



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

DATE SUBMITTED: 07/08/2024
AGENDA DATE: 07/16/2024
TO: CFCTA Board Members
FROM: Jane Moon, Director of Tourism & Special Events
AGENDA ITEM TITLE: Consideration of a grant application by the Back Roads Vintage Market for the Back Roads Vintage Market, Fall 2024 & Spring 2025 Markets. **(For possible action.)**

- Grant amount requested by applicant: \$9,000
- Grant amount recommended by staff: \$9,000

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 \$9,000 to the Back Roads Vintage Market for the Back Roads Vintage Market, Fall 2024 & Spring 2025 Markets, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Back Roads Vintage Market, endeavors to curate events with an assortment of antiques, vintage treasures, Nevada-made products, and repurposed items from handpicked vendors. Their biannual event, held in Fallon, draws local and out of town shoppers/vendors to our community. Their goal is to increase awareness and attract more attendees to their events, both within our community and from outside a 60+ mile radius.

The target is to increase the number of attendees to over 3,000 people: an increase of 400-600 from the prior events. 500 people from outside a 60-mile radius are expected with 75 hotel/motel room night rentals.

FISCAL IMPACT: \$9,000

FUNDING SOURCE: City of Fallon Tourism

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