



**CITY OF FALLON – CONVENTION AND TOURISM
AUTHORITY
REQUEST FOR BOARD ACTION**

DATE SUBMITTED: 01/05/24
AGENDA DATE: 01/16/24
TO: CFCTA Board Members
FROM: Jane Moon, Director of Tourism & Special Events
AGENDA ITEM TITLE: Consideration of a grant application by the Cowboy Fast Draw Association for the 2024 Fastest Gun Alive – World Championship of Cowboy Fast Draw event. **(For possible action.)**
Grant amount requested by applicant: \$14,500
Grant amount recommended by staff: \$14,500

TYPE OF ACTION REQUESTED:

<input checked="" type="checkbox"/> Formal Action/Motion	Progress Report
<input type="checkbox"/> Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$14,500 to the Cowboy Fast Draw Association for the 2024 Fastest Gun Alive – World Championship of Cowboy Fast Draw, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Cowboy Fast Draw Association continues to build the Fastest Gun Alive – World Championship of Cowboy Fast Draw as its signature event on both the national and international levels, while emphasizing responsible, safe and proper use of firearms and family values. It is estimated that there will be over 300 week-long participants (plus, families, spectators and vendors) – a record number of attendance was set in 2023. The group predicts 1,500+ people to travel to Fallon outside a 60-mile radius; possibly generating 1,300 hotel/motel room nights over the week of events.

FISCAL IMPACT: \$14,500

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon