



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 Junior Rodeo for the 2024 Fallon Junior Rodeo, event. **(For possible action.)**

- Grant amount requested by applicant: \$ 3,000
- Grant amount recommended by staff: \$ 3,000

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion	<input type="checkbox"/> Progress Report
<input type="checkbox"/> Discussion Only	<input type="checkbox"/> Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$3,000 to the Fallon Junior Rodeo for the 2024 Fallon Junior Rodeo, event, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Fallon Jr. Rodeo group endeavors to continue the annual Labor Day Junior Rodeo for youth from across the West to showcase their skills in equestrian events. They seek to promote and encourage the agricultural and ranching lifestyle that is necessary for a thriving community. They recognize that the kids who participate in these events choose to live a difficult lifestyle that is 365 days a year with no off-season. The Fallon Jr. Rodeo wishes to give the youth the best junior rodeo in the state to compete against each other. The group’s long-term goal is to promote the cowboy lifestyle for years to come and give these youth a venue to showcase their skills.

It is estimated that 200-300 participants and their families will attend this (4) day event, with 150 people being from outside a 60-mile radius; generating 150 hotel/motel room overnight stays and multiple visits to local restaurants, gas stations and stores.

FISCAL IMPACT: \$3,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon