

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

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:

PROJECT BUDGET

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

Awards	\$3200
Advertisement/Promotion	\$2000
Target Replacement	\$4,000
Course Equipment	\$500
Giveaway and Raffle Purchases	\$3500

PROJECT BUDGET

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

Participant Registration	\$7,000-\$9,000
Vendor Booth Purchase	\$1,000
Raffle	\$6,000
Sponsorships	\$2,000

PROJECT BUDGET

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

1. Newspaper and Social Media Advertisement
2. Promotion of Shoot at similar events
- 3.

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

Short Term Goals

- Grow involvement in the club to help promote recreational archery and prepare archers to become better hunters.
- Host several archery events throughout the year that sparks interest from cities beyond No. Nevada
- Promote Fallon and Encourage people to visit for all events
- Promote a family friendly event that people of all ages can enjoy and have a good time.

Long Term Goals

- We are hoping to grow the number of club members to the point that we are able to build an indoor archery facility in Fallon that the community will have the ability to access.
- We are working to provide bigger and better events to promote the club and grow club memberships. The increase in funds will allow us to provide more opportunity to local archers.

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

275 estimated shooters with 300-400 spectators

We anticipate shooters from towns across Northern Nevada, California, and Southern Idaho

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?

200±

(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)?

Number of Visitors who stay in hotel/motel: 200, Number of nights: 1-2 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?

3000±

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

200± Shooters and equally as many spectators

(e) How many locals will attend your event?

75± Shooters and 200± spectators

(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)?

- Estimated 120 hotel rooms booked (assuming some participants stay with one and other) at approximately \$80/night - \$9600
 - Gas - \$12,000
 - Food - \$12,500
 - Camping at RV Park - \$500
- Estimated Total - \$34,600

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

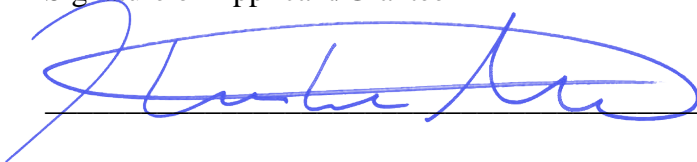
All similar events prior to ours will have flyers of our shoot.
Paying for advertisement on social media.
Flyers at sporting good stores.
Emails
Physically mailing flyers
Promotional Video

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.:

Voluntary questionnaire at the shoot

Signature of Applicant/Grantee

Date



January 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.