

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY
APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) **Fallon Junior Rodeo**
Chief Executive Officer: **Jennifur & Travis Peek**
Mailing address **5499 Casey Road**
City **Fallon** State **NV** Zip **89406**
Phone Number: **775-302-6792** Email: jennifur@peekbrothers.net
2. How long organized (or in business) **Founded 1/1/22** Tax I.D. # **87-4134775**
3. Purpose of Organization **Yearly Labor Day Junior Rodeo**
4. Total Annual Budget \$ **35,000**
5. Project Director **Jennifur Peek** Phone Number: **775-302-6792**
Mailing address: **same**
City State Zip Email:
6. **Project Title Fallon Junior Rodeo**
7. **Actual Date of Event September 1-4**
8. Location of project **3C Event Complex**
9. Funds requested from FCTA: \$ **3,000**
10. Total cost of project: \$ **35,000**
11. Will the Convention Center be used? **No** When?
12. Summarize the objectives of this project:

We want to continue the annual Labor Day Junior Rodeo for youth from across the West to showcase their skills in equestrian events. We want to promote and encourage the agricultural and ranching lifestyle that is necessary for a thriving community. These kids choose to live a very difficult lifestyle that is 365 days a year with no off-season. They do it because they love it and we want to give them the best junior rodeo in the state to compete against each other.

PROJECT BUDGET

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

Item	Budget
Saddles 5 x \$1775	\$8,875.00
Buckles 33 x \$175	\$5,775.00
Reserve Spurs 7 x \$295	\$875.00
Prizes 2nd-4th \$250/event	\$8,840.00
Added Money for Seniors	\$1,000.00
Queen Contest prizes	\$785.00
Engraving	\$725.00
Stock	\$2,500.00
Misc. (postage, ads, printing)	\$2,900.00
Hats	\$2,000.00
Total	\$34,275.00
Account Balance	\$7,189.00
Entrees Estimate	\$15,000.00
Needed	<hr/> \$12,086.00

PROJECT BUDGET

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

<u>2023</u>	
Entries	\$18,600
Donations	\$16,825
Grants	\$ 6,000
Total	\$41,425

PROJECT BUDGET

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended. All grants and donations will be used for event prizes and stock fees. For large donations and grants we will use money to sponsor 2 saddles. All staff are volunteers and no money is paid to personnel.

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

To promote the cowboy lifestyle for years to come and give these youth a venue to showcase their skills.

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

200-300 total participants and their families.

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?

150

(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)?

$50 \times 3 = 150$

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

Thousands across social media platforms in Nevada, California, Oregon, Idaho, Utah & Arizona.

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

200

(e) How many locals will attend your event?

50-75

(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)?

$300 \times \$100 = \$30,000$

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

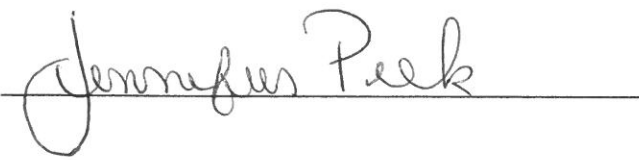
Most of our advertising is through Facebook, our website and local papers. Our word-of-mouth support is also a big part of the growing entries every year. We have had contestant families say it is the best junior rodeo they have ever attended. We try and include events for spectators as well, such as egg toss, foot races and slip and slide that anyone can participate in for cash prizes.

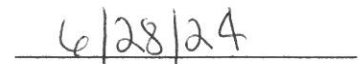
20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

Our contestants complete an entry form with their address and if they are staying at the campsite. We can include a survey at check in and on the Facebook page.

Signature of Applicant/Grantee

Date

A handwritten signature in cursive script that reads "Jennifer Peck". The signature is written over a horizontal line.

A handwritten date "6/28/24" written in a simple, blocky font. The date is written over a 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.