

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

1. Name of Organization (or Company) Rattle Snake Raceway  
Chief Executive Officer: Chris Lumsden  
Mailing address P.O. Box 908  
City Fallon State Nevada Zip 89406  
Phone Number: 423-7483 Email: lahontanautoracingassociation@yahoo.com
2. How long organized (or in business) 48+years Tax I.D. # 81-1785601
3. Purpose of Organization Promote racing and all Motor sports
4. Total Annual Budget \$ \$150,000.00
5. Project Director Chris Lumsden Phone Number: 775-221-8814  
Mailing address: 5000 lone tree rd  
City fallon State NV Zip 89406 Email: Lumpy4080@yahoo.com
6. **Project Title** Season Promotions 202~~1~~
7. **Actual Date of Event** Racing starts April 22&23 every third weekend there after
8. Location of project Rattlesnake Raceway located at 2000 Airport Rd.
9. Funds requested from FCTA: \$ \$10,000.
10. Total cost of project: \$ \$150,000.
11. Will the Convention Center be used? yes When? 202~~1~~awards banquet
12. Summarize the objectives of this project:  
To Promote motor sport events and draw tourism to the Fallon area

## PROJECT BUDGET

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

IMCA Sanctioning:	\$ 300.00 annual fees
IMCA bi-weekly fees:	\$ 1500.00 approx. per season
Insurance:	\$ 15,600.00 approx. per season TV, radio, newspaper,
printed materials:	\$ 13,000.00 approx. per season
Internet costs:	\$ 1000.00 approx. per season
Racers Purse:	\$ 46,800.00 approx. per season
Trophies/Awards:	\$ 5,500.00 approx. per season
Fireworks:	\$ 10,500.00 approx. per season
Utilities/fuel/maintenance:	\$ 29,000.00 approx. per season
Facility maintenance/improvements:	\$ 35,000.00 approx. per season
Total projected expenses:	\$158,200.00 Estimated

## PROJECT BUDGET

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

Average revenue per 15 races as follows:

Pit Gate driver entry fees, pit passes:	\$5400.00	\$81,000.00 approx. per season
Main Gate General Admission:	\$2800.00	\$42,000.00 approx. per season
Concession Sales:	\$16,000.00 approx. per season	
Sponsors:	\$ 8500.00 approx. per season	
Membership Fees:	\$ 1300.00 approx. per season	
GRANT	\$ 10,000.00	
Total projected revenue:	\$158800.00	

## PROJECT BUDGET

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

Race schedule printing:	\$ 1500.00
IMCA Annual Sanction Fees:	\$ 300.00
2022 Rules/Bylaws:	\$ 500.00
Newspaper Advertising:	\$ 2800.00
Advertising & CINEMA, other	\$ 8000.00
Additional Printed Materials:	\$ 1800.00
Sign Advertising costs:	\$ 2500.00
Radio Advertising:	\$ 3500.00
Track Maintenance:	\$ 16,000.00
Fireworks:	\$ 10,500.00
Portable Billboards:	\$ 2500.00
Total projected:	\$ 49,900.00

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

To supply a fairly inexpensive entertainment and to promote race enthusiasm .

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

1500 spectators and 100 competitors nightly from the 7 western states

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?

We expect up to 6500, throughout a race season. Fallon is the Premier 1/4 mile high banked Oval in Nevada.

(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)?

8 two nights events. LARA intends to encourage competitors to stay in Fallon, as their 'base'

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

65000 plus.

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

Approximately 6000 plus throughout the race season.

(e) How many locals will attend your event?

Approximately 6 to 7 thousand throughout the race season. WE AVERAGE 1200 PLUS EACH NIGHT.

(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)?

event will have 500 plus out of town visitors, spending \$100 plus on food ,gas, and some on lodging.

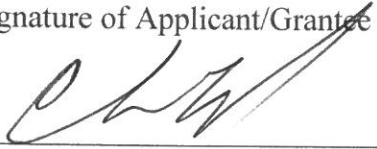
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

FALLON INITIATED A COMMON SET OF RULES , & A SCHEDULE WHERE ONLY 1 TRACK IS RUNNING ON ANY GIVEN NIGHT.

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 have spectators fill out the survey form contained in Grant, also speak to the competitors at Drivers meeting .

Signature of Applicant/Grantee



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Date

3-29-24

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](mailto:JMoon@FallonNevada.gov).