



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

DATE SUBMITTED: 07/22/2026
AGENDA DATE: 07/8/2026
TO: CFCTA Board Members
FROM: Jane Moon, Director of Tourism & Special Events
AGENDA ITEM TITLE: Consideration of a grant application by the Fallon Festival Association, Inc. for the 2026 Fallon Cantaloupe Festival. **(For possible action.)**

- Grant amount requested by applicant: \$ 15,000
- Grant amount recommended by staff: \$ 15,000

TYPE OF ACTION REQUESTED:

☒ Formal Action/Motion	☐ Progress Report
☐ Discussion Only	☐ Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$15,000 to the Fallon Festival Association, Inc for the 2026 Fallon Cantaloupe Festival, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Fallon Festival Association, Inc aims to strengthen regional agriculture, increase tourism, support local businesses and non-profits, and preserve a valued Nevada tradition for future generations. Last year a total of 12,309 attended the Fallon Cantaloupe Festival while 7,200 are predicted to visit from outside a 60-mile radius of Fallon in 2026. The Fallon Festival Association, Inc. is hoping to fully book all available hotel rooms in Fallon (approx. 531) for the two nights of this year's event.

FISCAL IMPACT: \$15,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon