



CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY

REQUEST FOR BOARD ACTION

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

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

TYPE OF ACTION REQUESTED:

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

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

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