

AGENDA
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
November 15, 2022 – 3:00 p.m.

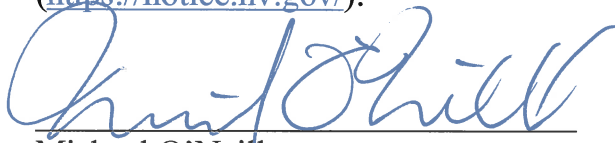
The City of Fallon - Convention and Tourism Authority will meet in a regularly scheduled meeting on November 15, 2022, at 3:00 p.m. in the City Council Chambers, City Hall, 55 West Williams Avenue, Fallon, Nevada.

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

1. Pledge of Allegiance to the Flag.
2. Certification of compliance with posting requirements.
3. Public Comments: General in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter itself has been specifically included on an agenda as an item upon which action may be taken. (For discussion only)
4. Consideration and approval of the City of Fallon - Convention and Tourism Authority meeting minutes for July 19, 2022. (For possible action)
5. Consideration of a grant application by the Fallon High School Rodeo Club for the Fallon High School Rodeo 2023 event. (For possible action)
 - Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000
6. Consideration of a grant application by Churchill County Parks & Recreation for the 2023 Fallon Shootout Youth Basketball Tournament. (For possible action)
 - Grant amount requested by applicant: \$2,000
 - Grant amount recommended by staff: \$2,000
7. Consideration of a grant application by Vision Quest Events, LLC for the 2022 Top Gun Invitational Bull Riding event. (For possible action)
 - Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000

8. Public comments. (For discussion only)
9. Board and staff reports. (For discussion only)
 - Schedule for City of Fallon - Convention and Tourism Authority Meetings in 2023:
 - Tuesday, January 17, 2023
 - Tuesday, April 18, 2023
 - Tuesday, July 18, 2023
 - Tuesday, October 17, 2023

This agenda has been posted on or before 9:00 a.m. on November 9, 2022 at City Hall, District Court Building, Churchill County Office Complex, Churchill County Public Library and posted to the City's website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>). Members of the public may request the supporting material for this meeting by contacting Michael, Deputy City Clerk, City Clerk's Office, City Hall, 55 West Williams Avenue, Fallon, Nevada, (775) 423-5104. The supporting material for this meeting is also available to the public on the City's website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>).



Michael O'Neill

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

Convention and Tourism Authority

November 15, 2022

Agenda Item 4

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

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

DATE: November 7, 2022

AGENDA DATE: November 15, 2022

AGENDA ITEM #: 4

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration and approval of City of Fallon - Convention and Tourism Authority meeting minutes for July 19, 2022. (For possible action)

TYPE OF ACTION REQUESTED:

Formal Action/Motion Progress Report Discussion Only

RECOMMENDED BOARD ACTION: Motion to approve the City of - Fallon Convention and Tourism Authority meeting minutes for July 19, 2022.

DISCUSSION: Additions and/or corrections.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
July 19, 2022

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

Present:

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

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

Chairwoman Frost led the Pledge of Allegiance.

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

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

Public Comments

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

No public comments were noted.

Chairwoman Frost noted that Board Member Bernardo is absent and unable to attend, for the record.

Consideration and Approval of Convention and Tourism Authority meeting minutes for April 19, 2022.

Board Member Bhakta motioned to approve the City of Fallon Convention and Tourism Authority meeting minutes for April 19, 2022, seconded by Chairwoman Frost; the minutes were approved with a 2-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Applications

- A) Fallon Jr. Rodeo for the Fallon Jr. Rodeo 2022 event:
- Grant amount requested by applicant: \$2,500
 - Grant amount recommended by staff: \$2,500
- B) Veterans Independence Foundation for the 2022 Blue Skies Veterans Benefit:
- Grant amount requested by applicant: \$6,000
 - Grant amount recommended by staff: \$6,000
- C) Churchill County Parks & Recreation for the 2022 No Hill Hundred Century Bike Tour:
- Grant amount requested by applicant: \$2,000
 - Grant amount recommended by staff: \$2,000
- D) Cowboy Fast Draw Association for the 2022 Fastest Gun Alive – World Championship of Cowboy Fast Draw:
- Grant amount requested by applicant: \$14,500
 - Grant amount recommended by staff: \$14,500
- E) Fallon Festival Association for the 2022 Cantaloupe Festival & Country Fair:
- Grant amount requested by applicant: \$15,000
 - Grant amount recommended by staff: \$15,000
- F) Fallon Youth Football League for the 2022 SYFL (Sierra Nevada Football League) Experience:
- Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000

Consideration of a Grant Application by the Fallon Jr. Rodeo for the Fallon Jr. Rodeo 2022 event in the amount of \$2,500.00.

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

Jennifur Peek, President of Fallon Jr. Rodeo, Stella Lee, 2021 Jr. Rodeo Queen and Jennifur's son, Quentin addressed the board. President Peek said that in years past, we have been the Fallon Lion's Club Jr. Rodeo and this year we are just the Fallon Jr. Rodeo. We have branched out and we are a 501C3 non-profit. I have been doing this since 2017 and we have been known as one of the best Jr. Rodeo's in the surrounding states. We have people from California, Washington, Idaho, Oregon, Utah, and Arizona who all come. It's a great event

for these kids that work on these skills year-round. It's not a season, you don't hang up your cleats, you are out there every single day taking care of these animals and we want to allow them to show their skills and to continue that on. Jr. Rodeo is becoming a little bit rare. There are probably only 5 (five) or 6 (six) in the state of Nevada and we want to continue that and showcase Fallon. Everybody that comes, loves it.

Chairwoman Frost asked if they are planning on just using the outdoor arena at the Fairgrounds or will you be using the 3C's Arena?

President Peek said that they will just use the outdoor arena. We must run 2 arenas and the indoor is not quite wide enough to be able to split it into two and handle both events at the same time. We will utilize the outdoor arena so that we can run everything in a timely matter. We would love to see more rodeo events at the indoor arena; Winnemucca has a beautiful complex that we have our state finals at and we would love to see Fallon, maybe, jump into that arena.

Board Member Bhakta asked how they will do, not being a part of the Lion's Club.

President Peek said that she thinks they will do fine. The last couple of years, we have done it, pretty much, on our own. The Fallon Lion's Club helped us rent the facility and they have secured the insurance. We have the funds to cover that now and as a rodeo committee, we handle the entire rodeo start to finish. That will not be affected at all, we just have to raise a few more funds to pay for the facility.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$2,500.00 to Fallon Jr. Rodeo for the Fallon Jr. Rodeo 2022 Event. Chairwoman Frost seconded; the grant was approved with a 2-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Veterans Independence Foundation for the 2022 Blue Skies Veterans Benefit in the amount of \$6,000.00.

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

Neil Blitstein and Victoria Crystal presented. Neil began by saying that he had up-to-date stats on ticket sales and where they are coming from. Our foundation is set up, mainly to help Veteran's with immediate needs, like low-dollar items, replace a refrigerator, fix tires, and things like that. No organization does that, that can immediately approve up to \$600.00 over the phone. All our Battle-Buddies (Veterans that go out and help other Veterans) have the authority to approve, right then and there, \$600.00 for these emergencies. We do not give the Veterans money and this event is a family event because that is our organization. It is full-day – we have the entire outdoor Fairgrounds – we are not using the 3C Arena because it wasn't built when we rented the Fairgrounds. If you look, the top 10 (ten) ticket locations, you will see how many tickets have been sold and from what location and that is current, as of this morning. You can see that with the grant we are requesting, it is going toward the KOZZ and

the KDOT radio stations, which are the with the LOTUS Media Group. Night Ranger will be there.

Chairwoman Frost asked about the hours of the event, mentioning that the flyer said the event began at 11:00 a.m. She also asked if it would be open for kids and families to attend in a festival atmosphere until the concert began later in the evening.

Mr. Blitstein said that the event is an all-day event with music and entertainment going from 11:00 a.m. until evening. The festival is separated into two areas – the main arena and the picnic area. The picnic area is all family-friendly entertainment with bounce houses and dunk tanks. This all takes place from 11:00 a.m. until 8:00 p.m. At 5:00 p.m., the main arena will open and that is where Night Ranger and the GIs of Comedy will perform and that goes until 11:30 p.m.

Chairwoman Frost asked about their non-profit status with raising money for the non-profit foundation.

Mr. Blitstein said, yes, we are a 501(c)(3), registered in the state of Nevada but our headquarters are in Washington. This is the first year for an event in Nevada. We had a couple of events scheduled in California that were cancelled because of Covid19. We have been around since 2018 and our first event went well, then we did a bunch of golf tournaments and then we started with the concerts and every one of them was cancelled, due to Covid19. This is the first event since everything has re-opened but because it takes so long to plan and organize, it's 6 months away from when we opened. The money we raise in an area, stays in that area because we rely on the community to support the Veterans. We are not set up like some national charity that has billions of dollars. Everything we get, we turn around and spend in the community on the Veteran.

Chairwoman Frost mentioned that we do, most definitely, have a large Veteran population in Fallon.

Mr. Blitstein said that there are 3,900 Veterans in Churchill County and a little over 1,200 sitting in Fallon by themselves.

Chairwoman Frost asked if they were running ads on KOZZ.

Mr. Blitstein said that they have ads on KOZZ, KDOT, and Facebook.

Chairwoman Frost said that she had heard that this, since I am from that era of Night Ranger.

Mr. Blitstein said that if anyone was going to be in town, he would like to invite you, so you can see what we are doing and how the money we have raised is being put to use. We use an organization called Vet Tix and they're basically, a 501(c)(3), and they vet the Veteran for us. They have been around forever and if you are a Veteran, they give you free tickets to pretty much anything you can find. We give free tickets, but the Veterans must go through Vet Tix to get the ticket and that way, we know they are taken care of.

Chairwoman Frost asked how a Veteran who needs help would get their information for contact, to receive that help.

Mr. Blitstein said that they can go online, there is a Contact Us form, and then, if you are a Veteran, there is one specific form, and if it's anything else, then you choose the other form. If you are Veteran, it asks for a little more information about time of service, a phone number that we can call you back at, and someone will return their phone call within 24-hours. Now, let's say it's a refrigerator, and you contact us at 8:00 a.m., the odds of somebody getting hold of them by noon are very good, and the odds of you getting that refrigerator that afternoon are even better.

Victoria Crystal said that they are working to get something set up with American Legion to where they have a physical place to go for help, because not everyone has access to online services. This is our next step, since we just got our non-profit started in Nevada and Churchill County. We are trying to get things done, one at a time, and next we are going to try and get a Veteran's hub set up here where they have access to all resources.

Mr. Blitstein said, that where he lives, we have a Veteran's Services hub and every non-profit, that helps Veterans, is in this one office. There isn't a physical presence but there is information, pamphlets and posters and a Veteran can go in and gather the information they need. My idea is to have that same thing here and I have already contacted a lot of the VSO's around the area. The American Legion had some open office space that we are trying to negotiate to use that, until we can get something that everyone can participate in. It is not a physical presence, it is just a place where a Veteran can go, in one place, to find help. The reason that my wife and I started this is because I was injured and there was not help because I didn't have a disability rating at the time. A lot of organizations won't do anything, and I told my wife, when we get our Foundation going, there will only be 3 (three) requirements; 1. You must be an honorably discharged Veteran. 2. You must be registered with your local VA, and 3. You must have a demonstrated need for assistance. It doesn't matter if you're injured or not, as long as you're honorably discharged and you did your service, we owe you.

Chairwoman Frost apologized for all the questions but since you are a new event, we wanted to find out more about you. I see, that under the promotion of this project, you guys have a reach of 2.7 million people. Is that through social media?

Mr. Blitstein said that it was through ABC television, channel 7, in the Bay Area. One of our performers, his name is Dan Ashley, he is the news desk anchor and the most recognized face in the Bay Area. About a month before the event goes off, ABC is going to send out, and post on their Facebook page, any event that Dan is playing in, and their reach is 2.7 million people. He generally, will draw 100-150 people to come from the Bay Area to come see him. We got that number right from the ABC marketing.

Chairwoman Frost said that that is a big number for rural Nevada.

Board Member Bhakta asked if they have done a large event like this before and if it was successful, how would they be making this event that successful here.

Mr. Blitstein said that all their events have been very successful but not to the degree that they would have liked. The golf tournaments don't turn out like we expect. Our first concert raised about \$32,000.00 after costs and that amount was spent in less than 6 (six) weeks because we had a list of over 400 Veterans for the area, which was California. Then California got weird, so it just got too difficult to do anything there anymore. All our other events, like Comedy Shows up in Washington state, have been very successful. I don't know if I included a letter from the National Guard of Washington state, but we do a lot of shows for them. We have always raised enough money to cover at least 50% of our waiting list. We don't carry a large waiting list because, like I said, it is an immediate need. The list is usually about 2-3 weeks old because people usually get assistance by then and then if they haven't, and then we have funding, we reach out and say, you're next in line. The waiting list is a misnomer in that sense. I have been bugged for the last 2 ½ years by friends that live in Fallon, telling me that we need to do an event here because the community is a Veteran community. I am amazed and extremely humbled at the support that this community offers to Veterans. I have never seen this kind of support and I live at Fort Lewis, and we don't get this kind of support.

Victoria Crystal said that we are all working hard and want to make this an annual event and that is our goal. We want to get a place for Veterans to go. I will be a Veteran Buddy and they can call, and I will help, meet them at the store, and help them around.

Mr. Blitstein said that he has reached out to the four major hotels, and they will all give a discount for those. They will give us a code and we will put it on the website and advertise and that is another way of tracking. We are also asking every person who buys a ticket for their zip code so we can track where they are coming from. We have a lot of mechanisms in place to verify where people are coming from and what's going on.

Victoria Crystal said they we will be able to show you more statistics next year.

Mr. Blitstein addressed the Board and said that if anyone is available and in town, and you would like to come see the event, for future reference next year when we ask for a lot more. Jane has our information and can get you hooked up with Victoria, to come and see what we are doing.

Deputy City Clerk Michael O'Neill asked if this was the largest event that they have put on since their formation.

Mr. Blitstein said that the one that was supposed to our largest, got cancelled in California. Foghat was to be the headliner and four days before the event, the state of California and the county of Ventura, closed the venue.

Deputy City Clerk Michael O'Neill said that it was a great application but wanted to make sure.

Mr. Blitstein said that this is the largest that we have ventured into had Covid19 not hit.

Director Moon said, for the record, you can contact them at HeretoHelpVets.org.

Mr. Blitstein said that listed on their website homepage, you will see the seal of transparency from GuideStar and a seal of excellence from (inaudible) who are the two of the national non-profit ranking organizations and for you to get that, you have to give them your tax stuff and they go through everything.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$6,000 to Veterans Independence Foundation for the 2022 Blue Skies Veterans Benefit. Chairwoman Frost seconded; the grant was approved with a 2-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by Churchill County Parks & Recreation for the 2022 No Hill Hundred Century Bike Tour in the amount of \$2,000.00.

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

Robyn Jordan of Churchill County Parks and Recreation presented saying that this will be the 2022 No-Hill Hundred Century Bike Tour and it is a fully supported tour of the Churchill County and Fallon area. It is a very relaxed and a nice, easy-going ride with 3 (three) riding options. The first is a 100-mile course, the second is a 60-mile course, and then a 30-mile course. Last year, we had 121 participants which is about average participation and of those,

91 were from out of town, so this event is mostly for people coming from out of town. These participants are coming from Reno, Carson City, a few from California, and the Tahoe area. They like to come to a rural setting to do this and they enjoy the low traffic. We had a lot of positive feedback and consistently, we do get positive feedback on people getting to come out to the country and enjoy our scenery of agriculture, wildlife and all the nice things about our area. It is just a great opportunity to showcase what Churchill County and Fallon have to offer. Last year, I sent out, via email, a packet to each participant about what there is to do in Fallon, places to stay, places to eat, and events that might be going on that weekend that might get them to stay an extra day. We did have the Backroads Vintage Market, which our contestants loved, but overall, it is a very fun event. We get comments saying how friendly we are and how nice the volunteers are that help and it's a very good look for the community on what we offer to our out-of-town guests. It is my favorite event that we have put on this year.

Chairwoman Frost said that it is great that you send out the email with all the information ahead of time, before the event, so they can plan their day better. Instead of getting a packet at the event instead of trying to figure things out, I think this was a great idea.

Ms. Jordan said that they loved the swag bag. We went all out, putting 12 items into a bag for them and they think it's very cool and then they leave with stuff that says, "Visit Fallon" and "Churchill County" and it's a nice piece of Fallon, somewhere out there in the world.

Board Member Bhakta asked about a group running, PGFT, from Lake Tahoe to Austin.

Ms. Jordan, said, yes, it is OATBRAN. We host them for lunch and dinner stop when they stop here in Fallon.

Board Member Bhakta said that they left last Monday from Tahoe and asked if they are participants in this event.

Ms. Jordan said that they don't usually participate in this event, but some do crossover, but last year, their event was the same week as ours and this year, it is the last week of September. I am not sure if they will be done in time to join our ride, but we do speak at their dinner because we cook it for them. We do tell them about the event, if anyone wants to come back to Fallon to participate in that one.

Board Member Bhakta said that your event is on October 1st and this is the 26th, this Monday. My question to you is, if you put your event, one week later, that would be better and maybe they could participate, and you would have more participants in your event.

Ms. Jordan agreed and said that we could look at doing that. Typically, we have always done ours the first Saturday of October because the weather is usually really good then and their event used to be in July but because of Covid19 and the smoke, they had to change how to do theirs. We could look at possibly doing a date where they might be able to come. They also put on other events, so the person that puts on that event, we always share the information out and he sends it out to the people who participate in his events, so we might get some of those as well. That is a smaller event, only gathering 30-35 people.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$2,000.00 to Churchill County Parks & Recreation for the 2022 No Hill Hundred Century Bike Tour. Chairwoman Frost seconded; the grant was approved with a 2-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Cowboy Fast Draw Association for the 2022 Fastest Gun Alive – World Championship of Cowboy Fast Draw in the amount of \$14,500.00.

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

Cal Eilrich, or Quick Cal, as he is known, the Executive Director of the organization and it's true – I have won 17 (seventeen) world championships in my career that stands back to 1968, with the first world championship being in 1972. I have been at this a long time, and I sneak in and win one, occasionally. There are so many competitors that are so good, from all over this country and others. We have entries rolling in for this tournament from Canada and Switzerland. I just had to send an international invitation so that their governments will let them travel with firearms. I just received one from France. A little history: our organization, the Fast Draw, goes back to the 1950's. Our organization was founded in 2002, in Deadwood, South Dakota by the fella that ran the first Gold Hotel and Casino there. He was the general manager, a long-time competitor, and he founded the organization. I was one of his advisors and then I took over the reins of it in 2006. The city of Deadwood always wants us to come back, and we try and go back every few years. We were there in 2017, for the 15th anniversary, and this year was special as it was the 20th anniversary of Cowboy Fast Draw Association. The city of Deadwood poured their hearts out and we had a great event there with about 300 competitors and was held in their rodeo arena in downtown Deadwood. We moved the world championship from Deadwood to Fallon in 2008. It was originally held in the outdoor arena back then and we moved it because we found out that the rodeo arena floods. We had always rented the park at the Fairgrounds, as a backup, because we almost got nailed a couple of years earlier, in 2010, with a big rain and again in 2013 it really hit us. We moved it over to the park because the rodeo arena was flooded. We have been successful at that park, the shooters love it there and then when they built the 3C Rafter Arena, we were holding our tournament there last year as they were building the building and they asked us to come over and take a tour of the building. We are proud to be in their brochure, as one of their featured events and so we are moving it indoors this year, because it seems every year, we get a day or two where there is a lot of wind or rain. Last year was very gorgeous for the whole time through, but sometimes it's cold and sometimes it's windy and the lighting conditions in the indoor arena, we can control them. As you know, a national television network has been here and filmed it. I am trying to put together a film crew this year so we can produce and direct the show, which means I will not compete this year. We intend to film it, edit it, and put it out on the internet and see who will pick it up. The Cowboy Channel is interested in us, and I intend to contact them soon. Shooting USA came and did a great job and put in on the Outdoor Channel, but they don't quite have the background of our game-they cover a lot of different shooting sports, and they were taken back by ours because we would have audiences cheering the shooters, and we're the only shooting sport that can be a spectator event. They had never

seen crowd reactions like we had. It was big at the old rodeo arena because we had the bleachers there and our announcer was good at announcing the finals. When you get hundreds of people start stomping their feet on aluminum stands at the outdoor arena, the film crew from the Outdoor Channel had never seen anything like that and turned the camera around on the spectators. In touring the 3C Arena, I think we can have the same effect and we are excited about having it indoors. We will have to redirect a lot of things and make changes while indoors, but we are working on that now. We have 28 tournaments during the year and our people travel a lot, from Florida to Virginia, to Kentucky to California – all over this country and all points in between. We have state and territorial championships, and this is the last one of this year, the culmination of our season. If there are any ties, we have this thing called the Top Gun of the Year points, that they earn, going to these championships. Only the top 6 (six) finishers, qualify for these points. The traveling shooters try and stack up the points and this is the largest point-match of the year and any ties in Top Gun are broke at this tournament. It is a unique thing, not only is our world championship declared, but they also get to wear what's called the "Black Badge" in our sport. The only way you can wear a "Black Badge" is if it's issued by our association, either in the men's or the ladie's division. This is a coveted title. Since our people travel so much, and traveling has become so expensive, that is our only worry this year – the cost of fuel and the price of lodging. We love this host city for our event because there are plenty of hotel rooms here with decent rates. We let our shooters know that this is an affordable place to come and that helps.

Chairwoman Frost asked that since they are moving indoors, would they keep this event free and open to the public, as it has been in the past.

Mr. Eilrich said yes that it would be free to the public and even the Saturday event, that we call Tri-Cowboy Fast Draw, the public can come and try it, at no cost.

Chairwoman Frost asked if they would be publicizing that because I tried it before and found out I was not very good, but I had a lot of fun. I would like to see the public be able to try it and maybe recruit some people to join.

Mr. Eilrich said absolutely. There was a segment that was on the Outdoor Channel where some people from another country, had never held a firearm before and they were so excited. We have a youth safety training program where we start kids out at 8 years old, learning gun safety and by the time they're 9 (nine), they know more about gun safety than 99% of the gun owners in this country.

Board Member Bhakta asked about the difference between indoor and outdoor shooting.

Mr. Eilrich said that it doesn't really matter or change. Most of our clubs shoot indoors. We are not going to use Cowboy Fast Draw cartridges indoors. We will be using, what about 95% of our sport uses, which is powder in their shells, but a special piece of brass with a wax type bullet. Cowboy Fast Draw Association owns the headstamp for this brass. Starline Brass makes it commercially for us and we sell it to our members and other people. You put a wax bullet into it and then you drop a .209 shotgun primer and just falls out and you don't need any loading tools, which is why they are so popular in our sport. It is simply a primer, a powerful primer that is moving that wax bullet and moves it around 600-700 feet per second. These are not toys; we handle them just like live ammunition. We will shoot that ammunition indoors and because we don't want smoke in there.

No other comments were noted.

Board Member Bhakta motioned to approve \$14,500.00 to the Cowboy Fast Draw Association for the 2022 Fastest Gun Alive – World Championship of Cowboy Fast Draw. Chairwoman Frost seconded; the grant was approved with a 2-0 vote by the Fallon Convention and Tourism Authority.

Director Moon asked Mr. Eilrich to forward any produced filming to her for publication.

Mr. Eilrich handed out the latest magazine to the Board.

Consideration of a Grant Application by the Fallon Festival Association for the 2022 Cantaloupe Festival & Country Fair in the amount of \$15,000.00.

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

Zip Upham said that we were lucky enough to put on the festival last year and now we are going to be able to move part of the festival into the 3C Event Center. The initial plan was to move most all the vendors out of the grass area and into the arena, but we are not going to do that. We are going to put on two separate concerts inside the 3C Arena and they will be outside of the festival grounds and the festival grounds will be like we have done in the past but having moved some things around. We are going to move the carnival to just south of the grandstands, so we have even more room for vendors. We are above 125 vendors already and we are getting even more traction with our vendors so it will be a little bit bigger. Talking with Churchill County Parks and Recreation, our numbers might be more conservative than we thought because it seems like a lot of things get much more attendance now, then they have in previous years, and I am a bit worried. A certain amount of the hotel rooms that we are going to have in association with the festival, the festival is purchasing for various acts and things that are going to be here in Fallon for the event. We are plussing up the hotel rooms ahead of time. We are requesting the \$15,000.00 for the advertising and we are doing both online social media advertising as well as heavy rotation on the local radio stations. We expect our reach to be throughout the Reno, Carson City and Tahoe areas. I know I am getting old when the band that we have playing the Friday night concert, I have never heard of. Candlebox will be there and instead of the past Tribute Bands. Candlebox is an original band, playing Friday night, along with Chauncey Williams and Jared Hovis, who are the Texas country stars playing on Saturday night. Hopefully, we can turn the 3C Rafter Arena into an excellent concert venue. The trick to that is figuring out security inside the venue and clean-up right after the concert because we must do two of them back-to-back. We are looking forward to a fantastic festival. Adrienne Snow is our executive director this year and she is working for us full time to help put the festival on.

Chairwoman Frost said that she has already seen some buzz on social media about the concerts and that is great.

Zip Upham said that he is a little concerned about moving away from the Tribute Bands because they are so great, and everyone knows the music and they are inexpensive. Headline bands are pricey. One of the things that we need to convince the County is that they need one

of those semi-truck mounted stages that you can load and haul in and out of the 3C, so we can do a concert anytime we want to. Otherwise, renting those things is like \$40,000.00.

Director Snow said that what she has seen in the last week, almost all the ticket sales for the concerts are not from Fallon, they are from Reno, Sparks, Virginia City, Carson City, and Fernley. Most of the sales in the past week are not local so we are drawing people in from outside. We haven't started our larger advertising yet, either, so to date, it's just social media, KVLV, and the Progressive Rancher. August 1, we start with Reno Media Group, so advertisements for the festival and the concerts will be on 10 Country, Sunny 106.9, 95.5, and 103.7. They will do several weeks of radio advertising. We are also putting out flyers and advertisements through Lahontan Valley News, Nevada Appeal, and into Gardnerville, into their paper. We are doing print advertising, radio advertising, social media advertising, and supporting smaller publications that are specific for the farming and ranching community.

Chairwoman Frost said that it is exciting that you are continuing to grow.

Zip Upham said that it the goal to turn it into the Nevada State Fair, but we are probably still a couple of years away from making sure that we have the authorization and blessing of the State Ag board. The opportunity to do that fits Fallon, perfectly and as the county continues to expand the facilities there at the fairgrounds, I think we could go that direction. In a perfect world, I will work myself out of a job.

Board Member Bhakta asked if the park area would be more open and if mud volleyball would be coming back.

Zip Upham said no, they turned the mud volleyball into a drunk fest and that got very bad, especially since you're trying to run a family event. We may expand some vendors to the back side there, but we won't be doing the mud volleyball competition. You can show up though, we are going to do Pilates in the 3C Arena.

Director Snow said that I've been in contact with a company in Sonoma County, called Laura Chenel Creamery and for those who don't know, it's a high-end goat cheese. Their largest shipper is from here in Fallon and 1/3 of the milk that goes to that creamery, which supplies high-end stores like Whole Foods, Sprouts and Costco comes from Fallon. I am trying to work with companies like that to start putting banners here. Step 1 this year is one of the goat dairies is going to allow us to have some of their goats for a kid's petting zoo. Not just reach through the fence but get to get in the pen and interact with the animals. I would love for people in Fallon to know that, even though it's made in Sonoma, they're dependent on what comes from our town.

Director Moon mentioned that that kind of thing really anchors the State Fair so if you continue to do that, and of course I know that Zip and group have been working on this for years and however I can support you, I am happy to do that. I am excited, I am excited to see a State Fair in Fallon and now it's on the record.

There were no other comments noted.

Board Member Bhakta motioned to approve \$15,000.00 to the Fallon Festival Association for the 2022 Cantaloupe Festival & Country Fair. Chairwoman Frost seconded; the grant was approved with a 2-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Fallon Youth Football League for the 2022 SYFL (Sierra Nevada Football League) Experience in the amount of \$5,000.00.

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

Anthony Juarez, Commissioner of Fallon Youth Football, presented saying we are excited to host the SYFL Experience this year. The last Experience was hosted in 2019, again, here in Fallon. Unfortunately, due to Covid 19, the last two years, we have not been able to host this event, which all the proceeds of this event go to the Churchill County High School Football Program, which is the primary feeder program and focus of continuing football here within the City of Fallon. SYFL, Lassen, and Fallon make up a majority of participants in the event, however, this year, we have added Yerington and well as Carson Valley, which is represented out of the Minden\Gardnerville area. Our previous estimate was 2,000 participants, which is on the high side, and we are very fortunate to provide a new update of 2,205 participants, this year, between all the programs. SYFL has definitely grown which is a good thing. We are eager to host this event this year and we would like to thank the High School as well for participating and volunteering with this event.

Chairwoman asked if their model was still where high school groups can have vending tables, where they provide food or other items.

Commissioner Juarez said yes and that is exclusive to the high school programs as well as the Quarterback Club. We have had outside vendors ask to set up booths for food and we have opted out of that help. We want to keep it exclusive to soccer, cheer, chess, and the gaming club as it is a great opportunity for them for exposure and a great fundraiser for them as well.

Board Member Bhakta asked if this was a one-day only event.

Commissioner Juarez said that it is a one-day event on August 6.

Board Member Bhakta asked if people would stay in Fallon.

Commissioner Juarez said that considering how early the event begins, yes, he believes they will. I spoke with a couple of coaches from Lassen, as well as their Commissioner, and even though it is not a long drive, it is an early day for those younger ages of football players and even the older ages. The Board was interested in staying in advance, which makes up most of their coaching staff as well.

There were no further questions.

Board Member Bhakta motioned to approve \$5,000.00 to the Fallon Youth Football League for the 2022 SYFL (Sierra Nevada Football League) Experience. Chairwoman Frost seconded; the grant was approved with a 2-0 vote by the Fallon Convention and Tourism Authority.

Public Comments

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

Board and Staff Reports

Director Moon said that it was business as usual. We are seeing some very high numbers in terms of people attending our events and coming through. As you know, there has been a reaction for people having been to stay home, made to stay away, so people are coming. We currently have the Cal Ripken Regional Ball Tournament, and we are seeing very high numbers with four (4) of our hotels being sold out. I am glad to see that. This is very typical of what we are seeing in our events this year and am happy to report it.

Chairwoman Frost mentioned that as a part of Director Moon's report, we have the Rents and Room Tax statistics and asked Michael if he had anything to add or if there were any questions about that report, since Michael put it together.

Deputy City Clerk Michael O'Neill stated he had no comment but was open for questions.

Chairwoman Frost said that she is very excited about the events that are coming, and it is nice to see a new event coming to Fallon as well. Again, the 3C complex is going to be a wonderful addition in helping draw people to Fallon.

Adjournment

Chairwoman Frost reminded the Board that the next meeting would be on Tuesday, October 18, 2022, here in the Council Chambers and with there being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:59 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O'Neill, Deputy City Clerk

Convention and Tourism Authority

November 15, 2022

Agenda Item 5

Consideration of a grant application by the Fallon High School Rodeo Club for the Fallon High School Rodeo 2023 event. **(For possible action)**

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

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

DATE: November 7, 2022

AGENDA DATE: November 15, 2022

AGENDA ITEM #: 5

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by the Fallon High School Rodeo Club for the Fallon High School Rodeo 2023. (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$5,000 to the Fallon High School Rodeo Club for the 2023 Fallon High School 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. An estimate of 200 contestants with a total of 700 people will attend, potentially utilizing 150 room nights over the two-night event.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

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

PROJECT BUDGET

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

The expenses for the rodeo include but are not limited to:

Rent of the 3 C Event Complex, stock contactor, prizes for the contestants and advertising costs.

PROJECT BUDGET

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

Anticipated revenue:

Each club member (10 current members) is required to get \$650 in sponsorship/advertisement, last year the FCTA granted the club \$5,000.

PROJECT BUDGET

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

The expenses for the rodeo include but are not limited to:

Rent of the 3 C Event Complex, stock contactor, prizes for the contestants and advertising costs.

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

The goal for this project is to host a Jr. High and High School Rodeo in the Spring of 2023. We expect to bring 200 contestants and their family to the area that weekend.

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

The entire State of Nevada competes together, which means each contest and their family travels to each of the 14 rodeos held each year. There are currently over 200 members in the state of Nevada.

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

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

Approximately 180 Contestants plus their family members. Approximately 700 visitors.

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

Approximately 75 X 2 nights = 150 rooms

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

700 active members/families/friends, and potentially a limitless number through social media.

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

Approximately 500-600, we have more members this year.

(e) How many locals will attend your event?

200+

(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)?

700 x \$200 = \$140,000

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

Lahontan Valley News, Banners, Programs, Website, and Social Media.

Lahontan Valley News, Banners, Programs, Website, and Social Media.

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

We will have contestants fill out an economic impact survey at the time of check in.

Signature of Applicant/Grantee

MHlee

Date

11-6-22

Convention and Tourism Authority

November 15, 2022

Agenda Item 6

Consideration of a grant application by Churchill County Parks & Recreation for the 2023 Fallon Shootout Youth Basketball Tournament. **(For possible action)** Incorporated 1908

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

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

DATE: November 7, 2022

AGENDA DATE: November 15, 2022

AGENDA ITEM #: 6

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by Churchill County Parks and Recreation for the 2023 Fallon Shootout Youth Basketball Tournament. (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$2,000 to Churchill County Parks and Recreation for the 2023 Fallon Shootout Youth Basketball Tournament, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

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

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

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

1. Name of Organization (or Company) **Churchill County Parks & Recreation**
Chief Executive Officer: **Jorge Guerrero**
Mailing address **325 Sheckler Road**
City **Fallon** State **Nevada** Zip **89406**
Phone Number: **775-423-7733** Email: **ccpr@churchillcounty.org**
2. How long organized (or in business) **20+ Years** Tax I.D. # **88-6000025**
3. Purpose of Organization **Community Events, Classes, and Recreation**
4. Total Annual Budget \$ **\$1,500,000.00**
5. Project Director **Robyn Jordan** Phone Number: **775-427-6679**
Mailing address: **325 Sheckler Road**
City **Fallon** State **Nevada** Zip **89406** Email: **rjordan@churchillcounty.or**
6. **Project Title 2023 Fallon Shootout Youth Basketball Tournament**
7. **Actual Date of Event Friday, April 7th – Sunday April 9th**
8. Location of project **City-County Gym and/or Rafter 3C Arena**
9. Funds requested from FCTA: \$ **2,000.00**
10. Total cost of project: \$ **\$8,500.00**
11. Will the Convention Center be used? **No** When?
12. Summarize the objectives of this project:

The Fallon Shootout Youth Basketball Tournament is part of a series of Northern Nevada tournaments. The event provides a venue and opportunity for regional youth in grades 1st - 8th to participate in a competitive athletic event that promotes Churchill County as a quality area for recreational activities. The event is intended to support youth activities and promote the value of athletics for youth.

PROJECT BUDGET

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

Marketing/Advertising

Direct Mailing to Previous Participants.....	\$ 150.00
Production/Distribution of Posters.....	\$ 150.00
Social Media Promotion.....	\$ 150.00

Event Promotional Items

Event T-shirts for all participants.....	\$1,500.00
Awards/MVP Prizes/Coaches Gifts	\$2,550.00
<i>(For top 3 teams in all divisions—items such as gym bags, clothing/apparel, gift cards, etc.)</i>	

Equipment/Supplies (dependent on tournament location)

Court Rentals.....	\$3,450.00
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Operations/Staffing

Referees.....	\$2,500.00
Contracted Staff.....	\$1,200.00
Concessions.....	\$1,550.00
CCPR Department Cost Recovery.....	\$3,000.00

Total Project Cost: \$16,200.00

PROJECT BUDGET

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

Entry Fee (24 Teams at \$175.00 per team)	\$7,000.00
Tourism Grant.....	\$2,000.00
Gate (Spectator Admission)	\$3,000.00
Concession.....	\$3,000.00
Sponsorships.....	\$1,200.00

Total Project Revenue: \$16,200.00

PROJECT BUDGET

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

Event T-Shirts.....	\$1,500.00
Champions Apparel (Awards)	\$ 500.00

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

The long-term goal of the tournament is to include a larger number of teams and attract new participants from the region.

The short-term goal is to improve the quality of the event to guarantee future attendance and to decrease operating expenses.

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

200 - 250 participants and 500 - 750 spectators.

Target markets include Northern Nevada/California and Southern Idaho communities.

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

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

200 - 250 participants and 500 - 750 spectators.

(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)?

120 room nights historically required for this event.

(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 people from outside the immediate area are expected to receive promotional exposure about the event. Social media usage is expected to increase this number significantly.

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

Approx. 500 visitors came to this event this past year from destinations such as Bishop, CA, Sparks, Reno, Lovelock, etc. Teams from Oregon and Idaho have participated in the past.

(e) How many locals will attend your event?

3-5 local teams and approximately 200 spectators from the local area are anticipated.

(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)?

75% of visiting teams have historically stayed in local motels. Most participants and spectators will spend money on either food or gas in the community. Surveys indicate that families spend \$70.00 per night on average for hotels and \$50.00 on fuel and \$100.00 on food. The estimated economic impact is \$290.00 per family of 5 and greater than \$15,000.00 total.

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

We will promote the event in through the following methods:

- Email & direct mail campaigns to previous participants and/or participating teams
- Distribution of flyers/promotional material to regional gyms/recreation organizations
- Social media campaign
- Event media releases to local and regional media outlets
- Website promotion on Churchill County Parks and Recreation website

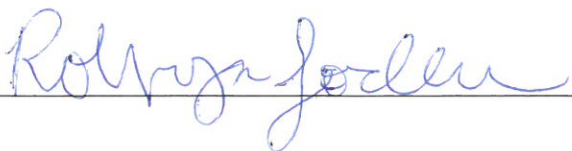
20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

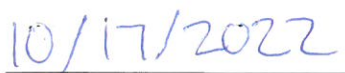
Guests will have the option to complete the survey online from their phones or other device, a bit.ly link & QR code will be posted in various locations throughout the event. Paper copies will be available for those who do not wish to complete the online version. In the days following the event we will also send an email to all participants to capture any responses we may have missed during the event.

The survey questions will reflect all required information for the grant evaluation, as well as a section to gather input on the event.

Signature of Applicant/Grantee

Date





Convention and Tourism Authority

November 15, 2022

Agenda Item 7

Consideration of a grant application by Vision Quest Events, LLC for the 2022 Top Gun Invitational Bull Riding event. **(For possible action)**

Incorporated 1908

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

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

DATE: November 7, 2022

AGENDA DATE: November 15, 2022

AGENDA ITEM #: 7

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Consideration of a grant application by Vision Quest Events, LLC for the 2023 Top Gun Invitational Bull Riding event. (For possible action)

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

TYPE OF ACTION REQUESTED:

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

RECOMMENDED BOARD ACTION: Motion to approve grant in the amount of \$10,000 for Vision Quest Events, LLC for the 2022 Top Gun Invitational Bull Riding event, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: It is the goal of Vision Quest Events, LLC to produce a successful bull riding event to benefit Fallon and to grow and build on this event annually. 2,200-3,000 people are estimated to attend this event to watch 20 internationally PRCA ranked bull riders compete. 100 rooms for one night and 200 rooms for two nights are predicted to be used for this event.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

Vision Quest **CITY OF FALLON - CONVENTION & TOURISM AUTHORITY**

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) **Vision Quest Events LLC**
Chief Executive Officer: **Justin Andrade**
Mailing address **1293 Cow Hollow Rd**
City **Nyssa** State **OR** Zip **97913**
Phone Number: **916-804-7895** Email: **Diablorange100@gmail.com**
2. How long organized (or in business) _____ Tax I.D. # **84-5006625**
3. Purpose of Organization **Produce large events centered around the western lifestyle**
4. Total Annual Budget \$ _____
5. Project Director **Chad Denton** Phone Number: **530-521-3965**
Mailing address: **PO Box 61**
City **Berry** State **CA** Zip **95916** Email: **Chadedent@gmail.com**
6. **Project Title TOP GUN INVITATIONAL**
7. **Actual Date of Event 12/31/22**
8. Location of project **Rafter 3 C, Fallon NV**
9. Funds requested from FCTA: \$ **\$10,000**
10. Total cost of project: \$ **\$98,800**
11. Will the Convention Center be used? **NO** When? _____
12. Summarize the objectives of this project:
Produce a Professional Bull riding and New Year's Eve Concert event in Fallon NV

PROJECT BUDGET

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

Television

Radio

Social media

Newspaper

Posters and signage

Please see attached excel sheet for all projected Expenditure

PROJECT BUDGET

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

Grant monies

Sponsorship Income

Ticket Sales

Liquor sales

Concession Rental

Please see attached excel sheet for all projected revenue

PROJECT BUDGET

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

Grant Monies will be put toward advertising expense.

The following is the projected cost for promotion and promotional materials for the 2022 Top Gun Invitational:

- 1) Radio Commercials; Cumulus Media (102.9 Wild , 98.1 FM KBUL, 780 AM News Talk) estimated value \$3,000
- 2) 50 ticket giveaways @ \$25.00 = \$1,250 to be given thru radio promotions
- 3) Posters/Print/Arena Signage \$4,000
- 4) Local News Advertisement \$500
- 5) VQE social media promotions \$700
- 6) Cowboy Channel Television Broadcast \$12,000

- 7) Big Screen Production \$5,500
- 8) Cowboy Lifestyle Network (CLN) media and marketing social platforms. \$500
(We have a long standing relationship with CLN. This particular package has a value of over \$5,000.) Total views for our Idaho PBR Classic-in Gooding Idaho event on CLN platforms were 1,894,811m
Total projected advertising Budget: \$27,500

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

The short term goal is to produce a successful event that benefits both The City of Fallon and Vision Quest Events. Our long term goal would be to grow and build on this event annually.

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

We estimated total attendance to be between 2,200 – 3,000

Target market areas Reno, Carson City, Lovelock, Winnemucca, Northern California

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

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

We expect around 1500 from out of the Greater Fallon 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)?

1000 for one night and 200 for two 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?

Between the Cowboy Channel and Cowboy Lifestyle Network we expect around 2 million

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

Battle Born Broncs brought in 1200 from out of Fallon area.

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

1000-2000

- (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)?

1500 visitors, estimate 1,000 will stay over night approx 200 will stay 2 nights, most will dine at least once, purchase fuel and other goods. Projected economic impact 200,000

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

We plan to use:

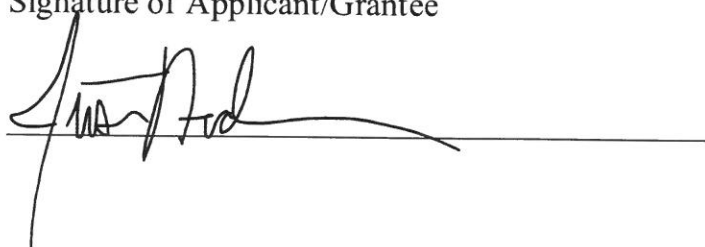
TV(Cowboy Channel)

Radio (102.9 Wild . 98.1 FM KBUL. 780 AM News Talk)

. 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.:

Electronic Questionnaire on through our online ticket agent (Rodeoticket.com)

Signature of Applicant/Grantee



Date



For further information or applications contact:

Jane Moon, Director of Tourism & Special Events at the City of Fallon
at 775-428-1383 or JMoon@FallonNevada.gov.

TOP GUN INVITIATIONAL PROJECTED EXPENCE

<u>EXPENSE</u>	<u>PROJECTED COST</u>
EVENT SET UP	16300
VENUE	1500
TABLE/CHAIR FOR VIP	950 EST
INSURANCE	2000
SOUND	2400
LIQUOR	5000
CATERING FOR VIP	4000
AMBULANCE/EMT	450
EVENT PERSONNEL	17000
HOTEL FOR EVENT PERSONEL	2400
ANNOUNCER	2000
SECURITY	1500
BULL FIGHTER (2)	2000
BULLROPER (2)	2000
TICKET BOOTH (5)	1000
BACK PEN AND OUT GATES (4)	800
SECRETARY VQE	1000
JUDGES (3)	2550
CHUTE BOSS	800
EXTREME BULLS SECRETARY	950
PRCA EXTREME BULLS	29000
ADDED MONEY	15000
STOCK	13000
SANCTION FEES	1000
ENTERTAINMENT	9000
BAND/SOUND	9000
ADVERTIZING	22000
RADIO	3000
TICKET GIVEAWAYS (50)	1250
COWBOY LIFESTYLE NETWORK	500
POSTERS/PRINT/ARENA SIGNAGE	4000
LOCAL NEWS ADS	500
SOCIAL MEDIA	750
THE COWBOY CHANNEL (BROADCAST)	12000
Big Screen Production	5500
<u>TOTAL PROJECTED EXPENSE</u>	<u>98,800</u>

TOP GUN INVITAIONAL 2022

PROJECTED EXPENSE	93,300
PROJECTED INCOME	120,042
PROJECTED GROSS	<u>26,742</u>

2022 TOP GUN INVITATIONAL PROJECTED INCOME

SPONSOR POTENTIAL	55,500 (As of 10/25/2022 we are 3/4 of the way to our goal)
PROJECTED TICKET SALES	55,000 (Venue seats 3,000 we think a conservative estimate is 2,200 @ \$25.00 per ticket)
BEER SALES	9,042
CONSESSION RENTAL	\$500
<u>TOTAL PROJECTED INCOME</u>	<u>\$120,042</u>

Projected Estimates do not include any potential grant money from The City Of Fallon

Convention and Tourism Authority

November 15, 2022

Agenda Item 9

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

FALLON
Incorporated 1908

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

DATE: November 7, 2022

AGENDA DATE: November 15, 2022

AGENDA ITEM #: 9

TO: FCTA Board Members

FROM: Jane Moon, Director of Tourism and Special Events

AGENDA ITEM TITLE: Board and Staff Reports

TYPE OF ACTION REQUESTED:

Formal Action/Motion Progress Report Discussion Only

RECOMMENDED BOARD ACTION: None.

DISCUSSION: Board and Staff Reports.

BOARD ACTION

Motion: _____

Motion By: _____ Second By: _____

Ayes: _____

Nays: _____

Absent: _____ Abstain: _____

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

2022*				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Taxable Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
January	15,531	4,894	\$ 398,412.59	\$ 81.41
February	15,531	6,060	\$ 517,474.46	\$ 85.39
March	15,531	9,156	\$ 808,767.70	\$ 88.33
April	15,030	10,331	\$ 1,007,013.91	\$ 97.47
May	15,531	10,902	\$ 1,077,081.08	\$ 98.80
June	15,030	11,212	\$ 1,210,748.86	\$ 107.99
July	15,531	10,978	\$ 1,139,175.59	\$ 103.77
August	15,531	9,709	\$ 1,044,147.98	\$ 107.54
September	15,030	10,349	\$ 1,055,055.19	\$ 101.95
October			\$ -	
November			\$ -	
December			\$ -	
Total	138,276	83,591	\$ 8,257,877.36	\$ 98.79

2021				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Gross Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
January	15,531	4,965	\$ 371,435.59	\$ 74.81
February	14,028	6,210	\$ 483,798.63	\$ 77.91
March	15,531	7,680	\$ 581,713.43	\$ 75.74
April	15,030	11,776	\$ 1,005,693.02	\$ 85.40
May	15,531	11,532	\$ 1,031,699.16	\$ 89.46
June	15,030	11,422	\$ 1,048,852.16	\$ 91.83
July	15,531	12,773	\$ 1,221,186.28	\$ 95.61
August	15,531	11,886	\$ 1,131,218.29	\$ 95.17
September	15,030	11,880	\$ 1,161,815.10	\$ 97.80
October	15,531	11,285	\$ 1,101,222.15	\$ 97.58
November	15,030	8,084	\$ 728,050.87	\$ 90.06
December	15,531	6,004	\$ 468,222.75	\$ 77.99
Total	182,865	115,497	\$ 10,334,907.43	\$ 89.48

2020				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Gross Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
January	15,531	5,029	\$ 390,518.96	\$ 77.65
February	14,529	7,620	\$ 624,505.00	\$ 81.96
March	15,531	7,383	\$ 627,667.51	\$ 85.02
April	15,030	3,409	\$ 247,937.50	\$ 72.73
May	15,531	5,306	\$ 381,386.59	\$ 71.88
June	15,030	6,987	\$ 522,055.24	\$ 74.72
July	15,531	7,734	\$ 611,158.39	\$ 79.02
August	15,531	9,159	\$ 732,888.40	\$ 80.02
September	15,030	8,675	\$ 688,928.61	\$ 79.42
October	15,531	10,120	\$ 843,872.47	\$ 83.39
November	15,030	8,400	\$ 690,121.62	\$ 82.16
December	15,531	5,514	\$ 375,626.28	\$ 68.12
Total	183,366	85,336	\$ 6,736,666.57	\$ 78.94

2019				
<u>Month</u>	<u>Lic. # Rooms</u>	<u>Gross Rented</u>	<u>Taxable Rents</u>	<u>Avg Rate</u>
January	15,500	5,260	\$ 377,373.08	\$ 71.74
February	14,000	5,958	\$ 428,581.55	\$ 71.93
March	15,500	7,198	\$ 538,230.34	\$ 74.77
April	15,000	8,535	\$ 676,607.30	\$ 79.27
May	15,500	10,146	\$ 852,934.20	\$ 84.07
June	15,000	10,291	\$ 858,170.79	\$ 83.39
July	15,500	8,587	\$ 706,961.46	\$ 82.33
August	15,500	11,687	\$ 1,012,101.28	\$ 86.60
September	15,000	11,463	\$ 1,002,294.41	\$ 87.44
October	15,500	11,065	\$ 951,993.19	\$ 86.04
November	15,000	8,202	\$ 680,228.66	\$ 82.93
December	15,500	6,304	\$ 513,106.63	\$ 81.39
Total	182,500	104,696	\$ 8,598,582.89	\$ 82.13

*** Note:** 2022 rented rooms and rental revenues are reported 'net taxable'. Reported amounts are after deductions for nontaxable activity, such as 28 day or greater stays. 2021, 2020, and 2019 rooms are reported gross and include nontaxable activity, however, rental revenues are reported net taxable.