

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) de Golyer Bucking Horse & Bull Bash
Chief Executive Officer: Cody & Kristina de Golyer
Mailing address 4188 Hiskett Lane
City Fallon State Nevada Zip 89406
Phone Number: 775-427-0228 Email: degolyerbullbash@yahoo.com
2. How long organized (or in business) 14 years Tax I.D. # 530591544
3. Purpose of Organization keeping the sport of rodeo alive in our community
4. Total Annual Budget \$ 30,000
5. Project Director Kristina de Golyer Phone Number: 775-427-0228
Mailing address: 4188 Hiskett Lane
City Fallon State Nevada Zip 89406 Email: degolyerbullbash@yahoo.com
6. **Project Title** and Concert Golyer's Beauty and the Beast Rough Stock Rodeo
7. **Actual Date of Event** August 15, 2026
8. Location of project Fallon Fairgrounds Fairview arena
9. Funds requested from FCTA: \$ \$10,000
10. Total cost of project: \$ 40,000
11. Will the Convention Center be used? no When?
12. Summarize the objectives of this project: Giving back to our community one rodeo at a time.

PROJECT BUDGET

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

radio advertising-
reno media group- 5,500.00
Hank FM- 2,500.00
advertising signs- incorporating visit Fallon, welcoming rodeo fans & wade hayes \$1000.00
t-shirts- incorporating visit Fallon, thrown to the crowd- \$1,000.00

PROJECT BUDGET

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

sponsors- we will be starting this after the bull bash

PROJECT BUDGET

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

radio advertising
tshirts
street signage

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

bringing concerts, to the Fallon Community, keeping our future generations

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

3,000

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?

2500

(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)?

40 rooms (1 night)

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

30k plus will be exposed to this event through just the radio advertising

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

1,000

(e) How many locals will attend your event?

2,500

(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)?

$2500 \times 300 = 750,000$

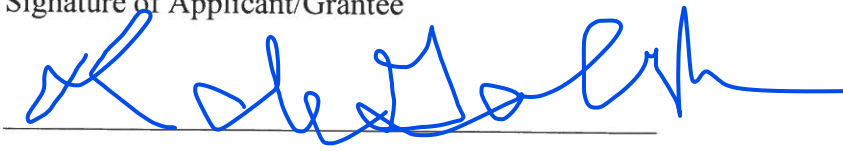
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

The signage is key, we will need all new street signs to advertise the concert in conjunction with the show, we utilize social media to promote all events we focus a lot on promoting these events to be sure everyone knows what we have going on in our community.

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.:

Bull Bash Welcome table

Signature of Applicant/Grantee

A handwritten signature in blue ink, appearing to be "K. D. ...", written over a horizontal line.

Date

6/25/2026

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.