



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 Churchill Arts Center for the Oats Park Arts Center: Core Programs 2023/2024. **(For possible action.)**
Grant amount requested by applicant: \$15,000
Grant amount recommended by staff: \$15,000

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 \$15,00 to the Churchill Arts Council for the Oats Park Arts Center: Core Programs 2023/2024, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: Churchill Arts Council continues to attract significant and repeat out-of-town audiences throughout the year for performances/events in a unique, first-rate venue. The Concert Series, Art Bars, Lariat Nights, Ales for Arts, and the Green Goddess Farmers Markets have become increasingly popular events for visitors to Fallon. Since these events are held at night, the likelihood of overnight stays in Fallon are increased for those visiting outside a 60-mile radius. Over 1,600 people are projected to attend over the course of the season from outside of Fallon, along with at least 600 room nights rented.

FISCAL IMPACT: \$15,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon