



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 Lahontan Auto Racing Association for Octane Fest 2025. **(For possible action.)**

- Grant amount requested by applicant: \$10,000
- Grant amount recommended by staff: \$10,000

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion	Progress Report
Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to the Rattle Snake Raceway for Octane Fest 2025, subject to availability of funds, FCTA policy, and standard grant terms and agreements.

DISCUSSION: Lahontan Auto Racing Association's purpose is to provide quality and affordable motorsport entertainment to Fallon; with the goal of helping generate revenue for local businesses. A total of approximately 4,000 people are expected to attend this 2-day event, 2,400 of whom are estimated to arrive outside a 60-mile radius from Fallon. About 40-60 hotel/motel room rentals are anticipated for each night of the event.

FISCAL IMPACT: \$10,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon