

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) DKC LLC
Chief Executive Officer: Charlie Hone
Mailing address 490 Mottsville Lane
City Gardner State NV Zip 89460
Phone Number: 775-691-1838 Email: greatbasinbullsale@gmail.com
2. How long organized (or in business) 5 years Tax I.D. # 38-4228774
3. Purpose of Organization Conducting the Great Basin Bull Sale
4. Total Annual Budget \$ \$192,730.00
5. Project Director Charlie Hone Phone Number: 775-691-1838
Mailing address: 490 Mottsville Lane
City Gardnerville State NV Zip 89460 Email: honeranch@gmail.com
6. **Project Title Great Basin Bull Sale**
7. **Actual Date of Event 2/13/2027**
8. Location of project Rafter 3C Events Center
9. Funds requested from FCTA: \$ 15,000.00
10. Total cost of project: \$ 170,000
11. Will the Convention Center be used? no When?
12. Summarize the objectives of the project: This project merged two previous sales under one brand to promote the sale of high- quality breeding stock to ranchers throughout the inter-mountain west. Our objective is to grow this event into one of the largest consignment bull sales in the western United States. We are hoping to turn this into the kind of mid-winter event that will not only promote Nevada's livestock industry and western culture but become a draw for the city of Fallon and Churchill County as well.

PROJECT BUDGET

13. EXPENSES: Please itemize all expenses including items on which grant monies will be expended.

Labor: \$5,625.00
Meals (Pre-sale social, sale day lunch): \$10,600.00
Advertising including sales brochure: \$39,581.00
Sale Management (M3 Marketing): \$87,000.00
Promotional Items (hats, gloves etc...): \$3,000
Awards: \$1,000.00
Postage \$1,500.00
Sifter/Grader expenses:\$1,000.00
Bull feeding: \$9,495.00
Auctioneer: \$12,357.00
Sale Veterinarian: \$1,000.00
Miscellaneous: \$1,000.00
Donation Nevada Cattlemen's Association: \$12,500.00
Rental of the Rafter 3C Arena grounds: \$6,500
Insurance: \$570

PROJECT BUDGET

14. REVENUE: Please itemize all revenue including requested grant monies.

Entry Fee Income: \$37,453.00
Sale Catalog Ads: \$11,500.00
Fallon Convention/Tourism Grant: \$15,000.00
GBBS Sales Commission: \$75,000.00 (estimated)

PROJECT BUDGET

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended.

Should the project meet requirements to qualify for the grant, those monies will be used to offset the advertising and other promotional costs associated with the sale.

- * Dec/Jan/Feb/ editions of the Progressive Rancher
- * Dec/Jan/Feb/ editions of the Sage Signals
- * Dec/Jan/Feb/ editions of the California Cattlemen
- *Dec/Jan/Feb Western Livestock Journal, (both e-mail and Print)
- *January Angus Beef Bulletin
- *Jan/Feb/ Nevada Rancher
- * Sale Brochure mailed to all consignors, and thousands of potential buyers.

16. Please define the long- and short-term goals of this project:

Although this will be our fifth year, this sale has become one of the highest regarded bull sales in the region. We have consistently drawn buyers from Nevada and the surrounding states due to the reputation of providing the highest quality breeding stock from various consigning purebred programs. Last year we had 261 bulls from 33 different consignor's drawing bulls from multiple states, including as far east as Tennessee. Our short-term goal is to provide a high-quality sale for both consignors and buyers. Our long-term goal is to turn this into one of the largest multi-breeds bull sales in the western United States rivaling the Red Bluff and Midland Bull Test sales in California and Montana respectively. A vision to make this a multi-day event celebrating western culture right here in Fallon.

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

We expect 1000 or more people to attend the bull sale and pre-sale mixer, including consignors and their families, many of whom are from out of state. The concert venue night prior to the sale may bring upwards of another 1,000 people to the Arena. The NCA Board of Directors meeting which draws around 100 attendees will also occur on site during the event.

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?

Generally past bull sales have drawn 1,000 or more out of area visitors to Fallon.

- (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)?

Our room night expectations would be around 500.

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

The publications we advertise with will reach between 150,000 and 200,000 people.

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

While it is impossible to encounter every person attending this event 850 to 1,000 wouldn't be unreasonable.

(e) How many locals will attend your event?

We are soliciting as much local involvement as possible. The local FFA chapter will be helping with the sale with a 500.00 scholarship being provided to them. Local catering will be used for meals and nearly all our promotional materials were locally sourced. 850 to 1,000 people would be our expectation.

(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)?

Economic data provided to our organization by Churchill County staff indicated an economic benefit to the community outside of our event including visitor expenditures for lodging, food, fuel, entertainment, supplies, personal necessities, and “sundries” of approximately \$600,000.

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

The Great Basin Bull Sale will begin advertising in November through February in various trade publications. Stories and articles about the sale will also be featured in the Sage signals and Progressive Rancher which are distributed to all Nevada Cattlemen’s Association members. Publicity includes follow up sale reports and summaries are also published in various trade and breed association publications. Live Auctions is our sale video streaming and auction organization before and during sale day.

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.:

The Great Basin Bull Sale will survey attendees at the sale and other events. Information will also be obtained from consignors at check in and from buyers at check out. This will be used to supplement information gathered during the event.

Signature of Applicant/Grantee



Date

10-22-26

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.