



## 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 Backroads Vintage Market for the Fall 2023 Backroads Vintage Market. **(For possible action.)**

- Grant amount requested by applicant: \$4,500
- Grant amount recommended by staff: \$4,500

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 \$4,500 to the Back Roads Vintage Market for the Fall 2023 Back Roads Vintage Market, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: The Backroads Vintage Market’s short-term goal is to increase the number of shoppers attending from outside our community, while the long-term goal is to grow the market as a specialty destination event with more quality vendors while making the shopping experience memorable for all involved. The Youngs are hoping to grow their attendance from 2,000 people to 3,000. It is expected that approximately 500 people will travel to Fallon from outside a 60-mile radius and about 100 hotel/motel room nights will be booked for the event.