

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1.	Name of Organization (or Company)	Fallon High School Rodeo		
	Chief Executive Officer:	Nora Hunt-Lee		
	Mailing address	4425 Casey Rd		
	City	Fallon	State	NV
			Zip	89406
	Phone Number:	5597795856	Email:	huntnorie@gmail.com
2.	How long organized (or in business)	50+ Years	Tax I.D. #	45-1582266
3.	Purpose of Organization	To promote success in and out of the arena; to uphold the highest level of conduct, education, sportsmanship and personal development.		
4.	Total Annual Budget	\$	50,000	
5.	Project Director	Nora Hunt-Lee	Phone Number:	559-779-5856
	Mailing address:	4425 Casey Rd		
	City	Fallon	State	Nv
			Zip	89406
			Email:	huntnorie@gmail.com
6.	Project Title	Fallon High School Rodeo		
7.	Actual Date of Event	April 17-19, 2026		
8.	Location of project	3 C Event Complex		
9.	Funds requested from FCTA:	\$	10,000	
10.	Total cost of project:	\$	50,000	
11.	Will the Convention Center be used?	No	When?	
12.	Summarize the objectives of this project:	Each high school rodeo club in Nevada hosts a Jr. High and High School Rodeo each year. Fallon has always hosted a rode and would like to continue to do so this year. The kids in the club are responsible for obtaining sponsors, organizing and producing the event.		

### PROJECT BUDGET

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

The expenses for the rodeo include but are not limited to:

Rent of the 3 C Event Complex, stock contractor, prizes/payout for the contestants, advertising and promotion costs and general production expenses.

### PROJECT BUDGET

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

Anticipated revenue:

Each club member is responsible for obtaining a minimum of \$1500 in sponsorship/advertising money, this year the club is made up of 16 members.

### PROJECT BUDGET

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

The expenses for the rodeo include but are not limited to:

Rent of the 3 C Event Complex, stock contractor, prizes/payout for the contestants, advertising and promotion costs and general production expenses.

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

The goal for this project is to host a Jr. High and High School Rodeo in the Spring of 2026 and continue to produce a highly attended family event for the membership our community.

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

200 contestants and their family and friends. The total visitors from the AI reports from last year were 2570 and over 1200 from out of town.

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?

200 contestants and their family and friends. 1200 visitors from out of town.

(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)?

Approximately 75 visitors x 2-3 nights = approximately 200 rooms

(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 Nevada High School Rodeo members/families/friends, and a limitless number who are engaged with social media

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

1200 visitors from out of town

(e) How many locals will attend your event?

1300 locals

(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)?

1200 people from out of town spending approximately 150 per day (from previous reported numbers)

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

Nevada High School Rodeo Website, Fallon High School Rodeo Social Media pages, Fallon Post, banners, programs, website, social media, county marque and electronic mail outs. Our club was able to award amazing prizes and payouts to the winners of the rodeo last year and is often referred to as the club who puts on the best rodeo and gives the best prizes away which helps bring contestants and their families to our rodeo.

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 will use a survey to gather information regarding economic impact during check in with our contestants.

Signature of Applicant/Grantee

Milee

Date

1-6-26

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.