



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

DATE SUBMITTED: 07/22/2026
AGENDA DATE: 07/28/2026
TO: CFCTA Board Members
FROM: Jane Moon, Director of Tourism & Special Events
AGENDA ITEM TITLE: Consideration of a grant application by de Golyer Bucking Horse & Bull Bash for the 2026 de Golyer's Beauty & the Beast Rough Stock Rodeo Concert. **(For possible action.)**

- Grant amount requested by applicant: \$10,000
- Grant amount recommended by staff: \$10,000

TYPE OF ACTION REQUESTED:

X Formal Action/Motion	Progress Report
Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to the de Golyer Bucking Horse & Bull Bash for the 2026 de Golyer's Beauty & the Beast Concert Rough Stock Rodeo Concert, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DATE OF EVENT(s):

DISCUSSION: The de Golyer's mission is to bring rodeos and concerts to the Fallon community for future generations. 3,000 people in total are expected at this event while 2,500 are predicted to attend from outside a 60-mile radius. 40 hotel/motel room nights is the target rental for this one-day rodeo concert.

FISCAL IMPACT: \$10,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon