

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company)
Chief Executive Officer:
Mailing address
City State Zip
Phone Number: Email:
2. How long organized (or in business) Tax I.D. #
3. Purpose of Organization
4. Total Annual Budget \$
5. Project Director Phone Number:
Mailing address:
City State Zip Email:
6. **Project Title**
7. **Actual Date of Event**
8. Location of project
9. Funds requested from FCTA: \$
10. Total cost of project: \$
11. Will the Convention Center be used? When?
12. Summarize the objectives of this project:

We intend to continue efforts to attract repeat out-of-town audiences throughout the year for performances, events, and educational arts programming in our historic, first-rate, one-of-a-kind venue. We utilized multiple promotional efforts this year and will continue throughout 2024. Our ongoing methods include direct mail, print advertising, radio ads, website enhancement and via social media (Facebook & Instagram), multiple e-blast “reminders,” etc. Our website is frequently updated to include information on future activities as well as newly added art.

The Galleries, ChArts Store and Barkley Theatre were open for the Green Goddess Markets, so attendees could see, firsthand, the beautiful venue where we intend to continue to offer a series of diverse performing and visual arts events, film screenings and conversations with artists in all

disciplines – many of which will be the only Nevada opportunity to see a particular artist and/or group. In doing so, we wanted to recommence attracting significant out-of-town attendance and acquaint audiences with our first-rate historically significant facility; promote Fallon and Churchill County in general as an interesting and inviting community worth visiting and revisiting – a place where things are happening!

Our events generate regular positive publicity and media exposure for Fallon through extensive press coverage including feature articles from *Nevada Magazine*, *Inside Northern Nevada*, *Arts4Nevada*, *Nevada Travel Network*, *doublescoop.art* and various other websites. Also, the Oats Park Art Center was named Hidden Treasure of the Year by the Nevada Travel Network.

PROJECT BUDGET

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

Artists/Fees		36,400
	Performing arts events (30,000)	
	Visual art exhibitions (2,000)	
	Literary readings (3,500)	
	Films licensing (900)	
Tech/Production		9,500
	Performing arts (6,000)	
	Visual arts framing/installation/shipping (2,500)	
	Literary reading (500)	
	Films (500)	
Travel		8,000
	Performing artists travel/lodging (5,000)	
	Visual artists travel/lodging (1,500)	
	Literary artists travel/lodging (1,500)	
Marketing/Publicity		28,600
	Direct mail/print advertising/postage (5,000)	
	Email notifications/updates (5,100)	
	Newsletter printing (1,000)	
	Posters/fliers printing (1,000)	
	Publicity/program/outreach (6,000)	
	Season brochure printing (2,500)	
	Visual arts announcement production (3,000)	
	Website updates (5,000)	
Other Expenses		10,500
	Meet-the-artists receptions (1,500)	
	Event expense/hospitality (6,000)	
	Office/copying/phone/fax/print (3,000)	
TOTAL		\$93,000

PROJECT BUDGET

14. REVENUE:	Please itemize all revenue including requested grant monies.	
Facility Use Fees		28,000
Ticket/Artwork Sales		9,000
The Depot Casino-Restaurant		2,500
Anticipated Grant & Donation Revenues		38,500
Fallon Convention & Tourism Authority (Amount of this request)		15,000
TOTAL		\$93,000

PROJECT BUDGET

15. GRANT EXPENDITURES:	Please list all items for which grant monies will be expended.	
Marketing/Publicity		\$15,000
Email notifications/updates (3,500)		
Printing: Newsletter, postcards, visual arts announcements (6,500)		
Website updates, social media posts/ads (5,000)		

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

Our ongoing goal is to draw significant, and repeat, attendance by out-of-town audiences, and to continue to generate meaningful media exposure for Fallon as a place where things are “happening.” Seeing high-caliber artists in a first-class intimate venue draws audiences to Fallon again and again. Also, our low ticket prices, compared to other areas, are a bargain. Until the onset of the Covid pandemic, our audiences had steadily increased since the theatre opened to 75-100% of house with several sell outs. We received the Governor’s Arts Award for Service to the Arts, recognizing excellence in programming. Many people from out of the area have been willing to make the drive to Fallon to the Oats Park Art Center, to visit the new art exhibits and the facility itself. Past attendees have brought others to introduce new people to the art center, many of which return on their own to subsequent performances or other events, often “making a weekend of it.” The artists we have chosen for this season have the potential to draw audiences from surrounding areas and the publicity generated will enhance and reinforce Fallon’s reputation as the place where it is possible to see first-rate events in a first-rate facility. Previous exit surveys had indicated that we consistently draw audience members from northern Nevada, northern California and beyond including Fernley, Elko, Winnemucca, Reno, Tahoe, Bishop, Sacramento, the San Francisco Bay Area, Los Angeles, Salt Lake City, Oregon, Santa Fe and elsewhere.

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

We anticipate that attendance at the two outdoor concerts, five indoor concerts, six visual arts talks/receptions, the two three-part movie series, two Green Goddess Markets and Ales for Arts fundraiser will be in excess of 12,000 attendees. Out-of-town publicity has greatly increased awareness of the Oats Park Art Center and the programs and service it offers to our community and region, thereby increasing the number of out-of-town visitors to the art center itself, as well as to other attractions in Fallon resulting in increased room nights. We anticipate the performing artists who have been selected will have wide appeal and that approximately 30-35% of the audiences will be from out-of-town. The visual artists chosen are widely known and respected throughout the western United States, and their shows/receptions/talks provide additional intellectually stimulating events which attract out-of-towners and local art supporters. The readings by regional poets and prose writers have always been well attended and are cooperatively presented with and advertised by the Churchill County Library.

We have a track record of getting good media coverage and the performances and other offerings have developed a loyal following with people residing in other areas. Our target areas for advertising and drawing audiences are Reno/Carson, Lake Tahoe, the Sierra Nevada, Winnemucca/Elko, the Bay Area, Sacramento, and other northern Nevada and northern California communities. Events are also listed on our website and other media, including Facebook, *Nevada Magazine*, *American Towns*, via the Nevada Arts Council's online event calendar, *Inside Northern Nevada*, *Nevada Travel Network*, NPR, doublescoop.art and others.

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?

We anticipate that we will continue to get 10-15% from out-of-state and approximately 30% from out-of-vicinity. Attendance at two outdoor concerts have attracted 2,000+ attendees, 300-350 at performing arts events, 400-500 at open houses/Art Bars/Ales for Arts and 200 at each visual art talk/reception and 50 at each film/literary arts events. We anticipate that because the Green Goddess Markets are – in large part – outdoors, there will be in excess of 2,000 attendees for each of the two.

(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)?

At least 600 rooms nights over the course of the season.

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

250,000+ (direct mail, print articles & ads, e-blasts/social media, multiple websites)

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

Approximately 16,000 attended our performances and activities previous to the Covid pandemic. Our relatively low ticket prices make the trip to Fallon a very appealing option, making it easy for attendees to spend one or two nights, to take time to visit other local attractions such as the Churchill County Museum, Grimes Point, Frey Ranch Distillery, etc. Many performances prior to the pandemic were sold out completely; exit surveys collected at each event indicated that, over the course of the year, 35% were from out of the immediate area – drawn to Fallon by a combination of publicity and the quality of the artists appearing here. We were pleased to present both in-the-park concerts, we extended viewing times of the visual arts shows and offered private tours.

(e) How many locals will attend your event?

65% of total attendance is from Fallon/Churchill County and vicinity.

(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)?

Given the starting time of our events and verified by exit surveys, out-of-town audience members have, in general, eaten a meal, bought gas, gone shopping, dropped the kids off at a movie and many often spend the night in local motels. Restaurant owners have always commented on a marked increase in dinner reservations on the nights of our events, both those residing elsewhere and locals who decide to make a night of it.

Event related spending by audience members averages a minimum of \$23.21 per person per event (info provided by American for the Arts). Based on the projected attendance at the Green Goddess Markets, outdoor and indoor concerts, movie series, visual arts opening/talks and tours (approximately 12,000 total) this will generate a minimum of \$278,520 for the local economy.

In addition, and perhaps more importantly in the long run, the publicity and “word of mouth” from those who attend performances and events creates a dynamic positive public image for Fallon – as a place where things are happening – that lasts well beyond any specific event and generates consistent return attendance.

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

The project will be advertised via direct mail, e-blasts (over 50% of our hard mail and e-blast advertising is sent to interested individuals who live outside Churchill County), newspaper articles, in fliers included in the City of Fallon utility bills, on CAC’s website, on CAC’s Facebook page, participating vendors and other websites, and we estimate reaching 250,000+ people.

We anticipate producing ads (direct mail, print and electronic) for each performing arts event, a direct mail postcard for each visual art exhibition, a large bulk mailing of a season brochure which lists all programs, listing and updating activities and details on our website, sending multiple “reminders” via email and social media. The last three items resulted in the most notable increase in out-of-town attendance in previous years. News of our events as well as advertisements for private tours are regularly broadcast on local radio. PSAs and press releases are also made available to appropriate print, electronic and broadcast media outlets in northern Nevada, Reno, Carson, Tahoe and Sacramento. Events are also regularly featured on other organizations’ websites and Facebook posts such as the City of Fallon, Fallon Chamber of Commerce and Churchill County. FCTA support of our activities will be acknowledged in all broadcast, print and other media advertising as well as on our program materials and website.

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 distribute brief exit surveys at all CAC events. These surveys ask audience members (1) if they are from Fallon, or if not, where they're from; (2) whether they've attended CAC events before; (3) if, in attending the event, they bought gas, ate a meal, stayed in a motel, saw a movie, went shopping or engaged in other activities; (4) whether they enjoyed the event and what they liked most about it; (5) how they heard about the event and whether they have suggestions for future programs; (6) whether they are fans of CAC on Facebook and would like to be added to the print and/or electronic mailing lists. The brevity of the format and the chance to win two free tickets to our next event ensures a goodly number of surveys are returned.

2023-24 SEASON EVENTS CALENDAR

PERFORMING ARTS:

—**Blair Crimmins and the Hookers** – August 19, 2023 - Free In-the-Park Concert

Blair Crimmins began his current music career in Atlanta, Georgia, with a drive to bring Ragtime and 1920's style Dixieland Jazz to new audiences. While playing small rock clubs around the Southeast he developed a sound that is at once modern while being deeply rooted in the past. He has toured the U.S and Italy playing festivals and has opened for acts such as Preservation Hall Jazz Band and Old Crow Medicine show. A multi-instrumentalist on guitar, banjo and piano, Crimmins writes songs and arrangements for a classic New Orleans style horn section consisting of trumpet, clarinet and trombone. His debut release "The Musical Stylings Of" became a college radio sensation on WRAS Atlanta making him the most requested band on the air. In 2012 Crimmins showed his musical diversity by writing and recording the full score for the independent short film "Old Man Cabbage." The following year, Crimmins was the critics pick for Best Song Writer of 2013 in Creative Loafing's Best of ATL issue. His next album entitled Sing-a-longs! earned him a nomination at The Georgia Music Awards for Best Jazz Artist. After years of relentless touring the country and abroad Blair Crimmins released his 4th album of original ragtime music You Gotta Sell Something (2017), as well as a children's album All Aboard (2019) and a 5th full length record featuring swinging covers of his favorite artists ranging from Louis Armstrong to David Bowie entitled "Okay Boom!" in 2021.

—**Taylor Rae** – October 14, 2023

Singer/songwriter Taylor Rae walks through life projecting a calm self-awareness. And, while there is an aura of purposeful intent in every stride she takes, every note she sings and every chord she plays, there is also a sense of natural ease in every action. This is some still water – and it runs deep. It all began in California with Taylor Rae Vencill's birth in Santa Cruz. Raised in nearby Ben Lomond, her eclectic musical journey initially took her from the Central Coast to Los Angeles. Taylor played legendary venues Moe's Alley, Kuumbwa Jazz, the Catalyst and Hotel Cafe, and earned spots at popular area festivals, including DIO Fest (Boulder Creek) and Redwood Mountain Faire (Felton). In 2017, Taylor won Santa Cruz NEXTies Musician of the Year Award and the next year she struck out for Texas, landing in the musical wonderland of

Austin. Since then, she has shared the stage with a variety of artists including Brandy Clark, The Stone Foxes, Kristian Bush and Reggae musician Mike Love.

—**Pixie and the Partygrass Boys** – November 18, 2023

Hailed as “The hottest band in the Wasatch” by the Intermountain Acoustic Music Association, Pixie and the Party Grass Boys create a uniquely American sound that can turn the room into a ruckus, but offers a full variety of other dynamics as well- approaching bluegrass/folk with a classical and jazz background while incorporating elements of Broadway, Pop-Punk, and an unabashed love for having a damn good time. The band has been touring while steadily gaining a fanbase nationwide and playing festivals including: High Sierra Music Festival, Delfest, Peach- fest, Jamcruise, and Winter Wondergrass, in addition to sharing the stage with artist such as Lake Street Dive, Billy Strings, Grace Potter, Yonder Mountain String Band, the Infamous Stringdusters, and the Brothers Comatose.

“Pixie & the Partygrass Boys buoyed by charisma, onstage joy and effervescence and a bluegrass prowess, painted smiles on lots of faces during their three performances, including an off-the-hook collaborative set.” Hangtown Music Festival Review

—**Robin Spielberg** – February 17, 2024

A long time elite member of the prestigious Steinway Artist Roster, Robin Spielberg has 1/2 billion streams of her music across the globe. Robin’s newest album (her 24th studio recording) is “Downtown.” Recent releases, “Love Story” and “On the Edge of a Dream” charted on Billboard’s classical crossover and new age charts. With the experience and numerous accolades to prove it, Spielberg is hailed as one of America’s most popular contemporary female pianists/composers. Whether playing music that embraces the transitions of the seasons, celebrating the thrill of romance, or familiar holiday songs, Robin Spielberg’s concerts intertwine accomplished musical performance with humor and stories that inspire. As an artist with a multifaceted and successful career, Spielberg has performed in such prestigious environments as: Carnegie Hall, the Seoul Arts Center, Mao Livehouse in Shanghai, on CBS Saturday Morning, PBS, LifeTime Live, and NPR. Her performances often include lively and humorous excerpts from her award-winning memoir, *Naked on the Bench: My Adventures in Pianoland*. As a Celebrity Artist Spokesperson for the national American Music Therapy Association, Robin Spielberg offers engaging talks, workshops and community outreach programs on the transformative power of music on healing as featured on her TEDx Talk. Spielberg’s impact extends beyond the stage as she continues to lead focused master classes, engaging workshops and multifaceted residencies in communities across the country.

—**The Life and Times of A. Einstein** – March 9, 2024

This delightful comedy, originally performed at The Mark Taper Forum, presents a unique glimpse of a day in the life of the great scientist as seen through the eyes of his secretary, Ellen. The scene is Princeton, New Jersey, 1934. It is Einstein’s birthday, and a group of journalists (played by you, the audience) has gathered in his living room to interview him at his home as he turns 55. As usual, Einstein is late and his devoted secretary, Ellen, stalls by fielding questions, placating and humoring the reporters, explaining his theories, all the while attempting to keep the chaotic household running smoothly. Kres Mersky is a Los Angeles based actor and playwright known for her highly acclaimed one-person shows. Mersky has performed extensively

throughout California, the West Coast and Canada. Her full-length plays, one-acts, and monologues have played to audiences in New York and Los Angeles, as well as up and down the West Coast in theaters, universities, libraries and performing arts centers.

Paul Gertson, director, has been a successful theater and commercial director in Los Angeles as well as an advertising photographer for the past 30 years. He has directed and toured with Mersky as she performed all of her shows. Presently, they are working together to present Nuts n Chews and Bip Three Times for theatrical presentation. Both are compilations of short one-acts and monologues written by Mersky.

—**DeVotchKa** – March 30, 2024

A cross-pollination of numerous influences, including cabaret, spaghetti Westerns, norteño, punk, and the immigrant dance music of Eastern Europe, Colorado-based quartet DeVotchKa, formed in Denver by multi-instrumentalists Nick Urata (vocals, guitar, trumpet), Tom Hagerman (violin, accordion), Jeanie Schroder (sousaphone, bass) and percussionist Shawn King, emerged as unlikely indie heroes in the mid-2000s infusing modern indie music with a global flavor. They found widespread success in 2006 with their Grammy-nominated soundtrack to the hit indie film Little Miss Sunshine. Signing with revered indie label, Anti-, the band delivered A Mad and Faithful Telling in early 2008, reaching the number nine slot on the Billboard Heat-seekers chart. A lengthy world tour followed, including stops at major festivals like Bonnaroo, Lollapalooza, and Bumbershoot. Over the next several years, Urata became increasingly involved in his own film composition career, scoring movies like Crazy Stupid Love, Whiskey Tango Foxtrot, Paddington, and the Netflix series A Series of Unfortunate Events. Meanwhile, the band regrouped for a lengthy recording session, eventually returning in 2018 with their sixth album, This Night Falls Forever, this time via Concord Records.

—**William Elliott Whitmore** - June 15, 2024 – Free In-the-Park Concert

A man armed only with a banjo and a bass drum can be a formidable force, especially if his name is William Elliott Whitmore. With his powerful voice and honest approach, Whitmore comes from the land, growing up on a family farm in Lee County, Iowa. Still living on the same farm today, Whitmore has truly taken the time to discover where his center lies, and from that he will not be moved. Whitmore has repeatedly carved his own path, honoring the longstanding tradition of folk music throughout his nearly 20 year career, while always allowing his blues, soul and punk rock influences to shine through. Getting his first break opening for his friend's hardcore band with just a banjo in hand, he would discover bands like The Jesus Lizard, Bad Brains, Lungfish and Minutemen and soon learn to play his own brand of rural, roots music with that same DIY ethic. William Elliott Whitmore has been back and forth across the United States and to cities around the world. He's toured with such diverse acts as Frank Turner, Trampled By Turtles, Clutch and Chris Cornell to name a few. He's appeared on some of the biggest stages around the world including Stagecoach Fest, Byron Bluesfest (Australia) and End of the Road Fest (UK). His willingness to take his show to any playing field has proved invaluable as he turned strangers to diehards with every performance.

VISUAL ARTS:

Gig Depio - August 17-November 4, 2023

» Artist Talk & Reception - November 4, 2023

Home Means Nevada & Geographical Divides August 17 - October 16, 2023

» Curator Talk, Workshop & Reception: September 30, 2023

11th Lahontan Valley Fine Arts Invitational

December 2, 2023 - February 24, 2024

» Reception: December 2, 2023

Peter Goin – March 8 - June 22, 2024

» Artist Talk & Reception: May 11th, 2024

LITERARY ARTS:

Lindsay Wilson – October 13, 2023 Vogue Robinson – April 26 & 27, 2024

FILM ARTS:

Fall Film Series - Noir Classics

- » The Thin Man, November 3, 2023
- » Chinatown, November 10, 2023
- » The Maltese Falcon, November 17, 2023

Spring Film Series - 3 from the Coen Brothers

- » The Big Lebowski, April 5, 2024
- » The Hudsucker Proxy, April 12, 2024
- » O Brother, Where Art Thou? April 19, 2024

SPECIAL EVENTS:

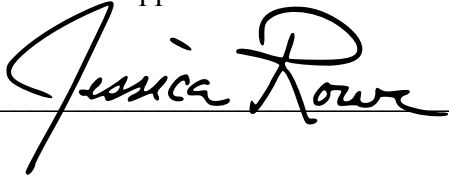
Green Goddess Autumn Harvest - October 1, 2023

Ales for Arts - October 21, 2023

Holiday Art Bar - December 2, 2023

Green Goddess Seedling Sale - May 5, 2024

Signature of Applicant/Grantee



Date

12/28/23

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.