

**AGENDA**  
**CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY**  
**55 West Williams Avenue**  
**Fallon, Nevada**  
**January 15, 2019 – 3:30 p.m.**

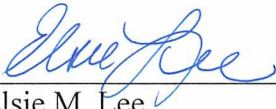
The City of Fallon Convention and Tourism Authority will meet in a regularly scheduled meeting on January 15, 2019 at 3:30 p.m. in the City Council Chambers, City Hall, 55 West Williams Avenue, Fallon, Nevada.

Items on the agenda may be taken out of order. The Convention and Tourism Authority may combine two or more agenda items for consideration. The Convention and Tourism Authority may remove an item from the agenda or delay discussion relating to an item on the agenda at any time. Unless otherwise allowed by the Convention and Tourism Authority, public comments by an individual will be limited to five minutes.

1. Pledge of Allegiance to the Flag.
2. Certification of compliance with posting requirements.
3. Public Comments: General in nature, not relative to any agenda items.  
No action may be taken on a matter raised under this item until the matter itself has been specifically included on an agenda as an item upon which action may be taken. (For discussion only)
4. Approval of Convention and Tourism Authority meeting minutes for October 23, 2018.  
(For possible action)
5. Consideration of a grant application by Churchill Arts Council for the Oats Park Art Center: Core Programs 2019. (For possible action)
  - Grant amount requested by applicant: \$13,500
  - Grant amount recommended by staff: \$12,000
6. Consideration of a grant application by the Fallon High School Rodeo Club for the Fallon High and Jr. High Rodeo, 2019. (For possible action)
  - Grant amount requested by applicant: \$3,000
  - Grant amount recommended by staff: \$2,500
7. Consideration of a grant application by Motor Sports Safety, Inc. for the 2019 Top Gun Dragstrip Drag Racing Season. (For possible action)
  - Grant amount requested by applicant: \$12,000
  - Grant amount recommended by staff: \$10,000
8. Consideration of a grant application by Nevada Cattlemen’s Association for the 2019 Fallon All Breeds Bull Sale - Advertising. (For possible action)
  - Grant amount requested by applicant: \$3,000

- Grant amount recommended by staff: \$2,500
9. Consideration of a grant application by the Rattle Snake Raceway for the Season Promotions 2019. (For possible action)
    - Grant amount requested by applicant: \$15,000
    - Grant amount recommended by staff: \$10,000
  10. Consideration of a grant application by Lahontan Auto Racing Association for Octane Fest 2019. (For possible action)
    - Grant amount requested by applicant: \$17,500
    - Grant amount recommended by staff: \$10,000
  11. Public comments. (For discussion only)
  12. Board and staff reports. (For discussion only)
    - Next Convention and Tourism Authority Meeting: Tuesday, April 16, 2019

This agenda has been posted on or before 9:00 a.m. on January 10, 2019 at City Hall, District Court Building, Churchill County Office Complex, Churchill County Public Library and posted to the City's website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>). Members of the public may request the supporting material for this meeting by contacting Elsie M. Lee, Deputy City Clerk, City Clerk's Office, City Hall, 55 West Williams Avenue, Fallon, Nevada, (775) 423-5104. The supporting material for this meeting is also available to the public on the City's website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>).



Elsie M. Lee

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

**MINUTES**  
**CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY**  
**55 West Williams Avenue**  
**Fallon, Nevada**  
**October 23, 2018**

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  
City Clerk, Gary C. Cordes

The meeting was called to order by Chairwoman Frost at 3:30 p.m.

Chairwoman Frost led the Pledge of Allegiance.

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

City Clerk Cordes advised that the agenda was posted in compliance with NRS 241.

**Public Comments**

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

No public comments were noted.

**Approval of Tourism Board meeting minutes for July 17, 2018**

Chairwoman Frost inquired if there were any additions or corrections to the minutes for July 17, 2018.

No additions or corrections were noted.

Board member Bhakta motioned to approve the Tourism Board meeting minutes for July 17, 2018 as submitted, seconded by Chairwoman Frost and approved with a 2-0 vote by the Tourism Board.

## **Consideration of Grant Applications**

- A) Churchill County Parks and Recreation for the 2019 Youth Coed Basketball Tournament: \$2,000
- B) Friends of Stillwater for the 2019 Spring Wings Bird Festival: \$2,000

### **Consideration and possible approval of the grant application from Churchill County Parks and Recreation for the 2019 Youth Coed Basketball Tournament.**

Chairwoman Frost informed the next agenda item for review is a grant application from Churchill County Parks and Recreation for the 2019 Youth Coed Basketball Tournament.

Director Moon introduced the grant application and informed the staff recommendation for the 2019 Youth Coed Basketball Tournament is \$2,000.

David Ernst reviewed the Youth Coed Basketball Tournament grant application and informed this year's event was full at twenty-six teams registered and a waiting list of eight more teams. He noted the amount of gym space is the determining factor on how many teams can participate. He further noted the popularity of the t-shirts every player receives at the tournament is not a common occurrence at other tournaments and is very popular at this event. He stated for the 2019 tournament they are targeting more social media to reach teams they haven't reached before in hopes of drawing new participants to the event.

Chairwoman Frost suggested talking to Mr. Boone at E.C. Best Elementary School about using their gym to accommodate more teams in 2019.

Mr. Ernst stated they try to keep tournament in one location because of the amount of staffing it takes to run the tournament at multiple locations.

Board member Bhakta inquired if it was the space that only allows for twenty-six teams. Mr. Ernst noted with the tight schedule and allowing for travel time for teams coming from out of town that it would be difficult to add more teams in one weekend event.

Chairwoman Frost confirmed the City of Fallon logo was on the t-shirts as well. Mr. Ernst stated they were.

Chairwoman Frost inquired if any other questions or comments. Chairwoman Frost noted no further questions or comments.

Board member Bhakta motioned to approve \$2,000 to Churchill County Parks and Recreation for the 2019 Youth Coed Basketball Tournament; Chairwoman Frost seconded and approved with a 2-0 vote by the Board.

**Consideration and possible approval of a grant application from Friends of Stillwater for the 2019 Spring Wings Bird Festival.**

Chairwoman Frost informed the next agenda item for review is a grant application from Friends of Stillwater for the 2019 Spring Wings Bird Festival.

Director Moon introduced the grant application and informed staff recommendation for the Friends of Stillwater Spring Wings Bird Festival is \$2,000.

Lester Webb addressed the board informing he is the new director of the Spring Wings Bird Festival and Friends of Stillwater. He further informed he is working with Carl Lunderstadt, the new Stillwater Wildlife Refuge Manager, and Janet Smidt, previous Stillwater Wildlife Manager and Spring Wings Director, to bring back Refuge tours, educational workshops, kid's program and self-birding tours with hopes of having a Saturday evening event with a featured artist or speaker to highlight the event this year.

Board member Bhakta inquired if the birding tours happen in Fallon. Mr. Webb informed birding does take place in Fallon at the Stillwater Wildlife Refuge along with many other locations throughout the County which migratory birds are that time of year.

Board member Bhakta stated in the past he would have people show up asking about this event which his property didn't know anything about and was unable to help. He asked the group provide motel properties fliers to help their guests with directions to the different functions during the event. Mr. Webb informed they are getting their website back up and getting their information out to the media and will have informational fliers as well.

Chairwoman Frost noted it is a good idea to provide all hotel properties with fliers to help with assistance for their out of town guests. She also inquired on what other grants have been awarded for the event. Mr. Webb stated are applying to the Nevada Big Game and NRA.

Chairwoman Frost inquired if any other questions or comments. Chairwoman Frost noted no further questions or comments.

Board member Bhakta motioned to approved \$2,000 to the Friends of Stillwater for the 2019 Spring Wings Bird Festival; Chairwoman Frost seconded and approved with a 2-0 vote by the Board.

**Public Comments**

Chairwoman Frost inquired if there were any public comments. No public comments were noted.

## **Board and Staff Reports**

City Clerk Gary Cordes informed room tax is trending up and noted they are all good numbers when you compare them from four and five years ago.

Chairwoman Frost inquired if there is an occupancy report for the weekends with special events. City Clerk Cordes informed it is something that should be acquired from hotel motel operators.

Board member Bhakta informed there is a report the property operators can request that would help gather this information. Director Moon inquired if the information were requested from her office would the hotel properties be ok with it. Mr. Bhakta stated he would not mind if he was asked for occupancy only on a specific day.

Chairwoman Frost inquired if Director Moon had anything to report. Director Moon reported the Travel Nevada video links were sent to each of them and noted she hoped they were able to view them. Director Moon noted it was a privilege to be included in the video shoot with Travel Nevada and the Fallon Tourism logo was present throughout. She stated she was able to speak with Lt. Governor Mark Hutchison during the filming about Fallon and its destination opportunities. Director Moon inquired if there were any questions about the project.

Chairwoman Frost noted she watched the videos and thought they were great, then inquired where Travel Nevada is showing the video other than Facebook and online. Director Moon stated they are being played on all their social media platforms and websites along with the Lt. Governor's social media outlets.

Chairwoman Frost inquired if the State has plans for advertising with the video footage in out of state markets like what other states are doing. Director Moon informed it is an outreach campaign and will be played where Travel Nevada goes, but does not have specifics on their advertising plans. She further informed that she is updated as the program progresses and will make sure that information is forwarded to you as well.

Director Moon stated the next thing she wants to report on is the Nevada Tourism Summit, which is taking place in Reno next month. She further informed she will be attending and will be reporting on that at the next board meeting.

Director Moon informed of a Corvette group caravanning along Highway 50 and stopping in Fallon next August that will bring over one hundred cars through town. She further informed of their plans to stay over in Fallon for a tour of NAS Fallon and dinner there as well. She further explained she is working with the group plan another dinner for those who don't make it in time for the function at NAS Fallon.

Director Moon next reported the Cantaloupe Festival and Country Fair, Octane Fest and Cowboy Fast Draw are drawing attention in media outlets and being highlighted in Travel Nevada's Nevada Road Trips campaign.

Chairwoman Frost reported she did see something on Channel 2 about the Fast Draw. Director Moon indicated Channel 2 and Channel 4 had stories on the event.

Director Moon informed Travel Nevada is working with a German Travel group on a program called Food Boom which is stopping over in Fallon. She further informed of a possible plant to pick product from a hoop house and then take to Frey Ranch Distillery and possibly going to the Douglass House to prepare what they have picked. She noted she will keep the board up to day on this project.

Chairwoman Frost inquired if there was anything else to report.

### **Adjournment**

There being no further business of the Tourism Board, Chairwoman Frost adjourned the meeting at 4:05 p.m.

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

Attest: \_\_\_\_\_  
Gary C. Cordes, City Clerk/Treasurer

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

**DATE:** January 3, 2019

**AGENDA DATE:** January 15, 2019

**AGENDA ITEM #:** 5

**TO:** FCTA Board Members

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

**AGENDA ITEM TITLE:** Consideration of a grant application by the Churchill Arts Council for the Oats Park Art Center: Core Programs 2019. (For possible action)

- Grant amount requested by applicant: \$13,500
- Grant amount recommended by staff: \$12,000

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve grant in the amount of \$12,000 to Churchill Arts Council for the Oats Park Art Center: Core Programs 2019, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** Churchill Arts Council continues to attract significant and repeat out-of-town audiences throughout the year for performances/events in a unique, first-rate venue. The Concert Series, Art Bars, Lariat Nights and Ales for Arts have become increasingly popular events for visitors to Fallon. Since these events are held at night, the likelihood of overnight stays in Fallon are increased for those visiting outside a 30-mile radius. 20,000 people are projected to attend over the course of the season, along with at least 600 room nights.

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**BOARD ACTION**

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

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

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

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

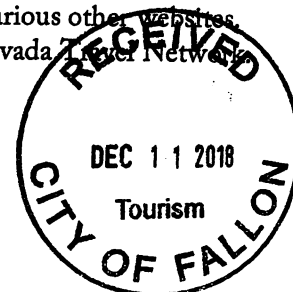
Absent: \_\_\_\_\_ Abstain: \_\_\_\_\_



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

1. Name of Organization (or Company) Churchill Arts Council  
Chief Executive Officer: Valerie J. Serpa  
Mailing address PO Box 2204  
City Fallon State NV Zip 89407  
Phone Number: 775-423-1440 Email: charts@phonewave.net
2. How long organized (or in business) 1986 Tax I.D. # 88-0239195
3. Purpose of Organization Non-profit local arts agency for Fallon & Churchill County
4. Total Annual Budget \$439,075
5. Project Director Valerie J. Serpa Phone Number: 775-423-1440  
Mailing address: PO Box 2204  
City Fallon State NV Zip 89407 Email: charts@phonewave.net
6. **Project Title** Oats Park Art Center: Core Programs 2019
7. **Actual Date of Event** Events will be scheduled at least twice monthly Jan – Dec 2019. Please see attached list of projected dates and artists
8. Location of project Oats Park Art Center, Fallon Convention Center
9. Funds requested from FCTA: \$ \$13,500
10. Total cost of project: \$177,650 Core Programs Budget “An Evening with the Arts” annual Fundraising Dinner and Silent Auction.
11. Will the Convention Center be used? Yes  When?
12. Summarize the objectives of this project:

We intend to continue to attract significant repeat out-of-town audiences throughout the year for performances/events in a unique, first-rate venue. Most performances, conversations and other events continue at 75-100% of capacity. In 2019, we will present nine performing, six visual, six film and two literary events—all with artists of high quality who do not usually perform in our area. We believe our events will continue to be a significant “draw” for out-of-town audiences. Art Bars/Lariat Nights/Ales for Arts draw 300-400 attendees and have become increasingly popular with out-of-towners. We are planning increased promotion efforts for the seasons (2019-2020)—direct mail, print advertising, and via website and social media—both listing events and multiple e-blast “reminders.” The website is frequently updated to include information on future activities, as well as new ones. Our events generate regular positive publicity/media exposure for Fallon through extensive press coverage including feature articles from the *Reno Gazette Journal*, *Reno News & Review*, *Inside Northern Nevada*, *Nevada Magazine*, *Arts4Nevada*, *Nevada Travel Network*, *doublescoop.art* and various other websites. Also, the Oats Park Art Center was named the Hidden Treasure of the Year by the Nevada Travel Network.



**PROJECT BUDGET**

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

Artists/Fees	69,500
Performing arts events (54,000)	
Visual art exhibitions (12,000)	
Literary readings (2,000)	
Film licensing (1,500)	
Tech/Production	24,000
Performing Arts (9,000)	
Films (3,000)	
Visual arts framing/installation/shipping (12,000)	
Travel	15,500
Performing artists travel/lodging (7,500)	
Visual artists travel/lodging (6,000)	
Literary artists travel/lodging (2,000)	
Marketing/Publicity	50,900
Catalogs/announcements (9,000)	
Direct mail/print advertising/postage (7,500)	
Email notifications/updates (3,600)	
Newsletter (3,000)	
Posters/fliers (3,750)	
Publicity/program/outreach (10,850)	
Season brochure/membership printing (7,200)	
Website updates (6,000)	
Other Expenses	17,750
Meet-the-artists receptions (3,000)	
Event expense/hospitality (9,000)	
Office/copying/phone/fax/print (5,750)	
TOTAL	\$177,650



**PROJECT BUDGET**

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

Bretzlaff Foundation	10,000
E.L. Cord Foundation	10,000
Facility Use Fees	15,000
John Ben Snow Memorial Trust	12,000
Local/Regional Underwriting	10,000
National Endowment for the Arts	32,950
Nevada Arts Council	22,700
Robert Z. Hawkins Foundation	10,000
Systems Consultants	6,000
Ticket/Artwork Sales	17,000
TourWest/WESTAF	5,000
Wiegand Foundation	13,500
Fallon Convention & Tourism Authority (Amount of this request)	13,500
<b>TOTAL</b>	<b>\$177,650</b>



**PROJECT BUDGET**

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

Marketing/Publicity

\$13,500

Direct mail advertising/printing/postage (2,000)

Email notifications/updates (3,000)

Publicity/program/outreach (3,500)

Season brochure/membership printing (2,000)

Website updates (3,000)



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

Our ongoing goal is to draw significant, and repeat, attendance by out-of-town audiences, and to continue to generate significant media exposure for Fallon as a place where things are "happening." Seeing high-caliber artists in a first-class intimate venue draws audiences to Fallon again and again. Also, our low ticket prices, compared to other areas, are a bargain. Attendance has steadily increased since the theatre opened, to 75-100% of house with several sell-outs. The National Endowment for the Arts continues to recognize our achievements by awarding direct funding and we received the Governor's Arts Award for Service to the Arts, recognizing excellence in programming. The willingness of people to make the drive to Fallon has increased with every performance and groups in Reno frequently organize bus trips to CAC activities. These introduce new people to the art center, many of which return on their own to subsequent performances or other events, often "making a weekend of it." The artists we have chosen have the potential to draw audiences from surrounding areas and the publicity generated will enhance and reinforce Fallon's reputation as the place where it is possible to see first-rate events, in a first-rate facility. Exit surveys indicate that we consistently draw audience members from northern Nevada, northern California and beyond including Fernley, Elko, Winnemucca, Reno, Tahoe, Bishop, Sacramento, the San Francisco Bay Area, Los Angeles, Salt Lake City, Oregon, Santa Fe and elsewhere.

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

We anticipate the artists will have wide appeal and that ~30-35% of the audiences, will be from out-of-town. Projected attendance for 2019-2020 is ~20,000. We have a track record of getting good media coverage and the performances have developed a loyal following with people residing in other areas. Our target areas for advertising and drawing audiences are Reno/Carson, Lake Tahoe, the Sierra Nevada, Winnemucca/Elko, the Bay Area, Sacramento, and other northern Nevada and northern California communities. Events will also be included on our website and others including Facebook, *Nevada Magazine*, *Arts4Nevada*, *American Towns*, the Nevada Arts Council, *Inside Northern Nevada*, *Nevada Travel Network*, *doublescoop.art* & others.

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

(a) How many visitors, from outside a 30-mile radius, do you expect to draw to Fallon as a result of this project?

10-15% from out-of-state; ~30% from out-of-vicinity. Attendance ranges from 2,000+ at free outdoor concerts to 300-350 at performing arts events, 400-500 at open houses/Arts Bars/Lariat Nights/Ales for Arts and 200 at each visual and 50 at each film/literary arts events.

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

At least 600 room nights over the course of the season.

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

250,000+ (direct mail, print articles and ads, e-blasts/social media, multiple websites, NPR interviews and publicity).

(d) Approximately how many people from outside a 30-mile radius visited Fallon as a result of a similar project last year?

Attendance last season was 18,850. According to exit surveys—distributed at all events—over the course of the year ~35% were from out of the immediate vicinity.



(e) How many locals will attend your event?

65% of total attendance is from Churchill County and vicinity.

(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)?

Given the starting time of our events and verified by exit surveys, out-of-town audience members eat a meal, buy gas, go shopping, drop the kids off at a movie and many often spend the night in local motels. Restaurant owners continue to comment on a marked increase in dinner reservations on nights of our events both from those residing elsewhere and locals who decide to make a night of it. Attendance at CAC events last year (18,850) resulted in event related spending by audience members—@ \$23.21 per person per event as per figures from Americans for the Arts for a community our size—of \$437,508.50 for the local economy—figures that are anticipated to increase by ~10% in the coming year. In addition, and perhaps more importantly in the long run, the publicity and positive “word of mouth” from those who attend performances and events creates a dynamic positive public image for Fallon—as a place where things are happening—that lasts well beyond any specific event and generates consistent return attendance.

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

We anticipate producing ads (direct mail, print and electronic) for each performing arts event; a direct mail postcard for each visual art exhibition; a large bulk-mailing of a season brochure, which lists all programs; listing and updating activities and details on our website; sending multiple “reminders” via e-mail/social media. The last three items resulted in the most notable increase in out-of-town attendance this past year. News of our events is regularly broadcast on a number of radio stations including KUNR, KXJZ and KTHX. PSAs and press releases are also made available to appropriate print, electronic and broadcast media outlets in northern Nevada, Reno, Carson, Tahoe and Sacramento. Events are also regularly featured on other organizations’ websites such as Facebook, Nevada Magazine, Arts4Nevada, Inside Northern Nevada, and AmericanTowns.com. FCTA support of our activities will be acknowledged on all broadcast, print and other media advertising as well as on our season brochures, program materials and website.

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 distribute brief exit surveys at all CAC events. These surveys ask audience member (1) if they are from Fallon, or if not, where they’re from; (2) whether they’ve attended CAC events before; (3) if, in attending the event, they bought gas, ate a meal, stayed in a motel, saw a movie, went shopping or engaged in other activities; (4) whether they enjoyed the event and what they liked most about it; (5) how they heard about the event and whether they have suggestions for future programs; (6) and whether they are fans of CAC on Facebook and would like to be added to the print and/or electronic mailing lists. The brevity of the format and the chance to win two free tickets to our next event insures a goodly number of surveys are returned.

A summary of anticipated 2019 performances, exhibitions, programs and activities is attached.



**CAC: Anticipated Programs and Activities, January - December 2019**  
**(Please note: Artists & Programs that are pending\* will be finalized by May, 2019)**

- Lahontan Valley Fine Arts Invitational: Recent Works by Churchill County Artists**, through March 23, Kirk Robertson Gallery.
- Miya U. Hannan, *Circulations***, mixed-media installation including sculpture, fabric, ceramics, paper, by UNR Art Professor, through March 23, E.L. Wiegand Gallery, artist's talk and reception, January 19.
- Bill Frisell**, musical performance and lecture-dem by legendary and innovative guitarist, January 26.
- Three From Kathryn Bigelow Film Series**, screenings of three classic films, *K-19: The Widowmaker* (2002), *The Hurt Locker* (2008) and *Zero Dark Thirty* (2012), February 8, 15 & 22.
- "An Evening with the Arts,"** 33<sup>rd</sup> annual fundraising dinner and silent auction, March 2.
- Sammy Miller & the Congregation**, musical performance and lecture-dem by Grammy nominated group, March 9.
- St Patrick's Day Art Bar and Open House**, March 15.
- Willy Vlautin**, prose reading by winner of Nevada Writer's Hall of Fame Award, March 23.
- Michelle Osman, *I Saw above Me That Endless Skyway***, exhibition of paintings of big sky country, April 6 - July 13, E.L. Wiegand Gallery, artist's and reception for the artist, April 6.
- The Wedge Ceramics Studio**, selected works by studio artists, April 6 - July 13, Kirk Robertson Gallery, reception for the artists, May 4.
- Leftover Cuties**, performance for Rural Roundup attendees by LA based pop quartet, April 10.
- Sō Percussion**, performance and lecture-dem by Brooklyn-based percussion ensemble, April 13.
- Gina Chavez & Band**, performance and lecture-dem by Austin, Texas based pop/rock band, May 18.
- Rocky Dawuni**, free in the park concert by Ghanaian, Afro Roots collective, June 15.
- Ellis Dyson & the Shambles**, free in-the-park concert of Dixieland bluegrass, with lecture-dem, August 17.
- Fall Film Series, *Play Ball!***, screenings of classic films including *The Natural* (1984), *Field of Dreams* (1989) and *A League of Their Own* (1992), Fridays, September 6, 13 & 20.
- \*—**Phoebe Knapp, *Title, tbd***, exhibition of large three-dimensional sculptures and installations by Billings-based artist, August 10 - November 16, E.L. Wiegand Gallery, talk by and reception for the artist, August 10.
- \*—**Wendy Red Star, *Title, tbd***, exhibition of photographs, sculpture and fiber arts by Portland-based Native (Crow) artist, August 10 - November 16, Kirk Robertson Gallery, lecture & reception, August 24.
- Ales for Arts VII**, craft brew fest and beer tasting, September 27.



\*—**Russian String Orchestra**, musical performance and lecture-dem by international string ensemble, September 22.

—**Selwyn Birchwood Band**, musical performance and lecture-dem by Blue's Foundation award winning group, November 16.

\*—**Ciara Shuttleworth**, poetry reading by Washington native who has had poems published in *The New Yorker*, *Ploughshares*, *Southern Review*, etc., November 2.





FALLON CONVENTION & TOURISM AUTHORITY  
EVALUATION FORM

1. Grantee: Churchill Arts Council
2. Project Title: Oats Park Art Center: Core Programs 2018
3. Project Period: January - December 2018
4. Grantee Organization: Churchill Arts Council  
Mailing Address: PO Box 2204  
City: Fallon  
State: NV  
Zip: 89407  
Web Address: www.churchillarts.org
5. Tax I.D. #: 88-0239195
6. Total Cost of Project: \$180,700
7. Amount of Tourism Grant: \$12,000
8. Amount of Tourism Grant Expended: \$12,000
9. Were matching funds required? Yes  No  How much? \$168,700
10. How many visitors came to Fallon? 18,950
11. How many of those visitors were from out-of-state? ~3,000
12. How many were from in-state? ~15,950
13. If applicable, was there an increase or decrease in attendance over last year? slight increase  
Why? High quality programming in both performing and visual arts, increase in Lariat Courtyard
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?  
18,950 x \$23.21 = \$439,829.50 per figures from Americans for the Arts for a community our size
15. Was this project news worthy? Yes  No



List the news organizations that covered the event (any medium):

Reno News & Review; Arts4Nevada; Lahontan Valley News; NevadaCulture.org; Facebook; KUNR; InsideNorthernNevada; The Complete Nevada Traveler; Double Scoop (online arts news site)

16. List all advertising media used:

Direct mail; Eblasts; CAC Website; Artists' websites; Facebook; Season Brochure; Posters

17. Which medium produced the best or most measured results? Direct mail; Eblasts; Facebook

18. Did you have a web site or web presence? List site: www.churchillarts.org

19. Did you get corporate sponsors for funding or other participation? Yes  No

From whom? Many private foundations and businesses; NEA; NV Arts Council, etc.

20. Overall, did project results meet project goals?

Yes. Increased and repeated attendance at performances, including additional purchases of Season Tickets; increased attendance at outdoor concerts; all Artists' talk/opening; and summer/fall events in the Lariat Courtyard.

21. Will this project take place again next year? Yes  No

22. How did the Community respond to this project?

Many many complimentary comments re: the quality and diversity of artist; increased attendance at workshops/talks/lectures and popularity of summer of summer/fall events.

23. Will you seek a grant again next year? Yes  No

24. Do you have any suggestions for future grant projects or the administration of this grant?

No, the process seems to work very smoothly.

I hereby attest that the foregoing information is correct to the best of my knowledge;

24. Project Director: [Signature]

Date: 10 December 2018

Name & Title: Valerie J. Serpa, Executive Director

Phone: 775 423-1440

E-Mail: charts@phonewave.net



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

**DATE:** January 3, 2019

**AGENDA DATE:** January 15, 2019

**AGENDA ITEM #:** 6

**TO:** FCTA Board Members

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

**AGENDA ITEM TITLE:** Consideration of a grant application by the Fallon High School Rodeo Club for the Fallon High and Jr. High School Rodeo. (For possible action)

- Grant amount requested by applicant: \$3,000
- Grant amount recommended by staff: \$2,500

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve grant in the amount of \$2,500 to the Fallon High School Rodeo Club for the 2019 Fallon High and Jr. High Rodeo, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** Fallon High School Rodeo Club's purpose in applying for this grant is to help promote high school rodeo competition throughout Nevada and to attract outside competitors to Fallon. It is reported that the Fallon High School Rodeo is the most popular among contestants to attend in Nevada. The Rodeo attracts participants, their families and fans to Fallon beyond a 30-mile radius. Based on past events, an estimate of 700 people will attend, with 90 room nights.

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**BOARD ACTION**

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

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

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

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

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

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

1. Name of Organization (or Company) Fallon High School Rodo Club  
Chief Executive Officer: Monyca Jensen and Julie Ikonen  
Mailing address Po Box 147  
City Fallon State NV Zip 89406  
Phone Number: 530-7694 Email: mjensen5@live.com
2. How long organized (or in business) 26 years Tax I.D. # 45-15852266
3. Purpose of Organization \_\_\_\_\_
4. Total Annual Budget \$ 15,000
5. Project Director Monyca Jensen Phone Number: 530-7694  
Mailing address: PO Box 147  
City Fallon State NV Zip 89406  
Phone Number: 530-7694 Email: mjensen5@live.com
6. Project Title Fallon High and Jr High Rodeo
7. Actual Date of Event April 5-7 2019
8. Location of project Churchill County Fairgrounds
9. Funds requested from FCTA: \$ 3,0000
10. Total cost of project: \$ 15,000
11. Will the Convention Center be used? Yes  No  When? \_\_\_\_\_
12. Summarize the objectives of this project:

Yearly event that High School and Jr High school student come and compete for prizes and points for the Nevada High School Rodeo Asso.



**PROJECT BUDGET**

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

Rental of the fairgrounds \$3,0000

Stock Contractor \$ 8,000.00

Office Expense \$1,500.00

Programs \$1,200.00

Average Prizes \$3,000.00



**PROJECT BUDGET**

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

Stalls rental \$3,000

Advertisement:

Fence signs \$250 Business card \$50.00 1/2 page \$75.00 Full page \$100.00

RV parking fees \$1,000

Concession stand \$1,700.00

Entry Fees from Contestants \$5,000.00



**PROJECT BUDGET**

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

Stock contractor

Ambulance service

Rental of the fairgrounds



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

This will be a yearly event in Fallon which will help the community for yearly revenue.

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

350 x 2 = 700 over the two days

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

(a) How many visitors, from outside a 30-mile radius, do you expect to draw to Fallon as a result of this project?

We have more contestants competing this year 150 compared to state with 120

(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)?

45 estimate for 2 nights = 90 rooms nights

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

250-300 estimated

(d) Approximately how many people from outside a 30-mile radius visited Fallon as a result of a similar project last year?

200 was the estimate





(e) How many locals will attend your event?

14 members x appro 5 approximate family members =70 and estimate approximate 30-35

(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)?

250 vistors spend average of \$100 per day in the community and it is a 2 day event.

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

Team posters, Event Program, Radio advertisement and newspaper.

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 are planning on our annual survey cards.

1. How many are in your party?
2. How far did you travel? Local 30 miles or less 30 miles or more
3. Are you camping or staying in a motel? Camping Motel
4. Do you plan on shopping while in Fallon Yes No

Everyone fill out this survey during check in.



**FALLON CONVENTION & TOURISM AUTHORITY  
EVALUATION FORM**

1. Grantee: Fallon High School Rodeo Club
2. Project Title: Fallon yearly High School Rodeo
3. Project Period: April 6-8 2018
4. Grantee Organization: Fallon Rodeo Club  
Mailing Address: PO Box 147  
City: Fallon State: NV Zip: 89406 Web Address: \_\_\_\_\_
5. Tax I.D. #: 45-15852266
6. Total Cost of Project: 15,000.00
7. Amount of Tourism Grant: 2,500.00
8. Amount of Tourism Grant Expended: 2,500.00
9. Were matching funds required? Yes \_\_\_\_\_ No  How much? \_\_\_\_\_
10. How many visitors came to Fallon? 250
11. How many of those visitors were from out-of-state? 100
12. How many were from in-state? 200
13. If applicable, was there an increase or decrease in attendance over last year? Increase  
Why? We have had the biggest HS rodeo in Nevada
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?  
250 visitors x \$100.00 per visitor \$20,000.00
15. Was this project news worthy? Yes  No \_\_\_\_\_ . List the news organizations that covered the event (any medium): Lahontan Valley News
16. List all advertising media used: Banner, Programs and Radio advertising
17. Which medium produced the best or most measured results? Banners and programs



18. Did you have a web site or web presence? List site: Nevada High Rodeo Asso

19. Did you get corporate sponsors for funding or other participation? Yes \_\_\_\_\_ No

From whom? \_\_\_\_\_

20. Overall, did project results meet project goals? The goals where meet during State Finals and positive feed back in the community.

21. Will this project take place again next year? Yes  No \_\_\_\_\_

22. How did the Community respond to this project? The community was a positive one and the Community is all for supporting the Fallon Rodeo club. Thanks to the Fallon Convention and Tourism

23. Will you seek a grant again next year? Yes  No \_\_\_\_\_

24. Do you have any suggestions for future grant projects or the administration of this grant? We will be having a yearly Fallon Rodeo every April to help support our community tourism on Fallon.

I hereby attest that the foregoing information is correct to the best of my knowledge:

24. Project Director: Monyca Jensen Date: 5/8/2018

Name & Title: Fallon High School Rodeo Club

Phone: 775-530-7694

E-Mail: mjensen5@live.com



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

**DATE:** January 3, 2019

**AGENDA DATE:** January 15, 2019

**AGENDA ITEM #:** 7

**TO:** FCTA Board Members

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

**AGENDA ITEM TITLE:** Consideration of a grant application by Motor Sports Safety, Inc for the 2019 Top Gun Dragstrip Drag Racing Season. (For possible action)

- Grant amount requested by applicant: \$12,000
- Grant amount recommended by staff: \$10,000

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve a grant in the amount of \$10,000 to Motor Sports Safety, Inc. for the 2019 Top Gun Dragstrip Drag Racing Season, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** Motor Sports Safety, Inc.'s goal is to provide a safe and supervised facility for drag racing, keeping youth away from dangerous street racing. Their regular events attract racers from the North Valleys area of Reno and Winnemucca to Fallon; while their Major National Hot Rod Association events attract racers from the entire Western United States and Canada. The track can accommodate up to 700 racers and 3,000 spectators per event. The expected attendance to this year's events is 10,000+ visitors from Nevada (from areas outside a 30+ radius of Fallon), California, Arizona, Utah, Oregon and Canada, with an estimate of 350+ room nights.

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**BOARD ACTION**

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

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

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

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

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

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

1. Name of Organization (or Company) **Motor Sports Safety Inc.**  
Chief Executive Officer: **John Stauverman**  
Mailing address **920 Ronald Way**  
City **Fallon** State **NV** Zip **89406**  
Phone Number: **(775) 427-4266** Email: **jstauverman@charter.net**
2. How long organized (or in business) **23 Years** Tax I.D. # **88-0274488**
3. Purpose of Organization **To promote tourism via Motorsports Activities**
4. Total Annual Budget \$ **\$109,639.91**
5. Project Director **John Stauverman** Phone Number: **(775) 427-4266**  
Mailing address:  
**920 Ronald Way**  
City **Fallon** State **NV** Zip **89406** Email: **jstauverman@charter.net**
6. **Project Title 2019 Top Gun Dragstrip Drag Racing Season**
7. **Actual Date of Event March 30, 2019 through September 15, 2019**
8. Location of project **Top Gun Dragstrip, 15500 Schurz Hwy., Fallon, NV**
9. Funds requested from FCTA: \$ **\$12,000.00**
10. Total cost of project: \$ **\$109,639.37**
11. Will the Convention Center be used? **NO** When?
12. Summarize the objectives of this project:  

Our goal is to provide a safe and supervised facility for drag racing, keeping our youth away from dangerous street racing. Our local events attract racers from the North Valley area of Reno to Winnemucca.

Our Major National Hot Rod Assn. events attract racers from the entire Western US and Canada to compete. The track can accommodate up to 700 racers and 3000 spectators per event.



## PROJECT BUDGET

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

1.) ADVERTISING	\$22,400.00
2.) AWARDS	\$1,600.00
3.) RACE PAYOUTS	\$16,427.00
3.) CONTRACT LABOR	\$24,200.00
4.) EXHIBITION CARS/TRAVEL EXPENSE	\$9,500.00
5.) INSURANCE	\$6,400.00
6.) PERMITS/SANCTIONING FEES	\$6,500.00
7.) TOP GUN MALL	\$4,000.00
8.) UTILITIES/TRASH/RESTROOMS	\$6,000.00
9.) VEHICLE MAINTENANCE	\$2,000.00
10.) TRACK IMPROVEMENTS/MAINTENANCE	\$37,100.00
11.) TRACK PREP & EQUIPMENT RENTAL	\$17,000.00
	<hr/>
	\$153,127.00



**PROJECT BUDGET**

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

1.) RACING EVENTS	\$85,783.00
2.) ADVERTISING	\$31,844.00
3.) PARKING	\$5,500.00
4.) MALL SALES	\$6,000.00
5.) GRANT(S)	\$14,000.00
6.) AWARDS BANQUET	\$2,000.00
7.) VENDOR FEES	\$3,000.00
8.) SUMMIT ET POINTS FEES	\$5,000.00
	<hr/>
	\$153,127.00



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

1.) Radio & Television Ads

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

RACES TO BE ADVERTISED:

May 18 <sup>th</sup> Quick 16	\$1,000.00
July 13 <sup>th</sup> JR Dragster Challenge	\$1,000.00
June 7 <sup>th</sup> - 9 <sup>th</sup> , Junior Dragster Double Divisional	\$1,000.00
June 7 <sup>th</sup> - 9 <sup>th</sup> NHRA National Open/ Octane Fest	\$8,000.00

2.) NATIONAL MAGAZINE ADS

"National Dragster", "Sportsman Only", "Division 7 Hot Line" magazines Target areas are: Arizona, California, Idaho, Nevada, Oregon, Utah and Canada	
June 7 <sup>th</sup> - 9 <sup>th</sup> NHRA Pro Series National Open	\$2,000.00
Sept 15 <sup>th</sup> ET King of the Track	\$1,500.00

3.) RACER MAILINGS & FLYERS

2019 Programs, posters, and newspaper publications	\$1,500.00
Social media	\$3,000.00
Local newspapers	\$1,000.00
4.) Social Media	
Facebook	\$1,400.00
UTube	\$1,000.00

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GRAND TOTAL: \$22,400.00





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

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

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

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

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

(a) How many visitors, from outside a 30-mile radius, do you expect to draw to Fallon as a result of this project?

It is estimated that 70% of our visitors are from beyond the 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)?

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

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

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

(d) Approximately how many people from outside a 30-mile radius visited Fallon as a result of a similar project last year?

We project approximately 10,000 over the 17 event schedule

(e) How many locals will attend your event?

We project approximately 10,000 over the 17 event schedule

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

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



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

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

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

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

Male/Female (circle one)

Where are you from?

How far did you travel to get here?

How many are in your group? \_

Will you stay overnight in Fallon? Yes No

How many nights?

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

Other Comments

How did you hear about the (event)?

Newspaper ads

Radio ads

TV ads

News Articles

Magazine

Other

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

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

Will you:

buy gasoline?

eat in a restaurant

shop other

(specify)

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



**FALLON CONVENTION & TOURISM AUTHORITY  
EVALUATION FORM**

1. Grantee Motor Sports Safety Inc.
2. Project Title Top Gun Raceway
3. Project Period March, 2018 - October, 2018
4. Grantee Organization Top Gun Raceway  
Mailing & Web Address P.O. Box 2590  
City Fallon State NV Zip 89406 Email j.setterberg@att.net
5. Tax I.D. # 88-0274488
6. Total Cost of Project \$78,987.00
7. Amount of Tourism Grant \$10,000.00
8. Amount of Tourism Grant Expended \$10,000.00
9. Were matching funds required? Yes No  How much?
10. How many visitors came to Fallon? 1,500 to 2,000
11. How many of those visitors were from out-of-state? 40%
12. How many were from in-state? 60%
13. If applicable, was there an increase or decrease in attendance over last year? No change  
Why? We hosted a National Hot Rod National Open National Open event, combined with a Junior Dragster event for kids from 6 yrs to 18 yrs. plus 10 regular races, 5 special events.
14. What was the total financial impact on Fallon (How much did each visitor spend)?  
\$50.00 - \$500.00
15. Was this project news worthy? Yes  No  
List the news organizations that covered the event (any medium):  
NHRA National Dragster, NBC Sports, Drag Race Central, Lohaton Valley News
16. List all advertising media used:  
NBC Sports AM Radio, ESPN FM Radio, Flyers in local businesses, Extensive Facebook promotions,
17. Which medium produced the best or most measured results?  
Our Social Media campaign has consistently been more successful than conventional media.

18. Did you have a web site or web presence? List site: TopGunDragstrip.com, Facebook.com

19. Did you get corporate sponsors for funding or other participation? Yes  No

From who? Summit Racing, O'Reilly Auto Parts, NAPA Auto Parts, and many local businesses

20. Overall, did project results meet project goals?

Yes

21. Will this project take place again next year? Yes  No

22. How did the Community respond to this project?

We received a lot of favorable feedback from community businesses, particularly the Motels and Restaurants. We also receive many compliments for having such a friendly operation.

23. Will you seek a grant again next year? Yes  No

24. Do you have any suggestions for future grant projects or the administration of this grant?

We believe that the community has a lot to offer outdoor racing enthusiasts, and that Octane Fest is a very positive way to promote it, and have a positive impact on the community as a whole.

I hereby attest that the foregoing information is correct to the best of my knowledge:

24. Project Director: James A. Setterberg

Date: August 29, 2018

Name & Title: James A. Setterberg

Phone: 775 848-3850

E-Mail: j.setterberg@att.net



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

**DATE:** January 3, 2019

**AGENDA DATE:** January 15, 2019

**AGENDA ITEM #:** 8

**TO:** FCTA Board Members

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

**AGENDA ITEM TITLE:** Consideration of a grant application by the Nevada Cattlemen’s Association for the 2019 Fallon All Breeds Bull Sale – Advertising. (For possible action)

- Grant amount requested by applicant: \$3,000
- Grant amount recommended by staff: \$2,500

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve grant in the amount of \$2,500 to the Nevada Cattlemen’s Association for the 2019 Fallon All Breeds Bull Sale – Advertising, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** Now in its 53<sup>rd</sup> year, the Fallon All Breeds Bull Sale is considered one of Nevada’s best purebred bull sales. It provides quality breeding stock attracting buyers from Nevada and many surrounding Western Region states including California, Idaho, Oregon and Utah. Consignors gain exposure through the sale and attendant advertising for their quality bulls and purebred breeding stock. Additionally, Fallon, Nevada serves as a backdrop for a pleasant weekend of activities related to the Bull Sale including a Dinner-Dance, Stock Dog Trials, and other attendant activities and events. The estimate overall attendance at these four days of events is 750-1,000 people; with 500 room nights.

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**BOARD ACTION**

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

\_\_\_\_\_

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

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

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

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

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

1. Name of Organization (or Company) **Nevada Cattlemen's Association**  
Chief Executive Officer: **Kaley (Sproul) Chapin, Executive Director**  
Mailing address **P O Box 310**  
City **Elko** State **NV** Zip **89803**  
Phone Number: **775-738-9214** Email: **nca@nevadabeef.org**
2. How long organized (or in business) **Since 1935** Tax I.D. # **88-6004337**
3. Purpose of Organization **Nevada Beef Industry Non-Profit Membership Organization**
4. Total Annual Fallon Bull Sale Budget **\$22,805.00**
5. Project Director **Kaley Chapin, Secretary** Phone Number: **775-738-9214**  
Mailing address: **P O Box 310**  
City **Elko** State **NV** Zip **89803** Email: **nca@nevadabeef.org**
6. Project Title **2019 Fallon All Breeds Bull Sale - Advertising**
7. Actual Date of Event **Saturday, February 16, 2019**
8. Location of project **Fallon Livestock LLC., Trento Lane, Fallon, NV**
9. Funds requested from FCTA: **\$ 3,000.00**
10. Total cost of project: **\$22,805.00**
11. Will the Convention Center be used? **Yes** When? **Friday, February 16, 2019**
12. Summarize the objectives of this project:

This project is the Nevada Cattlemen's Annual Fallon All Breeds Bull Sale. The sale provides quality breeding stock attracting buyers from Nevada and many surrounding Western Region states including California, Idaho, Oregon and Utah. Consignors gain exposure through the sale and attendant advertising for their quality bulls and purebred breeding stock. Additionally, Fallon, Nevada is presented as a backdrop for a pleasant weekend of activities related to the Bull Sale including a Dinner-Dance, Stock Dog Trials, and other attendant activities and events.



**PROJECT BUDGET EXPENSES**

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

• Labor Expenses:	\$ 2,000.00
• Payroll Expense:	0.00
• Rent, Sales Yard:	4,000.00
• Advertising :	<b>7,600.00</b>
• Meals:	1,000.00
• Printing-	
-Fallon Bull Sale Catalog:	2,000.00
-General Printing:	500.00
• Awards –	
-Buyer Award Jackets:	200.00
-Buyer/Consignor Caps:	50.00
-Buyer/Consignor Gloves:	500.00
-Awards – Other:	200.00
• Postage:	600.00
• Staff Travel:	1,200.00
• Bull Sale Veterinarian:	0.00
• Beef Promotion Payment:	5.00
• FBS Raffle Calf Expense:	0.00
• FBS Sifter/Grader Expenses:	400.00
• FBS Hotel Expense	500.00
• Brand Inspection Fees:	200.00
• Hay & Straw Expense:	100.00
• Auctioneer:	1,000.00
• Convention Center Expenses:	700.00
• Miscellaneous Expenses:	50.00



**PROJECT BUDGET REVENUE**

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

• Entry Fee Income:	8,725.00
• "No-Sale" Fees:	1,000.00
• Trade Show Exhibit Income:	400.00
• FBS Sale Catalog Ads Income:	2,000.00
• FBS Raffle Calf Proceeds:	0.00
• <b>Fallon Convention/Tourism Grant:</b>	<b>3,000.00</b>
• FBS Sales Commission:	20,000.00





**PROJECT BUDGET GRANT EXPENDITURES**

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

Should the project meet requirements to qualify for a Grant, those monies will be used to offset part of the \$ 7,600.00 used to advertise the 53rd Fallon All Breeds Bull Sale in the:

- December/January/February trade industry magazine *Nevada Rancher*
- December/January/February *Progressive Rancher*;
- January National Breed Association *Angus Beef Bulletin*;
- January National Breed Association *Hereford World*;
- January & February editions of the *Western Livestock Journal*;
- A February *Western Livestock Journal* e-blast; and,
- Ten days in February broadcast advertisements on *Fallon, Nevada's KVLV-Radio*.



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

In its 53rd year, the Fallon Bull Sale is considered one of Nevada's best purebred bull sales providing our industry's and surrounding states' seed stock operators a market for their animals, and region-wide exposure for the ranches producing those bulls. Through this activity quality breeding stock is available to purebred and commercial cattle producers attracting buyers from Nevada and many surrounding states. Consignors gain exposure through the sale and our advertising of this quality purebred breeding stock sale. The Fallon Bull Sale strives to continually improve standards to attract bulls of exceptional quality, and long term goals are to continue this improvement. The Fallon Bull Sale is an integral part of the revenue base for the Nevada Cattlemen's Association. Additionally, it is an opportunity for Nevada's beef producers to contribute to the "tourism" trade by promoting Fallon, Nevada as a destination for a pleasant weekend of activities related to the livestock industry's Bull Sale, Dinner-Dance, Stock Dog Trials, NCA Board of Directors Meeting and other local spots of interest.

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

The Fallon Bull Sale is composed of several different but connected elements. The Bull Sale itself is expected to attract approximately 450+ consignors, buyers and their family members. The Stock Dog Trials and Dog Auction, proceeds of which benefit families in need of help in the livestock industry. It attracts approximately 80 participants and estimates are 100± spectators. The NCA Board of Directors Meeting is attended by members from across the state of Nevada and estimated 50 attendees. The very popular Churchill County Cowbelles Dinner-Dance, which supports their Scholarship Fund, is attended by approximately 500 people.

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

(a) How many visitors, from outside a 30-mile radius, do you expect to draw to Fallon as a result of this project?

As a general rule expectations are that the Fallon Bull Sale and the attendant activities might attract as many as 1,000 visitors from outside the local area.

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

Our room night expectations would be approximately 500.

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

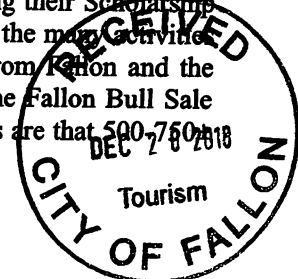
Given the advertising purchased in the various venues listed in Item 15 above estimates of overall promotion exposure could exceed 150,000-200,000 people.

(d) Approximately how many people from outside a 30-mile radius visited Fallon as a result of a similar project last year?

While we are not able to "see" or come in contact with every person coming to Fallon to either participate in or observe all of the activities connected with the Fallon Bull Sale approximations are 750-800± persons.

(e) How many locals will attend your event?

Nevada Cattlemen's Association attempts to involve as many local organizations and businesses as possible. The Stock Dog Trials and Auction has local devotees, and annual partners include Churchill County Cowbelles Dinner-Dance and the Churchill County FFA "Raffle Calf" project, both projects benefitting their Scholarship programs. In return Cowbelles manage the annual Awards Banquet and the FFA assists in the many activities and chores taking place at the Sales Yard over three days. We invite local businesses from Fallon and the surrounding communities to participate in an open-air "Trade Show" and/or advertise in the Fallon Bull Sale Catalog. We advertise for 10 days prior to the Sale on local radio station KVLV. Estimates are that 500-750± locals may attend some aspect over the three days of 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)?

The best estimates we can provide for an economic benefit to the community outside our event include visitor expenditures for lodging, food, fuel, entertainment, supplies, personal necessities and “sundries” and approximate those at around at least \$50,000.

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

Nevada Cattlemen’s Association begins advertising and promoting the event each year in August and September by personally contacting all previous and potential Consignors to the Fallon Bull Sale. We begin contracting for our outside advertising in October through November, and this year are spending \$7,600.00 across the Western United States. In addition we feature materials, stories and advertisements from and about Consignors in our in-house newsletter distributed monthly to our voting and associate members. Publicity includes advertisements and follow-up sale results in trade and breed association publications, our newsletter and other news media.

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

As with past Bull Sales, NCA surveys participants and attendees at the Fallon Bull Sale, Stock Dog Trials and at the annual Churchill County Cowbells Dinner-Dance. Information gathered in the process of obtaining contact information from bull consignors and buyers is used to supplement the surveys.



FALLON CONVENTION & TOURISM AUTHORITY  
EVALUATION FORM

1. Grantee: Nevada Cattlemen's Association
2. Project Title: 2018 Fallon All Breeds Bull Sale
3. Project Period: February 17, 2018
4. Grantee Organization: Nevada Cattlemen's Association  
Mailing Address: P.O. Box 310  
City: Elko  
State: NV  
Zip: 89803  
Web Address: www.nevadacattlemen.org
5. Tax I.D. #: 88-6004337
6. Total Cost of Project: \$20,020.69
7. Amount of Tourism Grant: \$2,000.00
8. Amount of Tourism Grant Expended: \$0.00
9. Were matching funds required? Yes  No  How much? \_\_\_\_\_
10. How many visitors came to Fallon? 350 estimate
11. How many of those visitors were from out-of-state? 140
12. How many were from in-state? 210
13. If applicable, was there an increase or decrease in attendance over last year? Increase  
Why? Expansion in advertising and event promotion resulted in an increase of consignors and Trade Show exhibitors. However, attendance in butte... \_\_\_\_\_
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?  
Estimate of 350 visitors x \$675.00/ visitor = \$236,250.00
15. Was this project news worthy? Yes  No



List the news organizations that covered the event (any medium):

Lahontan Valley News, Nevada Rancher, Progressive Rancher, Elko Daily Free Press, Sage Signals, Western Livestock Journal, American Angus Journal, Bull Sale Catalog, all rural NV papers.

16. List all advertising media used:

1 Breed Journal, Western Livestock Journal, Nevada Rancher, Progressive Rancher, KVLV Radio, Sage Signals and all rural NV papers.

17. Which medium produced the best or most measured results? Newspaper/Word of Mouth

18. Did you have a web site or web presence? List site: www.nevadacattlemen.org

19. Did you get corporate sponsors for funding or other participation? Yes  No

From whom? \_\_\_\_\_

20. Overall, did project results meet project goals?

This year's sale featured bulls ranging from 14-25 months of age. Cattlemen from California, Idaho, Nevada, Oregon, and Utah attended the sale looking to buy their range-ready bulls for the year. The Sale Average for the top 75 bulls sold comes to \$3,214.00. Breed Averages included: Angus for \$2,735.29; Balancer for \$2,710.00; Charolais for \$2,137.50; and Herefords for \$3,582.35.

21. Will this project take place again next year? Yes  No

22. How did the Community respond to this project?

The Fallon community always welcomes this annual event. Hospitality shown visitors by the motels, restaurants and the many local businesses encourages our return. The strong local support is sincerely appreciated.

23. Will you seek a grant again next year? Yes  No

24. Do you have any suggestions for future grant projects or the administration of this grant?

Nevada Cattlemen's/Fallon Bull Sale is appreciative of the Fallon Convention & Tourism Authority loyal support of this event over many years. The 2019 Fallon Bull Sale plans are well underway.

I hereby attest that the foregoing information is correct to the best of my knowledge:

24. Project Director: Kaley (Sproul) Chapin, Fallon Bull Sale Secretary

Date: 03-15-2018

Name & Title: Kaley (Sproul) Chapin, NCA Executive Director

Phone: 775-738-9214

E-Mail: nca@nevadabeef.org



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

**DATE:** January 3, 2019

**AGENDA DATE:** January 15, 2019

**AGENDA ITEM #:** 9

**TO:** FCTA Board Members

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

**AGENDA ITEM TITLE:** Consideration of a grant application by the Rattle Snake Raceway for Season Promotions 2019. (For possible action)

- Grant amount requested by applicant: \$15,000
- Grant amount recommended by staff: \$10,000

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve a grant in the amount of \$10,000 to Rattle Snake Raceway for Season Promotions 2019, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** It is Rattle Snake Raceway's focus to continually attract awareness and participation in the growing sport of Oval Track Racing. Grant funding will help Rattle Snake Raceway augment spectator and contestant participation by advertising outside of Fallon and Nevada. Up to 6,500 people from outside a 30-mile radius are expected to visit Fallon as this is the location of the premier 1/4-mile-high banked Oval in Nevada; with a possibility of 1,625 room nights.

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**BOARD ACTION**

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

\_\_\_\_\_

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

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

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

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

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

1. Name of Organization (or Company) Rattle Snake Raceway  
Chief Executive Officer: Chris Lumsden  
Mailing address P.O. Box 908  
City Fallon State Nevada Zip 89407  
Phone Number: 775-423-7483 Email: lahontanautoracingassociation@yahoo.com
2. How long organized (or in business) 46 years Tax I.D. # 81-1785601
3. Purpose of Organization Lahontan Auto Racing Association: Promotes Stock Car oval track racing at Rattlesnake Raceway & all motor sports
4. Total Annual Budget \$ 170,000.00
5. Project Director Chris Lumsden Phone Number: 775-225-0020  
Mailing address: 5000 Lone Tree  
City Fallon State Nevada Zip 89406  
Phone Number: 775-287-5826 Email: lumpy4080@yahoo.com
6. Project Title Season Promotions 2019
7. Actual Date of Event Points racing starts March 23rd and events will be biweekly until Oct. 19th.
8. Location of project Rattlesnake Raceway located at 2000 Airport Rd.
9. Funds requested from FCTA: \$ 15,000.00
10. Total cost of project: \$ 175,000.00 (estimated)
11. Will the Convention Center be used? Yes  No  When? 2019 Awards Banquet
12. Summarize the objectives of this project:

The purpose of this project is to promote Rattlesnake Raceway, achieve gains in spectator and car count of 20%, over last year. Specifically, the grant will aid in purchasing professional quality poster schedules and advertising utilizing local business's, newspaper, and radio. Advertising funds will also be utilized outside the local area to encourage Stock Car drivers to visit Rattlesnake Raceway.

2019's schedule will include (2) 2 day events, support Fallon's Octane Fest, Plus 10 shows that Friday at 11 (Lovelock, fernley, winnimucca, & battle mountain) and Saturday night in Fallon with a combined payout.



**PROJECT BUDGET**

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

IMCA Sanctioning:	\$ 300.00	annual fees
IMCA bi-weekly fees:	\$ 2500.00	approx. per season
Insurance:	\$ 15,600.00	approx. per season
TV, radio, newspaper, printed materials:	\$ 23,000.00	approx. per season
Internet costs:	\$ 1000.00	approx. per season
Racers Purse:	\$ 56,800.00	approx. per season
Trophies/Awards:	\$ 5,500.00	approx. per season
Fireworks:	\$ 10,500.00	approx. per season
Utilities/fuel/maintenance:	\$ 29,000.00	approx. per season
Facility maintenance/improvements:	\$ 26,000.00	approx. per season
Total projected expenses:		\$170,200.00
Estimated		





**PROJECT BUDGET**

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

Average revenue per 15 races as follows:

Pit Gate driver entry fees, pit passes:	\$5800.00	\$87,000.00	approx. per season
Main Gate General Admission:	\$2800.00	\$42,000.00	approx. per season
Concession Sales:		\$18,000.00	approx. per season
Sponsors:		\$ 8500.00	approx. per season
Membership Fees:		\$ 5300.00	approx. per season
Total projected revenue:		\$160,000.00	



**PROJECT BUDGET**

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

Race schedule printing:	\$	1500.00
IMCA Annual Sanction Fees:	\$	2300.00
2017 Rules/Bylaws:	\$	500.00
Newspaper Advertising:	\$	2800.00
Television Advertising & other:	\$	8000.00
Additional Printed Materials:	\$	1800.00
Sign Advertising costs:	\$	2500.00
Radio Advertising:	\$	3500.00
Track Maintenance:	\$	16,000.00
Fireworks:	\$	10,500.00
Portable Billboards:	\$	2500.00
Flyers	\$	1500.00
Total projected:	\$	53,400.00



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

**SHORT TERM:** To establish awareness of Rattlesnake Raceway's race schedule in the form of a professionally developed poster schedule that will be distributed throughout Nevada, Arizona, Utah, Oregon, Idaho, and California. Ensure the success of our (2) day events by attracting regional competitors that will require food, lodging, and and other accommodations.

**LONG TERM:** Significantly contribute to Rattlesnake Raceway's image as a principal area facility in the rapidly growing sport of oval track racing. Ultimately achieve at least 50% out of County competitor rate with car count numbers exceeding 100 per race night. Rattlesnake Raceway is the prime local entertainment for Saturday evenings during the race season.

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

With the addition of sprint cars our goal is a 20% increase in spectator and car count for the 2019 season. Our target market consists of local enthusiasts, Northern Nevada area race fans, and periodic visits from fans/competitors from neighboring states.

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

(a) How many visitors, from outside a 30-mile radius, do you expect to draw to Fallon as a result of this project?

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

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

One to two nights per race. LARA intends to encourage competitors to stay in Fallon, as their 'base' during our 10, 5 track, 2 day race series. Plus several 2 day 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?

It is difficult to say how many people will be exposed due to TV, radio, and Web advertising. Checking our Face Book page throughout the season will help us determine our Online exposure. We estimate 70000+.

(d) Approximately how many people from outside a 30-mile radius visited Fallon as a result of a similar project last year?

Approximately 5000 plus throughout the race season. With Fallon becoming the premier track and tacking a leadership roll with all the other tracks in northern Nevada we expect RSR to continue to grow.



(e) How many locals will attend your event?

Approximately 4 to 5 thousand throughout the race season.

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

The overall economic impact will be very good considering rooms purchased, meals, fuel, and local shopping. Each event will have 500 plus out of town visitors, spending \$100 plus on food ,gas, and some on lodging.

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

Fallon has initiated a common set of rules and facilitated a schedule to where only 1 track in northern Nevada is running on any given friday,saturday or sunday.this will allow for larger crowds and car count,

More radio and television airtime, a large email marketing program. A proven method for Stock Car racing advertising is old fashion 'word of mouth'. LARA has designed a Rattlesnake track t-shirt with our racing schedule on the back side. Competitors and fans wear their 'home town' track shirts when visiting other venues, traveling, shopping, etc. Race fans will start long conversations over track shirts. Fans will travel to tracks on the advice/stories involved with this type of advertising.

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 have the spectators fill out the survey form contained in this Grant and also speak to the competitors and crew at the Drivers meeting that we have in the pits. L.A.R.A. has set standard with all tracks in northern Nevada meeting and agreeing to Follow Rattlesnake Raceways Rules for competition and Governing their Tracks. we have worked with all tracks in northern Nevada to do combined payouts, witch will help draw cars to fallon.



FALLON CONVENTION & TOURISM AUTHORITY  
EVALUATION FORM

1. Grantee: Christopher Lumsden CEO
2. Project Title: Rattlesnake Raceway 2018 Season Promotions
3. Project Period: March 2018 through October 2018
4. Grantee Organization: Lahontan Auto Racing Association  
Mailing Address: P.O. Box 908  
City: Fallon  
State: Nevada  
Zip: 89407  
Web Address: www.Rattlesnakeraceway.net & www.Rattlesnakeraceway.org
5. Tax I.D. #: 88-0252298
6. Total Cost of Project: \$180,000.00
7. Amount of Tourism Grant: 10,000.00
8. Amount of Tourism Grant Expended: 10,000.00
9. Were matching funds required? Yes  No  How much? \_\_\_\_\_
10. How many visitors came to Fallon? 7500 to 8800
11. How many of those visitors were from out-of-state? \_\_\_\_\_ We can estimate that 35% were from out-of-state when you include the drivers, pit crew, family and friends.
12. How many were from in-state? \_\_\_\_\_ We estimate that 65% of our attendance included drivers, pit crew, family, friends and fans.
13. If applicable, was there an increase or decrease in attendance over last year? 10% Increase  
Why? We had an increase in partisapents on all saturday race nights,with a decess on friday night shows.
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?  
We estimate that approximately 60% (5000) of the visitors to Fallon spend at least \$250.00 on food, accommodations, fuel, etc.
15. Was this project news worthy? Yes  No



List the news organizations that covered the event (any medium):

Lahontan Valley News, nvracingnews.com, Racing Wheels Newspaper, IMCA monthly, Teresa's Garage Radio Show. Our events have also been covered on the Internet at www.racefan.com, www.southweststockcar.com, www.imca.com, www.rattlesnakeraceway.net

16. List all advertising media used:

Poster schedules, special event flyer's, digital sign boards in town, TV, newspaper, contacting sponsors and supplying many admission tickets, radio. IMCA new paper

17. Which medium produced the best or most measured results? **Facebook & Flyers**

18. Did you have a web site or web presence? List site: www.rattlesnakeraceway.net,&.org & Rattlesnake Raceway FACEBOOK page.

19. Did you get corporate sponsors for funding or other participation? Yes  No

From whom? Bonanza, JD Slingsers, Big R, Summit Racing, NAPA (Finley Ind), Rock Auto, Stericycle, Snap-On, Alisco, O'Reilly's

20. Overall, did project results meet project goals?

Yes. Our 2 Day Dirt Track Championship brought participants and spectator from AZ, CA, Idaho, Utah, New Mexico, Oregon. During the 2018 Season we averaged 80 + cars per race, (except Friday shows) . We expect with future upgrades to the track and facilities our car count will increase. This year we set the ground work for larger and more diverse shows.

21. Will this project take place again next year? Yes  No

22. How did the Community respond to this project?

Very positive. Our car count was up a lot and that brings in more spectator, With more local businesses coming on board with advertising and participation.

23. Will you seek a grant again next year? Yes  No

24. Do you have any suggestions for future grant projects or the administration of this grant?

Working closer with Fallon Tourism for the I 80 Challenge (IMCA). The Pro Stock Association Ran (3) races at Rattlesnake Raceway in the 2018 Season, as well as winged sprint cars, & Dwarfs

I hereby attest that the foregoing information is correct to the best of my knowledge:

24. Project Director: Christopher Lumsden

Date: December 3, 2018

Name & Title: Christopher Lumsden

Phone: 775-225-0020

E-Mail: lumpy4080@yahoo.com



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

**DATE:** January 3, 2019

**AGENDA DATE:** January 15, 2019

**AGENDA ITEM #:** 10

**TO:** FCTA Board Members

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

**AGENDA ITEM TITLE:** Consideration of a grant application by the Lahontan Auto Racing Association for Octane Fest 2019. (For possible action)

- Grant amount requested by applicant: \$17,500
- Grant amount recommended by staff: \$10,000

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** Motion to approve a grant in the amount of \$10,000 to the Lahontan Auto Racing Association for Octane Fest 2019, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** Lahontan Auto Racing Association's purpose is to provide quality and affordable motorsport entertainment to Fallon; with the goal of helping generate revenue for local businesses. Each year approximately 1500-1800 people visit Fallon from outside a 30-mile radius (mainly from Lyon, Pershing, Washoe, Elko and Nye counties) for Octane Fest. This three-day weekend event is expected to bring 400-500 room nights to Fallon.

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**BOARD ACTION**

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

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

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

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

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

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

1. Name of Organization (or Company) Lahontan Auto Racing Association

Chief Executive Officer: Chris Lumsden

Mailing address PO Box 908

City Fallon State Nv Zip 89407

Phone Number: 775-225-0020 Email: Lumpy4080@yahoo.com

2. How long organized (or in business) 46 Tax I.D. # 81-1785601

3. Purpose of Organization promote Motorsports

4. Total Annual Budget \$ 60,000.00

5. Project Director chris lumsden Phone Number: 775-225-0020

Mailing address: 5000 Lone Tree

City fallon State Nv Zip 89406

Phone Number: 775-225-0020 Email: Lumpy4080@yahoo.com

6. Project Title Octane Fest 2019

7. Actual Date of Event june 7,8,9th

8. Location of project Rattle Snake raceway

9. Funds requested from FCTA: \$ 17500.00

10. Total cost of project: \$ 50,000

11. Will the Convention Center be used? Yes  No  When? \_\_\_\_\_

12. Summarize the objectives of this project:

Provide quality and affordable Motorsports Entertainment to Fallon and Churchill County





**PROJECT BUDGET**

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

Security	2500.
Monster Trucks	17000.
Motocross show	8000.
Demo Derby	3500.
Insurance	5200.
Equipment Rental	14000.
Fireworks	2500
Prep/fuel	5000



**PROJECT BUDGET**

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

FCTA Grant	17500
Ticket sales 3000x10	30000
Bonanza Rooms +	1000



**PROJECT BUDGET**

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

L.A.R.A. Will use grant money received to assist with electronic and print Media, this will includes radio,tv,and Internet. producing flyer's,posters and distribution.



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

To promote all kinds of motor sports and generate revenue for local businesses.

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

4000 from ,Churchill, Lyon, Pershing,Washoe, Elko, and Nye county,

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

(a) How many visitors, from outside a 30-mile radius, do you expect to draw to Fallon as a result of this project?

1500 to 1800

(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)?

400 to 500

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

1,000,000 plus

(d) Approximately how many people from outside a 30-mile radius visited Fallon as a result of a similar project last year?

1200.



(e) How many locals will attend your event?

1200 to 1700 weather permitting

(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)?

most will buy food and gas, and some lodging, we estimate \$250000 to \$300000

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

posters, TV commercials, Radio, flyer's, Newspaper Adds

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.:

with writing surveys taken by our staff, we plan to offer an incentive for their input in return, such as free trinkets, or beverage.



FALLON CONVENTION & TOURISM AUTHORITY  
EVALUATION FORM

1. Grantee: Chris Lumsden
2. Project Title: Octanefest
3. Project Period: June 8th thru June 10th
4. Grantee Organization: Lahonton Auto Racing Association  
Mailing Address: PO. Box 908  
City: Fallon  
State: Nv  
Zip: 89407  
Web Address: www.Rattlesnakeraceway.org
5. Tax I.D. #: 81-1785601
6. Total Cost of Project: 38,000.
7. Amount of Tourism Grant: 10,000
8. Amount of Tourism Grant Expended: 10,000
9. Were matching funds required? Yes  No  How much? \_\_\_\_\_
10. How many visitors came to Fallon? 2500
11. How many of those visitors were from out-of-state? 250
12. How many were from in-state? 2250
13. If applicable, was there an increase or decrease in attendance over last year? degrees  
Why? show smaller, no Monster trucks
14. What was the total financial impact on Fallon: (Number of visitors) x (amount spent per visitor)?  
2500 x 40 = 100,000.
15. Was this project news worthy? Yes  No

List the news organizations that covered the event (any medium):

Lahonton Valley News

16. List all advertising media used:

Facebook  
Flyers/Posters

17. Which medium produced the best or most measured results? Facebook

18. Did you have a web site or web presence? List site: Rattlesnakeraceway, octanefest

19. Did you get corporate sponsors for funding or other participation? Yes  No

From whom? Mills farm, Wt recycling, Bonanza.

20. Overall, did project results meet project goals?

NO, last minute changes made us scramble to organize a show.

21. Will this project take place again next year? Yes  No

22. How did the Community respond to this project?

good, we lacked in advertising and organization

23. Will you seek a grant again next year? Yes  No

24. Do you have any suggestions for future grant projects or the administration of this grant?

I hereby attest that the foregoing information is correct to the best of my knowledge:

24. Project Director: *[Signature]*

Date: 7-18-18

Name & Title: Chris Lumsden CEO

Phone: 225-0020 (775)

E-Mail: Lumpy4080@Yaffoo.com



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

**DATE:** January 3, 2019

**AGENDA DATE:** January 15, 2019

**AGENDA ITEM #:** 12

**TO:** FCTA Board Members

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

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

**TYPE OF ACTION REQUESTED:**

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

**RECOMMENDED BOARD ACTION:** None.

**DISCUSSION:** Board and Staff Reports.

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**BOARD ACTION**

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

\_\_\_\_\_

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

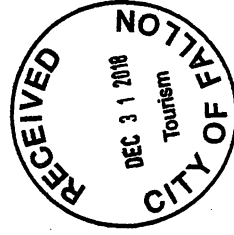
Ayes: \_\_\_\_\_

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

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



Rooms Rented	2015		2016		2017		2018		2019		Avg. Room Rate	Occupancy Percent	Rooms Rented	Total Room Rents	Avg. Room Rate	Occupancy Percent	Rooms Rented	Total Room Rents	Avg. Room Rate	Occupancy Percent	Rooms Rented	Total Room Rents	Avg. Room Rate	Occupancy Percent	Rooms Rented	Total Room Rents	Avg. Room Rate	
	2015	2016	2016	2017	2017	2018	2018	2019	2019	2018																		2019
7431	\$ 556,903.00	\$ 74.94	46%	7992	\$ 607,685.22	50%	9165	\$ 659,049.67	57%	10308	\$ 800,750.48	66%	10308	\$ 800,750.48	71.90	2018	2019	2019	68%	10308	\$ 800,750.48	77.68	2019	66%	10308	\$ 800,750.48	77.68	
9662	\$ 727,270.00	\$ 75.27	62%	7727	\$ 597,127.32	50%	11540	\$ 890,344.30	74%	10298	\$ 862,161.56	68%	10298	\$ 862,161.56	77.15	May	2019	2019	68%	10298	\$ 862,161.56	77.15	2019	68%	10298	\$ 862,161.56	77.15	
8586	\$ 660,425.00	\$ 76.83	53%	8334	\$ 626,776.91	52%	10622	\$ 789,466.46	68%	8429	\$ 685,588.24	54%	8429	\$ 685,588.24	74.32	June	2019	2019	54%	8429	\$ 685,588.24	74.32	2019	54%	8429	\$ 685,588.24	74.32	
8764	\$ 682,740.00	\$ 77.90	54%	9051	\$ 679,402.29	56%	11696	\$ 917,468.94	75%	9533	\$ 805,711.99	62%	9533	\$ 805,711.99	78.44	July	2019	2019	62%	9533	\$ 805,711.99	78.44	2019	62%	9533	\$ 805,711.99	78.44	
8055	\$ 607,773.00	\$ 75.45	52%	9686	\$ 740,354.22	62%	11331	\$ 914,529.55	75%	9568	\$ 778,497.87	63%	9568	\$ 778,497.87	80.71	Aug	2019	2019	63%	9568	\$ 778,497.87	80.71	2019	63%	9568	\$ 778,497.87	80.71	
7505	\$ 541,854.00	\$ 72.19	47%	8841	\$ 657,489.70	55%	9465	\$ 732,861.08	63%	10057	\$ 798,312.17	64%	10057	\$ 798,312.17	77.42	Sept	2019	2019	64%	10057	\$ 798,312.17	77.42	2019	64%	10057	\$ 798,312.17	77.42	
5021	\$ 350,941.00	\$ 69.89	25%	7635	\$ 539,896.91	49%	8346	\$ 612,421.75	55%	6041	\$ 439,195.00	40%	6041	\$ 439,195.00	73.37	Oct	2019	2019	40%	6041	\$ 439,195.00	73.37	2019	40%	6041	\$ 439,195.00	73.37	
3912	\$ 268,383.00	\$ 68.61	24%	5825	\$ 419,271.95	36%	9541	\$ 727,291.27	59%	0	\$ 0	0%	0	\$ 0	76.22	Nov	2019	2019	0%	0	\$ 0	76.22	2019	0%	0	\$ 0	76.22	
4126	\$ 276,149.00	\$ 66.92	25%	4344	\$ 258,409.14	27%	6271	\$ 424,278.70	39%	0	\$ 0	0%	0	\$ 0	67.65	Dec	2019	2019	0%	0	\$ 0	67.65	2019	0%	0	\$ 0	67.65	
5545	\$ 405,827.00	\$ 73.18	38%	7181	\$ 513,302.20	49%	8430	\$ 568,621.37	58%	0	\$ 0	0%	0	\$ 0	67.45	Jan	2019	2019	0%	0	\$ 0	67.45	2019	0%	0	\$ 0	67.45	
6184	\$ 460,175.00	\$ 74.44	38%	7732	\$ 527,623.46	48%	9919	\$ 694,949.32	63%	0	\$ 0	0%	0	\$ 0	70.06	Feb	2019	2019	0%	0	\$ 0	70.06	2019	0%	0	\$ 0	70.06	
6221	\$ 469,115.00	\$ 75.40	40%	7991	\$ 595,336.53	51%	10763	\$ 798,862.71	71%	0	\$ 0	0%	0	\$ 0	74.22	March	2019	2019	0%	0	\$ 0	74.22	2019	0%	0	\$ 0	74.22	
																April	2019	2019										





**City of Fallon  
Tourism Board Updates  
January 15, 2019  
by Jane Moon, Director**

1. Attended the Nevada Governor's Global Summit, November 12-14, 2018. Chairwoman Kelly Frost was also in attendance.  
\*\*\* Noteworthy: RSCVA & LVCVA focusing are on direct flights to and from Las Vegas and Reno (both domestic and international), to bring more visitors to Nevada. \*\*\*
2. A preview of the Tourism Means More video that the Nevada Commission on Tourism will be presenting to the new legislature was given at the Nevada Governor's Global Tourism Summit... Fallon was included, representing the rural communities in Nevada (other communities represented: Reno, Tahoe, Virginia City).
3. The City of Fallon's Annual Christmas Tree Lighting has become a Christmas Tradition for many, including visitors to Fallon.
4. The Rural Round-Up, Nevada's Tourism Industry's premier conference will be hosted in Fallon for Travel Nevada on April 10-12, 2019. Attendance by the Fallon Tourism Board would be beneficial all around.
5. Germany's FoodBoom video shoot of "Farm to Table" in Fallon was postponed. Travel Nevada and FoodBoom are trying for May 2019 to schedule time in Fallon.