

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) Lahontan Valley Claybreakers
Chief Executive Officer: Wayne Whitten
Mailing address P.O. Box 6042
City Fallon State NV Zip 89407
Phone Number: 775 427-6827 Email: whittenp@cccomm.net
2. How long organized (or in business) 20 years Tax I.D. # 80-0157393
3. Purpose of Organization Promote Organized Youth Trap shooting in Fallon & Churchill Co.
4. Total Annual Budget \$ \$23,000.00
5. Project Director Wayne Whitten Phone Number: 775-423-6827
Mailing address: P.O. Box 6042
City Fallon State NV Zip 89407 Email: whittenp@cccomm.net
6. **Project Title** 2025 Lahontan Valley Claybreakers Youth Trap Shooting Season
7. **Actual Date of Event** February 2025 through October 2025
8. Location of project Fallon Trap Club, 2007 Airport Road, Fallon, NV 89406
9. Funds requested from FCTA: \$ \$3,000.00
10. Total cost of project: \$ \$23,000.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:

. The Lahontan Valley Claybreakers was formed in 2005, with 25 members, when local trap shooters recognized the need to teach youth about the sport of trapshooting and gun safety. The purpose of the program is to provide a safe and positive experience with firearms and shooting sports, elementary through college. They are taught firearms safety, responsibility, teamwork and sportsmanship.
This year we anticipate over 23 returning shooters, and all new interested shooters must participate in a safety and orientation day to show knowledge and gun safety; they must pass a short shooting program before being accepted into the program. We are proud that many of our shooters have participated in our program from Rookie, 4th grade, to Alumni, age 18 years of age.

PROJECT BUDGET

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

Clothing, T-Shirts, hats with Visit Fallon Logo	\$3,000.00
Website updates and changes	\$170.00
NRA Coaches Clinic, 2 day clinic advertised State wide	\$1,500.00
Advertising Nevada State PITA Shoot, Fallon NV	\$100.00
Ammunition	\$12,000.00
Safety equipment and shooting bags	\$1,000.00
Target fees at Fallon Trap Club	\$4,500.00
Pacific International Trap Shooting Association target fees	\$400.00
Registration to Pacific International Trapshooting Association (42 members)	\$525.00

PROJECT BUDGET

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

Registration	\$9,000.00
Fund raisers	\$4,000.00
Churchill County Commissioners	\$3,000.00

PROJECT BUDGET

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

Website updates and changes	\$170.00
Club awards for Lahontan Valley Claybreakers	\$700.00
NRA Coaches Clinic, 2 day clinic advertised State wide	\$1,500.00
Advertising Nevada State PITA Shoot, Fallon, NV	\$100.00
Hat, T-Shirts with Visit Fallon logo	\$3,000.00

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

The Claybreakers will continue to hold shooting events that encourage participation from inside the State of Nevada and neighboring states. The Lahontan Valley Claybreakers would like to continue to be able to teach gun safety and provide life skills for the youth of Fallon and Churchill County. This is a sport that will continue on in their adult lives. At all shooting events they attend, they will be wearing their T-Shirts and Hats and banners will be displayed.

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

When events are held at the Fallon Trap Club, such as Nevada State PITA State Shoot held in May, the Lahontan Valley Claybreakers invite shooters from the CYSSA program in California to attend and compete. Due to scheduling difficulties, there will not be a CYSSA Shoot held in Fallon this year, but Claybreakers will travel to other shoots wearing their Fallon shirts advertising Fallon Tourism. The Nevada Youth Shooting Sports Association also disbanded this year and youth clubs in Nevada are trying to form a new association in order to hold shoots for the youth,

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?

Because of canceling of the CYSSA shoot in Fallon, the number of shooters is undetermined at this time that will be attending the Nevada State PITA Shoot in May.

(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)?

Undetermined.

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

Youth and their parents will be exposed to events due to websites and Facebook postings promoting the events at the Fallon Trap Club.

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

Over 100 youth and families attended the 2024 CYSSA Shoot in Fallon.

(e) How many locals will attend your event?

We had over 25 youth shooters with their parents, grandparents and sibling that attended to watch our youth shooters at the 2024 CYSSA Shoot.

(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)?

Shooters and their families will stay in local rooms and eat at our restaurants. They will also purchase gasoline to return home.

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

The Lahontan Valley Claybreakers has new website that advertises all upcoming shoots www.claybreakers.com. Reader boards in the Fallon area will display the shoots and a banner welcoming trap shooters to Fallon will be hung across Williams Avenue. Shoots will also be listed on the Community Calendar for Churchill County Chamber of Commerce and the Fallon Tourism and Visitors Authority and local online newspapers. Articles will be presented to the local newspapers "Fallon Post" and "Lahontan Valley News" that is read online and in hard copy. When our shooters and coaches attend out of town events, they will be wearing their clothing with City of Fallon Logo displayed.

A banner is also put on a pop up shelter at shoots that Claybreakers attend out of town advertising City of Fallon. This year the Claybreakers will be encouraged to attend PITA Shoots in nearby cities and out of state wearing their club t-shirts and hats.

20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, and media source for attendees finding out about the event, length of stay, hometown, etc.:

A survey will be developed and handed out, collected and the results turned into the Tourism.

Signature of Applicant/Grantee

Date

Wayne Whittier

1/9/2025

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.