



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 Battle Born Broncs, LLC for the 2024 Battle Born Broncs. **(For possible action.)**

- Grant amount requested by applicant: \$25,000
- Grant amount recommended by staff: \$25,000

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 \$25,000 to Battle Born Broncs, LLC for the 2024 Battle Born Broncs, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: This is the third year of production for Battle Born Broncs, a professional bareback and saddlebronc riding rodeo event. In order to bring more visitors to Fallon for longer stays, additions have been made to the 2-day event: opportunities for vendors, sponsorships, the kids camp have been implemented for expansion. A partnership with Champion Living Fitness and Sober Cowboy has been made to bring a unique new perspective to the camp along with bringing back Rodeo’s World Champions and NFR qualifiers to coach at the event. Also new this year, there will be an auction during the Welcome Party on Monday evening benefiting the Trenten Montero Foundation to financially help rodeo families during times of injury or loss of their rodeo athlete.

Battle Born Broncs, LLC plans to continue to produce high quality western events in Fallon to bring more value and revenue to our community and to build a better event improving on the last one each year.

2,700 people are expected to attend this year’s event with at least 1,200 coming from outside a 60-mile radius from Fallon. 600 room night rentals are predicted over two nights.

FISCAL IMPACT: \$25,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon