

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 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:
In the third year of producing Battle Born Broncs, a professional bareback and saddlebronc riding rodeo event, I'm excited for some additions to bring more visitors to Fallon, for a longer period of time. There was so much interest in the camp last year that we realized there is a bigger opportunity for vendors, sponsors and community members to experience both days of the event rather than just focusing on the main event. We also made the decision to bump up the event by one day to avoid overlapping the Reno Rodeo Concert night and our volunteer fire department's meeting night, and holding our event on Monday and Tuesday rather than on Tuesday and Wednesday. These small changes will be extremely beneficial to everyone involved in the event. As always, Battle Born Broncs starts with a rodeo camp for kids ages 7 and up. We have partnered with Champion Living Fitness and Sober Cowboy to bring a unique new perspective to the camp along with bringing back Rodeo's World Champions and NFR qualifiers to coach at the event. The western marketplace will be open to the public this year during the camp along with food and beverage vendors, in addition to being open before the main event on Tuesday evening. In addition, there will be an auction during our Welcome Party on Monday evening benefitting the Trenten Montero Foundation to financially help rodeo families during times of injury or loss of their rodeo athlete. Once again we are working with the Fallon Golf Course to bring sponsors and contestants together for a morning of golf on Tuesday before the anticipated sold out event that night. Our golf course became extremely popular with our contestants who stayed here between our event and the Reno Rodeo the following week in 2023. I've attached our sponsor deck and schedule for more information.

PROJECT BUDGET

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

Cameras & Scoreboards: \$3500, Music & Sound: \$2500, Announcers: \$4000, Merchandise: \$10,000, Videography & Photography: \$6000, Signage: \$7000, Printing: \$3500, Prize Money and Awards: \$58,000, Venue \$3,500, Roughstock: \$40,800, Additional Contract Personnel: \$34,000, Administrative: \$19,000, Sponsorships: \$7,000, Hotels & Lodging: \$11,800, Hospitality: \$18,300, Rodeo Camp: \$9,000

PROJECT BUDGET

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

Sponsorships: \$250,000
Grants: \$25,000
Ticket Sales: \$31,800
Vendor Fees: \$3,600

PROJECT BUDGET

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

We use grant money to purchase merch to advertise our event in Fallon throughout the year. We hire the production team to produce the event in house to be aired on the Cowboy Channel and to provide content to advertise throughout the year, as well as photographers and videographers for content as well. Website and social media maintenance, printing for signage and other advertising is included as well as advertising expenses related to bringing families to town for the rodeo camp and adding tourism logos to camp merch given to our students.

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

Planning to continue to produce high quality western events in Fallon to bring more value and revenue to our community and to build a better event improving on the last one each year.

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

Contestants and fans come from as far as Australia. Last year we had many people from Canada, Oklahoma, Wyoming, and Texas just to watch. We expect to sell out at around 2700 between sponsors and regular ticket sales.

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?

1200

(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)?

600 room nights over two days with myself booking 63 room nights for our crew.

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

Exposure is unlimited as the broadcast will be aired live, as well as re-airs and on demand on the Cowboy Channel Plus app. We are able to provide commercials during our broadcast this year as well to advertise for the City of Fallon and other sponsors.

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

At least 1200

(e) How many locals will attend your event?

1500 +

(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)?

\$450,000-\$550,000

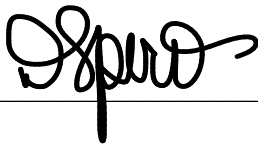
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

We continue to be consistent using social media strategies to bring in new fans and vendors and to keep everyone updated on our events. We've also started cross promotions with other well known creators and athletes who promote our events all year long. Last year we did interviews with magazines, radio and on news channels to promote the city and our event as well which we plan to continue.

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 continue to work with the arena to learn about those details and adjust where necessary.

Signature of Applicant/Grantee



Date

Apr 1, 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.