



## **CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY**

### **REQUEST FOR BOARD ACTION**

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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 the Fallon Jr. Rodeo for the 2023 Fallon Jr. Rodeo event. (For possible action)

- Grant amount requested by applicant: \$3,000
- Grant amount recommended by staff: \$3,000

**TYPE OF ACTION REQUESTED:**

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

**POSSIBLE BOARD ACTION:** Motion to approve a grant in the amount of \$3,000 to the Fallon Jr. Rodeo for the 2023 Fallon Jr. Rodeo event, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** As a group, the Fallon Jr. Rodeo has forged on to continue the Jr. Rodeo tradition which had been produced in collaboration with the Fallon Lions Club in many years past. This group of volunteers are dedicated to showcase the skills of the youth in equestrian events in order to promote and encourage the agricultural and ranching lifestyle not only in our community, but in neighboring cities, counties and states. It is estimated that 200-300 participants and their families will attend this (4) day event, with 150 people being from outside a 60-mile radius; generating 150 hotel/motel room overnight stays and multiple visits to local restaurants, gas stations and stores.