

**CITY OF FALLON - CONVENTION & TOURISM AUTHORITY**

**APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS**

1. Name of Organization (or Company) de Golyer Bucking Horse and Bull Bash  
Chief Executive Officer: Cody and Kristina de Golyer  
Mailing address 4188 Hiskett Lane  
City Fallon State Nevada Zip 89406  
Phone Number: 775/427/9730 Email: degolyerbullbash@yahoo.com
2. How long organized (or in business) 10 years Tax I.D. # 530591544
3. Purpose of Organization keeping the sport of rodeo alive in our community through our future generations
4. Total Annual Budget \$ 40,400.00
5. Project Director Cody and Kristina de Golyer Phone Number: 775/427/9730  
Mailing address: 4188 Hiskett Lane  
City Fallon State Nevada Zip 89406 Email: degolyerbullbash@yahoo.com
6. **Project Title** de Golyer Bucking Horse and Bull Bash
7. **Actual Date of Event** Saturday June 29, 2024
8. Location of project 325 Sheckler Road outdoor arena
9. Funds requested from FCTA: \$ 10,000.00
10. Total cost of project: \$ 40,400.00
11. Will the Convention Center be used? no When?
12. Summarize the objectives of this project:  
Our objective for our event is to continue to create a fun, affordable outing for families and also to continue the sport of rodeo in Fallon, Nevada.

**PROJECT BUDGET**

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

Buckles x 12-\$1200.00 announcer-\$1,500.00 Clown \$800.00 Fairgrounds rental \$1,000.00  
Insurance \$1,000.00 Hotels for hired help \$800.00 Bands X 2 \$2,000.00  
Kids Zone- Bounce Houses \$1,000.00, face painting X2 \$400.00  
Hired Help x 10 \$800.00 Book Keepers \$1,200.00 Stock \$6,000.00 Chute Boss \$300.00 Judges x 2 \$500.00  
arena director \$ 150.00 stock director \$150.00 Bull Fighters x 2 \$1,000.00 Radio advertising \$9,500.00 t-shirts  
\$500.00 security, trash clean up \$2,000.00 hired gate help \$500.00 Fireworks \$2,500 Porta potties \$600.00

**PROJECT BUDGET**

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

Grant money~ \$10,000.00  
Boomers Bar~\$1,500.00  
Boot Barn~\$50.00  
Expert Auto~\$500.00  
Otts Farm Equ~\$250.00  
Drive Line and Gear~ 500.00  
HandR Block~\$1500.00  
Integrity pest Mng~\$1500.00  
Stockmans Casino~ \$250.00  
Fallon Ford Toyota~ \$5,000.00

more potential sponsors to come

**PROJECT BUDGET**

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

Radio advertising and t-shirts thrown to the crowd

16. Please define the long- and short-term goals of this project:  
our long term and short term goals are speaking for itself. This event we have created for our community is a hit! People look forward to bringing their families out, friends make plans to get together and out of towners carpool to show up for it.

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

The total attendance we expect is to fill the stands, @ 3,250 people Our targeted market areas are the newspapers, street signs and radio spots and social media.

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?

For our two day event we are expecting to draw in the crowd at 3,250

(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)?

We expect visitors to come into Fallon for our Friday night benefit for the Fallon animal shelter, an evening of comedy and live entertainment. then attend the 10th annual Bull Bash for Saturday afternoon into the evening, we will be advertising and suggesting visits to key areas in Fallon such as the museum, Grimes point, Indian caves, local shops and food establishments.

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

We expect a large number of people to be exposed between our local street sign, newspapers, social media is a big one for us and also our 6 radio stations that we use.

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

We estimate right at 2,000 people came into Fallon. We get alot of our contestants from Eureka, Winnemucca, Austin, Yerington, Carson City, Minden, California, and oregon

(e) How many locals will attend your event?

We anticipate that 3,000 locals will attend our event.

(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)?

3000x\$100=300,000.00 is what we will predict for this years event.

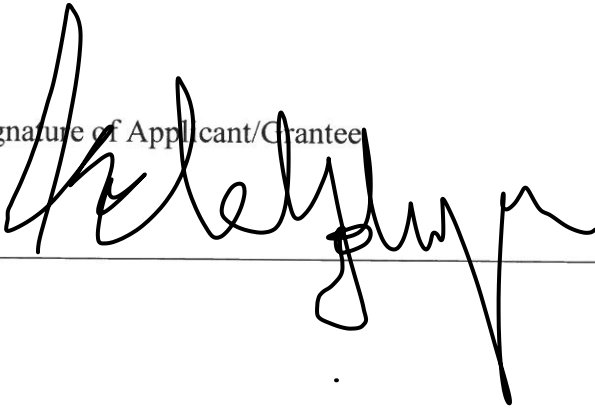
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

We will be utilizing Reno Media Group, all new street signs, we will also continue to advertise in our local Fallon Post newspaper, lahontan valley news, 150 posters and 5,000 hand out's and of course, our Facebook groups to be advertised all over Northern Nevada.

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 intend to do survey cards as people come through our event. We will have a table set up near our vendor booths and also be offering in exchange for filling out the survey cards being entered into a drawing for a gift basket.

Signature of Applicant/Grantee

A handwritten signature in black ink, appearing to read 'Jane Moon', written over a horizontal line.

Date

03\01\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](mailto:JMoon@FallonNevada.gov).