

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) **CrossFit Powerstroke**
Chief Executive Officer: **Sean Sweeney**
Mailing address **6372 Westwind Way**
City **Fallon** State **NV** Zip **89406**
Phone Number: **7756908743** Email: **crossfitpowerstroke@gmail.co**
2. How long organized (or in business) **9 years** Tax I.D. # **47-2475747**
3. Purpose of Organization **Fitness**
4. Total Annual Budget \$ **180,000**
5. Project D: **Powerstroke Partner Throwdown** Phone Number: **7756908743**
Mailing address: **6372 Westwind Way**
City **Fallon** State **NV** Zip **89406** Email: **crossfitpowerstroke@gmail.c**
6. **Project Title Powerstroke Partner Throwdown**
7. **Actual Date of Event April 12,13,14, 2024**
8. Location of project **Rafter 3C Arena**
9. Funds requested from FCTA: \$ **20,000**
10. Total cost of project: \$ **104,500**
11. Will the Convention Center be used? **Yes** When? **4/12-4/14**
12. Summarize the objectives of this project:

Our objectives with the 2024 Powerstroke Partner Throwdown are to build on our reach and attendance from last year's competition. Our competition is the first of its kind that truly celebrates our everyday people that do fitness to be healthy and capable - not just elite level athletes. Each year we have out performed the previous year - and this year is no different!

We are projecting over 200 competitors and 500+ spectators in attendance this year. Our mission is to positively affect every single person that comes to our competition by showing them how much fun it can be pursuing better fitness and health, and that every single one of us is capable of amazing things when we put our minds to it.

PROJECT BUDGET

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

Event T-shirts - \$5,000

Athlete Dinner - \$6,000

Laser Engraved Team Signs - \$15,000

Announcer - \$2,500

DJ / Audio system - \$2,500

Equipment for comp - IE barbells, weights, machines, \$22,000

Rig Rental - \$2,500

Flooring Rental - \$2,500

Arena Rental - \$2,500

Event Supplies / support equip - \$5,000

Photography / videography - \$7,500

Competitor / Volunteer swag bags - \$31,500

PROJECT BUDGET

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

Registration - \$50,000

Grant money - \$20,000

Sponsor Funding - \$40,000

PROJECT BUDGET

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

Photography / videography - \$7,500

Laser Engraved Team Signs - \$15,000

Event T-shirts - \$5,000

Swag Bags for athletes / volunteers - \$31,500

**** all items purchased with grant money will be branded with Visit Fallon, and will be marketable for our area. The above items add up to more cost than we are asking for from the grant - we will be covering the remainder of cost from our other revenue streams.

16. Please define the long- and short-term goals of this project:
Long Term - to become the Premier community based Fitness Event on the West Coast.

Short Term - to exceed our attendance and reach from last year's competition.
17. Please estimate the total attendance you expect at your event and list your target market areas:
750 total attendees from all over Northern Nevada, Northern California, Utah, and Idaho

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?

500

(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)?

300

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

50,000+

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

350

(e) How many locals will attend your event?

200+

(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)?

\$93,750

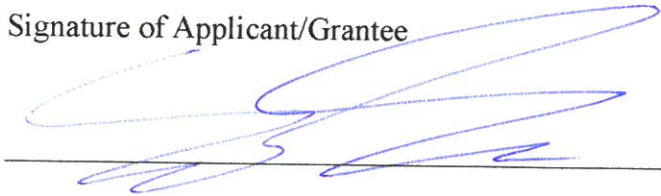
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

We will be using our media team to advertise on our social media platforms which have over 55,000 followers and subscribers as well as doing in person out reach to gyms in the targeted area of Northern Nevada, California, Idaho, and Utah.

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 be issuing a survey collecting that data at the event as well as asking for feedback on suggestions of anything we can do to better our event and overall experience from an attendees perspective.

Signature of Applicant/Grantee

A handwritten signature in blue ink, consisting of several overlapping loops and strokes, positioned above a horizontal line.

Date

12/27/2023