

**FALLON CONVENTION & TOURISM AUTHORITY
APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS**

1. Name of Organization (or Company) Churchill County Parks & Recreation
Chief Executive Officer: Jorge Guerrero
Mailing address 325 Sheckler Road
City Fallon State Nevada Zip 89406
Phone Number: 775-423-7733 Email: ccpr@churchillcounty.org
2. How long organized (or in business) 20+ Years Tax I.D. # 88-6000025
3. Purpose of Organization Community Events, Classes, and Recreation
4. Total Annual Budget \$ \$1,500,000.00
5. Project Director Robyn Jordan Phone Number: 775-427-6679
Mailing address: 325 Sheckler Road
City Fallon State Nevada Zip 89406 Email: rjordan@churchillcounty.org
6. **Project Title No Hill Hundred Century Bike Tour (2023)**
7. **Actual Date of Event Saturday, October 7th, 2023**
8. Location of project 3C Event Complex, The Barrel House
9. Funds requested from FCTA: \$ 2,000.00
10. Total cost of project: \$ \$10,900.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:
 - To host a fully supported bike tour for competitive and beginning cyclists.
 - To attract out-of-town cyclists to our community to participate in the event and to experience the many benefits of visiting Fallon, encouraging future visits.

PROJECT BUDGET

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

Event Shirts/Jackets.....	\$1,500.00
Event Swag	\$3,000.00
Meals (Lunch, Post-Race).....	\$1,500.00
Road Bike (Raffle).....	\$1,000.00
Staffing/Operations.....	\$1,700.00
Equipment Rentals.....	\$700.00
Marketing/Print (Copies, Print Media, Signage)	\$600.00
Raffle Prizes.....	\$400.00
Fuel (Support Vehicles, SAR).....	\$500.00

TOTAL **\$10,900.00**

PROJECT BUDGET

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

120 participants @ \$60.00	\$6,000.00
30 participants @ \$30.00.....	\$900.00
Raffle Ticket Sales	\$1,000.00
Sponsorships.....	\$1,000.00
Tourism Grant.....	\$2,000.00

TOTAL **\$10,900.00**

PROJECT BUDGET

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

Event Promotional Items:

Event Shirts/Jackets.....	\$1,200.00
Event Swag (Fallon/Churchill branded items)	\$800.00

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

The short-term objective of the event is to provide an annual opportunity for regional cyclists to participate in a relaxed and enjoyable cycling event. We hope to attract visitors from out-of-town and out-of-state to our community. The long-term objective is to establish the Churchill County area as a bike friendly community and promote and encourage physical and recreational activity in the region.

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

The goal is to attract 150-200 cyclists to the event. The primary target audience is regional cyclists from Northern Nevada, however, the event is promoted throughout the Western United States and frequently attract riders from surrounding states.

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?

We expect at least 75% of our participants to be from outside of a 60-mile radius, which would be approx. 112 people. This does not include family and friends who travel with the participants.

(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)?

Based on previous years surveys, we can conservatively estimate that at least 35% of our out-of-town participants will be staying in Fallon, for an average stay of 1.6 nights, If we have 150, participants with 112 non-locals, we can estimate approx. 62 room nights. With additional marketing of Fallon's tourism opportunities and offerings, we should be able to increase that percentage as guests are exposed to the value of making a full weekend stay in Fallon.

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

We utilize nationally known and recognized online platforms to advertise our events as well as social media and print marketing in northern Nevada. We expect a minimum of 2,000 people outside of the Fallon area will be exposed to the event – and most likely more than that number as we work to promote the event to targeted audiences online and at other regional events.

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

In 2022, 93 participants came from over 60-miles away (approximately 80%).

(e) How many locals will attend your event?

We expect 30-50 local race participants, however there are many individuals and organizations from Fallon that will participate in other capacities, including as volunteers, vendors, and other roles necessary to carry out the event.

(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)?

We anticipate that we will have a minimum of 112 out-of-town groups (most registered event participants bring a family member or friend) spending an average of \$130.00 each in gas, meals, lodging, etc. for a total economic impact of \$14,560.00.

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

The No Hill Hundred will be advertised through print means, including posters, flyers, and newspaper press releases, and through social media. Parks and Recreation will partner with other organizations to implement a local campaign.

National and regional endurance event and cycling calendars, magazines, and online platforms, as well as fitness tracking apps (such as Strava, MapMyRide, etc.) will be utilized to promote the event, build routes, and encourage participants to download and ride the routes in advance. Additional avenues will be used, including the Parks and Recreation seasonal guide, and advertising at other local events.

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 will be providing riders with an event survey to be completed at the conclusion of the ride while they are eating their post-race meal. They will also be given the option to complete the survey online from their phones or other device. The survey questions will reflect all required information for the grant evaluation, as well as a section to gain insight on the No Hill Hundred event itself.

Signature of Applicant/Grantee

Rolyn Jordan

Date

7/6/2023