

CITY OF FALON - CONVENTION & TOURISM AUTHORITY

2026 APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) Cowboy Fast Draw Association, Non-Profit Organization
Chief Executive Officer: Cal Eilrich
Mailing address P.O. Box 5
City Fernley State NV Zip 89408
Phone Number: 775-745-9727 Email: quickcal@cowboyfastdraw.com
2. How long organized (or in business) 23 Years Tax I.D. # 99-3507680
3. Purpose of Organization To Promote, Organize and Regulate the Sport of Cowboy Fast Draw
4. Total Annual Budget \$ \$192,712
5. Project Director Cal Eilrich Phone Number: 775-745-9727
Mailing address: P.O. Box 5
City Fernley State NV Zip 89408 Email: quickcal@cowboyfastdraw.c
6. **Project Title Fastest Gun Alive - World Championship of Cowboy Fast Draw**
7. **Actual Date of Event July 15th – July 19th, 2026**
8. Location of project Churchill County Fairgrounds - New Events Center
9. Funds requested from FCTA: \$ 14,500
10. Total cost of project: \$ 69,450
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project: This event is our organization's Signature Event, that brings our members from across America and some other countries. It attracts from media in both Northern Nevada/California, but also nationally. We also stress the importance of responsible and the safe and proper use of firearms, and family values. We have been covered by national media. We are working on bringing the Outdoor Channel's - Shooting USA again for this year's tournament. We also have many videos covering our sport and promoting Fallon on Youtube, that receives many thousands of views.

PROJECT BUDGET

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

**For Entire Scope of Budget Please See Attached Budget
EXPENSES**

Prize Money	\$24,250
210 Trophies, 175 Buckles, etc.	\$9,500
Prize Guns & Misc. Prizes	\$6,150
Backstop Construction & Material	\$2,300
Range Material Expenses	\$1,200
Fairground Facilities & Electricity	\$8,300
Wax Ammunition (40,000 Rounds)	\$7,500
Volunteer Staff Expenses	\$2,250
Range, Setup, Tear Down, Clean-up	\$3,000
Office Supplies, Phone, etc.	\$1,250
Advertising	\$1,300
Posters, Banners, and Signs	\$1,750
Vendor Security	<u>\$700</u>
TOTAL EXPENSES	\$69,450

PROJECT BUDGET

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

**For Entire Scope of Budget Please See Attached Budget
INCOME**

FGA Entry Fees:	170 Men	(\$199)	\$33,830
	70 Women	(\$199)	\$13,930
(Based on 252)	5 Young Adults	(\$95)	\$475
Paid Shooters	7 Junior	(\$75)	\$525
	10 Youth	(0)	<u>\$0</u>
Main Match Fees:			\$48,760
(15) Staff Comp Match Fees			\$0
Category Match Fees: 190 Shooters		(\$25)	\$4,750
Resurrection Match Fees: 110		(\$15)	\$1,650
Vendors Booth Rental:			\$1,635
Total Fallon Tourism Request			<u>\$14,500</u>
TOTAL INCOME			\$71,295

FUND BALANCE **\$1,845**

PROJECT BUDGET

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

Prize Money

Reason - Since 2008 on our Outlay Request Submittal, we have always submitted a complete Prize Money Disbursement List, which shows the, Check Number, Amount Paid, Competitor's Name, and State. We feel that this report shows the scope of the draw and the distance our competitors have traveled to Fallon participate this Internationally recognized event.

We submit this within a week after our event, so grant funds are not expended until after the event has been completed.

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

Long Term: Our Long-Term Goal is still to build this event to over 300 registered competitors traveling to Fallon each year and we had almost exceeded 300 the past few years.

Short Term: We always continue to try to build a strong and positive image not only for our sport, but also our Host City, The City of Fallon and the surrounding communities. Even with the higher cost of traveling due to the economy over the past several years of inflation, we still manage to draw hundreds of competitors and their families. Fallon is still an affordable destination and centrally located for the main base of members in the Western U.S..

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

For the past few years we have averaged just over 200 week-long participants. Our shooters travel from all corners of the U.S., Canada, and Europe. Having our event in the 3C Arena has resonated very well with our membership. Our members have gotten used to adjusting their schedules from October to July to attend our event. We are hoping this year, despite inflation that the economy has improved to bring us nearer to 250+ registered participants.

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?

800+, between registered competitors, families, spectators and vendors.

(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)?

Since an overwhelming majority of our participants are from out of state, and the average stay is 5 nights. The best estimate would be about 1,250 Room Nights.

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

Since we do normally receive News coverage from all Network Affiliates in the Reno area, about 250,000 may be exposed to some media coverage in the Northern Nevada/California market.

Plus, if our negotiations with Outdoor Channel' Shooting USA pan out this year, they have a television audience of about 2 million, plus the reruns are distributed to YouTube with hundreds of thousands of views. Plus, our other Youtube videos receive 10's of thousands of views.

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

Over 1,500 day trippers from the Northern Nevada/California market over the 4 main days of the event. Last year's State Grant dedicated to TV & Radio Advertising had good results.

(e) How many locals will attend your event?

We see a lot of locals every year, usually several hundred.

(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)?

1250 Room Nights x \$320 (\$400,000) + 1500 day trippers x \$50 (75,000) = \$475,000

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

We booked interviews the prior week with local media (TV, Radio, and Newspapers) which helps bring fee attention. We get coverage from all 3 Local Network Affiliates the week of the event. Including newspaper articles. We are also applying for the State Grant, which we will dedicate to TV & Radio Advertising. Plus, our members volunteer to place posters in hundreds of locations in Northern Nevada & California.

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 monitor comments on our social media assets.

We do hear a lot from our attendees year-round, since they are members of CFDA and talk a lot about it on our Social Media Outlets. Comments about Fallon are very complimentary. Our competitors and guests were very complimentary about the 3C Arena.

Signature of Applicant/Grantee



Date

January 6th, 2026

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.