

**CITY OF FALLON - CONVENTION & TOURISM AUTHORITY**  
**APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS**

1. Name of Organization (or Company) Churchill Arts Council  
Chief Executive Officer: Robyn Jordan  
Mailing address PO Box 2204  
City Fallon State NV Zip 89407  
Phone Number: 775-423-1440 Email: robyn@churchillarts.org
2. How long organized (or in business) Since 1986, 40 years Tax I.D. # 88-0239195
3. Purpose of Organization Non-profit local arts agency serving the City of Fallon & Churchill County
4. Total Annual Budget \$ 438,000
5. Project Director Robyn Jordan Phone Number: 775-423-1440  
Mailing address: PO Box 2204  
City Fallon State NV Zip 89407 Email: robyn@churchillarts.org
6. **Project Title** Oats Park Art Center: Core Programs 2025/2026
7. **Actual Date of Event** Events are scheduled from August 2025 through June 2026.
8. Location of project Oats Park Art Center
9. Funds requested from FCTA: \$ 15,000
10. Total cost of project: \$ 195,000
11. Will the Convention Center be used? No When?
12. **Summarize the objectives of this project:**

The Churchill Arts Council's 2026–2027 Season is grounded in its mission to enrich the cultural life of the community and region by presenting diverse, high-quality arts experiences. Through performances, visual art exhibitions, film, and literary programs, CAC provides inclusive opportunities for education, engagement, and creative expression for residents of all ages.

In alignment with this mission, the season is designed to deliver a dynamic and thoughtfully curated

range of programming that serves local audiences while also expanding the organization’s regional reach. By presenting distinctive, high-quality events not otherwise available in rural communities, CAC works to enhance quality of life for residents and foster a strong sense of community identity and pride.

In addition to its core mission-driven work, the 2025–2026 Season also supports broader economic and tourism goals. CAC aims to attract visitors from outside the region by promoting select performances and events as destination experiences, encouraging travel to Fallon and Churchill County. These efforts help generate increased visitation, support local lodging, dining, and retail businesses, and contribute to the area’s overall economic vitality.

By balancing its commitment to community enrichment with strategic efforts to draw visitors, CAC’s season advances both cultural and economic objectives—positioning Fallon as a vibrant, welcoming destination while ensuring meaningful and accessible arts experiences for those who live here.

**PROJECT BUDGET**

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

<b>Expenses</b>	<b>Budget</b>
Event Operations (Artist fees, Hospitality, Production Costs)	\$60,000.00
Marketing & Promotion	\$48,000.00
Building Operations	\$45,000.00
Building Repairs/Maintenance	\$10,000.00
Insurance	\$18,000.00
Oats Park Art School Operations	\$2,000.00
Professional Services	\$12,000.00
<b>TOTAL EXPENSES: PROGRAMMING</b>	<b>\$195,000.00</b>

Page 3/8  
**PROJECT BUDGET**

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

Income	Budget
General Donations	\$16,000.00
Fallon Convention and Tourism Authority (amount requested)	\$15,000.00
Churchill County	\$8,000.00
Travel Nevada	\$20,000.00
Nevada Arts Council	\$16,000.00
Sponsorship/Underwriting	\$40,000.00
Ticket Sales – Performances	\$24,000.00
Art Sales/Gift Store	\$8,000.00
Art School Registrations	\$6,000.00
Membership Dues	\$15,000.00
Contributed Income	\$27,000.00
<b>TOTAL INCOME: PROGRAMMING</b>	<b>\$195,000.00</b>

**PROJECT BUDGET**

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

Visit Fallon Grant Expenditures	Budget
Paid Advertising - CAC Event Advertising Campaign	\$4,150.00
Organization Assets - Pre-season and general programming marketing	\$4,750.00
Organization Assets - Event Collateral: Design and print materials	\$2,500.00
Organization Assets - Video and photo documentation	\$1,650.00
Organization Assets - Assets for tourism marketing & destination promotion	\$1,950.00
<b>TOTAL GRANT EXPENDITURES: MARKETING/PROMOTIONS</b>	<b>\$15,000.00</b>

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

**Short-Term Goals (2025–2026 Season)**

The Churchill Arts Council aims to successfully deliver a full season of diverse, high-quality programming that serves both residents and visitors. The artists selected for this season have the potential to draw audiences from surrounding areas and the publicity generated will enhance and reinforce Fallon's reputation as a culturally relevant venue in Northern Nevada. Key goals include increasing attendance at performances and events; attracting out-of-area visitors to select programs; and generating measurable economic activity for local businesses. CAC will focus on effective marketing and partnerships to expand audience reach, particularly among younger demographics, first-time attendees, and previously engaged audiences that may not have visited in recent times. Additional short-term goals include maintaining affordable access, delivering meaningful educational and community engagement opportunities, and ensuring a high-quality experience for all patrons and visiting artists.

**Long-Term Goals**

CAC will continue to build a sustainable and growing arts program that is recognized as a cultural anchor for Churchill County and a regional destination for arts and culture. Long-term goals include increasing cultural tourism and repeat visitation to Fallon; strengthening community partnerships; expanding arts education and youth engagement; and continuing to diversify programming to reflect a wide range of artistic disciplines and audiences. CAC also aims to ensure the long-term stewardship and vitality of the Oats Park Art Center as a premier venue, while growing organizational capacity and financial sustainability through a balanced mix of earned and contributed revenue.

Collectively, these goals support both CAC's mission to enrich community life through the arts and broader objectives to enhance economic vitality and regional visibility.

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

**Estimated Attendance & Target Market Areas**

The Churchill Arts Council anticipates total attendance for the 2026–2027 Season to be approximately 11,000–14,000 attendees across all performances, exhibitions, film events, and community events held throughout the year. This estimate reflects a combination of ticketed events, free public programming, school-based activities, venue rentals, and gallery visitors.

**Target Market Areas include:**

- Primary Market: Churchill County (Fallon and surrounding rural communities)
- Secondary Markets: Nearby Northern Nevada communities including Reno/Sparks, Carson City, Fernley, and Lyon County
- Regional/Drive Markets: Northern California (including the the Bay Area/Sacramento region, Winnemucca/Elko, and other northern Nevada and northern California communities), as well as travelers passing through along Highway 50 ("The Loneliest Road in America")
- Niche Audiences: Arts and culture patrons, heritage tourists, and visitors seeking unique rural cultural experiences
- Previous exit surveys have indicated audience members from northern Nevada, northern California and beyond including Fernley, Elko, Winnemucca, Reno, Tahoe, Bishop, Sacramento, the San Francisco Bay Area, Los Angeles, Salt Lake City, Oregon, Santa Fe, and elsewhere.

CAC's marketing efforts are designed to both serve local residents and attract out-of-area visitors, particularly for select performances and special events with strong tourism appeal. These efforts support increased visitation, overnight stays, and economic impact within Churchill County.

**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?**

Based on solid data collection in the prior year and plans to improve marketing and event exposure, our goals are to increase attendance overall by 30-40% for all events and maintain our typical non-local composition.

A typical CAC season will see 30% non-locals in attendance and 10% of the total attendance made up of out of state visitors. Based on this estimate, we anticipate approximately 3,500 non-locals to attend events throughout the year, and approximately 1,000 of these will be out-of-state visitors.

**(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)?**

At least 600 rooms nights over the course of the season, including rooms for CAC performers and guests.

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

250,000+ (direct mail, print articles & ads, e-blasts/social media, multiple websites)

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

With both local and non-local attendance we had approximately 9,000 visitors to the Oats Park Art Center in the last year. Based on physical counts, ticket information, and surveys of guests, non-local visitors totaled about 1,700, of which we estimate approximately 600 traveled more than 60 miles to get to the event.

**(e) How many locals will attend your event?**

Approx. 70% of total attendance is from Fallon/Churchill County area.

**(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)?**

Based on projected attendance and audience demographics, the Churchill Arts Council estimates approximately 3,500 non-local attendees during the 2026–2027 Season, including approximately 1,000 out-of-state visitors. Using the current Americans for the Arts estimate of \$31.47 in off-site spending per person (excluding ticket purchases), this results in an estimated \$110,145 in direct economic impact to the local economy.

This spending includes dining, fuel, retail, and lodging, with many visitors making an evening or overnight trip around CAC events. These activities generate meaningful revenue for local businesses and contribute to the overall economic vitality of Fallon and Churchill County.

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

The Churchill Arts Council will implement a strategic, multi-channel marketing campaign to promote our season, with a focus on increasing regional awareness, driving visitation, and maximizing attendance for events.

**Branding & Seasonal Campaigns**

We plan to develop a cohesive seasonal brand and messaging campaign that highlights Fallon as a unique arts and cultural destination. Individual events will be marketed both independently and as part of the larger season to encourage repeat attendance and extended stays.

**Digital Marketing**

A strong digital presence will be central to outreach efforts, including:

- Targeted social media campaigns (Facebook, Instagram) focused on regional and drive markets such as Reno/Sparks, Carson City, and Northern California
- Paid digital advertising (geo-targeted ads, boosted posts, and event promotions) timed around key performances
- Regular email marketing campaigns to CAC's established subscriber base, promoting upcoming events and travel-worthy experiences
- Website optimization with updated event listings, ticketing access, and visitor information to encourage trip planning

**Tourism-Focused Promotion**

CAC will collaborate with Visit Fallon, regional tourism partners, and local businesses to position select performances and events as destination experiences. Strategies include:

- Cross-promotion with local hotels, restaurants, and retailers
- Inclusion in regional event calendars, tourism websites, and travel itineraries
- Packaging opportunities (e.g., "dinner and a show" promotions or overnight stay incentives where feasible)

**Traditional Media & Public Relations**

CAC will utilize a mix of traditional and earned media to broaden reach:

- Print advertising in regional publications and visitor guides
- Press releases distributed to local and regional media outlets
- Radio advertising and community calendar placements
- Posters and season brochures distributed throughout Fallon, Reno, and surrounding areas

- Direct mail (over 50% of our direct mail/email advertising is sent to interested individuals who live outside Churchill County)

#### Community Outreach

- Local engagement remains a priority and supports word-of-mouth promotion:
- Partnerships with schools, civic groups, and community organizations
- On-site promotion at events and cross-promotion with other local happenings
- Volunteer and member networks serving as ambassadors for CAC programming

#### Proposed Media Schedule

- Season Launch (Summer/Early Fall): Announcement of full season with broad regional outreach, press releases, and digital campaign rollout
- Ongoing Promotion (Year-Round): Monthly email campaigns, social media content, and targeted advertising aligned with upcoming events
- Event-Specific Campaigns (4–6 weeks prior): Ad spend, media outreach, and targeted promotions for individual performances and exhibitions
- Peak Tourism Periods: Enhanced marketing tied to high-traffic seasons and complementary/major events to capture visitor audiences

Through this strategic approach, we will aim to effectively reach both local and regional audiences, increase overnight visitation, and position Fallon as a vibrant arts destination.

**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.:**

The Churchill Arts Council utilizes a combination of digital tools and targeted in-person engagement to gather meaningful audience data and evaluate tourism impact.

Primary data collection occurs through our online ticketing platform, where patrons voluntarily provide key information at the time of purchase, including zip code, hometown, and email address. This allows us to track geographic reach, identify out-of-area attendance, and measure trends in regional visitation. Ticketing data also provides insight into purchasing patterns, advance sales timelines, and repeat attendance.

We plan to continue to leverage our email marketing system to conduct post-event follow-up surveys, allowing for more thoughtful and higher-quality responses. These surveys have been designed to gather information on length of stay, overnight accommodations (room nights), additional spending in the community (dining, shopping, fuel, etc.), and how attendees learned about the event. Email-based surveys also allow us to segment responses by audience type and origin, providing more accurate tourism-related data.

When feasible, we supplement digital efforts with brief, in-person polling at events. Staff and volunteers engage attendees with simple, targeted questions to capture real-time feedback, particularly from visitors and those less likely to respond to digital surveys.

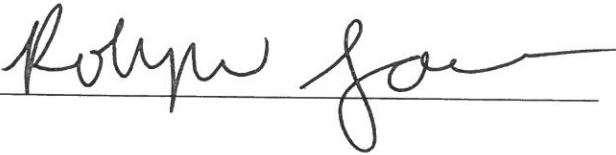
Additionally, we track marketing effectiveness through digital analytics, including email open and click-

through rates, social media engagement, and online advertising performance. This helps identify which media sources are most effective in reaching both local and out-of-area audiences.

This combined approach allows us to gather reliable, actionable data while minimizing barriers to participation, ultimately providing a clearer picture of audience demographics, visitor behavior, and overall economic impact.

Signature of Applicant/Grantee

Date

  
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3/30/2026

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](mailto:JMoon@FallonNevada.gov).