

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) **Lahontan Valley Claybreakers**
Chief Executive Officer: Wayne Whitten
Mailing address P.O. Box 6042
City Fallon State NV Zip 89407
Phone Number: 775 427-6827 Email: whittenp@cccomm.net
2. How long organized (or in business) 18 years Tax I.D. # 80-0157393
3. Purpose of Organization Promote Organized Youth Trap shooting in Fallon & Churchill Co.
4. Total Annual Budget \$ \$23,000.00
5. Project Director Wayne Whitten Phone Number: 775-423-6827
Mailing address: P.O. Box 6042
City Fallon State NV Zip 89407 Email: whittenp@cccomm.net
6. **Project Title** **2024 Lahontan Valley Claybreakers Youth Trap Shooting Season**
7. **Actual Date of Event** **March 2024 through October 2024**
8. Location of project Fallon Trap Club, 2007 Airport Road, Fallon, NV 89406
9. Funds requested from FCTA: \$ \$3,000.00
10. Total cost of project: \$ \$23,000.00
11. Will the Convention Center be used? No When?
12. Summarize the objectives of this project:

This year the State Youth Shooting competition (NYSSA) is **tentatively** set for Las Vegas in June with shooters coming from as far as Carson City, Fallon and Yerington. We anticipate all our shooters attending this year proudly wearing their hats and T- Shirts with City of Fallon Logo's displayed. Also the Claybreakers will be hosting a California Youth Shooting Sports Association (CYSSA) shoot in April with shooters traveling from Central and Northern California. Because of the length of travel for the shooters and their families, we anticipate some families arriving on Friday night to shoot on Saturday. Our shooters will be attending CYSSA shoots this year in Central and Northern California proudly wearing their hats and T- Shirts with City of Fallon Logo's displayed and hanging our banners for display. The Claybreakers are also planning on sponsoring a NRA Coaches Certification Class that is offered in the Western States.

PROJECT BUDGET

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

Clothing, T-Shirts, hats with Visit Fallon Logo	\$3,000.00
Website updates and changes	\$170.00
NRA Coaches Clinic, 2 day clinic advertised State wide	\$1,500.00
Advertising NYSSA State Youth Shoot program, Fallon NV	\$100.00
Advertising Nevada State PITA Shoot, Fallon NV	\$100.00
Ammunition	\$12,000.00
Safety equipment and shooting bags	\$1,000.00
Target fees at Fallon Trap Club	\$4,500.00
Pacific International Trap Shooting Association fees	\$400.00
Registration to Pacific International Trapshooting Association (42 members)	\$525.00

PROJECT BUDGET

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

Registration	\$9,000.00
Fund raisers	\$4,000.00
Churchill County Commissioners	\$3,000.00

PROJECT BUDGET

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

Website updates and changes	\$170.00
Club awards for Lahontan Valley Claybreakers and NYSSA State Shoot	\$700.00
NRA Coaches Clinic, 2 day clinic advertised State wide	\$1,500.00
Advertising NYSSA State Youth Shoot program, Fallon	\$100.00
Advertising Nevada State PITA Shoot, Fallon, NV	\$100.00
Hat, T-Shirts with Visit Fallon logo	\$3,000.00

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

The Claybreakers will continue to hold shooting events that encourage participation from inside the State of Nevada and neighboring states. The Lahontan Valley Claybreakers would like to continue to be able to teach gun safety and provide life skills for the youth of Fallon and Churchill County. This is a sport that will continue on in their adult lives. At all shooting events they attend, they will be wearing their T-Shirts and Hats and banners will be displayed.

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

When events are held at the Fallon Trap Club, such as The California Youth Shooting Sports Association (CYSSA), over 150 shooters and their parents travel to Fallon to shoot and we anticipate some to spend the night. At this time, there is a shoot scheduled for this year in April. Shoots are held on Saturdays so they will be booking rooms, eating and buying gas in Fallon. We anticipate 100 shooters to attend from the State of Nevada.

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?

The possibility of over 100 youth and their parents will be attending youth shoots.

(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 20 to 30 rooms for one night may be reserved for the shoots.

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

Over 200 youth and their parents will be exposed to these events due to websites and Facebook postings promoting the events at the Fallon Trap Club.

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

Because of the continuing pandemic, some youth clubs decided not to participate so attendance was down. 25 families and shooters from out of town attended and spent the night.

(e) How many locals will attend your event?

We have over 40 youth shooters with their parents, grandparents and sibling that will attend to watch our youth shooters.

(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)?

Shooters and their families will stay in local rooms and eat at our restaurants. They will also purchase gasoline to return home.

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

The Lahontan Valley Claybreakers has new website that advertises all upcoming shoots www.claybreakers.com. CYSSA has a website and Facebook page that shows the youth shoots in Fallon. Reader boards in the Fallon area will display the shoots and a banner welcoming trap shooters to Fallon will be hung across Williams Avenue. Shoots will also be listed on the Community Calendar for Churchill County Chamber of Commerce and the Fallon Tourism and Visitors Authority and local online newspapers. Articles will be presented to the new local newspaper "Fallon Post" that is read online and in hard copy. When our shooters and coaches attend out of town events, they will be wearing their clothing with City of Fallon Logo displayed.

A banner is also put on a pop up shelter at shoots that Claybreakers attend out of town advertising City of Fallon. This year the Claybreakers will be encouraged to attend PITA Shoots in nearby cities and out of state wearing their club t-shirts and hats.

20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, and media source for attendees finding out about the event, length of stay, hometown, etc.:

A survey will be developed and handed out, collected and the results turned into the Tourism.

Signature of Applicant/Grantee

Date

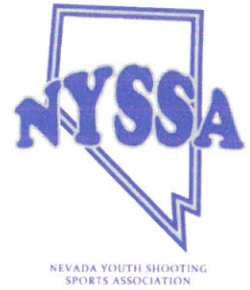
Wayne Whitten

1/4/2024

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.

Lahontan Valley Claybreakers

P.O. Box 6042
Fallon, NV 89407



January 4, 2024

Community Support Application

The 2023 trapshooting season for the Lahontan Valley Claybreakers was deemed to be a huge success. Many of the shooters won or placed in the Nevada PITA State Shoot in May in Fallon, Nevada and the Nevada Youth Shooting Sports Association (NYSSA) State Shoot held in Fallon in June. As coaches and parents we are very proud of their accomplishments and believe this year will be bigger and better.

Thank you for your support the past years for the Lahontan Valley Claybreakers (LVCB). We would like the opportunity to apply for support again this year. Any money that might be raised through your program would help to defray expenses and to provide supplies to the youth shooters.

The Lahontan Valley Claybreakers have been actively fundraising to become more self-supporting but still needs financial support to purchase supplies for the program.

The Lahontan Valley Claybreakers continue to provide a safe and positive experience with firearms and shooting sports, elementary through college. They are taught firearms safety, responsibility, teamwork and sportsmanship. We are proud that many of our shooters have participated in our program from Rookie, 4th grade, to Alumni, age 18 years of age.

The trained and supportive volunteer adult coaches provide instruction and encourage good sportsmanship and personal responsibility through completion while establishing the foundation to make shooting a lifelong sport.

One of our success stories is a young shooter who is participating in his third year and we are so proud of him. He was abused and lost the hearing in his left ear and believed that he couldn't do anything because he couldn't hear. His grandmother is raising him now and she contacted us to see if he could participate and he is one of our best shooters. He is always volunteering to help us set up and take down at our practices and gets along with both youth and adults.

As you can see from our financial statement and tentative budget for 2024 we run a very tight ship with our money. If you have any questions, I can be reached at 775 427-6827.

Pat Whitten,
Board Member
Lahontan Valley Claybreakers

