



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 the Busted Up Productions, LLC for the 2025 Top Gun Invitational (rodeo event). **(For possible action.)**

- Grant amount requested by applicant: \$10,000
- Grant amount recommended by staff: \$10,000

TYPE OF ACTION REQUESTED:

☒ Formal Action/Motion	☐ Progress Report
☐ Discussion Only	☐ Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to Busted Up Productions, LLC for the 2025 Top Gun Invitational (rodeo event), subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: Busted Up Productions LLC is endeavoring to produce the highest level PRCA event by bringing top quality stock and riders from all over the country to Fallon. A significant increase in the economic impact for Fallon during the final week of 2025 is highly anticipated as this will be a Division I PRCA extreme bulls event. Approximately 3,000-3,500 people are expected to attend this event. It is estimated that 2,200 people will come to Fallon from outside a 60-mile radius, bringing 660 room rentals total for the week. This event will be filmed for the Cowboy Channel.

FISCAL IMPACT: \$10,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon