



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

DATE SUBMITTED: 10/20/25
AGENDA DATE: 11/10/25
TO: CFCTA Board Members
FROM: Jane Moon, Director of Tourism & Special Events
AGENDA ITEM TITLE: Consideration of a grant application by DKC, LLC for the 2026 Great Basin Bull Sale. **(For possible action.)**

- Grant amount requested by applicant: \$15,000
- Grant amount recommended by staff: \$15,000

TYPE OF ACTION REQUESTED:

☒ Formal Action/Motion	Progress Report
☐ Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$15,000 to DKC, LLC for the 2026 Great Basin Bull Sale, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: This project has merged two previous bull sales under one brand to promote the sale of high-quality Breeding stock to ranchers throughout the intermountain west. Their objective is to grow this sale into one of the largest consignment bull sales in the western United States. DKC, LLC hopes to turn the Great Basin Bull Sale into the kind of mid-winter event that will not only promote Nevada's livestock industry and western culture but become an economic draw for The City of Fallon and Churchill County as well. It is expected that about 1,600 will attend this event. An estimate of 1,000 people will come to Fallon from outside a 60-mile radius, bringing 500 total room rentals for the duration of the event.

FISCAL IMPACT: \$15,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon