



## CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY REQUEST FOR BOARD ACTION

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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 the High Desert Bucking Bull Association/HDBBA for the 2024 HDBBA Grand Finale. **(For possible action.)**

- Grant amount requested by applicant: \$2,500
- Grant amount recommended by staff: \$2,500

**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 \$2,500 to the High Desert Bucking Bull Association for the 2024 HDBBA Grant Finale, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

**DISCUSSION:** The High Desert Bucking Bull Association (HDBBA) is a community of bucking bull enthusiasts established in 2016 by dedicated breeders, for breeders. Their primary goal is to foster growth within the bucking bull industry. Through organized competitions, they strive to showcase these remarkable animals, akin to athletes in traditional sport. The 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, they prioritize family values and inclusivity, evident in their youth division tailored to kids 17 years and under, allowing them to engage in friendly competition just like their parents. The goal of HDBBA is to establish a relationship/partnership with the Fallon community; as well as to produce wholesome family bucking bull event for the community to enjoy as well as open the door to bucking bull breeders to come to Fallon and showcase their bulls.

**FISCAL IMPACT:** \$2,500

**FUNDING SOURCE:** City of Fallon Tourism

**PREPARED BY:** Jane Moon

**TO BE PRESENTED TO BOARD BY:** Jane Moon