



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 Battle Born Broncs, LLC for the 2026 Battle Born Broncs. **(For possible action.)**

- Grant amount requested by applicant: \$25,000
- Grant amount recommended by staff: \$25,000

TYPE OF ACTION REQUESTED:

Formal Action/Motion
Discussion Only

Progress Report
Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$25,000 to Battle Born Broncs, LLC for the 2026 Battle Born Broncs, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: This is the fifth year of production for Battle Born Broncs, a professional bareback and saddlebronc riding rodeo event. This year's elite PRCA production, youth camp and Western artists and makers market are meant to draw contestants and fans to Fallon for multiple days. The organization's fundraising efforts will focus on Fallon's Domestic Violence Intervention Center.

Their goal is to attract 4,000-5,000 people to attend this year's event with at least 2,500 coming from outside a 60-mile radius from Fallon. Battle Born Broncs hopes to attract 1,500 to stay in Fallon for 2-4 nights.

FISCAL IMPACT: \$25,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon