



AGENDA

CITY OF FALLON - CONVENTION AND TOURISM AUTHORITY MEETING

55 West Williams Avenue Fallon, NV

July 18, 2023 at 3:00 PM

The City of Fallon – Convention and Tourism Authority will meet in a regularly scheduled meeting on July 18, 2023 at 3:00 p.m. in the City Council Chambers, 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 has been specifically included on an agenda as an item upon which action will be taken. **(For discussion only)**

4. Consideration and approval of City of Fallon - Convention and Tourism Authority meeting minutes for April 18, 2023. **(For possible action)**

5. Consideration of a grant application by the de Golyer Bucking Horse & Bull Bash for the 2023 de Golyer Rough Stock Rodeo, BBQ & Dance. **(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 Churchill County Parks and Recreation for the 2023 No Hill 100 Century Bike Tour. **(For possible action)**

Grant amount requested by applicant: \$2,000

Grant amount recommended by staff: \$2,000

7. Consideration of a grant application by the Backroads Vintage Market for the Fall 2023 Backroads Vintage Market. **(For possible action.)**

Grant amount requested by applicant: \$4,500

Grant amount recommended by staff: \$4,500

8. Consideration of a grant application by Fallon Youth Football League for the 2023 SYFL Experience. **(For possible action)**

Grant amount requested by applicant: \$5,000

Grant amount recommended by staff: \$5,000

9. Consideration of a grant application by the Fallon Jr. Rodeo for the 2023 Fallon Jr. Rodeo event. **(For possible action)**

Grant amount requested by applicant: \$3,000

Grant amount recommended by staff: \$3,000

10. Consideration of a grant application by Fallon Festival Association for the 2023 Fallon Cantaloupe Festival & Country Fair. **(For possible action)**

Grant amount requested by applicant: \$15,000

Grant amount recommended by staff: \$15,000

11. Public Comments **(For discussion only)**

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

Schedule for City of Fallon - Convention and Tourism Authority Meetings in 2023:

Tuesday, October 17, 2023

This agenda has been posted on or before 9:00 a.m. on July 13, 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/>).

/s/ Elsie M. Lee

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



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

DATE SUBMITTED: July 7, 2023
 AGENDA DATE: July 18, 2023
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration and approval of City of Fallon - Convention and Tourism Authority meeting minutes for April 18, 2023. **(For possible action)**

TYPE OF ACTION REQUESTED:

- | | |
|--|-----------------|
| <input checked="" type="checkbox"/> Formal Action/Motion | Progress Report |
| <input type="checkbox"/> Discussion Only | Other |

POSSIBLE BOARD ACTION: Motion to approve the City of Fallon - Convention and Tourism Authority meeting minutes for April 18, 2023. **(For possible action)**

DISCUSSION: Additions and/or corrections.

**MINUTES
CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
April 18, 2023
3:00 P.M.**

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

Present:

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

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

Chairwoman Frost led the Pledge of Allegiance.

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

Deputy City Clerk O'Neill advised that the agenda was posted in compliance with NRS requirements.

Public Comments

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

No public comments were noted.

Consideration and approval of the City of Fallon-Convention and Tourism Authority meeting minutes for January 17, 2023, and March 7, 2023. (For possible action)

Board Member Bhakta made a motion to approve the City of Fallon-Convention and Tourism Authority meeting minutes for January 17, 2023, and March 7, 2023, with no changes or corrections; seconded by Chairwoman Frost and the minutes were approved with a 2-0 vote by the Fallon Convention & Tourism Authority.

Chairwoman Frost stated she would like to make a comment prior to addressing the grant applications. As we look at your grants, it is important to remember that the goal of these grants is to get people to visit Fallon and to stay in our hotels and motels. As Chair of the Board, I would like to encourage you to find out where your visitors are coming from. There are many ways that you can do that. I know that when I attend my old lady softball tournaments, when I register, they go through a list, check my name off, and ask me where I am staying for the tournament. This would be a good way for us to see how our motel and hotels are filling up for these events. I believe that they are, but we would like to have actual data. Jane also has another form you can use or utilize many of the other ways to track this. Please consider being careful about that as you move forward with your events.

Director Moon stated that this is a form that all the applicants have seen. It is the Sample Event Survey form that was sent to all of you. This is the minimum requirement, asking where people are from, how they heard about the event, and where they are staying. As Chairwoman Frost had mentioned, your grants are funded, in part, by hotel room tax. We want to make sure that our hotels and motels continue to be at capacity, so we can continue to fund our events. Without you guys, because you are volunteer organizations who put on these events, we wouldn't be able to do that. We really need to be more diligent in our tracking. As you come up, I will hand you the Sample Events Survey. You can come up with your own way of tracking, that is specific to your event, but these are just questions that would be included, as a minimum, in your questionnaire. We will hand it to you again as your grant is being presented. Thank you.

Chairwoman Frost stated that she is aware that some of the events sell their tickets online. I know there are ways that you can track zip codes of where people are coming from. I don't know if you will find a way to see if these online purchasers are staying in our hotels and motels, but we would appreciate you tracking this information for us. We appreciate all of you for putting on great events and making this community a great place to live with all the events that are available here, to us, so, thank you very much. As you come forward if you could please tell us a little bit about your event, I think most of you have been here before, if you have new things that are going to be happening during your event, please share that.

Consideration of Grant Applications

- A) The Fallon Bowmen for the 2023 River Animal Madness 3-D Archery Tournament.
- Grant amount requested by applicant: \$1,500
 - Grant amount recommended by staff: \$1,500
- B) Om Namo for the 2023 Moving Forward Together Powwow.
- Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000
- C) deGolyer Bucking Horse & Bull Bash for the 9th Annual Bucking Horse & Bull Bash:
- Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
- D) Skiver Bootmakers, LLC for the 2023 Battle Born Broncs:

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

E) Cowboy Fast Draw Association for the 2023 Fastest Gun Alive – World Championship of Cowboy Fast Draw:

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

Consideration of a grant application by Fallon Bowmen for the 2023 River Animal Madness 3-D Archery Tournament:

Director Moon stated that the Fallon Bowmen's goals are to grow and promote involvement of recreational archery throughout greater Fallon. It is anticipated that 300 shooters, plus their families, will attend this year's event with 200+ archers traveling to Fallon from outside a 60-mile radius, generating approximately 100-150 room nights for this two-day weekend event. Here to present is Gary Fowkes.

Mr. Fowkes greeted the Board. Hunter is sick so he sent me here for this and I am probably a little unprepared for this. Fallon Bowmen have been around for 20 plus years and put on this shoot every year. I believe that you helped last year. We had a good turnout last year and expect it to be even bigger this year. We just had the 3C shoot in Fallon, and it was a hit. We doubled the size of Winnemucca's event. Everything is going really well. We will use these funds to promote Fallon and every part of it. We ask you to consider our grant application.

Board Member Bhakta inquired about the age limit for the shooter.

Mr. Fowkes stated there are no age limits to the event. The youth shoot for free. It is outdoor with a 3-D setup, 40 targets, 2-day shoot, set up along the river. It is one of the better shoots in northern Nevada. I go to them all and see them all.

Board Member Bhakta inquired on how Mr. Fowkes expects the event to grow bigger this year.

Mr. Fowkes stated that it would be word of mouth. When people come to see our shoot then they tell their friends. We are drawing people from Idaho, California, and everywhere.

Board Member Bhakta inquired if there are more participants this year, compared to last year.

Mr. Fowkes stated that they had more participants in the indoor and that he would expect more during this outdoor event.

There were no further questions.

Board Member Bhakta motioned to approve the grant application by Fallon Bowmen for the 2023 River Animal Madness 3-D Archery Tournament in the amount of \$1,500.00; seconded by Chairwoman Frost and approved with a 2-0 vote by the Board.

Consideration of a grant application by Om Namo for the 2023 Moving Forward Together Powwow:

Director Moon stated the Om Namo strives to honor Native American traditions and improve the quality of life of all community members by providing a drug-and-alcohol-free

event with workshops that support healing, cultivating, and sustaining intergenerational wellness in this free and open event. It is estimated that 2,000+ attendees from neighboring states as well as from states across the United States and Canada. 841 people from outside a 60-mile radius are expected to arrive, some will be renting hotel/motel rooms for the 2-day event. Before you are Kadie Zeller and Lara Bo.

Kadie Zeller stated that this is the second year of this event. This is the 1st powwow in our regional area, and in Fallon, to happen annually in the last 15-years. I think the last one that happened, I was 9. Our intention with this event is to provide a space for a powwow, obviously, to gather for native education awareness of history, but also for the greater community to learn more about the traditional and real history of natives, but also our goal in the future is to create a conference. So, a gathering of native partners and entities to come so that we would have a youth and adult conference in the future and then the last 3 days would be the powwow. For right now, we are just focusing on making sure we have the availability for the powwow as an annual event.

Chairwoman Frost inquired on the focus of the tribal communities in the state of Nevada. Are you also focusing on other tribal communities in other states?

Kadie Zeller stated yes. The beautiful thing about native communities is that it is very tight knit, and so once you have an event that people really like, I mean that is anything, but they're more drawn to it. We are trying to model after the Fort Hall Shoshone Bannock Festival, that they have every year. Last year we had folks, I think the furthest were in Arizona, Oregon, and Washington. So, we are really trying to create something that is catering to the gathering of nations, which is this massive contest festival. We eventually want to get there, but for now we are focusing on the western states. Last year, Lara will be sharing a little bit, with just our organic unpaid rates for social media, we reached 10-20,000 people and that was without paying for our ads. With that, we did a brief survey of last year of folks coming from out-of-state, and most folks were coming from Arizona and California, outside of Nevada.

Chairwoman Frost stated that she believed she skimmed over this portion. Where is the event going to be held?

Kadie Zeller stated that it will be at the 3C Arena.

Chairwoman Frost stated that will be a great place for the event. Is that where you held it last year as well?

Kadie Zeller stated that it was. We are hoping to continue it within the weekend either before or after graduation depending on what the County has available on their schedule. So, we are working to keep it in early June because powwow season starts in May, so we are using this as a hey, come get ready for powwow because it is a massive industry where folks dance for money, it is a competition. So, we are trying to create this as one of the first spaces they come to before they go to more of the major competitions throughout the US. It is called the powwow circuit. I am learning all these fun things.

Chairwoman Frost stated that there are many talented individuals in these circuits.

Board Member Bhakta inquired if this was the 2nd time doing this event.

Kadie Zeller stated that it is their 2nd time doing this event.

Board Member Bhakta inquired on the plan for bringing people to Fallon for this event.

Kadie Zeller stated that Lara can explain the market plan a little more. The biggest reach for these folks is social media, which is for anyone really. We are really pushing to create a bigger dynamic of not just native peoples but educating folks about native communities, so we have targeted posts that are asking, what is regalia? What are these

different types of dances? Is everyone welcome at a powwow? All our head staff come from out-of-state, so the head staff are the ones that lead the dances, they are the MCs, and are the ones that control the arena for all the dancers to come to each exhibition. I think the closest head staff is from Reno and the furthest is from Fort Hall. They are pretty big names. What we try to do is the host drum, it is a big thing. Last year, we brought in the boys, here are nationally known powwow drum, and that brought in most of our people. What we are trying to do is create a budget so we can bring in these bigger names. We are also bringing back the Sampson Brothers. Their father was Big Chief, in the movie, One Flew Over the Cuckoo's Nest, and they are big names. That is what bringing a lot more people in, so we are trying to bring in these well-known native folks and educate the greater community so that we are not catering to just native Americans.

Board Member Bhakta inquired on the date of the event.

Kadie Zeller stated that it is June 3-5 this year, instead of June 2-4. It was also the time of graduation and there were 3 other things. This year there is also Bark in the Park and 2 horse shows, at the arena. We are partnering with Bark in the Park for their 5k, to help generate for them, and we are hoping to work with the other events that are there, to bring people to it.

Board Member Bhakta inquired on the expectation of people staying in Fallon's hotels/motels.

Kadie Zeller stated that she was just calling around the hotels yesterday because of the influx of military folks, and graduation and all the things that are happening within the week. We are trying to put a block aside. We are working with Bonanza to be our host hotel. Right now, we, as an organization, have 15 double rooms booked for just our staff that are coming to the Comfort Inn. We are working with the Bonanza to create a package for folks that are coming so they can get their fun tickets, breakfast tickets, and opportunities for them to bring in more commerce.

Chairwoman Frost inquired about their media schedule. You have many locals in the community of Fallon for advertising. Have you thought about advertising in the Reno/Sparks area?

Kadie Zeller stated that was in the works. I am working with Reno Media Group to see what they can offer us. I threw these together to give what a rough price would be. I am working to see what kind of package we can get together with the more regional areas and we are also reaching out to most of the tribal entities, who have their own newspapers, and Nevada, the 27 regions, along with their own radio stations and what not. We are also pushing that out to them and then our head staff are helping us advertise within their general areas; Bishop, Fort Hall, Reno, and they are helping us spread in those regions as well.

Lara Bo interjected. I have more to add to that. Another huge thing that we are doing when it comes to pushing outside of our exact region is social media. We are a part of, on social media, we specifically make sure that we are advertising within groups of specific tribes, and those tribes are from all over Nevada as well as California, or various other regions. So, a lot of the advertising we do online is specifically targeted outside, as well within our communities. When you see the mailers that we are going to be sending to all those tribes, the mailers will also contain advertisements for them to distribute throughout their tribes, and those are all the tribes in Nevada. So, there are lots and lots of different ways to advertise, as well as sending mailers and information to our head staff, for them to be able to hand things out in California.

Chairwoman Frost stated that she knows when you start advertising in the Reno/Sparks advertising that it gets a lot more costly. Are you charging an admission fee or is it a free event to attend?

Kadie Zeller stated that for now it is free, and we are really pushing for bigger sponsors. Right now, we are working with Patagonia, so that we can also tap into the adventurous conservationists' type because some of our partners in Reno/Sparks are already working with them for a lot of their conservation. We are trying to reach these niche markets of folks that have catered advertising to folks that are interested in western culture or outdoor culture, especially with this big push for honoring native lands, and what not. There is a big opportunity for us to hit these larger corporations that are looking to hit those marketing members, so that's something that the rest of our committee is working on right now.

Chairwoman Frost stated that this is a great opportunity for people that are not from a tribe to attend and find out more about the culture.

Kadie Zeller stated that they get a lot of messages asking if this event is open to everyone. That is the intention. We also have wellness workshops, some of them are going to be about the history of the tribe here. We have had some vendors that have donated. We have an abalone carving class. We've got some really different unique things that anyone in the community can attend and that's the goal, to really spread accurate information about the history of tribes but also getting folks more involved because the space really is...we created it outside of what had happened in the pandemic and the loss and healing. So, you know, I think that the idea of inner dependence within a community is really important, and so that's our goal, is making sure that we are bringing in all the community and opening up that space for everyone and not just our tribal members. It is for them to share their traditions that are open for practice.

Director Moon stated that they have mentioned wanting to do this event annually, which would be a wonderful thing. I would suggest that you look at a date that is either the same date or the same weekend, especially in your circuitry. Everybody in the audience now, that is what they worked themselves to. So, I am happy to help with that and with what we have going on in our community. Secondly, the culture tourism is huge in the state of Nevada. Nevada Tourism pillar is diversity in indigenous culture. So, tying into that, I would like to help you do that it in terms in connecting with Nevada's Indian Territory. You would be able to get that, if you haven't already, have those resources at your disposal as well. Please add me to your distributions and mailers.

Kadie Zeller stated this has been something they have been working with Nevada Art's Council. The project just didn't come together in time but one of the main projects that we are working on is indigenous story telling. We are trying to get the elders together and we are trying to do this giant media and filming campaign of collecting all these stories from the knowledge keepers and providing them to the space that they deserve to be in, and really again, working with Stacey Montooth, with the Nevada Indian Commission in creating this narrative that can be a statewide campaign.

Director Moon stated that she believes they have two more weeks for the Nevada Art's Council. So, just look into that, there still might be a grant available to you.

Kadie Zeller thanked Director Moon.

Chairwoman Frost inquired if there were any more questions or comments.

There were no further questions.

Board Member Bhakta motioned to approve the grant application by Om Namo for the 2023 Moving Forward Together Powwow in the amount of \$5,000.00; seconded by Chairwoman Frost and approved with a 2-0 vote by the Board.

Consideration of a grant application by deGolyer Bucking Horse & Bull Bash for the 9th Annual Bucking Horse & Bull Bash.

Director Moon stated that the deGolyers strive to keep the sport of rodeo alive for future generations by creating memorable experiences for contestants, spectators, and volunteers annually. It is estimated that 4,000 people will attend this weekend event, with 2,000 people being outside of Fallon generating 2-night hotel/motel room stays. The deGoylers have requested \$3,000 for radio advertising for a one-day event in the past. This year, they are adding a concert the night before the rodeo to increase visitation and hotel/motel stays in Fallon.

Cody deGolyer addressed the board. This is our 9th show, of this kind, our 14th one in Fallon. We have survived them all, so far. This last show was probably our biggest yet. We had 4,200 sold tickets for spectators. There was literally no room for anyone to sit. It was just beyond insane. We ran into a few problems with that happening, which was, bathrooms. The number of people was more than we have ever had before, it was just a lot. We are adjusting that this year by adding more bathrooms, more security. We are trying to address that this year, through this show. We added more bathrooms and a VIP section this year. We are going to try and get people down and in front of the grandstands and buy tables. This will get some of the people out of the bleachers a little bit. We are working with Jesse Segura and he is going to try and bring in some bleachers for us. Our show has just grown so much faster than we anticipated that we are trying to deal with the problems that we have now. It is going well and did run into some other problems last year with the way that the arena was set up. Our show ran longer than it has before. We are addressing that this year and moving the arena to a new spot. It is going to be back to where it originally was so that things should run a lot smoother. We added the Doug Stone concert this year. That is mainly what a lot of this funding is for, for the radio commercials. We all know Doug Stone, but a lot of the younger generation doesn't know who he is. Even though they could probably sing to his music. The thing is, if we can sell that and make it something as big as it could be. He just had 30,000 people down in Texas at one of his concerts. I think, with him coming here, that it could be buildable. With, adding the concert prior to the event will really add to people staying here. Being a one-day show, for the rodeo, people stay but generally it is because they got too drunk to drive home. I mean it happens, that is why we haul our trailer down there. The thing is, if we can add something for people to plan to come here and stay here 2 days...well, they came and stayed Friday night, partied, had a good time at the fairgrounds, well, then they came out into town and spent money in our community, besides just putting money into their tanks for gas. We are really hoping that is what this does. We added this year, Riata Ranch Trick Riders. They are coming out of California, but they are a super neat group of girls. They come and do Roman riding and ride 2 horses, trick roping, and just all kinds of cool stuff. I think it is going to be a good deal this year. We shortened the time for some of our contestants. We will still have a list of 100 contestants, but we have shortened up our team roping, our breakaway, and the barrel racing to just try to keep the show going a little bit faster.

Chairwoman Frost inquired if they have given any thought to limit the seating to how many people can be accommodated in that arena so not to get into a safety issue.

Cody deGolyer stated that they have. The biggest problem we have is the presold tickets. We are cheap for people to get into, we are \$10 a ticket. Our whole goal when we first started this thing was that we didn't want to have people go broke to go out and have a good time. The average Joe should be able to afford to go out and enjoy themselves and watch a rodeo. It is kind of a deal, where people don't really plan like that because we are cheap. That is why we added the VIP section, so we are looking about 3,600 people between the VIP section, as well as the bleachers, and then with Jesse Segura bringing in another set of bleachers, that should be about another 400 people that we can seat. So, with him moving the arena around, it is going to open a lot of area for us. It should be a lot better this year.

Chairwoman Frost inquired if they would be using the outdoor arena for the concert and the rodeo.

Cody deGolyer stated that was correct. The indoor arena can't hold us and that is just one of those things to where it limits us so much because we are cheap. We are affordable to get in. You can be a family of 5 and not go broke to attend. With the amount of money that we kick out, that our sponsors kick out, that all our sponsors kick out, we just can't afford to go in the indoor arena and limit the amount of people that come.

Chairwoman Frost inquired which markets are being targeted with their radio advertising. I am guessing, Reno/Sparks, and I am sure Fallon.

Cody deGolyer stated that was correct. It is 106.9, it is the Reno Media Group, 103.7 – The River, and they also gave us their new station – 96.1. It is going to reach over 440,000 people, and through the marketing that Kristina does on Facebook and everything. We also have all of our street signs. That is one thing that everyone noticed is that even though our whole goal is to bring people from out-of-town and bring them here, with the street signs, it is in your face that something is going on. That is what we noticed when we sold a lot of our tickets, is that people know there is a rodeo going on. We are going to really push that with the Doug Stone concert. We have 4 big signs going up. This next month we will start pulling them out and putting them up. We have to sell it. If we can prove that by bringing a good-sized artist here that was a 90's country guy, that people know, I think we can build something to where next year we can make something a 3- or 4-day deal. If I don't go broke this year, we will see what happens.

Board Member Bhakta inquired if Mr. deGolyer sees a bigtime impact with this one-time contractor bringing more people to the event.

Cody deGolyer stated that he does. I think that it is going to bring a different type of person in. A lot of the problems I think that we run into with people staying until the bull riding, is it is a lot of older folks that come so we would run bull riding right at the end. If we have a Doug Stone concert, which is an older type of crowd, I think it will bring a new type of people into town. People from Silver Springs, Fernley, Carson City, Minden, like more money people. People that are willing to spend more money instead of just coming in and just trying to get by. We kept it affordable too. We are charging \$25 a person to get into the Doug Stone concert. His average ticket prices are \$70. We wanted it to be something, especially this first year, something that is affordable for people to come in and the more people that we bring, and have stay in Fallon, and keep away from Reno, the better off we are. People have said to us over the years, "Oh, you guys are crazy for going the last days of the Reno Rodeo." No, it has worked out well for us because not everyone can afford to go to the Reno Rodeo. Shoot,

I make good money and I can't afford to go to the Reno Rodeo. It is one of those things to where we keep building it and we keep it...I don't want to say small because it has outgrown it to what we wanted it to be. Now, we have to deal with that and contain it. That is why we are doing the Doug Stone concert to try and separate it a little bit, to try and spread it out a hair. Hopefully, it works, so we will see.

Chairwoman Frost inquired if there were any comments or questions.

There were no further questions or comments.

Board Member Bhakta motioned to approve the grant application by deGolyer Bucking Horse & Bull Bash for the 9th Annual Bucking Horse & Bull Bash in the amount of \$10,000.00; seconded by Chairwoman Frost and approved with a 2-0 vote by the Board.

Consideration of a grant application Skiver Bootmakers, LLC for the 2023 Battle Born Broncs.

Director Moon introduced Skiver Bootmakers, LLC, hopes to raise funds to produce a professional event that will be considered the best of its kind, both nationally and internationally, by exposing viewers, contestants, attendees, and sponsors to our community and the new 3C Event Complex in person and through The Cowboy Channel, hoping to create a ripple effect that will begin to bring other successful events to Fallon. About 2,700 people are expected to purchase tickets; predicting 400 hotel/motel rooms will be needed. Of the 2,700 attendees, approximately 1,200 will be coming in from outside a 60-mile radius. Here to present this application is Darcie Spero and Ty Skiver. Thank you.

Chairwoman Frost welcomed Darcie and Ty. Do you have anything new planned? I know it was a great event last year.

Darcie Spero agreed that it was a great turnout last year. We were almost sold out and then after the reaction from everybody, including contestants, people here, and people that have come from out-of-town, we are expecting to sell out quickly this year. I am glad that you mentioned tracking the rooms. I do have the ability to track the tickets from out-of-town, but I am going to be asking for help on where they are staying. I wanted to check with Mr. Bhakta if there was a large impact with his motel being so close to the fairgrounds. This year, we have sort of the same setup. Tuesday is our free rodeo camp for kids in the morning, we have some of the top guys there for that. The caliber of guys that we had here coaching, last year, was sort of unheard of. We ended up going to the National Finals Rodeo, their convention that they have there before the National Finals Rodeo starts, and they asked us to speak about our rodeo camp which is kind of crazy. Ty has done them before but never like this. That was awesome, and those guys are planning on coming back. I have invited all the personnel to come on Monday night and have our at-home mixer/BBQ, beforehand. Entertain those guys, get them there for the night before and have people coming Monday, Tuesday, and Wednesday night this year. Some of them stick around for Thursday, but our idea was to keep adding things that would keep them here, use the local businesses, and find things for them to do throughout the week. We have the rodeo camp that first day, early, then we have the Calcutta at the Grid, people stay that night. The next day, last year, we didn't really have a whole lot for people to do but the rodeo performance doesn't start until 7:00 p.m. The contestants that are hanging out and waiting, Marty, at the Golf Course, has agreed to block out part of the day for them. He is treating that as his sponsorship. We are going to get them out at the restaurants

and other places, but that was the goal to come up with more reasons for them to come earlier and stay longer.

Chairwoman Frost stated that she was happy to see they were going to do the rodeo camp again. I think that is awesome.

Darcie Spero agreed. The kids had a great time, and it was awesome. The guys that were coaching are the best in the world at what they do, but they are also just great people. It was for kids that may have never even been to a rodeo or kids that are interested in it. It was a big range, but anyone is welcome. It is free for the kids, we had lunch, they left with t-shirts, autographs, and hats. This year we are trying to make it bigger and better. The contestants and the personnel, we give them things that are branded with City logos and our logos, the things to recognize the sponsors that have really helped put this on.

Chairwoman Frost inquired if they would be having a concert this year.

Darcie Spero stated that they are not this year. It is a Wednesday night, and we haven't gotten the Mayor to say it is a City holiday the next day. I am working on that for everyone involved. We do have a band coming for the night before, at the Calcutta. They are a group of guys that we met at another event here, that we are having play at The Grid. They are coming from Nashville, or wherever they are at. We are trying to find them other shows to do while they are here that week. We are not having the band that night, we are doing it the night before. So, Tuesday night The Grid said they had their best Saturday night ever, and it was on a Tuesday night. We will probably have them around doing something. We thought instead of spending the money to do that, and have half of the people go home, that we would just turn up the music for the people that are able to stay, and those that have to go can go.

Chairwoman Frost stated that the Cowboy Channel will be covering the event again this year.

Darcie Spero confirmed that the Cowboy Channel will be covering the event. It will be live, I believe, on the Cowboy Channel, it is supposed to be. It will also be live on the app. There are two different feeds for that. They really liked our event as well. It is on a Wednesday night, and there is really nothing else on the Cowboy Channel on that night, that would conflict with that. Reno Rodeo has their Extreme Bulls the next night. The Cowboy Channel has been really good to us, and one of our announcers is Steve Kenyon, a Cowboy Channel broadcaster. He has already told me to get him whatever promos we can, and they will get us on for as many interviews as we can, to push it before the event.

Chairwoman Frost stated that she really appreciated last year's event. They announced the City of Fallon numerous times. It was great to get our name out there, I appreciated that a lot.

Ty Skiver stated that the event is still available on the app right now. You can click on the app and watch it over and over, right now.

Darcie Spero stated that when she was speaking with Nicole one day, and showing her things on the app, to study the event to see what we could do differently or better. We were watching it and the Mayor was getting interviewed on the Cowboy Channel, and I was flipping through pictures of the interview. I appreciate you guys so much. I have been working hard on keeping our website and social media up to date. Instagram alone we reached 120,000 in the last three months. I post and tag whoever I can that might share it.

Board Member Bhakta inquired on how many days the event was last year. Was it on the weekday, not the weekend?

Darcie Spero stated that it is on a weekday.

Board Member Bhakta stated that is why he was asking. The Reno Rodeo starts on the 14th, does that affect your event?

Darcie Spero stated that the Reno Rodeo was a little bit nervous that we were going to steal some of their customers. That was funny because they sold out and we almost sold out, and it isn't a rodeo night event. The 14th is a concert, so it is a little bit of a different crowd. I think their concert crowds are a little bit more of a younger crowd, where our rodeo event there were a lot of locals but there were a lot of people from out-of-town. We spent and will spend the whole week after our event, in Reno, supporting their event.

Ty Skiver stated that is the reason they have it on Tuesday and Wednesday. The cowboys come from different parts of Utah, and Colorado's rodeos are done on Sunday, and the Reno Rodeo starts on Thursday. That gives our guys until Friday. They can come and have something in between, rather than buying a plane ticket home or sitting around gambling in Reno for a week, they can come to Fallon. Especially, for the money that we put up. We take the top 24 in the world, so they just come to Fallon for a couple of days.

Darcie Spero stated that they have people pulling into town now. I am surprised that we haven't seen them drive by yet. They are one of our stock contractors from Wyoming and they are headed to Red Bluff right now. When they come through, they have decided that Fallon is their place to stay. They sleep here for the night, hang out with us for the night, and then everyone loads up and leaves. We have quite a few friends like that now that this is becoming their hang out spot in between.

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

There were no further questions or comments.

Board Member Bhakta motioned to approve the grant application by Skiver Bootmakers, LLC for the 2023 Battle Born Broncs in the amount of \$10,000.00; seconded by Chairwoman Frost and approved with a 2-0 vote by the Board.

Consideration of a grant application by the Cowboy Fast Draw Association for the 2023 Fastest Gun Alive – World Championship of Cowboy Fast Draw.

Director Moon stated the Cowboy Fast Draw Association continues to build the Fastest Gun Alive – World Championship of Cowboy Fast Draw as its signature event on both the national and international levels, while emphasizing responsible, safe, and proper use of firearms and family values. It is estimated that there will be over 300 week-long participants (plus families, spectators, and vendors) – a record number of attendance was set in 2022. The group predicts 700 plus people to travel to Fallon outside a 60-mile radius; possibly generating 1,300 hotel/motel room nights for the 6-day event.

Cal Elrich thanked Director Moon. Well, I am back. We have been here every year since 2008. Our organization continues to grow, and this event continues to grow. Last year, at the 3C Arena, it was a big hit with our members, and the word got around, and we have more people coming this year, I believe. We almost broke the 300-shooter barrier that we have been aiming at for years, and we were just under that. I brought in the last 2 issues of our magazines. The one with the holiday cover was taken out at the end of the 4th quarter, with all the results from our championship, and a writeup about it. We have expanded it to more of a convention. Our events now are starting on Tuesday. We have shooters coming in on Monday and stay all week, through Saturday night, at the least, and some of them stay through Sunday. The average shooter stays here probably 5-nights, some stay 6-nights, and some even 7-nights.

It pretty much fills up the town well for the week for hotel rooms, and we don't serve any dinners there. When the daytime events are over, we send them to have dinner out in the town somewhere, and then come back for our evening events. We bring in a band on Friday night, we call it our Gunfighter's Ball. We have our Life Member Reception on Thursday night. We have nightly events there, at the 3C Arena, which is nice that we can have it all under one roof now. I think that our competitors have adopted this as their host City and some of them come every year. Every year, they never miss one. 1/3 of them come maybe every other year, and another 1/3 of them, is kind of like the mecca of our sport, they have to come here once. Now, it is a whole new thing that it is indoors. I think the event continues to grow and Outdoor Channel, we generally have them back every other year, and I am working with them to bring them back this year. The pandemic kind of messed up their schedule too, on that. We are working on them and some other outlets. Generally, the Reno Medio Group comes and visits here a lot of the time for the morning events. I don't know if you saw that thing on Channel 8 last year, it was kind of funny how it worked out. They sent out a brand-new person, I think, just to get her started, and she didn't know where the camera angles were. There were some comments back at the event, that maybe I should be directing it. It actually worked out pretty well. We get people that come, not only Reno, but other states that come and watch this thing besides the shooters, and they stay for a few days. Any questions you may have, I would be happy to answer them. I know that you all have been out there.

Councilwoman Frost stated that it is a great event. I am glad that you keep coming back. We appreciate that, and all the work you put in to keep it going and making it a good event for Fallon.

Board Member Bhakta inquired if the participants like the 3C Arena.

Cal Elrich stated that they love it. They love the 3C Arena.

Board Member Bhakta asked if they were going to return this year.

Cal Elrich stated that they will definitely be returning this year. I think they are going to come back, and I think that they are going to bring friends. I think that we had 276 registered main match competitors and so I am hoping to break the 300 mark this year.

Director Moon stated that Cal had friends from France, Sweden, and Australia in the past, and I know that the pandemic slowed or completely shut that down. Do you expect them to come back? In that one year with the Spanish, they were really excited.

Cal Elrich stated that yes, the Swiss did come back this past year and the Frenchman. He is starting a whole new organization in France and put out a video. It was kind of cool and ended up all over Facebook, of his journey to America and shooting at our match. It was well done. It was all in French, but he had subtitles in English. The excitement grows and they are coming back again this year.

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

No further comments were noted.

Board Member Bhakta motioned to approve the grant application by the Cowboy Fast Draw Association for the 2023 Fastest Gun Alive – World Championship of Cowboy Fast Draw in the amount of \$14,500.00; seconded by Chairwoman Frost and approved with a 2-0 vote by the Board.

Public Comments

Chairwoman Frost inquired if there were any public comments.

There were no comments.

Board and Staff Reports

Chairwoman Frost inquired if there were any Council or staff reports.

Director Moon stated that she has nothing to report.

Chairwoman Frost stated that the packet includes the room rents and tax report. Would you like to share anything Deputy City Clerk Michael O’Neill?

Deputy City Clerk Michael O’Neill stated that you can see there is a definite increase year after year. There was definitely a recovery and now we are headed, even beyond where we ended before 2020. It seems to be moving in the right direction. It will be interesting to see as we go through the rest of this year, as we go a full year with the 3C Arena, how it compares.

Chairwoman Frost stated that as the nation recovers from COVID and more and more people are traveling, I believe we are going to continue to see these numbers increase. I had the pleasure of attending the Rural Roundup in Mesquite, last week. It was an excellent conference, but not quite as good as the one held here in Fallon, in 2019, but I am probably a little biased. It was good to connect with other people in the tourism industry and to generate ideas to help improve tourism, not only in Fallon, but also throughout the Pony Express Territory. Director of Tourism Jane Moon also attended, she is also the Rural Commissioner on the Nevada Commission on Tourism. It was a good conference, and I was happy to be able to attend. I would like to announce that Candy Dolan received the Excellence in Tourism award for the Pony Express Territory for all her years of service. She has done an excellent job in being a supporter of the City of Fallon but also of the Pony Express Territory.

There were no further comments.

Chairwoman Frost reminded everyone that the next meeting will be Tuesday, July 18th, 2023, and Tuesday, October 17th, 2023, at 3:00 p.m.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:54 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O’Neill, Deputy City Clerk/Treasurer



CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

REQUEST FOR BOARD ACTION

DATE SUBMITTED: July 7, 2023
AGENDA DATE: July 18, 2023
TO: CFCTA Board Members
FROM: Jane Moon, Director of Tourism & Special Events
AGENDA ITEM TITLE: Consideration of a grant application by the de Golyer Bucking Horse & Bull Bash for the 2023 de Golyer Rough Stock Rodeo, BBQ & Dance. **(For possible action.)**

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

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion	<input type="checkbox"/> Progress Report
<input type="checkbox"/> Discussion Only	<input type="checkbox"/> Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$5,000 to the de Golyer Bucking Horse & Bull Bash for the 2023 de Golyer Rough Stock Rodeo, BBQ & Dance, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The objective of the de Golyer Bucking Horse & Bull Bash for the 2023 de Golyer Rough Stock Rodeo, BBQ & Dance is to continue to create a fun, affordable outing for families and to continue the sport of rodeo in Fallon, Nevada. The de Golyers are hoping to fill the stands with 3,250 attendees, with a predicted 2,000 people coming from outside a 60-mile radius from Fallon. The de Golyers believe that the two-night event could book a total of 200 rooms.

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

1. Name of Organization (or Company) de Golyer Bucking Horse and Bull Bash
 Chief Executive Officer: Cody and Kristina de Golyer
 Mailing address 4188 Hiskett Lane
 City Fallon State Nevada Zip 89406
 Phone Number: 775/427/9730 Email: degolyerbullbash@yahoo.com
2. How long organized (or in business) 10 years Tax I.D. # 530591544
3. Purpose of Organization keeping the sport of rodeo alive in our community through our future generations
4. Total Annual Budget \$ 30,000.00
5. Project Director Cody and Kristina de Golyer Phone Number: 775/427/9730
 Mailing address: 4188 Hiskett Lane
 City Fallon State Nevada Zip 89406 Email: degolyerbullbash@yahoo.com
6. **Project Title** BBQ and Barn Dance / de Golyer's Rough Stock Rodeo
7. **Actual Date of Event** Friday September 22nd and Saturday September 23rd 2023
8. Location of project 325 Sheckler Road outdoor arena
9. Funds requested from FCTA: \$ 5,000.00
10. Total cost of project: \$ 35,000.00
11. Will the Convention Center be used? no When?
12. Summarize the objectives of this project:
 Our objective for our event is to continue to create a fun, affordable outing for families and also to continue the sport of rodeo in Fallon, Nevada.

PROJECT BUDGET

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

Buckles x 7-\$800.00 announcer-\$1,500.00 Clown \$800.00 Fairgrounds rental x 2 days \$2,000.00 Insurance x 2 days \$2,000.00 Hotels for hired help \$800.00 Bands X 2 days \$2,500 Tents \$4,000.00 Kids Zone- Bounce Houses \$1,000.00, face painting X2 \$400.00 Hired Help x 10 \$800.00 Book Keeper \$800.00 Stock \$5,500.00 Chute Boss \$200.00 Judges x 2 \$500.00 arena director \$ 150.00 stock director \$150.00 Bull Fighters x 2 \$1,000.00 Radio advertising \$10,000.00 security, trash clean up, hired gate help X 2 days- \$2,500 Porta potties X 10 X 2 days \$1,500.00

PROJECT BUDGET

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

Grant money~ \$10,000.00
Rogne Realty~~\$1,500.00
Boot Barn~\$550.00
Expert Auto~\$550.00

more potential sponsors to come

PROJECT BUDGET

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

Radio advertising

16. Please define the long- and short-term goals of this project:
our long term and short term goals are speaking for itself. This event we have created for our community is a hit! People look forward to bringing their families out, friends make plans to get together and out of towners carpool to show up for it. We will continue to produce a fall event for our community!

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

The total attendance we expect is to fill the stands, @ 3,250 people Our targeted market areas are the newspapers, street signs and radio spots.

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?

For our two day event we are expecting to draw in the crowd at 3,250

(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 two nights. Friday night is our BBQ and Barn Dance and Saturday night is the Rodeo. We have a guest hotel that is offering \$99.00 rate if they are here for the Bull Bash events.

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

We expect a large number of people to be exposed between our local street sign, newspapers, social media is a big one for us and also our 6 radio stations that we use.

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

We estimate right at 2,000 people came into Fallon. We get a lot of our contestants from Eureka, Winnemucca, Austin, Yerington, Carson City, Minden, California, and Oregon

(e) How many locals will attend your event?

We anticipate that 3,000 locals will attend our event.

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

$3000 \times \$100 = 300,000.00$ is what we will predict for this year's event being a 2 day event now.

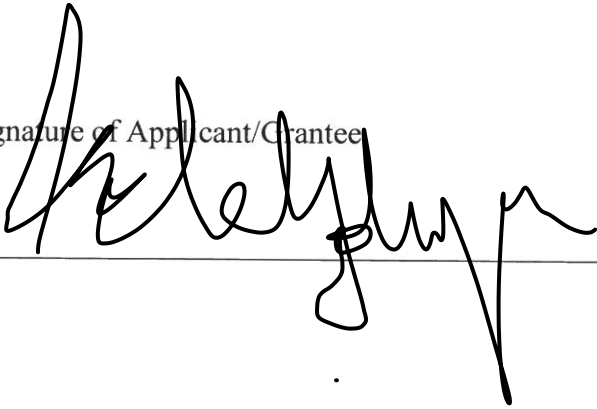
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

We will be utilizing our local radio station for this BBQ Barn Dance / and Rough Stock event on top of all new street signs, we will also continue to advertise in our local Fallon Post newspaper, radio stations through Reno Media group and of course our Facebook groups to be advertised all over Northern Nevada.

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 intend to do survey cards as people come through our event. We will have a table set up near our vendor booths.

Signature of Applicant/Grantee

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

Date

07/07/23

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.



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

DATE SUBMITTED: July 7, 2023
 AGENDA DATE: July 18, 2023
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism and Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Churchill County Parks and Recreation for the 2023 No Hill 100 Century Bike Tour. **(For possible action)**

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

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion	Progress Report
Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$2,000 to the Churchill County Parks and Recreation for the 2023 No Hill 100 Century Bike Tour, subject to availability of funds, CFCTA policy, and standard grant terms and conditions.

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

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

1. Name of Organization (or Company) Churchill County Parks & Recreation
 Chief Executive Officer: Jorge Guerrero
 Mailing address 325 Sheckler Road
 City Fallon State Nevada Zip 89406
 Phone Number: 775-423-7733 Email: ccpr@churchillcounty.org
2. How long organized (or in business) 20+ Years Tax I.D. # 88-6000025
3. Purpose of Organization Community Events, Classes, and Recreation
4. Total Annual Budget \$ \$1,500,000.00
5. Project Director Robyn Jordan Phone Number: 775-427-6679
 Mailing address: 325 Sheckler Road
 City Fallon State Nevada Zip 89406 Email: rjordan@churchillcounty.org
6. **Project Title No Hill Hundred Century Bike Tour (2023)**
7. **Actual Date of Event Saturday, October 7th, 2023**
8. Location of project 3C Event Complex, The Barrel House
9. Funds requested from FCTA: \$ 2,000.00
10. Total cost of project: \$ \$10,900.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:
 - To host a fully supported bike tour for competitive and beginning cyclists.
 - To attract out-of-town cyclists to our community to participate in the event and to experience the many benefits of visiting Fallon, encouraging future visits.

PROJECT BUDGET

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

Event Shirts/Jackets.....	\$1,500.00
Event Swag	\$3,000.00
Meals (Lunch, Post-Race).....	\$1,500.00
Road Bike (Raffle).....	\$1,000.00
Staffing/Operations.....	\$1,700.00
Equipment Rentals.....	\$700.00
Marketing/Print (Copies, Print Media, Signage)	\$600.00
Raffle Prizes.....	\$400.00
Fuel (Support Vehicles, SAR).....	\$500.00

TOTAL **\$10,900.00**

PROJECT BUDGET

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

120 participants @ \$60.00	\$6,000.00
30 participants @ \$30.00.....	\$900.00
Raffle Ticket Sales	\$1,000.00
Sponsorships.....	\$1,000.00
Tourism Grant.....	\$2,000.00

TOTAL **\$10,900.00**

PROJECT BUDGET

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

Event Promotional Items:

Event Shirts/Jackets.....	\$1,200.00
Event Swag (Fallon/Churchill branded items)	\$800.00

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

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

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

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

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

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

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

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

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

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

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

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

In 2022, 93 participants came from over 60-miles away (approximately 80%).

(e) How many locals will attend your event?

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

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

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

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

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

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

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

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

Signature of Applicant/Grantee

Rolyn Jordan

Date

7/6/2023



CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY REQUEST FOR BOARD ACTION

DATE SUBMITTED: July 7, 2023
 AGENDA DATE: July 18, 2023
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Backroads Vintage Market for the Fall 2023 Backroads Vintage Market. **(For possible action.)**

- Grant amount requested by applicant: \$4,500
- Grant amount recommended by staff: \$4,500

TYPE OF ACTION REQUESTED:

- | | | | |
|-------------------------------------|----------------------|--------------------------|-----------------|
| <input checked="" type="checkbox"/> | Formal Action/Motion | <input type="checkbox"/> | Progress Report |
| <input type="checkbox"/> | Discussion Only | <input type="checkbox"/> | Other |

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$4,500 to the Back Roads Vintage Market for the Fall 2023 Back Roads Vintage Market, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The Backroads Vintage Market’s short-term goal is to increase the number of shoppers attending from outside our community, while the long-term goal is to grow the market as a specialty destination event with more quality vendors while making the shopping experience memorable for all involved. The Youngs are hoping to grow their attendance from 2,000 people to 3,000. It is expected that approximately 500 people will travel to Fallon from outside a 60-mile radius and about 100 hotel/motel room nights will be booked for the event.

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

1. Name of Organization (or Company): **Back Roads Vintage Market**
 Chief Executive Officer: **Jenny and Mitch Young**
 Mailing address: **1250 Golden Park Way**
 City: **Fallon** State: **Nevada** Zip: **89406**
 Phone Number: **(775)427-8717** Email: **backroadsvintagemarketnv@gmail.com**
2. How long organized (or in business): **7 years** Tax I.D. #: **1035525313**
3. Purpose of Organization: **At the Back Roads Vintage Market, we curate an amazing event with an assortment of antiques, vintage treasures, Nevada-made products, and repurposed items from hand picked vendors. Our biannual event, held in Fallon, draws local and out of town shoppers/ vendors to our community. We take immense pride in hosting these events, which showcases the talent of our vendors.**
4. Total Annual Budget **\$13,500**
5. Project Director **Jenny Young** Phone Number: **(775)427-8717**
 Mailing address: **1250 Golden Park Way**
 City: **Fallon** State: **Nevada** Zip: **89406** Email: **backroadsvintagemarketnv@gmail.com**
6. **Project Title: Back Roads Vintage Market fall 2023**
7. **Actual Date of Event: October 6th and 7th, 2023**
8. Location of project: **Rafter 3C Arena - Churchill County Fairgrounds**
9. Funds requested from FCTA: **\$4500**

10. Total cost of project: **\$8304**

11. Will the Convention Center be used? **No** When? **n/a**

12. Summarize the objectives of this project:

Our goal with this project is to increase awareness and attract more attendees to our event, both within our community and from outside a 90 mile radius.

Additional funds will help boost our ad spend, provide improved public relations, advertise in targeted publications, and increase signage.

PROJECT BUDGET

13. EXPENSES:

Budget for fall 2023 market

\$2000 Rafter 3C Arena rental

\$1086 workers + meals

\$1500 Kolo 8 ads

\$198 Fallon Post ads

\$500 radio ads

\$600 social media ads (through Beyond Big Blue Agency)

\$300 over the road signage

\$50 press release

\$180 professional design services for printed materials

\$100 printed promotional cards/flyers

\$1250 musicians

\$150 vendor snacks

\$390 event insurance

+\$4500 potential grant money (broken down below)

PROJECT BUDGET

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

\$120 10' x 10' booth

\$220 10' x 20' booth

\$315 10' x 30' booth We typically have 45 vendors filling 75 booth spaces. Amounts vary from event to event.

\$10 entry Friday evening -approximately 400-500 shoppers (current but varies from market to market)

\$5 entry Saturday - approximately 1300-1500 shoppers (current but varies from market to market)

PROJECT BUDGET

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

\$300 above street advertising banner (Fallon Signs)

\$1875 advertising in Edible Reno-Tahoe magazine

\$2325 would be used to bolster our current advertising - KOLO 8 ads, radio ads, newspaper ads, and social media ads

\$4500

16. Please define the long- and short-term goals of this project:
 Our short term goal is to increase the number of shoppers attending from outside our community through expert, targeted marketing techniques. This will also entice additional, talented vendors from outside a 60 mile radius.
 Long term, growing our market as a specialty, destination event with even more quality vendors, and making it a memorable shopping event for all involved. We look forward to forging partnerships with other community stakeholders to network complementary events and services the weekend of our market. An overnight stay to fit it all in will be on people's radars.
17. Please estimate the total attendance you expect at your event and list your target market areas:
 We would like to see this project expand our attendance by 1000 + more visitors bringing our total up to 3000+ attendees.
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?
- 500
- (b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?
- $100 \times 1 = 100$
- (c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?
- 100,000 +
- (d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?
- unknown - a professional survey has not been done
 We are aware of shoppers from Susanville, CA, other areas in California, Winnemucca, Elko, Gardnerville, & Tahoe attending our event.
- (e) How many locals will attend your event?

1500

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

If a minimum of 1500 people come from outside of Fallon and a minimum of half of them shop and eat outside of our market:

$750 \times \$75/\text{each} = \$56,250+$

This amount does not include the cost of a hotel stay.

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

Our promotional card blast starts at the beginning of August, and the targeted social media (paid ads) start at the beginning of September. Television and radio ads typically run two weeks prior to our event as per their advertising representatives. Katey Roshetko (KOLO 8) typically holds an on air interview with me the week of the market. We place sandwich board signs in Fallon 1-2 weeks prior to our market. We are open, and welcome, any help/support of additional marketing and publicity expertise.

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 would like to use some of the funds to have someone help us create a post market survey so that all the appropriate information is included. It will go out to our e-mail subscribers, and we will post it on social media.

Signature of Applicant/Grantee

Date

Jennifer A. Young

July 7th, 2023

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.



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

DATE SUBMITTED: July 7, 2023
 AGENDA DATE: July 18, 2023
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by Fallon Youth Football League for the 2023 SYFL Experience. (For possible action)

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

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion	<input type="checkbox"/> Progress Report
<input type="checkbox"/> Discussion Only	<input type="checkbox"/> Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$5,000 to the Fallon Youth Football League for the 2023 SYFL Experience, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The short and long-term goals for this event is to provide an outstanding experience for all families and friends participating in football and cheer in Northern Nevada. This event allows visitors from other areas an opportunity to venture to Fallon to see what the City and community has to offer. 6,000 to 6,500 people are expected to attend the 2023 event with 5,500 to 5,750 people coming in from outside a 60-mile radius to Fallon. It is estimated that 125 hotel/motel room nights will be booked for this Northern Nevada youth sports experience.

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:

This is a one-day event of football and cheer certification and scrimmages for the Sierra Youth Football League. Every player and cheerleader is required to attend to provide proof of age and/or weigh in. The league consists of approx. 60 teams from Northern Nevada and Northern California, including Reno, Sparks & Susanville. The main objective of this event is to provide the youth of Northern Nevada scrimmage games prior to the regular season and to serve as a fundraiser for FYFL and CCHS football.

PROJECT BUDGET

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

Item – Cost

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

TOTAL EXPENSES - \$23,500

PROJECT BUDGET

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

Item – Income

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

TOTAL INCOME - \$24,000

PROJECT BUDGET

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

ITEM – EXPENDITURE

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

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

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

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

The total attendance is anticipated to be 6,000 to 6,500. Target market areas are Northern Nevada and Northern California (Reno, Sparks, & Susanville).

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

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

Approximately 5,500 to 5,750 visitors will be from outside of a 30 mile radius.

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

We anticipate 125 room nights to be generated (125 x 1 night).

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

6,500

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

5,750

(e) How many locals will attend your event?

750

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

$5,750 \times \$20 = \$115,000$

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

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

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

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

Signature of Applicant/Grantee

Date

Anthony Juarez

6/6/2023

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.



CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

REQUEST FOR BOARD ACTION

DATE SUBMITTED: July 7, 2023
 AGENDA DATE: July 18, 2023
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by the Fallon Jr. Rodeo for the 2023 Fallon Jr. Rodeo event. (For possible action)

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

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion <input type="checkbox"/> Discussion Only	<input type="checkbox"/> Progress Report <input type="checkbox"/> Other
--	--

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$3,000 to the Fallon Jr. Rodeo for the 2023 Fallon Jr. Rodeo event, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

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

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

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

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

PROJECT BUDGET

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

Item	Budget
Saddles 5 x \$1775	\$8,875.00
Buckles 33 x \$175	\$5,775.00
Reserve Spurs 7 x \$295	\$875.00
Prizes 2nd-4th \$250/event	\$8,840.00
Added Money for Seniors	\$1,000.00
Queen Contest prizes	\$785.00
Engraving	\$725.00
Stock	\$2,500.00
Misc. (postage, ads, printing)	\$2,900.00
Hats	\$2,000.00
Total	\$34,275.00
Account Balance	\$6,630.94
Entrees Estimate	\$15,000.00
Undeposited donations	\$2,400.00
Needed	\$10,244.06

PROJECT BUDGET

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

<u>2022</u>	
Entries	\$18,945
Donations	\$16,825
Grants	\$ 5,000
Total	\$40,770

PROJECT BUDGET

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended. All grants and donations will be used for event prizes and stock fees. For large donations and grants we will use money to sponsor 2 saddles. All staff are volunteers and no money is paid to personnel.

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

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

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

200-300 total participants and their families.

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

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

150

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

$50 \times 3 = 150$

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

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

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

200

(e) How many locals will attend your event?

50-75

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

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

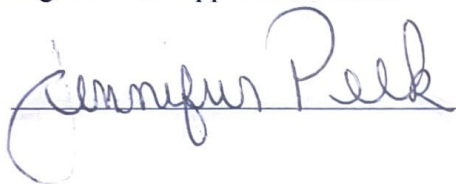
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

Most of our advertising is through Facebook, our website and local papers. Our word-of-mouth support is also a big part of the growing entries every year. We have had contestant families say it is the best junior rodeo they have ever attended. We try and include events for spectators as well, such as egg toss, foot races and slip and slide that anyone can participate in for cash prizes.

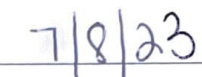
20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

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

Signature of Applicant/Grantee

 _____

Date

 _____

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.



CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY REQUEST FOR BOARD ACTION

DATE SUBMITTED: July 7, 2023
AGENDA DATE: July 18, 2023
TO: CFCTA Board Members
FROM: Jane Moon, Director of Tourism & Special Events
AGENDA ITEM TITLE: Consideration of a grant application by Fallon Festival Association for the 2023 Fallon Cantaloupe Festival & Country Fair. **(For possible action)**

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

TYPE OF ACTION REQUESTED:

- | | |
|--|-----------------|
| <input checked="" type="checkbox"/> Formal Action/Motion | Progress Report |
| <input type="checkbox"/> Discussion Only | Other |

POSSIBLE BOARD ACTION: Motion to approve grant in the amount of \$15,000 to the Fallon Festival Association for the 2023 Fallon Cantaloupe Festival & Country Fair, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The Fallon Festival Association’s mission is to create a premier event for the entire family promoting the Fallon area, celebrating the agricultural past and present, showcasing local talent, and supporting Nevada businesses. 23,000 visitors are estimated for this event with 3,450 predicted to visit from outside of Fallon, outside a 60-mile radius. The Fallon Festival Association is hoping to have 517 hotel/motel room nights occupied for this year’s event.

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

1. Name of Organization (or Company) Fallon Festival Association INC
 Chief Executive Officer: James "Zip" Upham
 Mailing address 290 W Williams Avenue
 City Fallon State Nevada Zip 89406
 Phone Number: 775-844-8684 Email: falloncantaloupefestival@gmail.com
2. How long organized (or in business) 37 Tax I.D. # 27-1811685
3. Purpose of Organization To promote the local economy and culture as well as drawing visitors
4. Total Annual Budget \$ 271000
5. Project Director Adrienne Snow Phone Number: 775-247-6458
 Mailing address: 290 W Williams Avenue
 City Fallon State Nevada Zip 89406 Email: falloncantaloupefestival@g
6. **Project Title Fallon Cantaloupe Festival & Country Fair**
7. **Actual Date of Event August 25-27, 2023**
8. Location of project Churchill County Fairgrounds, Fallon, NV
9. Funds requested from FCTA: \$ 15,000
10. Total cost of project: \$ 268,200
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:

The Fallon Festival Association's mission is to create a premier event for the entire family promoting the Fallon area, celebrating the agricultural past and present, showcasing local talent, and supporting Nevada Business. We continually adjust aspects of the festival to create a fun, family activity-oriented event in rural Northern Nevada. This year the festival will be expanding further than the 2022 expansion to include a 2-day CCPRA sanctioned rodeo, which is the only one of its kind in Nevada. The festival and fair provides the opportunity to build community capacity and social capital, drive tourism to the Fallon community, increase room night stays, and expand activity at local businesses leading up to and during the festival and fair. The event committee will continue to build a strong media presence through social media, print, radio and television, increasing exposure to both local and out of town potential guests.

PROJECT BUDGET

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

Advertising/Marketings	\$20,000
Banking Service Fees	\$2,000
Business Expenses	\$200
Facilities and Equipment	\$33,400
Insurance	\$4100
Legal and Professional Fees	\$18,000
Operations	\$2,300
Other Types of Expenses	\$200
Payroll Expenses	\$50,000
Program Activities	\$138,000
Total	\$268,200

Grant monies will be used for Advertising and Marketing.

PROJECT BUDGET

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

Income	\$130,000
Carnival Commission	\$5,500
Vendor	\$30,000
Carnival	\$5,500
Sponsorships/Public Support	\$100,000
Total (estimated) Income	\$271,000

PROJECT BUDGET

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

Marketing of the Fallon Cantaloupe Festival & Country Fair which includes radio, television, print, digital, & social media.

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

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

- To build the reputation of the Festival & Fair as one of Nevada's top agriculture centered events.
- To develop and showcase Fallon's culture identity to attract visitors to the area, as well as enhance the business and industry atmosphere of Churchill County.

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

We estimate 23,000 visitors to the 2023 festival based on a 10% growth rate over last year (in 2022 the festival welcomed 20,900 visitors), with the continuation of existing marketing and the addition of television marketing. The target market is families and adults (median age 30) and will be drawn out of the surrounding urban and rural communities which have a combined total population of 687K+ (including Churchill County).

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

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

Data collected in 2022 indicated that 35% of attendees were from outside of Churchill County, with 15% of those residing further than 60 miles. This is largely attributed to the high profile concerts as well as the significant marketing campaign that was expanded in 2022.

Based on that statistic and the estimated growth, we expect 3,450 visitors from beyond a 60 mile radius.

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

Of the 35% from out of town, approximately 18% of those stayed overnight. With a projection of 23,000 attendees this year, if 18% stay overnight, it can be estimated that half of those booked a room (versus staying with friends or family in the area). If standard occupancy of each room with two queens or doubles is 4 people, that equals 517 total rooms during the festival.

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

80% of the advertising during the 2022 festival was aimed at residents outside Churchill County but residing within 100 miles of Churchill County. Our goal is to reach approximately 200,000 people through various marketing modalities to make them aware of the festival with an aim to attract at least 10% of those to attend.

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

It is estimated that 1,500 of out of area attendees were from outside the 60-mile radius previously addressed. Concerts attributed to much of the jump in last year's numbers, and we expect that concerts along with the addition of a 2 day parade will be primary contributing factors to outside attendance. We estimate an average local attendance of 15,000 local visitors, which is a fairly consistent attendance. Much of the growth in festival attendance is attributed to out of area visitors. 2022 local attendance was approximately 15,000.

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

Based on the exit surveys collected, 15% guests spent an average of \$60.00 outside the event to produce an estimated economic impact to Churchill County of \$207,000 August 25-27, 2023.

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

We are again placing a large emphasis on the Cantaloupe Festival social media campaign, including regular, up-to-date postings, paid promotions, new cohesive branding, and a significant push to create strategic partnerships to produce an increased public relations reach.

We've secured agreements with high profile chefs and restaurants in Reno/Carson to feature cantaloupe during their summer menu, and attend news interviews the week of the festival to showcase cantaloupe with a goal to drive attendance.

Traditional advertising plan that includes coverage from local and regional radio groups, news stations, and publications beginning 4 weeks prior to the event.

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

hometown, etc.:

Plans for 2023 include increasing volunteer presence by 25% over 2022. There will be more volunteers with a specific job to collect data throughout the weekend in an effort to collect more accurate data for municipal and economic impact review. We will also be asking area hotels to collect data at the front desk during check in to accurately assess how many hotel rooms are sold specifically related to the festival.

Volunteers will be placed at various sections of the festival to collect surveys from event attendees. Attendees will be encouraged to fill out these forms for the opportunity to win raffle prizes for filling them out.

The data will be shared with all municipalities and festival staff to review and make planning decisions for subsequent events.

Signature of Applicant/Grantee



Date

7/6/23

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.



CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
REQUEST FOR BOARD ACTION

DATE SUBMITTED: July 7, 2023
 AGENDA DATE: July 18, 2023
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Board and staff reports. **(For discussion only)**
 TYPE OF ACTION REQUESTED:

	Formal Action/Motion	Progress Report
X	Discussion Only	Other

POSSIBLE BOARD ACTION: N/A

DISCUSSION: Board and Staff Reports