

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

1. Name of Organization (or Company) **Churchill Arts Council**  
Chief Executive Officer: **Tedd McDonald MD (Interim Director))**  
Mailing address **PO Box 2204**  
City **Fallon** State **Nevada** Zip **89407**  
Phone Number: **775-423-1441** Email:  
  
2. How long organized (or in business): **39 years** **88-0239195**  
  
3. Purpose of Organization **Non-profit local arts agency for City of Fallon & Churchill County**  
  
4. Total Annual Budget **\$ 683,718**  
  
5. Project Director **Tedd McDonald MD** Phone Number: **775-423-1441**  
Mailing address: **PO Box 2204**  
City **Fallon** State **Nevada** Zip **89407** Email: **tedd.mcdonald56@gmail.co**  
  
6. **Project Title: Oats Park Art Center: Core Programs 2025/2026**  
  
7. **Actual Date of Event:** Events are scheduled Aug. 2025-June 2026  
  
8. Location of project **Oats Park Art Center**  
  
9. Funds requested from FCTA: \$ **15,000**  
  
10. Total cost of project: \$ **166,100**  
  
11. Will the Convention Center be used? **TBD** When? **Fundraising event**

12. Summarize the objectives of this project:

We intend to continue efforts to attract repeat out-of-town audiences throughout the year for performances, events, and educational arts programming in our historic, first-rate, one-of-a-kind venue. We utilized multiple promotional efforts this year and will continue throughout 2025. Our ongoing methods include direct mail, print advertising, radio ads, website enhancement, and via social media (Facebook and Instagram), multiple e-blast reminders, etc. Our website is frequently updated to include information on future activities as well as newly added art.

The Galleries, ChArts Store, and Barkely Theater were open for all events so attendees could see firsthand, the beautiful venue where we intend to continue to offer a series of diverse performing and visual arts events, film screenings, and conversations with artists in all disciplines-many of which will be the only Nevada opportunity to see particular artist and/or group. In doing so, we wanted to recommend attracting significant out-of-town attendance and acquaint audiences with our first-rate historically significant facility; promote Fallon and Churchill County in general as an interesting and inviting community worth visiting and revisiting-a place where things are happening!

Our events generate regular positive publicity and media exposure for Fallon through extensive press coverage including feature articles from Nevada Magazine, Inside Northern Nevada, Arts4Nevada, Nevada Travel Network. Also, the Nevada Travel Network named the Oats Park Art Center Hidden Treasure of the Year.

## PROJECT BUDGET

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

<b>Artists/Fees</b>	
Performing arts events (72,300)	80,000
Visual art exhibitions (3,500)	
Literary Readings (4,000)	
Films licensing (1,200)	
<b>Tech/Production</b>	9,500
Performing arts travel/lodging (6,000)	
Visual arts framing/installation/shipping (2,500)	
Literary reading (500)	
Films (500)	
<b>Travel</b>	8,000
Performing artists travel/lodging (5,000)	
Visual artist travel/lodging (1,500)	
Literary artists travel/lodging (1,500)	
<b>Marketing/Public Relations/Research</b>	40,000
Abbi Agency (40,000)	
<b>Advertisement</b>	18,100
Season Brochure publishing (2,500)	
Radio, newspaper, magazine, and Web promotions (2,500)	
Visual arts announcement production (3,000)	
Posters/fliers printing (1,000)	
Website updates (5,000)	
Direct mail/print advertising/postage (4,100)	
<b>Other Expenses</b>	10,500
Meet-the-artists receptions (1,500)	
Event expense/hospitality (6,000)	
Office/copying/phone/fax/print (3,000)	
<b>TOTAL</b>	<b>166,100</b>

## **PROJECT BUDGET**

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

Facility Use Fees	39,900
Ticket/Artwork (ChArts store) Sales	16,400
Consignment Art Sales	9,000
Anticipated Grant and Donation Revenues	85,800
Fallon Convention and Tourism Authority (Amount of this request)	15,000
<b>TOTAL</b>	<b>166,100</b>

## **PROJECT BUDGET**

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

Marketing/Publicity/Promotion/Research	(15,000)
Abbi Agency marketing, research, Web based updates, social media and posts	(10,000)
Printing: Newsletter, postcards, visual arts announcements	(5,000)

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

Our ongoing goal is to draw significant, and repeat, attendance by out-of-town audiences, and to continue to generate meaningful media exposure for Fallon as a place for things are “happening”. Seeing high-caliber artists in a first class intimate venue draws audiences to Fallon again and again. Also, our low-ticket prices, compared to other areas, are a bargain. Until the onset of the covert pandemic, our audiences had steadily increased seating with several sellouts. We received the governors Arts award for service to the arts, recognizing excellence in programming. Many people from out of the area have been willing to make the drive to Fallon to the Oaks Park Art Center, to visit the new art exhibits and the facility itself. Past attendees have brought others to introduce new people to the art center, many of which return on their own two subsequent performances or other events, often, “making a weekend of it” The artists we have chosen for the season have the potential to draw audiences from surrounding areas and the publicity generated will enhance and reinforce Fallon’s reputation as the place where it is possible to see first-rate events in a first-rate facility. Previous exit surveys had indicated we consistently draw audience members from Northern Nevada, Northern California, Sacramento, the San Francisco Bay Area, Los Angeles, Salt Lake City, Oregon, Santa Fe and else where.

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

We anticipate that attendance at the two outdoor concerts five indoor concerts, six visual arts talks/receptions, the two three-part movie series, Ales for Arts fundraiser, and John Mason sculpture reception and gallery showing will be in excess of 12,000 attendees. Out-of-town publicity has greatly increased awareness of the Oats Park Art Center and the programs and service it offers to our community and region, thereby increasing the number of out-of-town visitors to the art Center itself, as well as two other attractions in Fallon resulting in increased room nights. We anticipate the performing artists who have been selected will have wide appeal and that approximately 30-35% of the audience will be from out-of-town. The visual artist chosen are widely known and respected within the Western United States, and their shows/receptions/talks provide additional intellectually stimulating events, which attract out-of-towners and local arts supporters. The readings by regional poets and prose writers have always been well attended and are cooperatively presented with and advertised by the Churchill County Library.

We have a track record of getting good media coverage and the performances in other offerings have developed a loyal following with people residing in other areas. Our target areas for advertising and drawing audiences are Reno/Carson, Lake Tahoe, the Sierra Nevada, Winnemucca/Elko, the Bay Area, Sacramento, and other northern Nevada and Northern California communities. Area events are also listed on our website and other media, including Facebook, Nevada Magazine, American Towns, via the Nevada Arts Council online event calendar, inside Northern Nevada, Nevada Travel Network, NPR, doublescoop.art and others.

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 anticipate that we will continue to get 10 -15% from out-of-state and approximately 30% from out of vicinity. Attendance at two outdoors concerts have attracted 2000+ attendees, 300-350 at performing arts events, 400-500 at open houses/Arts Bars/Ales Arts and 200 at each visual art talk/reception and 50 at each film literary arts events. The addition in the 2024 to 2025 season of the return of the Desert Cross sculpture to the Oats Park Art Center and subsequent Gallery show in the fall of 2025 should bring another 2000 people to the community due to the national reputation of the artist John Mason.

(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)?

We project at least 600 room nights over the course of the season.

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

250,000+(Abbi agency coordinating print articles/ads/e-blasts/social media, multiple websites)

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

Approximately 16,000 attended our performances and activities prior to the COVID pandemic. Last year approximately 8,500 attended in our second season after COVID. We are confident that this year will continue to grow. Are relatively low ticket prices make the trip to Fallon a very appealing option, making it easy for attendees to spend one or two nights, to take the time to visit other local attractions such as the Churchill County Museum, Grimes Point, Frey Ranch Distillery, etc. Many performances prior to the pandemic were sold out completely; exit surveys collected at each event indicated, over the course of the year, 35% were from out of the immediate area-drawn to Fallon by a combination of publicity and the quality of artists appearing here. We were pleased to present both in-the-park concerts, we extend you in times of the visual art shows and offered private tours. Exit interviews from 2023-2024 reflect the same results as those from pre-pandemic events seasons.

(e) How many locals will attend your event?

65% of total attendance is from Fallon/Churchill County and vicinity.

(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)?

Given the starting time of our events and verified by exit surveys, out-of-town audience members have, in general, eaten a meal, bought gas, gone shopping, dropped the kids off at a movie in many often spend the night in local motels. Restaurant owners have always commented on a marked increase in dinner reservations on the nights of our events, both those residing elsewhere and locals to decided to make a night of it.

Event relating spending by audience members average is the member of \$23.21 per person per event (info provided by American for the Arts). Based on projected attendance at the outdoor and indoor concerts, movie series, visual arts opening/talks and tours (approximately 12,000 total) this will generate a minimum of \$278,520 for the local economy.

In addition, and perhaps more importantly in the long run, the publicity and “word-of-mouth” from those who attend performances and events creates a dynamic positive public image for Fallon-as a place where things are happening—that lasts well beyond any specific event and generates consisted return attendance.

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

The Churchill arts Council is pleased to announce that we will be working in concert with the Abbi Agency for future advertising, promotions, marketing, and publicity.

The project will be advertised via direct email, e-blasts (over 50% of our hard email and e-blast advertising is sent to interested individuals who live outside Churchill County), newspaper articles, in flyers included in the city of Fallon utility bills, on CAC website, on CAC Facebook page, participating vendors and other websites, and we estimate reaching 250,000+ people.

20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, and media source for attendees finding out about the event, length of stay, hometown, etc.:

We distribute brief exit surveys at all CAC events. These surveys ask audience members (1) if they are from Fallon, or if not where they're from; (2) whether they've attended CAC events before; (3) if, in attending the event, they bought gas, ate a meal, stayed in a motel, saw a movie, went shopping or engage in other activities; (4) whether they enjoy the event and what they liked most about it; (5) how they heard about the event and whether they have suggestions for future programs; (6) whether they are fans of CAC on Facebook and would like to be added to the print and/or electronic mailing list. The brevity of the format and the chance to win two free tickets to our next event ensures a goodly number of surveys are returned. With the addition of the Abbi Agency we will be investigating other opportunities for data mining.

## **2025-2026 Season Events Calendar Attached**

Signature of Applicant/Grantee

Date

---

---



# CHURCHILL ARTS COUNCIL

## Churchill County/Purpose of Organization

### MISSION STATEMENT

The Churchill Arts Council (CAC) is dedicated to enriching the cultural and social life of our community and region by providing educational and experiential opportunities in the arts on a variety of levels including a performing arts series; visual art exhibitions; film programs; and literary readings, lectures, talks and conversations with contemporary artists. Through innovative programming, CAC serves as a cultural resource for the region by providing vision, leadership, information, support, education and enjoyment of a diversity of art experiences.

### BRIEF HISTORY

#### Artistic Excellence

CAC was founded in 1986 and began conducting artists' residencies in the schools and presenting performing arts events that same year. Over the last three-plus decades our programming has grown to become an ongoing forum for the exploration of a wide range of creative ideas including: an annual performing arts series; visual art exhibitions; literary readings and conversations with artists in all disciplines; screenings of classic and foreign films; a juried local artists' exhibition; scholarships to pursue studies in the arts; publication of print and online visual arts catalogs as well as a monthly newsletter and other educational-informational materials. We also actively participate in a number of organizations dedicated to enhancing the development of the arts statewide. Funding for CAC programs and activities has been received from a diverse range of public and private sources including the Andy Warhol Foundation, National Endowment for the Arts, the Nevada Arts Council, the Nevada Commission on Tourism, the Western States Arts Federation, the City of Fallon, Churchill County, and many private foundations, local businesses and individuals.

#### Oats Park Art Center

Efforts to provide a permanent home for CAC's programs began with a series of community and regional meetings in 1989 which identified the historic Oats Park School building in Fallon as a potential candidate to house a multi-discipline community arts center. The structure was nominated to the State and National Registers of Historic Places in 1990 and a Feasibility /Concept Study was commissioned and completed in 1992. The Study was extremely positive about returning the building to community use and—thanks to the funding from the National Endowment for the Arts, Arts Facilities Design Program—a Design Development report was completed in 1993. Construction documents for the entire art center were completed and construction and renovation began in 1996. In July, 1999, Oats Park was designated as an Official Project of Save America's Treasures—a public-private partnership of the White House Millennium Council and the National Trust for Historic Preservation. As such, Oats Park joined a very select group of historic resources that have been chosen to represent America's treasures in need of support for their preservation and renovation. To proceed in the most cost effective manner and to accommodate available funding, construction and renovation has been implemented in a series of dovetailing and/or overlapping phases. The theatre opened in 2003, visual art galleries in 2006, and the final portions, including a café and catering kitchen was completed in 2016. To date, over \$7.5 million has been raised and expended on the renovation.



## 2025-2026 Season Events Calendar

### Performing Arts:

(Tickets \$17 for CAC members, \$20 for non-members, \$10 youth and students)

#### **-Della Mae-August 16, 2025-Free In-The-Park Concert**

Della Mae is a Grammy-nominated, all-woman string band made up of founder and fiddle player Kimber Ludiker, lead vocalist/guitarist Celia Woodsmith, Guitarist Avril Smith, and bassist Vicky Vaughn.

Hailing from across North America, and reared in diverse musical styles, they are one of the most charismatic and engaging roots bands touring today. They have traveled over 30 countries spreading peace and understanding through music.

Their mission as a band is to showcase top female musicians, and to improve opportunities for women and girls through advocacy, mentorship, programming, and performance.

#### **-Tris Munsick and the Innocents- September 13, 2025 (Barkley Theater)**

Tris Munsick and the Innocents continue to climb and share their brand of Western Country with audiences near and far. They have broken the mold with their unique blend of traditional and modern sounds, and fans resonate deeply with the authenticity ever present in their music.

Constantly on the road, the band has shared the stage with Big and Rich, Lyle Lovett, Blackhawk, the Eli Young Band, Cody Johnson, Casey Donahew, Marty Stuart and many more as well as performing at the National Finals Rodeo opening ceremonies in Las Vegas Nevada

Thrice-nominated for the Rocky Mountain Country Music Awards, the band has recorded for studio albums, and their latest release "Quicksand" is gaining traction on the regional radio and streaming devices.

#### **-Lucia Micarelli- October 11, 2025 (Barkley Theater)**

Award-winning Lucia Micarelli is an accomplished and versatile story teller working in music, film and television. Described by The Wall Street Journal as "a violinist of heart-melting talent". Micarelli has captivated audiences with her passion and evolving extraordinary range. From early days as a classical prodigy to celebrated roles on stage and screen.

Micarelli has released five albums (Music From A Farther Room; Interlude; An Evening With Lucia Micarelli; Saudade; Musical Priest), contributed to numerous film and television soundtracks, accumulated millions of views on YouTube and streams on Spotify. She has graced iconic stages including Carnegie Hall, the Sydney Opera House, Red Rocks Amphitheater, Benaroya Hall, Meyerson Hall and Madison Square Garden.

Micarelli's career is defined by her multifaceted artistry and deep connection with audiences whether she's performing concertos in symphony halls, jazz in intimate clubs, or bringing characters to life on screen. Through music and storytelling, Micarelli strives to bridge cultures and generations, fostering greater understanding of human connection.

**-Gaby Morena- November 15, 2025 (Barkley Theater)**

Since moving to Los Angeles from her native Guatemala, singer-songwriter-producer Gaby Moreno has released eight albums and earned 4 Grammy nominations for her albums “Illusion” (Best Latin Pop Album 2017), “Allegoria” (Best Latin Rock/Alternative album 2022), “X Mi (Vol. 1)” (Best Latin pop album 2023) and for producing legendary Cuban singer Omara Portuondo’s album “Vida” (Best Latin Tropical Album 2023). She is also a five-time nominee and winner of a Latin Grammy for Best New Artist 2013

Outside of her large critical acclaim and extensive accolades in TV and film Gaby has proven to be a groundbreaking artist whose impact has extended beyond just music through her various projects, Gaby has redefined Americana as the only prominent Latina in the genre today, ultimately opening doors for other marginalized voices and transforming the landscape overall. Simultaneously, Gaby has harnessed the power of her art to fight for those often overlooked such as immigrants globally. She was recently named the first UNICEF Goodwill Ambassador from Guatemala.

**-Jesus Molina-March 21 2026 (Barkley Theater)**

A world-class jazz pianist, vocalist, multi-instrumentalist, and successful online piano tutor, 27-year-old Jesus Molina is a one-man force of nature, a Berklee College of Music grad and Latin Grammy Cultural Foundation Award winner who has already carved out an impression career with his brand new instrumental album “Sella”- a blessing meaning “praise” or “lift up”-perfectly captures his spiritual approach to music; 10 songs that soar to celestial heights, featuring Molina on piano and soprano saxophone, fronting a trio including bassist Guy Burnfeld and drummer Caib Daniel, two fellow Berklee alumni.

The second oldest of four children born in Sincelejo, Colombia, on the northern coast near Cartagena, Jesus Molina's parents were both lawyers, while he turned out to be the only one with musical talent in his family. He was encouraged to pursue that passion by his grandmother, who gifted him a Casio keyboard when he was 4 years old, and he proceeded to plunk out the notes to “Happy Birthday,” to the encouragement of his mom, eventually teaching himself to play the saxophone before taking up the piano again as a teenager.

And while his technical abilities lead him to a role as an online Zoom tutor with a following of 25,000 students, Molina's music is anything but sterile noodling, and appreciation for accessible pop melodies which originally attracted him to the saxophone stylings of Dave Koz and Kenny G. But his life was forever changed viewing a video of Canadian piano jazz great Oscar Peterson known as “The King of inside swing,” dubbed the “Maharaja of the keyboard,” by no less than Duke Ellington.

**-Cha Wa- April 18, 2026 (Barkley Theater)**

Cha Wa is a Grammy-nominated Mardi Gras Indian funk band based out of New Orleans, Louisiana. the name Cha Wa is a slang phrase used by Mardi Gras Indian tribes, meaning “we're coming for you” or “here we come”. Front man Honey Banister is known for dressing in traditional Mardi Gras Indian clothing during performances, including intricately designed headdresses.

Cha Wa was formed in 2014 by bandleader and drummer Joe Gelini. Gelini first heard of Mardi Gras Indians while he was attending the Berklee School of Music in Boston. During his time in Boston, he went to see a performance by Idris Muhammad, a New Orleans born Jazz drummer. Muhammad was performing in traditional Mardi Gras style, which piqued Gelini's interest. Muhammad later gave Gelini a lesson in Mardi Gras style which pushed Gelini to move to New Orleans after graduation.

Gelini quickly became involved with the Mardi Gras Indian Community in New Orleans. He began attending practice rehearsals for Mardi Gras marches. It was at these practices that he met Monk Boudreaux, the grandfather and father respectively of J'won and Joseph Boudreaux Jr, Cha Wa's future frontmen. Monk Boudreaux is also known as Big Chief of the Golden Eagles and one of the most widely known Mardi Gras Indian singers.

Cha wa was Grammy nominated in 2018 and 2021 for their albums Spy Boy and My People, respectively. Both albums received Grammy Awards in the category of Best Regional Roots Album.

**-Micky and the Motorcars- June 20, 2026-Free In-the Park concert**

Micky and the Motorcars is a Red Dirt Band formed in Stanley, Idaho now based in Austin, Texas. They have released nine albums including two live albums

The two founding members, Micky and Gary Braun, are the sons of outlaw country and western swing musician Muzzie Braun of Stanley, Idaho, and the brothers of Cody Braun and Willie Braun of the Texas-based roots rock band Reckless Kelly. Both were part of the Muzzie Braun and the Little Braun Brothers Band, but formed their own band after Cody and Willie left to form Reckless Kelly.

The band originated in Idaho. The other founding members were childhood friends Travis Hardy on drums and Mark McCoy on bass. They moved to Austin, Texas, where Joseph Deeb joined the band as their lead guitarist. The band has undergone a number of personnel changes since its founding, the band currently consists of Micky Braun (acoustic guitar, lead vocals), Gary Braun (lead and Harmony vocals, guitar, mandolin, harmonica), Pablo Trujillo (lead guitar, pedal steel), Andrew Carrell (base) and Bobby Paugh (drum and percussion).

The band is also tied to the Texas music movement, and to a lesser extent, the Oklahoma-based Red Dirt music scene. Every year, the band in conjunction with their brothers and fellow musicians in Reckless Kelly, host the Braun Brothers Reunion in Idaho to celebrate the music and different artists from the genre.

## **Visual Arts:**

**No charge for artist talks, receptions, readings, and gallery shows**

**Fall Film Series-Tim Burton** (tickets free for CAC members, \$5 for non-members)

November 7, 2025-Beetle Juice

November 14, 2025-Edward Scissorhands

November 21, 2025-Mars Attacks

**Spring Film Series-Martin Scorsese**

March 13, 2026-Raging Bull

March 20, 2026-After Hours

March 27, 2026-Taxi Driver

**Gallery (E.L. Wiegand/Kirk Robertson Gallerys) Exhibitions**

August 18-November 3 2025-John Mason

November 17, 2025-January 5, 2026-Rossitza Todorova/Megan Berner

November 17, 2025-January 5, 2026-Honeycomb Project

January 19, 2026-April 6, 2026-Nevada Arts Council: Nevada Artists

April 20, 2026-June 15, 2026-Nevada Arts Council: Nevada Artists

## **Literary Arts (E.L. Wiegand Gallery)**

**-Jeanne Sharp Howerton-September 27,2025**

Jeanne Sharp Howerton is an author, historian, and photographer, and has published six books on the history of ranching and mining camps in Eastern Nye County. For 30 years, Howerton was a teacher in the Clark County School District's program for gifted students. After retiring she began writing full-time and giving talks about local history.

Howerton is a fourth-generation Nevadan who grew up on the Blue Eagle Ranch, at the edge of the Nevada Nuclear Test Site. During the years of atomic testing, beginning in 1951, her parents would awaken her and her sisters before dawn to watch The flash from the detonation of the atomic bomb. 10 minutes later, shockwaves shook the family home, a mushroom cloud formed, and many times drifted slowly over the ranch.

**-Dale Erquiaga-April 11, 2026**

Dale Urqiaga is a second generation Nevadan, the grandson of Spanish Basque immigrants on both sides of his family. He was raised on a family farm in Fallon, Nevada and began writing for the local newspapers when he was in high school. During his long career in public service, he worked for President Ronald Reagan, two Nevada governors, and numerous other politicians; he recently retired from service as the acting Chancellor of the Nevada system of higher education. From 2013-2015, Dale served as Nevada's state superintendent of public instruction. He was also the national president and CEO of Communities in Schools, and had a successful career in consulting and communications. Today he's a nationally recognized strategist and storyteller with more than three decades of experience in government, business, and the non-profit sector.

The proud father of two and grandfather of six resides in his hometown of Fallon Nevada. His second novel about his family's lived experiences is underway, the continuation of his first novel 'Three Wives' Tales.

## **Special Events (Oats Park Art Center)**

October 3, 2025-Ales for Arts (Lariat Bar and Patio)

December 12, 2025-Holiday Art Bar (Valerie's Place)

February 7, 2026-Val's Night-Scholarship Fundraiser (OPAC)

June 7, 2026-An Evening with the Arts Fundraiser (OPAC)

Spring/Fall 2026 Green Goddess Events-Pending