

**AGENDA**  
**CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY**  
**55 West Williams Avenue**  
**Fallon, Nevada**  
**January 17, 2023 – 3:00 p.m.**

The City of Fallon - Convention and Tourism Authority will meet in a regularly scheduled meeting on January 17, 2023, at 3:00 p.m. in the City Council Chambers, City Hall, 55 West Williams Avenue, Fallon, Nevada.

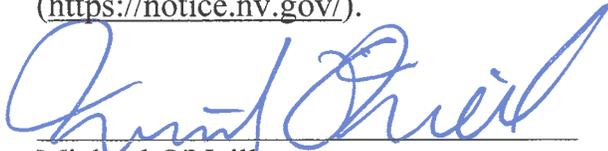
Items on the agenda may be taken out of order. The Convention and Tourism Authority may combine two or more agenda items for consideration. The Convention and Tourism Authority may remove an item from the agenda or delay discussion relating to an item on the agenda at any time. Unless otherwise allowed 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 November 15, 2022. (For possible action)
5. Consideration of a grant application by the Fallon Trap Club for the 2023 Fallon Trap Club Shooting Season. (For possible action)
  - Grant amount requested by applicant: \$5,000
  - Grant amount recommended by staff: \$5,000
6. Consideration of a grant application by the Lahontan Audubon Society for Spring Wings Bird Festival 2023. (For possible action)
  - Grant amount requested by applicant: \$5,000
  - Grant amount recommended by staff: \$5,000
7. Consideration of a grant application by the Lahontan Valley Claybreakers for the 2023 Lahontan Valley Claybreakers Youth Trap Shooting Season. (For possible action)
  - Grant amount requested by applicant: \$3,000

- Grant amount recommended by staff: \$3,000
8. Consideration of a grant application by DKC, LLC for the 2023 Great Basin Bull Sale. (For possible action)
    - Grant amount requested by applicant: \$10,000
    - Grant amount recommended by staff: \$10,000
  9. Consideration of a grant application by Motor Sports Safety, Inc. for the 2023 Top Gun Dragstrip Drag Racing Season. (For possible action)
    - Grant amount requested by applicant: \$10,000
    - Grant amount recommended by staff: \$10,000
  10. Consideration of a grant application by Motor Sports Safety, Inc. for the 2023 Top Gun Dragstrip Mopar vs. World Event. (For possible action)
    - Grant amount requested by applicant: \$5,000
    - Grant amount recommended by staff: \$5,000
  11. Consideration of a grant application by the Rattle Snake Raceway for Season Promotions 2023. (For possible action)
    - Grant amount requested by applicant: \$10,000
    - Grant amount recommended by staff: \$10,000
  12. Consideration of a grant application by the Lahontan Auto Racing Association for Octane Fest, 2023. (For possible action)
    - Grant amount requested by applicant: \$10,000
    - Grant amount recommended by staff: \$10,000
  13. Public comments. (For discussion only)
  14. Board and staff reports. (For discussion only)
    - Remaining schedule for City of Fallon - Convention and Tourism Authority Meetings in 2023:
      - Tuesday, April 18, 2023
      - Tuesday, July 18, 2023
      - Tuesday, October 17, 2023

This agenda has been posted on or before 9:00 a.m. on January 11, 2023 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 Michael O'Neill, 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

January 17<sup>th</sup>, 2023

## Agenda Item 4

Consideration and approval of the City of Fallon -  
Convention and Tourism Authority meeting  
minutes for November 15, 2022. (**For possible  
action**)

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

**DATE:** January 8, 2023

**AGENDA DATE:** January 17, 2023

**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 November 15, 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 November 15, 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  
November 15, 2022**

The City of Fallon Convention and Tourism Authority met in a regularly scheduled meeting on the above date in the Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

**Present:**

Chairwoman, Kelly Frost  
Board Member, Jay Bhakta  
Board Member, Ezra Bernardo  
Director of Tourism & Special Events, Jane Moon  
Deputy City Clerk, Michael O’Neill

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

Chairwoman Frost led the Pledge of Allegiance.

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

Deputy City Michael 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 Convention and Tourism Authority meeting minutes for July 19, 2022.**

Board Member Bernardo motioned to approve the City of Fallon Convention and Tourism Authority meeting minutes for July 19, 2022, seconded by Board Member Bhakta; the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

**Consideration of Grant Applications**

- A) Churchill County Parks & Recreation for the 2023 Fallon Shootout Youth Basketball Tournament.:
- Grant amount requested by applicant: \$2,000
  - Grant amount recommended by staff: \$2,000
- B) Fallon High School Rodeo Club for the Fallon High School Rodeo 2023 event:
- Grant amount requested by applicant: \$5,000
  - Grant amount recommended by staff: \$5,000
- C) ~~Vision Quest Events, LLC~~ for the 2022 Top Gun Invitational Bull Riding event:
- Grant amount requested by applicant: \$10,000
  - Grant amount recommended by staff: \$10,000

**Consideration of a Grant Application by Churchill County Parks & Recreation for the 2023 Fallon Shootout Youth Basketball Tournament in the amount of \$2,000.00.**

Director Moon introduced the grant by saying that this tournament is part of a series of youth basketball tournaments offered throughout Northern Nevada. Its purpose is to provide an opportunity and venue for local and regional youth to participate in competitive athletic events which promote Fallon as a go-to area for athletic recreation – both in terms of facilities and event quality. It is estimated there will be 200-250 contestants with 500-750 total attendees. Historically approximately 120 hotel/motel room nights have been utilized for this three-day weekend event.

Director Moon introduced Robyn Jordan with Churchill County Parks & Recreation.

Robyn Jordan stated that this is the 19<sup>th</sup> Annual Fallon Shootout Youth Basketball Tournament. It's been a local event for a lot of years and last year was my first year putting it together. We had 19 teams, and it has a maximum of 24 teams with the space that we have. We had talked about trying to put it in the 3C's Arena this year but due to not being able to have the correct flooring down and being able to change or transition from event to event with the events already on the calendar. We are looking forward to 2024, possibly putting it in the arena so that we can increase the number of teams. We are looking at a partnership with Jam On It out of Reno, so just for this year, we will keep it in the City/County gym. On the application, the date was April 7<sup>th</sup> through the 9<sup>th</sup>, which would have been for the 3C Arena, so we will keep it with the March 10<sup>th</sup> through the 12<sup>th</sup> and will still be expecting about 750-950 visitors to the Fallon area. Last year, we had three (3) teams from Fallon and sixteen (16) from out of town, which is mostly from Sparks, Reno, Lovelock, and two (2) Bishop teams. Historically, there have been teams from Idaho and Oregon that participate. This year, we expect to have a full twenty-four (24) teams because it is past the Covid-19 affect and everyone is ready to start doing what they have normally been doing. Last year, we still had some people unsure, and tournaments still being cancelled so I think people were a little afraid to commit to things. This year we are going to shoot for twenty-four (24) teams and will be advertising through our local Facebook pages. There is a very robust group of basketball tournament

attendees that have their own Facebook presence, so we send information out to them, and it is a lot of Native teams so attracting those kids is awesome. This is a lower-cost tournament compared to some of the other ones, so we get a lot of the rural communities coming to Fallon. It was a good event last year and we are looking to have a better event this year. Any questions?

Chairwoman Frost asked if they will be working with Jam On It this year or just for 2024?

Robyn Jordan clarified that it was for 2024. They rent out the equipment and I want to see if they might partner in putting it on and promoting it also, just because they already have the infrastructure which would be awesome for us.

Board Member Bernardo asked if they would be expecting the same number of participants from Idaho and Oregon.

Robyn Jordan said that they do send the information out to them, so it is up to them. The Bishop teams, they are ones that come, historically every year. We will just have to wait and see if we can get any of the Idaho or Oregon teams to come out. We have all their contact information of who has been doing it in the past. The problem is that in the past, their teams that have participated may have outgrown the age group of our tournament so we will have to find some new, younger teams.

Board Member Bernardo asked about the Bishop teams and if they were expecting more teams this year.

Robyn Jordan said yes. They try to hit as many tournaments as they can in the area, and we are close for them. I would expect that we would get two (2) more of the Bishop teams.

Board Member Bhakta asked if the tournament was in April or March.

Robyn Jordan said that I put on the application that it would be April because I was building it into the 3C Arena schedule but since we are doing it in the gym, we will just keep the March date. Historically, we have been the second weekend in March, which is March 10<sup>th</sup> through the 12<sup>th</sup>, keeping in line with the other tournaments around. Looking forward to 2024, we talked about trying to do a January tournament because then it would coincide with other athletic events that we are putting on in the arena. It would be less equipment changes and tearing the floor out and laying down the carpet. There is a lot of manpower required to get those things done.

Board Member Bhakta said that last year that you had nineteen (19) teams and this year, you expect 24 teams.

Robyn Jordan said, historically, they have had to turn teams away because the schedule only allows to have 8 per age division and then it is running games back-to-back for three days.

Director Moon said to Robyn, if you need me to go with you to an appointment or meetings with Jam On It, I would be happy to do that with you.

Robyn Jordan said yes, that would be awesome.

Chairwoman Frost clarified that they would just be using the City/County gym.

Robyn Jordan confirmed yes.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$2,000 to Churchill County Parks & Recreation for the 2023 Fallon Shootout Youth Basketball Tournament. Board Member

Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

**Consideration of a Grant Application by the Fallon High School Rodeo Club for the Fallon High School Rodeo 2023 event in the amount of \$5,000.00.**

Director Moon introduced Nora Hunt Lee, Stix Lee, and Stella Lee.

Nora Hunt Lee introduced herself and her children and thanked the Board for having them.

Stix Lee said that the location of the event will be at the 3C Arena and the total cost of the project will be \$20,000.00. We have 10-12 Club Members, and we are all required to go out and get donations for our Rodeo Club Auction Dinner. We all come up with money to help the rodeo too.

Nora Hunt Lee said that each member is required to get \$650.00 donated for the rodeo. We do have our Dinner Auction this Saturday night and you are all welcome to come. The dinner will be at the Convention Center and starts at 5:00 pm. She said that the club members are required to get sponsorships for the Arena advertisement to help pay for the rodeo. The rodeo will be April 21<sup>st</sup> through the 23<sup>rd</sup>. We are one of fourteen rodeo clubs that host rodeos for the whole state. We just returned from Moapa, which is south of Vegas, Sunday night. Stix won the all-around, so that was very fun. We just want to continue to produce a rodeo for the state and we expect that there would be close to 200 contestants. When families come with their kids, they bring their horses, which require hay and shavings and possibly vet supplies. There are six of us that go every weekend, so there are grandmas and grandpas, aunties, and uncles. We expect 500-700 people in attendance that would come to the rodeo for the three days.

Chairwoman Frost asked if this rodeo on April 21<sup>st</sup> to the 23<sup>rd</sup> is part of the circuit for the whole state. Is there any talk of bringing the State Finals here to Fallon? After they see the 3C, hopefully they will want to move.

Nora Hunt Lee said that she is the adult director for the club, and we go to the State Board meetings and that is definitely a topic that I will bring up, I promise.

Chairwoman Frost said the high school rodeo has been a long-time event that the Tourism Board has supported.

Nora Hunt Lee said that we are 6<sup>th</sup> generation from Fallon and that is fun, and they have all high school rodeoed.

Board Member Bhakta asked if this is a new leadership for her.

Nora Hunt Lee replied yes.

Board Member Bhakta asked how she felt about moving this event forward under new leadership.

Nora Hunt Lee said that I have been involved with high school rodeo myself as a high school rodeo contestant. We run a business and we help a lot of kids get to the rodeos and help with other clubs that produce their rodeos also. We donate our time and I feel like we will be very successful.

Board Member Bernardo asked how far the reach of their advertising was, as far as promoting the rodeo.

Nora Hunt Lee said that she will utilize the newspaper and social media. We have an event schedule that goes out to all the members that talks about the event they are putting on and what services we will offer. We can include anything in that publication that you might suggest to us and it will go out to the total membership.

Chairwoman Frost suggested giving a packet of information to all your contestants, which you already may have in the plans, but I know Jane has a list of restaurants and all that information that can be included to encourage all your folks to stay and go to those restaurants in Fallon.

Nora Hunt Lee said that they would do that at check in because all the kids must check in on Friday.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$5,000 to Fallon High School Rodeo Club for the Fallon High School Rodeo 2023 Event. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Director Moon asked Nora Hunt Lee if when she gets information about the State Rodeo to let me know. Anything that you have that goes out, like flyers, could you email those to me and will include it all on our social media.

**Consideration of a Grant Application by Vision Quest Events, LLC for the 2022 Top Gun Invitational Bull Riding event in the amount of \$10,000.00.**

Director Moon stated that the goal of Vision Quest Events, LLC is to produce a successful bull riding event to benefit Fallon and to grow and build on this event annually. 2,200-3,000 people are estimated to attend this event to watch 20 internationally PRCA ranked bull riders compete. 100 rooms for one night and 200 rooms for two nights are predicted to be used for this event. Justin Andrade and Hunter Giovanetti are here to present.

Justin Andrade said that the Top Gun Invitational Pro Bull Riding produces PBR and Pro Rodeo events. We are seven (7) years old, and we have done about fourteen (14) PBR events, which for those of you that don't know, it's called the Professional Bull Riders and that is the televised bull riding that you may or may not have seen on CBS. This building has a great reputation. I have heard rumors about it. I have grown up with Jesse and I had to call him and see what the deal was with this new building. We came down and saw what a neat building it was, a top-notch venue, and thought this would be an outstanding place to put a bull riding on and the best night of the whole year is obviously, New Year's Eve. We want to make this an annual event. We did try and get it sanctioned by the PRCA, but it was a pretty tight time frame. We will get it sanctioned next year. We are still going to have some NFR bull riders, which is the National Finals Rodeo Bull Riders. It will be a twenty (20) man competition, with two straight rounds, which means they will ride twice. They will get paid on each round and then paid on the average over the two rounds. The highest scoring ride of the night will get to challenge a bounty bull for a bonus \$2,000.00. It will begin at 8:00 p.m. and we will start with a very patriotic opening ceremony. We call it the Top Gun, obviously, because of Top Gun being here in Fallon. I was fortunate enough to get a tour today, of the whole facility and it was an interesting tour. I was also able to tour all the military vehicles and planes and it was a great experience. Our opening ceremonies will have a parade of

military vehicles in the arena. There are two big screens there and we will have a video playing and then roll right into the bull riding. After the bull riding is over, we will have a concert and will bring in the New Year with that concert. Jesse has it available to where we can open up the arena and let the general public come into the arena for the concert. We will have the stage set up over by the VIP side of the arena. We manipulated the seating so that we could get 3,000 people in there. We are going to bring some other things in there, on that far side, the smaller side of the arena. It is going to be a great event and we want to build on it every year. It will be a Pro event next year. We are going to have some of the best bull riders here as we have a great network and a great following from our other events. We are fortunate enough to be able to make that phone call and bring them in. Hunter is my boots on the ground as I am from the Boise area and can't be here all the time. She has been a great help and it seems like there is a lot of excitement around town and the community. We are going to have a pre-party at the Grid and there will be a Calcutta where we take those bull riders and make two-man teams. This way, the local businesses can get involved and Calcutta the teams off. This will allow the businesses to put their signage on the bull rider for advertising and makes it a lot more fun for the community. They can root for their Les Schwab team or whoever. It's going to be a great event and I really think with a Friday night pre-party and Calcutta, we will have quite a few people rolling into town for that. I know that we will have some of our top bull riders there for it because they are here for a couple of days and aren't going to drive anywhere New Year's Eve. I am expecting the same thing for Friday. They will stay, eat, drink, buy fuel and it will be a great deal for the community. This is the first year and we are very excited about it all. Jesse has been an outstanding help; everybody has, and I have a good feeling. The Cowboy Lifestyle Network is an outlet that I have used for several years and our last event, we had three million followers on the event. Before the event, they will be advertising and then they will be here, having deals on their TikTok, other social media, live streaming, and such. We will have a live feed of the event and I have a high-def rodeo announcer, Ben Benavides out of Vegas, who is an extremely good producer. Ben will be doing the big screen production and the live-feed production. All the business that helped will get good plugs and announcements during the event on the big screen, signage in the arena, posters, and media print through that Cowboy Lifestyle Network.

Chairwoman Frost asked if it would be live-streamed or broadcast on television.

Justin Andrade confirmed that it would be live-streamed.

Chairwoman Frost asked if there were plans to advertise to try and get spectators in from Northern Nevada, specifically the Reno area.

Justin Andrade said yes, we got a great radio deal with K-BUL and the new the new station over there, which I can't remember right now. They have ticket give-a-ways, and they are going to blow it up. On our posters, I use a company called Rodeo Ticket, and when you see that poster, you will be able to buy a ticket right there. Through this app, I am getting live feed of our ticket sales, so I will know before our event if I need to up my advertising. I will have a good feel of our sell-out that we are going to get.

Chairwoman Frost asked if they had started selling tickets yet.

Justin Andrade said that they hadn't and would be beginning the sales, just before Thanksgiving. We are trying to tighten things up and we have a couple more advertising spots that we would like to get handled and that way, everyone gets the maximum publicity. It is important for us to get them out there before Thanksgiving.

Chairwoman Frost asked if the event would begin at 8:00 pm.

Justin Andrade confirmed yes.

Chairwoman Frost asked if after the bull riding, they would begin the concert and then ring in the New Year.

Justin Andrade confirmed yes.

Director Moon asked Justin to tell the Board what the total payout is and how that works and how it is divided so that they can have an understanding.

Justin Andrade said that there will be a total payout of \$10,000.00 with some add-in money and the fees. We will pay three (3) places in each round and the average. If you do good in both rounds and the average, you will win \$7,000.00. If you win the Bounty Bull, you will make another \$2,000.00 on top of that.

Chairwoman Frost asked if you ride the Bounty Bull, which is supposedly unrideable, if you will get the bonus money.

Justin Andrade said yes and the Bounty Bull we have has actually been rode, but about 99% of the time, he doesn't get rode and he is an outstanding bull. It will be a crowd pleaser.

Director Moon inquired who the concert provider would be.

Justin Andrade said that they have a couple on the hook but we are really thinking that Last Chance Band, out of Coeur d'Alene Idaho will perform. Look them up, they are great entertainers. My friend Gordy does the Hwy 30 Concert in Twin Falls Idaho which is a four (4) day concert. He will be providing the sound for our concert here in Fallon and it will be a really good concert.

Board Member Bernardo asked about not being able to secure international competitors this year.

Justin Andrade said that they might be able to secure an Australian and I am pretty sure that we will have a Canadian or two. Unfortunately, it was too close of a crunch to get it sanctioned and put on the books for this season of the PRCA. Next year, we will be on it and we already got pre-approved, we just need to make sure we handle it.

Board Member Bernardo asked how many competitors they might be expecting next year.

Justin Andrade thought that they will take 30 next year. That is a usual format for the PBR for these Bull Riding Events, which is 30 head. Then you bring 10 back to the short round, which is the finals. The 10 top scorers will come back to the final round. I am really liking this setup that we are going to do here – the 20 bull riders. We get to hand pick a lot of them and get them to ride two bulls. That way, it is more of an average game that way. It is fun to watch a short round, or a final round, but that Bounty Bull will take a spot and fans are going to like it.

Chairwoman Frost asked if fans will be able to get dinner and things like that before the event starts.

Justin Andrade said that there will be concessions and obviously, two beer stands and a V.I.P. area, who will get a dinner with their V.I.P. ticket. They will be on the arena floor on the bigger side of the arena. I don't know if you went to the Bronc Riding event but it will be set up very similar to that event. We will have 400 people in our V.I.P. area. Our V.I.P.'s are first and foremost, our advertisers. After that, we will have some online ticket sales for the rest of those spots.

Chairwoman Frost mentioned that a couple of times, she thought those broncs were going to come through that fence. Bulls are much scarier.

Justin Andrade said that we have a neat deal. I don't know if you are familiar with it, or watch any of the PBR events, but we have a Shark Tank that goes in the middle of the arena. We dig a pit and put in an enclosure that the V.I.P.'s, the top sponsors, they get to sit in it. The dirt is a foot and a half deep and the tank fits in there and they get to watch the bull riding in there, in the middle of the arena, right in front of the bucking shoots. They will get some dirt and snot flung on them but it is a very, exciting seat.

Deputy City Clerk Michael O'Neill asked about the fireworks and how we will coordinate those events.

(Inaudible response regarding this question)

Deputy City Clerk Michael O'Neill said we would be shuffling in and out, all at one time.

Justin Andrade said that Jesse didn't think there would be a problem, as that had come up in conversations in our previous meetings.

(Inaudible question from the room)

Director Moon responded saying that what we contract for, they are wonderful. People can leave with plenty of time or choose to stay and buy a ticket. I think it is actually going to be good for the event, having people see what is going on there.

Deputy City Clerk Michael O'Neill agreed saying that it will help the event and maybe it is something we need to look into, through messaging, since we are not going to have the bonfire anymore. We don't want people showing up and wondering where the bonfire is since we have a parking lot there now.

Hunter Giovanetti said it will be really great for families. There is nothing to do on New Year's Eve in this town that is family friendly. Kids are going to love it and I think it is going to be great. They will be able to hang out and see all the cool things happen and do it as a family.

Chairwoman Frost said that maybe we can have at the fireworks event, an announcement before and after, about the Bull Riding Event.

Justin Andrade said that would be outstanding and thank you, that would be great.

Chairwoman Frost asked if there were any further comments.

Director Moon said just like anything else Justin, if you would please forward me any of your media so that we can cross publish everything through our social media advertising.

Justin Andrade said that I will start media print right away, just after Thanksgiving.

Board Member Bhakta asked how you will survey the event and participants.

Justin Andrade said that through the network of riders that come to the events, that is the first way. Then, I have a friend named Jason Maddox. He puts on a Bull Riding series and I am allowing him to bring fourteen (14) of his riders and the money is going to count towards their finals. But I want to hold those six (6) spots because I have my top Bull Riders guys that will be there. That is what will sell a lot of tickets.

Chairwoman Frost said that I think what he is asking is how are you going to determine where your spectators are coming from. We know where the bull riders are coming from, because you know them and where they are from, but the spectators, so we can gauge how well the event was.

Justin Andrade responded saying that a good portion of the spectators are coming from Reno, Yerington, and outlying areas. Then there those guys, like my friends, who are coming from Idaho because they want to come and hang out. I am sure there will be a lot of people like that, specially all through this Cowboy Lifestyle's Network. They think it will be a fun event to go to and hang out and stay for New Year's Eve.

Director Moon said that she has a survey, a sample survey, that has the minimum and you can add to it, whatever you may need that is more tailored to your event. We do like to know where our people are coming from, how long they've stayed here, how they heard, because the advertising monies you put forward, that we support, we want to make sure that it is going to people that we understand, are getting the message. It helps us to make sure that we are supporting and getting our message out to the right places.

Chairwoman Frost inquired if you could track your ticket sales, where people are purchasing their tickets from and such.

Justin Andrade said that with Rodeoticket.com I will know where every ticket online was purchased from. They do such a good job of tracking that information and it will be easy to see the final numbers.

Chairwoman Frost said that that would be great so we could have some data for next year.

Justin Andrade said that the neat thing about Rodeoticket.com is they also keep a log of all the emails. Next year, when we have them come to town, we will be able to send a mass email to all those guys, letting them know we are back and we'll be bigger and better.

There were no other comments were noted.

Board Member Bhakta motioned to approve \$10,000.00 to Vision Quest Events, LLC for the 2022 Top Gun Bull Invitational Riding event. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

### **Public Comments**

Chairwoman Frost inquired if there were any further public comments.

No public comments were noted.

### **Board and Staff Reports**

Director Moon said that she has nothing to report at this time except that we are expecting the same grants to come before us and possibly some new ones with the major opening of Rafter 3C. New events are coming our way, stay tuned, it is pretty exciting times.

Deputy City Clerk Michael O'Neill said that the room tax report speaks for itself and we are seeing the impact of returning business and having the new venue and such so that is making everybody very happy.

Chairwoman Frost asked Board Member Bhakta and Board Member Bernardo if they were seeing the impact as well.

Board Member Bhakta and Board Member Bernardo both confirmed yes.

No further comments were noted.

### **Adjournment**

Chairwoman Frost reminded the Board that the next meeting would be on Tuesday, January 17, 2023, here in the Council Chambers and with there being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:38 p.m.

\_\_\_\_\_  
Chairwoman Kelly Frost

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

DRAFT

# Convention and Tourism Authority

January 17<sup>th</sup>, 2023

## Agenda Item 5

Consideration of a grant application by the Fallon Trap Club for the 2023 Fallon Trap Club Shooting Season. **(For possible action)**

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

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

**DATE:** January 8, 2023

**AGENDA DATE:** January 17, 2023

**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 Trap Club for the 2023 Fallon Trap Club Shooting Season. (For possible action)

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

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve grant in the amount of \$5,000 to the Fallon Trap Club for the 2023 Fallon Trap Club Shooting Season, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** The Fallon Trap Club holds shooting events throughout the year to promote, enhance, and encourage participation in the sport of trap shooting. The organization also participates in shoots throughout Northern Nevada. This year, the anticipated hotel/motel room nights for these shooters and their families are as follows: 25-35 for an average shoot, 40-50 for the State Shoot.

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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 Trap Club**  
Chief Executive Officer: **Lester Webb**  
Mailing address **P.O. Box 5501**  
City **Fallon** State **NV** Zip **89406**  
Phone Number: **775-427-3246** Email: **webb@cccomm.net.net**
2. How long organized (or in business) **20 years** Tax I.D. # **61-1548497**
3. Purpose of Organization **To promote Trapshooting and youth shooting**
4. Total Annual Budget \$ **34,000.00**
5. Project Director **Lester Webb** Phone Number: **775-427-3246**  
Mailing address: **P.O. Box 5501**  
City **Fallon** State **NV** Zip **89406** Email: **webb@cccomm.net**
6. **Project Title 2023 Fallon Trap Club Shooting Season**
7. **Actual Date of Event 2023**
8. Location of project **Fallon Trap Club 2207 Airport Rd Fallon, NV**
9. Funds requested from FCTA: \$ **5,000.00**
10. Total cost of project: \$ **34,000.00**
11. Will the Convention Center be used? **No** When?

12. Summarize the objectives of this project:

The club continues to hold shooting events throughout the year to promote, enhance and encourage participation in the sport of trap shooting. They help local organizations with fund raising events and continue to help sponsor the youth trap shooting club, the Lahontan Valley Claybreakers with their program.

### PROJECT BUDGET

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

#### Yearly expenses

Load of targets	23,800.00
Utiltiy bills	1,800.00
Advertising	200.00
Web Maintenance	200.00
Office supplies	1,500.00
Trophy package for shoots	4,000.00
Equipment maintenance	2,000.00
Ground Maintence (weed control)	500.00

### PROJECT BUDGET

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

Revenue is raised by shooting fees charged to each shooter.

Shooting fees for practice rounds are \$6.00 for 25 targets and on Registered Shoot days we charge \$35.00 per 100 target event with an average of three events per day.

All money raised at the Trap Club, after expenses (largest one is a load of targets a year), goes to the upkeep and maintenance of the trap club. No salaries are paid, the Fallon Trap Club is a volunteer organization.

Grant monies of \$5,000.00 will be used to help pay for the advertising, web site maintenance and the awards for the registered shoots held at the Club.

### PROJECT BUDGET

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

Advertising: Trap Shoot Magazines	200.00
Programs and Flyers	800.00
Trophy package for Shoots	4,000.00

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

The Fallon Trap Club continues to promote trap shooting and to increase the out of town shooters to our area. Over the past 19 years attendance has continued to increase at the shoots.

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

Over the 2023 target year we anticipate an increase in our of area as well as out of state shooters

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

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

Over the 2023 target year we anticipate an increase in our of area as well as out of state shooters

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

We expect between 20 to 25 for an average shoot, 40 to 50 for the state shoot

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

The club mails out apporx. 130 flyers for each event as well as website exposure and out of area magazines.

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

For the year over 100

(e) How many locals will attend your event?

On average the club is open 50 to 55 days a year with an average of 20 locals on each open day. The club is open an additional 20 to 25 days for the Claybreakers Scholastic Team to practice. The club will host the NV PITA State Shoot as well as 4 or 5 other registered shoot events.

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

Shooters and their families stay in local motels, eat in restrauants, purchase gas, gamble as well as visit local merchants.

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

The shootnevada.com website is linked to National Trap Shooting organization, such as the Amateur Trapshooting Assoc. (ATA) and the Pacific International Trap Shooting Assoc. (PITA). Churchill County Communications, Big R, Frontier Liquor and City of Fallon display the shoots on their reader boards and a banner is hung across Williams Ave for registered shoots. Also Fallon Tourism list the shoots in their community events calendar and on their web site. We also use facebook, email, text and other social media avenues.

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 supply questionnaires at all registers.

Signature of Applicant/Grantee

Date



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12-9-22

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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

January 17<sup>th</sup>, 2023

## Agenda Item 6

Consideration of a grant application by the Lahontan Audubon Society for Spring Wings Bird Festival 2023. **(For possible action)**

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

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

**DATE:** January 8, 2023

**AGENDA DATE:** January 17, 2023

**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 Lahontan Audubon Society for the Spring Wings Bird Festival 2023. (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 Lahontan Audubon Society for Spring Wings Bird Festival, 2023, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** This will be Lahontan Audubon Society's second year in organizing the Spring Wings Bird Festival. They will continue to engage partner organizations to promote, plan and put on Spring Wings Bird Festival here in Fallon. The long-term goal of this year's Spring Wings is to create an ongoing educational opportunity that establishes awareness of the Lahontan Audubon Society, our mission and the various agencies responsible for the stewardship of the focus sites. The short-term goal is to develop QR codes that educate people walking the respective trails to learn about local fauna, flora, birds, Indigenous knowledge and climate change impacts to the Wetlands and various current or planned adaptation strategies. This is the reason for the increase in grant funding request this year. The 2023 estimate is 300-500 attendees, utilizing approximately 200 hotel/motel room nights for this two-day event.

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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 Spring Wings Bird Festival is a well-known and well-attended birding festival for Fallon. Its three sites along the Pacific Flyway are recognized as a significant area of international importance in the Western Hemisphere Shorebird Reserve Network. This year the event will showcase climate resilience and adaptation by nature itself and those who work to protect it. Educational recordings will be made available via QR codes that will be printed and posted with permission at pre-determined points of access along designated trails and provided in an informational brochure distributed at sign-in online or at predetermined site locations.***

**PROJECT BUDGET**

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

*Marketing/Promotional Materials* \$3,000.00  
*Festival Planning and Operations* \$1,500.00  
*Volunteer Refreshments & Supplies* \$ 500.00

**PROJECT BUDGET**

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

*Fallon Convention and Tourism Authority* \$5,000  
*Donations* \$2,000  
*In Kind Wages for Ex. Director Coordination* \$2,800  
*In Kind Volunteer Hours/Funds* \$10,000

**PROJECT BUDGET**

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

*Marketing/Promotional Materials* \$3,000.00  
*Festival Planning and Operations* \$1,500.00  
*Volunteer Refreshments & Supplies* \$ 500.00

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

*The long term goal of this year's Spring Wings is to create an ongoing educational opportunity that establishes awareness of the Lahontan Audubon Society, our mission and the various agencies responsible for the stewardship of the focus sites. The short term goal is to develop QR codes that educate people walking the respective trails to learn about local fauna, flora, birds, Indigenous knowledge and climate change impacts to the Wetlands and various current or planned adaptation strategies.*

17. Please estimate the total attendance you expect at your event and list your target market areas:  
*We estimate 300-500 participants with the majority coming from outlying areas. Our target market is birding enthusiasts in Fallon and the Northern Nevada region.*

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

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

*200+*

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

*200+*

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

*5,000+ through social media postings,*

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

*103 attended from the Fallon area with six people coming in from out of state and an additional 97 from the surrounding area. For a total of 206.*

(e) How many locals will attend your event?

*Over 200*

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

*With overnight hotel stays and visits to local businesses and restaurants we estimate generated revenue of \$7,500*

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

*LAS utilizes social media, mass emailing and website posts designed by a Marketing Manager for our normal public relations delivery. Those same methods will be used along with developing QR codes with accessible information that circles back to LAS and Spring Wing websites. Collaboration with Stillwater Wildlife Refuge, Great Basing Bird Observatory, the Fallon Paiute Shoshone Tribe, NAS Fallon and other organizations that have historically participated in Spring Wings will be assisting us as well.*

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

*Participants will be encouraged to fill out a quick pre event survey in order to have access to an instructional brochure either online or from site volunteers. Data from that survey will be collected as well as from a follow up online post event survey for after event information.*

Signature of Applicant/Grantee

Date

*Anna L Bateman*

12/30/2022

For further information or applications contact:  
Jane Moon, Director of Tourism & Special Events at the City of Fallon  
at 775-428-1383 or JMoon@FallonNevada.gov.

# Convention and Tourism Authority

January 17<sup>th</sup>, 2023

## Agenda Item 7

Consideration of a grant application by the Lahontan Valley Claybreakers for the 2023 Lahontan Valley Claybreakers Youth Trap Shooting Season. **(For possible action)**

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

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

**DATE:** January 8, 2023

**AGENDA DATE:** January 17, 2023

**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 the Lahontan Valley Claybreakers for the 2023 Lahontan Valley Claybreakers Youth Trap Shooting Season. (For possible action)

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

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve grant in the amount of \$3,000 to the Lahontan Valley Claybreakers for the 2023 Lahontan Valley Claybreakers Youth Traps Shooting Season, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** The Lahontan Valley Claybreakers came into existence to promote gun safety and the sport of Trap Shooting to Fallon’s youth in 2006. The club participates in shoots in Fallon and throughout Nevada where they promote Fallon by wearing gear (hats and T-shirts) branded with Fallon. Fallon can expect over 150 youth shooters (along with their parents) for the California Youth Shooting Sports Association Trap Shoot. 20-30 hotel/motel room nights are estimated to accommodate participants and their families visiting Fallon.

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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) Lahontan Valley Claybreakers  
Chief Executive Officer: Wayne Whitten  
Mailing address P.O. Box 6042  
City Fallon State NV Zip 89407  
Phone Number: 775 427-6827 Email: whittenp@cccomm.net
2. How long organized (or in business) 17 years Tax I.D. # 80-0157393
3. Purpose of Organization Promote Organized Youth Trap shooting in Fallon & Churchill Co.
4. Total Annual Budget \$ \$23,000.00
5. Project Director Wayne Whitten Phone Number: 775-423-6827  
Mailing address: P.O. Box 6042  
City Fallon State NV Zip 89407 Email: whittenp@cccomm.net
6. **Project Title** 2023 Lahontan Valley Claybreakers Youth Trap Shooting Season
7. **Actual Date of Event** March 2023 through August 2023
8. Location of project Fallon Trap Club, 2007 Airport Road, Fallon, NV 89406
9. Funds requested from FCTA: \$ \$3,000.00
10. Total cost of project: \$ \$23,000.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:

This year the State Youth Shooting competition (NYSSA) is **tentatively** set for Fallon in June with shooters coming from as far as Carson City, Fallon, Ely and Elko. We anticipate all our shooters attending this year proudly wearing their hats and T- Shirts with City of Fallon Logo's displayed. Also the Claybreakers will be hosting a California Youth Shooting Sports Association (CYSSA) shoot in April with shooters traveling from Central and Northern California. Because of the length of travel for the shooters and their families, we anticipate some families arriving on Friday night to shoot on Saturday. Our shooters will be attending CYSSA shoots this year in Central and Northern California proudly wearing their hats and T- Shirts with City of Fallon Logo's displayed and hanging our banners for display. The Claybreakers are also planning on sponsoring a NRA Coaches Certification Class that is offered in the Western States.

## PROJECT BUDGET

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

Clothing, T-Shirts, hats with Visit Fallon Logo	\$3,000.00
Website updates and changes	\$100.00
NRA Coaches Clinic, 2 day clinic advertised State wide	\$1,500.00
Advertising NYSSA State Youth Shoot program, Fallon NV	\$100.00
Advertising Nevada State PITA Shoot, Fallon NV	\$100.00
Ammunition	\$12,000.00
Safety equipment and shooting bags	\$1,000.00
Target fees at Fallon Trap Club	\$4,500.00
Pacific International Trap Shooting Association fees	\$400.00

## PROJECT BUDGET

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

Registration	\$7,000.00
Fund raisers	\$4,000.00
Churchill County Commissioners	\$2,500.00

## PROJECT BUDGET

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

Website updates and changes	\$100.00
Club awards for Lahontan Valley Claybreakers and NYSSA State Shoot	\$700.00
NRA Coaches Clinic, 2 day clinic advertised State wide	\$1,000.00
Advertising NYSSA State Youth Shoot program, Fallon	\$100.00
Advertising Nevada State PITA Shoot, Fallon, NV	\$100.00
Hat, T-Shirts with Visit Fallon logo	\$3,000.00

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

The Claybreakers will continue to hold shooting events that encourage participation from inside the State of Nevada and neighboring states. The Lahontan Valley Claybreakers would like to continue to be able to teach gun safety and provide life skills for the youth of Fallon and Churchill County. This is a sport that will continue on in their adult lives. At all shooting events they attend, they will be wearing their T-Shirts and Hats and banners will be displayed.

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

When events are held at the Fallon Trap Club, such as The California Youth Shooting Sports Association (CYSSA), over 150 shooters and their parents travel to Fallon to shoot and we anticipate some to spend the night. At this time, there is a shoot scheduled for this year in April. Shoots are held on Saturdays so they will be booking rooms, eating and buying gas in Fallon. We anticipate 100 shooters to attend from the State of Nevada.

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

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

The possibility of over 100 youth and their parents will be attending youth shoots.

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

Approximately 20 to 30 rooms for one night may be reserved for the shoots.

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

Over 200 youth and their parents will be exposed to these events due to websites and Facebook postings promoting the events at the Fallon Trap Club.

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

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

(e) How many locals will attend your event?

We have over 40 youth shooters with their parents, grandparents and sibling that will attend to watch our youth shooters.

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

Shooters and their families will stay in local rooms and eat at our restaurants. They will also purchase gasoline to return home.

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

The Lahontan Valley Claybreakers have new websites that will advertise all upcoming shoots [www.claybreakers.com](http://www.claybreakers.com) and a private invitation only Facebook. CYSSA has a website and Facebook page that shows the youth shoots in Fallon. Reader boards in the Fallon area will display the shoots and a banner welcoming trap shooters to Fallon will be hung across Williams Avenue. Shoots will also be listed on the Community Calendar for Churchill County Chamber of Commerce and the Fallon Tourism and Visitors Authority and local online newspapers. Articles will be presented to the new local newspaper "Fallon Post" that is read online and in hard copy. When our shooters and coaches attend out of town events, they will be wearing their clothing with City of Fallon Logo displayed. A banner is also put on a pop up shelter at shoots that Claybreakers attend out of town advertising City of Fallon.

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

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

Signature of Applicant/Grantee

Date

Wayne Whitten

12/30/2022

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

January 17<sup>th</sup>, 2023

## Agenda Item 8

Consideration of a grant application by DKC, LLC for the 2023 Great Basin Bull Sale. **(For possible action)**

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

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

**DATE:** January 8, 2023

**AGENDA DATE:** January 17, 2023

**AGENDA ITEM #:** 8

**TO:** FCTA Board Members

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

**AGENDA ITEM TITLE:** Consideration of a grant application DKC, LLC for the 2023 Great Basin Bull Sale. (For possible action)

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

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve grant in the amount of \$10,000 to DKC, LLC for the 2023 Great Basin Bull Sale, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** This project is merging two previous successful bull sales: Nevada Cattlemen's Association Fallon All Breeds Bull Sale and Snyder Livestock Bulls for the 21<sup>st</sup> Century Sale from Yerington, NV. The short-term goal is to provide a high-quality sale for both consignors and buyers, while the long-term goal is to turn this event into one of the largest multi-breeds bull sales in the western United States rivaling the Red Bluff and Midland Bulls Test sales in California and Montana respectively. Additionally, a dog riel, ranch branding and trade show will be included during a three-day period. It is expected that over 2,000 people will attend these events, at least doubling the past year's as put on singularly by the Nevada Cattlemen's Association. Also, 500 hotel/motel room nights are predicted to be rented because of this event.

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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) **DKC LLC**  
Chief Executive Officer: **Charles Hone**  
Mailing address **490 Mottsville Lane**  
City **Gardnerville** State **NV** Zip **89460**  
Phone Number: **775-691-1838** Email: **Greatbasinbullsale@gmail.com**
2. How long organized (or in business) **5/17/22** Tax I.D. # **38-4228774**
3. Purpose of Organization **Hosting a bull sale**
4. Total Annual Budget \$ **73,600.00**
5. Project Director **Charles Hone** Phone Number: **775-691-1838**  
Mailing address: **490 Mottsville Lane**  
City **Gardnerville** State **NV** Zip **89460** Email: **Greatbasinbullsale@gmail.com**
6. **Project Title: Great Basin Bull Sale**
7. **Actual Date of Event February 18<sup>th</sup>, 2023**
8. Location of project **Rafter 3C Arena, Fallon, Nevada**
9. Funds requested from FCTA: \$ **10,000.00**
10. Total cost of project: \$ **73,600.00**
11. Will the Convention Center be used? **No** When?
12. Summarize the objectives of this project:

This project is a merging of two previous bull sales. The first being the Nevada Cattlemen's Association Fallon All Breeds Bull Sale, and the second being the Snyder Livestock Bulls for the 21<sup>st</sup> Century Sale from Yerington. Both sales have been a big draw for both cities over the years. Cattlemen from Nevada, Utah, California and Idaho will come to Fallon to sell and purchase breeding stock in this event. There will also be a dog trial, ranch branding and trade show involved with this event, which will occur over a three-day period, organized by the Events Center to compliment our event.

## PROJECT BUDGET

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

Labor: \$2,000.00  
Meals (pre-sale social, sale day lunch): \$5,000.00  
Advertising including sale brochure: \$25,000.00  
Sale Management (M3 Marketing): \$30,800.00  
Promotional Items (hats, gloves etc.): \$500.00  
Awards: \$1,000.00  
Postage: \$1,000.00  
Travel expenses: \$2,000.00  
Sifter/Grader expenses: \$600.00  
Hay/Straw: \$1,200.00  
Auctioneer: \$1,000.00  
Sale Veterinarian: \$100.00  
Miscellaneous: \$500.00  
Donation to Nevada Cattlemen's Association \$7,500.00

## PROJECT BUDGET

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

Entry Fee Income: \$17,000.00  
No Sale Fees: \$1,000.00  
Sale Catalog Ads: \$2,500.00  
**Fallon Convention/Tourism Grant: \$10,000.00**  
GBBS Sales Commission: \$61,600.00 (estimated)

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

Should the project meet requirements to qualify for the grant, those monies will be used to offset the advertising and other promotional costs associated with the sale.

- \* Dec/Jan/Feb/ editions of the Progressive Rancher
- \* Dec/Jan/Feb/ editions of the Sage Signals
- \* Dec/Jan/Feb/ editions of the California Cattlemen
- \* Dec/Jan/Feb Western Livestock Journal, (both e-mail and Print)
- \* January Angus Beef Bulletin
- \* Jan/Feb/ Nevada Rancher
- \* Sale Brochure mailed to all consignors, and hundreds of potential buyers

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

Although this will be our first year, this sale is combining two of the highest regarded bull sales in the region. These sales have consistently drawn buyers from Nevada and the surrounding states due to the reputation of providing the highest quality breeding stock from various consigning purebred programs. This year we have 170 bulls from 28 different consignor's drawing bulls from four different states. Our short-term goal is to provide a high-quality sale for both consignors and buyers. Our long-term goal is to turn this into one of the largest multi-breeds bull sales in the western United States rivaling the Red Bluff and Midland Bull Test sales in California and Montana respectively. A vision we share with your county manager to make this a three-day event celebrating western culture right here in Fallon.

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

We expect 500 or more people to attend the bull sale and pre-sale mixer, including consignors and their families, many of whom are from out of state. The stock dog trial and ranch branding will probably draw another 500 or so visitors and attendees. The NCA Board of Directors meeting which draws around 100 attendees will also occur on site during the event.

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?

Generally past bull sales have drawn 1000 or more out of area visitors to Fallon.

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

Our room night expectations would be around 500

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

The publications we will advertise with will reach between 150,000 and 200,00 people

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

While it is impossible to encounter every person attending this event 850 to a 1000 wouldn't be unreasonable.

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

We are soliciting as much local involvement as possible. The local FFA chapter will be helping with the sale with a \$500.00 scholarship being provided to them. Local catering will be used for meals and the stock dog trial and ranch branding will be an additional draw. 850 to 1000 people would be

our expectation.

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

The best estimates we can provide for an economic benefit to the community outside our event include visitor expenditures for lodging, food, fuel, entertainment, supplies, personal necessities, and “sundries” are approximately \$50,000.00

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

The Great Basin Bull Sale began advertising in November in various trade publications and by contacting all the previous consignors of the Fallon All Breeds Bull Sale and the Bulls for the 21<sup>st</sup> Century Sale. A direct mailing to all previous buyers from both sales will go out in January. In addition, we will be spending \$25,000.00 in advertising in various trade publications starting in November until the event in February. Stories and articles about the sale will also be featured in the Sage Signals and Progressive Rancher which are distributed to all Nevada Cattlemen’s Association members. Online marketing includes our website (Greatbasinbullsale.com), Facebook, Instagram and email communication. Publicity includes follow up sale reports and summaries are also published in various trade and breed association publications.

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

As with past Fallon All Breed Bull Sales, the Great Basin Bull Sale will survey attendees at the sale and other events. Information will also be obtained from consignors at check in and from buyers at check out. This will be used to supplement information gathered during the event.

Signature of Applicant/Grantee



Date



For further information or applications contact:  
Jane Moon, Director of Tourism & Special Events at the City of Fallon  
at 775-428-1383 or [JMoon@FallonNevada.gov](mailto:JMoon@FallonNevada.gov).

# Convention and Tourism Authority

January 17<sup>th</sup>, 2023

## Agenda Item 9

Consideration of a grant application by Motor Sports Safety, Inc. for the 2023 Top Gun Dragstrip Drag Racing Season. **(For possible action)**

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

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

**DATE:** January 8, 2023

**AGENDA DATE:** January 17, 2023

**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 Motor Sports Safety, Inc for the 2023 Top Gun Dragstrip Drag Racing Season. (For possible action)

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

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve a grant in the amount of \$10,000 to Motor Sports Safety, Inc. for the 2023 Top Gun Dragstrip Drag Racing Season, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** Motor Sports Safety, Inc.'s goal is to establish Fallon as Northern Nevada's motor sports capitol, contributing to the community economically, while providing a safe and legal environment for motor sports. Their short-term goal is to concentrate on new events to help offset the economic slide in revenue they have experienced. The expected attendance to this year's events is 10,000+ visitors from Nevada, California, Arizona, Utah, Oregon and Canada, with approximately 360 hotel/motel room nights being utilized just with the NHRA Divisional Race event.

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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) Motor Sports Safety Inc.  
Chief Executive Officer: John Stauverman  
Mailing address 920 Ronald Way  
City Fallon State NV Zip 89406  
Phone Number: 775 427-4266 Email: jstauverman@charter.net
2. How long organized (or in business) 27 Years Tax I.D. # 88-0274488
3. Purpose of Organization To promote tourism via Motorsports Activities
4. Total Annual Budget \$ \$156,627.00
5. Project Director John Stauverman Phone Number: (775) 427-4266  
Mailing address: P.O. Box 2590  
City Fallon State NV Zip 89406 Email: jstauverman@charter.net
6. **Project Title 2023 Top Gun Dragstrip Drag Racing Season**
7. **Actual Date of Event April 9<sup>th</sup> , 2023 through September 18<sup>th</sup> , 2023**
8. Location of project Top Gun Dragstrip, 15500 Schurz Hwy., Fallon, NV
9. Funds requested from FCTA: \$ \$10,000.00
10. Total cost of project: \$ \$156,627.00
11. Will the Convention Center be used? NO When?
12. Summarize the objectives of this project:  

Our goal is to provide a safe and supervised facility for drag racing, keeping our youth away from dangerous street racing. Our local events attract racers from the North Valley area of Reno to Winnemucca.  
Our Major National Hot Rod Assn. events attract racers from the entire Western US and Canada to compete. The track can accommodate up to 700 racers and 3000 spectators per event.

## PROJECT BUDGET

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

1.) ADVERTISING	\$28,700.00
2.) AWARDS	\$1,600.00
3.) RACE PAYOUTS	\$16,427.00
3.) CONTRACT LABOR	\$25,400.00
4.) EXHIBITION CARS/TRAVEL EXPENSE	\$9,500.00
5.) INSURANCE	\$6,400.00
6.) PERMITS/SANCTIONING FEES	\$6,500.00
7.) TOP GUN MALL	\$7,000.00
8.) UTILITIES/TRASH/RESTROOMS	\$6,000.00
9.) VEHICLE MAINTENANCE	\$2,000.00
10.) TRACK IMPROVEMENTS/MAINTENANCE	\$30,100.00
11.) TRACK PREP & EQUIPMENT RENTAL	\$17,000.00
	<hr/>
	\$156,627.00

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## PROJECT BUDGET

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

1.) RACING EVENTS	\$92,227.00
2.) ADVERTISING	\$28,700.00
3.) PARKING	\$5,500.00
4.) MALL SALES	\$6,200.00
5.) GRANT(S)	\$15,000.00
6.) AWARDS BANQUET	\$1,000.00
7.) VENDOR FEES	\$2,000.00
8.) SUMMIT ET POINTS FEES	\$6,000.00
	<hr/>
	\$156,627.00

## PROJECT BUDGET

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

1.) Radio & Television Ads

Target areas are the Western regional area as well as Arizona, California, Idaho, Nevada, Oregon & Utah

RACES TO BE ADVERTISED:

May 20 <sup>th</sup> JR Dragster Challenge	\$1,000.00
June 9 <sup>th</sup> - 11 <sup>th</sup> , Junior Dragster Double Divisional	\$1,000.00
June 9 <sup>th</sup> - 11 <sup>th</sup> NHRA National Open/ Octane Fest	\$3,000.00
July 15 <sup>th</sup> Non-Electronics Quick 16	\$1,000.00
Sept. 15 <sup>th</sup> - 17 <sup>th</sup> Mopar vs World Weekend	\$1,000.00

2.) NATIONAL MAGAZINE ADS

"National Dragster", "Sportsman Only", "Division 7 Hot Line" magazines

Target areas are: Arizona, California, Idaho, Nevada, Oregon, Utah and Canada

June 9 <sup>th</sup> - 11 <sup>th</sup> NHRA Pro Series National Open	\$2,000.00
Sept 17 <sup>th</sup> - ET King of the Track	\$1,500.00

3.) RACER MAILINGS & FLYERS

2023 Programs, posters, and newspaper publications	\$9,000.00
Local newspapers	\$1,000.00

4.) Social Media

Facebook	\$7,200.00
UTube	\$1,000.00

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GRAND TOTAL: \$28,700.00

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

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

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

10,000+ visitors and racers come to Top Gun Each Year. Our markets include Nevada, California, Arizona, Utah, Oregon, and Canada.

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

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

It is estimated that 70% of our visitors are from beyond the 60 mile radius.

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

Information from the last NHRA Divisional race indicate 12% of the 350 racers and crews stayed in local motels. That event had approximately 3000 people attending.

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

Our exposure goal is to reach in excess of 250,000 people

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

We estimate approximately 5,000 over the 17 event schedule

(e) How many locals will attend your event?

We project approximately 3,000 over the 17 event schedule

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

The total local economic impact is estimated at near a quarter of a million dollars.

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

Our Marketing and advertising using Social Media will continue to grow. We will use Social Media and promote local business as well. Another major contributing factor is with visitor traffic from the involvement of the Fallon Tourism Authority. It is very important that we work together and communicate what we are doing to coincide with other local events.

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

We plan to use a survey form with the following questions:

Male/Female (circle one)

Where are you from?

How far did you travel to get here?

How many are in your group? \_

Will you stay overnight in Fallon? Yes No

How many nights?

Where are you staying? Motel ; RV/Campground \_ Friend/Family ;

Other Comments

How did you hear about the (event)?

Newspaper ads

Radio ads

TV ads

News Articles

Magazine

Other

Including admission, how much did your group spend at the event? .

How much will you spend outside of the event on this trip?

Will you:

buy gasoline?

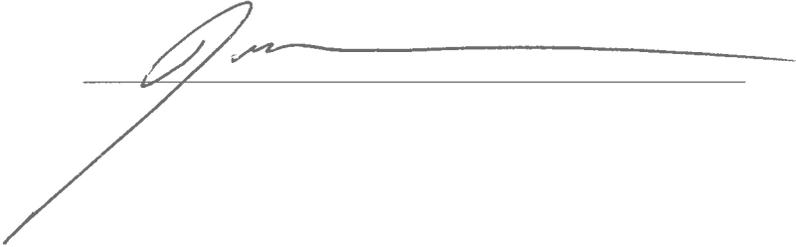
eat in a restaurant

shop other

(specify)

And of course if there are other demographics you would like us to gather, we would certainly include them.

Signature of Applicant/Grantee

A handwritten signature in black ink, consisting of a large, stylized initial 'J' followed by a long, horizontal, slightly wavy line that tapers to the right. The signature is written over a horizontal line.

Date

12-30-22

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

January 17<sup>th</sup>, 2023

## Agenda Item 10

Consideration of a grant application by Motor Sports Safety, Inc. for the 2023 Top Gun Dragstrip Mopar vs. World Event. **(For possible action)**

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

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

**DATE:** January 8, 2023

**AGENDA DATE:** January 17, 2023

**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 Motor Sports Safety, Inc for the 2023 Top Gun Dragstrip Mopar vs. World Event. (For possible action)

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

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve a grant in the amount of \$5,000 to Motor Sports Safety, Inc. for the 2023 Top Gun Dragstrip Mopar vs. World Event, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** The event will showcase the Chrysler brand enthusiasts and cars against other brands in this popular challenge. Motor Sports Safety, Inc.'s goal is to establish Fallon as Northern Nevada's motor sports capitol, contributing to the community economically, while providing a safe and legal environment for motor sports. Their short-term goal is to concentrate on new events to help offset the economic slide in revenue they have experienced. The expected attendance to this year's events is 3,000 visitors from Nevada, California, Arizona, Utah, Oregon and Canada, with approximately 360 people staying in hotels/motels.

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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) Motor Sports Safety Inc.  
Chief Executive Officer: John Stauverman  
Mailing address 920 Ronald Way  
City Fallon State NV Zip 89406  
Phone Number: 775 427-4266 Email: jstauverman@charter.net
2. How long organized (or in business) 27 Years Tax I.D. # 88-0274488
3. Purpose of Organization To promote tourism via Motorsports Activities
4. Total Annual Budget \$ \$50,400.00
5. Project Director John Stauverman Phone Number: (775) 427-4266  
Mailing address: P.O. Box 2590  
City Fallon State NV Zip 89406 Email: jstauverman@charter.net
6. **Project Title 2023 Top Gun Dragstrip Mopar vs World Event**
7. **Actual Date of Event September 15<sup>th</sup> thru September 17<sup>th</sup>, 2023**
8. Location of project Top Gun Dragstrip, 15500 Schurz Hwy., Fallon, NV
9. Funds requested from FCTA: \$ \$5,000.00
10. Total cost of project: \$ \$50,400.00
11. Will the Convention Center be used? NO When?
12. Summarize the objectives of this project:  
In the automotive enthusiast community, the owners of Chrysler Corporation cars (affectionately referred to as MOPAR vehicles) are very brand-oriented and fiercely competitive. This is a special event that pits these cars against all other vehicles and is a popular challenge.  
For the past four years Top Gun Dragstrip has put on this special race and has drawn entries from Nevada and California. Our goal is to expand the audience to the entire Western region.

## PROJECT BUDGET

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

1.) ADVERTISING	\$13,000.00
2.) RACE PAYOUTS	\$6,000.00
3.) CONTRACT LABOR	\$2,000.00
4.) TRAVEL EXPENSE	\$2,500.00
5.) INSURANCE	\$6,400.00
6.) TOP GUN MALL	\$4,000.00
7.) UTILITIES/TRASH/RESTROOMS	\$6,000.00
8.) VEHICLE MAINTENANCE	\$2,000.00
9.) TRACK IMPROVEMENTS/MAINTENANCE	\$5,000.00
10.) TRACK PREP & EQUIPMENT RENTAL	\$3,500.00
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	\$50,400.00

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## PROJECT BUDGET

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

1.) COMPETITOR ENTRY	\$25,400.00
2.) SPECTATOR ENTRY	\$8,000.00
3.) MALL SALES	\$6,000.00
4.) SPONSORSHIP	\$6,000.00
4.) GRANT(S)	\$5,000.00
	<hr/>
	\$50,400.00

## PROJECT BUDGET

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

1.) Radio & Television Ads

Target areas are the Western regional area as well as Arizona, California, Idaho, Nevada, Oregon & Utah

\$1,000.00

2.) NATIONAL MAGAZINE ADS

"National Dragster", "Sportsman Only", "Division 7 Hot Line" magazines

Target areas are: Arizona, California, Idaho, Nevada, Oregon, Utah and Canada

Sept. 17<sup>th</sup> - 19<sup>th</sup> Mopar vs World Weekend

\$1,000.00

3.) Social Media

Facebook

\$3,000.00

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GRAND TOTAL:

\$5,000.00

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

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

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

Our goal is to draw 3,000 to 3,500 people for this single event. Our target market will include Nevada, California, Arizona, Utah, Oregon and Canada.

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

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

It is estimated that 80% of our visitors are from beyond the 60 mile radius.

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

Information from the last Mopar vs World race indicate 12% of the 200 racers and crews stayed in local motels. That event had approximately 2000 people attending.

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

Our exposure goal is to reach in excess of 500,000 people

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

We estimate approximately 600 of the over 800 attendees were from beyond the 60 mile radius.

(e) How many locals will attend your event?

We project approximately 200 to 400 local attendees

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

The total local economic impact is estimated at about \$100,000.00 dollars.

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

Our Marketing and advertising using Social Media will continue to grow. We will use Social Media and promote local business as well. Another major contributing factor is with visitor traffic from the involvement of the Fallon Tourism Authority. It is very important that we work together and communicate what we are doing to coincide with other local events.

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

We plan to use a survey form with the following questions:

Male/Female (circle one)

Where are you from?

How far did you travel to get here?

How many are in your group? \_

Will you stay overnight in Fallon? Yes No

How many nights?

Where are you staying? Motel ; RV/Campground \_ Friend/Family ;

Other Comments

How did you hear about the (event)?

Newspaper ads

Radio ads

TV ads

News Articles

Magazine

Other

Including admission, how much did your group spend at the event? .

How much will you spend outside of the event on this trip?

Will you:

buy gasoline?

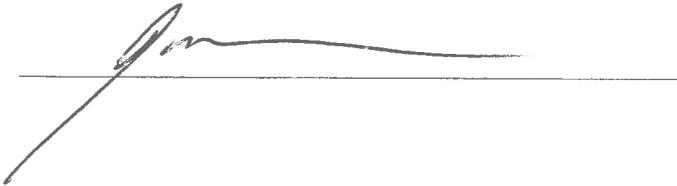
eat in a restaurant

shop other

(specify)

And of course if there are other demographics you would like us to gather, we would certainly include them.

Signature of Applicant/Grantee

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

Date

12.30.22

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

January 17<sup>th</sup>, 2023

## Agenda Item 11

Consideration of a grant application by the Rattle Snake Raceway for Season Promotions 2023. (**For possible action**)

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

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

**DATE:** January 8, 2023

**AGENDA DATE:** January 17, 2023

**AGENDA ITEM #:** 11

**TO:** FCTA Board Members

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

**AGENDA ITEM TITLE:** Consideration of a grant application by the Rattle Snake Raceway for Season Promotions 2023. (For possible action)

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

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve a grant in the amount of \$10,000 Rattle Snake Raceway for Season Promotions 2023, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** It is Rattle Snake Raceway's focus to continually attract awareness and participation in the sport of Oval Track Racing. Grant funding will help Rattle Snake Raceway augment spectator and contestant participation by advertising outside of Fallon and Nevada. Up to 6,500 people are expected to attend the races in Fallon as this is the location of the premier 1/4-mile-high banked Oval in Nevada. In the past it was estimated that 12% of visitors from outside a 60-mile radius attended two-day events and stayed overnight in a Fallon hotel/motel.

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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) Rattle Snake Raceway  
Chief Executive Officer: Chris Lumsden  
Mailing address P.O. Box 908  
City Fallon State Nevada Zip 89406  
Phone Number: 423-7483 Email: lahontanautoracingassociation@yahoo.com
2. How long organized (or in business) 49+years Tax I.D. # 81-1785601
3. Purpose of Organization Promote racing and all types of Motor sports
4. Total Annual Budget \$ \$145,000.00
5. Project Director Chris Lumsden Phone Number: 775-221-8814  
Mailing address: 5000 lone tree rd  
City fallon State NV Zip 89406 Email: Lumpy4080@yahoo.com
6. **Project Title** Season Promotions 2023
7. **Actual Date of Event** Racing starts April 28<sup>th</sup> & 29<sup>th</sup> every third weekend there after
8. Location of project Rattlesnake Raceway located at 2000 Airport Rd.
9. Funds requested from FCTA: \$ \$10,000.
10. Total cost of project: \$ \$145,000.
11. Will the Convention Center be used? yes When? 2023 awards banquet
12. Summarize the objectives of this project:  
To Promote motor sport events and draw tourism to the Fallon area

## PROJECT BUDGET

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

IMCA Sanctioning:	\$ 500.00 annual fees
IMCA bi-weekly fees:	\$ 1700.00 approx. per season
Insurance:	\$ 16,600.00 approx. per season
Radio, newspaper, printed materials:	\$ 10,000.00 approx. per season
Internet costs:	\$ 1000.00 approx. per season
Racers Purse:	\$ 36,800.00 approx. per season
Trophies/Awards:	\$ 5,500.00 approx. per season
Fireworks:	\$ 8,500.00 approx. per season
Utilities/fuel/maintenance:	\$ 30,000.00 approx. per season
Facility maintenance/improvements:	\$ 35,000.00 approx. per season
Total projected expenses:	\$145,600.00 Estimated

## PROJECT BUDGET

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

Average revenue per 15 races as follows:

Pit Gate driver entry fees, pit passes:	\$4800.00	\$72,000.00 approx. per season
Main Gate General Admission:	\$2800.00	\$42,000.00 approx. per season
Concession Sales:	\$14,000.00	approx. per season
Sponsors:	\$ 7500.00	approx. per season
Membership Fees:	\$ 600.00	approx. per season
GRANT	\$ 10,000.00	
Total projected revenue:	\$146,100.00	

## PROJECT BUDGET

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

Race schedule printing:	\$ 1500.00
IMCA Annual Sanction Fees:	\$ 300.00
2022 Rules/Bylaws:	\$ 500.00
Newspaper Advertising:	\$ 2800.00
Advertising & CINEMA, other	\$ 8000.00
Additional Printed Materials:	\$ 1800.00
Sign Advertising costs:	\$ 2500.00
Radio Advertising:	\$ 3500.00
Track Maintenance:	\$ 16,000.00
Fireworks:	\$ 10,500.00
Portable Billboards:	\$ 1500.00
Total projected:	\$ 48,900.00

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

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

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

1500 spectators and 100 competitors nightly from the 7 western states

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

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

We expect up to 6500, throughout a race season. Fallon is the Premier 1/4 mile high banked Oval in Nevada.

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

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

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

65000 plus.

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

Approximately 6000 plus throughout the race season.

(e) How many locals will attend your event?

Approximately 6 to 7 thousand throughout the race season. WE AVERAGE 1000 PLUS EACH NIGHT.

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

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

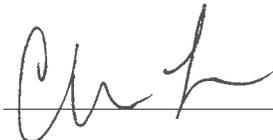
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

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

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

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

Signature of Applicant/Grantee



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Date

12-12-22

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For further information or applications contact:  
Jane Moon, Director of Tourism & Special Events at the City of Fallon  
at 775-428-1383 or JMoon@FallonNevada.gov.

# Convention and Tourism Authority

January 17<sup>th</sup>, 2023

## Agenda Item 12

Consideration of a grant application by the Lahontan Auto Racing Association for Octane Fest, 2023. **(For possible action)**

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

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

**DATE:** January 8, 2023

**AGENDA DATE:** January 17, 2023

**AGENDA ITEM #:** 12

**TO:** FCTA Board Members

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

**AGENDA ITEM TITLE:** Consideration of a grant application by the Lahontan Auto Racing Association for Octane Fest, 2023. (For possible action)

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

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve a grant in the amount of \$10,000 to the Lahontan Auto Racing Association for Octane Fest, 2023, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** Lahontan Auto Racing Association's purpose is to provide quality and affordable motorsport entertainment to Fallon; with the goal of helping generate revenue for local businesses. A total of approximately 4,000 people are expected to attend this year's 2-day event, with about 40-60 hotel/motel room rentals for each night of the event.

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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) Lahontan Auto Racing Association  
Chief Executive Officer: Chris Lumsden  
Mailing address P.O. Box 908  
City Fallon State Nevada Zip 89406  
Phone Number: 423-7483 Email: lahontanautoracingassociation@yahoo.com
2. How long organized (or in business) 49+years Tax I.D. # 81-1785601
3. Purpose of Organization Promote Motor sports
4. Total Annual Budget \$ \$60,000.00
5. Project Director Chris Lumsden Phone Number: 775-221-8814  
Mailing address: 5000 lone tree rd  
City fallon State NV Zip 89406 Email: Lumpy4080@yahoo.com
6. **Project Title** OCTANE FEST 2023
7. **Actual Date of Event** JUNE 9<sup>TH</sup> & 10<sup>TH</sup>
8. Location of project Rattlesnake Raceway located at 2000 Airport Rd.
9. Funds requested from FCTA: \$ \$10,000.
10. Total cost of project: \$ \$60,000.
11. Will the Convention Center be used? NO When?
12. Summarize the objectives of this project:  
Provide good motor sport events and draw tourism to the Fallon area

## PROJECT BUDGET

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

INSURANCE	\$4500.00
EQUIPMENT RENTAL	\$14000.00
ADVERTISING	\$9,000.00
MONSTER TRUCKS	\$9,000.00
PURES FOR COMPETITORS	\$15000.00
EXTRA RESTROOMS	\$1500.00
FAUCILITY PREP	\$6,000.00
FIREWORKS	\$2000.00

Total projected expenses: \$61,000.00 Estimated

## PROJECT BUDGET

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

Pit Gate driver entry fees, pit passes:	\$12,000.00
Main Gate General Admission:	\$17000.00
Concession Sales:	\$7,000.00
Sponsors:	\$ 5000.00
Membership Fees:	\$ 2500.00
GRANT	\$10,000.00

Total projected revenue: \$53,500.00

## PROJECT BUDGET

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

Race schedule printing:	\$ 800.00
IMCA Annual Sanction Fees:	\$ 400.00
Newspaper Advertising:	\$ 2300.00
Theater Advertising & other:	\$ 6000.00
Additional Printed Materials:	\$ 1500.00
Sign Advertising costs:	\$ 2500.00
Radio Advertising:	\$ 2500.00
Track Maintenance:	\$ 10,000.00
Fireworks:	\$ 2000.00
Portable Billboards:	\$ 2500.00

Total projected: \$ 30,000.00

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

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

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

approx. 2000 each night. from northern Nevada and California, Utah, Idaho , Arizona

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

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

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

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

40 to 60 rooms each night

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

65000 plus.

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

Approximately 2000 each night.

(e) How many locals will attend your event?

Approximately 2000 each night

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

event will have 400 plus out of town visitors, spending \$100 plus on food, gas, and some on lodging.

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

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

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

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

Signature of Applicant/Grantee

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

Date

A handwritten date '12-12-22' in black ink, written over a horizontal line.

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

January 17<sup>th</sup>, 2023

Agenda Item 14

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

Incorporated 1908

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

**DATE:** January 8, 2022

**AGENDA DATE:** January 17, 2023

**AGENDA ITEM #:** 14

**TO:** FCTA Board Members

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

**AGENDA ITEM TITLE:** Board and Staff Reports

**TYPE OF ACTION REQUESTED:**

Formal Action/Motion                       Progress Report                       Discussion Only

**RECOMMENDED BOARD ACTION:** None.

**DISCUSSION:** Board and Staff Reports.

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**BOARD ACTION**

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

\_\_\_\_\_

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

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

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

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