



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 Youth Football League for the 2023 SYFL Experience. (For possible action)

- Grant amount requested by applicant: \$5,000
- Grant amount recommended by staff: \$5,000

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 a grant in the amount of \$5,000 to the Fallon Youth Football League for the 2023 SYFL Experience, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The short and long-term goals for this event is to provide an outstanding experience for all families and friends participating in football and cheer in Northern Nevada. This event allows visitors from other areas an opportunity to venture to Fallon to see what the City and community has to offer. 6,000 to 6,500 people are expected to attend the 2023 event with 5,500 to 5,750 people coming in from outside a 60-mile radius to Fallon. It is estimated that 125 hotel/motel room nights will be booked for this Northern Nevada youth sports experience.