

AGENDA
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
March 7, 2023 – 3:00 p.m.

The City of Fallon - Convention and Tourism Authority will meet in a specially scheduled meeting on March 7, 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 of a grant application by Sweeney Enterprises, LLC for the 2023 Powerstroke Partner Throwdown. (For possible action)
 - Grant amount requested by applicant: \$20,000
 - Grant amount recommended by staff: \$20,000
5. Public comments. (For discussion only)
6. Board and staff reports. (For discussion only)
 - Remaining regular 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 March 2, 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

March 7th, 2023

Agenda Item 4

Consideration of a grant application by Sweeney Enterprises, LLC for the 2023 Powerstroke Partner Throwdown. **(For possible action)**

- Grant amount requested by applicant: \$20,000
- Grant amount recommended by staff: \$20,000

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

DATE: March 1, 2023

AGENDA DATE: March 7, 2023

AGENDA ITEM #: 4

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by Sweeney Enterprises, LLC for 2023 Powerstroke Partner Throwdown. (For possible action)

- Grant amount requested by applicant: \$20,000
- Grant amount recommended by staff: \$20,000

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve a grant in the amount of \$20,000 to Sweeney Enterprises, LLC for the 2023 Powerstroke Partner Throwdown, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: Sweeney Enterprises, LLC strives to bring a world-class fitness experience and event to everyday people, strongly believing in the positive impacts of a healthy lifestyle. Their short-term goal is to bring 300 athletes to Fallon from Northern California, Southern Oregon, Utah, and Northern Nevada this year. While their long-term goal is to make the Powerstroke Partner Throwdown one of the most prestigious competitions of its kind in the nation which has a focus on the general public, not elite athletes. 600-750 people are predicted to attend the competition each day, of which 75% will most likely be from outside a 60-mile radius from Fallon. A total of 300 hotel/motel room nights for this three-day event is expected.

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:

To bring a world class fitness experience and event to everyday people. We believe strongly in the positive impacts of a health lifestyle. This event is about showing our community and hopefully in the future a national audience, that getting into shape and adopting a healthy lifestyle can be really fun!

The thing that differentiates us from other competitions is how much we give back to and celebrate our core community of people who are not elite athletes they are just moms, dads, college students, and even grandma's.

We will be hooking every single one of our athletes up with TONS of swag and gear as well as having full recovery stations, supplements and fuel on game day, and a dedicated athlete appreciation dinner on Friday night.

We do not put on this competition to generate profit- last year we actually gave back to our athletes more in monetary value than our event generated in registrations- that is something I'am damn proud of!

PROJECT BUDGET

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

Equipment - barbells, dumbbells, machines etc.	\$20,000
Event T-shirts for athletes and staff	\$ 5,250
Event announcer	\$ 2,000
Supplies – lane markers, timing chips, racks etc.	\$ 3,000
Rig Rental	\$ 2,500
Athlete packages -	\$30,000
Photographer/Videographer	\$ 5,000

PROJECT BUDGET

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

Registration Monies – from \$22,500 to \$33,750
Request Grant - \$20,000

If we take the median from projected sign ups – this puts us at a total of \$48,125

PROJECT BUDGET

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

Requesting \$20,000, all of which would go towards items that would be a dual benefit. They will items that the athletes will truly be stoked to get- and they will all be branded with The City of Fallon (or whatever insignia is preferred)

Yeti custom engraved water bottles
Hats and beanies with custom leather patch
Gym duffel bag with custom leather patch
Athlete team placards for them to hang at their gym/home
360-degree photo booth that all teams can create a fun video to share on social media and tag The City of Fallon and Visit Fallon

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

Short term goal – et 300 athletes to have an amazing experience this year.

Long term goal- become one of the most prestigious competitions in the nation that focus on the general public – no elite athletes

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

My goal is to have 600-750 people at our event each day. We have athletes coming from Northern California, Southern Oregon, Utah, and Northern 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 majority of our people will be from out of town – I would expect at least 75% to be from outside 60 miles so roughly 450

(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)?

300 room nights

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

Hundred of thousands. I have 52,000 followers on my personal media so we can generate significant reach

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

300 people came from out-of-town last year

(e) How many locals will attend your event?

Our goal is to grow that number now that we have 3C arena to use – I am hoping we can get 200 locals out that are not affiliated with our gym or event, just spectators

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

450 projected visitors X \$200 = \$90,000

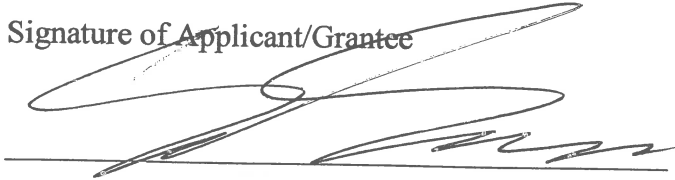
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

We are planning on using Grimes Point for one of our events – Last year we had a run event up at Rattlesnake Mountain. This year we will do a ruck run at Grimes Point. We have professional media capturing the event, so we have some great marketing showing off some of Fallon's landscape.

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

We will have surveys to complete at registration!

Signature of Applicant/Grantee



Date

2/20/23

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

March 7th, 2023

Agenda Item 6

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

Incorporated 1908

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

DATE: March 1, 2022

AGENDA DATE: March 7, 2023

AGENDA ITEM #: 6

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Board and Staff Reports

TYPE OF ACTION REQUESTED:

Formal Action/Motion Progress Report Discussion Only

RECOMMENDED BOARD ACTION: None.

DISCUSSION: Board and Staff Reports.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____