



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

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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 DKC, LLC for the 2024 Great Basin Bull Sale. **(For possible action.)**  
Grant amount requested by applicant: \$10,000  
Grant amount recommended by staff: \$10,000

**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 \$10,000 to DKC, LLC for the 2024 Great Basin Bull Sale, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

**DISCUSSION:** This project is merging two previous successful bull sales: Nevada Cattlemen’s Association Fallon All Breeds Bull Sale and Snyder Livestock Bulls for the 21<sup>st</sup> Century Sale from Yerington, NV. The short-term goal is to provide a high-quality sale for both consignors and buyers, while the long-term goal is to turn this event into one of the largest multi-breeds bull sales in the western United States rivaling the Red Bluff and Midland Bulls Test sales in California and Montana respectively. Additionally, a dog trial, ranch branding and trade show will be included during a three-day period. It is expected that over 2,000 people will attend these events. Also, 500 hotel/motel room nights are predicted to be rented because of this event.

**FISCAL IMPACT:** \$10,000

**FUNDING SOURCE:** City of Fallon Tourism

**PREPARED BY:** Jane Moon

**TO BE PRESENTED TO BOARD BY:** Jane Moon