

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) Motor Sports Safety Inc.
Chief Executive Officer: John Stauverman
Mailing address 920 Ronald Way
City Fallon State Nevada Zip 89406
Phone Number: 775-427-4266 Email: jstauverman@charter.net
2. How long organized (or in business) 33 years Tax I.D. # 88-0274488
3. Purpose of Organization To promote tourism via Motorsports activities
4. Total Annual Budget \$ 160,000.00
5. Project Director John Stauverman Phone Number: 775-427-4266
Mailing address: P.O. Box 2590
City Fallon State Nevada Zip 89407 Email: jstauverman@charter.net
6. **Project Title 2024 Topgun Dragstrip Drag Racing Season**
7. **Actual Date of Event May 3rd 2024 to September 15th 2024**
8. Location of project Topgun Dragstrip, 15550 Schurz Hwy. Fallon, NV 89406
9. Funds requested from FCTA: \$ 10,000.00
10. Total cost of project: \$ 160,000.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:
Our utmost goal is to provide a safe and supervised facility for drag racing to keep our youth away from highly dangerous street racing. Local events attract racers from all areas in Nevada, Northern California, Utah, and Idaho. Our NHRA events brings in racers from the entire western US as well as Canada. Our track can accommodate up to 700 racers and 3000 spectators per event.

PROJECT BUDGET

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

1.) ADVERTISING	\$28,700.00
2.) AWARDS	\$3,400.00
3.) RACE PAYOUTS	\$18,000.00
3.) CONTRACT LABOR	\$25,400.00
4.) EXHIBITION CARS/TRAVEL EXPENSE	\$9,500.00
5.) INSURANCE	\$6,400.00
6.) PERMITS/SANCTIONING FEES	\$6,500.00
7.) TOP GUN MALL	\$7,000.00
8.) UTILITIES/TRASH/RESTROOMS	\$6,000.00
9.) VEHICLE MAINTENANCE	\$2,000.00
10.) TRACK IMPROVEMENTS/MAINTENANCE	\$30,100.00
11.) TRACK PREP & EQUIPMENT RENTAL	\$17,000.00
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	\$160,000.00

PROJECT BUDGET

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

1.) RACING EVENTS	\$92,265.00
2.) ADVERTISING	\$28,700.00
3.) PARKING	\$8,500.00
4.) MALL SALES	\$6,200.00
5.) GRANT(S)	\$15,000.00
6.) AWARDS BANQUET	\$1,000.00
7.) VENDOR FEES	\$2,000.00
8.) SUMMIT ET POINTS FEES	\$6,335.00
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	\$160,000.00

PROJECT BUDGET

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

1.) Radio & Television Ads

Target areas are the Western regional area as well as Arizona, California, Idaho, Nevada, Oregon & Utah

RACES TO BE ADVERTISED:

May 31 st , JR Dragster Challenge	\$1,000.00
June 1 st - 2nd, Junior Dragster Double Divisional	\$1,000.00
June 1 st - 2nd, NHRA National Open	\$3,000.00
June 22 nd & September 14 th , NHRA TV Challenge	\$1,000.00
June 8 th , June 28 th , August 3 rd & August 23 rd . Special events	\$1,000.00

2.) NATIONAL MAGAZINE ADS

"National Dragster", "Sportsman Only", "Division 7 Hot Line" magazines

Target areas are: Arizona, California, Idaho, Nevada, Oregon, Utah and Canada

May 31 st - June 2nd NHRA Pro Series National Open	\$2,000.00
Sept 15 th - ET King of the Track	\$1,500.00

3.) RACER MAILINGS & FLYERS

2024 Programs, posters, and newspaper publications	\$9,000.00
Local newspapers	\$1,000.00

4.) Social Media

Facebook	\$7,200.00
YouTube	\$1,000.00

GRAND TOTAL: \$28,700.00

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

Our Long-term goal is to establish Fallon as Northern Nevada's Motor sports capital, contributing positively to the community economically, while providing a safe and legal environment for motorsports. Our short-term goal is to concentrate on new events to help offset the economic slide in revenue we have experienced.

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

10,000+ visitors and racers come to Top Gun Each Year. Our markets include Nevada, California, Arizona, Utah, Oregon, and Canada.

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?

It is estimated that more than 70% of our visitors are from beyond the 60 mile radius.

(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)?

Information from the last NHRA Divisional race indicate 12% to 15% of the 350 racers and crews stayed in local motels. That event had approximately 3000 people attending.

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

Our exposure goal is to reach in excess of 250,000 people.

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

We estimate approximately 5,000 over the 22 event schedule.

(e) How many locals will attend your event?

We project approximately 3,000 over the 22 event schedule.

(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)?

The total local economic impact is estimated at near a quarter of a million dollars.

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

Our Marketing and Advertising using Social Media will continue to grow. We will use Social Media to advertise for the track and promote local businesses as well. Another major contributing factor is with visitor traffic from the involvement of the Fallon Tourism Authority. It is very important that we work together and communicate what we are doing to coincide with other local events.

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 plan to use a survey form with the following questions:

Male/Female (circle one)

Where are you from?

How far did you travel to get here?

How many are in your group? _

Will you stay overnight in Fallon? Yes No

How many nights?

Where are you staying? Motel ; RV/Campground _ Friend/Family ;

Other Comments

How did you hear about the (event)?

Newspaper ads

Radio ads

Social media

News Articles

Magazine

Other

Including admission, how much did your group spend at the event? .

How much will you spend outside of the event on this trip?

Will you:

buy gasoline?

eat in a restaurant

shop other

(specify)

And of course if there are other demographics you would like us to gather, we would certainly include them.

Signature of Applicant/Grantee

Date

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.