



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

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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: Report by the Fallon High School Rodeo Club for their April 19-21, 2024, CFCTA grant funded event. **(For discussion only)**

TYPE OF ACTION REQUESTED:

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

POSSIBLE BOARD ACTION: None

DISCUSSION: The Fallon High School Rodeo Club’s purpose in having applied for a grant was to help promote high school rodeo competition throughout Nevada and to attract outside competitors to Fallon. It was reported that the Fallon High School Rodeo is the most popular among contestants to attend in Nevada. An estimate of 200 contestants with a total of 500-600 people was provided during the grant application at the November 1, 2023, CFCTA meeting. With this, potentially utilizing 150 room nights over the two-night event.

The Fallon High School Rodeo was awarded \$10,000 by the CFCTA on 11/01/2023.

FISCAL IMPACT: None

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon