



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

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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 the Back Roads Vintage Market for the Back Roads Vintage Market, Spring 2024 Market. **(For possible action.)**

- Grant amount requested by applicant: \$4,500
- Grant amount recommended by staff: \$4,500

**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 \$4,500 to the Back Roads Vintage Market for the Back Roads Vintage Market, Spring 2024 Market, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

**DISCUSSION:** The Back Roads Vintage Market, endeavor to curate events with an assortment of antiques, vintage treasures, Nevada-made products, and repurposed items from handpicked vendors. Their biannual event, held in Fallon, draws local and out of town shoppers/vendors to our community. Their goal is to increase awareness and attract more attendees to their events, both within our community and from outside a 60+ mile radius. The target is to increase the number of attendees to 2,500; an increase of 500 from the prior event. 500 people from outside a 60-mile radius are expected with 100 hotel/motel room night rentals.

**FISCAL IMPACT:** \$4,500

**FUNDING SOURCE:** City of Fallon Tourism

**PREPARED BY:** Jane Moon

**TO BE PRESENTED TO BOARD BY:** Jane Moon