



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

---

DATE SUBMITTED: 07/01/2025  
AGENDA DATE: 07/15/2025  
TO: CFCTA Board Members  
FROM: Jane Moon, Director of Tourism & Special Events  
AGENDA ITEM TITLE: Consideration of a grant application by the Fallon Festival Association, Inc. for the 2025 Fallon Cantaloupe Festival & Country Fair. **(For possible action.)**  
Grant amount requested by applicant: \$ 15,000  
Grant amount recommended by staff: \$ 15,000

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 a grant in the amount of \$15,000 to the Fallon Festival Association, Inc for the 2025 Fallon Cantaloupe Festival & Country Fair, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Fallon Festival Association, Inc,'s mission is to create a premier event for the entire family promoting the Fallon area, celebrating the agricultural past and present, showcasing local talent, and supporting Nevada businesses. 18,000 unique visitors are targeted for this event with 3,240 people predicted to visit from outside a 60-mile radius of Fallon. The Fallon Festival Association, Inc. is hoping to fully book all available hotel rooms in Fallon (approx. 531) for the three nights of this year's event.

DATE(s) of EVENT: August 22-24, 2025

FISCAL IMPACT: \$15,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon / TO BE PRESENTED TO BOARD BY: Jane Moon