



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

DATE SUBMITTED: 08/19/2026
AGENDA DATE: 08/27/2026
TO: CFCTA Board Members
FROM: Jane Moon, Director of Tourism & Special Events
AGENDA ITEM TITLE: Consideration of a grant application by the Busted Up Productions, LLC for the 2026 Top Gun Invitational (rodeo event). **(For possible action.)**

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

TYPE OF ACTION REQUESTED:

☒ Formal Action/Motion	Progress Report
☐ Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to Busted Up Productions, LLC for the 2026 Top Gun Invitational (rodeo event), subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: Busted Up Productions LLC is endeavoring to produce the highest level PRCA event by bringing top quality stock and riders from all over the country to Fallon; making the event a top-tier spectator event for the community and surrounding areas. Approximately 3,000-3,500 people are expected to attend this event. It is estimated that 1,500-1,700 people will come to Fallon from outside a 60-mile radius, bringing 660 room rentals total for the week. This event will be broadcasted by the Cowboy Channel, the Cowgirl Channel, and the Reno Media Group.

DATE(s) OF EVENT: Thursday, December 31, 2026

FISCAL IMPACT: \$10,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon