



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

DATE SUBMITTED: 04-10-24
AGENDA DATE: 04-16-24
TO: CFCTA Board Members
FROM: Jane Moon, Director of Tourism & Special Events
AGENDA ITEM TITLE: Consideration of a grant application by Motor Sports Safety, Inc for the 2024 Top Gun Dragstrip Drag Racing Season. **(For possible action.)**

- Grant amount requested by applicant: \$10,000
- Grant amount recommended by staff: \$10,000

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 \$10,000 to Motor Sports Safety, Inc. for the 2024 Top Gun Dragstrip Drag Racing Season, subject to availability of funds, FCTA policy, and standard grant terms and agreements.

DISCUSSION: Motor Sports Safety, Inc.’s goal is to establish Fallon as Northern Nevada’s motor sports capital, contributing to the community economically, while providing a safe and legal environment for motor sports. Their short-term goal is to concentrate on new events to help offset the economic slide in revenue they have experienced. The expected attendance to this year’s events is 10,000+ visitors from Nevada, California, Arizona, Utah, Oregon and Canada, with approximately 360 hotel/motel room nights being utilized just with the NHRA Divisional Race event.

FISCAL IMPACT: \$10,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon