief Executive Officer: Jennie Jones Scherbinski

Mailing address PO Box 2304

City Reno State NV Zip 89505

Phone Number: (303) 579-0016 Email: jennie@nevadaaudubon.org

2. How long organized (or in business) 49 years Tax I.D. # 23-7181150

3. Purpose of Organization Lahontan Audubon's mission is to preserve and improve the remaining habitat of birds and other wildlife, restore historical habitat, and educate the public, with emphasis on children, providing vision to all about our unique Nevada environments.

4. Total Annual Budget \$ 67,000.00

5. Project Director Jennie Jones Scherbinski Phone Number: (303)579-0016

Mailing address: PO Box 2304

City Reno State NV Zip 89505 Email: jennie@nevadaaudubon.org

6. Project Title Spring Wings Bird Festival

7. Actual Date of Event April 30 – May 1, 2022

8. Location of project Fallon, NV and Lahontan Valley Wetlands – Stillwater National Wildlife Refuge, Carson Lake and Pasture, and the Fallon Paiute Shoshone Tribal Wetlands

9. Funds requested from FCTA: \$ 2,000.00

10. Total cost of project: \$ 4,200.00

11. Will the Convention Center be used? No When? N/A

12. Summarize the objectives of this project:

The Spring Wings Bird Festival is the only birding festival in Nevada. Due to Covid-19 safety precautions, this event was cancelled in 2019-2020. With growing populations in the greater Reno/Sparks/Dayton/Carson City area, we want to revive this event in a safe manner, to allow new residents the chance to participate, enjoy, and learn about the Lahontan Valley Wetlands as an area of international importance for shorebirds that is part of the Western Hemisphere Shorebird Reserve Network. The larger goal of Spring Wings is to get people excited about this area as a premier birding site that can be visited and enjoyed throughout the year.

PROJECT BUDGET

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

Marketing / Promotional Materials	\$2,000.00
Festival Planning and Operation	\$2,000.00
Volunteer Refreshments	\$ 200.00

PROJECT BUDGET

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

Fallon Convention and Tourism Authority	\$2,000.00
Donations	\$1,500.00
In Kind Volunteer Hours/Funds	\$9,000.00

PROJECT BUDGET

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

Print Promotional / Marketing Materials*	\$ 500.00
Spring Wings Website Maintenance	\$1,200.00
Social Media / Other Ads	\$ 300.00

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

The short-term goal is to bring back the Spring Wings Bird Festival to Fallon, NV by encouraging safe outdoor birding activities during a time of pandemic precaution. The long-term goal is to restore the festival to its full extent, increasing partner/sponsor/attendee participation to establish a significant and sustainable nature festival.

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

We estimate 150-300 attendees with the bulk of participants from the growing areas of Reno, Fernley, Tahoe, Carson City, and Dayton. Advertisements for this event will target birding enthusiasts throughout and beyond 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?

100+

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

100(1) = 100 total room nights. The two day event will encourage overnight stay, especially with the long Big Day birding event on Saturday that encourages folks to find as many birds as possible throughout the day.

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

Advertisements will be made locally as well as widely through social media, emails, and participant website that include the Spring Wings and Lahontan Audubon websites. We anticipate over 5,000 people will be exposed to promotional marketing.

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

N/A. The event was cancelled due to Covid-19 precautions.

(e) How many locals will attend your event?

We estimate over 100 locals will attend.

(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)?

With overnight hotel stays and visits to restaurants or local merchants, we anticipate revenue to the City of Fallon to be greater than \$5,000.00.

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

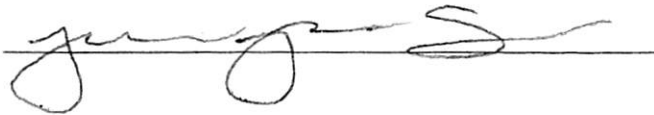
Lahontan Audubon has a Communications and Marketing Manager in charge of social media, email, and website posts designed to call attention to special events in a timely and scheduled manner. We will work through traditional channels to get ads in the Fallon Post, and post ads on social media pages that draw large birding audiences from Nevada and nearby states, such as the Birding Nevada Facebook group, which currently has over 3,500 members. We will also coordinate with the Friends of Stillwater to update and create engaging content for the official Spring Wings website. Existing signage for Spring Wings, from the Friends of Stillwater, will be used as physical markers to assist birders navigating to birding hotspots.

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.:

Due to Covid safety concerns, indoor activities will be restricted at this year's Spring Wings Bird Festival. Birders will be encouraged to follow auto routes to known birding hotspots in the area. Birding stations manned by volunteers will greet festival participants at focal wetland sites. Volunteers at key birding stations will have sign up sheets for participants to write in their name, party size, intended length of stay, and where they are visiting from. This data can be compiled, summarized and shared with the Fallon Convention and Tourism Authority once the festival is over.

Signature of Applicant/Grantee

Date



1/5/21

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.

Convention and Tourism Authority

January 18, 2022

Agenda Item 6

Consideration of a grant application by the Fallon High School Rodeo Club for High School and Jr. High School Rodeo Event 2022. (For possible action)

Grant amount requested by applicant: \$5,000

Grant amount recommended by staff: \$5,000

Incorporated 1908

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

DATE: January 4, 2022

AGENDA DATE: January 18, 2022

AGENDA ITEM #: 6

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Fallon High School Rodeo Club for the Fallon High and Jr. High School Rodeo 2022. (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$5,000 to the new season of the Fallon High School Rodeo Club for the 2022 Fallon High and Jr. High Rodeo, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: Fallon High School Rodeo Club's purpose in applying for this grant is to help promote high school rodeo competition throughout Nevada and to attract outside competitors to Fallon. It is reported that the Fallon High School Rodeo is the most popular among contestants to attend in Nevada. An estimate of 380 people will attend, utilizing 150 room nights over the two-night 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) **Fallon High School Rodeo Club**
Chief Executive Officer: **Monyca Jensen and Nora Lee**
Mailing address **PO Box 147**
City **Fallon** State **Nevada** Zip **89406**
Phone Number: **775-530-7694** Email: **Mjensen5@live.com**
2. How long organized (or in business) **22 years** Tax I.D. # **45-15852266**
3. Purpose of Organization
4. Total Annual Budget \$ **25,000**
5. Project Director **Monyca Jensen** Phone Number: **775-530-7694**
Mailing address: **PO Box 147**
City **Fallon** State **NV** Zip **89406** Email: **Mjensen5@live.com**
6. **Project Title Fallon High School and Jr High Rodeo**
7. **Actual Date of Event April 15-17 2022**
8. Location of project **Churchill County Fairgrounds**
9. Funds requested from FCTA: \$ **\$5,000**
10. Total cost of project: \$ **\$25,000**
11. Will the Convention Center be used? **Yes** When? **January 15, 2022**
12. Summarize the objectives of this project:
Yearly rodeo that provides points and prizes to compete at State Finals.

PROJECT BUDGET

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

Rental of Fairgrounds: \$4,000

Stock Contractor: \$9,000

Prizes: \$5,000

Programs: \$1,500

PROJECT BUDGET

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

Rental of Stalls: \$3,000

Advertisement:

Fence signs: \$150.00 Business Card \$50.00 Full Page Ad \$100.00 ½ page Ad \$75.00

RV rental fees: \$500

Entry Fees from contestants \$10,000

PROJECT BUDGET

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

Prize Money- I would like the grant money to go to the contestants for payout. We have the biggest entries rodeo in the state due to how much we pay out in prizes and money. I would like to continue this tradition.

Due to COVID we have not been able to do our dinner auction fundraiser to help with the cost with of our rodeo.

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

This is a yearly event to help increase revenue for the community

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

230 Contestants and 150 extra coming with the contestants. Restaurants, Big R, Hotels and

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 Contestants and 125 extra coming with the 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)?

150 in hotels for 2 nights minimum

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

325 most will be in state they come all over the state of Nevada.

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

200 total of the outside 60-mile radius

(e) How many locals will attend your event?

100 including local contestant and spectators.

(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)?

200 X \$300 per average expenses including hotel, food, mis expenses and fuel. Total \$60,000

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

Websites, flyers, 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.:

Survey Card: Question below we have all the contestants fill out during check in.

1. How many are in your party?
2. How far did you travel? Local 60 miles or less 60 miles or more
3. Are you camping or staying in a hotel?
4. Do you plan on shopping while in Fallon?

Signature of Applicant/Grantee

Date



12-14-21

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.

Convention and Tourism Authority

January 18, 2022

Agenda Item 7

Consideration of a grant application by Motor Sports Safety, Inc. for the 2022 Top Gun Dragstrip Drag Racing Season. (For possible action)

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

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

DATE: January 4, 2022

AGENDA DATE: January 18, 2022

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 2022 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 2022 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 of their 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: 775 427-4266 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@charter.net
6. **Project Title 2022 Top Gun Dragstrip Drag Racing Season**
7. **Actual Date of Event April 9th, 2022 through September 18th, 2022**
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)	\$15000.00
6.) AWARDS BANQUET	\$1,000.00
7.) VENDOR FEES	\$2,000.00
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:

May 14 th JR Dragster Challenge	\$1,000.00
June 10 th - 12 th , Junior Dragster Double Divisional	\$1,000.00
June 10 th - 12 th NHRA National Open/ Octane Fest	\$3,000.00
July 9 th Non-Electronics Quick 16	\$1,000.00
Sept. 16 th - 18 th Mopar vs World Weekend	\$1,000.00

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 10 th - 12 th NHRA Pro Series National Open	\$2,000.00
Sept 18 th - ET King of the Track	\$1,500.00

3.) RACER MAILINGS & FLYERS

2022 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
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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?

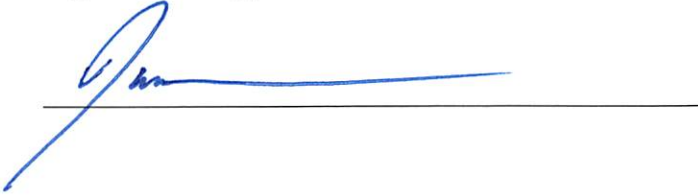
eat in a restaurant

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

A handwritten signature in blue ink, consisting of a large, stylized initial 'J' followed by a horizontal line extending to the right.

Date

1-3-21

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.

Convention and Tourism Authority

January 18, 2022

Agenda Item 8

Consideration of a grant application by the Churchill Arts Council for the Oats Park Art Center: Core Programs 2022. (For possible action)

Grant amount requested by applicant: \$13,500

Grant amount recommended by staff: \$13,500

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

DATE: January 4, 2022

AGENDA DATE: January 18, 2022

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 2022. (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 2022, 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, and recently added Green Goddess Farmers Markets 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. 9+ people are projected to attend over the course of the season, along with at least 600 room nights.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company)
Chief Executive Officer:
Mailing address
City State Zip
Phone Number: Email:
2. How long organized (or in business) Tax I.D. #
3. Purpose of Organization
4. Total Annual Budget \$
5. Project Director Phone Number:
Mailing address:
City State Zip Email:
6. **Project Title**
7. **Actual Date of Event**
8. Location of project
9. Funds requested from FCTA: \$
10. Total cost of project: \$
11. Will the Convention Center be used? When?

12. Summarize the objectives of this project:

We intend to continue efforts to attract repeat out-of-town audiences throughout the year for performances, events and educational arts programming in our historic, first-rate, one of a kind venue. We utilized multiple promotional efforts in mid-to-late 2021 (details follow) and will continue throughout 2022. Our ongoing methods include direct mail, print advertising, radio ads, website enhancement and via social media—Instagram & Facebook, multiple e-blast “reminders,” etc. Our website is frequently updated to include information on future activities, as well as on new ones.

We applied for and received an NCOT grant at the beginning of last year, to purchase a full-page ads in the “foodie” magazine, *Edible Reno Tahoe Magazine*, as well as radio spots on KUNR and KTHX radios stations to advertise the Green Goddess Farmers Market, a brand new event for us, which ended up being the perfect way to get audiences safely out again. We had a huge response from out-of-towners and locals.

The Galleries, ChArts Store and Barkley Theatre were open for the Markets, so attendees could 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 wanted 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		47,500
	Performing arts events (36,000)		
	Visual art exhibitions (3,000)		
	Visual arts essayist fees (6,000)		
	Literary reading (1,000)		
	Films licensing (1,500)		
	Tech/Production		16,000
	Performing Arts (6,000)		
	Visual arts framing/installation/shipping (7,500)		
	Literary reading (1,000)		
	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		42,100
	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 (6,000)		
	VA announcements production (3,000)		
	Website updates (5,000)		
	Other Expenses		19,500
	Meet-the-artists receptions (3,000)		
	Event expense/hospitality (9,000)		
	Office/copying/phone/fax/print (7,500)		
	TOTAL		\$136,100

PROJECT BUDGET

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

Bretzlaff Foundation	20,000
E.L. Cord Foundation	15,000
Facility Use Fees	16,000
John Ben Snow Memorial Trust	10,000
Local/Regional Underwriting	15,000
National Endowment for the Arts	10,000
Nevada Arts Council	7,400
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	\$136,100

PROJECT BUDGET

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

Marketing/Publicity	\$13,500
Email notifications/updates (2,925)	
Printing; newsletter, season brochure, visual arts announcements (2,650)	
Season Brochure Design (5,000)	
Website updates (2,925)	

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 had 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. Many 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 that the two outdoor concerts, six indoor concerts, six visual arts talks/receptions, the two three-part movie series, An Evening with the Arts Dinner & Silent Auction, two Green Goddess Markets and Ales for Arts will be in excess of 9,000 attendees. Out of town publicity has greatly increased 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 their shows/receptions/talks provide additional intellectually-stimulating events which attract out of towners and local art supporters. The readings by regional poets and prose writers have always been well attended, and are cooperatively presented with and advertised by the Churchill County Library.

We have a track record of getting good media coverage and the performances and other offerings 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 60-mile radius, do you expect to draw to Fallon as a result of this project?

We anticipate that we will continue to get 10-15% from out-of-state; ~30% from out-of-
vicinity. Attendance at two outdoor concerts have 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 art talk/reception and 50 at each film/literary arts events. We anticipate
that because the Markets are—in large part—outdoors, there will be in excess of 2,000
attendees for each of the two.

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

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

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

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

(d) Approximately how many people from outside a 60-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). We were pleased to be able to present both in-the-park concerts, 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, January - December 2022

—**Fred Reid, *The Heart of the Matter***, retrospective exhibition of sculptural ceramics, drawings and paintings, by Reno-based former UNR Art Professor, December 4, 2021 – March 26, 2022, E. L. Wiegand & Kirk Robertson Galleries, talk by and reception for the artist, February 26, 2022.

<https://www.unr.edu/nevada-today/news/2008/leaving-a-legacy-fred-reid-named-employee-of-the-year>

—**The Del Castillo Trio**, “Whether Del Castillo works in Spanish or English, they rock righteously. The Spanish guitars’ flamenco vibe gives a dramatic flair, abetted by passionate vocals” says *Billboard Magazine*. This Austin, TX-based trio—the del Castillo brothers, Rick and Mark, playing Spanish guitars, and award winning vocalist, Alex Ruiz—has developed a huge following. Their original music blends rock, Latin, blues and world music into a cinematic celebration of sound that lifts your soul. They have won 10 Austin Music Awards while also touring with Stix, Los Lobos, Don Henley, Los Lonely Boys, Willie Nelson and Ozomatli. *Rolling Stone* says the band “. . . conjures images of Eddie Van Halen fronting early Santana (with an assist from the Gypsy Kings.)” Ticketed performance, with a free, 3pm, open-to-the-public lecture-dem on “Creating Music with Cross-Cultural Power.” Saturday, January 29, 2022. <https://www.delcastillomusic.com>

—**Spring Films, Vampiric: *From Dusk Till Dawn* (1996); *The Hunger* (1983); *Let the Right One In* (2008)**, with post films discussions. February 11, 18 & 25, 2022.

—**Portland Cello Project**, Giving new meaning to ideas of an Indie-Orchestra, the twelve-member ensemble gives Classical Music a high energy jolt. The group has built a reputation for mixing genres and blurring borders taking on everything from Bach and Arvo Pärt to Dave Brubeck, Kanye West and Pantera. Their performances feature brilliant renditions of a range of musics you wouldn’t expect to hear coming from a cello including blending their deep textures with the unique harmonic landscape of the artistic power of Prince. Joined by musicians who have worked with Prince such as Saeeda Wright and Tyrone Hendrix, expect a lively evening of diversely-curated music that influenced or was influenced by The Purple One. Ticketed performance, with a free, 3pm, open-to-the-public lecture-dem on “Classical and Beyond, New Repertoire for Cello from Bach to Brubeck.” Saturday, March 26, 2022. <https://www.portlandcelloproject.com>

—**Le Vent du Nord**, The award winning and highly acclaimed band is a leading force in Quebec’s progressive francophone folk movement. Their vast repertoire draws from both traditional sources and original compositions, while enhancing its hard-driving soulful music (rooted in the Celtic diaspora) with a broad range of global influences. Featuring button accordion, guitar and fiddle, the band’s sound is defined by the hurdy-gurdy, which adds an earthy, rough-hewn flavor to even the most buoyant dance tunes. They have enjoyed meteoric success, performing well over 1,800 concerts over 5 continents and racking up several prestigious awards, including a Grand Prix du Disque Charles Cros, two Junos (Canada’s Grammys), a Félix at ADISQ, a Canadian Folk Music Award, and “Artist of the Year” at the North American Folk Alliance Annual Gala. Ticketed performance, with a free, 3pm, open-to-the-public lecture-dem on “Blending Music From the Celtic Diaspora with Global Influences.” Saturday, Apr 23, 2022. <https://leventdunord.com/en/>

—**Mindy Nettifee**, poetry reading by the Portland based writer who is a three-time nominee for the Pushcart Prize, a Powell’s Books Indie Press Best Seller, and has been featured on The Moth podcast, May 7, 2022. <https://thecultofmindy.com/>

(Continued on next page)

—**MEKLIT**, Meklit, and her five-piece band, have rocked stages from Addis Ababa to San Francisco, New York to Nairobi, London to Arusha, Montreal to Cairo, and more. Her electric stage presence, her innovative take on Ethio-Jazz, and fiery, emotive delivery results in a killer live show. Her album, *When the People Move, the Music Moves Too*, released on Six Degrees Records, received rave reviews and reached #4 on the iTunes World Music Charts, #1 on the NACC World Charts and #12 on the World Charts in Europe. She has been featured on NPR, NY Magazine, PRI's The World, BBC Africa, BBC World Service, BBC Women's Hour, The New Yorker, AfroPop, The Village Voice, and more. Ticketed performance, with a free, 3pm, open-to-the-public lecture-dem on "The Power of Music to Set People and Social Movements in Motion." Saturday, May 21, 2022. <https://www.meklitmusic.com>

—**Elaine Parks**, *The End is Near*, ceramic works and sculpture by Los Angeles artist, April 9 – June 18, 2022, Kirk Robertson Gallery, talk by and reception for the artist, April 9, 2022. <https://www.nevadahumanities.org/heart-to-heart/2021/1/26/the-end-is-near>

—**France McCormack**, *Vanishing Territories*, paintings and works on paper by Bay Area artist, April 9 – June 18, 2022, E. L. Wiegand Gallery, talk by and reception for the artist, May 14, 2022. <https://www.francesmccormackart.com>

—**Timothy Berry**, *Vanishing Territories*, paintings and works on paper by Bay Area artist, April 9 – June 18, 2022, E. L. Wiegand Gallery, talk by and reception for the artist, May 14, 2022. <http://www.timothyberryart.com>

—**Lee Saloutos**, exhibition of large-scale photographic works of Nevada mining by Reno artist, August – November, 2022, E. L. Wiegand Gallery, talk by and reception for the artist, date TBD. <https://leesaloutos.com>

—**Tawni Shuler**, exhibition mixed media works by New Mexico artist, August – November, 2022, Kirk Robertson Gallery, talk by and reception for the artist, date TBD. <http://www.tawnishuler.com>

—**Robertson Serpa Collection**, *Selected Works by 50 Artists*, exhibition of selected works from the art collection of Kirk Robertson & Valerie Serpa, donated to the Churchill Arts Council Permanent Collection, December 2022 – March 2023, E.L. Wiegand & Kirk Robertson Galleries, reception for the community, date TBD.

—Performing Arts Events – To Be Scheduled:

We are working with Beth Macmillan of Artown in Reno, to help finalize bookings for our 2022-23 performing arts season, as this was still being finalized when Valerie J. Serpa, Executive Director, passed away. We have the following dates highlighted for events at the Oats Park Art Center:

- **In-the-Park Concert**, June 18, 2022
- **In-the-Park Concert**, August 20, 2022
- **Ticketed performance at Oats Park Art Center**, September / October, 2022
- **Ticketed performance at Oats Park Art Center**, November / December, 2022

—Additional Events:

- Ales for Arts XII**, Lariat Courtyard, craft beer festival and tasting, Friday, September 30, 2022.
- Green Goddess Farmers Market**, music by local bands, produce and art by local artists, food by local vendors, Lariat Courtyard, June 4 and August 6, 2022.
- An Evening with the Arts**, 33rd Annual Fundraising Dinner & Silent Auction, Rescheduled – Future date TBD.
- Fall Film Series**, Theme & movies to be determined, with post film discussions. September 9, 16 & 23, 2022.

Signature of Applicant/Grantee



A handwritten signature in black ink, appearing to read "Michael Scott", written over a horizontal line.

Date

January 3, 2022

Convention and Tourism Authority

January 18, 2022

Agenda Item 9

Consideration of a grant application by the Fallon Trap Club for the 2022 Fallon Trap Club Shooting Season. (For possible action)

Grant amount requested by applicant: \$5,000

Grant amount recommended by staff: \$5,000

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

DATE: January 4, 2022

AGENDA DATE: January 18, 2022

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 Fallon Trap Club for the 2022 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 2022 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: 25-35 for an average shoot, 50-60 for the Basque Shoot, and 80-100 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 State Fallon Zip Nv 89406

Phone Number: 775-427-3246 Email: webb@cccomm.net

2. How long organized (or in business) 19 years Tax I.D. # 61-1548497

3. Purpose of Organization To promote Trapshooting

4. Total Annual Budget \$ 35,000.00

5. Project Director Lester Webb Phone Number 775-427-3246

Mailing address: P.O. Box 5501

City Fallon Zip NV Em: 89406 webb@cccomm.net

6. **Project Title** 2022 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: \$ 35000.00

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	\$21,800.00
Utility Bills	1,500.00
Advertising	200.00
Web Maintenance	200.00
Office Supplies	700.00
(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 2022 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 2022 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 25 to 35 for an average shoot, 50 to 60 for the Basque Shoot and 80 to 100 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. 150 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



1-3-22

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.

Convention and Tourism Authority

January 18, 2022

Agenda Item 10

Consideration of a grant application by the Lahontan Valley Claybreakers for the 2022 Lahontan Valley Claybreakers Youth Trap Shooting Season. (For possible action) *Incorporated 1908*

Grant amount requested by applicant: \$2,500

Grant amount recommended by staff: \$2,500

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

DATE: January 4, 2022

AGENDA DATE: January 18, 2022

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 Valley Claybreakers for the 2022 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 2022 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 150 youth shooters (along with their parents) for the California Youth Shooting Sports Association Trap Shoot and the Nevada Youth Shooting Sports Association State Shoot. 20-30 hotel/motel room nights are estimated to accommodate participants and their families visiting Fallon.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

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: Email:
2. How long organized (or in business) 16 years Tax I.D. # 80-0157393
3. Purpose of Organization Promote Organized Youth Trap shooting in Fallon & Churchill Co.
4. Total Annual Budget \$ \$22,000.00
5. Project Director Wayne Whitten Phone Number: 775-423-6827
Mailing address: P.O. Box 6042
City Fallon State NV Zip 89407 Email: whittenp@cccomm.net
6. **Project Title** 2022 Lahontan Valley Claybreakers Youth Trap Shooting Season
7. **Actual Date of Event** March 2022 through July 2022
8. Location of project Fallon Trap Club, 2007 Airport Road, Fallon, NV 89406
9. Funds requested from FCTA: \$ \$2,500.00
10. Total cost of project: \$ \$2,500.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:

This year the State Youth Shooting competition (NYSSA) is **tentatively** set for Las Vegas in June with shooters coming from as far as Carson City, Fallon, Ely and Elko. We anticipate all our shooters attending this year proudly wearing their hats and T- Shirts with City of Fallon Logo's displayed. Also the Claybreakers will be hosting a California Youth Shooting Sports Association (CYSSA) shoot in April 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. Our shooters will be attending CYSSA shoots this year in Central and Northern California proudly wearing their hats and T- Shirts with City of Fallon Logo's displayed and hanging our banners for display. The Claybreakers also sponsor a NRA Coaches Certification Class that is offered in the Western States. Last year we had coaches attending from as far as Washington and California.

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	\$2,000.00
Website updates and changes	\$100.00
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	\$4,500.00
Pacific International Trap Shooting Association fees	\$400.00

PROJECT BUDGET

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

Registration	\$7,000.00
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
Club awards for Lahontan Valley Claybreakers	\$500.00
NRA Coaches Clinic, 2 day clinic advertised State wide	\$1,000.00
Advertising NYSSA State Youth Shoot program, Las Vegas	\$100.00
Advertising Nevada State PITA Shoot, Winnemucca NV	\$100.00
Hat, T-Shirts with Visit Fallon logo	\$2,000.00

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. At all shooting events they attend, they will be wearing their T-Shirts and Hats.

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 in April. Shoots are held on Saturdays so they will be booking rooms, eating and buying gas in Fallon. 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 200 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?

Because of the continuing pandemic, some youth clubs decided not to participate so attendance was down. 25 families and shooters from out of town attended and spent the night.

(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 2 websites that will advertise all upcoming shoots www.claybreakers.com and another website in process and a private invitation only Facebook. 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, and media source for attendees finding out about the event, length of stay, hometown, etc.:

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

Signature of Applicant/Grantee

Date

Wayne Whetter

1/4/2021

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.



2021 NRA Coaches Certification Class

WEN TON
L. TRAILER
Fulton

Convention and Tourism Authority

January 18, 2022

Agenda Item 11

Consideration of a grant application by the Lahontan Valley Bird Dog Club for the 2022 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

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

DATE: January 4, 2022

AGENDA DATE: January 18, 2022

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 Bird Dog Club for the Lahontan Valley Bird Dog Club Nevada Chukar Championship, 2022 (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, 2022 (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 60-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)
Chief Executive Officer:
Mailing address
City State Zip
Phone Number: Email:

2. How long organized (or in business) Tax I.D. #

3. Purpose of Organization

4. Total Annual Budget \$

5. Project Director Phone Number:
Mailing address:
City State Zip Email:

6. **Project Title**

7. **Actual Date of Event**

8. Location of project

9. Funds requested from FCTA: \$

10. Total cost of project: \$

11. Will the Convention Center be used? When?

12. Summarize the objectives of this project:

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.

17,000.00 Entries
5,000.00 Grounds
3,000.00 Merchandise/Raffle
2,500.00 Tourism

PROJECT BUDGET

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

Raffle Items
Awards Trophies
Awards Prize Money
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.

(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 ~\$600 (food, fuel, lodging) = 270K

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

With restrictions placed on CA areas we are getting more events that are looking to Fallon to host their events. We expect to add 3 events from CA utilizing our facilities this year. We also are holding multiple “fun” shoots that attract a more local crowd from the surrounding areas.

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

12/31/2021

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.

Convention and Tourism Authority

January 18, 2022

Agenda Item 12

Consideration of a grant application by the Lahontan Auto Racing Association for the Rattle Snake Raceway Season Promotions 2022. (For possible action)

Incorporated 1908

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

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

DATE: January 4, 2022

AGENDA DATE: January 18, 2022

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 Lahontan Auto Racing Association for Rattle Snake Raceway Season Promotions 2022. (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 Lahontan Auto Racing Association for the Rattle Snake Raceway for Season Promotions 2022, 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: _____

CITY OF 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 89406
Phone Number: 423-7483 Email: lahontanautoracingassociation@yahoo.com
2. How long organized (or in business) 48+years Tax I.D. # 81-1785601
3. Purpose of Organization Promote racing and 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 Rd
City fallon State NV Zip 89406 Email: Lumpy4080@yahoo.com
6. **Project Title** Season Promotions 2022
7. **Actual Date of Event** Racing starts April 22&23 every third weekend there after
8. Location of project Rattlesnake Raceway located at 2000 Airport Rd.
9. Funds requested from FCTA: \$ \$10,000.
10. Total cost of project: \$ \$150,000.
11. Will the Convention Center be used? yes When? 2022 awards banquet
12. Summarize the objectives of this project:
To Promote motor sport events and draw tourism to the Fallon area

PROJECT BUDGET

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

IMCA Sanctioning:	\$ 300.00 annual fees
IMCA bi-weekly fees:	\$ 1500.00 approx. per season
Insurance:	\$ 15,600.00 approx. per season TV, radio, newspaper,
printed materials:	\$ 13,000.00 approx. per season
Internet costs:	\$ 1000.00 approx. per season
Racers Purse:	\$ 46,800.00 approx. per season
Trophies/Awards:	\$ 5,500.00 approx. per season
Fireworks:	\$ 10,500.00 approx. per season
Utilities/fuel/maintenance:	\$ 29,000.00 approx. per season
Facility maintenance/improvements:	\$ 35,000.00 approx. per season
Total projected expenses:	\$158,200.00 Estimated

PROJECT BUDGET

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

Average revenue per 15 races as follows:

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

PROJECT BUDGET

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

Race schedule printing:	\$ 1500.00
IMCA Annual Sanction Fees:	\$ 300.00
2022 Rules/Bylaws:	\$ 500.00
Newspaper Advertising:	\$ 2800.00
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:

To supply a fairly inexpensive entertainment and to promote race enthusiasm .

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

1500 spectators and 100 competitors nightly from the 7 western 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 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)?

8 two nights events. LARA intends to encourage competitors to stay in Fallon, as their 'base'

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

65,000 plus.

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

Approximately 6000 plus throughout the race season.

(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 event will have 500 plus out of town visitors, spending \$100 plus on food ,gas, and some on lodging.

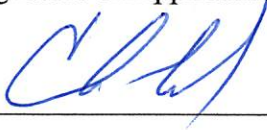
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

FALLON INITIATED A COMMON SET OF RULES , & A SCHEDULE WHERE ONLY 1 TRACK IS RUNNING ON ANY GIVEN NIGHT.

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 spectators fill out the survey form contained in Grant, also speak to the competitors at Drivers meeting .

Signature of Applicant/Grantee



Date



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.

Convention and Tourism Authority

January 18, 2022

Agenda Item 13

Consideration of a grant application by the Lahontan Auto Racing Association for Octane Fest, 2022. (For possible action)

Grant amount requested by applicant: \$10,000

Grant amount recommended by staff: \$10,000

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

DATE: January 4, 2022

AGENDA DATE: January 18, 2022

AGENDA ITEM #: 13

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Lahontan Auto Racing Association for Octane Fest 2022. (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 2022, 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. A total of approximately 4,000 people are expected to attend this year's 2-day event, with about 40-60 room rentals times two nights to Fallon.

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)
Chief Executive Officer:
Mailing address
City State Zip
Phone Number: Email:
2. How long organized (or in business) Tax I.D. #
3. Purpose of Organization
4. Total Annual Budget \$
5. Project Director Phone Number:
Mailing address:
City State Zip Email:
6. **Project Title**
7. **Actual Date of Event**
8. Location of project
9. Funds requested from FCTA: \$
10. Total cost of project: \$
11. Will the Convention Center be used? When?
12. Summarize the objectives of this project:

PROJECT BUDGET

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

INSURANCE	\$4500.00
EQUIPMENT RENTAL	\$14000.00
ADVERTISING	\$9,000.00
MONSTER TRUCKS	\$10,000.00
COURSES FOR COMPETITORS	\$15000.00
EXTRA RESTROOMS	\$1500.00
FACILITY PREP	\$6,000.00
FIREWORKS	\$1500.00

Total projected expenses: \$61,500.00 Estimated

PROJECT BUDGET

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

Pit Gate driver entry fees, pit passes:	\$14,000.00
Main Gate General Admission:	\$17000.00
Concession Sales:	\$8,000.00
Sponsors:	\$ 5000.00
Membership Fees:	\$ 2500.00
GRANT	\$10,000.00

Total projected revenue: \$56,500.00

PROJECT BUDGET

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

Race schedule printing:	\$ 800.00
IMCA Annual Sanction Fees:	\$ 400.00
Newspaper Advertising:	\$ 2300.00
Theater Advertising & other:	\$ 6000.00
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: \$ 30,000.00

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

Promote a fairly inexpensive entertainment and to promote Motor sport enthusiasm. .

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

We expect up to 2000 each night to see a demo derby, tuff trucks, races, and special events

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

40 to 60 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?

65000 plus.

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

Approximately 2000 each night.

(e) How many locals will attend your event?

Approximately 2000 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)?

event will have 400 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:

Theater, posters, radio, Facebook(booster), and vehicles set up around town.

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 spectators fill out the survey form contained in Grant, also speak to the competitors at Drivers meeting .

Signature of Applicant/Grantee



Date



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.

Convention and Tourism Authority

January 18, 2022

Agenda Item 15

Board and staff reports. (For discussion only)

Schedule for City of Fallon - Convention and
Tourism Authority Meetings in 2022:

Tuesday, January 18, 2022⁸

Tuesday, April 19, 2022

Tuesday, July 19, 2022

Tuesday, October 18, 2022

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

DATE: January 4, 2022

AGENDA DATE: January 18, 2022

AGENDA ITEM #: 15

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Board and Staff Reports

TYPE OF ACTION REQUESTED:

Formal Action/Motion Progress Report Discussion Only

RECOMMENDED BOARD ACTION: None.

DISCUSSION: Board and Staff Reports.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____