

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

2024 APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company)
Chief Executive Officer:
Mailing address
City State Zip
Phone Number: Email:
2. How long organized (or in business) Tax I.D. #
3. Purpose of Organization
4. Total Annual Budget \$
5. Project Director Phone Number:
Mailing address:
City State Zip Email:
6. **Project Title**
7. **Actual Date of Event**
8. Location of project
9. Funds requested from FCTA: \$
10. Total cost of project: \$
11. Will the Convention Center be used? When?
12. Summarize the objectives of this project: While the Sport of Cowboy Fast Draw continues to grow, this tournament grows along with it. It attracts from media in both Northern Nevada/California, but also nationally. We also stress the importance of responsible and the safe and proper use of firearms, and family values. Our 2023 FGA was covered by the Outdoor Channel's Shooting USA and it schedule to air multiple times in early 2024, plus on their online assets. We have a 9-Part series beginning on Youtube in 2024, and Outdoor Channel has been invited to cover this year.

PROJECT BUDGET

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

For Entire Scope of Budget Please See Attached Budget

EXPENSES

Prize Money	\$24,250
210 Trophies, 175 Buckles, etc.	\$9,500
Prize Guns & Misc. Prizes	\$6,150
Backstop Construction & Material	\$2,300
Range Material Expenses	\$1,200
Fairground Facilities & Electricity	\$8,300
Wax Ammunition (40,000 Rounds)	\$7,500
Volunteer Staff Expenses	\$2,250
Range, Setup, Tear Down, Clean-up	\$3,000
Office Supplies, Phone, etc.	\$1,250
Advertising	\$1,300
Posters, Banners, and Signs	\$1,750
Vendor Security	<u>\$700</u>
TOTAL EXPENSES	\$69,450

PROJECT BUDGET

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

For Entire Scope of Budget Please See Attached Budget

INCOME

FGA Entry Fees:	170 Men	(\$199)	\$33,830
	70 Women	(\$199)	\$13,930
(Based on 252)	5 Young Adults	(\$95)	\$475
Paid Shooters	7 Junior	(\$75)	\$525
	10 Youth	(0)	<u>\$0</u>
Main Match Fees:			\$48,760
(15)Staff Comp Match Fees			\$0
Category Match Fees: 190 Shooters		(\$25)	\$4,750
Resurrection Match Fees: 110		(\$15)	\$1,650
Vendors Booth Rental:			\$1,635
Total Fallon Tourism Request			<u>\$14,500</u>
TOTAL INCOME			\$71,295

FUND BALANCE \$1,845

PROJECT BUDGET

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

Prize Money

Reason - Since 2008 on our Outlay Request Submittal, we have always submitted a complete Prize Money Disbursement List, which shows the, Check Number, Amount Paid, Competitor's Name, and State. We feel that this report shows the scope of the draw and the distance our competitors have traveled to Fallon participate this Internationally recognized event.

We submit this within a week after our event, so grant funds are not expended until after the event has been completed.

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

Long Term: Our Long-Term Goal is still to build this event to over 400 registered competitors traveling to Fallon each year and we had almost exceeded 300 the past few years.

Short Term: For the first time in a longtime we saw a decline in attendance in 2024. At first, we were a bit surprised. But we soon realized that due to inflation, especially in the cost to travel we had seen a drop in attendance in many of our events across the nation in the past few years. We will see what happens this year, and will always continue to try to build a strong and positive image for our sport and with the City of Fallon and the surrounding community.

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

For the past few years we have averaged about 250 week-long participants. Our shooters travel from all corners of the U.S., Canada, and Europe. Having our event in the 3C Arena has resonated very well with our membership. We did change our dates to July, for the first time last year, which may have cost us some attendance since it was new. We hope our member have adjusted the schedules better this year.

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?

700+, between competitors, families, spectators and vendors.

- (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)?

Since an overwhelming majority of our participants are from out of state, and the average stay is 5 nights. The best estimate would be about 1,250 Room Nights.

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

Since we do normally receive News coverage from all Network Affiliates in the Reno area, about 250,000 may be exposed to some media coverage in the Northern Nevada/California market. Plus, the 2023 show on the Outdoor Channel' Shooting USA has a television audience of about 2 million, plus the reruns are distributed to YouTube with hundreds of thousands of views. Plus, we now have a series running soon on Youtube that will receive thousands of views

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

Around 1,500 day trippers from the Northern Nevada/California market over the 4 main days of the event.

(e) How many locals will attend your event?

We see a lot of locals every year, usually several hundred.

(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)?

1250 Room Nights x \$320 (\$400,000) + 1500 day trippers x \$50 (75,000) = \$475,000

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

I think booking interviews the prior week with local media (TV, Radio, and Newspapers) is important. The week of the event we try to attract the Morning TV Shows on Thursday. Last year Channel 2 stopped by. We also had a reporter attend from the Las Vegas Review and cover the event with a story.

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 monitor comments on our social media assets.

We do hear a lot from our attendees year-round, since they are members of CFDA and talk a lot about it on our Social Media Outlets. Comments about Fallon are very complimentary. Our competitors and guests were very complimentary about the 3C Arena.

Signature of Applicant/Grantee

Date



December 28, 2024

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.