



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 the Back Roads Vintage Market for the Back Roads Vintage Market, Spring 2026 & Fall 2026 Markets. **(For possible action.)**

- Grant amount requested by applicant: \$9,000
- Grant amount recommended by staff: \$9,000

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion	Progress Report
<input type="checkbox"/> Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$9,000 to the Back Roads Vintage Market for the Back Roads Vintage Market, Spring 2026 and Fall 2026 Markets, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Back Roads Vintage Market, endeavors to curate events with an assortment of antiques, vintage treasures, Nevada-made products, and repurposed items from handpicked vendors. Their biannual event, held in Fallon, draws local and out of town shoppers/vendors to our community. It is their goal to increase awareness and attract more attendees to their events, both within our community and from outside a 60+ mile radius. The target is to increase the number of attendees to over 3,000 people: an increase of 300-500 from the prior events. 650 people from outside a 60-mile radius are expected with 65 hotel/motel room night rentals.

DATE(s) of EVENT: May 8 & 9, 2026 and October 9 & 10, 2026

FISCAL IMPACT: \$9,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon / TO BE PRESENTED TO BOARD BY: Jane Moon