

*Application for Funding from Churchill County
to Support a Community Event or Program*



All applications must be completed and submitted to the Churchill County Manager's Office at 155 N. Taylor Street, Suite 153, Fallon, NV 89406. Applications will be reviewed and evaluated by a committee, and subsequently reviewed for final determination during a public meeting by the Board of Churchill County Commissioners. If you have any questions regarding this application or process, please contact the County Manager's Office at (775) 423-5136.

Churchill County has limited funds available to support community projects/programs during any one fiscal year. Projects are approved by the Board of County Commissioners and are subject to annual approval.



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ORGANIZATION INFORMATION

Name of Organization (or Company): Fallon Festival Association, Inc.
Chief Executive Officer: Zip Upham
Mailing & Web Address: PO Box 1202 falloncantaloupefestival.com
City: Fallon State: NV Zip: 89406 Tel & E-mail: 775-427-1477 zipupham@gmail.com
How long organized (or in business): 36 years Tax I.D. #: 27-1811685
Purpose of Organization: To create premier event promoting the Churchill County/Fallon area.
Total Annual Budget: \$173,627.00
Is the organization a Non-Profit Business (501c3 Designation)? 501 (c) (4)

PROJECT / EVENT DETAILS

Project/Event Title: Fallon Cantaloupe Festival & Country Fair
Date of Event: 8.27.2021 - 8.29.2021 Is this an annual/reoccurring event: Yes
Project Director: Zip Upham Tel & E-mail: 775-427-1477 zipupham@gmail.com
Mailing Address: PO Box 1202, Fallon NV 89407
Location of Project/Event or Target Markets: Churchill County Fairgrounds - Targeting Northern NV
Estimated # of participants: 14,000+
Does the event allow for public access by County residents? Yes
What cost (if any) for admission? General Admission Tickets - \$2.00-\$12.00
Summarize the objectives of this project/event? (attach additional sheet if necessary) Attached Separate

What are the long term goals of this project? Attached Separate

Total estimated cost of project: \$173,627.00

Funds requested from Churchill County: \$10,000.00

List the amount of funding assistance from the *County or CC Communications* over the past five years: 2016/2017-County-\$10,000;CCComm-\$20,000;2018-County-\$10,000;CCComm-\$20,000;2019-County-\$10,000;CCComm-\$20,000

Total funds collected (or estimated) from other sources: Sponsors/Grants:\$40,000;Admissions/Other-\$60,000

How long do you anticipate funding will be needed to support this program/event and will it be self-supporting? The Festival & Fair requires continuous sponsor/grant funding to continue operations

EXPENSES: Please itemize all expenses including, items on which community support funds will be expended. List amounts paid to administrators/coordinator/consultants.

- Attached Separate •
- •
- •
- •

REVENUE: Please itemize all revenue including requested community support monies.

Specifically list revenues raised by the organization.

- Attached Separate •
- •
- •
- •

COMMUNITY BENEFITS:

Please describe the benefits of this program/event to the residents of this community. Include any additional information you feel is important for the Commissioners to consider

The Fallon Cantaloupe Festival & Country Fair is a well-known event in Northern Nevada.

The event brings in large amount of out of town guests every year to our community, creating a positive image of Fallon and providing opportunities for boosts in the local economy, as tourists visit local businesses and stay in local hotels during the weekend. The Festival brings a low cost entertainment option to Churchill County, with many activities and educational booths focused on promoting local charities and other non-profits, as well as expanding knowledge of our region's agriculture importance and history.

Signature of Project Director: Michelle Gabiola-Rogers Date: 7.1.21

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Supplemental Sheets

Summarize the objectives of this project/event:

The Fallon Festival Association's mission is to create a premier event for the entire family promoting the Fallon area, celebrating our agricultural past and present, showcasing local talent, and supporting Nevada business.

Additional objectives are to expand our program of activities as well as opportunities for local charities and Non-profit organizations to showcase their projects and raise funds for operation. The Fallon Festival Association continually adjusts aspects of the event to create a fun, family activity-oriented event in rural Northern Nevada.

Our additional objectives are to constantly create, expand, and promote a quality event that commemorates the history of Churchill County and the famed Hearts of Gold cantaloupe variety. The committee is also working toward maintaining financial stability so that we may continue business throughout the year and be in a position to secure activities as needed for all future events.

What are the long-term goals of this project?

The long-term goals of the Fallon Cantaloupe Festival & Country Fair's organizing committee are to:

- Brand Churchill County/Fallon as an appealing tourist destination.
- Increase tourism in the area by marketing the Cantaloupe Festival & Country Fair as a worthwhile event, maintaining a consistent out-of-town to local guest participation rate.
- Include as many community members and organizations to facilitate a county-wide celebration that positively affects the local economy.
- Grow the amount of agricultural and educational exhibits, fostering a family centered, wholesome, and learning community experience.

2021 Estimated Expenses and Revenue

Fallon Cantaloupe Festival & Country Fair- 2021 Event Budget			
Expenses	2021 Budgeted	Revenue	2021 Budgeted
Advertising/Marketing	\$17,000.00	Admissions	\$85,627.00
Banking Service Fees	\$2,000.00	CarnivalCommission	\$3,000.00
Business Expenses	\$200.00	Vendors	\$18,000.00
Facilities and Equipment	\$16,300.00	Public Support	\$65,000.00
Insurance	\$2,400.00	Misc. Rev.	\$2,000.00
Legal and Professional Fees & Consulting	\$18,000.00		
Operations	\$2,200.00		
Other Types of Expenses	\$200.00		
Payroll Expenses	\$0.00		
Program Activities	\$65,300.00		
2021 Start-up Funds	\$50,027.00		
Capital Improvements Fund	\$0.00		
TOTAL:	\$173,627.00	TOTAL:	\$173,627.00