

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 NV 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 \$ \$50,400.00
5. Project Director John Stauverman Phone Number: (775) 427-4266
Mailing address: P.O. Box 2590
City Fallon State NV Zip 89406 Email: jstauverman@charter.net
6. **Project Title 2024 Top Gun Dragstrip-Fallon 1320 Drag Racing Events**
7. **Actual Date of Event June 22nd, 2024 & September 14th, 2024**
8. Location of project Top Gun Dragstrip, 15550 Schurz Hwy., Fallon, NV
9. Funds requested from FCTA: \$ \$5,000.00
10. Total cost of project: \$ \$50,400.00
11. Will the Convention Center be used? NO When?
12. Summarize the objectives of this project:

The Fallon 1320 events are designed to cater to an elite group of racers who compete for larger purses and bigger prize money than is customarily offered at local tracks around the nation. The races are growing in popularity and draw in a broader spectrum of racers. With Dragstrips closing across the Western US, Topgun will try to capitalize on these elite racers losing tracks to go to. This will also entice participation from local racers who will not have to travel as far for a higher dollar race.

PROJECT BUDGET

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

1.) ADVERTISING	\$13,000.00
2.) RACE PAYOUTS	\$6,000.00
3.) CONTRACT LABOR	\$2,000.00
4.) TRAVEL EXPENSE	\$2,500.00
5.) INSURANCE	\$6,400.00
6.) TOP GUN MALL	\$4,000.00
7.) UTILITIES/TRASH/RESTROOMS	\$6,000.00
8.) VEHICLE MAINTENANCE	\$2,000.00
9.) TRACK IMPROVEMENTS/MAINTENANCE	\$5,000.00
10.) TRACK PREP & EQUIPMENT RENTAL	\$3,500.00
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	\$50,400.00

PROJECT BUDGET

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

1.) COMPETITOR ENTRY	\$25,400.00
2.) SPECTATOR ENTRY	\$8,000.00
3.) MALL SALES	\$6,000.00
4.) SPONSORSHIP	\$6,000.00
4.) GRANT(S)	\$5,000.00
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	\$50,400.00

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

\$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
June 22nd, 2024 & September 14th, 2024 Fallon 1320 Events \$1,000.00

3.) Social Media

Facebook

\$3,000.00

GRAND TOTAL:

\$5,000.00

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:

Our goal is to draw 3,000 to 3,500 people for this single event. Our target market will 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 80% 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 Mopar vs World race indicate 12% of the 200 racers and crews stayed in local motels. That event had approximately 2000 people attending. We anticipate the 1320 events to increase these projections as we are holding 2 events instead of just 1.

(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 500,000 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 600 of the over 800 attendees were from beyond the 60 mile radius.

(e) How many locals will attend your event?

We project approximately 200 to 400 local attendees

(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 about \$100,000.00 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 and promote local business 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

TV ads

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.