

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) Fallon Festival Association Inc
Chief Executive Officer: Zip Upham
Mailing address 290 W Williams Avenue
City Fallon State NV Zip 89406
Phone Number: 7758448684 Email: Zip.upham@gmail.com
2. How long organized (or in business) 14 Years Tax I.D. # 27-1811685
3. Purpose of Organization
4. Total Annual Budget \$ 325000
5. Project Director Adrienne Snow Phone Number: 7752476458
Mailing address: 290 W Williams Avenue
City Fallon State NV Zip 89406 Email: info@falloncantaloupefestiv
6. **Project Title 2024 Fallon Cantaloupe Festival**
7. **Actual Date of Event August 23-25, 2024**
8. Location of project Churchill County Fairgrounds
9. Funds requested from FCTA: \$ 15,000
10. Total cost of project: \$ 325,000
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:

The Fallon Festival Association’s mission is to create a premier event for the entire family promoting the Fallon area, celebrating the agricultural past and present, showcasing area talent and supporting Nevada business. We continually adjust aspects of the festival to create a fun, family activity-oriented event in rural northern Nevada. This year the festival will include sanctioned youth rough stock events that will attract contestants from all over the western US in their bid to make the Junior National Finals at this unique direct qualifier event. The festival has assisted in increasing cantaloupe production by nearly 30% (including “Hearts of Gold”) in the last two years, assisting in bringing new light on Fallon’s historic past. The festival provides the opportunity to build community capacity and social capital, drive tourism to the Fallon community, increase room night stays, and expand activity at local businesses.

PROJECT BUDGET

13. EXPENSES: Please itemize all expenses including items on which grant monies will be expended.

Advertising/Marketing	\$25,000
Facilities and Equipment	\$35,000

PROJECT BUDGET

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

Income	\$130,000
Carnival Commission	\$5,500
Vendor	\$30,000
Sponsorships	\$100,000
Total Estimated	\$350,000

PROJECT BUDGET

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

Marketing of the Fallon Cantaloupe Festival & Country Fair which includes radio, television, print, digital, social media.

16. Please define the long- and short-term goals of this project:

To provide Fallon locals with opportunities to promote themselves and their businesses to unreached audiences(local talents, businesses, or fair vendors).

17. Please estimate the total attendance you expect at your event and list your target market areas:

We are estimating 24,000 visitors at the 2024 festival. This slight increase is very conservative compared to the last two years, but we feel it appropriate in light of current inflation and

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 would expect 3,600 visitors from beyond a 60 mile radius.

(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)?

We expect 525 total room nights to be filled over the course of the weekend.

(c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?

Approximately 80% of the advertising paid for by the festival is aimed at residents outside Churchill County but residing within 100 miles of Churchill County. Our goal is to reach a

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

Approximately 4000 visitors are expected from outside of a 60-mile radius.

(e) How many locals will attend your event?

Approximately 15,000 locals will attend.

(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)?

Last year's total economic impact was estimated at 18,232 accounted visitors x \$72 = \$1,312,704. We anticipate that this number could remain the same even with an increase of attendance as

19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

The previous two years plans have been so successful in growing attendance that we will maintain the same course of marketing as we did in 2023. This includes social media campaigns, paid promotions, creative strategic partnerships, and new digital outreach and platforms.

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.:

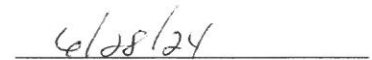
The Fallon Festival Association applied for and received funding to conduct an economic impact study which will be conducted by UCED at the 2024 festival. This will give us more accurate data than the festival has been able to obtain in the past.

Signature of Applicant/Grantee

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end, positioned above a solid horizontal line.

Date

6/28/24

The handwritten date "6/28/24" is written in black ink above a solid horizontal line.

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.