



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 the Rattle Snake Raceway for Season Promotions 2024. **(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 Rattle Snake Raceway for Season Promotions 2024, subject to availability of funds, FCTA policy, and standard grant terms and agreements.

DISCUSSION: It is Rattle Snake Raceway’s focus to continually attract awareness and participation in the sport of Oval Track Racing. Grant funding will help Rattle Snake Raceway augment spectator and contestant participation by advertising outside of Fallon and Nevada. Up to 6,500 people are expected to attend the races in Fallon as this is the location of the premier 1/4-mile-high banked Oval in Nevada. In the past it was estimated that 12% of visitors from outside a 60-mile radius attended two-day events and stayed overnight in a Fallon hotel/motel.

FISCAL IMPACT: \$10,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon