

**CITY OF FALLON - CONVENTION & TOURISM AUTHORITY
APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS**

1. Name of Organization (or Company)
Chief Executive Officer:
Mailing address
City State Zip
Phone Number: Email:
2. How long organized (or in business) Tax I.D. #
3. Purpose of Organization
4. Total Annual Budget \$
5. Project Director Phone Number:
Mailing address:
City State Zip Email:
6. **Project Title**
7. **Actual Date of Event**
8. Location of project
9. **Funds requested from FCTA: \$**
10. Total cost of project: \$
11. Will the Convention Center be used? When?
12. Summarize the objectives of this project:

At the heart of MFT Powwow is a commitment to celebrating and supporting Indigenous & rural communities. MFT is a drug-and-alcohol-free traditional powwow that is free and open to the public. MFT Powwow’s objectives are to create a platform for dialogue and understanding among diverse populations to celebrate Indigenous cultures and provide access to statewide community resources. Through educational workshops, cultural sessions, and vital resources, we address critical issues such as mental health wellness, trauma-informed care, environmental protection, and suicide prevention.

May 31: Cultural Day/Night - Facilitate a cultural day/night that educates the public about Nevada tribal and Indigenous cultures, practices, and artistry. Attendees will also have access to various statewide community resources and Indigenous Arts Market.

Dougie Hall, nationally renowned Blackfeet bronc rider and inspirational speaker, will speak to attendees about being well for culture and community. We may also bring Moses Brings Plenty to speak. Mo is an Oglala Lakota television, film, and stage actor, as well as a traditional drummer and singer. Youth groups will visit with our presenters at different times during the day.

June 1-2: Traditional Powwow – Host a drug-and-alcohol-free social powwow that includes various specials and community activities, an Indigenous Arts Market, and access to statewide community resources that support wellness and economic growth.

PROJECT BUDGET

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

\$3500: Facility Fees & Insurance
\$6000: Cultural Head Staff & Host Drum
\$7000: Dougie Hall Speaking Fees
\$7000: Moses Brings Plenty Speaking Fees
\$2000: Merchandise
\$5800: Media Marketing & Promotion
\$1200: Photography/Video Production

PROJECT BUDGET

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

\$7000: City of Fallon-Convention & Tourism Authority
\$7450: Vendor Fees
\$4000: Merchandize
\$5000: MFT General Fund
\$1200: Walmart
\$7500: Native Voters Alliance Nevada

PROJECT BUDGET

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

Social/Digital Media: \$2,050

\$1,250: Powwows.com
\$500: Meta (Facebook/Instagram)
\$300: Fallon Post Online

Print: \$1800

\$1300: Newspaper Ads- NV Rancher, Great Basin Sun, Record Courier, NV Appeal, LVN, Fallon Post
\$400: Hanging Banner
\$100: Flyers & Posters

Radio: \$950

\$700: Reno Media Group
\$250: KVLV

Promotional Materials: \$1000

Hats, Stickers, Shirts

Photography/Video Production: \$1,200:

Little Buck Harjo

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

Short Term: Facilitate an annual event for community members of all backgrounds to gather and learn about open Native cultural practices, including dance, drum, and song, and increase their own personal mental health wellness.

Long Term: Honor Native American traditions and improve the quality of life in Nevada communities by providing a drug-and-alcohol-free event with activities that support healing, cultivating, & sustaining intergenerational wellness.

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

2,000+ attendance. Our target market is men, women & children from all of Nevada, bordering states and across the United States and Canada that are Indigenous or interested in Native American/Western lifestyle culture.

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?

850 people: We expect an increase from last year due to the popularity of the event and increased

(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)?

800 people x 2 nights: 1600 room/rv nights

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

51,472 (calculated based on analytics from 2024 social media ad results)

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

800

(e) How many locals will attend your event?

1,500

(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)?

\$200,000

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

Pre-event advertising includes social media highlighting different dancers, vendors, businesses, and community leaders that are involved in the event. We plan to provide educational vignettes on what powwows are, educating non natives on Native Culture and the overall powwow experience. Our partnership with the Nevada Indian Commission and Powwows.com will further spread our marketing efforts throughout the national Powwow Circuit.

There will be specific targeted advertising Cultural Night as an official kickoff to the event. We will maximize our partnership with Battle Born Broncs to advertise the Dougie Hall speaking experience, inviting people to attend from all facets of the Western community.

We are also in contact with KOLO News to secure a segment on their Morning Break Segment, along with utilizing a press release to share with Lotus Radio Public Broadcast for community events. News outlets will also be invited to attend the event and provide coverage on our event efforts.

Tentative Media schedule: April 16-June 2

Meta (Facebook & Instagram) : 3 boosted event posts, 2 organic posts and stories weekly: Cultural night, powwow & Native cultural education. Leverage partners and sponsors to share and spread content organically.

Flyers & Posters: Disseminate flyers to local businesses in Northern Nevada, NVAN partners will disseminate in Southern Nevada.

Mailers: Send invitational mailers to all Nevada Tribes and all Tribal establishments in Nevada and surrounding states

Radio: Radio ads will run on Reno Media Group stations, along with KVLV/Trading post to reach further rural and frontier communities.

Print ads: Print ads will run in Nevada News Group publications throughout Northern Nevada, along with local publications.

Digital: Digital ads will be run on Powwows.com to reach potential attendants nationally, along with Fallon Post website to reach locals and other communities that frequent their website.

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.:

Staff are designated to count every attendee through the door, and tickets are provided daily to all attendees for a daily attendance count.

Attendees are offered extra raffle tickets to take a short survey online, or on paper, that includes information about their basic demographics, their stay in Fallon (including room nights and economic impact), and how they found out about the event. All vendors are required to complete the survey as a part of their “terms of agreements.” The MC will also ask general call and response questions to the crowd daily for an “average” gauge of the information above.

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.