



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

DATE SUBMITTED: 01/12/2026

AGENDA DATE: 01/20/2026

TO: CFCTA Board Members

FROM: Jane Moon, Director of Tourism & Special Events

AGENDA ITEM TITLE: Consideration of a grant application by Fallon High School Rodeo for the 2026 Fallon High School Rodeo event. **(For possible action.)**

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

TYPE OF ACTION REQUESTED:

Formal Action/Motion
Discussion Only

Progress Report
Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to Fallon High School Rodeo for the 2026 Fallon High School Rodeo, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: Each high school rodeo club in Nevada hosts a Jr. High and High School Rodeo each year. Fallon has consistently hosted annually. The kids in the club are responsible for obtaining sponsors, organizing and producing the event. The goal for this project is to host a Jr. High and High School Rodeo in the Spring of 2026 and to continue to produce a highly attended family event for the membership and our community.

It is expected that 200 contestants and their family and friends will come to town for this event. Last year, the reported number of attendees was 2,570; over 1,200 were from out-of-town. This year, the group expects 200 total hotel/motel room nights with 75 visitors staying 2-3 nights.

FISCAL IMPACT: \$10,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon