

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company)
Chief Executive Officer:
Mailing address
City State Zip
Phone Number: Email:

2. How long organized (or in business) Tax I.D. #

3. Purpose of Organization

4. Total Annual Budget \$

5. Project Director Phone Number:
Mailing address:
City State Zip Email:

6. **Project Title**

7. **Actual Date of Event**

8. Location of project

9. Funds requested from FCTA: \$

10. Total cost of project: \$

11. Will the Convention Center be used? When?

12. Summarize the objectives of this project:

PROJECT BUDGET

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

Item – Cost

Tents, tables & Chairs - \$2,250
Porta Potties - \$3,000
Janitorial Services - \$300
CCSD Reimbursement - \$10,200
Publicity, Signs & Promo - \$2,500
Traffic Control - \$4,000
Event Staff T-Shirts \$500
Field Equipment/Paint - \$250

TOTAL EXPENSES - \$23,500

PROJECT BUDGET

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

Item – Income

Gate and Admission Fees - \$15,000
Vendor Fees - \$1,500
Corporate Donations \$2,500
FCTA Grant - \$5,000

TOTAL INCOME - \$24,000

PROJECT BUDGET

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

ITEM – EXPENDITURE

Event Staff T-Shirts - \$500
Event Signage and Promo - \$1,000
Event Amenities - \$3,500

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

The long and short 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, whom would normally not venture to Fallon, to see what our great City and community has to offer.

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

The total attendance is anticipated to be 6,000 to 6,500. Target market areas are Northern Nevada and Northern California (Reno, Sparks, & Susanville).

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?

Approximately 5,500 to 5,750 visitors will be from outside of a 30 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)?

We anticipate 125 room nights to be generated (125 x 1 night).

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

6,500

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

5,750

(e) How many locals will attend your event?

750

(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)?

$5,750 \times \$20 = \$115,000$

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

1. FYFL will engage the services of a per unit T-Shirt vendor to customize and sell individual T-Shirts with an event promotional design.
2. Event flyers with event and local destination information will be created and sent to all potential attendees.
3. FYFL will work with the LVN/Nevada Appeal to promote the event through Pre- and Post- Event news items.
4. The SYFL league based in Reno will notify all its participants of 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.:

FYFL plans on polling/surveying a random sample of attendees throughout the day requesting information on room nights, dollars spent, visitor origination, event feedback, etc.

Signature of Applicant/Grantee

Date

Anthony Juarez

6/6/2023

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.