



**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 Battle Born Broncs, LLC for the 2025 Battle Born Broncs. **(For possible action.)**
Grant amount requested by applicant: \$25,000
Grant amount recommended by staff: \$25,000

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 \$25,000 to Battle Born Broncs, LLC for the 2025 Battle Born Broncs, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: This is the fourth year of production for Battle Born Broncs, a professional bareback and saddlebronc riding rodeo event. This year’s elite PRCA production, youth camp and vendor market are meant to draw contestants and fans to Fallon for multiple days. Video production will be used throughout the year on television, social media and websites to showcase Fallon as a premier event location. 4,000 people are expected to attend this year’s event with at least 2,500 coming from outside a 60-mile radius from Fallon. 600 room night rentals are predicted over two to three nights.

FISCAL IMPACT: \$25,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon