



**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 Vision Quest Events, LLC for the 2023 Top Gun Invitational event. **(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 Vision Quest Events, LLC for the Top Gun Invitational event, subject to availability of funds, FCTA policy, and standard grant terms and conditions.

**DISCUSSION:** It is the goal of Vision Quest Events, LLC to produce a successful bull riding event to benefit Fallon and to grow and build on this event annually. 2,200-3,000 people are estimated to attend this event. It is estimated that 1,200 people will come to Fallon from outside a 60-mile radius, bringing 100 room rentals for one night and 200 for two nights. \*At this 2<sup>nd</sup> annual event, both the Cowboy Channel as well as the Cowboy Lifestyle Network will be broadcasting this event.\*

**FISCAL IMPACT:** \$10,000

**FUNDING SOURCE:** City of Fallon Tourism

**PREPARED BY:** Jane Moon

**TO BE PRESENTED TO BOARD BY:** Jane Moon