

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) Fallon Trap Club
Chief Executive Officer: Lester Webb
Mailing address P.O. Box 5501
City Fallon State NV Zip 89406
Phone Number: 775-427-3246 Email: webb@cccomm.net.net
2. How long organized (or in business) 21 years Tax I.D. # 61-1548497
3. Purpose of Organization To promote Trapshooting and youth shooting
4. Total Annual Budget \$ 35,000.00
5. Project Director Lester Webb Phone Number: 775-427-3246
Mailing address: P.O. Box 5501
City Fallon State NV Zip 89406 Email: webb@cccomm.net
6. **Project Title 2024 Fallon Trap Club Shooting Season**
7. **Actual Date of Event 2024**
8. Location of project Fallon Trap Club 2207 Airport Rd Fallon, NV
9. Funds requested from FCTA: \$ 6,000.00
10. Total cost of project: \$ 35,000.00
11. Will the Convention Center be used? No When?

12. Summarize the objectives of this project:

The club continues to hold shooting events throughout the year to promote, enhance and encourage participation in the sport of trap shooting. Last year we added 5-Stand as an additional shooting event so now we have Trap, Skeet and 5-Stand. They help local organizations with fund raising events and continue to help sponsor the youth trap shooting club, the Lahontan Valley Claybreakers with their program.

PROJECT BUDGET

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

Yearly expenses

Load of targets	24,300.00
Utiltiy bills	2,000.00
Advertising	200.00
Web Maintenance	200.00
Office supplies	1,500.00
Trophy package for shoots	4,300.00
Equipment maintenance	2,000.00
Ground Maintence (weed control)	500.00

PROJECT BUDGET

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

Revenue is raised by shooting fees charged to each shooter.

Shooting fees for practice rounds are \$6.00 for 25 targets and on Registered Shoot days we charge \$35.00 per 100 target event with an average of three events per day.

All money raised at the Trap Club, after expenses (largest one is a load of targets a year), goes to the upkeep and maintenance of the trap club. No salaries are paid, the Fallon Trap Club is a volunteer organization.

Grant monies of \$5,000.00 will be used to help pay for the advertising, web site maintenance and the awards for the registered shoots held at the Club.

PROJECT BUDGET

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

Advertising: Trap Shoot Magazines	200.00
Programs and Flyers	900.00
Trophy package for Shoots	4,300.00

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

The Fallon Trap Club continues to promote trap shooting and to increase the out of town shooters to our area. Over the past 21 years attendance has continued to increase at the shoots.

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

Over the 2024 target year we anticipate an increase in our of area as well as out of state shooters

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?

Over the 2024 target year we anticipate an increase in our of area as well as out of state shooters

(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)?

We expect between 20 to 25 for an average shoot, 40 to 50 for the state shoot

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

The club mails out apporx. 130 flyers for each event as well as website exposure and out of area magazines.

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

For the year over 100

(e) How many locals will attend your event?

On average the club is open 50 to 55 days a year with an average of 20 locals on each open day. The club is open an additional 20 to 25 days for the Claybreakers Scholastic Team to practice. The club will host the NV PITA State Shoot as well as 4 or 5 other registered shoot events.

(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 stay in local motels, eat in restaurants, purchase gas, gamble as well as visit local merchants.

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

The shootnevada.com website is linked to National Trap Shooting organization, such as the Amateur Trapshooting Assoc. (ATA) and the Pacific International Trap Shooting Assoc. (PITA). Churchill County Communications, Big R, Frontier Liquor and City of Fallon display the shoots on their reader boards and a banner is hung across Williams Ave for registered shoots. Also Fallon Tourism list the shoots in their community events calendar and on their web site. We also use facebook, email, text and other social media avenues.

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 supply questionnaires at all registers.

Signature of Applicant/Grantee



Date

1-3-24

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.