



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

DATE SUBMITTED: 04-07-25
AGENDA DATE: 04-15-25
TO: CFCTA Board Members
FROM: Jane Moon, Director of Tourism & Special Events
AGENDA ITEM TITLE: Consideration of a grant application by the Churchill Arts Center for the Oats Park Arts Center: Core Programs 2025/2026. **(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 \$15,00 to the Churchill Arts Council for the Oats Park Arts Center: Core Programs 2025/2026, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: Churchill Arts Council continues to attract significant and repeat out-of-town audiences throughout the year for performances/events in a unique, first-rate venue. The Galleries, Concert Series, Art Bars, Lariat Nights, Ales for Arts, and ChArts Store have become increasingly popular events for visitors to Fallon. Since these events are held at night, the likelihood of overnight stays in Fallon is increased for those visiting outside a 60-mile radius. In excess of 12,000 people are projected to attend over the course of the season from outside of Fallon, 10-15% from out-of-state and 30% from outside of Fallon. 600 room nights rentals are projected over the course of the season.

FISCAL IMPACT: \$15,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon