



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

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 RanchHand Rodeo for the 2024 Fallon RanchHand Rodeo Branding event. **(For possible action)**
Grant amount requested by applicant: \$3,500
Grant amount recommended by staff: \$3,500

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 \$3,500 to the Fallon RanchHand Rodeo for the Fallon RanchHand Branding event, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

DISCUSSION: This event promotes, enhances and encourages western heritage in collaboration with the Great Basin Bull Sale on Feb. 16, 2024, where teams will compete in branding. Because this event is representative of the farm/ranch lifestyles which is sought after in our rural communities in Northern Nevada, it draws those who live and flourish in this lifestyle, as well as those intrigued by such a unique way of living to Fallon. About 200-250 attendants and spectators are expected, attracting approximately 100 visitors from outside a 60-mile radius, bringing the average hotel/motel room rentals during this event to 70 rooms.

FISCAL IMPACT: \$3,500

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon