

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: This event is used to test hunting dogs in a competitive environment. This event is a fund raisers for the Lahontan Valley Bird Dog Club. The LVBDC uses that money to provide training/competitive grounds for hunting dogs of all varieties.

PROJECT BUDGET

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

\$3000.00 Banquet/Raffle
\$6000.00 Birds
\$5000.00 Prize Money/Awards
\$2500.00 Insurance/Advertising/Misc.

\$1000.00 Equipment Rental

PROJECT BUDGET

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

17,000.00 Entries
3,000.00 Merchandise/Raffle
2,500.00 Tourism

PROJECT BUDGET

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

Raffle Items
Awards Trophies
Awards Prize Money
Advertising/Apparell

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

Short term goals are to raise money to improve our property for people to utilize for training purposes for hunting dogs. Long term goals are to continue to improve the grounds to attract other events to our location and provide a quality location.

17.

We have an average of 100 competitors at our shoots. Including guests and observers that number averages 150-160. Our target market is bird hunters who use dogs to improve their success.

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?

Our primary draw areas are: Reno, Carson, Minden, Bishop, Lovelock, Winnemucca, Elko, Vegas, California, Utah, Oregon. ~35 competitors are from >60 miles

(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 book about 130 rooms nights per year.

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

~500

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

Last year we had one event due to moving to a new location and had about 30 people > 60miles.

(e) How many locals will attend your event?

~30-40

(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)?

~150 Attendees (over all events) at ~\$600 (food, fuel, lodging) = 90K

19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules: We are currently looking at partnering with the BDC and utilizing their nationwide marketing platform to promote our events.

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.:

We talk to all attendees during the event and solicit information from them. We also know most of them so know who is booking a room and who has a local place to stay etc... Social media is also used to get information from attendees.

Signature of Applicant/Grantee

Date

_____ Chip Bunker LVBDC Secretary

_____ 4/1/2025 _____

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.