

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) Fallon Festival Association, Inc
Chief Executive Officer: Zip Upham
Mailing address 290 W Williams Avenue
City NV State NV Zip 89406
Phone Number: 7758668474 Email: info@falloncantaloupefestival.com
2. How long organized (or in business) 15 Years Tax I.D. # 27-1811685
3. Purpose of Organization To promote agriculture, arts and education through the Fallon Cantaloupe Festival.
4. Total Annual Budget \$ 373,171
5. Project Director Adrienne Snow Phone Number: 7752476458
Mailing address: 290 W Williams Avenue
City Fallon State NV Zip 89406 Email: info@falloncantaloupefestiv
6. **Project Title 2025 Fallon Cantaloupe Festival**
7. **Actual Date of Event August 22-24, 2025**
8. Location of project Churchill County Fairgrounds
9. Funds requested from FCTA: \$ 15,000
10. Total cost of project: \$ 15,000
11. Will the Convention Center be used? No When?

12. Summarize the objectives of this project:

The 2026 Cantaloupe Festival aims to expand attendance, strengthen agricultural tourism, and directly support regional farmers and producers while continuing to provide an affordable, family-friendly community event.

This year, the festival will increase advertising and promotional outreach throughout Nevada's rural counties while maintaining the successful urban marketing efforts established in previous years. This expanded strategy is designed to drive higher attendance, encourage agricultural tourism, and bring greater awareness to the importance of locally grown products and rural economies.

A major initiative for 2026 is the festival's direct partnership with area farmers to help facilitate farm-to-restaurant contracts. Participating restaurants and bars will feature locally sourced melon-themed menu items in the weeks leading up to the festival and will promote the event through table tents, coasters, window decals, and other in-house signage. This collaborative effort is intended to increase consumer awareness of agricultural products from our region while helping stabilize long-term farm revenue for local producers.

The festival will continue its commitment to remaining a low-cost and accessible event for families and visitors. Free parking will remain available, and all concerts and arena entertainment will continue to be included under a single general admission ticket price, ensuring affordability for attendees of all backgrounds.

Additionally, the festival remains committed to supporting community organizations and local causes. The event will continue providing infrastructure, advertising, logistical support, and financial inputs for approximately twelve participating non-profit organizations at no cost to those groups. These organizations use the festival as a platform to raise awareness for their missions, engage with the public, and support important community initiatives throughout the region.

Through these combined efforts, the 2026 Cantaloupe Festival seeks to strengthen regional agriculture, increase tourism, support local businesses and non-profits, and preserve a valued Nevada tradition for future generations.

PROJECT BUDGET

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

Advertising & Marketing	\$28,000
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PROJECT BUDGET

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

Ticketing	\$166,400
Sponsorships	\$60,000
Grants	\$27,500
In-Kind	\$24,000
Gift shop/Vendors	\$50,000

PROJECT BUDGET

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended.

Radio, Television, Print (newspapers, magazines, posters, postcards, etc) and Social Media Advertising.

16. Please define the long- and short-term goals of this project:
1. Increase fruit and vegetable production in the county acreage while improving overall farm profitability for northern Nevada producers. This will be achieved through targeted marketing campaigns that highlight local farmers, as well as efforts to secure seasonal supply contracts with area restaurants for melons during the harvest period.
 2. Continue expanding the festival's educational programming to promote agriculture, science, conservation, and mining. This will be accomplished through new and strengthened partnerships with institutions of higher learning, local businesses, government agencies, and non-governmental organizations.

17. Please estimate the total attendance you expect at your event and list your target market areas:
- 12,309

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?

7,200 total non-local attendees (or 58.5%); based on the total number of 12,309 unique attendees, ticket sales using a credit/debit card and associated billing zip code with the used credit/debit card, and the results of the onsite and follow-up online survey. NOTE: a significant number of respondents to the onsite and follow-up online survey had an association with the Fallon Naval Air Station. This may indicate that while their credit/debit card and 'home' zip code indicate 'out of area' attendee, they may be stationed at or part of a long-term stay in Fallon.

(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)?

19,152 total room nights (NOTE: not all of these room nights are captured in Fallon. A significant number of them are being captured in the Reno-Sparks/Washoe County area.)

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

There was evidence of attendees from at least 25 different states (including Nevada, based on debit/credit card ticket purchase data and onsite and follow-online survey results) and of attendees from 12 Nevada counties (including Churchill County, based on debit/credit ticket purchase data and onsite and follow-online survey results).

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

6,868 total attendees (or 55.8%). This is the total number of attendees, based on onsite and follow-up online survey results, that indicated that their *primary reason for being in Fallon* was the 2025 Fallon Cantaloupe Festival.

(e) How many locals will attend your event?

5,109 total local attendees (or 41.5%). This is the total number of unique attendees, 12,309, minus the total number of Non-Local Attendees, 7,200, as reported in Table 2.3 above. NOTE: this estimate may be misleading to a degree as it is largely based on the billing zip code associated with the attendee's credit/debit card used to purchase tickets to the event. Onsite and follow-up online survey results indicated that a significant number of attendees are either assigned to or part of a long-term posting to the Fallon Naval Air Station. This also does not take into consideration the 'opinion' of event attendees in defining what 'local' means.

(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)?

\$3,280,843.60 (this is JUST the direct economic impact based on visitor spending as directed by the question itself; it does NOT take into account the indirect economic impact, the induced economic impact, or the fiscal impacts including tax revenue collected by federal, state, county, and sub-county taxing entities). See breakdown presented in Table 2.6.

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

The festival will utilize the videography captured in 2025 to promote the 2026/2027 events. Additionally, we are seeking to update the website and optimize to improve web presence and overall reach toward eventual attendees. We are also aiming to solidify relationships with urban area restaurants to promote the event during the month prior to the festival as well as contract with local melon farmers.

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.:

In 2026, we intend to have a general questionnaire at the information booth which will be located at the front entrance. This will be much shorter than the questionnaire presented by UCED in the 2024/2025 impact study but will allow the festival to continue capturing data that UCED will subsequently analyze to compile annual reports.

Signature of Applicant/Grantee

A handwritten signature in black ink, consisting of a large, stylized 'M' followed by a horizontal line.

Date

5/28/24

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.