



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

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DATE SUBMITTED: October 20, 2023  
AGENDA DATE: November 1, 2023  
TO: CFCTA Board Members  
FROM: Jane Moon, Director of Tourism & Special Events  
AGENDA ITEM TITLE: Consideration of a grant application by the Fallon High School Rodeo Club for 2024 Fallon High School Rodeo. **(For possible action)**  
Grant amount requested by applicant: \$10,000  
Grant amount recommended by staff: \$10,000

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion	Progress Report
<input type="checkbox"/> Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve grant in the amount of \$10,000 to the Fallon High School Rodeo Club for the 2024 Fallon High School Rodeo, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: Fallon High School Rodeo Club's purpose in applying for this grant is to help promote high school rodeo competition throughout Nevada and to attract outside competitors to Fallon. It is reported that the Fallon High School Rodeo is the most popular among contestants to attend in Nevada. An estimate of 200 contestants with a total of 500-600 people will be in attendance, potentially utilizing 150 room nights over the two-night event.

FISCAL IMPACT: \$10,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon