

AGENDA
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
April 19, 2022 – 3:00 p.m.

The City of Fallon - Convention and Tourism Authority will meet in a regularly scheduled meeting on April 19, 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, and January 18, 2022. **(For possible action)**
5. Consideration of a grant application by The Fallon Bowmen for the 2022 River Animal Madness 3-D Archery Tournament. **(For possible action)**
 - Grant amount requested by applicant: \$1,500
 - Grant amount recommended by staff: \$1,500
6. Consideration of a grant application by Cody & Kristina de Golyer for the 7th Annual de Golyer Bucking Horse & Bull Bash. **(For possible action)**
 - Grant amount requested by applicant: \$3,000
 - Grant amount recommended by staff: \$3,000
7. Consideration of a grant application by Motor Sports Safety, Inc. for the 2022 Top Gun Dragstrip Mopar vs. World Event. **(For possible action)**
 - Grant amount requested by applicant: \$5,000

- Grant amount recommended by staff: \$5,000
8. Consideration of a grant application by Fallon Western Heritage Events/Skiver Bootmakers, LLC for the 2022 Battle Born Broncs. **(For possible action)**
- Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
9. Public comments. **(For discussion only)**
10. Board and staff reports. **(For discussion only)**
- Schedule for City of Fallon - Convention and Tourism Authority Meetings in 2022:
 - Tuesday, January 18, 2022
 - Tuesday, April 19, 2022
 - Tuesday, July 19, 2022
 - Tuesday, October 18, 2022

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

April 19, 2022

Agenda Item 4

Consideration and approval of City of Fallon -
Convention and Tourism Authority meeting
minutes for April 20, 2021, and January 18, 2022.
(For possible action)

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

DATE: April 1, 2022

AGENDA DATE: April 19, 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, and January 18, 2022. (For possible action)

TYPE OF ACTION REQUESTED:

Formal Action/Motion Progress Report Discussion Only

RECOMMENDED BOARD ACTION: Motion to approve the City of - Fallon Convention and Tourism Authority meeting minutes for April 20, 2021, and January 18, 2022.

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.

Chairwoman Frost thanked everyone for attending and reminded everyone that it had been a while since we have been here. She said that they had always provided great events and activities for our community and for visitors coming here. She asked those in attendance, as they are planning their events, if they would make sure they would practice COVID protocols in alignment with Churchill County and the Health district. She said that they we're all awesome ambassadors for the City of Fallon and asked them to keep up the good work. Chairwoman Frost reiterated that it would be a long meeting so as the presenters stepped up to the podium, she asked them to give a brief overview of the event and any new things they would be planning. She said that they were all excited to be back and thanked everyone for their attendance.

Approval of Convention and Tourism Authority meeting minutes for January 21, 2020.

Board Member Bhakta motioned to approve the Fallon Convention and Tourism Authority meeting minutes for January 21, 2020, seconded by Board Member Bernardo; the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Applications

Chairwoman Frost mentioned that there would be a slight change in the agenda, taking item 13 first which is as follows:

- A) Fallon Festival Association, Inc. for the Fallon Cantaloupe Festival and Country Fair, 2021
 - Grant amount requested by applicant: \$15,000
 - Grant amount recommended by staff: \$15,000

- B) Lahontan Valley Bird Dog Club for the Lahontan Valley Bird Dog Club Nevada Chukar Championship (Fall Shoot):
 - Grant amount requested by applicant: \$2,500
 - Grant amount recommended by staff: \$2,500

- C) Fallon Trap Club for the 2021 Fallon Trap Club Shooting Season
 - Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000

- D) Motor Sports Safety, Inc. for the 2021 Top Gun Dragstrip Drag Racing Season
 - Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000

- E) Churchill Arts Council for the Oats Park Art Center, Core Programs 2021
 - Grant amount requested by applicant: \$13,500
 - Grant amount recommended by staff: \$13,500

- F) Rattle Snake Raceway for the Season Promotions 2021
 - Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000

- G) Lahontan Auto Racing Association for Octane Fest, 2021
 - Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000

- H) Lahontan Valley Claybreakers for the 2021 Lahontan Valley Claybreakers Youth Trap Shooting Season
- Grant amount requested by applicant: \$2,500
 - Grant amount recommended by staff: \$2,500
- I) Fallon Ranch Hand Rodeo for the Fallon Ranch Hand Rodeo
- Grant amount requested by applicant: \$3,500
 - Grant amount recommended by staff: \$3,500
- J) Cowboy Fast Draw Association for the Fastest Gun Alive – World Championship of Cowboy Fast Draw
- Grant amount requested by applicant: \$14,500
 - Grant amount recommended by staff: \$14,500

Consideration of a Grant Application by the Fallon Festival Association, Inc. for the Fallon Cantaloupe Festival and Country Fair, 2021:

Director Moon stated that the Fallon Festival Association’s mission is to create a premier event for the entire family promoting the Fallon area, celebrating the agricultural past and present, showcasing local talent, and supporting Nevada businesses. 22,800 visitors are estimated for the 2021 event, with 4,800 people arriving from outside a 60-mile radius. Conservatively, 306 hotel/motel night bookings are estimated. Director Moon introduced Zip Upham, president of the Fallon Festival Association.

Zip Upham thanked the Board for taking his agenda item out of order. President Upham mentioned that last year they tried to hold off until August to do the festival and reminded us that they were unable to do the festival at all due to COVID restrictions, but on the upside, they were able to do quite a bit of the lead up and publicity for the Cantaloupe Festival to keep it in peoples’ minds while they were on lockdown. Upham continued, this year they are expecting to do what we were not able to do last year and so the Cantaloupe Festival will be as seen in the past and we expect a huge slate of entertainers and vendors and the full spectrum of activities that we had done previously. The one thing that is going to be different this summer is that Festival is going to have ½ of its parking. The reason is because the Civic Center is currently being constructed so we are going to have to push a bunch of the parking to the south of Miners Road in the dirt lot and we will work out that issue to get Festival goers over to the main gate. For the most part, we are looking at having entertainment on both Friday night and Saturday night. We are looking to start midday on Friday after having the 5th graders from the local school out to the Festival grounds going all the way through Sunday afternoon at 5:00. We are the weekend before Labor Day, at the end of August. Mr. Upham’s expectation at this point is that we will probably see more participation than we had in 2019, just because there is a large appetite in our local community to come out and participate. Mr. Upham mentioned that he had discussed with his board the best way to capture the metrics of out-of-towners and folks, particularly folks that are staying locally in hotels when they come to the Festival. He mentioned that it is difficult to gather that information at the gate. They have done surveys in the past, asking people if they were local or outside of Churchill County, which is difficult because it still doesn’t tell if they are staying overnight or anything like that. They are brainstorming ideas at this time of how to capture some of those metrics maybe at the local

hotels, directly so that they know if they are checking in for the Cantaloupe Festival. Mr. Upham asked if he could get some help to gather the aspect of things that would give pretty good numbers to work forward into the future years. He said that his board looks forward to having the Civic Center built and available to them because they are looking happily about being able to rent that facility from the Churchill County Parks and Recreation and use that facility to make the Festival bigger. Mr. Upham asked if he could answer any questions.

Board Member Bernardo asked how much of an increase is the Festival Board looking at to feed the appetite since not having it last year. Mr. Upham replied that they were able to hold the ticket prices, generically to \$8.00 for an adult and weekend passes are a little bit more, to make it more economical for larger families. Mr. Upham also mentioned that they don't have separate charges for the concerts and entertainment. The only thing that people pay additionally for would be food and carnival activities. Mr. Upham reiterated that an \$8.00 ticket for a full-blown festival, like the Cantaloupe Festival, is very reasonable in this local area and is happy that they can keep those ticket prices down. Mr. Upham continued and mentioned that from last year they were able to do a lot of the social media and absorb that cost. Upham said that they are now working with Red Carpet Events; Kari Nichols is the president of Red Carpet Events and she and her team are doing the social media and advertising. The \$15,000 grant from the Board would be going specifically, to all the advertising that they do through Red Carpet. He stated that their social media efforts have been great, and they are very much looking forward to doing more.

Board member Bhakta asked if the additional parking was right off Miners Road. Mr. Upham replied that right where they are doing vaccinations and the testing, south of Miners Road, it's on the back side of the construction site. Mr. Upham said they would be running a shuttle or a kiddie train that would help people to the gate who didn't want to walk very far. They will work on figuring out how to run that transportation issue for the whole event. Mr. Upham gave rave recognition to the Churchill County Road Department for grading that area south of Miners Road but it's still a little bit of a walk to the gate.

Chairwoman Frost inquired if they had considered using the Churchill County High School Parking lot. Mr. Upham did say that they had considered that, but it is more of a challenge because of the safety of having to cross Sheckler Road. Using the Miners Road access is easier since it is not a major thoroughfare and a much safer way.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$15,000 to Fallon Festival Association, Inc. for the Fallon Cantaloupe Festival and Country Fair. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Lahontan Valley Bird Dog Club for the Lahontan Valley Bird Dog Club Nevada Chukar Championship (Fall Shoot):

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

from outside a 100-mile radius. There are usually 130 rooms booked per year by the activities of the LVBDC.

Director Moon introduced Walt Goodman, Vice-President of LVBDC. Mr. Goodman expressed thanks for consideration and gave a brief overview of the LVBDC by reiterating that they are in the development of training bird dogs and getting the youth involved. They are really looking forward to putting on the event and mentioned that their main event is in October. They also lend their grounds out to other clubs that may or may not have access to adequate land. Birddog Club of Reno uses their facilities in November and December. LVBDC also hosts six (6) fun trials January through April, which are less competition and more about training, teaching and development of the individuals and the dogs. Their main goal is to try and develop the sport through teaching and training. Mr. Goodman entertained questions.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$2,500 to Lahontan Valley Bird Dog Club for the LVBDC Nevada Chukar Championship. 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 Fallon Trap Club for the 2021 Fallon Trap Club for the 2021 Fallon Trap Club Shooting Season.

Director Moon addressed the Board informing them that the Fallon Trap Club holds shooting events throughout the year to promote, enhance, and encourage participation in the sport of trap shooting. The organization also participates in shoots throughout Northern Nevada. This year, the anticipated hotel/motel room nights for these shooters and their families are as follows: 20-30 for an average shoot, 40-50 for the Basque Shoot, and 70-80 for the State Shoot. Director Moon introduced Lester Webb, President of the Fallon Trap Club.

Mr. Webb began by saying that he is really excited for this year. He mentioned that they had already hosted 4 shoots and had great participation. Next month will be the State shoot and they already have all 24 RV spaces reserved at the Trap Club. They have openings for 125 shooters and anticipate full participation and expect the town to be full. Mr. Webb said the next activity they host will be the Nevada Youth Shooting Association and the Basque Shoot in October.

Chairwoman Frost asked if there were any further comments.

Board Member Bernardo asked how far the competitors travel to attend these shoots. Mr. Webb said that competitors come from Washington, Oregon, California, Arizona, Colorado, and Wyoming. Board Member Bernardo also asked the difference between the three different shoots mentioned and what the competitions consist of. Mr. Webb said that the shootings consist of singles, doubles and handicapped. The State shoot on Friday will consist of singles, doubles and handicapped, Saturday will be the singles championship and Sunday will be the doubles championship.

Board Member Bernardo asked if this State shoot was for the State of Nevada. Mr. Webb confirmed yes and continued by saying that the Club picked up the ATA. He clarified that they mostly shoot the PITA, Pacific International Trap Association. The ATA is the Amateur Trap Association, and they have shoots, once a month on Thursday nights. Board Member Bernardo inquired about the turnout for these Thursday events. Mr. Webb responded

that they have been pretty good so far, with almost 20 competitors and they are coming from California, which requires a stay in hotel rooms.

Board Member Bhakta inquired if there was an actual date for these events. Mr. Webb mentioned that the ATA shoot is every third Thursday and every first Thursday is the PITA shoot.

Chairwoman Frost asked when the State Shoot is scheduled. Mr. Webb replied with May 14-16.

Board Member Bhakta asked if this was their major event for the year and Mr. Webb replied yes.

Chairwoman Frost said if there were no more questions, she would entertain a motion. No other comments were noted.

Board Member Bernardo motioned to approve \$5,000 to Fallon Trap Club for the 2021 Fallon Trap Club for the 2021 Fallon Trap Club Shooting Season. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by Motor Sports Safety, Inc. for the 2021 Top Gun Dragstrip Drag Racing Season.

Director Moon stated the mission of Motor Sports Safety, Inc.'s goal is to establish Fallon as Northern Nevada's motor sports capitol, contributing to the community economically, while providing a safe and legal environment for motor sports. Their short-term goal is to concentrate on new events to help offset the economic slide in revenue they have experienced. The expected attendance to this year's events is 10,000+ visitors from Nevada, California, Arizona, Utah, Oregon, and Canada with approximately 12% of visitors staying at motels for each event. Director Moon introduced John Stauverman, president of Motor Sports Safety, Inc.

John Stauverman thanked the Board and joyfully expressed his thankfulness that this was not a ZOOM meeting. Mr. Stauverman stated that he is the President of Motor Sports Safety, Inc., and explained that they manage and run Top Gun Drag Strip, 12 miles south of Fallon. He continued by saying that last year was their best year ever. They generated revenues and the car counts were up with just ½ of this season, beginning in June. They were the first track out of the NHRA Division as far as running events last year. By opening early, he mentioned that it has worked for their benefit because a lot of people were hungry to go drag racing after being couped up at home. People got an opportunity to come to Fallon, look at our facilities, and see what we have to offer, what the City of Fallon and Churchill County have to offer as a whole and were impressed. Mr. Stauverman said that the same event is coming up the 2nd week in June and the scuttle throughout the drag racing community is that it was a wonderful event, and they are ALL coming back, and they are bringing their friends. Mr. Stauverman mentioned some schedule changes which worked out to their convenience since the Sacramento Raceway is scheduled the weekend before us. It has already been arranged that a lot of these racers are coming out of Las Vegas, going to Sacramento, and then coming back and spending the week here, in Fallon, for the weekend. Then they head back to Vegas, making it a much easier drive for the Vegas racers. Mr. Stauverman said they are working in coordination with the NHRA to make it more sensible for the racers in their traveling schedules with less stops, and smarter travel times to make it back to work on time for Monday. Mr.

Stauverman said that they do most of their advertising through Facebook. They average about 250 people per event with 17 events scheduled throughout the course of the year. The big event in June, which they are preparing for, is anticipated at over 700 people with 200 participants. Mr. Stauverman mentioned that as of today, he had locked in a contract with Super Gas Association, which brings in an additional 15-25 cars which and would NET about another 75 people. With the grants that they had received from different entities, such as the Tourism Board, they put those funds into advertisement, into Facebook, and any place that would give them assistance to get their name out there; banners, flyers, internet, and social media – anything to get people to Fallon.

Chairwoman Frost asked if there were any questions.

Board Member Bernardo asked that if 250 people was a pretty good increase from before, and what the economic impact it brings into Fallon. Mr. Stauverman replied that there are 200-250 people per event but unfortunately, it was a come-as-you-wish event without pre-registration so he honestly cannot give a number. He continued, stating he only anticipates an increase in car-count, or an increase in spectator count. Mr. Stauverman's experience recollected that they get about 10-hotel rooms a night per weekend and a total of three 3-day events for 2-nights for each person and three 2-day events which would increase that too. He did mention that some of the racers stay at the facility, but go to the grocery stores and gas stations, and a handful of them go to hotels. He was not able to give honest numbers because it is a come-as-you wish event. Historically, numbers have continued to increase even with the challenges of today's society. Board Member Bernardo asked clarification about the coordination with Sacramento Raceway. Mr. Stauverman responded that they coordinate with the Sacramento Raceway, Las Vegas Motor Speedway and Sonoma Raceway when they are active. He stated that the reason they coordinate with these raceways is because it makes more sense for the racers. He reiterated that they want the racers to go from Vegas to Sonoma, to Sacramento, to Fallon and then back to Vegas and to not have to jump back and forth between race sites. He also mentioned that this in coordination with the NHRA which is the governing body of the association. Stauverman also noted that it saves the racers time and money for fuel for travel by following this pattern of travel as well as this time of year/season when students are not in school. Mr. Stauverman continued, by stating, that they have already had one test-and-tune and it had just under 250 people, and over 115 cars for the season opener. He said that it was by far, the best, with almost double the amount from what they customarily have at this time of year. If this is a sign of what things are to come, Mr. Stauverman mentioned how excited they are as an association. Again, Board Member Bernardo asked if they were expecting approximately 200 participants for the event, and Mr. Stauverman confirmed that amount.

No other comments were noted.

Board Member Bhakta motioned to approve \$10,000 to Motor Sports Safety, Inc. for the 2021 Top Gun Dragstrip Drag Racing Season. 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 Churchill Arts Council for the Oats Park Art Center: Core programs 2021:

Director Moon advised that the Churchill Arts Council continues to attract significant and repeat out-of-town audiences throughout the year for performances/events in a unique, first-rate venue. The Concert Series, Art Bars, Lariat Nights, Ales for Arts, etc. have become increasingly popular events for visitors to Fallon. Since these events are held at night, the likelihood of overnight stays in Fallon are increased for those visiting outside a 60-mile radius. 16,000+ people are projected to attend over the course of the season, along with at least 400 room nights.

Valerie Serpa, Executive Director of the Arts Center, began by stating that aside from the normal season, which was articulated in the grant description, she stated that new things were happening, and she is always brainstorming, and this year is starting with the Green Goddess Farmers Market. The market will be held the first Saturday of May through September, beginning at 3:00 pm until 8:00 pm. It is located at the Lariat Courtyard and Café. She continued, the entire Art Center will be open so that guests can visit and view the inside of the Art Center. The market, itself, will be on the grass in front of the Lariat Courtyard. The vendors featured, are local with produce, arts, and crafts. The Market will be on the grass area and flow into the DG area that belongs to the City, for which they acquired a special use permit. Director Serpa mentioned that their committee thought this would be a great way to get people back out and to the Art Center. Because it is predominately outside, the capacity is such, that even though people are in the Art Center, they will mostly be outside and therefore not reach the legal indoor expectations but draw more people outside. Director Serpa mentioned that they were fortunate enough to apply for a grant from NCOT, and secured advertising money which will be used to advertise in Edible Reno Tahoe, which is a beautiful publication and distributed widely, throughout Northern Nevada as well as radio advertising on KTHS and KUNR.

Board Member Bhakta thanked Director Serpa for bringing the flyers to his motel. Director Serpa welcomed him and mentioned the quality of which the publications are made and mentioned to everyone that she has flyers if anyone would be interested. Board Member Bernardo asked Director Serpa on how many people she expects to attend the Green Goddess Market throughout May through September. Director Serpa said that based on statistics from other markets that they have seen, since it is from 3:00 pm to 8:00 pm, over the course of those hours, they are thinking about 1000 people. Director Serpa explained that they will be interviewing the farmers, and then have music afterwards. She did say that she wants people to feel safe and they have a plan for social distancing the vendors and making sure that there is a safe environment for everyone.

Chairwoman Frost mentioned that she hoped it would be a big draw from the Reno area, especially since they are advertising in that magazine, Edible Reno Tahoe. Director Serpa commented that they did a full-page ad and based it on that graphic and there was a lot of positive feedback from the staff, saying that it was great. She also mentioned that all the pictures used in the advertising were from Fallon and local farmers. Chairwoman Frost said that people are itching to get out and do things and Director Serpa agreed, mentioning again that the event is outside, and patrons may come inside for beverages or not and stay outside and listen to music in the courtyard.

Board Member Bernardo asked if they would be bringing back in the live bands again throughout town or local artists. Director Serpa reiterated that for the Green Goddess Market, local bands would be performing. She anticipated the outdoor concerts would begin in June,

and then in August, the film series would begin. Director Serpa stated that everything else is entirely booked for the rest of the season. Director Serpa expounded on the bookings by saying that she had been working on them the whole time because when things fell away last year, they didn't really want to have to cancel anything with artists because that would mean asking for deposits back and there are some of the hardest people hit with the pandemic. Whenever possible, they would try and reschedule but there were some that were not able to, like the Chromework Quartet who are an all-female group from Los Angeles who all happen to be pregnant right now, so they are re-scheduled for next year. The last few weeks have been intense, finishing the schedule and it has been great and is ready to go. Board Member Bernardo mentioned his excitement to have them back here in Fallon.

There were no other comments noted.

Board Member Bernardo motioned to approve \$13,500 to Churchill Arts Council for the Oats Park Art Center, Core Programs 2021. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Rattle Snake Raceway for Season Promotions 2021.

Director Moon stated that 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 ¼-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.

President of Rattle Snake Raceway, Chris Lumsden, started by stating that this year is a little different than past years because of the closing of the Reno-Fernley Raceway, possibly permanently. Lovelock Raceway is also closed, possibly permanently so all the tracks in Northern Nevada met and decided to run their races one-weekend a month. Beginning this Friday night, Rattle Snake Raceway will run Friday and Saturday, hoping to draw the people to come stay a couple of nights. President Lumsden mentioned that this saves them money in insurance. Lumsden also mentioned that all the tracks agreed that they don't run on somebody else's days, so we are down to seven regular weekends of racing and the big show at the end of the year. Lumsden noted that they are the only track in Northern Nevada that will be running for the 4th of July. Everything else is improving and Lumsden believes that the car-count will go way up this year, just like Top Gun and the rest, since everyone is itching to get outside.

Board Member Bhakta inquired the date of the Big Show at the end of the year. Lumsden responded that it will be a 2-day show, the first weekend in October, with payouts of about \$40,000.00 between the 8-classes of cars that will run that weekend. Racing averages about 7 hours between all the classes of racers. Lumsden continued, the grandstands last year during COVID increased in attendance. They usually are at 25% capacity and were at 50% last year. President Lumsden mention that they also run Octane Fest and last year was the first time that they made a profit because of the increase fan count.

Board Member Bernardo repeated and inquired of President Lumsden regarding the season going seven weekends. President Lumsden confirmed. Board Member Bernardo inquired further about the weekends being 2-day events, on Friday, and Saturday. President Lumsden again confirmed yes, except for three that will be Saturday and Sunday, which includes the Big Show. President Lumsden re-stated that when they are running, no other Northern Nevada tracks will be running at the same time.

There were no further questions.

Board Member Bhakta motioned to approve \$10,000 to Rattle Snake Raceway for Season Promotions 2021. 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 Lahontan Auto Racing Association for the Octane Fest 2021.

Director Moon began by stating that Lahontan Auto Racing Association's purpose is to provide quality and affordable motorsport entertainment to Fallon; with the goal of helping generate revenue for local businesses. This year's Octane Fest will include the Northern Nevada 180 Challenge. A total of approximately 4,000 people are expected to attend this year's 2-day event, with about 80-100 room nights to Fallon.

President Chris Lumsden addressed the Board once again. President Lumsden began by stating that Octane Fest has been way up and way down in attendance in the last couple of years and it has slowly begun to make a climb back up. Monster Truck scheduling has been a total nightmare, Lumsden said, and as of this morning the truck that was secured, cancelled, but they are working on a couple of other ones. President Lumsden said the I-80 Challenge mentioned earlier, cancelled, and had changed their date to May. Due to the track closures and other issues, it has been a crazy planning year. Lumsden was excited though, that they would be running Tough Trucks, Demolition Derby, Races, Quads, Side-by-Sides and two Monster Trucks. The Monster Truck that cancelled for Octane Fest will be performing during the 4th of July event and will also be entered into the 4th of July parade, all while at NO-charge to make up for cancelling. Octane Fest will continue, Lumsden said, and said that it was great show and if you haven't been up there, you should. It's different and incredibly wild, and the fans love it. Board Member Bernardo agreed. President Lumsden continued by saying that it draws people from all over, with at least 50% of the people, either contestants or fans, not being from Fallon.

Director Moon asked for clarification on the I-80 Challenge cancellation and reschedule. President Lumsden said they indeed, did reschedule for the weekend of the 18th of May. They are currently talking with Lester Webb from the Trap Club, who has a big shoot that same weekend and they are trying to coordinate the two schedules. President Lumsden mentioned that this was a big show that would be televised on XR. He continued, if people don't watch racing on TV but may this year, because Bristol took an asphalt NASCAR track and put dirt on it, and then invited people to come and race on it. Lumsden said that his son went and raced and, in his class alone, there were 200 cars and 1200 cars altogether between the different classes; XR TV is the one who films these live televised events, and they will be in Fallon for recording the I-80 Challenge. Director Moon asked President Lumsden if there were any changes in the dates, and asked if he would let her know, and Lumsden agreed. In reference to the Monster Truck, Director Moon also asked if the same Monster Truck that

cancelled would be the same one performing the 4th of July parade for no charge and President Lumsden answered yes, and said he would be doing two shows, on the 3rd and the 4th at no charge, while still trying to book another Monster Truck for Octane Fest.

Board Member Bernardo asked how many participants and racers that they would be expecting for the event. President Lumsden responded that he was hoping to have as the same car count as Susanville and they had 80+ racers at their last event. President Lumsden said that Susanville also elected to schedule with the Northern Nevada Tracks and they only run over Elko a few nights and do not run over us at all. Board Member Bernardo mentioned that it sounds like and increase, and Lumsden said it would be a big increase. Board Member Bernardo asked how many events would be planned within the event. President Lumsden clarified that they usually run with a set schedule, heat races, some trophy dashes and then the main event. If the car count gets large enough, they run a “B” main event and an “A” main event. Lumsden mentioned that they usually try to conclude the evening around 10:30 – 11:00 pm., even though some events have concluded as late as 1:00 am.

There were no further questions.

Board Member Bernardo motioned to approve \$10,000 to Lahontan Auto Racing Association for Octane Fest 2021. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Lahontan Valley Claybreakers for the 2021 Lahontan Valley Claybreakers Youth Trap Shooting Season.

Director Moon stated that the Lahontan Valley Claybreakers came into existence to promote gun safety and the sport of Trap Shooting to Fallon’s youth in 2006. The club participates in shoots in Fallon and throughout Nevada where they promote Fallon by wearing gear (hats and T-shirts) branded with Fallon. Fallon can expect over 200 youth shooters for the California Youth Shooting Sports Association Trap Shoot and the Nevada Youth Shooting Sports Association State Shoot. 40-60 hotel/motel room nights are estimated to accommodate participants and their families visiting Fallon.

Barry Stewart, President of the Lahontan Valley Claybreakers Association, Josh Haggard, Vice-President, and Pat Whitten who helps everybody, addressed the Board. Ms. Whitten mentioned that she handed out brochures that are printed, listed with their sponsors. Ms. Whitten continued as she thanked Jane Moon for hand-feeding her for the last two years in preparing the grant application, adding that Jane takes really good care of them. Ms. Whitten said that this year, for advertising, the kids wear shirts when they go out of town for State Shoots. She continued; (it seemed as if Ms. Whitten was showing the crowd the shirts, both front, back and sleeves) explaining that the wording printed on the shirts says, “Visit Fallon”. Ms. Whitten mentioned the places that had been visited so far this year for shoots and were wearing the shirts. The places included Coon Creek, outside of Sacramento, and Sierra Valley in Carson City, who also wear a hat that has “Fallon” written on it. Ms. Whitten mentions that she always brings in a ‘newbie’, introducing Josh. She described that Josh began as a Parent of a shooter, a young girl, who is doing very well this year, and then Josh asked what he could do to help. Ms. Whitten asked Josh if he would like to learn how to coach and now, they are having a coach’s class at the Trap Club with six people from Fallon, one from Washington state (who found out about it on their website), and one from California. Ms. Whitten announced that today was Josh’s last day of work, retiring from the US Navy, purchasing a

house, and making his home in Fallon. Ms. Whitten addressed the Board and said they are introducing Josh to everything that has to do with grants, tourism and all the rest. Ms. Whitten stepped back and introduced Barry and Joshua Haggard also introduced himself.

Barry Stewart addressed and thanked the Board. President Stewart began with mentioning that their season begins this Monday, and runs Mondays, and Wednesdays through the first part of June. They begin with a fun-shoot for the parents and all the shooters. They will culminate June 17-19 with the NYSSA Nevada Youth Shooting Sports Association State Championship Shoot in Fallon. Mr. Stewart mentioned that they are really looking forward to the season this year, recalling what Pat Whitten stated regarding the 40 shooters this year, which maxed them out. Mr. Stewart said, they are waiting to get more coaches once they have been certified with NRA Level 1 Shotgun Coach Certification Class, which will be on May 1-2. This is the first year, Mr. Stewart said, that they had a waiting list to shoot. Unfortunately, they had to turn away a few families because they couldn't safely handle them. Mr. Stewart continued, giving information that their Home club is the Fallon Trap Club, they were able to host the earlier CYSSA Shoot, which Lester Webb mentioned, which had 132 shooters. Mr. Stewart said that they rotated them through, which was rather interesting. This was the same way CYSSA was running their shoots this year to be COVID compliant. Their hope was to get two CYSSA shoots next year from the Fallon Trap Club.

Mr. Stewart addressed the Board, stating that when they host the NYSSA Shoot in June, they will be having teams from Ely, Las Vegas, Carson City, and of course Fallon. He continued stating that they expect to have approximately 80 shooters and it wouldn't surprise him that most of the families for the 80 shooters would spend the night. Stewart continued, Carson City is close enough to drive back and forth but when you start early in the morning, you end up shooting late at night. Friday night is what they like to call FUN-night, where there are a lot of fun shoots; Annie Oakley's, Buddy Shoots and so forth which concludes in the evening with a pizza party. Saturday morning begins bright and early with the NYSSA shoot. With these long days, it is much easier for the Carson families to stay the night instead of driving back and forth. Mr. Stewart said that the last thing that he wanted to mention was how proud they are of their returning shooters from previous seasons. These shooters are participating in just about anything they can shoot, which includes, PETA Shoots, ATA Shoots, CYSSA Shoots. If it is a competition, and they have the shells, by golly, they are there. Mr. Stewart said that they have a bunch of great shooters, including Josh's daughter. She has come up great and during the recent CYSSA on May 10, she shot a 98 out of 100. Mr. Stewart did say that there a few other shooters, right on her heels with that accuracy and when Fallon shooters show up, everyone pays attention.

Joshua Haggard thanked the Board for having them and the consideration for the Grant as it will really help with all the shooters and supplying top-notch uniforms to represent them. Pat Whitten spoke up to mention one more thing – CYSSA, that they speak of, so often is California Youth Shooting Sports Association. The shoot that CYSSA hosted, Fallon was able to meet a lot of people from other towns. One club from California, brought 26 shooters, and they came early so that they could go to Sand Mountain. They were impressed with surroundings and equally impressed with being able to shoot off a mountain, since most of them are used to California's flat shooting ranges. Ms. Whitten also mentioned that those 26 shooters were not even their whole club, so they are excited about the possibility of having two of those shoots and introduce more people to Fallon. She said, all they know about Fallon is Top Gun, which is good, but they don't know that we have Lake Lahontan, Sand Mountain,

and all these things around us. Ms. Whitten acknowledged the Board and mentioned how much their club appreciates all the Board's support over the years.

Board Member Bernardo asked what the club has done differently to get people more interested in getting on the waiting list. Ms. Whitten answered, by saying, they put on coach's clinics, the parents like to volunteer, but also ask if they can get some training. Ms. Whitten said that their instructor comes from Las Vegas, where she is a registered NRA certified teacher. She comes from Las Vegas, to Fallon, to hold the class. When the coach's clinic is held and finished this year, they will have over 12 coaches, and over 5 divisions, based on grade. When shoots are held, you must be able to get in there, shoot and complete it all before the sun goes down. They have been trying to limit the shooters to 40-42. Next year will be a big bunch because the grades 10-12 are all going to be Varsity and she doesn't think that anyone will drop out, which will bring them to 18 shooters. Ms. Whitten went on to say that some of those Senior/Varsity shooters began when they were in the 3rd grade. Ms. Whitten said that this means a lot to her to see these kids compete for so long and show commitment. She continued to mention that they wanted to have enough coaches to make the shoots safe. Mr. Bernardo inquired about how many coaches are needed to get to that "safe" mark. Ms. Whitten replied, 2-3 per age group so anything over 12 coaches is good. Ms. Whitten continued to say that each coach communicates to her on how many students they feel comfortable coaching. She continued to say that Josh, this year, is going to help with the rookies, which is 3rd – 5th grades. She feels that this will get his feet wet, but will also have a coach with him, who is also from the base, but will be leaving in September, and will return at some time. Ms. Whitten also mentioned that the personnel at the Navy Base are very willing to come and help, re-stating that 12-15 coaches are needed. Ms. Whitten is very excited to have about 40 shooters.

Board Member Bernardo asked if there were different certifications for each age group of coaches. Ms. Whitten said that each coach is taught the same, completing their coach's certification. By the time the students get to Varsity, they are already shooting like adults. At this point, the coach is more or less, the safety guy, making sure the guns are pointed the right way, not talking on the line, and all that kind of stuff. This year just really surprised us, I did not advertise because I started getting phone calls and I have a wish list started for January, and I told them it was a "wish list" but that I didn't anticipate losing very many. Board Member Bernardo inquired of the number participants that they expected to stay overnight for each event. Ms. Whitten said yes, especially the State Shoot because they have the pizza party, and Fun Shoots, where dad gets to shoot with son or daughter, mom can shoot, which is probably the best part of it. Pizza Barn has supported the program for years with this pizza party, so it's kind of a big community thing, with lots of fun. Ms. Whitten said that everyone is more than welcome to come up, maybe not the first week, but maybe the second or 3rd week.

Chairwoman Frost congratulated Ms. Whitten on her retirement and apologized that she had to be here all day today with them on her retirement date and mentioned how much she is appreciated.

Board Member Bhakta motioned to approve \$2,500 to Lahontan Valley Claybreakers for the 2021 Lahontan Valley Claybreakers Youth Trap Shooting Season. 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 Fallon Ranch Hand Rodeo for the Fallon Ranch Hand Rodeo 2021.

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

President Richard Alegre began by explaining the 2019 program he had previously handed out to the Board shows the past winners, volunteers, kids' events, and a list of the 21 teams. President Alegre said that they would be adding a few more events for the kids, possibly on Friday night, consisting of sack races and maybe a wheel-barrow race. Because the kids who do the Boot Scramble and the Mutton Bustin' are getting a little older, and they want to have a little more for them to do on Friday night. President Alegre also mentioned that they would be trying a triathlon for the men and the women. The women will have to break-a-way a calf, run the barrels and come back and tie a goat. The men will have to do the same thing only they will have to tie a calf. Alegre said that this is a new competition that they have seen in Oregon and Idaho and want to try it here and see how it works. Mr. Alegre directed the Board to the last page of the program which is a survey for the participants and additional surveys for those that attend the rodeo, which he thought would be of special interest them. President Alegre said that he hoped that this year would be a lot bigger and better.

Board Member Bhakta asked if this was a three-day event and President Alegre confirmed that is a three-day event, Friday night, Saturday, and Sunday. The days start early in the morning, and then more events in the evening, as this is the first weekend in August, and it can be very hot. Sunday, Mr. Alegre said, they try and conclude by noon so that people can get home, since they are hauling horses and kids, and they try to make it easier on the families. Board Member Bhakta inquired about the schedule and President Alegre said that there are other programs which are not on that schedule but are the men's and women's team competitions. President Alegre continued to say that the top men's and women's teams go to the finals in Winnemucca, which is held in November, to compete in the state championship.

Chairwoman Frost acknowledged how busy they seemed during this weekend and mentioned that it is the volunteers that make it happen. President Alegre agreed that the volunteers were mostly local, but some also came from out of town. Councilwoman Frost asked if they were planning to advertise in the Reno market. President Alegre said that there was a young lady who did some advertising on Facebook, through a magazine, The Nevada Rancher, but the social media thing works wonders.

Board Member Bernardo inquired to how far some of the contestants travel to come to the rodeo. Mr. Alegre said that ranchers come from Elko, southern Oregon, a lot of Nevada teams from Fallon, Lovelock and Gardnerville. There are two California teams and one women's team from Oregon. President Alegre stated that some of the contestants use motel rooms and others have camp trailers and stay at the Fairgrounds with the horse trailers. Board Member Bernardo asked if they expected more teams to come from California and Oregon. President Alegre said that if the social media thing worked, that would bring in the barrel racers

and the ranch teams as well. Alegre said that since things have but shut down for so long, he thinks they are ready to compete and added that they can only take, maximum, 25 teams maybe 30, because of the livestock that is needed to serve that many teams and contestants. The livestock would serve team sorting, team branding, team roping and trailer loading, with a few more events and therefore require a lot of livestock. Mr. Alegre said that they do rotate the livestock so that they are not overused and not used for the same contestants/teams each time.

There were no further questions or comments.

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

Consideration of a Grant Application by the Cowboy Fast Draw Association for the Fastest Gun Alive – World Championship of Cowboy Fast Draw.

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

Director Moon said that Cal Eilrich, the president of this association, is unable to attend since he is traveling from one Fast Draw event to another, between two different states. Director Moon said that President Eilrich did send a letter for Director Moon to read. "To the Fallon Convention Tourism Authority Board, April 20, meeting. Howdy, I am sorry that I cannot be here in person this year, as I have done for every year since 2008, when we selected Fallon as our Host City for our Annual World Championship and moved it from Deadwood, SD. I am traveling this week between our Texas State Championship near Houston, TX to our Florida State & Eastern Territorial Championship near St. Augustine, FL. We were excited to get the call from Jane Moon informing us that your Board has resumed meeting this year. As you know, COVID-19 made 2020 a challenging year for all of us. But, surprisingly for our 2020 CFDA Season, our Affiliated Clubs still conducted about 75% of our Titled Championships throughout the nation. However, attendance was predictably about 20% lower. So far this year, we are already setting record attendance at our events. I feel that we may set an attendance record this year for our World Championship here in Fallon. We are looking forward to our 2022 World Championship, as it is the 20th Anniversary of the Cowboy Fast Draw Association. I look forward to working with the City of Fallon again this year. Thank You, Cal." Director Moon continued, saying she believed that everyone is very familiar with this event and the full application, located in your Board Books.

Chairwoman Frost said that she had attended this event and mentioned that Cal does a great job getting the media outlets out of Reno with a lot of airplay in regard to the City of Fallon, the Fast Draw competition, as well as the Outdoor Channel. Chairwoman Frost questioned if this is a year that the Outdoor Channel is planning on attending the event. Director Moon replied that they were to attend last year and did not and was not sure if they

were able to transfer their schedule, since they only attend every other year. Director Moon said that she would find this information out from Cal.

There were no further questions.

Board Member Bhakta motioned to approve \$14,500 to the Cowboy Fast Draw Association for the Fastest Gun Alive – World Championship of Cowboy Fast Draw. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority

Public Comments

Chairwoman Frost inquired if there were any further public comments.

No public comments were noted.

Board and Staff Reports

Director Moon stated that this years' Travel Nevada Rural Round-up will be on Thursday, April 22, 2021. It has been held virtually with optional outposts offered throughout Nevada at limited capacity for participants, of course, following COVID guidelines. The outposts are as follows: Boulder City, Elko, Ely, Stateline, and Tonopah. Director Moon said she will be attending the Stateline outpost. It is planned that the Rural Round-up will be at Virginia City again in 2022 as it was scheduled at Virginia City in 2020, when it was cancelled. Director Moon also mentioned, humbly, that since the last meeting, she was appointed as a member on the Nevada Commission on Tourism by Governor Sisolak in September of 2020. Director Moon continued by saying, that she also serves as the Rural Commissioner on the Commission, as she wasn't sure that she would be able to talk to each one individually as far as that appointment and continued by saying that she had the approval and blessing of Mayor Tedford, as she wouldn't be here without him.

Director Moon said that they are making updates to the Visit Fallon Nevada.com website to continue to improve its accessibility and use ability. Director Moon continued by saying that they are working hand in hand with the Pony Express Territory and Travel Nevada to improve visits to Fallon, Nevada and one of those partnerships also resulted in the MotorSports Safety Inc, receiving a grant from the Nevada Commission on Tourism for their seasons' promotions as well. Director Moon asked the Board if they had received that notice to which they agreed.

Chairwoman Frost congratulated Director Moon on her appointment to the Nevada Commission of Tourism and for the grant as well and thanked her for her work.

Deputy City Clerk Elsie Lee stated she had nothing to report.

Board Member Bernardo stated he had nothing to report.

Chairwoman Frost addressed the Board by saying that she was very optimistic about where they were at, as a Board, again stating that people are wanting to get out and she is hoping that we are going to get more visitors. When visitors come to Fallon and see what we have to offer, they will want to come back and explore more and spend more time here. Chairwoman Frost stated that we offer some great events that draw people out to our community and encouraged Director Moon to look at new events and new ways of getting

people out here to Fallon. Right now, people want to take advantage of the opportunities to get out and about. Chairwoman Frost wanted to remind Board Members that the next meeting is scheduled for Tuesday, July 20, 2021, and then meeting again, Tuesday, October 19, 2021, and asked them to put it on their calendars and to notify Director Moon if there are any conflicts with those dates.

Director Moon had one quick request from the Board – to gather all the documents that had been provided to the Board so that they remain in their files, and she will make sure that everyone will get copies.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:16 p.m.

Chairwoman Kelly Frost

Attest: _____
Elsie M. Lee, Deputy City Clerk

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
January 18, 2022

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, Michael O’Neill

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

Chairwoman Frost led the Pledge of Allegiance.

Chairwoman Frost asked if everyone would remain standing for a moment of silence in memory of Valerie Serpa, who was always present at these meetings and an outstanding ambassador and representative of the Arts in our community.

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

Deputy City Clerk O’Neill 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.

Approval of Convention and Tourism Authority meeting minutes for April 20, 2021, July 20, 2021, and October 18, 2021.

Chairwoman Frost said that the meeting minutes for April 20, 2021, minutes would be tabled. Chairwoman Frost mentioned ONE correction for the October 18, 2021, minutes,

on the very last page, the next meeting would be January 18th, 2022, and not in the year 2021.

Board Member Bhakta motioned to approve the City of Fallon Convention and Tourism Authority meeting minutes for July 20, 2021, and October 18, 2021; seconded by Board Member Bernardo; the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Applications

A) Lahontan Valley Audubon Society for the Spring Wings Bird Festival 2022:

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

B) Fallon High School Rodeo Club for the Fallon High and Jr. High School Rodeo 2022:

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

C) Motor Sports Safety, Inc for the 2022 Top Gun Dragstrip Drag Racing Season:

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

D) Churchill Arts Council for the Oats Park Art Center, Core Programs 2022:

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

E) Fallon Trap Club for the 2022 Fallon Trap Club Shooting Season:

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

F) Lahontan Valley Claybreakers for the 2022 Lahontan Valley Claybreakers Youth Trap Shooting Season:

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

G) Lahontan Valley Bird Dog Club for the 2022 Lahontan Valley Bird Dog Club Nevada Chukar Championship (Fall Shoot):

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

H) Lahontan Auto Racing Association for the Rattle Snake Raceway Season Promotion 2022:

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

I) Lahontan Auto Racing Association for Octane Fest, 2022

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

Consideration of a Grant Application by the Lahontan Audubon Society for the Spring Wings Bird Festival 2022:

Director Moon introduced Mike Goddard, presenter this year for the Audubon Society. Mr. Goddard introduced himself.

Director Moon briefed the Board that 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.

Chairwoman Frost asked Mr. Goddard to present a brief overview of the event and any new things planned for this year. Mr. Goddard mentioned that for the last two years, they had to cancel the event due to the COVID pandemic and this year they want to revive it, but also understand that the model that they had used in the past, by putting people in vans and driving them out to the wetlands, will not work any longer, given the environment that they are in. Mr. Goddard continued by mentioning that they were looking at doing a simpler, self-guided Festival, where there would be one location in town, Festival Central, where people could come in and get directions and information out to the Wetlands out at Carson Lake, Stillwater, and the Fallon Paiute-Shoshone Tribal Wetlands. Mr. Goddard said that they anticipate using Oats Park, setting up a tent, and giving information about the birds and having an educational display and indicated that this would be Festival Central. From this point, they would send people out to the Marsh in their own vehicle, with their family groups. Once at the Marsh, the families would be greeted at the entrance and then directed further into the Wetlands, where there would be additional guides with spotting scopes and binoculars to show people the birds and talk to them about the importance of the Wetlands here in the valley.

Board Member Bhakta asked if participants would need to pre-register for this event. Mr. Goddard answered by saying that pre-registering would not be necessary, as they had done that in the past, due to the nature of the van tours, and with no vans this year, they would not take those measures. Mr. Goddard continued by saying that they would just advertise the event and have the people come out. Mr. Goddard did say, however, that when people showed up to Oats Park, or even out at the Wetlands, there would be a sign-in sheet so there would be a record of who entered the Marsh, for safety concerns. This sign-in sheet would also help them indicate where people are traveling from for the event.

Board Member Bernardo asked for the comparison of the number of attendees from the previous years as to how many they would expect this year. Mr. Goddard said that he expected a very good turnout this year as there is a built-up demand for this event. Mr. Goddard was looking at the visitation numbers for Carson Lake and explained that there is a book out there for birdwatchers. Birdwatchers will go into the Greenhead Club, sign in and sign out. Mr. Goddard said that as a part of the planning effort that the Nevada Department of Wildlife is going through, he went out and gathered the information in that book and listed the number of birdwatchers for four years in a row and said that the numbers are increasing. The last two years' numbers were a little over 300 visits per year, just for Carson Lake. Mr. Goddard reiterated that these are just the numbers of people who sign in and out.

Director Moon, augmented for Mike, addressing Mr. Bernardo, with numbers provided to her from Mr. Mike Goddard. In 2018, there were 207 total sign-ins, 2019, 133 sign-ins, 2022, in the middle of the Pandemic, 302 sign-ins, and 2021 was 383 sign-ins, mentioning that it has nearly doubled since 2018.

There were no other further questions or comments.

Board Member Bernardo motioned to approve \$2,000 to the Lahontan Audubon Society for the Spring Wings Bird Festival 2022; Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Fallon High School Rodeo Club for High School and Jr. High School Rodeo Event 2022:

Director Moon stated that the Fallon High School Rodeo Club's purpose in applying for this grant is to help promote high school rodeo competition throughout Nevada and to attract outside competitors to Fallon. It is reported that the Fallon High School Rodeo is the most popular among contestants to attend in Nevada. An estimate of 380 people will attend, utilizing 150-room nights over the two-night event.

Director Moon introduced Tylee Norcutt, the president of the Fallon High School Rodeo Club and Monyca Jensen, who is the director of the Club for the 11th year now.

Chairwoman Frost stated that the event was cancelled last year and asked for them to give a brief overview of the event and if there is anything new planned this year. Director Jensen stated that they were fortunate enough to put on their event in October 2019 through a series of changes and shortly after, everything shut down after that. Director Jensen mentioned that they will move the event back to April this year.

There were no further questions or comments.

Board Member Bhakta motioned to approve \$5,000 to the Fallon High School Rodeo Club for High School and Jr. High School Rodeo Event 2022; 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 Motor Sports Safety, Inc. for the 2022 Top Gun Dragstrip Drag Racing Season:

Director Moon introduced John Stauverman. Mr. Stauverman began by saying that this year, they are expecting an above average turnout and have seen consistent growth since 2018, including through the Pandemic. He continued by saying that they run a yearly operating budget of \$154,000.00, of which, \$25,000.00 is dedicated toward advertisement. Mr. Stauverman said that there is a large event coming up, the NHRA National Open, which will be held the weekend of June 11-13, 2022. Mr. Stauverman continued by saying they will advertise through six states, with the target market being 250,000 people in those six states. They not only target racers with their advertising, but also spectators, especially visitors within a 100-mile radius, being Reno, Carson City, Winnemucca, Hawthorne, and further south. Mr. Stauverman stated that the \$10,000.00 grant will go directly toward advertisement in outlying areas, outside of Fallon. Mr. Stauverman reiterated that they will be using 3/4 of their \$25,000.00 budget for that one event. Mr. Stauverman said that they have 17 events scheduled throughout the year and of those 17 events, 11 are NHRA events. He estimates that during this event in June, of 3,000 people, the local hotels will be filled, estimating that 300 people will be in those rooms. Mr. Stauverman mentioned that even though a lot of people stay at the racetrack, when they leave, they fill up their motorhomes with fuel and eat in our local restaurants and shop at our local stores. Mr. Stauverman asked the Board if there were any questions.

Board Member Bernardo asked about the short-term goals mentioned in his application, to concentrate on new events to help offset things and specifically, what those new events would be. Mr. Stauverman replied by saying that in the June race, a points race, for the NHRA racers, they would be doubling their points, which intensifies their enthusiasm to come to our track. Mr. Stauverman did say that they tried this point-doubling last year at the last moment, and it worked well and wanted to try it again this year. This point-doubling was approved by the NHRA to continue this year as well and with that, it makes the entire event grow. This type of enthusiasm from the racers causes them stay over and stay at other events. Other racers that come up prior to their own event and stay over as well and do a test-and-tune or a trial-and-error on the track and get some good practice in, which benefits the racers quite well. Mr. Stauverman did say that they tend put all their eggs in one basket, if you will, which funnels down to create a successful racing season.

Councilwoman Frost asked Mr. Stauverman if they were still holding the test and tune events for local kids. Mr. Stauverman said that they will have five (5) of those events scheduled this year and will run them on the same weekends as the big events, running usually on Friday nights. Mr. Stauverman mentioned that this type of event brings the kids in from Reno, Fallon, and the outlying areas, which keeps them from racing on the streets. Mr. Stauverman said that they like to show them a proper racing environment out at Top Gun Raceway. He continued by saying that they can have over 600 people for these events, with 250 of them being racing participants. Mr. Stauverman also said that when these people leave

Top Gun, around 11:30 pm or midnight, they are a steady stream of people, looking for places to eat and fuel their vehicles here in Fallon, which seems like a great benefit to our local businesses.

Board Member Bhakta asked and mentioned, that out of 17 events, which event is the biggest. Mr. Stauverman replied by saying the June race, where NHRA will come and assist by putting on the event. He continued by saying that they anticipate over 300 participants and over 3000 spectators over the course of the 3-day event. Board Member Bhakta asked where the people travel from for these events. Mr. Stauverman said that most of the participants for that June event will be from out of town with only 10% being locals. He said specifically, they come from California, Arizona, Nevada, Washington, Utah, Oregon, and Canada.

Director Moon asked if this event was their qualifier and Mr. Stauverman replied yes.

There were no other questions or comments.

Board Member Bernardo motioned to approve \$10,000 to the Motor Sports Safety, Inc. for the 2022 Top Gun Dragstrip Drag Racing Season; Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by Churchill Arts Council for the Oats Park Art Center; Core Programs 2022:

Director Moon stated the mission of the 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. 4,000 people are projected to attend over the course of the season, along with at least 600 room nights.

Director Moon introduced Michael Eric Scott, presenting for the first time. Mr. Scott has taken over for Valerie Serpa, who had previously made these presentations since 1986.

Chairwoman Frost asked Mr. Scott to share the events coming up. Mr. Scott introduced himself as the Executive Director of the Churchill Arts Council. Director Scott said that they will be staying with the typical events and formulas that have been followed for many decades. Director Scott said that for this upcoming season, they are looking at eight performing arts events, two outdoor concerts and six ticketed events at the Oats Park Center. He continued by saying that they will do six visual arts events, which also include receptions for the artists and conversations with the community for a chance to meet the artists. Director Scott said that they would also be doing two film series which will be 3-films each and finally, multiple special events this year. The multiple special events will include the Green Goddess outdoor markets, but it will have some minor changes. Mr. Scott said that they are also in discussions with the Board to have a couple more special events this year with an effort to pull in more people from

outside of the community to take advantage of Fallon and all that it has to offer, as well as the Arts Center.

Board Member Bernardo asked, on average, how many performers or artists that will be brought in per event. Director Scott said that with performing arts event, which they do 8 per year, the bands would range from 4-12, depending on the number of technicians that travel with them. There will one group coming in March which might bring 20 people, which is a band from Portland.

Board Member Bhakta asked about the changes to the Green Goddess Market that was mentioned earlier. Director Scott stated that last year, they were not able to have performing arts events in the theater due to the pandemic and that is how the Green Goddess Market began. One thing that will be done this year, instead of doing the Market once a month, they will focus on a beginning and an end-of-season, and tailor it specifically to gardening. They would start the season off, accentuated with a seedling sale for people who are interested in growing and starting their own gardens and then wrapping that up with a Fall Harvest Market. Director Scott said that they would skip the July and August markets because they seemed to be the ones that did not have the highest attendance. Director Scott said that they would focus on the shoulder seasons and then look at a couple of other special events within the building that they think would augment those missing months and drive more traffic for them.

Board Member Bhakta asked for clarification on how many farmers markets they would host this year. Director Scott said that in the previous year, they hosted four event markets and this year, they would be hosting only two markets. Director Scott did say that when you do an event, time after time, people become too familiar with it and take it for granted and maybe don't turn out as often. The Board is thinking that if they make it unique and only do it twice a year, then people are more excited when it comes along, and attendance increases.

Director Moon asked if they would be augmenting that event with an outdoor band or something similar. Director Scott said that each one would be themed with a special event. The Board is playing with the idea of how they would like to incorporate music, food, and drink into the Markets. Director Scott continued by saying that some of the other events they want to do that would still tie into the region, food, and the farm offerings around here but instead of a Farmer's Market, maybe a dinner event or things along that line. He continued by saying that they wanted to diversify and maybe take another season to see what is popular, what works the best, and kind of tweak it from there. Director Scott reiterated that they were happy with results last year but said that just because you did it once, doesn't necessarily mean you need to stick with it.

There were no further questions or comments.

Board Member Bhakta motioned to approve \$13,500 to the Churchill Arts Council for the Oats Park Art Center: Core Programs 2022; 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 Fallon Trap Club for the 2022 Fallon Trap Club Shooting Season:

Director Moon advised that the Fallon Trap Club holds shooting events throughout the year to promote, enhance, and encourage participation in the sport of trap shooting. The organization 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 of, 50-60 for the Basque Shoot, and 80-100 for the State Shoot.

Director Moon introduced Lester Webb. Mr. Webb introduced himself as the President of the Fallon Trap Club. He said that he is really excited for another great year as they have five shoots planned with the possibility of two more, that are in the works. President Webb proudly mentioned that they have become one of the premier trap clubs in the State of Nevada. Last year was phenomenal and at the State Shoot, they had 128 participants for that 3-day event, and it was great.

Chairwoman Frost addressed President Webb with the understanding that they were going to make some additional improvements to the Trap Club as well, inquiring if that would accommodate more shooters. President Webb confirmed her understanding and continued by saying that those improvements included adding another skeet house which would allow the Club to have skeet competitions there as well. President Webb said that they just needed to submit the plans and then the grant will come around and get that rolling.

Board Member Bernardo asked if the participants would increase by adding that skeet house to the shooting range. President Webb confirmed that there would be a rise in participants as there are people who just shoot skeet and they usually go to Yerington or Carson. The extra skeet house would attract those shooters to Fallon.

There were no further questions or comments.

Board Member Bernardo motioned to approve \$5,000 to the Fallon Trap Club for the 2022 Fallon Trap Club Shooting season; Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by Lahontan Valley Claybreakers for the 2022 Lahontan Valley Claybreakers Youth Trap Club Shooting Season:

Director Moon shared that the Lahontan Valley Claybreakers came into existence to promote gun safety and the sport of Trap Shooting to Fallon's youth in 2006. The club participates in shoots 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 night are estimated to accommodate participants and their families visiting Fallon.

Director Moon introduced Barry Stewart and Pat Whitten. Pat Whitten began by saying how much they appreciate the support from the Tourism Board. This support provides for the budget in the areas of advertising, clothing for the youth shooters (which shows the Visit Fallon logo) and the trophies, that proudly display Fallon, Nevada. Ms. Whitten continued by saying

that this year's State Shoot is a three-day shoot that begins with a pizza party on the kick-off Friday night. Ms. Whitten recalled that at last year's shoot, most people stayed well after 10:00 pm, because they had so much fun. The shoot will conclude on Sunday, which is Father's Day, and they will have an open Father/Son, Father/Daughter, and wife shoot. Ms. Whitten recalled last year's newest member to the Board, Josh, who had retired from the Military. She mentioned that Josh couldn't be here at this meeting as he is now a helicopter pilot for our local hospital and was on duty today. Ms. Whitten again mentioned her appreciation for their continued support and introduced Barry Stewart.

Mr. Stewart began by bragging on the kids and their achievements from last year. Alexis Haggard, Josh's daughter, has been participating for four years in the club and should be able to continue for at least three more years. Ms. Haggard competed in Idaho for the State Shoot, which was a PETA Shoot, and came home with many, many awards. At the same shoot, Brody Pirkle came home with many, many awards as well and made the Nevada All-State Team. Matt Ernst, one of their Varsity shooters, made the Nevada State All-Stars Team and the PETA All-Stars Team for the last two years. Mr. Stewart said that they had pages of names of students and their achievements for the year as well. Mr. Stewart also directed the Board to the picture of the coaches Certification Class participants and their achievements. Mr. Stewart was thankful for the new coaches and their participation in the class. Mr. Stewart continued by showing the State Championship NYSSA Program, which has advertising, including a list of hotels in Fallon. Mr. Stewart moved on by mentioning that trap shooting is a bit subdued since ammunition is hard to come by at this time. Mr. Stewart did say that this affected them poorly last year with only two clubs that were able to fully participate in State because of this ammunition shortage. Mr. Stewart stated that he hoped it would turn around this year. Mr. Stewart said that there will be at least one CYSSA Shoot this year, as they are a little late getting their season up and running. California Youth Shooting Sports Association is big, as it runs through their high schools and junior highs. Prior to the Pandemic, the average number of shooters that would show up at a CYSSA Shoot was between 117 and 132 shooters, for this single shoot. About 99.9% of these shooters are out of state and by the time they get here to Fallon, they fill a few rooms as they stay over, like they did last year. Mrs. Whitten mentioned that with the Pandemic, California is having a difficult time setting their schedule, but she thought they might be able to come to Nevada for that shoot, sometime in April. Mrs. Whitten then mentioned a time when Jane Moon had encouraged them to try to buy locally. Mrs. Whitten said that one of her vendors, In Stitches, was honest, telling Mrs. Whitten, that they can't beat the prices from out of state, but will still do their t-shirts, hats, and bags for the students. Mrs. Whitten continued by saying that In Stitches donated five jackets to the top shooters, which Ms. Whitten was not expecting that at all and was very grateful.

Board Member Bhakta asked about the trophy in Ms. Whitten's hand, and if it was made from clay. Ms. Whitten replied by saying it was made from a resin product. She also mentioned that the kids really like the trophies and are excited when they are displayed and always wonder if they will be lucky enough to take one home.

There were no further questions or comments.

Board Member Bhakta motioned to approve \$2,500 to the Lahontan Valley Claybreakers for the 2022 Lahontan Valley Claybreakers Youth Trap Shooting Season; 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 Lahontan Valley Bird Dog Club for the 2022 Lahontan Valley Bird Dog Club Nevada Chukar Championship (Fall Shoot):

Director Moon began by stating that 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 (100-160 visitors, including observers per event). This year approximately 35 competitors (plus their families/guest) will be coming from outside a 60-mile radius. There are usually 130 rooms booked per year by the activities of the LVBDC.

Director Moon introduced Walt Goodman. Walt Goodman introduced himself as the Vice-President of Lahontan Valley Bird Dog Association. Mr. Goodman began by giving a brief overview, reiterating what was mentioned previously. He added that they try and develop the training of the dogs for conservation purposes so that game that is hunted is harvested and therefore confirmed that those bird dogs are instrumental in retrieving those birds. In addition to the event that is held in September, Mr. Goodman also said that they hold fun days, which are basically a teaching and training. People come out with their dogs, which aren't necessarily competitive, and try to get them to gain an interest in both their proficiency but also in their dogs' competitive abilities. Mr. Goodman continued by saying that in the last couple of years, because they have available grounds and a nice facility, they have had an interest in clubs, primarily from California, leasing that property from LVBDC, so that they can hold their own events, because land in California is getting harder and harder to find and hold those events there. Mr. Goodman said that the grant money is earmarked for the fees associated with getting the transfer of water rights. He said that they had secured water rights from Churchill County, even though the land itself does not have any water rights.

There were no further questions or comments.

Board Member Bernardo motioned to approve \$2,500 to the Lahontan Valley Bird Dog Club for the Lahontan Valley Bird Dog Club Nevada Chukar Championship 2022 (Fall Shoot); Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Lahontan Auto Racing Association for the Rattle Snake Raceway Season Promotions 2022:

Director Moon stated that 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 ¼-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.

Director Moon introduced Chris Lumsden. Mr. Lumsden began by saying that the only change this year would be a huge effort to try and bring in more visitors and spectators from outside of Fallon and Nevada. Mr. Lumsden stated that the local group takes care of the track very well. He would like to bring in more people from Oregon so they will be adding another class of cars, which is a nationwide, sanctioned class of cars. Mr. Lumsden continued by saying that they have the premier track, which is the fastest track around. Mr. Lumsden stated that they had a modified class car that turned a 12.1 on the track which is unheard of as nobody else on the west coast can brag about that. Mr. Lumsden said the second fastest on any other track is 14 seconds. Mr. Lumsden also reminded the Board that he has been involved with Rattle Snake Raceway since 1986. Mr. Lumsden said that they provide a great deal of help to the other tracks in the area, recalling that Susanville had to cancel most of their season, due to fact of the fires in that area and that the firefighters used their infield as a base camp. They allowed Susanville to use the Fallon track so that they could complete their big show of the year in October of 2021, which turned out to be a big success for both clubs.

Board Member Bernardo asked which class of cars they are trying to get here in Fallon. Mr. Lumsden said that it is an IMCA Stock Car class – the newer, metric type cars, which are very fast and which make their stock cars look slow by a second. Mr. Lumsden said that this class of cars is huge on the east coast, and more and more are appearing on the west coast. Mr. Lumsden also noted that these cars are expensive, running about \$35,000. Mr. Lumsden also said that there are about seven of these cars, located right here in Fallon.

Director Moon asked if these are local cars. Mr. Lumsden stated that seven cars are local. He continued by stating that these are men who moved up in classes of cars and some are men who haven't raced in a few years. Mr. Lumsden indicated that they are more of a premier stock car class and the drivers are hoping to not have heavy contact on the track as they take real good care of their high-dollar cars.

Board Member Bernardo asked about the IMCA stock cars and where the majority will be traveling from. Mr. Lumsden answered by stating that they will come from Oregon. He also stated that they usually come here every year for the two-day show in October. He said that their name is Marshton and they bring a semi every year, loaded with six cars. Mr. Lumsden said that with the seven local cars and the six from Oregon, they should have a good class of cars, adding that he thinks that class will grow.

Chairwoman Frost asked Mr. Lumsden if they are still working with the other tracks so that everyone is not racing on the same weekends each month. Mr. Lumsden said that they are all working together to try and not run on each other's weekends, but that there are a couple of dates that overlap with Elko and Lovelock and Elko and Fallon. Everyone is now only racing one weekend a month, instead of the previous two weekends a month, which helps with the scheduling.

There were no further comments or questions.

Board Member Bhakta motioned to approve \$10,000 to the Lahontan Auto Racing Association for the Rattle Snake Raceway Season Promotions 2022; 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 Lahontan Auto Racing Association for Octane Fest, 2022:

Director Moon said that Lahontan Auto Racing Association's purpose is to provide quality and affordable motorsport entertainment to Fallon, with the goal of helping generate revenue for local businesses. 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.

Director Moon, again, introduced Chris Lumsden.

Chris Lumsden said that for Octane Fest this year, as well as the previous three years, they are trying to secure a Monster Truck performance but have been unsuccessful once again. A couple of Monster Trucks have agreed to come on the fourth of July but there is a big truck deal that begins in April and continues through June. It is difficult for them to come after June because they go to nationals and such. This year, Mr. Lumsden said that they will try and have trailer races, which are cars pulling trailers and racing around the track. LARA did a poll on Facebook for this event, and it received just over 250 'likes'. They are going to try and do some figure eight races, demolition derbies, tough trucks and will be trying to have Quad races. Mr. Lumsden mentioned that Mr. Stauverman, of Top Gun Raceway, will also be having his big race that weekend, which is June 11-12, but he didn't think that it would be a conflict for either of them and hoped that they could work together to make it happen.

There were no further question or comments.

Board Member Bernardo motioned to approve \$10,000 to the Lahontan Auto Racing Association for Octane Fest, 2022; 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

Director Moon presented the Room Tax Comparison for 2019 through 2021, courtesy of our new Deputy City Clerk, Michael O'Neill. Director Moon asked that if there were any questions, Mr. O'Neill would be happy to answer them. Director Moon asked the Board if that

information was sufficient and if there was anything else that they would like to see, in terms of comparisons and reporting on the Room Tax.

Board Member Bhakta questioned, in disbelief, that there were only 501 rooms in Fallon. Everyone agreed on that number and Director Moon said that Fallon needs more hotel rooms. Deputy City Clerk O'Neill clarified that Fallon may have more rooms, but that number represents the licensed rooms in Fallon. Councilwoman Frost commented that the numbers look very good, compared to 2020, which tells her that people are coming to Fallon and staying. Director Moon encouraged the hotel proprietors to keep up the good work. Deputy City Clerk O'Neill mentioned that it was almost a double effect because not only did they increase the number of rooms, but the rate went up as well. Director Moon said that they would be relying on Deputy City Clerk O'Neill for analysis of such things and thanked him for his work.

Director Moon gave a brief report at Tourism Director and asked for it to be accepted. Director Moon continued by reporting that this year's Travel Nevada Rural Roundup will be in Virginia City, April 27-29, 2022, noting that it had been postponed for two years. Director Moon thought that it would be an in-person event and hoped that no issues would come up in April, as Virginia City is eager to host and greet everyone this year. She continued, by saying that everyone is wanting to talk about rural tourism, get some more input and market trends on how to get people here and what is going on in Nevada in general. Director Moon continued by saying, as Rural Commissioner on the Nevada Commission on Tourism, she noted the augmented role of rural communities in Nevada tourism since the COVID19 pandemic as visitors wish for more open spaces to explore on their own. Director Moon invited the Board and those in the room to follow Visit Fallon Facebook, Instagram, and Twitter as she continues to share about Fallon, our surrounding areas, and our events. Director Moon asked if anyone had seen or used those social platforms and if so, asked how they could improve the way they share on those platforms.

Board Member Bernardo commented, saying that he likes the layout, and it is very user friendly. Since social media is king these days, the availability of it being there helps promote the rural communities, like ourselves, in a way that the big, metropolitan cities can't. Chairwoman Frost asked Board Member Bernardo if they were able to direct their patrons to get information and if they find it helpful, to which Mr. Bernardo agreed. Board Member Bernardo stated that one of the talking points when they check-in their guests is the Visit Fallon platform, which gives great information for the area and directs them to local eateries. Board Member Bernardo also mentioned that they are having a lot more transient travelers that are staying multiple nights and this information is greatly helpful to them.

Director Moon mentioned another campaign project that they are working on, very soon, and they will get the hotels a front-desk tabletop display with all the social media outlets for Visit Fallon, Travel Nevada and City of Fallon, which will also include the travel apps. Director Moon said that these apps are Arts and Agricultural Tour as well as the Historic Maine Street Tour of Fallon.

Chairwoman Frost encouraged everyone to make sure, if they see anything on those apps, to let Director Moon know and she is confident that the web designers and social media folks are very open to making changes or additions.

Director Moon recognized the 3C Rafter building and the nearing of its completion, very soon. She said that this will be the new Civic Center for Churchill County and will open us up for bigger events that will attract more equestrian, agriculture, festivals, concerts, and sports events. She believes that the new center will be a diverse place for numerous tourism applicants, not just from Northern Nevada, but outside the area, who will make use of the Civic Center. Director Moon asked the Board, if they haven't been by the center recently, that she would be happy and willing to take them on a tour. Director Moon continued by saying that they are working on the paving of the parking lot, and since it needs to be a certain temperature to do that, it has been delayed recently.

Director Moon continued by saying that she works hand-in-hand with the Pony Express Territory and Travel Nevada to improve visits to Fallon, Nevada. Director Moon mentioned that rural destinations have been invited to present to RSCVA (Reno Sparks Tourism Visitors Authority) for enhanced collaborations, as in road trips, area destinations and itineraries. Director Moon said she believes that RSCVA is already working on a video for Sand Mountain that will incorporate sand skiing and sand boarding. When this video production begins, Director Moon said that the RSCVA will be collaborating with her and will give her access to that video as part of our shares.

Deputy City Clerk O'Neill said that they are preparing to issue licenses for the 2022 annual year and as part of the initiative this year, they have re-vamped the room tax licensing. He continued by saying that they are including information around a number of rooms for each category on the tax return. In prior years, they only requested the number of rooms rented. There was then, adjustments made, like reducing for rooms over 28-day stays, that are not taxable, but they were not collecting the number of rooms for those 28-day stays. The goal for this new licensing is to better report on the actual rooms that are being taxed, along with that revenue that is coming in, not so much as leaving it as a gross number.

Board Member Bhakta mentioned the report from Deputy City Clerk O'Neill and asked if they could include the average yearly occupancy rate, thinking it would be helpful to both motel/hotel proprietors and the City Clerk's office. Deputy City Clerk O'Neill said that the goal is to get better information that is truly reflective of the dollars that we are bringing in to support the Tourism and Convention Authority and they are working on that.

Director Moon asked Deputy City Clerk O'Neill for a timeline as to when updates in a report would be available. Deputy City Clerk O'Neill answered by saying, now that he has been to a meeting, and he knows this report goes to this meeting, he would plan to have it out for the first quarter of 2022 and would be available by the next meeting. Deputy City Clerk O'Neill said that they would also be enforcing a little more strongly, the due date around the taxing report.

With no further Board Reports, Chairwoman Frost stated that the next meeting will be Tuesday, April 19, 2022, at 3:00 pm and other meetings, scheduled for July 19, 2022, and October 18, 2022.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:10 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O'Neill, Deputy City Clerk

Convention and Tourism Authority

April 19, 2022

Agenda Item 5

Consideration of a grant application by The Fallon Bowmen for the 2022 River Animal Madness 3-D Archery Tournament. **(For possible action)**

- Grant amount requested by applicant: \$1,500
- Grant amount recommended by staff: \$1,500

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

DATE: April 1, 2022

AGENDA DATE: April 19, 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 Fallon Bowmen for the 2022 River Animal Madness 3-D Archery Tournament. (For possible action)

- Grant amount requested by applicant: \$1,500
- Grant amount recommended by staff: \$1,500

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$1,500 to The Fallon Bowmen for the 2022 River Animal Madness 3-D Archery Tournament, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The Fallon Bowmen's goals are to grow and promote involvement of recreational archery throughout greater Fallon. It is anticipated that 300 shooters, plus their families, will attend this year's event with 200+ archers traveling to Fallon from outside a 60-mile radius, generating approximately 100-150 for this two-day weekend 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) **The Fallon Bowmen**
Chief Executive Officer: **Hunter Mori (President)**
Mailing address **P.O. Box 5072**
City **Fallon** State **NV** Zip **89407**
Phone Number: **(775) 225-9913** Email: **Fallonbowmen01@gmail.com**
2. How long organized (or in business) **22 yrs** Tax I.D. # **31954**
3. Purpose of Organization **Promote the sport of recreational archery**
4. Total Annual Budget \$ **8,000**
5. Project Director **Hunter Mori** Phone Number: **(775) 225-9913**
Mailing address: **1190 Wade Lane**
City **Fallon** State **NV** Zip **89406** Email: **hmori@nevada.unr.edu**
6. **Project Title River Animal Madness 3-D Archery Tournament**
7. **Actual Date of Event May 14 & 15**
8. Location of project **Near Diversion Dam along the Carson River**
9. Funds requested from FCTA: \$ **1,500**
10. Total cost of project: \$ **\$8,620**
11. Will the Convention Center be used? **No** When? **N/A**
12. Summarize the objectives of this project:
To grow and promote to involvement of recreational archery through the surround areas. We hope to involve friends and family of all ages to provide year around interest in archery. We want to grow the archery club to provide more oppportunity for people to be involved in the sport.

PROJECT BUDGET

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

Chair, Table, and Tent Rental	\$600
Awards	\$1260
Portable Toilets	\$530
Lunch (Catered by Churchill County Culinary Class)	\$830
Advertisement/Promotion	\$1000
Target Replacement	\$4,000
Course Equipment	\$250
BOR Permitting	\$150

PROJECT BUDGET

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

Participant Registration	\$4,000-\$8,000
Lunch	\$2,000 - \$3,000
Raffle	\$2,000

PROJECT BUDGET

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

1. Advertisement
2. BOR Permit
3. Promotion of Shoot at similar events
4. Research for Future Events
5. Event T-Shirts with Visit Fallon Logo

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

Short Term Goals

- Grow involvement in the club to help promote recreational archery and prepare archers to become better hunters.
- Host several archery events throughout the year that sparks interest from cities beyond No. Nevada
- Promote Fallon and Encourage people to visit for all events
- Promote a family friendly event that people of all ages can enjoy and have a good time.

Long Term Goals

- We are hoping to grow the number of club members to the point that we are able to build an indoor archery facility in Fallon that the community will have the ability to access.
- We are working to provide bigger and better events to promote the club and grow club memberships. The increase in funds will allow us to provide more opportunity to local archers.

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

300 estimated shooters

We anticipate shooters from towns across Northern Nevada, California, and Southern Idaho

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±

(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)?

Number of Visitors who stay in hotel/motel: 100-150 Number of nights: 1-2 Nights

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

3000±

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

100± (This number is lower than most years due to implications of COVID-19)

(e) How many locals will attend your event?

75±

(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)?

- Estimated 75 hotel rooms booked (assuming some participants stay with one and other) at at approximately \$90/night - \$6750
- Gas - \$12,000
- Food - \$10,000
- Camping at Lake Lahontan or RV Park - \$500

Estimated Total - \$29,250

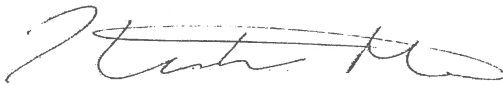
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

All similar events prior to ours will have flyers of our shoot.
Paying for advertisement on social media.
Flyers at sporting good stores.
Emails
Physically mailing flyers
Promotional Video

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.:

Voluntary questionnaire at the shoot

Signature of Applicant/Grantee



Date

March 31, 2022

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

April 19, 2022

Agenda Item 6

Consideration of a grant application by Cody & Kristina de Golyer for the 7th Annual de Golyer Bucking Horse & Bull Bash. **(For possible action)**

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

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

DATE: April 1, 2022

AGENDA DATE: April 19, 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 Cody & Kristina de Golyer 8th Annual de Golyer Bucking Horse & Bull Bash. (For possible action)

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

TYPE OF ACTION REQUESTED:

Formal Action/Motion Progress Report Discussion Only

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$3,000 to Cody & Kristina de Golyer for the 8th Annual Bucking Horse & Bull Bash, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The de Golyers strive to keep the sport of rodeo alive for future generations by creating memorable and affordable experiences for contestants, spectators and volunteers annually. It is estimated that 2,500-3,000 people will attend this weekend event, with 1,000 people being from outside a 60-mile radius throughout Nevada and beyond: generating about 100 hotel/motel room overnight stays.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

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

1. **Name of Organization (or Company)** de Golyer Bucking Horse and Bull Bash
Chief Executive Officer: Cody de Golyer
Mailing address 4188 Hiskett Lane
City Fallon **State** nevada **Zip** 89406
Phone Number: 775-427-9730 **Email:** degolyerbullbash@yahoo.com
2. **How long organized (or in business)** 9 years **Tax I.D. #** 530591544
3. **Purpose of Organization** creating a fun, affordable family outing
4. **Total Annual Budget** \$ 7,000.00
5. **Project Director** Cody and Kristina de Golyer **Phone Number:** 775-427-9730
Mailing address: 4188 Hiskett Lane
City fallon **State** Nevada **Zip** 89406 **Email:** degolyerbullbash@yahoo.com
6. **Project Title** 8th annual de Golyer Bucking Horse and Bull Bash
7. **Actual Date of Event** Saturday October 2, 2021
8. **Location of project** churchill county fairgrounds
9. **Funds requested from FCTA:** \$ 3000.00
10. **Total cost of project:** \$ 19,505.00
11. **Will the Convention Center be used?** no **When?**
12. **Summarize the objectives of this project:**

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

PROJECT BUDGET

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

Grant money \$3,000.00- Radio Advertising	Posters, Banners, flyers, wrist bands-\$360.00
Fair grounds-\$915.00	Judges-\$300.00
event Insurance-\$850.00	Bull fighters-\$700.00
Buckles- \$1,000.00	Clown-\$800.00
Band-\$1,000.00	back gates-\$150.00
Announcer-\$900.00	gate pullers-\$150.0
Added Money-\$5,000.00	stripping chute\$150.00
Stock leasing-\$2,500.00	pick up men\$150.00
Book keeper-\$500.00	mascots-\$50.00
Hotel Rooms-\$230.00	front gate help\$150.00
Kids zone-\$650.00	

PROJECT BUDGET

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

PROJECT BUDGET

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

Radio Advertising \$3,000.00

16. Please define the long- and short-term goals of this project:
 short term goal- providing a fun affordable outing for our community and surrounding communities
 long term goal- is to provide an annual event for our community
17. Please estimate the total attendance you expect at your event and list your target market areas:
 2,500-3,000
 our local community and surrounding communities
18. Local economic impact (complete the following as it pertains to your project):
- (a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?
 1000
- (b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?
 $50 \times 1 =$
- (c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?
 60,000
- (d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?
 we did not have our show last year
- (e) How many locals will attend your event?
 approximately 2,000
- (f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?
 $3,000 \times 100 = 100,000$
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:
- radio advertising
 - social media advertising
 - personal email list
 - signs throughout town and surrounding communities
 - posters hung in town and surrounding communities
 - hand outs
 - facebook

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

survey cards will be filled out by our spectators

Signature of Applicant/Grantee

Kristina deGolyer

Cathy Q deGolyer

Date

March 31, 2022

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

April 19, 2022

Agenda Item 7

Consideration of a grant application by Motor Sports Safety, Inc. for the 2022 Top Gun Dragstrip Mopar vs. World Event. **(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: April 1, 2022

AGENDA DATE: April 19, 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 Mopar vs. World Event. (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 a grant in the amount of \$5,000 to Motor Sports Safety, Inc. for the 2022 Top Gun Dragstrip Mopar vs. World Event, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The event will showcase the Chrysler brand enthusiasts and cars against other brands in this popular challenge.

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 2,000 visitors from Nevada, California, Arizona, Utah, Oregon and Canada, with approximately 200 people staying in hotels/motels.

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@dot.nv.gov
6. **Project Title 2022 Top Gun Dragstrip Mopar vs World Event**
7. **Actual Date of Event September 17th thru September 19th , 2022**
8. Location of project Top Gun Dragstrip, 15500 Schurz Hwy., Fallon, NV
9. Funds requested from FCTA: \$ \$5,000.00
10. Total cost of project: \$ \$44,400.00
11. Will the Convention Center be used? NO When?
12. Summarize the objectives of this project:

In the automotive enthusiast community, the owners of Chrysler Corporation cars (affectionately referred to as MOPAR vehicles) are very brand-oriented and fiercely competitive. This is a special event that pits these cars against all other vehicles and is a popular challenge.
For the past four years Top Gun Dragstrip has put on this special race and has drawn entries from Nevada and California. Our goal is to expand the audience to the entire Western region.

PROJECT BUDGET

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

1.) ADVERTISING	
2.) RACE PAYOUTS	\$10,000.00
3.) CONTRACT LABOR	\$6,000.00
4.) TRAVEL EXPENSE	\$1,000.00
5.) INSURANCE	\$2,500.00
6.) TOP GUN MALL	\$6,400.00
7.) UTILITIES/TRASH/RESTROOMS	\$4,000.00
8.) VEHICLE MAINTENANCE	\$6,000.00
9.) TRACK IMPROVEMENTS/MAINTENANCE	\$2,000.00
10.) TRACK PREP & EQUIPMENT RENTAL	\$5,000.00
	<u>\$1,500.00</u>
	\$44,400.00

PROJECT BUDGET

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

1.) COMPETITOR ENTRY	
2.) SPECTATOR ENTRY	\$25,400.00
3.) MALL SALES	\$8,000.00
4.) GRANT(S)	\$6,000.00
	<u>\$5,000.00</u>
	\$44,400.00

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	\$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 Sept. 17 th - 19 th Mopar vs World Weekend	\$1,000.00
3.) RACER MAILINGS & FLYERS 2022 Programs, posters, and newspaper publications	\$2,000.00
Local newspapers	\$1,000.00
4.) Social Media Facebook	\$4,000.00
UTube	\$1,000.00
GRAND TOTAL:	\$10,000.00

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

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

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

Our goal is to draw 3,000 to 3,500 people for this single event. Our target market will 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 80% 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 Mopar vs World race indicate 12% of the 200 racers and crews stayed in local motels. That event had approximately 2000 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 500,000 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 600 of the over 800 attendees were from beyond the 60 mile radius.

(e) How many locals will attend your event?

We project approximately 200 to 400 local attendees

(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 about \$100,000.00 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

 _____

Date

3/31/22 _____

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

April 19, 2022

Agenda Item 8

Consideration of a grant application by Fallon Western Heritage Events/Skiver Bootmakers, LLC for the 2022 Battle Born Broncs. **(For possible action)**

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

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

DATE: April 11, 2022

AGENDA DATE: April 19, 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 Fallon Western Heritage Events/Skiver Bootmakers, LLC. (For possible action)

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

TYPE OF ACTION REQUESTED:

Formal Action/Motion Progress Report Discussion Only

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$10,000 to Fallon Western Heritage Events/Skiver Bootmakers, LLC for the 2022 Battle Born Broncs. subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: Fallon Western Heritage Events/Skiver Bootmakers, LLC hopes to raise funds to produce a professional event that will be considered the best of its kind, both nationally and internationally, by exposing viewers, contestants, attendees, and sponsors to our community and the new 3C Event Complex in person and through the Cowboy Channel, hoping to create a ripple effect that will begin to bring other successful events to Fallon. About 2,200 people are expected to purchase tickets; predicting 200 rooms will be needed on the first night of the event and 500 for the second night. Of the 2,200 attendees, approximately 1,300 will be coming in from outside a 60-mile radius.

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 Western Heritage Events/Skiver Bootmakers LLC**
Chief Executive Officer: **Ty Skiver**
Mailing address **PO Box 1321**
City **Fallon** State **NV** Zip **89407**
Phone Number: **541-969-9231** Email: **skiverboots@gmail.com**
2. How long organized (or in business) **1 year** Tax I.D. # **1041886098**
3. Purpose of Organization **Creating events to promote Fallon, the new arena and local businesses**
4. Total Annual Budget \$ **150,000**
5. Project Director **Darcie Spero** Phone Number: **775-741-9780**
Mailing address: **PO Box 1321**
City **Fallon** State **NV** Zip **89407** Email: **skiverboots@gmail.com**
6. Project Title **Battle Born Broncs**
7. Actual Date of Event **June 14-15, 2022**
8. Location of project **Rafter 3C Arena**
9. Funds requested from FCTA: \$ **10,000**
10. Total cost of project: \$ **136,750**
11. Will the Convention Center be used? **No** When? **N/A**
12. Summarize the objectives of this project:

We have recently been approved for sanctioning by the Professional Rodeo Cowboys Association to produce a new event taking place just before the Reno Rodeo begins. Battle Born Broncs will be the first major event held in the new, state of the art Rafter 3C Arena here in Fallon and it will be televised live on the Cowboy Channel and Cowboy Channel+ App which currently has 8.3 million viewers. Their summer campaign promoting "100 Rodeos in 100 Days" began in Reno in 2021. We believe that with your help, we will be the first rodeo kicking off those one hundred days for 2022. Showcasing the new

events complex and Rafter 3C Arena on this platform with our event will be a game changing moment for Fallon, Nevada

Our two day event will begin on Tuesday, June 14 with an approved PRCA "Rodeo School" for kids in our community and surrounding areas. The school staff consists of PRCA members, including present and past contestants and top rodeo competitors. They will explain rodeo safety, rules, equipment, and talk about animal welfare. Lunch will be provided and then students can move to stations where they can get one on one help with the events that they are most interested in. We encourage parents to attend as well. We plan on giving sponsor branded "swag" away to attendees, including T-shirts and autograph pages. That evening we will host a Welcome Party for contestants and sponsors at The Grid with a live band.

We will kick off our show on Wednesday, June 15 at 7pm with a Grand Entry tribute to our military men and women, along with appreciation for our rural community and western lifestyle. We'll buck 30 bareback horses and 30 saddle broncs all ridden by the top professional rodeo cowboys in the world.

Our Western Market will open early at 4pm before the big show starts in order for attendees to shop with our vendors and get a bite to eat or drink from our food trucks. Several local bars plan to set up with us for the event as well. We will provide a VIP Dinner Experience along with Contestant Hospitality so that VIP guests can spend some time getting to know these world class athletes. We have plans for an absolutely unforgettable event!

Tickets will be available in tiers, offering a range from General Admission, to VIP Arena Floor to a VIP Dinner and Meet & Greet Experiences. We have plans to bring an incredibly memorable, sold out event to Fallon that will be seen by an international audience.

We planned this first annual Battle Born Broncs to fall just before the Reno Rodeo in order to fill a gap in the PRCA schedule that will encourage maximum participation from saddle bronc riders and bareback riders from all over the United States and Canada. Most of these contestants will be traveling from rodeos in California and Utah to make their way to the Reno Rodeo for the beginning of an intense summer run. Because we've added a \$14,000 purse in each event and a bronze that will be awarded to the two first place winners, we expect to fill both events with names that will draw fans from everywhere and sell out our event, hotels, fill our restaurants, gas stations, and most likely the golf course. (Rodeo Cowboys like to golf!) The prize money won here in Fallon will count toward the PRCA world standings and 2022 NFR qualifications.

As our businesses and sponsorships grow, we plan to make Battle Born Broncs better every year. Because of great relationships with members of the PRCA and the Cowboy Channel, and with members of our own community here in Fallon, we expect this to be the start of a long lasting event that will allow us to give back and produce more economic impact for years to come.

PROJECT BUDGET

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

Stock \$35,000
Added Prize Money \$28,000
Award Bronzes \$5,000
Announcers \$3,000
Pick Up Men \$4,000
Secretary \$800
Admin \$5000
Specialty Act \$1,000
Chute Boss \$1,500
Judges \$3,000
Other Personnel \$4,000
Production Crew \$8,000
Marketing 13,000
Banners \$2,000
Tickets/Wristbands \$500
Posters/Programs \$3,000
Security \$2,000
Band \$3,500
Contestant Hospitality \$7,500
Sanctioning Fees \$2,450
Insurance \$2000
Hotels for Personnel \$2,500

Total \$136,750

PROJECT BUDGET

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

Tickets \$30,000
Advertising/Donations \$40,000
PRCA Added Payout Money \$5,000
Contestant Entry Fees \$6,000
Vendor Spaces \$3,000
PRCA Committee Money \$1,000

Total \$85,000

PROJECT BUDGET

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

Marketing and exposure for Battle Born Broncs, Rafter 3C Events Complex and Visit Fallon nationally through partnerships with:

Cowboy Channel
Mary Peters Photography
Bronc Riding Nation
Reel Amigos Productions
Professional Rodeo Cowboys Association
And various other partners

These monies will help provide content and media exposure both locally and nationally with funds for camera crews and video production including drone views, video editing, event production, social media, news outlets, posters, banners, commercials, and other advertisements.

These grant monies will also be used to serve as seed money to help fund an escrow account of \$30,000 that is required by the PRCA of first year committees to secure prize money and other fees.

Monies could be used for promotion of Visit Fallon and Rafter 3C Events Complex as a Title Sponsor of Battle Born Broncs throughout the year on all advertising.

16. Please define the long- and short-term goals of this project: Long term goals include the ability to create more events, grow this one, and work with other existing events out of state to bring more people to our community and provide more opportunities for our local businesses to thrive. Short term goal is to raise enough money to produce a professional event that will be considered the best of its kind, both nationally and internationally. By exposing viewers, contestants, attendees and sponsors to our community and the new events complex in person and through the Cowboy Channel, we hope to create a ripple effect that will begin to bring other successful events to Fallon.
17. Please estimate the total attendance you expect at your event and list your target market areas: We expect this event to sell out. We estimate 1500 General Admission tickets (including children), 400 VIP tickets, and 300 VIP Dinner on the Dirt Experiences.
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?
- Approximately 1,300
- (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)?
- 200 on Tuesday and 500 on Wednesday. We don't think there will be enough rooms available.
- (c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?
- 9.4 million by local promotion, social media and Cowboy Channel commercials and interviews.
- (d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?
- There has never been an event like this here. Getting PRCA approval is a unique opportunity.
- (e) How many locals will attend your event?
- We hope for a good mix of locals, navy and visitors, but we expect over 1,200 locals.
- (f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?
- We expect \$850,000 to be spent in two days and we hope that the actual number is close to \$1M.

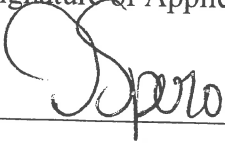
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

Our event will be televised live and on the app for live viewing and replay. We have a great relationship with the Cowboy Channel and they want to see us succeed. We meet with them frequently in Fort Worth and they've mentioned pushing our event through promos and interviews leading up to our event as they've interviewed us previously promoting our company and events. They will also send a live crew to do contestant interviews during our event. We work closely with other companies and we help each other cross promote all of our events and businesses. Our high profile contestants will be willing to help promote our event as well.

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

We will be using a ticketing app that will help gather this information, as well as a survey provided by Rafter 3C Complex.

Signature of Applicant/Grantee



Date

3-22-2022

Convention and Tourism Authority

April 19, 2022

Agenda Item 10

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

- Tuesday, January 18, 2022
- Tuesday, April 19, 2022
- Tuesday, July 19, 2022
- Tuesday, October 18, 2022

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

DATE: April 1, 2022

AGENDA DATE: April 19, 2022

AGENDA ITEM #: 9

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: _____

City of Fallon
Year Over Year Room Rents & Room Tax
2019 - 2022

2022*				
Month	Lic. # Rooms	Taxable Rented	Taxable Rents	Avg Rate
January	15,531	4,894	\$ 398,412.59	\$ 81.41
February	15,531	6,060	\$ 517,474.46	\$ 85.39
March			\$ -	\$ -
April			\$ -	\$ -
May			\$ -	\$ -
June			\$ -	\$ -
July			\$ -	\$ -
August			\$ -	\$ -
September			\$ -	\$ -
October			\$ -	\$ -
November			\$ -	\$ -
December			\$ -	\$ -
Total	31,062	10,954	\$ 915,887.05	\$ 83.61

2021				
Month	Lic. # Rooms	Gross Rented	Taxable Rents	Avg Rate
January	15,531	4,965	\$ 371,435.59	\$ 74.81
February	14,028	6,210	\$ 483,798.63	\$ 77.91
March	15,531	7,680	\$ 581,713.43	\$ 75.74
April	15,030	11,776	\$ 1,005,693.02	\$ 85.40
May	15,531	11,532	\$ 1,031,699.16	\$ 89.46
June	15,030	11,422	\$ 1,048,852.16	\$ 91.83
July	15,531	12,773	\$ 1,221,186.28	\$ 95.61
August	15,531	11,886	\$ 1,131,218.29	\$ 95.17
September	15,030	11,880	\$ 1,161,815.10	\$ 97.80
October	15,531	11,285	\$ 1,101,222.15	\$ 97.58
November	15,030	8,084	\$ 728,050.87	\$ 90.06
December	15,531	6,004	\$ 468,222.75	\$ 77.99
Total	182,865	115,497	\$ 10,334,907.43	\$ 89.48

2020				
Month	Lic. # Rooms	Gross Rented	Taxable Rents	Avg Rate
January	15,531	5,029	\$ 390,518.96	\$ 77.65
February	14,529	7,620	\$ 624,505.00	\$ 81.96
March	15,531	7,383	\$ 627,667.51	\$ 85.02
April	15,030	3,409	\$ 247,937.50	\$ 72.73
May	15,531	5,306	\$ 381,386.59	\$ 71.88
June	15,030	6,987	\$ 522,055.24	\$ 74.72
July	15,531	7,734	\$ 611,158.39	\$ 79.02
August	15,531	9,159	\$ 732,888.40	\$ 80.02
September	15,030	8,675	\$ 688,928.61	\$ 79.42
October	15,531	10,120	\$ 843,872.47	\$ 83.39
November	15,030	8,400	\$ 690,121.62	\$ 82.16
December	15,531	5,514	\$ 375,626.28	\$ 68.12
Total	183,366	85,336	\$ 6,736,666.57	\$ 78.94

2019				
Month	Lic. # Rooms	Gross Rented	Taxable Rents	Avg Rate
January	15,500	5,260	\$ 377,373.08	\$ 71.74
February	14,000	5,958	\$ 428,581.55	\$ 71.93
March	15,500	7,198	\$ 538,230.34	\$ 74.77
April	15,000	8,535	\$ 676,607.30	\$ 79.27
May	15,500	10,146	\$ 852,934.20	\$ 84.07
June	15,000	10,291	\$ 858,170.79	\$ 83.39
July	15,500	8,587	\$ 706,961.46	\$ 82.33
August	15,500	11,687	\$ 1,012,101.28	\$ 86.60
September	15,000	11,463	\$ 1,002,294.41	\$ 87.44
October	15,500	11,065	\$ 951,993.19	\$ 86.04
November	15,000	8,202	\$ 680,228.66	\$ 82.93
December	15,500	6,304	\$ 513,106.63	\$ 81.39
Total	182,500	104,696	\$ 8,598,582.89	\$ 82.13

* **Note:** 2022 rented rooms and rental revenues are reported 'net taxable'. Reported amounts are after deductions for nontaxable activity, such as 28 day or greater stays. 2021, 2020, and 2019 rooms are reported gross and included nontaxable activity, however, rental revenues are reported net taxable.