

## CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

### APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) Fallon Festival Association, Inc.  
Chief Executive Officer: Zip Upham  
Mailing address 290 W Williams Avenue  
City Fallon State Nevada Zip 89406  
Phone Number: 775-427-1477 Email: Zip.upham@gmail.com
2. How long organized (or in business) 10/18/2010 Tax I.D. # 27-1811685
3. Purpose of Organization To promote agriculture, arts and education through the Fallon Cantaloupe Festival.
4. Total Annual Budget \$ 348,000
5. Project Director Adrienne Snow Phone Number: 775-247-6458  
Mailing address: 290 W Williams Avenue  
City Fallon State Nevada Zip 89406 Email: info@falloncantaloupefestival.com
6. **Project Title 2025 Fallon Cantaloupe Festival**
7. **Actual Date of Event August 22-24, 2025**
8. Location of project Churchill County Fairgrounds
9. Funds requested from FCTA: \$ 15,000
10. Total cost of project: \$ 348000
11. Will the Convention Center be used? No When?

12. Summarize the objectives of this project:

The Fallon Festival Association's mission is to create a premier event for the entire family promoting the Fallon area, celebrating our agricultural roots while providing a platform for artists, entertainers, educators and vendors to showcase all they bring to and offer northern Nevada. We continually adjust aspects of the festival to maintain a high quality, family-oriented event with new and innovative aspects. This year the festival will showcase a tractor pull, expand the agriculture and education section, implement new animal attractions, and provide concerts at no additional cost to the public over general admission. Additionally, we'll work with the department of Agriculture for the 40<sup>th</sup> anniversary of the event to promote the farmer's market, highlighting the melon farmers of Churchill County. The anniversary event will be covered by one of Nevada's top photographers and videographers to create high quality marketing materials promoting the city of Fallon and the Fallon Cantaloupe Festival in efforts to attract new customers and retain repeat fair goers. The festival provides the opportunity to build community capacity and social capital, drive tourism to Churchill County, increases agricultural revenue, increases room night stays, and expands activity at local businesses.

#### **PROJECT BUDGET**

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

Advertising/Marketing	\$35,000
Facilities/Equipment	\$35,000
Educational Children's Activities	\$30,000
Facility Fees, Maintenance	\$40,000
Entertainment	\$40,000
General Festival Expenses	\$88,000
Office Supplies, Insurance, Payroll, Legal	\$76,000
Scholarships & Donations	\$4,000

#### **PROJECT BUDGET**

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

Ticket Sales	\$165,000
Sponsorships/Grants	\$135,000
Vendor Income	\$45,000
Gift Shop	\$2,500
Farmers Market	\$500

### PROJECT BUDGET

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

Advertising & Marketing	\$15,000
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16. Please define the long- and short-term goals of this project:

We aim to provide regional businesses, non-profits, and producers the opportunity to promote their business or service to their respective audiences. Short term goals include the production of high-quality branding and marketing collateral that adequately reflect the spirit and offerings of the festival in order to attract new attendees. Long term goals include increasing the quality of the festival for attendees in the categories of offerings, convenience, and value. This will be accomplished through the expansion of offerings in the Ag Experience to include additional University of Nevada, Reno offerings implementing new youth attractions and events. We will obtain data on the quality of experience which can be compared to data from the 2024 impact assessment to track levels of increased satisfaction, determining the statistics surrounding intent to return year over year as well as the statistics of fair goers that recommend attending to those who have never attended.

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

We aim to host 18,000 unique visitors, aiming to attract families with children under the age of 18 who are eager to participate in the many facets of the festival.

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?

We estimate that 3,240 attendees (18%) will be visitors residing 60 miles away or more.

- (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)?

The 2024 impact assessment determined that \$2.2M in hotel revenue was generated in northern Nevada at large due to the festival. Those staying in Fallon specifically stayed an average of 3 nights. A large portion of this total was spent in outlying counties, with data showing that all available hotel rooms within Churchill County were full the weekend of the event.

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

600 radio spots with a net reach of 340K listens, a net reach of 186K in both paid and organic social media posts, with 6 weeks of television advertising on local news channels (data unavailable for net reach).

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

62% of the 2,134 visitors in this category visited specifically for the festival as a result of advertising.

(e) How many locals will attend your event?

14,760 local attendees are estimated for the 2025 event (82% of 18,000)

(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)?

The overall economic impact of the 2024 event was determined to be \$5.8M to northern Nevada, with a direct tax revenue to Churchill County of \$80,423, and a state tax revenue of \$502,049. With normal weather patterns, we aim to attract 18,000 unique visitors with spending breakdowns as follows: Gaming, \$65.00, Food and Beverage (not at the festival) \$61.88, Fuel and Transportation, \$92.73, Retail shopping (not at the festival), \$63.80. This could potentially bring \$283.41 per person (does not include lodging).  $18,000 \times \$231.41 = \$4.1M$

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

We will be working with partners such as renowned videographer Jamie Kingham to obtain video footage and high-resolution images to continue our branding and marketing campaign. We will include stakeholders such as the City of Fallon and their public relations team (Abbi Agency) when crafting the commercial collateral to ensure our messaging is strategically aligned with the City of Fallon and Travel Nevada to drive tourism and positive public opinion of the event.

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 Fallon Festival Association will be engaging the University of Nevada Reno's College of Business to conduct a follow up impact assessment to compile trend data.

Signature of Applicant/Grantee



Date

6/25/25



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](mailto:JMoon@FallonNevada.gov).