

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

The High Desert Bucking Bull Association (HDBBA) is a community of bucking bull enthusiasts established in 2016 by dedicated breeders, for breeders. Our primary goal is to foster growth within the bucking bull industry. Through organized competitions, we showcase these remarkable animals, akin to athletes in traditional sport. Our association serves as a platform for breeders to promote their stock, opening doors to opportunities like participation in prestigious events such as PBR's and the National Finals Rodeo. At HDBBA, we prioritize family values and inclusivity, evident in our youth division tailored to kids 17 years and under, allowing them to engage in friendly competition just like their parents.
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:

PROJECT BUDGET

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

- 1. 3C Event Complex Arena- \$1,000
- 2. Advertising- \$1,500
- 3. EMS- \$500
- 4. Hotel Accommodations for hired staff-\$2,600
- 5. Announcer-\$500
- 6. Panels/Bull Housing \$7,000
- 7. Event Production Labor Cost-\$3,700
- 8. Meet & Greet \$600
- 9. Event Buckles- \$1,200

Total- \$18,600

PROJECT BUDGET

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

- 1. Producer Fees-\$5,000
- 2. Grant Money-\$2,500
- 3. Local Sponsors/Ticket Sales-\$11,100

PROJECT BUDGET

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

- 1. Arena Rent
- 2. Advertising

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

To have the HDBBA establish a relationship/partnership with the community of Fallon. To produce a wholesome family bucking bull event for the community to enjoy as well as open to door to bucking bull breeders to come to Fallon and showcase their bulls.

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

1,000

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?

110

(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)?

110 x 2

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

10,000

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

100

(e) How many locals will attend your event?

1,000

(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)?

\$15,000

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

Work with local organizations to advertise/promote event, use local social media, advertise in paper, advertise with the chamber of commerce in their weekly/monthly newsletter, radio add, flyers posted. Hand out pamphlets to attendees to promote local attractions to Fallon.

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.:

At meet & greet take survey of how many people are staying in Fallon and for how long

Signature of Applicant/Grantee

Date

Hannah Widener

3/15/2024

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.