

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

1. Name of Organization (or Company) **Fallon High School Rodeo**
Chief Executive Officer: **Nora Hunt-Lee**
Mailing address **4425 Casey Rd**
City **Fallon** State **NV** Zip **89406**
Phone Number: **5597795856** Email: **huntnorie@gmail.com**
2. How long organized (or in business) **50+ Years** Tax I.D. # **45-1582266**
3. Purpose of Organization **To promote success in and out of the arena; to uphold the highest level of conduct, education, sportsmanship and personal development.**
4. Total Annual Budget \$ **50,000**
5. Project Director **Nora Hunt-Lee** Phone Number: **559-779-5856**
Mailing address: **4425 Casey Rd**
City **Fallon** State **Nv** Zip **89406** Email: **huntnorie@gmail.com**
6. **Project Title Fallon High School Rodeo**
7. **Actual Date of Event April 19-20, 2025**
8. Location of project **3 C Event Complex**
9. Funds requested from FCTA: \$ **10,000**
10. Total cost of project: \$ **37,000**
11. Will the Convention Center be used? **No** When?
12. Summarize the objectives of this project:

Each high school rodeo club in Nevada hosts a Jr. High and High School Rodeo each year. Fallon has always hosted a rode and would like to continue to do so this year. The kids in the club are responsible for obtaining sponsors, organizing and producing the event

PROJECT BUDGET

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

The expenses for the rodeo include but are not limited to:

Rent of the 3 C Event Complex, stock contractor, prizes/payout for the contestants, advertising and promotion costs and general production expenses.

PROJECT BUDGET

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

Anticipated revenue:

Each club member is responsible for obtaining a minimum of \$650 in sponsorship/advertising money, this year the club is made up of 13 members.

PROJECT BUDGET

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

The expenses for the rodeo include but are not limited to:

Rent of the 3 C Event Complex, stock contractor, prizes/payout for the contestants, advertising and promotion costs and general production expenses.

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

The goal for this project is to host a Jr. High and High School Rodeo in the Spring of 2025 and continue to produce a highly attended family event for the membership our community.

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

200 contestants and their family and friends. The total visitors from the AI reports from last year were 1800, 1200 from out of town, 244-day trips, 976 overnight.

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 contestants and their family and friends. 1200 visitors from out of town (AI)

(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)?

Approximately 75 visitors x 2-3 nights = approximately 200 rooms

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

700 active members/families/friends, and a limitless number who are engaged with social media

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

1200 visitors from out of town

(e) How many locals will attend your event?

250 locals

(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)?

$700 \times \$375 (3\text{days}) = 262,500$ (AI reported 300,000 in economic impact last year)

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

Fallon Post, banners, programs, website, social media, county marquee and electronic mail outs.

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 will use a survey to gather information regarding economic impact during check in with our contestants.

Signature of Applicant/Grantee

Date

JHlee

1/9/25

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.