



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

DATE SUBMITTED: 04/08/2026
AGENDA DATE: 04/14/2026
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 2026/2027. **(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	<input type="checkbox"/> Progress Report
<input type="checkbox"/> Discussion Only	<input type="checkbox"/> 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 2026/2027, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: The Churchill Arts Council 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.

Since these events are held at night, the likelihood of overnight stays in Fallon is increased for those visiting outside a 60-mile radius. CAC estimates total visitation numbers from 11,000 to 14,000, with 1,000 from out-of-state and 3,500 from outside of Fallon. 600 room nights rentals are projected over the course of the season.

FISCAL IMPACT: \$15,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon