



**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 Fallon Festival Association, Inc. for the 2024 Fallon Cantaloupe Festival & Country Fair. **(For possible action.)**

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

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 \$15,000 to the Fallon Festival Association, Inc for the 2024 Fallon Cantaloupe Festival & Country Fair, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Fallon Festival Association, Inc.,’s mission is to create a premier event for the entire family promoting the Fallon area, celebrating the agricultural past and present, showcasing local talent, and supporting Nevada businesses. 24,000 visitors are estimated for this event with 3,600 people predicted to visit from outside a 60-mile radius of Fallon. The Fallon Festival Association, Inc. is hoping to have 525 hotel/motel room nights occupied for this year’s event.

FISCAL IMPACT: \$15,000

FUNDING SOURCE: City of Fallon Tourism

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