

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

1. Name of Organization (or Company)
- Chief Executive Officer:
- Mailing address
- City State Zip
- Phone Number: Email:
2. How long organized (or in business) Tax I.D. #
3. Purpose of Organization
4. Total Annual Budget \$
5. Project Director Phone Number:
- Mailing address:
- City State Zip Email:
6. **Project Title**
7. **Actual Date of Event**
8. Location of project
9. Funds requested from FCTA: \$
10. Total cost of project: \$
11. Will the Convention Center be used? When?
12. Summarize the objectives of this project:

The Moving Forward Together Powwow is dedicated to preserving, promoting, and celebrating Indigenous culture while fostering inclusivity, education, and economic impact. We have grown 100% in attendance every year.

Strengthen Community & Cultural Connections:

- Provide a welcoming space where Indigenous and non-Indigenous attendees can engage in cultural exchange.
- Encourage participation from multiple tribes, ensuring diverse traditions are represented through dance, music, and storytelling.

Promote Cultural Education & Awareness

- Showcase the significance of powwows & educate the broader community about Indigenous customs through hands-on experiences, performances, and discussions.
- Collaborate with institutions such as the Nevada Museum of Art and Churchill Arts Council to highlight Indigenous fine arts.

PROJECT BUDGET

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

\$3,500: Facility Fees & Insurance
\$8,000: Cultural Head Staff & Color Guard fees & accommodations
\$14,000: Black Lodge Host Drum fees & accommodations
\$2,000: Competition Special Dances
\$2,000: Merchandise
\$15,000: Media Marketing & Promotion
\$2,000: Photography/Video Production
\$3,000: Traditional Feed

PROJECT BUDGET

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

\$7,000: City of Fallon-Convention & Tourism Authority
\$7,450: Vendor Fees
\$4,000: Merchandise
\$5,000: MFT General Fund
\$5,000: Walmart
\$10,000: Native Voters Alliance Nevada
\$3,000: Indigenous Voices Nevada
\$800: War Party Movement
\$3,000: Travel Nevada Rural Marketing
\$5,000: Fallon Paiute Shoshone Tribe
\$2,000: LiUNA Local
\$500: Patagonia
TBD: – Additional Sponsorship: Gemini, FSPT Cultural Department, Bonanza, Ormat, Coeur Rochester mine

PROJECT BUDGET

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

Total: \$7,000

Social Media & Digital Ads: \$1,950

\$500: Facebook & Instagram Ads
\$1,250: Powwows.com National Advertising
\$200: Online Ads

Radio: \$950

Radio Ads on Reno Media Group, KUNR, KOH AM, KVLV & Indigenous radio stations.

Print Advertising: \$2,300

\$900: Newspaper ads in local and regional publications
• NV Rancher, Great Basin Sun, Record Courier, NV Appeal, LVN, Fallon Post
\$800: Posters & Flyers in high-traffic areas across Nevada and Northern California.
• Poster distributed at Northern Nevada feed stores, public bulletin boards, Native American reservations in Northern Nevada and border reservations in California, Idaho and Oregon
\$600: Hanging Banners (2) placed outside of county limits on Reno Hwy and Lovelock Highway

Videography & Photography: \$1,000

Video/Photography personnel to capture Video & Content Creation for Promotions. Promotional materials

Promotional Materials: \$800

\$250: Event Program highlighting Local Businesses & opportunities while visiting Fallon. (partnering with NV Indian Territory)

\$550: Other promotional items to entice sponsorship and increase attendance of dancers, drums, and other out-of-town attendees, to be used in raffles, giveaways and other create outreach efforts.

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

Foster Social Inclusion & Intergenerational Learning

- Ensure that elders, youth, and new participants feel included and valued within the powwow space. Provide opportunities for mentorship, where experienced dancers, drummers, and artisans pass down traditions.
- Enhance Economic & Tourism Growth
- Support Indigenous vendors and local businesses by increasing visitor traffic to the area.
- Attract participants from outside Fallon, contributing to hotel stays, restaurant visits, and retail sales.

Create a Lasting Impact Beyond the Event

- Leverage marketing strategies to reach a broad audience, bringing an estimated 3,000 attendees and a projected \$450,000 economic impact to the region.
- Build relationships among attendees, sponsors, and partners that strengthen Indigenous representation year-round.
- Inspire continued engagement with Indigenous culture through post-event storytelling, educational resources, and future community programs.

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

3,000 attendees from all areas of the U.S, specifically North & Southwestern Communities

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?

1,800

(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)?

800

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

475,000+ people (both in-state and out-of-state)

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

1,000

(e) How many locals will attend your event?

1,200

(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)?

3,000 people x \$55 daily impact = \$165,000 (gas, food, shopping)
800 people x 2 nights x \$ 180 overnight economic impact= \$288,000 (Hotel, campgrounds, food) These figures represent the direct economic contributions of the event to the local economy. Gambling, nightlife & bar is not factored in.

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

See attached marketing plan

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

In-Person Surveys at the Event

- **Survey Booth:** A designated table near the entrance & vendor area with volunteers encouraging attendees to participate.
- **QR Code Signs:** Posted at key locations (registration table, food vendors, performance areas) linking to an online survey.
- **Incentives:** Raffle entries for free merchandise or VIP seating for those who complete the survey.

Online Post-Event Survey

- **Email Campaign:** Sent to ticket buyers, vendors, and volunteers.
- **Social Media Follow-Up:** Survey link posted on the event's Facebook & Instagram pages.

Hotel & Lodging Partner Feedback

- **Hotel Collaboration:** Partner with local hotels (Best Western, Comfort Inn, etc.) to gather room night data based on guest inquiries mentioning the powwow.
- **Hotel Discount Code:** Offer a small discount or special rate for powwow attendees using a promo code, allowing tracking of bookings.

Vendor & Sponsor Economic Survey

- **Vendor Sales Reporting:** Encourage vendors to share their total revenue generated at the event.
- **Sponsor Reports:** Ask sponsors about their engagement and marketing impact from the event.

Signature of Applicant/Grantee

Date



4/2/25

For further information or applications contact:
Jane Moon, Director of Tourism & Special Events at the City of Fallon
at 775-428-1383 or JMoon@FallonNevada.gov.

MFT Powwow Tentative Marketing Schedule: March 1 – June 3, 2025

Date Range	Marketing Activities
March 1 – March 15	Design and finalize all promotional materials (flyers, digital ads, radio scripts, etc.). Confirm ad placements with media partners (social media, radio, newspaper, digital billboards).
March 16 – March 31	Launch social media teaser campaign (Save the Date posts, behind-the-scenes content). Start email outreach to past attendees and regional powwow groups. Press release sent to local and regional media outlets.
April 1 – April 15	Mini billboard installation at the Fairgrounds entrance. Paid social media ad campaign begins (targeting Reno, Sparks, Sacramento, Las Vegas, Salt Lake City). Radio promotions begin.
April 16 – April 30	Printed event posters & flyers distributed across Fallon, Reno, Fernley, and surrounding areas. Partnership promotion with Nevada Museum of Art & Churchill Arts Council to highlight Indigenous Fine Arts exhibit. Outreach to powwow forums & community groups.
May 1 – May 15	Final push on social media: Countdown posts, performer highlights, vendor spotlights. Newspaper ads in Lahontan Valley News & Nevada Appeal. Second round of radio ads .
May 16 – May 29	Targeted social media campaign (reminder ads, last-minute event details). Final press release to media outlets. Community outreach & local interviews .
Event Weekend (May 31 – June 1)	Live event coverage on social media (Instagram Stories, Facebook Live). On-site interviews with attendees & vendors for post-event marketing.
June 2 – June 3	Thank You posts to sponsors & attendees. Collect feedback & engagement data for reporting.

Marketing & Advertising Strategies

Print & Billboard Advertising

- Mini Billboard at the Fairgrounds (installed in April).
- Posters & Flyers in high-traffic areas across Nevada and Northern California.
- Newspaper ads in local and regional publications.

Digital & Social Media Marketing

- Facebook & Instagram Ads targeting powwow communities, families, and travelers.
- Influencer partnerships with Indigenous content creators.
- Email marketing to past attendees and partner organizations.

Radio & Local Media

- Radio Ads on popular radio stations and Indigenous radio stations.
- Press Releases sent to media partners.
- Interviews & Features on local TV and community radio.

Community & Partner Engagement

- Nevada Museum of Art & Churchill Arts Council promotions.
- Collaboration with Fallon Paiute-Shoshone Tribe for cultural outreach.
- Vendor and sponsor cross-promotions on social media.

Promotions Outside Grant Period (Covered by Travel Nevada Funds)

- Early Social Media Announcements (Before March 1)
- Travel & Tourism Partnerships (Before March 1 and After June 3)

- Post-Event Video & Content Creation for Future Promotions
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Expected Outcomes

- Increased attendance (goal: 3,000 attendees).
- Higher engagement in pre-event promotions.
- Greater regional and national visibility for the Powwow.