

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company): *Back Roads Vintage Market*
Chief Executive Officer: *Jenny and Mitch Young*
Mailing address: *1250 Golden Park Way*
City: *Fallon* State: *Nevada* Zip: *89406*
Phone Number: *(775)427-8717* Email: *backroadsvintagemarketnv@gmail.com*
2. How long organized (or in business): *7.5 years* Tax I.D. #: *1035525313*
3. Purpose of Organization: *At the Back Roads Vintage Market, we curate an amazing event with an assortment of antiques, vintage treasures, Nevada-made products, and repurposed items from hand picked vendors. Our biannual event, held in Fallon, draws local and out of town shoppers/vendors to our community. We take immense pride in hosting these events, which showcases the talent of our vendors.*
4. Total Annual Budget *\$19,000*
5. Project Director *Jenny Young* Phone Number: *(775)427-8717*
Mailing address: *1250 Golden Park Way*
City: *Fallon* State: *Nevada* Zip: *89406* Email: *backroadsvintagemarketnv@gmail.com*
6. **Project Title:** *Back Roads Vintage Market Spring 2024*
7. **Actual Date of Event:** *May 10th and 11th, 2024*
8. Location of project: *Rafter 3C Arena - Churchill County Fairgrounds*
9. Funds requested from FCTA: **\$4500**

10. Total cost of project: \$9500/event

11. Will the Convention Center be used? No When? n/a

12. Summarize the objectives of this project:

Our goal with this project is to increase awareness and attract more attendees to our event, both within our community and from outside a 60+ mile radius.

Additional funds will help boost our ad spend, purchase improved signage, advertise in targeted publications, and increase the types of advertising.

PROJECT BUDGET

13. EXPENSES:

Budget for spring 2024 market

\$3000 Rafter 3C Arena rental
\$1270 helpers + meals
\$1500 Kolo 8 ads
\$200 Fallon Post ads
\$500 radio ads
\$600 social media ads (through Beyond Big Blue Agency)
\$40 table and chair rental
\$50 press release
\$180 professional design services for printed materials
\$120 printed promotional cards/flyers
\$1250 musicians
\$125 vendor snacks
\$395 event insurance
\$200 market totes

+\$4500 potential grant money

PROJECT BUDGET

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

\$140 10' x 10' booth

\$240 10' x 20' booth

\$345 10' x 30' booth We typically have 45 vendors filling 75 booth spaces. Amounts vary from event to event.

\$10 entry Friday evening -approximately 400-500 shoppers (current but varies from market to market)

\$5 entry Saturday - approximately 1300-1500 shoppers (current but varies from market to market)

PROJECT BUDGET

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

\$1700 advertising in Edible Reno-Tahoe magazine

\$2800 would be used to bolster our current advertising - KTVN 2 ads, additional funds for KOLO 8 ads
radio ads, signage

\$4500

16. Please define the long- and short-term goals of this project:
Our short term goal is to increase the number of shoppers attending from outside our community through increased advertising. This will also entice additional, talented vendors from outside a 60 mile radius.
The long term goal is growing our market as a specialty, destination event with even more quality vendors, and making it a memorable shopping event for all involved. We look forward to forging partnerships with other community stakeholders to network complementary events and services the weekend of our market. An overnight stay to fit it all in will be on people's radars.

17. Please estimate the total attendance you expect at your event and list your target market areas:
We would like to see this project expand our attendance by 500 + more visitors bringing our total up to 2500+ attendees.

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?

500

(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)?

$100 \times 1 = 100$

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

100,000 +

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

We have shoppers from Susanville, CA, other areas in California, Winnemucca, Elko, Gardnerville, & Tahoe attending our event. 15+ visited from out of state.

(e) How many locals will attend your event?

We had approximately 1800+ in state shoppers attend our fall market

(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)?

If a minimum of 1500 people come from outside of Fallon and a minimum of half of them shop and eat outside of our market:

$750 \times \$75/\text{each} = \$56,250+$

This amount does not include the cost of a hotel stay.

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

Our promotional card blast starts at the beginning of March, and the targeted social media (paid ads) start at the beginning of April. Television and radio ads typically run two weeks prior to our event as per their advertising representatives. Katey Roshetko or Rebecca Kitchen(KOLO 8) typically hold an on air interview with me the week of the market. We place sandwich board signs in Fallon 1-2 weeks prior to our market.

We are open, and welcome, any help/support of additional marketing and publicity expertise.

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 have several areas where guests may fill out a printed survey at the market. Post market, we will have a survey link on Facebook, and we will also survey our vendors.

Signature of Applicant/Grantee

Date

Jennifer A. Young

February 4, 2024

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.