



CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY REQUEST FOR BOARD ACTION

DATE SUBMITTED: 01/13/2025
AGENDA DATE: 01/21/2025
TO: CFCTA Board Members
FROM: Jane Moon, Director of Tourism & Special Events
AGENDA ITEM TITLE: Consideration of a grant application by the Cowboy Fast Draw Association for the 2025 Fastest Gun Alive – World Championship of Cowboy Fast Draw. **(For possible action.)**
Grant amount requested by applicant: \$14,500
Grant amount recommended by staff: \$14,500

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion	Progress Report
<input type="checkbox"/> Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$14,500 to the Cowboy Fast Draw Association for the 2025 Fastest Gun Alive – World Championship of Cowboy Fast Draw, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: 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. CFDA stresses the importance of responsible and the safe and proper use of firearms, and family values. The 2023 FGA was covered by the Outdoor Channel’s Shooting USA and it scheduled to air multiple times in early 2024, plus on their online assets. CFDA now has a 9-Part series beginning on YouTube in 2024, and Outdoor Channel has been invited to cover this year.

It is expected that at least 700 people from outside of Fallon will attend this year, including competitors, families, spectators, and vendors. An estimate of 1,250 total room nights will be used over this five-day event.

FISCAL IMPACT: \$14,500

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon