

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

1. Name of Organization (or Company): **Back Roads Vintage Market**

Chief Executive Officer: **Jenny and Mitch Young**

Mailing address: **1250 Golden Park Way**

City: **Fallon** State: **Nevada** Zip: **89406**

Phone Number: **(775)427-8717** Email: **backroadsvintagemarketnv@gmail.com**
2. How long organized (or in business): **9 years** Tax I.D. #: **1035525313**
3. Purpose of Organization: **At the Back Roads Vintage Market, we curate an amazing event with an assortment of antiques, vintage treasures, Nevada-made products, and repurposed items from hand picked vendors. Our biannual event, held in Fallon, draws local and out of town shoppers/vendors to our community. We take immense pride in hosting these events, which showcases the talent of our vendors.**
4. Total Annual Budget **\$27,000**
5. Project Director **Jenny Young** Phone Number: **(775)427-8717**

Mailing address: **1250 Golden Park Way**

City: **Fallon** State: **Nevada** Zip: **89406** Email: **backroadsvintagemarketnv@gmail.com**
6. **Project Title: Back Roads Vintage Market fall 2025 & spring 2026**
7. **Actual Date of Event: October 10th & 11th 2025, May 8th & 9th, 2026**
8. Location of project: **Rafter 3C Arena - Churchill County Fairgrounds**
9. Funds requested from FCTA: **\$9000.00**

10. Total cost of project: \$13,500/event - further information is per event
11. Will the Convention Center be used? No When? n/a
12. Summarize the objectives of this project:
Our goal with this project is to increase awareness and attract more attendees to our event, both within our community and from outside a 60+ mile radius.
Additional funds will help boost our ad spend, advertise in targeted publications, and increase the variety of advertising.

PROJECT BUDGET

13. EXPENSES:

Budget per event

\$3000 Rafter 3C Arena rental
\$900 helpers + meals
\$1800 Kolo 8 ads
\$1700 Edible Reno-Tahoe magazine
\$1655 KTVN ads
\$200 Fallon Post ads
\$170 LVN ads
\$1400 radio ads
\$850 social media ads (Beyond Big Blue Agency)
\$65 table and chair rental
\$220 professional design services for printed materials
\$100 printed promotional cards/flyers
\$1000 musicians
\$100 vendor snacks
\$395 event insurance
\$450 market totes
\$65 market bucks

+\$4500 potential grant money

PROJECT BUDGET

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

\$145 10' x 10' booth
\$245 10' x 20' booth
\$350 10' x 30' booth We typically have 45 vendors filling 75 booth spaces. Amounts vary from event to event.

\$10 entry Friday evening -approximately 550-650 shoppers (current but varies from market to market)

\$5 entry Saturday - approximately 1500-1700 shoppers (current but varies from market to market)

PROJECT BUDGET

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

\$3400 advertising in Edible Reno-Tahoe magazine

\$5600 would be used to bolster our current advertising - tv ads, radio ads, additional social media ads
(covering northern Nevada and beyond)

\$9000 (fall 2025 & spring 2026)

16. Please define the long- and short-term goals of this project:
Our short term goal is to increase the number of shoppers attending from outside our community through increased advertising. This will also entice additional, talented vendors from outside a 60 mile radius.
The long term goal is growing our market as a specialty, destination event with even more quality vendors, and making it a memorable shopping event for all involved. We look forward to forging partnerships with other community stakeholders to network complementary events (such as an Oktoberfest) the weekend of our market. An overnight stay to fit it all in will be on people's radars.

17. Please estimate the total attendance you expect at your event and list your target market areas:
We would like to see this project expand our attendance by 400-600 more visitors per event bringing our total over the 3000+ attendees mark.

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?

500

(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)?

$70 \times 1 = 70$

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

100,000 +

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year? **650**

We have shoppers from Susanville, CA, other areas in California, Winnemucca, Elko, Gardnerville, & Tahoe attending our event. 20-25 visited from out of state.

(e) How many locals will attend your event?

Using AI data, we found we had approximately 2700 in-state shoppers attend our fall market.

(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)?

If a **minimum** of 1500 people come from outside of Fallon and a minimum of half of them shop and eat outside of our market:

$750 \times \$75/\text{each} = \$56,250+$

This amount does not include the cost of a hotel stay.

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

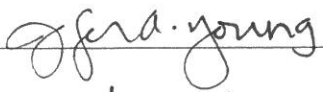
Our promotional card blast starts two months prior to our event, and the targeted social media (paid ads) start one month prior. Television and radio ads typically run two weeks prior to our event as per their advertising representatives. Katey Roshetko or Rebecca Kitchen(KOLO 8) typically hold an on air interview with me the week of the market. We place sandwich board signs in Fallon 1-2 weeks before our market. We are open, and welcome, any help/support of additional marketing and publicity expertise. We will continue to reach out to local businesses to try to cross promote.

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.:

We will have an area where guests may fill out a printed survey at the market. Post market, we will have a survey link on Facebook, and we will also survey our vendors. We use AI captured data from the Arena.

Signature of Applicant/Grantee

Date


Jenny Young

May 30, 2025