

**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:

Our goal is to provide a safe, professional, and well-managed drag racing facility. We maintain a strong partnership with our sanctioning body, the NHRA, ensuring that both local residents and visitors can participate in—or enjoy—drag racing within a controlled and secure environment.

Through targeted marketing and advertising efforts, we promote and host events that attract racers from Nevada, Northern and Central California, Idaho, Montana, Arizona, and Oregon. Each season, we host two NHRA National Opens, two Division 7 Junior Dragster events, five Summit ET Series races, and multiple open Test-and-Tune sessions. These events consistently draw competitors from across the Western United States and Canada.

Our facility is designed to accommodate up to 400 racers and 1,500 spectators per event, allowing us to support large-scale competitions while delivering a premier racing experience.

PROJECT BUDGET

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

| | |
|-------------------------------------|--------------|
| 1.) ADVERTISING | \$15,250.00 |
| 2.) AWARDS / TROPHIES | \$1,600.00 |
| 3.) RACER PAYOUTS | \$27,000.00 |
| 3.) CONTRACT LABOR | \$30,000.00 |
| 4.) EXHIBITION CARS/TRAVEL EXPENSE | \$4,500.00 |
| 5.) INSURANCE | \$8,400.00 |
| 6.) PERMITS/SANCTIONING FEES | \$6,500.00 |
| 7.) TOP GUN MALL INVENTORY | \$7,000.00 |
| 8.) UTILITIES/TRASH/RESTROOMS | \$6,000.00 |
| 9.) VEHICLE MAINTENANCE | \$3,750.00 |
| 10.) TRACK IMPROVEMENTS/MAINTENANCE | \$10,000.00 |
| 11.) TRACK PREP & EQUIPMENT RENTAL | \$10,000.00 |
| | <hr/> |
| | \$130,000.00 |

PROJECT BUDGET

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

| | |
|---------------------------------|-------------|
| 1.) RACING EVENTS, GATE SALES | \$80,000.00 |
| 2.) ADVERTISING REVENUE | \$17,200.00 |
| 3.) RESERVED PARKING FEES | \$5,000.00 |
| 4.) MALL SALES | \$6,200.00 |
| 5.) GRANT(S) | \$15,000.00 |
| 6.) CELLULAR TOWER SPACE RENTAL | \$1,800.00 |
| 7.) SUMMIT POINTS SIGN UPS | \$4,800.00 |
| | <hr/> |
| | 130,000.00 |

PROJECT BUDGET

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

1.) Radio & Television Ads

Target areas are the Western regional areas to include as Arizona, California, Idaho, Nevada, Oregon & Utah.

ADVERTISING / MARKETING / BUDJET FOR 2026 SEASON

| | |
|---|-----------|
| May 14 th - Open Test and Tune | \$500.00 |
| May 15 th - 16 th - Nor Cal Nostalgic Association event | \$500.00 |
| May 15 th - 16 th - Summit Et series / Jr dragster bracket racing | \$500.00 |
| May 29 th - Open Test and Tune | |
| May 29 th - \$2000 NHRA Jr Dragster / Super Comp Invitational | \$500.00 |
| May 30 st - 31 st Junior Dragster Double Divisional | \$500.00 |
| May 30 st - 31 st NHRA Double National Open | \$1500.00 |
| May 30 th - 31 st Summit Et series / Jr dragster bracket racing | \$500.00 |
| Sept.- Open Test and Tune | |
| Sept. 14 th - 15 th Summit Et series / Jr dragster bracket racing | \$500.00 |
| Sept. 14 th - Fallon 660 / National dragster Challenge 3k | \$2500.00 |
| Sept. 15 th - NHRA Topgun king of the track | \$500.00 |

2.) NATIONAL MAGAZINE ADS

"National Dragster", "Sportsman Only", "Division 7 Hot Line" magazines
Target areas are Arizona, California, Idaho, Nevada, Oregon, Utah and Canada

3.) RACER MAILINGS & FLYERS for general and marketing promotions.

| | |
|--|-----------|
| 2025 Programs, posters, and newspaper publications | \$5000.00 |
| Special event flyers and handouts | \$2000.00 |

4.) Social media for general and marketing promotions.

| | |
|------------------------|-----------|
| Facebook | \$1000.00 |
| YouTube | \$500.00 |
| NHRA and NHRAracer.com | \$250.00 |

GRAND TOTAL: \$16,750.00

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

Our Long-term goal is to continue to establish Fallon as Northern Nevada's Motor sports capital, contributing positively to the community economically, while providing a safe and legal environment for motorsports. Our short-term goal is to concentrate on new events to help offset the economic cost increases we have experienced within the last few years.

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

5,000+ visitors and racers come to Top Gun Each Year. Our markets include Nevada, California, Arizona, Utah, Oregon, and Canada.

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?

It is estimated that 90% of our visitors are from beyond the 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)?

The latest information from the NHRA indicates 20% of racers, crew personnel, spectators and staff members stay in local motels. Our events have approximately 2500 people attending

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

Our exposure goal is to reach more than 500,000 people in Nevada, California, Utah, Idaho, Arizona.

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

We estimate approximately 2,000 over the 12-event schedule (75%)

(e) How many locals will attend your event?

We project approximately 500 over the 12-event schedule (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)?

The total local economic impact is estimated at near \$187,000.00

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

Our Marketing and advertising using social media will continue to grow. We will use social media and promote local business as well. Another major contributing factor is with visitor traffic from the involvement of the Fallon Tourism Authority. It is very important that we work together and communicate what we are doing to coincide with other local events.

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.:

We plan to use a survey form with the following questions:

Male/Female (circle one)

Where are you from?

How far did you travel to get here?

How many are in your group? _

Will you stay overnight in Fallon? Yes No

How many nights?

Where are you staying? Motel; RV/Campground _ Friend/Family.

Other Comments

How did you hear about the (event)?

Newspaper ads

Radio ads

TV ads

News Articles

Magazine

Other

Including admission, how much did your group spend at the event?

How much will you spend outside of the event on this trip?

Will you:

buy gasoline?

eat in a restaurant

shop other

(specify)

And of course, if there are other demographics you would like us to gather, we would certainly, include them.

Signature of Applicant/Grantee

Date

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.