

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company): **Back Roads Vintage Market**
Chief Executive Officer: **Jenny and Mitch Young**
Mailing address: **1250 Golden Park Way**
City: **Fallon** State: **Nevada** Zip: **89406**
Phone Number: **(775)427-8717** Email: **backroadsvintagemarketnv@gmail.com**
2. How long organized (or in business): **7 years** Tax I.D. #: **1035525313**
3. Purpose of Organization: **At the Back Roads Vintage Market, we curate an amazing event with an assortment of antiques, vintage treasures, Nevada-made products, and repurposed items from hand picked vendors. Our biannual event, held in Fallon, draws local and out of town shoppers/ vendors to our community. We take immense pride in hosting these events, which showcases the talent of our vendors.**
4. Total Annual Budget **\$13,500**
5. Project Director **Jenny Young** Phone Number: **(775)427-8717**
Mailing address: **1250 Golden Park Way**
City: **Fallon** State: **Nevada** Zip: **89406** Email: **backroadsvintagemarketnv@gmail.com**
6. **Project Title: Back Roads Vintage Market fall 2023**
7. **Actual Date of Event: October 6th and 7th, 2023**
8. Location of project: **Rafter 3C Arena - Churchill County Fairgrounds**
9. Funds requested from FCTA: **\$4500**

10. Total cost of project: **\$8304**

11. Will the Convention Center be used? **No** When? **n/a**

12. Summarize the objectives of this project:

Our goal with this project is to increase awareness and attract more attendees to our event, both within our community and from outside a 90 mile radius.

Additional funds will help boost our ad spend, provide improved public relations, advertise in targeted publications, and increase signage.

PROJECT BUDGET

13. EXPENSES:

Budget for fall 2023 market
\$2000 Rafter 3C Arena rental
\$1086 workers + meals
\$1500 Kolo 8 ads
\$198 Fallon Post ads
\$500 radio ads
\$600 social media ads (through Beyond Big Blue Agency)
\$300 over the road signage
\$50 press release
\$180 professional design services for printed materials
\$100 printed promotional cards/flyers
\$1250 musicians
\$150 vendor snacks
\$390 event insurance

+\$4500 potential grant money (broken down below)

PROJECT BUDGET

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

\$120 10' x 10' booth

\$220 10' x 20' booth

\$315 10' x 30' booth We typically have 45 vendors filling 75 booth spaces. Amounts vary from event to event.

\$10 entry Friday evening -approximately 400-500 shoppers (current but varies from market to market)

\$5 entry Saturday - approximately 1300-1500 shoppers (current but varies from market to market)

PROJECT BUDGET

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

\$300 above street advertising banner (Fallon Signs)

\$1875 advertising in Edible Reno-Tahoe magazine

\$2325 would be used to bolster our current advertising - KOLO 8 ads, radio ads, newspaper ads, and social media ads

\$4500

16. Please define the long- and short-term goals of this project:
Our short term goal is to increase the number of shoppers attending from outside our community through expert, targeted marketing techniques. This will also entice additional, talented vendors from outside a 60 mile radius.
Long term, growing our market as a specialty, destination event with even more quality vendors, and making it a memorable shopping event for all involved. We look forward to forging partnerships with other community stakeholders to network complementary events and services the weekend of our market. An overnight stay to fit it all in will be on people's radars.

17. Please estimate the total attendance you expect at your event and list your target market areas:
We would like to see this project expand our attendance by 1000 + more visitors bringing our total up to 3000+ attendees.

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?

500

(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)?

$100 \times 1 = 100$

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

100,000 +

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

unknown - a professional survey has not been done

We are aware of shoppers from Susanville, CA, other areas in California, Winnemucca, Elko, Gardnerville, & Tahoe attending our event.

(e) How many locals will attend your event?

1500

(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)?

If a minimum of 1500 people come from outside of Fallon and a minimum of half of them shop and eat outside of our market:

$750 \times \$75/\text{each} = \$56,250+$

This amount does not include the cost of a hotel stay.

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

Our promotional card blast starts at the beginning of August, and the targeted social media (paid ads) start at the beginning of September. Television and radio ads typically run two weeks prior to our event as per their advertising representatives. Katey Roshetko (KOLO 8) typically holds an on air interview with me the week of the market. We place sandwich board signs in Fallon 1-2 weeks prior to our market. We are open, and welcome, any help/support of additional marketing and publicity expertise.

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 would like to use some of the funds to have someone help us create a post market survey so that all the appropriate information is included. It will go out to our e-mail subscribers, and we will post it on social media.

Signature of Applicant/Grantee

Date

Jennifer A. Young

July 7th, 2023

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.