

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) Fallon Festival Association INC
Chief Executive Officer: James "Zip" Upham
Mailing address 290 W Williams Avenue
City Fallon State Nevada Zip 89406
Phone Number: 775-844-8684 Email: falloncantaloupefestival@gmail.com
2. How long organized (or in business) 37 Tax I.D. # 27-1811685
3. Purpose of Organization To promote the local economy and culture as well as drawing visitors
4. Total Annual Budget \$ 271000
5. Project Director Adrienne Snow Phone Number: 775-247-6458
Mailing address: 290 W Williams Avenue
City Fallon State Nevada Zip 89406 Email: falloncantaloupefestival@g
6. **Project Title Fallon Cantaloupe Festival & Country Fair**
7. **Actual Date of Event August 25-27, 2023**
8. Location of project Churchill County Fairgrounds, Fallon, NV
9. Funds requested from FCTA: \$ 15,000
10. Total cost of project: \$ 268,200
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:

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 Business. We continually adjust aspects of the festival to create a fun, family activity-oriented event in rural Northern Nevada. This year the festival will be expanding further than the 2022 expansion to include a 2-day CCPRA sanctioned rodeo, which is the only one of its kind in Nevada. The festival and fair provides the opportunity to build community capacity and social capital, drive tourism to the Fallon community, increase room night stays, and expand activity at local businesses leading up to and during the festival and fair. The event committee will continue to build a strong media presence through social media, print, radio and television, increasing exposure to both local and out of town potential guests.

PROJECT BUDGET

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

Advertising/Marketings	\$20,000
Banking Service Fees	\$2,000
Business Expenses	\$200
Facilities and Equipment	\$33,400
Insurance	\$4100
Legal and Professional Fees	\$18,000
Operations	\$2,300
Other Types of Expenses	\$200
Payroll Expenses	\$50,000
Program Activities	\$138,000
Total	\$268,200

Grant monies will be used for Advertising and Marketing.

PROJECT BUDGET

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

Income	\$130,000
Carnival Commission	\$5,500
Vendor	\$30,000
Carnival	\$5,500
Sponsorships/Public Support	\$100,000
Total (estimated) Income	\$271,000

PROJECT BUDGET

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

Marketing of the Fallon Cantaloupe Festival & Country Fair which includes radio, television, print, digital, & social media.

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

To Provide Fallon locals with opportunities to promote themselves and their businesses to unreached audiences (local talents, businesses, or fair vendors).

-To build the reputation of the Festival & Fair as one of Nevada's top agriculture centered events.

-To develop and showcase Fallon's culture identity to attract visitors to the area, as well as enhance the business and industry atmosphere of Churchill County.

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

We estimate 23,000 visitors to the 2023 festival based on a 10% growth rate over last year (in 2022 the festival welcomed 20,900 visitors), with the continuation of existing marketing and the addition of television marketing. The target market is families and adults (median age 30) and will be drawn out of the surrounding urban and rural communities which have a combined total population of 687K+ (including Churchill County).

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?

Data collected in 2022 indicated that 35% of attendees were from outside of Churchill County, with 15% of those residing further than 60 miles. This is largely attributed to the high profile concerts as well as the significant marketing campaign that was expanded in 2022.

Based on that statistic and the estimated growth, we expect 3,450 visitors from beyond a 60 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)?

Of the 35% from out of town, approximately 18% of those stayed overnight. With a projection of 23,000 attendees this year, if 18% stay overnight, it can be estimated that half of those booked a room (versus staying with friends or family in the area). If standard occupancy of each room with two queens or doubles is 4 people, that equals 517 total rooms during the festival.

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

80% of the advertising during the 2022 festival was aimed at residents outside Churchill County but residing within 100 miles of Churchill County. Our goal is to reach approximately 200,000 people through various marketing modalities to make them aware of the festival with an aim to attract at least 10% of those to attend.

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

It is estimated that 1,500 of out of area attendees were from outside the 60-mile radius previously addressed. Concerts attributed to much of the jump in last year's numbers, and we expect that concerts along with the addition of a 2 day parade will be primary contributing factors to outside attendance. We estimate an average local attendance of 15,000 local visitors, which is a fairly consistent attendance. Much of the growth in festival attendance is attributed to out of area visitors. 2022 local attendance was approximately 15,000.

(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)?

Based on the exit surveys collected, 15% guests spent an average of \$60.00 outside the event to produce an estimated economic impact to Churchill County of \$207,000 August 25-27, 2023.

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

We are again placing a large emphasis on the Cantaloupe Festival social media campaign, including regular, up-to-date postings, paid promotions, new cohesive branding, and a significant push to create strategic partnerships to produce an increased public relations reach.

We've secured agreements with high profile chefs and restaurants in Reno/Carson to feature cantaloupe during their summer menu, and attend news interviews the week of the festival to showcase cantaloupe with a goal to drive attendance.

Traditional advertising plan that includes coverage from local and regional radio groups, news stations, and publications beginning 4 weeks prior to the event.

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,

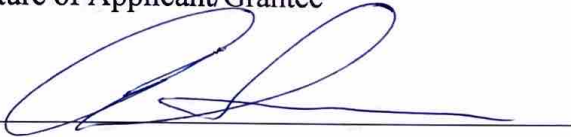
hometown, etc.:

Plans for 2023 include increasing volunteer presence by 25% over 2022. There will be more volunteers with a specific job to collect data throughout the weekend in an effort to collect more accurate data for municipal and economic impact review. We will also be asking area hotels to collect data at the front desk during check in to accurately assess how many hotel rooms are sold specifically related to the festival.

Volunteers will be placed at various sections of the festival to collect surveys from event attendees. Attendees will be encouraged to fill out these forms for the opportunity to win raffle prizes for filling them out.

The data will be shared with all municipalities and festival staff to review and make planning decisions for subsequent events.

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.