

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

1. Name of Organization (or Company) Motor Sports Safety Inc.  
Chief Executive Officer: John Stauverman  
Mailing address 920 Ronald Way  
City Fallon State Nevada Zip 89406  
Phone Number: 775-427-4266 Email: jstauverman@charter.net
2. How long organized (or in business) 30 years Tax I.D. # 88-0274488
3. Purpose of Organization To promote tourism via Motorsports Activities
4. Total Annual Budget \$ \$40,000.00
5. Project Director John Stauverman Phone Number: 775-427-4266  
Mailing address: 920 Ronald Way  
City Fallon State Nevada Zip 89406 Email: jstauverman@charter.net
6. **Project Title 2025 Topgun Dragstrip "Fallon 660 Big Dollar Event 3K"**
7. **Actual Date of Event September 12<sup>th</sup> and 13<sup>th</sup> 2025**
8. Location of project Top Gun Dragstrip, 15500 Schurz Hwy., Fallon, NV
9. Funds requested from FCTA: \$ \$5,000.00
10. Total cost of project: \$ \$40,000.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:

The "Fallon 660" event is a revised event from the inaugural Fallon 1320 event from last year. The event has been reconfigured with input from the racing community and those that attended last year. This is a positive change that will benefit the event and the community. The event is designed to cater to an elite group of racers who compete for larger purses and bigger prize money that is customarily offered at local tracks around the nation. The races are growing in popularity and draw in a broader spectrum of racers. With Dragstrips closing across the western US, Topgun continues to capitalize on these elite racers who have less tracks to race at. This event will also entice local racers to participate without them having to travel as far as they would for another similar event at a track some large distance way.

### PROJECT BUDGET

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

1.) ADVERTISING	\$7,000.00
2.) RACE PAYOUTS	\$12,000.00
3.) CONTRACT LABOR	\$3,500.00
4.) TRAVEL EXPENSE	\$1,000.00
5.) INSURANCE	\$4,000.00
6.) TOP GUN MALL INVENTORY	\$4,000.00
7.) UTILITIES/TRASH/RESTROOMS	\$2,000.00
8.) VEHICLE MAINTENANCE	\$2,000.00
9.) TRACK IMPROVEMENTS/MAINTENANCE	\$2,000.00
10.) TRACK PREP & EQUIPMENT RENTAL	\$2,500.00
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	\$40,000.00

### PROJECT BUDGET

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

1.) GATE SALES	\$25,000.00
2.) RACER BUY-BACKS	\$1,000.00
3.) MALL SALES	\$6,000.00
4.) POTENTIAL SPONSORSHIPS	\$3,000.00
4.) GRANT(S)	\$5,000.00
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	\$40,000.00

### PROJECT BUDGET

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

1.) Radio & Television Ads Target areas are the Western regional area as well as Arizona, California, Idaho, Nevada, Oregon & Utah	\$1,000.00
2.) NATIONAL MAGAZINE ADS "National Dragster", "Sportsman Only", "Division 7 Hot Line" magazines Target areas are Arizona, California, Idaho, Nevada, Oregon, Utah and Canada	\$2,000.00
3.) Social Media, Facebook, YouTube	\$1500.00
4.) Racer handouts, Posters and Flyers	\$2500.00
GRAND TOTAL:	<hr/>
	\$7,000.00

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

Our Long term goal is to establish Fallon as Northern Nevada's Motor sports capital, contributing positively to the community economically, while providing a safe and legal environment for motorsports. Our short term goal is to concentrate on new events to help offset the economic slide in revenue we have experienced.

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

Our goal is to draw 3,000 to 3,500 people for this single event. Our target market will include Nevada, California, Arizona, Utah, Oregon and Canada.

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?

It is estimated that 90% of our visitors for this event are from beyond the 60 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)?

Information from the last Mopar vs World race indicate 12% of the 200 racers and crews stayed in local motels. That event had approximately 2000 people attending.

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

Our exposure goal is to reach in excess of 500,000 people

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

We estimate approximately 600 of the over 800 attendees were from beyond the 60 mile

(e) How many locals will attend your event?

We project approximately 200 to 400 local attendees

(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)?

The total local economic impact is estimated at about \$100,000.00 dollars

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

Our Marketing and advertising using Social Media will continue to grow. We will use Social Media and promote local business as well. Another major contributing factor is with visitor traffic from the involvement of the Fallon Tourism Authority. It is very important that we work together and communicate what we are doing to coincide with 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 plan to use a survey form with the following questions:
- Male/Female (circle one)
  - Where are you from?
  - How far did you travel to get here?
  - How many are in your group? \_
  - Will you stay overnight in Fallon? Yes No
  - How many nights?
  - Where are you staying? Motel ; RV/Campground \_ Friend/Family ;
  - Other Comments

How did you hear about the (event)?

- Newspaper ads
- Radio ads
- TV ads
- News Articles
- Magazine
- Other

Including admission, how much did your group spend at the event? .

How much will you spend outside of the event on this trip?

- Will you:
- buy gasoline?
  - eat in a restaurant
  - shop other
  - (specify)

And of course if there are other demographics you would like us to gather, we would certainly include them.

Signature of Applicant/Grantee

Date

*John Stauverman*

*1-1-25*

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](mailto:JMoon@FallonNevada.gov).