



**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 CrossFit Powerstroke for the 2024 Powerstroke Partner Throwdown. **(For possible action.)**
Grant amount requested by applicant: \$20,000
Grant amount recommended by staff: \$20,000

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 \$20,000 to CrossFit Powerstroke for the 2024 Powerstroke Partner Throwdown, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: CrossFit Powerstroke strives to bring a world-class fitness experience and event to everyday people, strongly believing in the positive impacts of a healthy lifestyle. This is the second grant Sean Sweeney has applied for for this event. His short-term goal is to again bring athletes to Fallon from Northern California, Southern Oregon, Utah, and Northern Nevada. While his long-term goal is to make the Powerstroke Partner Throwdown the premier community based fitness event in the West Coast. It is predicted that over 200 competitors and 500 spectators will attend this event this year, with 500 people arriving from outside a 60-mile radius. A total of 300 hotel/motel room nights for this three-day event is expected.

FISCAL IMPACT: \$20,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon