

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 Motor sports
4. Total Annual Budget \$ \$60,000.00
5. Project Director Chris Lumsden Phone Number: 775-866-1777
Mailing address: 5000 lone tree rd
City fallon State NV Zip 89406 Email: Lumpy4080@yahoo.com
6. **Project Title** Octane Fest 2024
7. **Actual Date of Event** JUNE 7TH & 8TH
8. Location of project Rattlesnake Raceway located at 2000 Airport Rd.
9. Funds requested from FCTA: \$ \$10,000.
10. Total cost of project: \$ \$60,000.
11. Will the Convention Center be used? NO When?
12. Summarize the objectives of this project:
Provide good 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

INSURANCE	\$4500.00
EQUIPMENT RENTAL	\$14000.00
ADVERTISING	\$9,000.00
MONSTER TRUCKS	\$10,000.00
COURSES FOR COMPETITORS	\$15000.00
EXTRA RESTROOMS	\$1500.00
FACILITY PREP	\$6,000.00
FIREWORKS	\$1500.00

Total projected expenses: \$61,500.00 Estimated

PROJECT BUDGET

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

Pit Gate driver entry fees, pit passes:	\$14,000.00
Main Gate General Admission:	\$17000.00
Concession Sales:	\$8,000.00
Sponsors:	\$ 5000.00
Membership Fees:	\$ 2500.00
GRANT	\$10,000.00

Total projected revenue: \$56,500.00

PROJECT BUDGET

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

Race schedule printing:	\$ 800.00
IMCA Annual Sanction Fees:	\$ 400.00
Newspaper Advertising:	\$ 2300.00
Theater Advertising & other:	\$ 6000.00
Additional Printed Materials:	\$ 1500.00
Sign Advertising costs:	\$ 2500.00
Radio Advertising:	\$ 2500.00
Track Maintenance:	\$ 10,000.00
Fireworks:	\$ 1,500.00
Portable Billboards:	\$ 2500.00

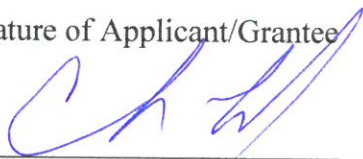
Total projected: \$ 30,000.00

16. Please define the long- and short-term goals of this project:
Promote a fairly inexpensive entertainment and to promote Motor sport enthusiasm .
17. Please estimate the total attendance you expect at your event and list your target market areas:
approx. 2000 each night. from northern Nevada and California, Utah, Idaho , Arizona
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 2000 each night to see a demo derby, tuff trucks, races, and special events
- (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)?
40 to 60 rooms each night
- (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 2000 each night.
- (e) How many locals will attend your event?
Approximately 2000 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 400 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:
Theater, posters, radio, Facebook(booster), and vehicles set up around town.

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



Date

3-25-24

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.