



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 and Special Events
AGENDA ITEM TITLE: Consideration of a grant application by the Churchill County Parks and Recreation for the 2023 No Hill 100 Century Bike Tour. **(For possible action)**

- Grant amount requested by applicant: \$2,000
- Grant amount recommended by staff: \$2,000

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 \$2,000 to the Churchill County Parks and Recreation for the 2023 No Hill 100 Century Bike Tour, subject to availability of funds, CFCTA policy, and standard grant terms and conditions.

DISCUSSION: The short-term objective of the No Hill Hundred Century Bike Tour is to provide an annual opportunity for regional cyclists to participate in a relaxed and enjoyable cycling event; while the long-term goal is to establish the Fallon area as a bike friendly community and to promote and encourage physical and recreational activity in the region. The goal is to attract 150-200 cyclists of which 75% (112-150) are expected to come from outside a 60-mile radius from Fallon, targeting 62 hotel/motel room nights.