

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

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

PROJECT BUDGET

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

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

PROJECT BUDGET

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

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

more potential sponsors to come

PROJECT BUDGET

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

Radio advertising

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

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

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

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

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

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

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

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

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

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

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

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

(e) How many locals will attend your event?

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

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

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

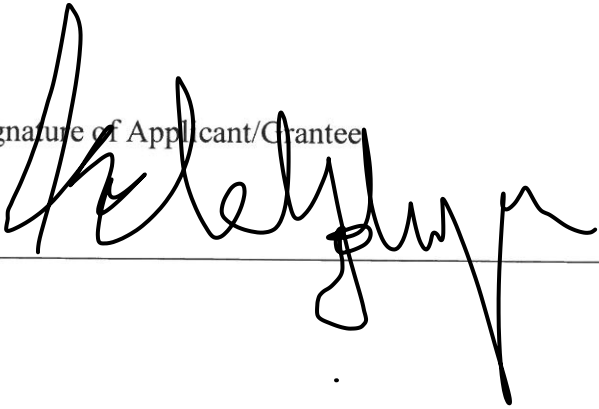
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

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

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

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

Signature of Applicant/Grantee

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

Date

07/07/23

For further information or applications contact:
Jane Moon, Director of Tourism & Special Events at the City of Fallon
at 775-428-1383 or JMoon@FallonNevada.gov.