



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 Pacific Coast Cutting Horse Association for the 2025 Road To Fallon event. **(For possible action.)**

- Grant amount requested by applicant: \$5,000
- Grant amount recommended by staff: \$5,000

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 \$5,000 to the Pacific Coast Cutting Horse Association for the 2025 Road to Fallon event, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: This is the first time the Pacific Coast Cutting Horse Association has come before you. The objective of the Pacific Coast Cutting Horse Association is to produce a family equine event that will promote and improve tourism and bring business to the City of Fallon. They report a proven history as the largest cutting horse association on the West Coast to turn out economically beneficial events in the state of Nevada. They have signed a 3-year contract with 3C Events Center. The Pacific Coast Cutting Horse Association's goal is to conduct an ongoing annual event in Fallon. 250-350 people are expected to attend the event (including contestants, participants, and staff), most of this number will be coming in from outside a 60-mile radius from Fallon. 1,000 hotel/motel room nights are predicted for this 4-day event.

FISCAL IMPACT: \$5,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon