

**CITY OF FALLON - CONVENTION & TOURISM AUTHORITY**  
**APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS**

1. Name of Organization (or Company) **Fallon Ranchhand Rodeo**  
Chief Executive Officer: **Richard Allegre**  
Mailing address **5300 Stillwater Road**  
**Fallon NV 89406 City State Zip**  
Phone Number: **775-848-2108 allegre@cccomm.net**
2. How long organized (or in business) **13 years** Tax **47-2874925**
3. Purpose of Organization **Showing of true working Ranch Cowboys, Cowgirls & Families**
4. Total Annual Budget \$ **10,250.00**  
**Richard Allegre** 5. Project Director **775-848-2108**  
Phone Number:  
Mailing address: **5300 Stillwater Road**  
City **Fallon** State **NV** Zip **89406** Email: **allegre@cccomm.netFallon**
6. **Project Title Fallon Ranchhand Branding**
7. **February 16 th 2024 Event**
8. Location of project **3 C Arena**
9. Funds requested from FCTA: \$ **\$ 3500.00**
10. Total cost of project: \$ **10,250.00**
11. **no** Will the **n/a** ntion Center be used?  
When?
12. Summarize the objectives of this project:  
**Ranch Competition among Different Ranch Teams of Cowboys, Cowgirls & Ranch Families**

**PROJECT BUDGET**

13. EXPENSES: Please itemize all expenses including items on which grant monies will be expended.  
Cattle expense 5000.00, Awards 2500.00 Judges 1000.00  
Advertising 1500.00, Postage 50.00. Printing 250.00

**PROJECT BUDGET**

14. REVENUE: Please itemize all revenue including requested grant monies.  
Local Sponsors and or Donations Fence signs ( banners)

**PROJECT BUDGET**

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended.  
  
It would help cover some of the Expenses Listed in  
Number 13 ABOVE.

16. Please define the long- and short-term goals of this project:  
To continue the ranchhand rodeo at this time we are only putting on a Branding not a full Rodeo

17. Please estimate the total attendance you expect at your event and list your target market areas:  
200 to 250

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?

100 outside the area

(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)?

35 x 2 nights

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

At least 1000 subscribers of the Nevada Ranch & Progressive Rancher and local Radio KVLV

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

100

(e) How many locals will attend your event?

200

(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)?

100 Eating, Shopping, Fuel, Lodging, Gambling

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

Good Advertisement Social Media

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.:

Have it announced during the Branding . Have a table with Programs & Survey Sheets and tell all spectators to please Fill out Survey

Signature of Applicant/Grantee

Date

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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](mailto:JMoon@FallonNevada.gov).