



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 Churchill County Parks & Recreation for the 2024 No Hill Hundred Century Bike Tour. **(For possible action.)**

- Grant amount requested by applicant: \$2,000
- Grant amount recommended by staff: \$2,000

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 \$2,000 to the Churchill County Parks & Recreation for the 2024 No Hill Hundred Century Bike Tour, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The short-term objective of the No Hill Hundred Century Bike Tour is to provide an annual opportunity for regional cyclists to participate in a relaxed and enjoyable cycling event; while the long-term goal is to establish the Fallon area as a bike friendly community and to promote and encourage physical and recreational activity in the region. The goal is to attract 150-200 cyclists of which 75% (112-150) are expected to come from outside a 60-mile radius from Fallon, targeting 62 hotel/motel room nights.

FISCAL IMPACT: \$2,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon