

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

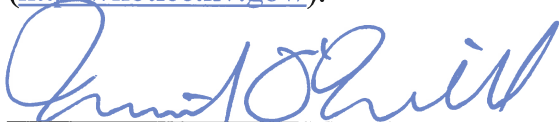
The City of Fallon - Convention and Tourism Authority will meet in a regularly scheduled meeting on July 19, 2022, at 3:00 p.m. in the City Council Chambers, City Hall, 55 West Williams Avenue, Fallon, Nevada.

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 19, 2022. (For possible action)
5. Consideration of a grant application by the Fallon Jr. Rodeo for the Fallon Jr. Rodeo 2022 event. (For possible action)
  - Grant amount requested by applicant: \$2,500
  - Grant amount recommended by staff: \$2,500
6. Consideration of a grant application by the Veterans Independence Foundation for the 2022 Blue Skies Veterans Benefit. (For possible action)
  - Grant amount requested by applicant: \$6,000
  - Grant amount recommended by staff: \$6,000
7. Consideration of a grant application by the Churchill County Parks & Recreation for the 2022 No Hill Hundred Century Bike Tour. (For possible action)
  - Grant amount requested by applicant: \$2,000
  - Grant amount recommended by staff: \$2,000

8. Consideration of a grant application by the Cowboy Fast Draw Association for the 2022 Fastest Gun Alive – World Championship of Cowboy Fast Draw. (For possible action)
  - Grant amount requested by applicant: \$14,500
  - Grant amount recommended by staff: \$14,500
9. Consideration of a grant application by the Fallon Festival Association for the 2022 Cantaloupe Festival & Country Fair. (For possible action)
  - Grant amount requested by applicant: \$15,000
  - Grant amount recommended by staff: \$15,000
10. Consideration of a grant application by the Fallon Youth Football League for the 2022 SYFL (Sierra Nevada Football League) Experience . (For possible action)
  - Grant amount requested by applicant: \$5,000
  - Grant amount recommended by staff: \$5,000
11. Public comments. (For discussion only)
12. 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 July 13, 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/>).

  
Michael O'Neill

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

# Convention and Tourism Authority

July 19, 2022

## Agenda Item 4

Consideration and approval of City of Fallon -  
Convention and Tourism Authority meeting  
minutes for April 19, 2022. **(For possible action)**



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

**DATE:** July 7, 2022

**AGENDA DATE:** July 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 19, 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 19, 2022.

**DISCUSSION:** Additions and/or corrections.

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**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 19, 2022, ~ 3:00 P.M.**

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 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 requirements.

**Public Comments**

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

No public comments were noted.

**Consideration and approval of the City of Fallon-Convention and Tourism Authority meeting minutes for April 20, 2021, and January 18, 2022.**

Board Member Bhakta made a motion to approve the City of Fallon-Convention and Tourism Authority meeting minutes for April 20, 2021, and January 18, 2022. Board Member Bernardo seconded; the minutes were approved with a 3-0 vote by the Fallon Convention & Tourism Authority.

## **Consideration of Grant Applications**

A) The Fallon Bowmen for the 2022 River Animal Madness 3-D Archery Tournament:

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

B) Cody & Kristina de Golyer for the 7<sup>th</sup> Annual de Golyer Bucking Horse & Bull Bash:

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

C) Motor Sports Safety, Inc. for the 2022 Top Gun Dragstrip Mopar vs. World Event:

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

D) Fallon Western Heritage Events/Skiver Bootmakers, LLC for the 2022 Battle Born Broncs:

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

Chairwoman Frost mentioned that due to timing issues, the grant applications will be taken out of order with the de Golyer's presenting first today.

### **Consideration of a Grant Application by Cody & Kristina de Golyer for the 7<sup>th</sup> Annual de Golyer Bucking Horse & Bull Bash:**

Director Moon introduced the grant application for the 8<sup>th</sup> Annual Bucking Horse & Bull Bash saying that 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.

Cody, Kristina and their son, Stetson, presented the Grant. Cody said that they are beginning their 8<sup>th</sup> year and things are working out well. He also said that last June they had 4,200 people show up, with the fairgrounds holding 3,000 at full capacity so they had standing room only. This year, they picked up a few new sponsors, Boot Barn and Cal Ranch, and are very excited about that. He did say that all the old sponsors are staying on board as well and everyone is excited about what is going on. He said they are looking forward to this year and getting rid of the wind and hopefully it will stay nice for a while. They will have bull riding and bronc riding, ranch bronc riding, wild cow milking, and mutton bustin'. He said that they generally have about 20-25 bull riders from Idaho, Oregon, and California. He did mention that they are a non-sanctioned show, so it works out good for them. This allows for mom to be in the barrel racing, dad in the team roping and uncle in the bull riding, so everyone can compete; it's a family thing. This year, they upped their prices to \$10.00, all the way through.

They want to stay affordable, they needed to raise the prices to help with the cost of fuel prices being at \$5.00 per gallon.

Chairwoman Frost asked if they would be using the Rafter 3-C's building this year, or in the Arena. Cody said that for this year's June show, they will be sticking to the outside Arena. He said that the biggest problem is that the Rafter 3-C's only seats 1,800 people. We are only \$10 per person so it doesn't pencil out to try to fill the grandstands in there. Kristina de Golyer added that their goal is spectators. Cody continued by saying that Fallon is a great community and they have been great to them, but sponsors get hit hard and we try to keep our sponsorship packages affordable to people, so that they can afford to advertise and help us, and other people, doing things. Cody also said that they like to keep their prices low so that people will spend their money here in Fallon, because it doesn't take long to spend a one-hundred-dollar bill. Cody said that they are looking at a possible deal in December for using the indoor arena. He said they will see, who knows, we might not be able to afford to go anywhere with the gas prices so high, so we will see.

Board Member Bernardo asked if they would be keeping the same events as previous years and if they would be adding any new events?

Cody replied by saying that the problem with adding too many new events is the length of time it takes to produce a show. They try to keep the event at two hours because they do get a lot of elderly folks that come. He said that Churchill County does a great job, but the seats are super uncomfortable. He said that this year, there is a total of twelve buckles going out, so we have team roping, bronc riding, barrel racing, mutton bustin', like 8-9 events. He mentioned again that they will have a wild cow milking contest again this year, which should be a lot of fun. He laughingly encouraged the Board to come on down and he would rope one for them to participate. Cody said that they try and run things the same way each year so that it runs smooth. He did say that they are not a huge, budgeted outfit to have a ton of staffing, so they try to have everything run smoothly. Kristina said that nine events fill up the two hours very nicely. Cody said that there is a band afterwards and they have a real nice party and dancing, and that portion is free.

Board Member Bernardo mentioned that he and his family have attended a few times and said what a good job that the deGolyers do at entertaining the community and he really appreciated it.

Cody was pleased that they attended and said he wondered if the Board Members ever went.

There were no further questions.

Board Member Bernardo motioned to approve the Grant Application by Cody & Kristina de Golyer for the 8<sup>th</sup> Annual de Golyer Bucking Horse & Bull Bash; seconded by Board Member Bhakta. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

### **Consideration of a grant application by The Fallon Bowmen for the 2022 River Animal Madness 3-D Archery Tournament:**

Director Moon stated 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.

Hunter Mori introduced himself as the President of Fallon Bowmen. Hunter began by saying that his event consists of about a 40-target course and takes place near Diversion Dam. He said that they obtained a BOR permit for the property, saying that this event has been going on for about 36 years. Hunter said that this event attracts people from all over Nevada, Central to Northern California, and Southern Idaho. He continued by saying that this is a family event, where there are classes from five years old all the way up to adult classes. He said that they bring in a lot of local sponsors and a few from Reno as well. Hunter said that people will start showing up Friday night, register, and then carry out the event for the weekend.

Board Member Bernardo asked what kind of bows they would be using.

Hunter said that it is separated in classes as it is sanctioned from the Nevada Bow Hunters Association. There are classes in Recurve, which is your stick and string type bow, all the way to the common Compound Equipment.

Board Member Bernardo asked if there was one more popular than others that the competitors like to use.

Hunter said that the Compound classes are the most popular. The bigger classes will reach about 50-60 people, whereas the Recurve classes might only have 10-15 people.

Chairwoman Frost asked if there were any evening events planned.

Hunter responded by saying that they set up a campground area, which no one camps in, but rather it is where they do registration, lunch, and after people get done shooting, they come hang out. He did say that they do their raffle Saturday night and Sunday morning, and they also do a Novelty Event. Beginning Saturday night, the participants have a chance to win a bow for themselves.

There were no further questions.

Board Member Bhakta motioned to approve the Fallon Bowmen for the 2022 River Animal Madness 3-D Archery Tournament; seconded by Board Member Bernardo. 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 2022 Top Gun Dragstrip Mopar vs. World Event.**

Director Moon stated that this event will showcase the Chrysler brand enthusiast 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 capital, 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.

John Stauverman introduced himself as President of Motor Sports Safety, Inc., Top Gun Raceway. He brought two new members with him today, Treasurer Jim Setterberg and Deni Cook, the new Vice-President of the organization, who is learning the ropes. John said that they have had this Mopar vs. World Event in previous years and explained that Mopar racers are a breed of their own and they really stick together. He continued to say that Mopar racers think that they dominate the drag racing industry, as Deni can attest to as she is one of them. A while back, John said that one of the members in the organization said he wanted to do something similar that he had seen back east, and the west coast has done very well where

you segregate between the Mopar racers and everybody else. It started out where they were allowing motorcycles and dragsters and it was just car versus car. But we have since grown out of that thinking and now are including everyone. The way that we have structured the race is that no Mopar will race any other Mopar until there is no choice. He continued by saying that a Mopar will be staged with a Chevy or a Chrysler or a motorcycle and it fills a real enthusiasm to the racers that 'we want to be at the end as Chevrolet' or 'we want to be at the end as Mopar'. Mopar feels this especially because this is their event. John mentioned that they had done this event in the past few years and had some handouts for the Board Members, which are the flyers that they have been using for the past three years to put on this event. The proposal for this is to do advertisement in five states: Nevada, California, Oregon, Utah, and Idaho. John said that they want to do heavy social media, radio (funding provided), flyers, banners and possibly some television. He said that they plan to do local printing for the flyers and banners. He also said that in previous years, when they started, they had seventy participants and over the last few years, it has grown by 25% each year. Last year, he said they had 150 participants and this year, with proper marketing and reaching out, they are hoping to go even higher and maybe get around the 200 mark for contestants. John said that he and Deni were at a similar event in Las Vegas two weekends ago and they convinced Las Vegas Motor Speedway, over the PA system, to help promote our local Fallon race coming up. John gave a big thanks to the Las Vegas Motor Speedway and said that they all work together as they are all a part of the NHRA (National Hot Rod Association). John continued to say that they want more people to come to this event and they really want to grow. John said, from a racer's standpoint, you have a chance of winning \$2,000.00 for a \$60.00 entry fee and that is huge. It is really cheap for a racer to participate and it's a good pay-out for a racer to have. John said that he was not sure what the flyer he handed out shows as the payout, but it had been raised to \$2,000.00 this year and that is because we are marketing and promoting it. John said that most of the racers will not come in those fancy motorhomes but will come in open-car trailers and pickup trucks and that will draw them to stay in our local hotels and fill up their rigs at the local gas stations and eat in our restaurants. John said that he really thinks that they can take this race to the next level and that is what their plan is. He continued by saying that with grant approval, they will, by all means, quadruple what they have already spent in advertising and marketing. What we have already done is by word of mouth and just some internal talking and handing out flyers around Northern Nevada and California. He mentioned that they would like to reach out further and bring some of those racers to Fallon.

Board Member Bernardo asked about the short-term goals and what new events they were trying to introduce.

John said that right now, they are concentrating on the ones that we already have. He said they have the National Open, coming up the second weekend in June, which is a huge event for them. He also said the NHRA will be here, as well as representatives from Las Vegas Motor Speedway. He continued by saying that we have the Mopar vs. The World and we are also trying to increase the participation on the daily Summit ET Series Racing. On top of that, we have five, \$5.00 Friday Races out at the track to where the main market is Carson City and Reno Area and bringing in the young kids. The participation on that went easily from 100 cars participating to 200 cars in one year. One weekend, we had 600 spectators on a Friday night at the Drag Strip. John explained that it costs these kids \$100.00, now though, it costs \$200.00, with gas increases. Knowing this, we moved our races to once every 3 weeks, on those Fridays, to help offset costs for all participants. John said that they are concentrating and trying to take

the events that they have and making them grow. As far as short-term/long-term goals, John said that they definitely want to keep what they have going on and want to be able to increase the participation and increase spectators. John said that they had a Test and Tune two weeks ago and he said he had never seen spectators at one before, especially in the pre-season and they weren't prepared with food vendors, and it really bit them. He said that they drove into town and purchased 15 pizzas and then gave them away to the spectators. John said that everything is growing, and people want to come out and get out and do different things. He said that they are inexpensive, and the community really supports them, and the racers recognize that, so it is a win-win situation. John returned to the original question Board Member Bernardo asked, "what are you doing to create more races?" John said that they are limited in the staff area and time limited to create more. He did say that they run seventeen weekends per year and out of those seventeen weekends, it takes about twenty-three weekends to put on a show, which includes starting and opening the track, ending, and closing, of which most staff have full-time jobs. John said that he would take any ideas for new races, if offered.

Board Member Bernardo asked what they did to increase the number of kids coming out for \$5.00 Fridays.

John said that they used social media and marketing. He said that they had another track, Tucson Raceway, that has a track manager that is in his mid to late 20's and he is very good with social media. This track manager was able to spend some time with Jim and Deni and bring us up to date on the social media platforms, such as Facebook, Instagram, and TikTok. John gave a shout-out to Jim and his posting on Facebook and boosting and hitting their market in certain areas.

Board Member Bhakta asked for verification of the actual date, September 17-19.

John confirmed this date and said that it will also include a \$5.00 Friday, saying that that will be their biggest turnout. He said that this is a catch, which gets them here with the hopes of getting them to stay here for the weekend. John said that they are looking at discounted rates for staying more than one day.

Chairwoman Frost asked if there was a committed group of volunteers to help with the races.

John said yes, there is a great group of volunteers. He said that some of other tracks that they deal with, say that they are amazed about two things; 1. How in the heck do they put on those kinds of events with as few people as they do? And 2. How do they stay in business? These folks have not figured that out yet because they know how expensive it is - the insurance, the track preparation and compensation for some of the staff. John said that every dollar that the racers give to them at the front gate, they give back 50 cents, which is the payouts for them. John continued to say that it is pro-rated and when you don't have a large contribution coming through the gate, your payouts aren't as great, so then you compensate it by taking 75% back to the racers. John continued to say that they are continuing to make it grow. The people get a warm welcome when they come to the front gate, since Deni has re-vamped the front gate. John said that they got some new people in the front gate, and it is a warm, welcoming experience for them. He said that their goal to make it an enjoyable experience for them to come out, since they are spending their leisure money, they want them to get their monies worth.

There were no further questions or comments.

Board Member Bernardo motioned to approve the Grant Application by Motor Sports

Safety, Inc. for the 2022 Top Gun Dragstrip Mopar vs. World Event; seconded by Board Member Bhakta. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

**Consideration of a grant application by Fallon Western Heritage Events/Skiver Bootmakers, LLC for the 2022 Battle Born Broncs:**

Director Moon introduced the Fallon Western Heritage Events/Skiver Bootmakers, LLC, and their 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 coming in from outside a 60-mile radius. Director Moon introduced Ty Skiver and Darcie Spero.

Chairwoman Frost said that this is a new event, and she knows that there is a lot of excitement around it and getting the 3C Event Complex going and this is the inaugural event.

Darcie Spero, introduced herself, and apologized for her hoarse throat, stating that she was not sick, she just sounds horrible. Darcie said that Jesse Segura is doing a great job, the county is doing a great job, making that building a great facility for us to be able to use and bring in people. Darcie said that Ty's son is a PRCA bareback rider and has been to the NFR a few times and we have got a lot of our customers. We have Skiver Bootmakers, and Ty has been a boot maker for a long time. For the last five years, Darcie said she has worked with Ty and has recently sold her other business to do this full time and now is putting on this event as well. Darcie said that they have a lot of customers who wear their boots and Ty builds custom shoes for a lot of the rodeo guys. Darcie also mentioned that they were over in Red Bluff over the weekend and said that people are talking, and they are very excited about this upcoming event. Darcie said that they do a lot of traveling for their boot company and mentioned The Cowboy Chanel, and that they get to visit with them in Ft. Worth quite a bit and they have become good friends and are trying to promote this upcoming event. Darcie also said that she had been talking to Steve Kenyon, one of the hosts of the Cowboy Chanel, who would be announcing the event. She told him that the City and the Tourism Board is very excited about this event and so when they come, they want to do some features around town. Darcie said that she has a list of things around town that will be discussed and brought to the Cowboy Chanel for conversation and advertising. Darcie continued to say that this is a two-day event and will run just before the Reno Rodeo. It will begin on Tuesday June 14<sup>th</sup> with Wednesday being the big event. They will begin with PRCA athletes hosting and instructing younger kids with the equipment, rules, procedures and just hanging out with them, in a casual setting, regarding how rodeo works. They will have lunch and then there will be two bucking machines that they will get to practice on and learn in the afternoon and end Tuesday evening with a welcome party for everyone at The Grid. Darcie said they desire to do other things in Fallon, that were apart from the Rodeo event center, to push people out into the community to support our local merchants, since they all will be in town for a couple of days. Darcie continued by saying that she is bringing in food trucks for the event to see how it will grow with the event over the coming years. Darcie did say that they are also bringing in a high-end, western market



for the vendors inside and several local bars, so that they don't have to do it themselves, there by supporting the local and different businesses in town. Darcie then mentioned that the center only seats about 1,800 in the grandstands, but there are actually 2,002 seats. They figured, that with the amount of people at 1,800, they would be good. She said that the arena is huge, so they will build the arena in the middle, and since it is just barebacks and saddle broncs, the arena doesn't have to be quite as big. They are planning to do a high-end, VIP dinner experience where it is mixed in with contestant hospitality, so that the sponsors and those who purchase VIP tickets, will get to hang out with the contestants. There are 60 guys who are entered who come from Canada, Australia, and all over the United States. She continued to say that on the other side of the arena, they will do another V.I.P. area, mid-range tickets, so you will be able to have general admission all the way up to the experience.

Chairwoman Frost said it sounded like a great event. She then asked if there would be 60 contestants in the one evening and Darcie confirmed yes.

Ty Skiver explained that they chose 60 contestants because they wanted the top 30. We are doing bareback riding and saddle bronc riding. It is by invitation of the top 30 in World Standings at that time so that is where the 60 contestants come from.

Chairwoman Frost mentioned that that is a lot of stock to get in for this event and Ty agreed.

Ty said that they have hired up to six different stock contractors because they don't just want one stock contractor and have his best horses, mediocre horses, and lower end horses, they want to take six guys and bring their absolute best horses. Ty said that most all the contestants and horses will be guys and horses within NFR who have made several trips to the National Finals Rodeo in Vegas and the best ones in the country.

Chairwoman Frost asked if the Cowboy Channel will be covering and broadcasting live or will it be a taped event.

Darcie said that it would be broadcasted live. She continued by saying that it will also be on the app as well, saying that you can get the Cowboy Channel app for \$2.00 per month or even go over to Malko's and watch it, saying laughingly, because we made them get it.

Ty said that there are 8.3 million viewers capable of watching this live broadcast.

Darcie said that it will be live on the Cowboy Channel or on the app. She said that the cool thing about the app is that if you miss it live, you can watch in on the app, on demand, at any time.

Ty said that you can watch it for the rest of your life, just rewind and watch it as much as you would like.

Darcie said that they are bringing two announcers, one of whom is Steve Kenyon, who is one of the hosts for the Cowboy Channel shows. She said that the other announcer is Scott Grover, and he is a guy that they have a partnership with. He does a lot of PBR's but wants to get more into rodeos, so he is coming to do this event. Darcie mentioned how awesome he is. She said that the Cowboy Channel is sending an interviewer, as well as a separate camera crew for that purpose and then we will have to hire sound and do all the production, with our own camera crew, and our own guy to run the scoreboard. Darcie said that she has been around rodeo her whole life, but this is a whole new thing to her.

Ty said that because of the Cowboy Channel, it ups the whole production portion of this event.

Darcie said that the crew that will be here in Fallon are the ones that were over at the Red Bluff Round-Up this last weekend. She said that they were able to visit with a lot of

people. She said that one of their great friends, Katie Lucas, will be one of the interviewers for this event and after speaking with her, Katie mentioned that internet speed is very important. With that information, Darcie said she has met with the guys at CC Communications about making sure that internet is available and working primely at this event.

Chairwoman Frost said that with 8.3 million viewers, that is great exposure for our community.

Ty said that most of their crew has National Finals experience and have been hand-picked and have been there and done that type of thing. From the instructors at their school, to the production crew, to the stock contractors, everybody who will be there is at the top of their game.

Darcie said that Tilden Hooper is one of the bareback riders and just won the American in Dallas, and she was able to visit with him for quite a while over the weekend and asked him what the riders and contestants want when they come to an event like this.

Ty continued by saying, being a dad to a boy that rodeos for a living, they want to make it the best hospitality for the contestants - #1 – the best horses, the best dinner, with the building being the inspiration for this whole thing. Looking inside that building, holy cow, that thing is amazing and that is where I got the inspiration and the idea to do this.

Director Moon said that she was so glad to hear that, because we are hearing that from many people from outside the community.

Ty agreed and said that that was the whole inspiration for doing this, was to have it in that building and then it just grew from there. He told Darcie that he wanted her to do this event and she said he was crazy.

Darcie did say that she had two, full-time jobs at that time. She continued to say that she had tagged ‘Visit Fallon’ the other day and she said that the exciting thing is that a lot of these guys who are coming through were in town the other day with their bucking horses. They were their friends and on their way to Red Bluff from Wyoming and stopped over and kept their horses at the rodeo ground. She had mentioned that she was able to take them to the Courtyard Café and they were excited to learn that we had good food here and said they would bring back their crew. She also said that they were able to talk with Jesse Segura about the set-up and John, who goes to rodeos all the time, which is what he does for a living; he had nothing but great things to say about the building, about the way that it is being set-up, and about the pens and all the things for the livestock. She said that it was very encouraging for them to know that they would not be coming into something, even though it is brand new, but at the same time, knowing that they have people who can pull this event off with such great support.

Director Moon mentioned the great dirt being used in the event center. She asked Darcie to explain why it is such good dirt.

Darcie said that it is dirt, not soil, and don’t tell Bart Hiatt that it is soil.

Ty said that a guy in Texas, named Jim Kaiser, whom he was familiar with for years because of his show horse and rodeo background, has developed a thing for these indoor arenas to make dirt, a special kind of dirt, from how you put it in to how you pack the bottom and more. They went out to A& K’s pit twice and they made that dirt, exactly perfect, like it is going to be the very best ground in the whole universe to have a rodeo on, which is cool. He said that they will bring it in and take it out and store it. The other thing that makes it awesome is the footing and the attention to detail out there and it is outstanding.

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

Board Member Bhakta asked how they would get a survey from the attendees.

Darcie said that the ticket app that they have can track where people are buying their tickets from and even tracks if they are using a phone or a tablet. She said that they will get their information and data from the app. She said that Jesse Segura had mentioned that at some point Rafter 3-C had some sort of a survey as well that they were planning on using.

Board Member Bhakta asked about the people who don't have the app and how they'd input their information.

Darcie said that she will try and push people to get the app and try to do it to simplify the process. She believes that it will sell out, so they won't be taking any cash at the door. She said that she could be wrong and maybe they will do standing room only at the end, but she really feels that this event will sell out, so she wants to get all that reserved ahead of time, if possible. She reiterated that most of the information will be on the app.

Board Member Bernardo asked if there were any other forms of promotion, like social media, that they would be using to try and reach out, besides the Cowboy Channel.

Darcie said that she began working on the social media portion of advertising last year while using their boot business on Facebook. She said that there are over 12,000 people on that site and has since started a Battle Born Bronc's page on Facebook and they have just started advertising there. She said that yesterday, Steve, of the Cowboy Channel said that now that the event is locked down, he wants to do an interview with them and get that up and running. She said that she was talking to another guy who does the same thing and let her know about radio ads and the other things that work. She also said that Ty and Abbi have reached out to her and said that they would help her do the things that she doesn't know how to do.

Ty interjected and said that the PRCA will carry them on their website and their Facebook and all that. The Cowboy Channel will mention them on the ticker at the bottom of the screen and after a certain point will advertise them. They will also show interviews that he and Darcie have already done along with some cowboys about the event coming up.

Darcie said that people are talking about this event quite a bit already as it's a unique event. There have been some stand-alone bareback and bronc riding shows, but never one in Nevada.

Ty interjected and said that this is the first one, ever in Nevada.

Director Moon asked Darcie to send whatever she is posting on her social media to herself, and she would repost that information on the City and Travel pages. She said that tagging the City is good, because then it exposes the followers but however, it would be easier for Director Moon if she could receive the original information, like digital posters and such, since it is sometimes hard to "share" on the social media sites.

Darcie said that she hasn't been able to finalize the poster yet and is waiting on the bigger sponsors so that her information is accurate. Darcie also said that she is open to suggestions for advertising purposes.

There were no further questions or comments.

Board Member Bhakta motioned to approve the Grant Application by Fallon Western Heritage Events/Skiver Bootmakers, LLC for the 2022 Battle Born Broncs; seconded by Board Member Bernardo. The grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

## **Public Comments**

There were no further comments.

## **Board and Staff Reports**

Director Moon asked if there were any questions over the Room Tax report that Mr. O'Neill has placed in the packet. She explained that there was a four-year analysis per month. There were no questions. Director Moon continued speaking about the Rural Round-up. She said that the last time they were due to meet was at the end April and has since been cancelled because at the time it was cancelled it was at the peak of the Omicron variant, so the State did not want to take any chances at that time. She also said that the State was in a state of flux because they had transitioned many of their employees at the time and they were looking for positions to be filled. She said that, as you can tell, with the Battle Born Broncs event, Rafter 3C Arena is really gaining a lot of wonderful exposure in that it is a facility that we, in planning and executing the actual facility, that we did not anticipate being this grand. It is being considered as a prime example of a facility for Agriculture events, Equine events, rodeo, and things like that. The possibilities are endless at this point and on that note, Rafter 3C Arena has nearly been booked for all weekends throughout the summer of 2022 and they have had a soft opening and will plan the grand opening for June 1, 2022. There are new events coming, like the Battle Born Broncs, and the existing events that are funded by you, as a Board, FCTA, are looking to get into the arena to increase their participation and increase their spectatorship. She said she knows that the World Cowboy Fast draw will be in there, the Cantaloupe Festival, and many other events will continue to go into Rafter 3C Arena. We are hoping that the deGolyers will go in there at one point, the Lions Club and Backroads Vintage Market.

There were no further comments.

Chairwoman Frost reminded everyone that the next meeting will be Tuesday, July 19, 2022.

## **Adjournment**

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:51 p.m.

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Chairwoman Kelly Frost

Attest: \_\_\_\_\_  
Michael O'Neill, Deputy City Clerk/Treasurer

# Convention and Tourism Authority

July 19, 2022

## Agenda Item 5

Consideration of a grant application by the Fallon Jr. Rodeo for the Fallon Jr. Rodeo 2022 event.

**(For possible action)**

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

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

**DATE:** July 7, 2022

**AGENDA DATE:** July 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 Jr. Rodeo for the Fallon Jr. Rodeo 2022 event. (For possible action)

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

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve grant in the amount of \$2,500 to the Fallon Jr. Rodeo for the 2022 Fallon Jr. Rodeo, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** As a group, the Fallon Jr. Rodeo has forged on to continue the Jr. Rodeo tradition which had been produced in collaboration with the Fallon Lions Club in many years past. This group of volunteers are dedicated to showcase the skills of the youth in equestrian events in order to promote and encourage the agricultural and ranching lifestyle not only in our community, but in neighboring cities, counties and states. It is estimated that 200-300 participants and their families will attend this (4) day event, with 150 people being from outside a 60-mile radius; generating 150 hotel/motel room overnight stays and multiple visits to local restaurants, gas stations and stores.

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**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 Junior Rodeo  
Chief Executive Officer: Jennifur & Travis Peek  
Mailing address 5499 Casey Road  
City Fallon State NV Zip 89406  
Phone Number: 775-302-6792 Email: [jennifur@peekbrothers.net](mailto:jennifur@peekbrothers.net)
2. How long organized (or in business) Founded 1/1/22 Tax I.D. # 87-4134775
3. Purpose of Organization Yearly Labor Day Junior Rodeo
4. Total Annual Budget \$ 35,000
5. Project Director Jennifur Peek Phone Number: 775-302-6792  
Mailing address: same  
City State Zip Email:
6. **Project Title Fallon Junior Rodeo**
7. **Actual Date of Event September 2-5**
8. Location of project 3C Event Complex
9. Funds requested from FCTA: \$ 2,500
10. Total cost of project: \$ 35,000
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:  

We have put on the Junior Rodeo for years with the Lions Club and we want to continue the annual Labor Day Junior Rodeo for youth from across the West to showcase their skills in equestrian events. We want to promote and encourage the agricultural and ranching lifestyle that is necessary for a thriving community. These kids choose to live a very difficult lifestyle that is 365 days a year with no off-season. They do it because they love it and we want to give them the best junior rodeo in the state to compete against each other.

### PROJECT BUDGET

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

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

### PROJECT BUDGET

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

<u>2021</u>	
Entries	\$12,150
Donations	\$22,325
Grants	\$ 5,000
Total	\$39,475

### PROJECT BUDGET

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

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



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

To promote the cowboy lifestyle for years to come and give these youth a venue to showcase their skills.

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

200-300 total participants and their families.

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

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

150

(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)?

$50 \times 3 = 150$

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

Thousands across social media platforms in Nevada, California, Oregon, Idaho, Utah & Arizona.

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

200

(e) How many locals will attend your event?

50-75

(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)?

$300 \times \$100 = \$30,000$

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

Most of our advertising is through Facebook, our website and local papers. This year we will have a float in the 4<sup>th</sup> of July parade promoting the event.

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

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

Signature of Applicant/Grantee

Date

J. Peak

6/23/22

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](mailto:JMoon@FallonNevada.gov).

# Convention and Tourism Authority

July 19, 2022

## Agenda Item 6

Consideration of a grant application by the Veterans Independence Foundation for the 2022 Blue Skies Veterans Benefit. **(For possible action)**

- Grant amount requested by applicant: \$6,000
- Grant amount recommended by staff: \$6,000

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

**DATE:** July 7, 2022

**AGENDA DATE:** July 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 the Veteran's Independence Foundation for the 2022 Blue Skies Veterans Benefit. (For possible action)

- Grant amount requested by applicant: \$ 6,000
- Grant amount recommended by staff: \$ 6,000

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve grant in the amount of \$6,000 to the Veteran's Independence Foundation for the 2022 Blue Skies Veteran's Benefit subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** The goals of the Veteran's Independence Foundation are to raise much needed funds to help struggling Veterans in the Fallon area, and to raise awareness surrounding Veterans' needs. The organization predicts 2,500 attendees to this inaugural event with about 800 folks coming in from outside a 60-mile radius to Fallon. They expect to generate 140 hotel/motel room nights for the 2022 Blue Skies Veterans Benefit. stations and stores.

**BOARD ACTION**

Motion: \_\_\_\_\_

\_\_\_\_\_

Motion By: \_\_\_\_\_ Second By: \_\_\_\_\_

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Absent: \_\_\_\_\_ Abstain: \_\_\_\_\_

## CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

### APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) Veterans Independence Foundation  
Chief Executive Officer: Neil Blitstein  
Mailing address 105 Alpine ct  
City Rainier State wa Zip 98576  
Phone Number: 360-528-1449 Email: events@heretohelpvets.org
2. How long organized (or in business) 4 years Tax I.D. # 83-1670836
3. Purpose of Organization Help struggling Veterans
4. Total Annual Budget \$ N/A
5. Project Director Victoria Crystal Phone Number: 772-294-9229  
Mailing address: 3010 Old River Rd  
City Fallon State NV Zip 89406 Email: crystaltransportco@gmail.com
6. **Project Title** Blue Skies Veterans Benefit
7. **Actual Date of Event** Sept 24th, 2022
8. Location of project Churchill County Fairgrounds
9. Funds requested from FCTA: \$ 6,000
10. Total cost of project: \$ 146,775
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:  
  
Raise much needed funds to help struggling Veterans in the Churchill County area.  
Raise awareness surrounding Veteran's needs.

### **PROJECT BUDGET**

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

### **PROJECT BUDGET**

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

### **PROJECT BUDGET**

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

We intend to use \$5000 for Radio advertising with KOZZ in Reno.

We intend to use the remianing \$1000 for concentrated Facebook advertising in the Reno and Sacramento areas.

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

Our initial fundraiser will help us establish a presents in Fallon with our goal of providing on-going assistance to all Veterans in need.

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

We estimate 2500 attendees mainly from Fallon and the Reno area.  
We are targeting everything west of Fallon extending to the Bay Area.

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 800

(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)?

$70 \times 2 = 140$  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?

2.7 million

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

N/a

(e) How many locals will attend your event?

1500

(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)?

$550 \times \$25 = \$13,750$

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

Nothing new. Straight forward marketing.

We have KOZZ and ABC7 in the Bay Area marketing and advertising our event as well as Facebook, posters, talent websites and facebook pages and some print ads.

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.:

Each ticket holder will get an email a few days prior to show day asking if they plan on getting a hotel room, where they are traveling from, how did they hear about the event and number guests with them.

Signature of Applicant/Grantee

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

Date

May 3, 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.



# Event Budget

## Estimated Income

Total income				
800	GA Ticket Sales @	\$40.00	\$204,565.00	
300	GA Plus Sales @	\$55.00	\$32,000.00	
100	GA Minor (13-17) Sales @	\$20.00	\$16,500.00	
50	GA Minor (13-17) Plus Sales @	\$40.00	\$2,000.00	
300	VIP Ticket Sales @	\$115.00	\$2,000.00	
20	Hero Package @	\$675.00	\$34,500.00	
30	Patriot Package @	\$345.00	\$13,500.00	
30	Family GA Plus Sales @	\$195.00	\$10,350.00	
25	Family GA Sales @	\$115.00	\$5,850.00	
50	Hero Poker Run Sales @	\$150.00	\$2,875.00	
50	Patriot Poker Run Sales @	\$75.00	\$7,500.00	
5	Sponsor a Veteran Family GA Sales @	\$115.00	\$3,750.00	
5	Sponsor a Veteran Family VIP Sales @	\$210.00	\$575.00	
5	Sponsor and Veteran Family VIP Sales @	\$265.00	\$1,050.00	
3	Cabana Zone 1 (20 Tickets) includes server @	\$1,650.00	\$1,325.00	
9	Cabana Zone 2 (20 Tickets) no server @	\$1,450.00	\$4,950.00	
4	Cabana Zone 3 (5 Tickets) no server @	\$495.00	\$13,050.00	
1	Bulk GA 20 @	\$720.00	\$1,980.00	
1	Bulk GA 40 @	\$1,360.00	\$720.00	
1	Bulk VIP 20 @	\$2,070.00	\$1,360.00	
1	Bulk VIP 40 @	\$3,910.00	\$2,070.00	
10	Event Hopper (rodeo attendees) @	\$15.00	\$3,910.00	
10	Event Hopper (Little League) @	\$15.00	\$150.00	
100	Drink Tickets 2 Pack @	\$14.00	\$150.00	
50	Unlimited Soft Drinks @	\$25.00	\$1,400.00	
50	Glow Stick @	\$7.00	\$1,250.00	
1	Medal Of Honor Sponsors @	\$6,000.00	\$350.00	
1	Silver Star Sponsors @	\$4,000.00	\$6,000.00	
3	Bronze Star Sponsors @	\$2,500.00	\$4,000.00	
3	VIP & Beer Garden Sponsors @	\$750.00	\$7,500.00	
2	Beer Garden Only Sponsors @	\$550.00	\$2,250.00	
5	Ride Sponsor @	\$400.00	\$1,100.00	
10	Food or Vendor Space @	\$100.00	\$2,000.00	
5	Vendor Zone 1 Space @	\$300.00	\$1,000.00	
2	Extra Vendor Space @	\$50.00	\$1,500.00	
5	Event Area Banner @	\$300.00	\$100.00	
1	All Grants Combined @	\$7,500.00	\$1,500.00	
2,000	Actual Donations Received @	\$1.00	\$7,500.00	
100	T-Shirts @	\$30.00	\$2,000.00	
			\$3,000.00	
			<b>\$204,565.00</b>	

# Event Budget

## Expenses

<b>Total Expenses</b>	<b>Estimated</b>
header	\$146,775.00

<b>Facility &amp; Related Equipment</b>	<b>Estimated</b>
Venue Rental	\$1,500.00
Police / EMS - Donated Services	\$0.00
Event insurance	\$710.00
Permits - Drinks / Food / Fire	\$500.00
Radios/Communication System	\$500.00
Stage Sound/Lighting (Both Stages)	\$35,000.00
Talent / Production Trailers	\$3,500.00
Golf Carts	\$800.00
Trash & Porta Johns	\$1,000.00
Party Tents, Tables, Chairs, Fencing	\$6,500.00
Stage Banners (Top & Sides)	\$2,500.00
<b>Totals</b>	<b>\$52,510.00</b>

<b>Pre Event Publicity &amp; Marketing</b>	<b>Estimated</b>
Design Fees (poster layout - ads)	\$250.00
All Advertising Outlets	\$8,500.00
<b>Totals</b>	<b>\$8,750.00</b>

<b>Swag</b>	<b>Estimated</b>
Other Swag (mugs, posters, glow sticks)	\$500.00
Event T-Shirts (200)	\$1,000.00
<b>Totals</b>	<b>\$1,500.00</b>

<b>Staff</b>	<b>Estimated</b>
Extra Security guards	\$5,000.00
Catering & Craft Services / inc. Staff	\$8,500.00
<b>Totals</b>	<b>\$13,500.00</b>

<b>Artists</b>	<b>Estimated</b>
Performers/celebrities (both Stages)	\$60,000.00
<b>Bounce House / Rides - Grant Dollars</b>	<b>\$4,015.00</b>
<b>Totals</b>	<b>\$64,015.00</b>

<b>Miscellaneous</b>	<b>Estimated</b>
Misc Expenses	\$3,000.00
Volunteer gifts	\$1,000.00
Event Decorations	\$1,000.00
<b>Totals</b>	<b>\$5,000.00</b>

<b>Printing &amp; Print Materials</b>	<b>Estimated</b>
Talent, Crew and VIP Passes	\$500.00
<b>Totals</b>	<b>\$500.00</b>

<b>During Event Publicity &amp; Marketing</b>	<b>Estimated</b>
Photography/Video	\$1,000.00
<b>Totals</b>	<b>\$1,000.00</b>

**Event Budget**

**Profit - Loss Summary**

	<b>Estimated</b>
<b>Total income</b>	<b>\$204,565</b>
<b>Total expenses</b>	<b>\$146,775</b>
<b>Total profit (or loss)</b>	<b>\$57,790</b>

# BLUE SKIES VETERANS BENEFIT OVERVIEW SITE PLAN

Max Est Attendance at Any  
Given time 1500:  
Max Est Ticket Sales 2500



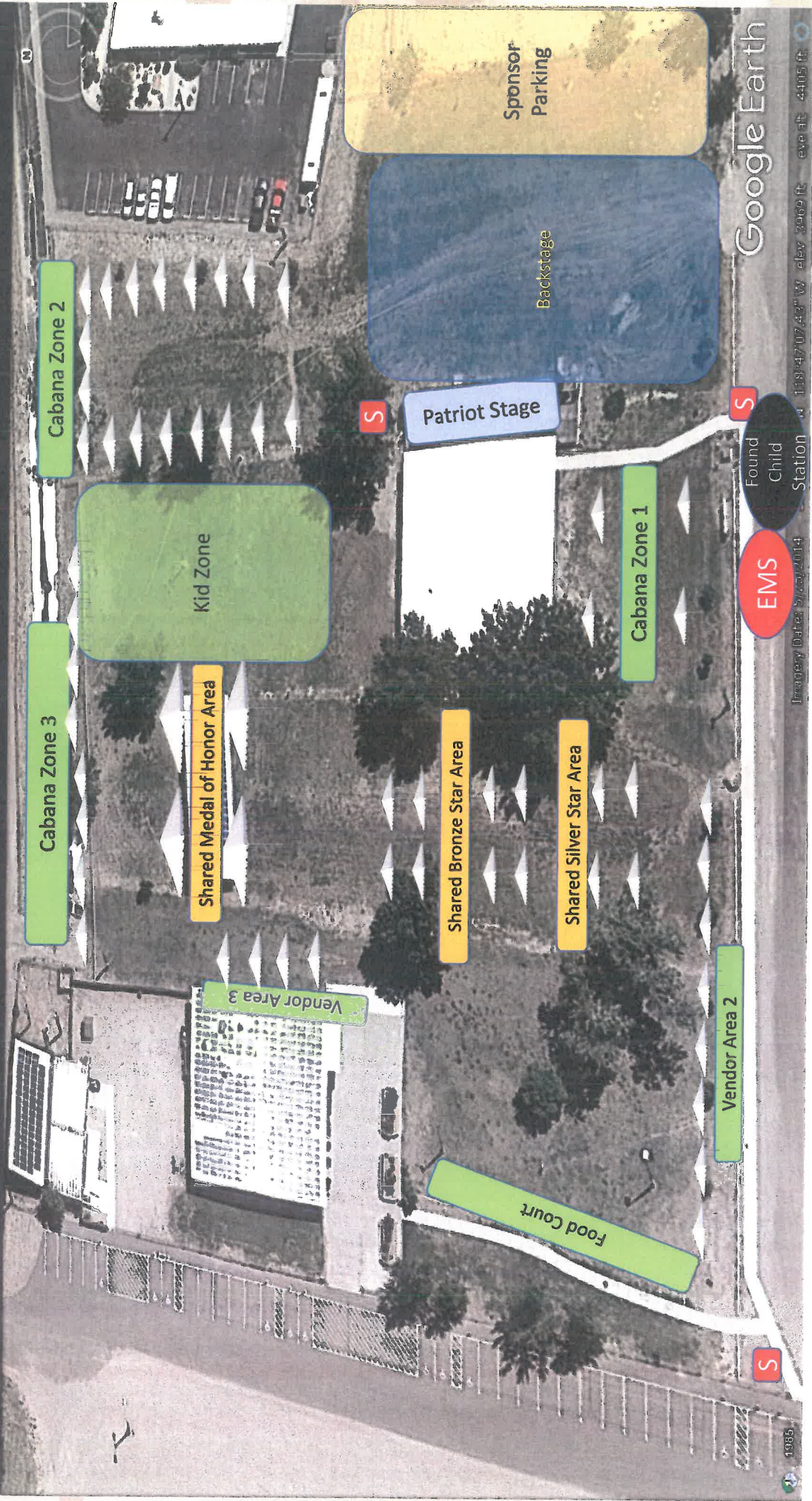
Google Earth







# BLUE SKIES VETERANS BENEFIT PATRIOT STAGE AREA





# BLUE SKIES VETERANS BENEFIT VIP AREA



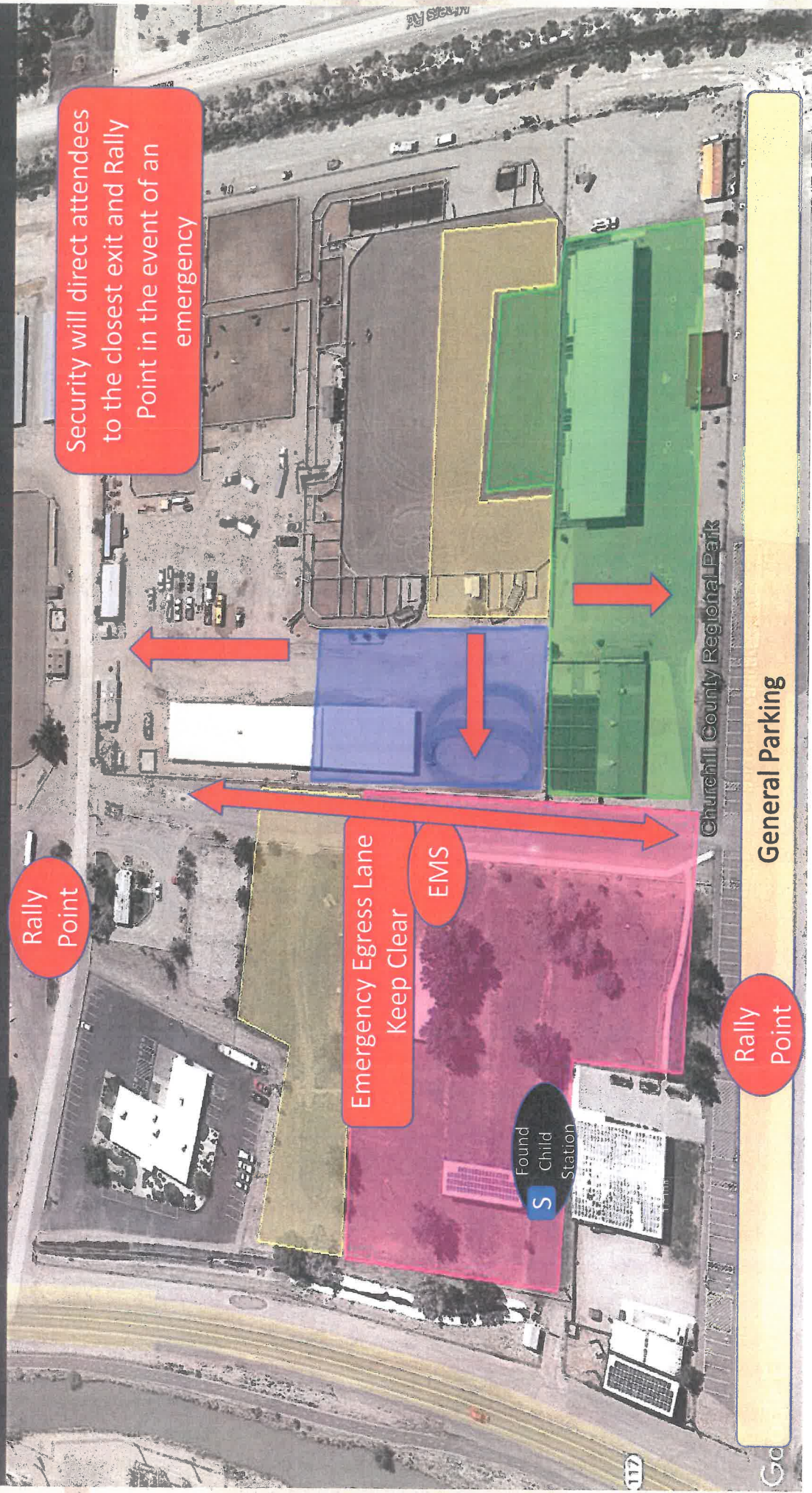


# BLUE SKIES VETERANS BENEFIT MAIN ENTRANCE





# BLUE SKIES VETERANS BENEFIT EVACUATION PLAN

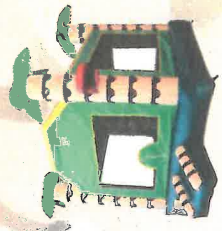
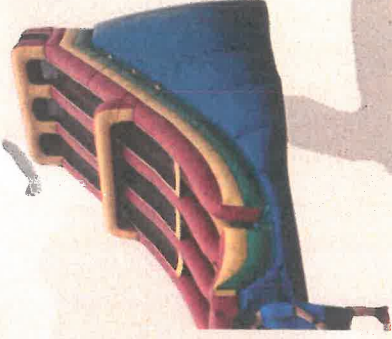
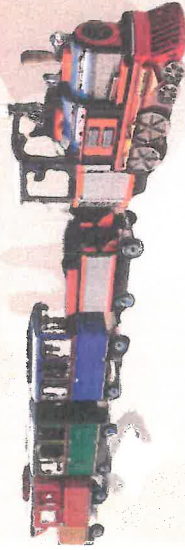




# BLUE SKIES VETERANS BENEFIT SITE PLAN

Photos of Actual Inflatables.

If pictured ride is not available, like ride will be used.





# BLUE SKIES VETERANS BENEFIT SITE PLAN

Max Est Attendance at Any Given time 1500: Max Est Ticket Sales 2500

To ensure a safe environment, we have security stations located throughout the event manned at all times. In addition, we have 3 - two person roving security teams. We estimate utilizing 24 security personnel to help provide a safe event. This number may be adjusted depending on crowd size and local requirements.

## Security Stations

Security stations are manned and equipped with radios, flash lights, fire extinguisher and a first aid pouch. They are located at the Main Entrance, Found Child Station, Beer Garden, VIP Area Entrance, Backstage and EMS Area.

## Fire Safety

Fire extinguishers will be located at each security station, backstage and next to all stages.

## Security Personal

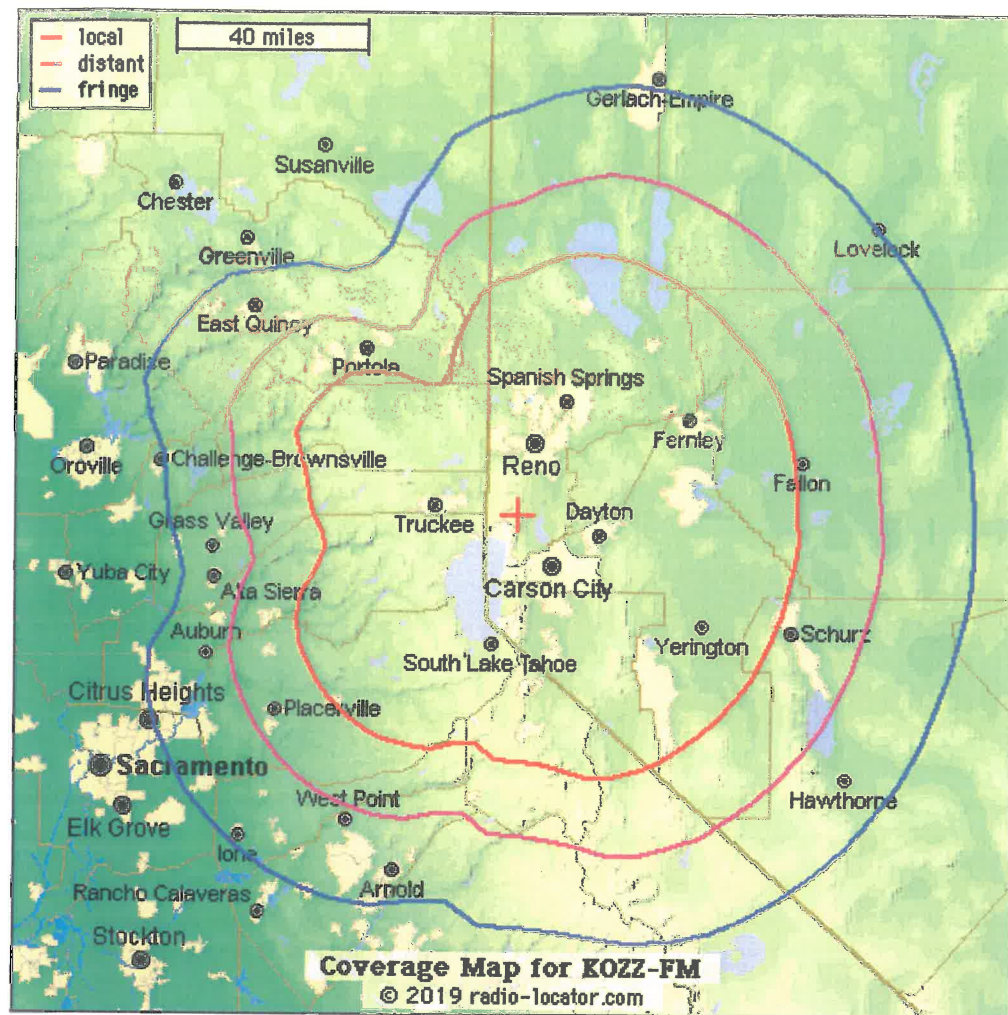
In addition to local law enforcement, each security station is manned and there are three roving 2-person teams.

## Emergency Evacuation

Rally Point areas are the parking lot to the west and RV camping area to the east.

## EMS

EMS will be located at the found child station.





# BLUE SKIES

## VETERANS BENEFIT

### A MUSIC & COMEDY FAMILY EVENT



**NIGHT RANGER**

**Thom Tran**  
&



**Bouncy Houses • Vendors • Backstage Hayride • Food • Obstacle Courses • Party Cabanas**

**SEPTEMBER 24, 2022**  
11am-midnight

**FOR MORE INFORMATION**  
[heretohelpvets.org](http://heretohelpvets.org)



**Churchill County Fairgrounds - 325 Sheckler Road, Fallon, NV**



# BLUE SKIES

## VETERANS BENEFIT

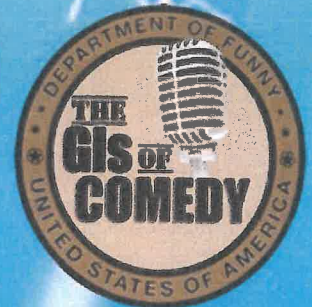
### A MUSIC & COMEDY FAMILY EVENT



2 Stages  
featuring ...



Thom Tran  
&



with special performances by



DAN ASHLEY



PAPA NEIL



RENEE PERCY



MARIANA MATTHEWS



NICK HOLMQUIST

...plus more to be added!

Bouncy Houses • Vendors • Backstage Hayride • Food • Obstacle Courses • Party Cabanas



# SEPTEMBER 24, 2022

FOR MORE INFORMATION  
heretohelpvets.org

11am-midnight



Churchill County Fairgrounds - 325 Sheckler Road, Fallon, NV

# Convention and Tourism Authority

July 19, 2022

## Agenda Item 7

Consideration of a grant application by the Churchill County Parks & Recreation for the 2022 No Hill Hundred Century Bike Tour. **(For possible action)**

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

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

**DATE:** July 7, 2022

**AGENDA DATE:** July 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 Churchill County Parks & Recreation for the 2022 No Hill Hundred Century Bike Tour. (For possible action)

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

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve grant in the amount of \$2,000 to Churchill County Parks and Recreation for the 2022 No Hill Hundred Century Bike Tour, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** The short-term objective of the No Hill Hundred Century Bike Tour is to provide an annual opportunity for regional cyclists to participate in a relaxed and enjoyable cycling event; while the long-term goal is to establish the Fallon area as a bike friendly community and to promote and encourage physical and recreational activity in the region. The goal is to attract 150-200 cyclists of which 75% (112-150) are expected to come from outside a 60-mile radius from Fallon, targeting 62 hotel/motel room nights.

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**BOARD ACTION**

Motion: \_\_\_\_\_

\_\_\_\_\_

Motion By: \_\_\_\_\_ Second By: \_\_\_\_\_

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Absent: \_\_\_\_\_ Abstain: \_\_\_\_\_



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

1. Name of Organization (or Company) Churchill County Parks & Recreation  
Chief Executive Officer: Jorge Guerrero  
Mailing address 325 Sheckler Road  
City Fallon State Nevada Zip 89406  
Phone Number: 775-423-7733 Email: ccpr@churchillcounty.org
2. How long organized (or in business) 20+ Years Tax I.D. # 88-6000025
3. Purpose of Organization Community Events, Classes, and Recreation
4. Total Annual Budget \$ \$1,500,000.00
5. Project Director Robyn Jordan Phone Number: 775-427-6679  
Mailing address: 325 Sheckler Road  
City Fallon State Nevada Zip 89406 Email: rjordan@churchillcounty.org
6. **Project Title No Hill Hundred Century Bike Tour (2022)**
7. **Actual Date of Event Saturday, October 1<sup>st</sup>, 2022**
8. Location of project City-County Gym
9. Funds requested from FCTA: \$ 2,000.00
10. Total cost of project: \$ \$10,500.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:
  - To host a fully supported bike tour for competitive and beginning cyclists.
  - To attract out-of-town cyclists to our community to participate in the event and to experience the many benefits of visiting Fallon, encouraging future visits.

### PROJECT BUDGET

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

Event Shirts/Jackets.....	\$1,700.00
Event Jersey.....	\$1,000.00
Event Swag (Other).....	\$3,000.00
Meals (Lunch, Post-Race).....	\$2,000.00
Road Bike (Raffle).....	\$1,200.00
Staffing/Operations.....	\$2,000.00
Equipment Rentals.....	\$600.00
Marketing/Print (Copies, Print Media, Signage) .....	\$600.00
Raffle Prizes.....	\$500.00
Fuel (Support Vehicles, SAR).....	\$350.00

**TOTAL** **\$12,950.00**

### PROJECT BUDGET

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

130 participants @ \$60.00 .....	\$7,800.00
30 participants @ \$30.00.....	\$900.00
Jersey Sales .....	\$250.00
Raffle Ticket Sales .....	\$1,000.00
Sponsorships.....	\$1,000.00
Tourism Grant.....	\$2,000.00

**TOTAL** **\$12,950.00**

### PROJECT BUDGET

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

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

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

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

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

The goal is to attract 150-200 cyclists to the event. The primary target audience is regional cyclists from Northern Nevada, however, the event is promoted throughout the Western United States and frequently attract riders from surrounding states.

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

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

We expect at least 75% of our participants to be from outside of a 60-mile radius, which would be approx. 112 people. This does not include family and friends who travel with the participants.

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

Based on previous years surveys, we can conservatively estimate that at least 35% of our out-of-town participants will be staying in Fallon, for an average stay of 1.6 nights, If we have 150, participants with 112 non-locals, we can estimate approx. 62 room nights. With additional marketing of Fallon's tourism opportunities and offerings, we should be able to increase that percentage as guests are exposed to the value of making a full weekend stay in Fallon.

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

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

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

In 2021, 91 participants came from over 60-miles away (approximately 80%).

- (e) How many locals will attend your event?

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

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

We anticipate that we will have a minimum of 112 out-of-town groups (most registered event participants bring a family member or friend) spending an average of \$130.00 each in gas, meals, lodging, etc. for a total economic impact of \$14,560.00.

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

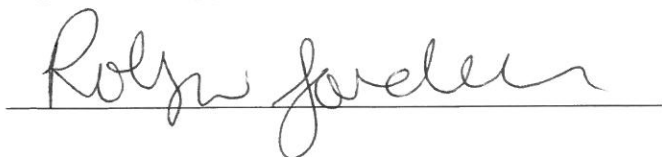
The No Hill Hundred will be advertised through print means, including posters, flyers, and newspaper press releases, and through social media. Parks and Recreation will partner with other organizations to implement a local campaign.

National and regional endurance event and cycling calendars, magazines, and online platforms, as well as fitness tracking apps (such as Strava, MapMyRide, etc.) will be utilized to promote the event, build routes, and encourage participants to download and ride the routes in advance. Additional avenues will be used, including the Parks and Recreation seasonal guide, and advertising at other local events.

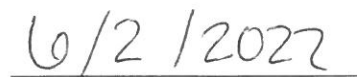
20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

We will be providing riders with an event survey to be completed at the conclusion of the ride while they are eating their post-race meal. They will also be given the option to complete the survey online from their phones or other device. The survey questions will reflect all required information for the grant evaluation, as well as a section to gain insight on the No Hill Hundred event itself.

Signature of Applicant/Grantee



Date



# Convention and Tourism Authority

July 19, 2022

## Agenda Item 8

Consideration of a grant application by the Cowboy Fast Draw Association for the 2022 Fastest Gun Alive – World Championship of Cowboy Fast Draw. **(For possible action)**

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

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

**DATE:** July 7, 2022

**AGENDA DATE:** July 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 the Cowboy Fast Draw Association for the 2022 Fastest Gun Alive – World Championship of Cowboy Fast Draw. (For possible action)

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

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve grant in the amount of \$14,500 to Cowboy Fast Draw Association for the 2022 Fasted Gun Alive – World Championship of Cowboy Fast Draw, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** The Cowboy Fast Draw Association continues to build the Fastest Gun Alive – World Championship of Cowboy Fast Draw as its signature event on both the national and international levels, while emphasizing responsible, safe and proper use of firearms and family values. It is estimated that there will be over 300 week-long participants (plus, families, spectators and vendors) and that this year will set record attendance numbers. The group predicts 600+ people to travel to Fallon outside a 60-mile radius; possibly generating 1,300 hotel/motel room nights.

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**BOARD ACTION**

Motion: \_\_\_\_\_

\_\_\_\_\_

Motion By: \_\_\_\_\_ Second By: \_\_\_\_\_

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Absent: \_\_\_\_\_ Abstain: \_\_\_\_\_

## CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

### 2022 APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) Cowboy Fast Draw Association  
Chief Executive Officer: Cal Eilrich  
Mailing address P.O. Box 5  
City Fernley State NV Zip 89408  
Phone Number: 775-575-1802 Email: quickcal@sbcglobal.net
2. How long organized (or in business) 20 Years Tax I.D. # 82-0541866
3. Purpose of Organization To Promote, Organize and Regulate the Sport of Cowboy Fast Draw
4. Total Annual Budget \$ \$432,243
5. Project Director Cal Eilrich Phone Number: 775-745-9727  
Mailing address: P.O. Box 5  
City Fernley State NV Zip 89408 Email: quickcal@sbcglobal.net
6. **Project Title Fastest Gun Alive - World Championship of Cowboy Fast Draw**
7. **Actual Date of Event October 4th - 9th, 2022**
8. Location of project Churchill County Fairgrounds - New Events Center
9. Funds requested from FCTA: \$ 14,500
10. Total cost of project: \$ 65,750
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project: While the Sport of Cowboy Fast Draw continues to grow, this tournament grows along with it. It attracts from media in both Northern Nevada/California, but also nationally. We also stress the importance of responsible and the safe and proper use of firearms, and family values.



## PROJECT BUDGET

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

**For Entire Scope of Budget Please See Attached Budget**

### EXPENSES

Prize Money	\$21,350
180 Trophies, 150 Buckles, etc.	\$8,500
Prize Guns & Misc. Prizes	\$7,400
Backstop Construction & Material	\$3,800
Range Material Expenses	\$1,700
Fairground Facilities & Electricity	\$3,500
Wax Ammunition (40,000 Rounds)	\$7,250
Volunteer Staff Expenses	\$2,750
Range, Tent, Setup, Tear Down, Clean-up	\$3,500
Office Supplies, Phone, etc.	\$1,250
Advertising	\$2,300
Posters, Banners, and Signs	\$1,750
Vendor Security	<u>\$700</u>
<b>TOTAL EXPENSES</b>	<b>\$65,750</b>

## PROJECT BUDGET

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

**For Entire Scope of Budget Please See Attached Budget**

### INCOME

FGA Entry Fees:	160 Men	(\$199)	\$31,840
	70 Women	(\$199)	\$13,930
	5 Young Adults	(\$95)	\$475
	7 Junior	(\$75)	\$525
	10 Youth	(0)	<u>\$0</u>
Main Match Fees:			\$46,770
Category Match Fees: 180 Shooters		(\$20)	\$3,600
Resurrection Match Fees: 110		(\$15)	\$1,650
Vendors Booth Rental:			\$750
Total Fallon Tourism Request			<u>\$14,500</u>
<b>TOTAL INCOME</b>			<b>\$67,270</b>

**CONTINGENCY & MISC. FUND BALANCE** **\$1,520**

## PROJECT BUDGET



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

**Prize Money**

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

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

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

Long Term: To Keep building the Cowboy Fast Draw Association, now up to Membership #6,800, it was #1,100 when we brought FGA to Fallon from Deadwood, SD in 2008. Our Long-Term Goal for this event is to build it to 500 registered competitors traveling to Fallon.

Short Term: Given what our nation has gone through since 2020 with COVID-19, we believe that this event may set a record attendance this year! We will always continue to try to build a strong and positive image for our sport and with the Fallon Community.

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

For the past few years we have attracted over 300 week-long participants. Our shooters travel from all corners of the U.S., Canada, and Europe. This year we are adding two days to our event in the form of Seminars and one day in the form of actual competition. We have added a new Tournament of Champions open only to all 2022 CFDA Titled Champions from our events across the nation.

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

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

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

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

Since an overwhelming majority of our participants are from out of state, and the average stay is 5 nights. The best estimate would be about 1,300 Room Nights.

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



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

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

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

(e) How many locals will attend your event?

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

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

1300 Room Nights x \$320 (\$416,000) + 1500 day trippers x \$50 (75,000) = \$491,000

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

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

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

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

Signature of Applicant/Grantee



Date

4/13/22

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

July 19, 2022

## Agenda Item 9

Consideration of a grant application by the Fallon Festival Association for the 2022 Cantaloupe Festival & Country Fair. **(For possible action)**

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

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

**DATE:** July 7, 2022

**AGENDA DATE:** July 19, 2022

**AGENDA ITEM #:** 9

**TO:** FCTA Board Members

**FROM:** Jane Moon, Director of Tourism and Special Events

**AGENDA ITEM TITLE:** Consideration of a grant application by Fallon Festival Association for the 2022 Fallon Cantaloupe Festival & Country Fair. (For possible action)

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

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve grant in the amount of \$15,000 to the Fallon Festival Association for the 2022 Fallon Cantaloupe Festival & Country Fair, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** The Fallon Festival Association's mission is to create a premier event for the entire family promoting the Fallon area, celebrating the agricultural past and present, showcasing local talent, and supporting Nevada businesses. 20,900 visitors are estimated for this event with 5,225 hopefully coming to Fallon from outside a 60-mile radius. The Fallon Festival Association's conservative prediction is 333 hotel/motel room nights.

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**BOARD ACTION**

Motion: \_\_\_\_\_  
\_\_\_\_\_

Motion By: \_\_\_\_\_ Second By: \_\_\_\_\_

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Absent: \_\_\_\_\_ Abstain: \_\_\_\_\_

## CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

### APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

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

The Fallon Festival Association's mission is to create a premier event for the entire family promoting the Fallon area, celebrating the agricultural past and present, showcasing local talent, and supporting Nevada Business. We continually adjust aspects of the Festival to create a fun, family activity-oriented event in rural Northern Nevada. This year the Festival will be incorporating the Rafter 3C building into our event. The Festival & Fair provides the opportunity to build community capacity and social capital, drive tourism to the Fallon community, increase room night stays, and expand activity at local businesses leading up to and during the Festival & Fair. The event committee will continue to build a strong media presence through social media, print, radio and television, increasing exposure to both local and out of town potential guests.



## PROJECT BUDGET

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

Fallon Cantaloupe Festival & Country Fair  
2022 Event Budget

Expenses	
Advertising/Marketing	\$20,000.00
Banking Service Fees	\$2,000.00
Business Expenses	\$200.00
Facilities and Equipment	\$23,400.00
Insurance	\$4,100.00
Legal and Professional Fees/Consulting	\$18,000.00
Operations	\$2,300.00
Other Types of Expenses	\$200.00
Payroll Expenses	\$50,000.00
Program Activities	\$98,000.00

2021 Start up funds	\$50,000.00
Capital Improvement Funds	0.00

Total:	\$268200.00
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Grant Monies will be used for Advertising/Marketing.

## PROJECT BUDGET

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

Fallon Cantaloupe Festival & Country Fair  
2022 Event Budget

Income	\$146500.00
Carnival Commission	\$5,200.00
Vendors	\$18,000.00
Public Support	\$95,000.00
Misc Rev.	\$3500.00

Total: \$268200.00

## PROJECT BUDGET

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

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

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

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

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

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

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

We estimate 20,900 visitors to the 2022 Festival & Fair based on 10% growth rate from 2021 and the addition of strategic social media marketing plan. The target market is families and adults, (median age 30) and will be drawn out of the surrounding urban and rural communities, which have a combined total population (including Churchill County) of 686,354 people.

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

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

Data collection from 2021 event surveys indicated approximately 25% of our visitors were from outside of Churchill County, though that is a conservative figure.

Based on that statistic and the estimated growth, we expect 5225 guests traveling to Fallon for the 2022 Fallon Cantaloupe Festival & Country Fair of which we are projecting 1500 being from outside a 60 mile radius.

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

Of the 25% of out-of-town guests, 17% indicated they spent the night in a hotel. If this is a true representation of the population pooled, a conservative estimation would be half that percentage (so 8.5%) of out of town guests stay in a hotel, equaling 333 room nights throughout the festival week.

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

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

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

Based on statistics collected by gate cashiers, approximately 1500 visitors from the 2021 Cantaloupe Festival & Country Fair were from outside of the 60-mile radius of Fallon.

(e) How many locals will attend your event?

In 2021 approximately 14,000 guests were local visitors. – Projected 15,675



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

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

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

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

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

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

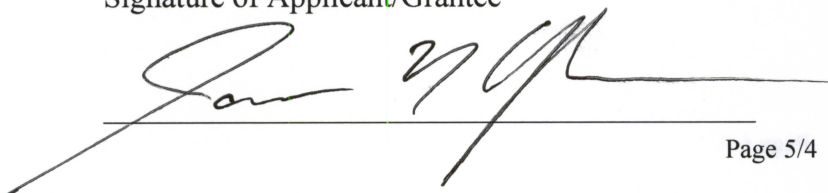
20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

For the 2022 event, staff will be diligent in their efforts to collect surveys from event attendees. Surveys will be made and collected using an online source, with all the required questions, plus additional questions that will aid in organizing committee in making event decisions.

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

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

Signature of Applicant/Grantee



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Date

29 June '22

# Convention and Tourism Authority

July 19, 2022

## Agenda Item 10

Consideration of a grant application by the Fallon Youth Football League for the 2022 SYFL (Sierra Nevada Football League) Experience. **(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:** July 7, 2022

**AGENDA DATE:** July 19, 2022

**AGENDA ITEM #:** 10

**TO:** FCTA Board Members

**FROM:** Jane Moon, Director of Tourism and Special Events

**AGENDA ITEM TITLE:** Consideration of a grant application by the Fallon Youth Football League for the 2022 SYFL (Sierra Nevada Football League) Experience. (For possible action)

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

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve grant in the amount of \$5,000 to the Fallon Youth Football League for the 2022 SYFL Experience, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** The short-term goal for hosting the SYFL Experience in Fallon is to provide an outstanding football experience for the entire family of football players and cheerleaders in Northern Nevada. The long-term goal is to establish Fallon as the premier football venue for youth to high school football. 7,000 to 8,000 people are expected to attend the 2022 event with 6,500 to 7,500 people coming in from outside a 60-mile radius to Fallon. It is estimated that 120 hotel/motel room nights will be booked for this Northern Nevada youth sports experience.

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**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 Youth Football League							
	Chief Executive Officer:	Anthony Juarez							
	Mailing address	217 Beth Way							
	City	Fallon	State	NV	Zip	89406			
	Phone Number:	775-420-1377	Email:	fyflgreenwave@gmail.com					
2.	How long organized (or in business)	18 years	Tax I.D. #	88-1331197					
3.	Purpose of Organization	Youth Football and Cheer							
4.	Total Annual Budget \$	50,000							
5.	Project Director	Anthony Juarez	Phone Number:	775-420-1377					
	Mailing address:	217 Beth Way							
	City	Fallon	State	NV	Zip	89406	Email:	fyflgreenwave@gmail.com	
6.	Project Title	SYFL Experience							
7.	Actual Date of Event	8/6/2022							
8.	Location of project	Churchill County High School							
9.	Funds requested from FCTA: \$	5,000							
10.	Total cost of project: \$	20,000							
11.	Will the Convention Center be used?	No	When?	N/A					
12.	Summarize the objectives of this project:	<p>This is a one-day event of football and cheer certification and scrimmages for the Sierra Youth Football League. Every player and cheerleader is required to attend to provide proof of age and/or weigh in. The league consists of approx. 75 teams from Northern Nevada and Northern California, including Reno, Sparks, Carson, Yerington, Susanville, Elko &amp; Spring Creek. The main objective of this event is to provide the youth of Northern Nevada scrimmage games prior to the regular season and to serve as a fundraiser for FYFL and CCHS football.</p>							



## PROJECT BUDGET

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

### Item – Cost

Tents, tables & Chairs - \$2,250  
Porta Potties - \$3,000  
Janitorial Services - \$300  
CCSD Reimbursement - \$10,200  
Publicity, Signs & Promo - \$2,500  
Traffic Control - \$4,000  
Event Staff T-Shirts \$500  
Field Equipment/Paint - \$250  
  
TOTAL EXPENSES - \$23,500

## PROJECT BUDGET

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

### Item – Income

Gate and Admission Fees - \$15,000  
Vendor Fees - \$1,500  
Corporate Donations \$2,500  
FCTA Grant - \$5,000  
  
TOTAL INCOME - \$24,000

## PROJECT BUDGET

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

### ITEM – EXPENDITURE

Event Staff T-Shirts - \$500  
Event Signage and Promo - \$1,000  
Event Amenities - \$3,500

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

The long and short term goals for this event is to provide an outstanding experience for all families and friends participating in football and cheer in Northern Nevada. This event allows visitors from other areas, whom would normally not venture to Fallon, to see what our great City and community has to offer.

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

The total attendance is anticipated to be 7,000 to 8,000. Target market areas are Northern Nevada and Northern California (Reno, Sparks, Carson, Yerington, Susanville, Elko & Spring Creek).

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 6,500 to 7,500 visitors will be from outside of a 30 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)?

We anticipate 150 room nights to be generated (150 x 1 night).

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

7,500

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

7,500

(e) How many locals will attend your event?

750

(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)?

7,500 x \$20 = \$150,000

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

1. FYFL will engage the services of a per unit T-Shirt vendor to customize and sell individual T-Shirts with an event promotional design.
2. Event flyers with event and local destination information will be created and sent to all potential attendees.
3. FYFL will work with the LVN/Nevada Appeal to promote the event through Pre- and Post- Event news items.
4. The SYFL league based in Reno will notify all its participants of the event.

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

FYFL plans on polling/surveying a random sample of attendees throughout the day requesting information on room nights, dollars spent, visitor origination, event feedback, etc.

Signature of Applicant/Grantee

Date

*Anthony Juarez*

06/07/2022

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](mailto:JMoon@FallonNevada.gov).

# Convention and Tourism Authority

July 19, 2022

## Agenda Item 12

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

Incorporated 1908



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

**DATE:** July 7, 2022

**AGENDA DATE:** July 19, 2022

**AGENDA ITEM #:** 12

**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                      ( X ) Discussion Only

**RECOMMENDED BOARD ACTION:** None.

**DISCUSSION:** Board and Staff Reports.

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**BOARD ACTION**

Motion: \_\_\_\_\_

\_\_\_\_\_

Motion By: \_\_\_\_\_ Second By: \_\_\_\_\_

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Absent: \_\_\_\_\_ Abstain: \_\_\_\_\_

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

2022*				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Taxable Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
January	15,531	4,894	\$ 398,412.59	\$ 81.41
February	15,531	6,060	\$ 517,474.46	\$ 85.39
March	15,531	9,156	\$ 808,767.70	\$ 88.33
April	15,030	10,331	\$ 1,007,013.91	\$ 97.47
May	15,531	10,902	\$ 1,077,081.08	\$ 98.80
June			\$ -	
July			\$ -	
August			\$ -	
September			\$ -	
October			\$ -	
November			\$ -	
December			\$ -	
<b>Total</b>	<b>77,154</b>	<b>41,343</b>	<b>\$ 3,808,749.74</b>	<b>\$ 92.13</b>

2021				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Gross Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
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
<b>Total</b>	<b>182,865</b>	<b>115,497</b>	<b>\$ 10,334,907.43</b>	<b>\$ 89.48</b>

2020				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Gross Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
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
<b>Total</b>	<b>183,366</b>	<b>85,336</b>	<b>\$ 6,736,666.57</b>	<b>\$ 78.94</b>

2019				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Gross Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
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
<b>Total</b>	<b>182,500</b>	<b>104,696</b>	<b>\$ 8,598,582.89</b>	<b>\$ 82.13</b>

**\* 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 include nontaxable activity, however, rental revenues are reported net taxable.