

**CITY OF FALLON - CONVENTION & TOURISM AUTHORITY**

**APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS**

1. Name of Organization (or Company)   
Chief Executive Officer:   
Mailing address   
City  State  Zip   
Phone Number:  Email:
2. How long organized (or in business)  Tax I.D. #
3. Purpose of Organization
4. Total Annual Budget \$
5. Project Director  Phone Number:   
Mailing address:   
City  State  Zip  Email:
6. **Project Title**
7. **Actual Date of Event**
8. Location of project
9. Funds requested from FCTA: \$
10. Total cost of project: \$
11. Will the Convention Center be used?  When?
12. Summarize the objectives of this project: PCCHA’s objective is to produce a family equine event that will promote and improve tourism and bring business to the City of Fallon, NV. We have a proven history, as the largest cutting horse association on the West Coast, to turn out economically beneficial events in the State of Nevada. We have 2 years left of a three year agreement with the 3C Events Complex, and a long-term goal is to conduct an ongoing annual event in Fallon.



## PROJECT BUDGET

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

- Facility Costs - \$40,417
- Labor - \$55,244
- Advertising & Marketing - \$7,500
- Cattle Costs - \$171,924
- Video Expenses - \$8,100
- Equipment Rental - \$1,935
- Purses - \$110,136
- Awards - \$4,500
- Bedding - \$11,050
- NCHA Approval Fees - \$9,317

## PROJECT BUDGET

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

- Entry Fees - \$290,348
- Stalls/Stall Bedding - \$53,145
- Vendors - \$1,200
- Hay/Feed - \$1,870
- Practice Pen - \$31,980
- Arena Signage - \$2,000
- Sponsorships - \$7,500

## PROJECT BUDGET

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

- Eblasts
- Magazine Ads
- Website Ads
- Posters
- Arena Signage
- Facebook

16. Please define the long- and short-term goals of this project: Our long-term goal is to produce a successful ongoing annual event that will improve tourism and bring economic business to the City of Fallon, NV.  
Our first year in Fallon was a well-attended and successful event and we are confident this event will continue to grow.

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

We estimate between 250 – 350 contestants, participants and staff. Our target market is the equine and western industry.

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? **250 – 300 visitors outside of a 60 mile radius.**

(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)?

Approximately 1,000 room nights

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

Between 250 – 300 people

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year? **300 people**

(e) How many locals will attend your event?

Approximately 20 - 25

(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)?

250 participants generating approximately 1,000 room nights, restaurants, grocery stores, entertainment venues and gift shops.

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

PCCHA has a routine media schedule and promotion plan in place for promoting all our events through Eblasts, Facebook posts, Media Ads, Posters, Arena Advertising and Website postings.

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.:

PCCHA reviews the events success by evaluating our number of entries. This information generates the data required for PCCHA to determine the economic success of the show and the indirect economic impact to the community

Signature of Applicant/Grantee

Date

*Tami Rodman*

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3.22.26

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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.