



N E V A D A

AGENDA
Regular Meeting
Convention and Tourism Authority
Monday, June 9, 2025 • 6:00 PM

Members

- Albert Torres - Chair
- Felicity Zoberski - Board Member
- Stan Lau - Board Member
- Joe Mendoza - Board Member
- Ryan Hanan - Board Member

Fernley City Council Chambers, 595 Silver Lace Boulevard, Fernley, NV 89408

Zoom information:

Please click the following link to join the webinar: <https://us02web.zoom.us/j/82966343247>, or one tap_mobile: 12532158782, Dial: 669 900 9128, Webinar ID: 829 6634 3247

Public Notice: This agenda has been physically posted in compliance with 241.020 at Fernley City Hall, 595 Silver Lace Blvd. In addition, this agenda has been electronically posted in compliance with NRS 241.020(3) at www.cityoffernley.org and NRS 232.2175 at <https://notice.nv.gov/> To obtain further documentation regarding posting, please contact the City Clerk’s Office at (775) 784-9830 or cityclerk@cityoffernley.org

Public Comment: Those wishing to address the FCTA Board may submit public comment through the [online public comment form](#), or by sending an email to cityclerk@cityoffernley.org. Comments received prior to 4:00 pm the day of the meeting will be provided to the Board and added to the record but will not be read during the live meeting. Public comments received after 4 pm the day of the meeting will be included in the record but may not reach board members before action is taken. Public comment, whether on action items or public comment, is limited to three (3) minutes per person. Unused time may not be reserved by the speaker, nor allocated to another speaker. The public may comment on any matter that is not specifically included on an agenda as an action item or comment on a specific agenda item. Items not included on the agenda cannot be acted upon other than to place them on a future agenda. Additionally, if you wish you can comment in person at the meeting or use the Raise your Hand feature in Zoom (*9 if you are participating via phone).

Accommodations: The FCTA Board and staff will make reasonable efforts to assist and accommodate individuals with disabilities desiring to attend the meeting. Please contact the City Clerk’s Office at (775) 784-9830 in advance so that arrangements can be made.

Supporting Material: Staff reports and supporting material for the meeting are available at the City Clerk’s Office, and on the City’s website at www.cityoffernley.org Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the FCTA Board.

Order of Business: The presiding officer shall determine the order of the agenda. The FCTA Board may combine two or more agenda items for consideration; remove an item from the agenda; or delay discussion relating to an item on the agenda at any time. All items are action items unless otherwise noted. Items scheduled to be heard at a specific time will be heard no earlier than the stated time but may be heard later.

1. INTRODUCTORY ITEMS

- 1.1. Pledge of Allegiance**
- 1.2. Roll Call**
- 1.3. Public Forum**
- 1.4. (For Possible Action) Approval of Agenda**
- 1.5. (Possible Action) Approval of Minutes**

2. FY 2024-25 BUDGET/EXPENDITURES REPORT

- 2.1. FY24/25 Budget Expenditures Report ending May 31, 2025**

3. (POSSIBLE ACTION) REVIEW AND DISCUSSION ON FCTA GRANT APPLICATION REQUESTS SUBMITTED FOR FY 25/2026 ROUND ONE JULY - DECEMBER GRANT CYCLE

- 3.1. Fernley 4th of July – Fernley 4th of July**
- 3.2. Sacred Visions Pow Wow – 14th Annual Sacred Visions Pow Wow**
- 3.3. Nevada Veterans Coalition – Wreaths Across America**
- 3.4. Fernley Aces Art and Culture Event Squad – ART Lite Nite -Haunted House - Christmas Village**
- 3.5. Fernley Jr. Rodeo Association – Fernley Jr. Rodeo**
- 3.6. Fernley Youth Softball – 4th of July Classic - NV Blast #38 Forever - Short Porch - Stay Humble "Fight the Fight" - Scared Hitless**
- 3.7. Fernley Community Foundation – Fernstock 2025**
- 3.8. The Beacon – Fernley Splash the Stigma Water Balloon Fight Tournament**
- 3.9. Fernley Downtown Corridor Assoc. dba Main Street Fernley – Drive To It - Not Thru It Campaign**
- 3.10. Fernley Chamber of Commerce – Big Impressions**

4. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS

5. PUBLIC FORUM

6. ADJOURNMENT

Next Meeting: December 8, 2025 @ 6pm

**MINUTES OF THE
FERNLEY CONVENTION AND TOURISM AUTHORITY MEETING
DECEMBER 9, 2024**

Chair Albert Torres called the meeting to order at 6:00 pm.

1. INTRODUCTORY ITEMS

1.1. Pledge of Allegiance

1.2. Roll Call

Present: Chair Albert Torres, Board Member Felicity Zoberiski, Board Member Ryan Hanan, City Manager Ben Marchant, Administrative Specialist II Reba Skinner, Administrative Specialist I Sandy Harris, Executive Administrative Assistant April Homme. **Absent:** Committee Member Lau, Committee Member Mendoza.

1.3. Public Forum

None.

1.4. (For Possible Action) Approval of Agenda

Motion: I MOVE TO APPROVE THE AGENDA. **Action:** Approved. **Moved by:** Committee Member Ryan Hanan, **Seconded by:** Committee Member Felicity Zoberiski. **Vote:** Passed, **Summary:** Yes 3. **Yes:** Committee Member Zoberiski, Chair Torres, Committee Member Hanan.

1.5. (Possible Action) Approval of Minutes

Motion: I MOVE TO APPROVE THE MINUTES. **Action:** Approved. **Moved by:** Committee Member Ryan Hanan, **Seconded by:** Committee Member Felicity Zoberiski. **Vote:** Passed, **Summary:** Yes 3. **Yes:** Committee Member Zoberiski, Chair Torres, Committee Member Hanan.

2. REPORTS BY STAFF AND BOARD MEMBERS

April Homme, Executive Administrative Assistant, reported that there were 8 applications received but only 7 were eligible. We have not received reimbursement applications from the previous grant cycle. The cut-off is January 31, 2025; however the reimbursement forms should be in 30 days after the event.

3. FY 2024-25 BUDGET/EXPENDITURES REPORT 11.30.2024

3.1. FY24-25 Budget / Expenditures Report 11.30.24

Ben Marchant reported that the current year budget had \$278,020.00 in revenues. The previous grant awards itemized were \$140,000.00: \$17,000 for fireworks, \$50,000 round one grants, and \$50,000 for round two grants and other potential grants of \$23,000.00. There is \$30,000.00 in outstanding invoices to be reimbursed from the previous round.

4. (POSSIBLE ACTION) REVIEW AND DISCUSSION ON FCTA GRANT APPLICATION REQUESTS SUBMITTED FOR FY 24/2025 ROUND TWO JANUARY-JUNE GRANT CYCLE

4.1. Boys and Girls Club of Truckee Meadows - Passport to Party

Oscar Aguilar presented the Boys and Girls Club of Truckee Meadows Passport to Party. Chair Torres requested that the FCTA logo be added to the sponsors' list.

4.2. Fernley Youth Softball Tournaments- Memorial Day Classic

Committee Member Felicity Zoberski disclosed that her daughter participates in the Fernley Youth Softball.

Gabe Leija presented the Fernley Softball Tournament Memorial Day Classic.

4.3. Fernley Aces Art and Culture Event Squad - Music, Murals, and Margaritas and Board Project

Dana Uhlhorn presented the Fernley ACES Art and Culture Event Squad Music, Murals, and Margaritas and Board Project.

4.4. Fernley Jr. High and High School Rodeo Club - Fernley Jr. High and High School Rodeo

The presentation was given by team members Carmen Laque, Karina Laque, Ryliegh Coe, Hannah Durham, Olivia and Jordyn Process, Ellie Machado, Kade McKnight, Eden Coversup, Jenna Coversup, Ian Leavitt, Kashlin Hill, KylieeAnn Behrendt and Kinley Behrendt.

4.5. Fernley 4th of July - Fernley 4th of July

Jay Rodriguez, Robert Perea and Becki Howlett presented for the Fernley 4th of July Committee.

4.6. Nevada Veterans Coalition - Memorial Day

Nancy Baker Rifkin presented the Nevada Veterans Coalition Memorial Day.

4.7. Silverland Middle School Color Guard- Fernley Con, Fernley Spring Craft Fair, and Fernley Summer Celebration

Sherry Cathel, coach for the high school and middle school color guard, presented the Silverland Middle School Color Guard's three events: Fernley Con, Fernley Spring Craft Fair and Fernley Summer Celebration.

Chair Torres called for a break 7:00 pm - 7:15 pm.

The grants were awarded as follows:

Passport to Party - Boys and Girls Club - \$5,000.00

Memorial Day Classic - Fernley Youth Softball - \$12,666.67

Music, Murals, and Margaritas and Board Project - Fernley Aces Art and Culture Event Squad - \$14,333.33

Fernley Jr. High and High School Rodeo - Fernley Jr. High and High School Rodeo Club - \$10,000.00

Fernley 4th of July - Fernley 4th of July- \$9,833.33

Memorial Day - Nevada Veterans Coalition - \$6,000.00

Fernley Con, Fernley Spring Craft Fair, and Fernley Celebration - Silverland Middle School Color Guard - \$9,833.33

5. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS

None.

6. PUBLIC FORUM

Committee Member Felicity Zoberski stated that Fernley has a significant senior population. Fernley has a Mayor Clean Sweep and Cemetery Clean up that our seniors put on. We could use some youth organizations to help with our senior events. We have a lot of seniors that go to youth events. It would be great if some of our kids could hand out our seniors' flyers for resources.

The next meeting will be June 9, 2025, at 6:00 pm.

7. ADJOURNMENT

There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 7:21 pm.

Approved by the Fernley Convention and Tourism Authority on June 9, 2025, by a vote of:

AYES _____ NAYS: _____ ABSTENTIONS: _____ ABSENT: _____

Chairman Albert Torres

ATTEST:

CITY OF FERNLEY
BALANCE SHEET
MAY 31, 2025

TRANSIENT LODGING TAX

LIABILITIES AND EQUITY

FUND EQUITY

UNAPPROPRIATED FUND BALANCE:			
REVENUE OVER EXPENDITURES - YTD	509,323.69		
BALANCE - CURRENT DATE		509,323.69	
TOTAL FUND EQUITY			509,323.69
TOTAL LIABILITIES AND EQUITY			509,323.69

CITY OF FERNLEY
REVENUES WITH COMPARISON TO BUDGET
FOR THE 11 MONTHS ENDING MAY 31, 2025

TRANSIENT LODGING TAX

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	DIFFERENCE	PCNT
<u>SOURCE 310</u>						
225-310-300	TRANSIENT LODGING TAX	54,872.05	430,396.28	650,000.00	219,603.72	66.2
225-310-900	MISCELLANEOUS REVENUE	200.00	2,036.30	5,000.00	2,963.70	40.7
TOTAL SOURCE 310		55,072.05	432,432.58	655,000.00	222,567.42	66.0
<u>SOURCE 360</u>						
225-360-100	INTEREST EARNINGS	.00	174,451.17	1,000.00	(173,451.17)	17445.
TOTAL SOURCE 360		.00	174,451.17	1,000.00	(173,451.17)	17445.
TOTAL FUND REVENUE		55,072.05	606,883.75	656,000.00	49,116.25	92.5

CITY OF FERNLEY
 EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 11 MONTHS ENDING MAY 31, 2025

TRANSIENT LODGING TAX

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
<u>DEPARTMENT 575</u>					
225-575-320 PROF SERV-ENGINEERING	.00	1,140.00	10,000.00	8,860.00	11.4
225-575-540 ADVERTISING	.00	.00	1,000.00	1,000.00	.0
225-575-550 PRINTING AND POSTAGE	4.97	161.40	1,000.00	838.60	16.1
225-575-650 COMMUNITY SUPPORT	22,666.67	96,258.66	140,000.00	43,741.34	68.8
225-575-730 IMPROVE OTHER THAN BUILDINGS	.00	.00	3,100,000.00	3,100,000.00	.0
TOTAL DEPARTMENT 575	22,671.64	97,560.06	3,252,000.00	3,154,439.94	3.0
TOTAL FUND EXPENDITURES	22,671.64	97,560.06	3,252,000.00	3,154,439.94	3.0
NET REVENUE OVER EXPENDITURES	32,400.41	509,323.69	(2,596,000.00)	(3,105,323.69)	19.6

April Homme

From: noreply@civicplus.com
Sent: Thursday, May 15, 2025 12:33 PM
To: April Homme
Subject: Online Form Submittal: Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Follow Up Flag: Follow up
Flag Status: Flagged

Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Date	5/15/2025
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Applicant Information

Applicant First Name	Becki
Applicant Last Name	Howlett
Applicant Email	4thofjulytreasurer@gmail.com
Applicant Phone Number	775-399-4796
Applicant Address	PO Box 1776
City	Fernley
State	Nevada
Zip	89408

(Section Break)

Coordinator First & Last Name	Becki
Coordinator Title	Howlett
Coordinator Phone Number	775-399-4796

Coordinator Email 4thofjulytreasurer@gmail.com

(Section Break)

Organization / Company Information

Name Becki

Year Started Howlett

Mailing Address PO Box 1776

City Fernley

State Nevada

Zip 89408

Tax ID 30-0364668

Organization Status Non-Profit

Attach copy of 501(c) or Federal Non-Profit Certificate. [IRS 1.pdf](#), [IRS 2.pdf](#)

(Section Break)

Project / Event Information

Project / Event Name Fernley 4th of July

Project / Event Location Main Street and Out of Town Park

City Fernley

State Nevada

Zip 89408

Date of Event July 4, 2025

Date Work will Begin July 3, 2025

Date Work Will Conclude July 5, 2025

Provide an overview of the project / event including purpose, objectives, short and long term goals

The goal is to celebrate America's independence by having a parade down Main Street, raising the American flag at the Out of Town Park. Events at the park include a car show, games for kids and adults, and one of the longest firework shows in Northern Nevada.

Has this project / event been previously held before?

Yes

Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?

Yes

Please list the date of prior reward

December 9, 2024

Please list prior award amount

9,833.33

How many vendors attended to previous event

60

(Section Break)

Total Project / Event Budget

Total Budget Amount 62,801.44

Expenses: Itemize all expenses including items on which grant monies will be expended.

Fireworks 30,000.00
Advertising 1-1-2025 to 6-30-2025* 15,087.03
Insurance 1,800.00
T-shirts 600.00
Trophies 200.00
Pigs 900.00
Diving for Dollars 498.00
Watermelon Eating 150.00
Donation Letters

w/postage 500.00
 Office Supplies 200.00
 Pictures-batteries 25.00
 Trash pick-up 500.00
 Port-a-Potties 3,000.00
 Flaggers 1,500.00
 Security 400.00
 Parking 500.00
 Music/DJ 3,000.00
 Banners* 600.00
 Electronic fees 100.00
 Camping 500.00
 Raffle 250.00
 Volunteers 600.00
 Silver Flume 51.25
 Chamber of Commerce 60.00
 Post Office Box 170.00
 Website/45 per quarter 182.33
 Quick Books/35 per month 420.00
 Storage 120.00
 Insurance 525.00
 Phone service* 362.83

Total Expenses	62,801.44
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Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	Booths 6,500.00
	Camping 1,250.00
	Bar 750.00
	Paid Kids Area 500.00
	Parade 1,500.00
	Car Show 1,200.00
	Pigs 1,000.00
	T-Shirts 300.00
	Staycation 400.00
	Grants 01/01/2025-06/30/2025
	City 9,833.33
	County 6,500.00
	Community Donations 13,222.83

Fundraisers 2,845.28
City gift for fireworks 17,000.00

(Section Break)

Grant Request

Amount Requesting	10,000.00
Matching funds is required For-Profit Organizations.	<i>Field not completed.</i>
Will you accept less than requested?	Yes
Explain how receiving grant funding will impact the project / event	It would allow us to promote and advertise all over Northern Nevada and Northern California to draw people to the 4th of July and fundraising events.
Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant funding available. Explain why your project / event should be selected to receive grant funding.	The grant would enable the Fernley 4th of July committee to advertise across Northern Nevada and Northern California through radio, newsprint, television and online to attract visitors to Fernley for one of the largest 4th of July events, including one of the longest fireworks shows in Northern Nevada.
Are you requesting project / event FCTA Sponsorship for expenses other than advertising?	No
If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.	The funds will be used to promote and advertise the 4th of July events and fundraising events that help support putting on the events for the 4th of July
Will requested funds be used for advertising?	Yes

If yes, please designate what you will be advertising Resources in Fernley, Accommodations in Fernley, Special Event(s) in Fernley

If other, please specify *Field not completed.*

(Section Break)

Grant Request - Advertising Categories

Please check all that apply: Banner(s), Brochure

Amount(s) *Field not completed.*

Total Amount Budgeted: 1,200.00

Please check all that apply: Design, Production & Development Fees

Amount(s) *Field not completed.*

Total Amount Budgeted: 2,000.00

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: Newspaper, Radio, Television

Amount(s): *Field not completed.*

Total Amount Budgeted: 6,610.00

Please select all that apply: Social Media

Amount(s): *Field not completed.*

Total Amount Budgeted: 100.00

Please select all that apply: Website Hosting Fees

Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	90.00
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
If you selected other in the categories listed above, please explain in detail. below.	<i>Field not completed.</i>
Explain in detail how grant funds will be utilized (in accordance with FCTA grant guidelines, use additional sheets as needed):	The grant funds would be utilized to promote and advertise Fernley's 4th of July events and fundraisers that support the 4th of July event.

(Section Break)

Economic Impact

Local is defined as being within 60-mile radius of Fernley

Estimated number of visitors:	12,000
What percentage are local?	75
What percentage are In State?	95
What percentage are Out of State?	5
Estimated number of participants:	800

What percentage are local?	75
What percentage are In State?	95
What percentage are Out of State?	5
Explain in detail how attendance / participation will be measured:	Estimating people attending the parade and the park events.
Estimate number of nights spent in Fernley because of this project/event:	2
Explain how overnight stays will be measured:	Occupation of local hotels and camping spots at the event.
If applicable, number of previous visitors/participants for same or similar project/events:	12,000
What percentage are local?	70
What percentage are In State?	95
What percentage are Out of State?	5
Describe method(s) used to measure previous attendance:	Estimating people attending the parade and the park events.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	600

Estimate and describe the overall economic impact to Fernley because of this project/event:	The 4th of July events draws people from all over Northern Nevada and Northern California to watch the parade, enjoy the activities at the Out of Town Park and to watch the fireworks. While in town they refill their fuel tanks from local gas stations, eat at local restaurants, shop in local stores and businesses, and spend the night in local hotels or camping spots.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	70
If yes, what percentage are In State?	95
If yes, what percentage are Out of State?	5
Estimated number of people that will be exposed to the promotion of this project/event:	25,000
What percentage are local?	70
What percentage are In State?	95
What percentage are Out of State?	5
Describe the type of anticipated media exposure:	Newspaper, television, radio and online advertising prior to the event. Television news coverage and live radio broadcast during the event.

(Section Break)

Project/Event Summary

Describe how the project/event improves	Visitors from all over Northern Nevada and Northern California come to watch the parade and enjoy the activities at the Out of
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tourism/local economy by both people living in Fernley and people traveling to Fernley:

Town Park, including watching the fireworks. While in town they refill their fuel tanks from local gas stations, eat at local restaurants, shop in local stores and businesses, buy goods from vendors at the event, and spend the night in local hotels or camping spots.

Explain how receiving grant funding will impact the project / event:

It will allow the 4th of July committee to advertise all over Northern Nevada and Northern California to draw people to the events.

(Section Break)

Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

The grant would enable the Fernley 4th of July committee to advertise across Northern Nevada and Northern California through radio, newsprint, television and online to attract visitors to Fernley for one of the largest 4th of July events including one of the longest fireworks shows in Northern Nevada.

(Section Break)

Attestation & Grant Agreement Award Terms

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."

2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.

3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley

Convention & Tourism Authority and must be used for no other purpose.

4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.

5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.

6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.

7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.

8. Grantee must notify the Board in writing of the completion of the grant project.

9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.

10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:

First and Last Name Becki Howlett

Date May 15, 2025

Email not displaying correctly? [View it in your browser.](#)

April Homme

From: noreply@civicplus.com
Sent: Tuesday, May 13, 2025 1:21 PM
To: April Homme
Subject: Online Form Submittal: Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Follow Up Flag: Follow up
Flag Status: Flagged

Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Date	5/13/2025
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Applicant Information

Applicant First Name	Trisha
Applicant Last Name	Conner
Applicant Email	trisha.conner04@gmail.com
Applicant Phone Number	775-404-2694
Applicant Address	PO Box 897
City	Wadsworth
State	NV
Zip	89442

(Section Break)

Coordinator First & Last Name	Trisha Conner
Coordinator Title	Committee Member
Coordinator Phone Number	775-404-2694

Coordinator Email trisha.conner04@gmail.com

(Section Break)

Organization / Company Information

Name Sacred Visions Pow Wow Committee

Year Started 2008

Mailing Address PO Box 897

City Wadsworth

State NV

Zip 89442

Tax ID 271771943

Organization Status Non-Profit

Attach copy of 501(c) or Federal Non-Profit Certificate. *Field not completed.*

(Section Break)

Project / Event Information

Project / Event Name 14th Annual Sacred Visions Pow Wow

Project / Event Location Big Bend Ranch

City Wadsworth

State NV

Zip 89442

Date of Event 07/11-13/2025

Date Work will Begin 07/01/2025

Date Work Will Conclude 07/31/2025

Provide an overview of the project / event including purpose, objectives, short and long term goals

The primary goal of our Sacred Visions Pow Wow is to preserve our Indigenous traditions within our communities and to share our rich culture with all. We inspire our children to uphold these traditions for future generations. This event is drug-free and promotes healthy family values and cultural enrichment. It marks the 14th annual gathering at the Pyramid Lake Indian Reservation, specifically at the Big Bend Ranch, from July 11th to 13th, 2025. Our short-term goal is to secure funding for this event annually, ensuring a gathering for Indigenous people from various communities.

The festivities will commence with the Sacred Vision Royalty Pageant on July 10th, 2025, which encourages youth to develop public speaking skills and showcase their talents. Pow Wow is competitive and offers monetary awards for the top three placements across ten age-based dance categories, attracting around 200 registered dancers nationwide. Each session begins with the Grand Entry, where all dance category participants enter the circular dance arbor, led by the Pyramid Lake Veterans & Warriors Organization. The first session occurs on Friday evening, followed by two sessions on Saturday and a final session on Sunday. Each session has a Tiny Tots (<5 years old) dance where all the little dancers are gifted with a prize. The traditional paiute buckskin women's special was introduced at this pow wow several years ago and appears now at many other pow wows. a traditional hand game tournament is held concurrently on the pow wow grounds at big bend ranch throughout the>

Has this project / event been previously held before? Yes

Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board? Yes

Please list the date of prior reward May 2024

Please list prior award amount \$6,066.67

How many vendors attended to previous event 20

(Section Break)

Total Project / Event Budget

Total Budget Amount \$34,101

Expenses: Itemize all expenses including items on which grant monies will be expended.

Master of Ceremonies: \$1,000
Arena Director: \$500
Host Drum: \$3,000
Hotel Rooms: \$1487
Portable Lights Rental: \$1215 (FCTA Grant)
Sani Hut Rental: \$3306 (FCTA Grant)
Sound System Rental: \$600 (FCTA Grant)
Drum Contest: \$4,500
Pow Wow Shirts: \$2639 (FCTA Grant)
Radio Advertisement: \$966 (FCTA Grant)
Dance Competition: \$13,650
Grease Trap Rental: \$500 (FCTA Grant)
Score Keeper: \$400
Royalty Tickets: \$338

Total Expenses \$34,101

Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.

Tribal Council: \$2,500
Individual Donations: \$10,875
Corporate Sponsorships: \$2,000
Vendor Fees: \$4,500
FCTA Grant: \$9,226
Raffle Ticket Revenue: \$5,000

(Section Break)

Grant Request

Amount Requesting	\$9,226
Matching funds is required For-Profit Organizations.	0
Will you accept less than requested?	Yes
Explain how receiving grant funding will impact the project / event	<p>The 14th Annual Sacred Visions Pow Wow is approaching, and its success relies heavily on the generous contributions and support from our community and local businesses. Dancers and visitors from across the nation gather to celebrate and honor our Indigenous culture and heritage. This vibrant celebration is free and open to all, welcoming everyone to join in the festivities.</p> <p>The FCTA grant will play a crucial role in offsetting the rising costs associated with hosting the Pow Wow. Our dedicated Committee, composed entirely of volunteers, invests countless hours—days, evenings, and weekends—to ensure the event's success. Throughout the year, the Committee engages in fundraising efforts to guarantee that competitive dancers and drummers find their journey worthwhile. Preparing the Pow Wow grounds demands significant time and effort, including clearing weeds, arranging rental equipment, distributing event flyers, coordinating accommodations, fundraising, and making necessary repairs to the arbor.</p>
Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant funding available. Explain why your project / event should be selected to receive grant funding.	<p>The 14th Annual Sacred Visions Pow Wow has established itself as a beloved event, is unique, and attracts hundreds of attendees to the City of Fernley. Many guests choose to stay in local hotels, dine at nearby restaurants, refuel at local gas stations, and shop at grocery stores, contributing to the local economy. Our Committee, a small yet passionate group ranging from Elders to youth, works tirelessly each year to ensure this event takes place. We are committed to delivering a high-quality experience that showcases our culture. The additional resources from the FCTA grant would empower the Committee to continue hosting this vital event for our communities.</p>
Are you requesting project / event FCTA Sponsorship for	Yes

expenses other than advertising?

If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.

FCTA Sponsorship Expenses other than Advertising
Equipment Rental
\$1215 Portable Lights Rental
\$3306 Sani Hut Rental
\$600 Sound System Rental
\$500 Grease Trap Rental

Will requested funds be used for advertising?

Yes

If yes, please designate what you will be advertising

Special Event(s) in Fernley

If other, please specify

Field not completed.

(Section Break)

Grant Request - Advertising Categories

Please check all that apply:

Other

Amount(s)

\$2,639 Event T-Shirts

Total Amount Budgeted:

\$2,639

Please check all that apply:

Field not completed.

Amount(s)

Field not completed.

Total Amount Budgeted:

Field not completed.

Please select all that apply:

Field not completed.

Amount(s):

Field not completed.

Total Amount Budgeted: *Field not completed.*

Please select all that apply: Radio

Amount(s): \$966 Radio Ads

Total Amount Budgeted: \$966

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

If you selected other in the categories listed above, please explain in detail. below. Advertising
Event T-Shirts \$2,639
Radio Advertising \$966

Explain in detail how grant funds will be utilized (in accordance with FCTA grant guidelines, use additional sheets as needed): FCTA grant funds will be used to promote the event on a Fernley radio station. Additionally, these funds will support the purchase of event t-shirts that will showcase both the event and the City of Fernley.

(Section Break)

Economic Impact

Local is defined as being within 60-mile radius of Fernley

Estimated number of visitors:	700
What percentage are local?	50%
What percentage are In State?	75%
What percentage are Out of State?	25%
Estimated number of participants:	200
What percentage are local?	50%
What percentage are In State?	75%
What percentage are Out of State?	25%
Explain in detail how attendance / participation will be measured:	Participation is measured by the dancer and drum group registration forms completed for all competitive dancers and completed vendor applications.
Estimate number of nights spent in Fernley because of this project/event:	2
Explain how overnight stays will be measured:	The Committee works with the host hotel, Comfort Suites, to calculate the number of rooms registered during the event.
If applicable, number of previous visitors/participants for same or similar project/events:	700
What percentage are local?	50%

What percentage are In State?	75%
What percentage are Out of State?	25%
Describe method(s) used to measure previous attendance:	Participation was measured by the registration forms completed for all competitive dancers and drummers, and completed vendor applications.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	10% Due to increased radio advertisement.
Estimate and describe the overall economic impact to Fernley because of this project/event:	The hundreds of visitors attending the three-day event require services that are mainly provided by the Fernley business community, including ice, gasoline, lodging for two nights, restaurants, groceries, and other consumer goods. This event showcases the numerous amenities that the City of Fernley has to offer.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	50%
If yes, what percentage are In State?	75%
If yes, what percentage are Out of State?	25%
Estimated number of people that will be exposed to the promotion of this project/event:	1,000
What percentage are local?	50%

What percentage are In State?	75%
What percentage are Out of State?	25%
Describe the type of anticipated media exposure:	TV stations based in Reno typically cover the event. Additionally, it will be promoted through National Tribal outlets, including the Nativeamerica.travel website.

(Section Break)

Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:	The hundreds of visitors attending the three-day event require services that are mainly provided by the Fernley business community, including ice, gasoline, lodging for two nights, restaurants, groceries, and other consumer goods. This event showcases the numerous amenities that the City of Fernley has to offer.
Explain how receiving grant funding will impact the project / event:	The Sacred Visions Pow Wow is organized by a dedicated team of volunteers, many of whom hold full-time jobs. Securing this funding would significantly benefit the project by alleviating costs and enabling the committee to allocate resources to other expenses not covered by the FCTA grant.

(Section Break)

Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.	The 14th Annual Sacred Visions Pow Wow has evolved into a cherished tradition, attracting hundreds of visitors to the Fernley area. Many attendees choose to stay at local hotels, dine at nearby restaurants, refuel at local gas stations, and shop at grocery stores. Our Committee, a dedicated group comprising both Elders and youth, works tirelessly each year to ensure the success of this event. We are committed to delivering a high-quality experience that showcases our culture. The additional resources from the FCTA grant would enable us to continue hosting this vital event for our communities.
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Attestation & Grant Agreement Award Terms

I HEREBY AGREE THAT:

- 1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."**
- 2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.**
- 3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.**
- 4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.**
- 5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.**
- 6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.**
- 7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.**
- 8. Grantee must notify the Board in writing of the completion of the grant project.**

9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.

10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:

First and Last Name Trisha Conner

Date 05/13/2025

Email not displaying correctly? [View it in your browser.](#)

April Homme

From: noreply@civicplus.com
Sent: Saturday, May 17, 2025 10:10 AM
To: April Homme
Subject: Online Form Submittal: Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Date	5/17/2025
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Applicant Information

Applicant First Name	Sharon
Applicant Last Name	Serenko
Applicant Email	info@supportnncv.org
Applicant Phone Number	775-846-6063
Applicant Address	PO BOX 415
City	FERNLEY
State	NV
Zip	89408-0415

(Section Break)

Coordinator First & Last Name	Nancy Rifkin
Coordinator Title	Outreach Coordinator
Coordinator Phone Number	415-990-8429
Coordinator Email	nbrefkin@gmail.com

(Section Break)

Organization / Company Information

Name	Nevada Veterans Coalition
Year Started	1992
Mailing Address	PO BOX 415
City	Fernley
State	Nevada
Zip	89408-0415
Tax ID	88-0290822
Organization Status	Non-Profit
Attach copy of 501(c) or Federal Non-Profit Certificate.	501(c)3 letter.pdf

(Section Break)

Project / Event Information

Project / Event Name	Wreaths Across America 2025
Project / Event Location	Northern Nevada Veterans Memorial Cemetery
City	FERNLEY
State	NV
Zip	89408-0415
Date of Event	12/13/2025
Date Work will Begin	07/01/2025
Date Work Will Conclude	1/31/2026

Provide an overview of the project / event including purpose, objectives, short and long term goals

Our mission is to cover every headstone at the Northern Nevada Veterans Memorial Cemetery with a VETERANS WREATH during the holiday season. It is a chance to honor the men and women who have given so much to this country. Wreaths Across America itself is a single day event, however, when the wreaths are delivered to the cemetery a call is put out to the community which brings friends, families, businesses, and organizations to help unload two full tractor trailer loads of wreaths. This year the number has increased from 8,200 to 8,800 wreaths. The wreaths remain on the headstones until mid January 2026, which means from December 13, 2025 through mid January visitors come to see the beautiful cemetery. Prior to the removal of the wreaths a call is made again to the community volunteers to assist in the removal of the wreaths. This event brings thousands of people to the cemetery for the event from all over Northern Nevada and some surrounding states. This is truly a beautiful event that touches the hearts of those individuals who have loved ones buried there and to so many who support and love our veterans.

Has this project / event been previously held before? Yes

Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board? Yes

Please list the date of prior reward June 20, 2024

Please list prior award amount \$8,666.67

How many vendors attended to previous event 0

(Section Break)

Total Project / Event Budget

Total Budget Amount \$160,000

Expenses: Itemize all expenses including items on which grant monies will be expended.	\$149,600 Wreaths \$ 9,500 Advertising \$ 900 Portable Toilets
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Total Expenses	\$160,000
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Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	\$149,600 Wreaths - ALL donated via wreaths sponsorships \$ 9,500 Advertising - FCTA Grant; For TV, Radio, Newspaper (print and digital), Printed trifold donation request brochure & bulk mailing advertising expenses \$ 900 Portable Toilets - Nevada Veterans Coalition
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(Section Break)

Grant Request

Amount Requesting	\$9,500
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Matching funds is required For-Profit Organizations.	0
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Will you accept less than requested?	Yes
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Explain how receiving grant funding will impact the project / event	The Nevada Veterans Coalition [NVC] hosts this event along with the City of Fernley (FCTA) as a public service. The event itself is not for profit. Since the NVC is a non-profit organization, the grant funds allow us to advertise to thousands of people we could never reach.
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Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant funding available. Explain why your project / event should be	While the event itself lasts only 1-2 hours, it brings hundreds of visitors to our City and the Northern Nevada Veterans Memorial Cemetery prior to the event and until the wreaths are removed in mid January.
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selected to receive grant funding.

Are you requesting project / event FCTA Sponsorship for expenses other than advertising?	No
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If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.	N/A
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Will requested funds be used for advertising?	Yes
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If yes, please designate what you will be advertising	Resources in Fernley, Accommodations in Fernley, Special Event(s) in Fernley
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If other, please specify	<i>Field not completed.</i>
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(Section Break)

Grant Request - Advertising Categories

Please check all that apply:	Brochure
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Amount(s)	\$800
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Total Amount Budgeted:	\$800
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Please check all that apply:	<i>Field not completed.</i>
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Amount(s)	<i>Field not completed.</i>
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Total Amount Budgeted:	<i>Field not completed.</i>
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Please select all that apply: Direct/Bulk mail for promotion of visitor awareness

Amount(s): \$1,000

Total Amount Budgeted: \$1,000

Please select all that apply: Newspaper, Radio, Television

Amount(s): \$7,700

Total Amount Budgeted: \$7,700

Please select all that apply: Social Media, Other

Amount(s): Donated

Total Amount Budgeted: .00

Please select all that apply: Website Development, Website Hosting Fees

Amount(s): Donated

Total Amount Budgeted: .00

Please select all that apply: Website Redesign, Website Maintenance

Amount(s): Donated

Total Amount Budgeted: .00

If you selected other in the categories listed above, please explain in detail. below. We will be visiting other organizations to promote the event. We will also use the City reader board. We are fortunate to have our own web & social media people who donate their time and talent to our organization and events.

Explain in detail how grant funds will be utilized (in accordance with FCTA grant guidelines, use additional sheets as needed): These funds will only be used for advertising which includes; print, bulk mail (of brochures to collect wreath sponsorships), digital, TV & radio.

(Section Break)

Economic Impact

Local is defined as being within 60-mile radius of Fernley

Estimated number of visitors:	2500
What percentage are local?	70
What percentage are In State?	25
What percentage are Out of State?	5
Estimated number of participants:	2500
What percentage are local?	70
What percentage are In State?	25
What percentage are Out of State?	5
Explain in detail how attendance / participation will be measured:	We have a questionnaire online via our monthly newsletter and in print at this event and the Memorial Day event to collect data about the attendees, such as; how they learned about the event, where they live, if they're staying overnight, eating in restaurants, etc... This helps us learn what advertising works so we can better focus the advertising each year. We do feel the 3-4 weeks worth of visitors also has a very positive economic impact.
Estimate number of nights spent in Fernley because of this project/event:	Follow up is done with local establishments after the event to inquire as to whether they have seen an increase in volume. 1-2 nights
Explain how overnight stays will be measured:	Inquiry with hotels and through our questionnaire.

If applicable, number of previous visitors/participants for same or similar project/events:	2,000
What percentage are local?	70
What percentage are In State?	25
What percentage are Out of State?	5
Describe method(s) used to measure previous attendance:	We have a questionnaire online via our monthly newsletter and in print at this event and the Memorial Day event to collect data about the attendees, such as; how they learned about the event, where they live, if they're staying overnight, eating in restaurants, etc...
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	300 to 500 based on increase of veterans interred at the cemetery
Estimate and describe the overall economic impact to Fernley because of this project/event:	This event brings thousands of people to the cemetery for the event from all over Northern Nevada and some surrounding states. This is truly a beautiful event that touches the hearts of those individuals who have loved ones buried there and to so many who support and love our veterans. Most visitors will fill up their gas tanks before departing, because our prices are better than surrounding towns, and they will usually eat at one of Fernley's restaurants.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	70
If yes, what percentage are In State?	25

If yes, what percentage are Out of State?	5
Estimated number of people that will be exposed to the promotion of this project/event:	500,000
What percentage are local?	70
What percentage are In State?	25
What percentage are Out of State?	5
Describe the type of anticipated media exposure:	There will be several PSA's on local TV & radio stations. Combine this with the exposure from the National Wreaths Across America TV advertising and our local print and digital ads, the exposure will be enormous! We believe we will reach well over 500,000 people.

(Section Break)

Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:	The Northern Nevada Veterans Memorial Cemetery is the jewel of this area. We are already receiving inquiries about this event. It gives families a chance to honor not only their own family members but all of the veterans interred there. Everyone leaves with a better understanding that freedom is not free. Fernley is a very veteran friendly city and with the close proximity to NAS Fallon we have attracted families to buy and rent here who came for the Wreath Across America ceremony and chose to make this their home.
Explain how receiving grant funding will impact the project / event:	We are a non-profit group with the main focus of providing full military services to our fallen veterans when they are interred at the Northern Nevada Veterans Memorial Cemetery [NNVMC]. Our focus has been and will continue to be supporting NNVMC and honoring veterans by providing any and all resources not provided by the state and federal government to maintain the cemetery.

Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

Without the FCTA Grant, we could not afford the far reaching advertising we need to make the event a success for the city of Fernley, the veterans, and their families.

We truly believe that this event brings people to Fernley who may not have visited here previously and they get a sense of who we are as a community when they see all the volunteers with their families coming together to place a wreath and honor our fallen veterans. This day is an opportunity for people outside of our community to see the heart of who we are.

Attestation & Grant Agreement Award Terms

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."

2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.

3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.

4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.

5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.

6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.

7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.

8. Grantee must notify the Board in writing of the completion of the grant project.

9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.

10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:

First and Last Name Nancy Rifkin

Date 5/17/25

Email not displaying correctly? [View it in your browser.](#)

FERNLEY CONVENTION AND TOURISM AUTHORITY APPLICATION FOR GRANT OR MATCHING GRANT FUNDS FY25/26 R1 July-December 2025

Project/Event Information		
Project Title: Multiple Events: ART Lite Nite, Haunted House, Christmas Village		
Name of Organization/Company: Fernley ACES (Art and Culture Event Squad)		
Mailing Address: 40 N. Center St.		
City: Fernley	State: Nevada	Zip Code: 89408
Telephone: 775-200-8618	Email: danamuhlhorn@yahoo.com	
Year Organization/Company Started: 2018	Tax ID#: 83-3848812	
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Dana Uhlhorn		
Title: President	Telephone: 775-200-8618	Email: danamuhlhorn@yahoo.com
Project/Event Details		
Date of Event: 7/26 - 12/31	Date Work Will Begin: 7/26	Date Work Will Conclude: 1/15/2026
Project/Event Location: Various: Mchoppers, 40 N. Center St., Fernley Art Park		
Project/Event Overview		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):		
<p>ART Lite Nite - This will be a parking lot event with McHoppers, they will be providing live entertainment, while we will be bringing Lighted Art. The event runs 7/26 from 5-10pm at McHoppers, and in their parking lot.</p> <p>Haunted House - As we have done for the past 4 or 5 years, we will be hosting the scariest Haunted House in all of Northern Nevada, maybe even the West Coast! People have traveled 100's of miles to go through our houses, as they are well known to be scary. Dates are not cast in stone for this event yet, but most likely: 10/17,18,24,25, and 31st.</p> <p>Christmas Village - This year we will be having a building shop for help with people that want to build a house, but don't necessarily know how, or where to start. That will happen in the summer months. We hope to add at least three houses this year to our ever growing little village of purpose built Christmas Houses. I am sure that we will also have a day set up for Santa and the Grinch to visit for photo opportunities. We typically set up the houses the week after Thanksgiving, and take them down prior to January 15th of the next year.</p>		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please list date of award and award amount: Date: 6/23 Amount: \$9,333		
If previously funded: How many visitors attended? Approximately 2000 How many vendors attended? 0		

Project/Event Budget	
Total Budget Amount:	\$20,500
Expenses: Itemize all expenses <u>including</u> items on which grant monies will be expended.	
Art installations for Art Lite Nite.....	\$2500
Materials and sublet labor for the Haunted House	\$5000
Materials and set up labor for Christmas Village.....	\$2500
Radio ads for Haunted House.....	\$4000
Newspaper ads for all activities.....	\$1000
Spectrum Streaming ads for all activities.....	\$3500
Additional Advertising, various forms.....	\$1500
Posters for Haunted House and Christmas Village.....	\$500
Total:	\$20,500
Revenue: Itemize all revenues <u>including</u> requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	
Ticket sales for Haunted House.....	\$10,000
FCTA Grant Request.....	\$10,500
Total:	\$20,500
Fernley Convention and Tourism Authority Grant Request	
Amount Requesting: \$ 10,500	Amount of Matching Funds: \$ N/A
Will you accept less funding than requested: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	

Grant Budget - Advertising		
Will requested funds be used for advertising? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
If Yes, please designate what you will be advertising: <input checked="" type="checkbox"/> Resources in Fernley <input checked="" type="checkbox"/> Accommodations in Fernley <input checked="" type="checkbox"/> Special Events (s) in Fernley <input checked="" type="checkbox"/> Other (specify): Fernley ACES (Art an Culture Event Squad)		
Use the categories below to show in detail how grant funds will be disbursed.		
Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)	\$250	\$250
Billboard(s)	\$750	\$750
Brochure	\$500	\$500
Design, Production & Development Fees	\$500	\$500
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper	\$1000	\$1000
Radio	\$4000	\$4000
Television		
Other (specify)		
Internet/Website		
Social Media	\$3500	\$3500
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
Other		
Explain in detail		
Grant Budget - Sponsorship		
Are you requesting project/event sponsorship? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Explain in detail how grant funds will be utilized (in accordance with the FCTA grant guidelines, use additional sheets as needed): FCTA Grant funds will be used solely for advertising the events, with a mention of the City's assistance through the FCTA, also mentioning the availability of lodging in Fernley. Some of the money is for Banners, these will be the stand up signs that you see along the side of the road. Poster will be made to place in local businesses. We will attempt a small Billboard space buy, not too sure how effective those ads are.		

Economic Impact						
Estimated number of visitors	2500	What percentage are:	Local* 90	%	In State 5	% Out of State 5
Estimated number of participants	100	What percentage are:	Local* 95	%	In State 5	% Out of State
Explain in detail how attendance/participation will be measured:						
There will be ticket sales for the Haunted House, there is no way to estimate how many people have viewed the Christmas Village, as it can be viewed by driving down Main St. The Art Lite Nite will be an estimate of the crown size and participants on that night.						
Estimate number nights spent in Fernley because of this project/event: 25						
Explain how overnight stays will be measured:						
We would like to be able to count on the Hotels communicating those numbers with us, that has not been the case in the past however. We will be asking attendants, and if they are from out of town, we will ask if they are staying the night, and where.						
If applicable, number of previous visitors/participants for same or similar project/event:	2000	What percentages were:	Local* 90	%	In State 5	% Out of State 5
Describe method(s) used to measure previous attendance:						
Ticket Sales for the Haunted House. Estimates for the other events						
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years: 100						
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:						
The impact is tough for us to estimate, but most of our events bring people to town, where they will eat, or maybe go out for a drink. Some coming from Reno wait to fill up their tanks til they get here to save money, as our gas prices are cheaper.						
Does the actual project/event create media exposure for Fernley: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No						
If yes, what percentages are: Local* 80 % In State 10 % Out of State 10 %						
Estimated number of people that will be exposed to the promotion of this project/event:	60000	What percentages are:	Local 80	%	In State 10	% Out of State 10
Describe the type of anticipated media exposure:						
We regularly are asked to come and be on the local TV Morning shows to promote our events, we have live remotes from the Reno radio stations, as well as our own local radio. Our events have created quite a stir in the surrounding areas, and we will be asking the local TV stations to come and do a segment of their news coverage of our events.						
*Local is defined as being within a 60-mile radius of Fernley						

Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:

The biggest thing our events do is give the residents of Fernley a reason to stay in town and spend their money here in Fernley. Before we started the Fernley ACES, and started producing so many events, the majority of people in town, that were looking for entertainment, would travel to Reno or Fallon. Now these people are happy to stay in Fernley, and enjoy our events, and patronize the local restaurants, and drinking establishments. We do have a reputation of putting on quality events, so this pulls enthusiasts of Haunted Houses from hundreds of miles away. We hope to get the same amount of enthusiasm for the Christmas Village, and as it continues to build, we believe that will happen.

Explain how receiving grant funding will impact the project/event:

While we are able to produce these events without funds from the FCTA, we really can't spend anywhere near the amount of money on advertising that it takes to make these events a success. The funds that we get from the FCTA go directly to that effort. I would imagine that without the funds from the FCTA we would not be able to continue to offer all the free events we put on. We would have to find a way to commercialize Christmas Village, which would detract from it's charm in our opinion. We would have to find a way to charge people for attending our open mic nights, poetry/spoken word nights, and the Art Lite Nite event. We like to keep these events free for the citizens of Fernley as an addition to our great city.

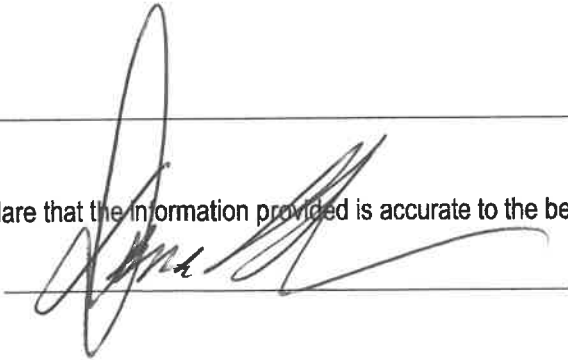
Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of grant funding available. Explain why your project/event should be selected to receive grant funding:

We have shown through the years that we provide quality events, at little or no cost to the city, or it's citizens. They have been well attended, and in our opinion add to the quality of life in our little city. We believe we have done a good job of finding ways to continue to operate, and produce events this past year, despite the fact that we lost the use of the Fernley Art Center a year ago. We go out of our way to make sure all ages and groups of people are able to find something to like at our events. We have put on Senior art classes, and had grade school age children painting trash barrels to be used in the parks. We have relied heavily on high school age students as actors in our haunted houses, and everyone of any age is welcome to view our Christmas Village. The photo day event at the Christmas Village, when we bring in Santa Claus, and the Grinch, is well attended by local families, and a fun hometown event.

I hereby declare that the information provided is accurate to the best of my knowledge.

Applicant



Date:

5/26/25

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **APR 09 2019**

FERNLEY ACES
40 N CENTER ST
FERNLEY, NV 89408-0000

Employer Identification Number:
83-3848812
DLN:
26053467003019
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
May 1, 2018
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

FERNLEY CONVENTION AND TOURISM AUTHORITY APPLICATION FOR GRANT OR MATCHING GRANT FUNDS FY25/26 R1 July-December 2025

Project/Event Information		
Project Title:		
Name of Organization/Company:		
Mailing Address:		
City:	State:	Zip Code:
Telephone:	Email:	
Year Organization/Company Started:	Tax ID#:	
Status: Please select one <input type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name:		
Title:	Telephone:	Email:
Project/Event Details		
Date of Event:	Date Work Will Begin:	Date Work Will Conclude:
Project/Event Location:		
Project/Event Overview		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please list date of award and award amount:	Date:	Amount:
If previously funded: How many visitors attended?		How many vendors attended?

Project/Event Budget

Total Budget Amount:

Expenses: Itemize all expenses including items on which grant monies will be expended.

Total:

Revenue: Itemize all revenues including requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.

Total:

Fernley Convention and Tourism Authority Grant Request

Amount Requesting: \$ Amount of Matching Funds: \$

Will you accept less funding than requested: Yes No

Grant Budget - Advertising

Will requested funds be used for advertising? Yes No

If Yes, please designate what you will be advertising: Resources in Fernley Accommodations in Fernley
 Special Events (s) in Fernley Other (specify):

Use the categories below to show in detail how grant funds will be disbursed.

Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)		
Billboard(s)		
Brochure		
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper		
Radio		
Television		
Other (specify)		
Internet/Website		
Social Media		
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
Other		

Explain in detail

Grant Budget - Sponsorship

Are you requesting project/event sponsorship? Yes No

Explain in detail how grant funds will be utilized (in accordance with the FCTA grant guidelines, use additional sheets as needed):

Economic Impact							
Estimated number of visitors	What percentage are:	Local*	%	In State	%	Out of State	%
Estimated number of participants	What percentage are:	Local*	%	In State	%	Out of State	%
Explain in detail how attendance/participation will be measured:							
Estimate number nights spent in Fernley because of this project/event:							
Explain how overnight stays will be measured:							
If applicable, number of previous visitors/participants for same or similar project/event:	What percentages were:	Local*	%	In State	%	Out of State	%
Describe method(s) used to measure previous attendance:							
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years:							
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:							
Does the actual project/event create media exposure for Fernley: <input type="checkbox"/> Yes <input type="checkbox"/> No							
If yes, what percentages are: Local* % In State % Out of State %							
Estimated number of people that will be exposed to the promotion of this project/event:	What percentages are:	Local	%	In State	%	Out of State	%
Describe the type of anticipated media exposure:							
*Local is defined as being within a 60-mile radius of Fernley							

Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:

Explain how receiving grant funding will impact the project/event:

Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of grant funding available. Explain why your project/event should be selected to receive grant funding:

I hereby declare that the information provided is accurate to the best of my knowledge.

Applicant *Alix Ceresola* Date: 5/29/2025

April Homme

From: noreply@civicplus.com
Sent: Thursday, May 29, 2025 12:42 PM
To: April Homme
Subject: Online Form Submittal: Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Date	5/14/2025
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Applicant Information

Applicant First Name	Gabriel
Applicant Last Name	Leija
Applicant Email	theleijas@gmail.com
Applicant Phone Number	5303215621
Applicant Address	1061 Red Rock Rd
City	Fernley
State	NV
Zip	89408

(Section Break)

Coordinator First & Last Name	Gabriel
Coordinator Title	Leija
Coordinator Phone Number	5303215621
Coordinator Email	theleijas@gmail.com

(Section Break)

Organization / Company Information

Name	Fernley Youth Softball Tournaments
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Year Started	2024
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Mailing Address	1061 Red Rock Rd
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City	Fernley
------	---------

State	NV
-------	----

Zip	89408
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Tax ID	99-4736633
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Organization Status	Non-Profit
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Attach copy of 501(c) or Federal Non-Profit Certificate.	FYST 501c3.jpg
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(Section Break)

Project / Event Information

Project / Event Name	Fernley Tournaments- 4th of July Classic, NV Blast #38 Forever, Short Porch, Stay Humble, "Fight the Fight", Scared Hitless
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Project / Event Location	Out of Town Park/In Town Park
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City	Fernley
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State	NV
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Zip	89408
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Date of Event	7/5-6,8/9-10,9/13-14,9/27-28,10/11-12,10/25-26
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Date Work will Begin	July 1, 2025
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Date Work Will Conclude Oct. 26, 2025

Provide an overview of the project / event including purpose, objectives, short and long term goals

Fernley Youth Softball Tournaments is excited about hosting 6 events that will each be a two day event that will bring many softball teams from Nevada, California, Oregon and Utah to compete in these tournaments. The events will be 4th of July Classic July 5-6, , NV Blast #38 Forever August 9-10, Short Porch September 13-14, Stay Humble September 27-28, "Fight the Fight" October 11-12, Scared Hitless October 25-26, 2025. This will make 7 tournaments we will be hosting in 2025. With these teams come families and also extended family members who come to support the players. With the support of The City of Fernley we hope to bring even more teams to compete in the tournament in future years as they hear from others how wonderful our town is. These tournaments allow our local teams to compete at a higher level and also get our name out there. Every year we hope to bring more teams and tournaments to our town.

Has this project / event been previously held before?

Yes

Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?

Yes

Please list the date of prior reward

December 9, 2024

Please list prior award amount

12666.67

How many vendors attended to previous event

0

(Section Break)

Total Project / Event Budget

Total Budget Amount \$48,900

Expenses: Itemize all expenses including items on which grant monies will be expended.	Tournament Package -2025 Legacy Sports Fast Pitch Advertisement Fee \$5,000.00 per event (30,000) Fernley branded plaques/shirts/banners \$200 FCTA if granted per event (1,200) Food 1800.00 per event (10,800) Equipment & Field Prep (atv, chalk, Field Prep Staff) 1000 per event. (6,000) Printer Equipment 150.00 per event (900)
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Total Expenses	\$48,900
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Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	\$30,000 FCTA grant \$18,900 Participant registration/Concessions
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(Section Break)

Grant Request

Amount Requesting	30,000
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Matching funds is required For-Profit Organizations.	<i>Field not completed.</i>
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Will you accept less than requested?	Yes
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Explain how receiving grant funding will impact the project / event	It will help by getting the information of the event out to hundreds of families from out of town. By using Divisional dual advertising we will be on media marketing, multi platform dashboard accessibility and essential travel links. All this is geared towards driving more teams to travel and stay multiple weekends here in Fernley.
---	---

Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant	Last years events sold out the following hotels for Friday and Saturday Nights. Comfort Suites Fernley, Super 8 By Wyndham Fernley, Sure Stay Hotel By Best Western.
--	--

funding available.
Explain why your project / event should be selected to receive grant funding.

Are you requesting project / event FCTA Sponsorship for expenses other than advertising? No

If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7. *Field not completed.*

Will requested funds be used for advertising? Yes

If yes, please designate what you will be advertising Resources in Fernley, Accommodations in Fernley, Special Event(s) in Fernley

If other, please specify *Field not completed.*

(Section Break)

Grant Request - Advertising Categories

Please check all that apply: Banner(s)

Amount(s) *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please check all that apply: Production & Development Fees

Amount(s)	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Social Media
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Website Hosting Fees
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Website Redesign, Website Maintenance
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
If you selected other in the categories listed above, please explain in detail. below.	<i>Field not completed.</i>
Explain in detail how grant funds will be utilized (in accordance with FCTA grant guidelines, use	It will help by getting the information of the event out to hundreds of families from out of town. By using Divisional dual advertising we will be on media marketing, multi platform dashboard accessibility and essential travel links. All this is geared towards driving more teams to travel and stay multiple weekends here in Fernley.

additional sheets as needed):

(Section Break)

Economic Impact

Local is defined as being within 60-mile radius of Fernley

Estimated number of visitors:	2000
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What percentage are local?	10
----------------------------	----

What percentage are In State?	45
-------------------------------	----

What percentage are Out of State?	45
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Estimated number of participants:	1000
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What percentage are local?	10
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What percentage are In State?	45
-------------------------------	----

What percentage are Out of State?	45
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Explain in detail how attendance / participation will be measured:	Attendance will be measured by team registration through Legacy Sports Fast Pitch. We will also have a survey at the concession stand for visitors to fill out with yes or no boxes to check.
--	---

Estimate number of nights spent in Fernley because of this project/event:	3 nights each event
---	---------------------

Explain how overnight stays will be measured:	We are working with the hotels again to have a code for room registration for softball families to keep track of rooms. We will
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also have a survey at the concession stand for visitors to fill out with yes or no boxes to check.

If applicable, number of previous visitors/participants for same or similar project/events:	1500
What percentage are local?	10
What percentage are In State?	45
What percentage are Out of State?	45
Describe method(s) used to measure previous attendance:	Attendance was measured by team registration through Legacy Sports Fast Pitch. We also had a survey at the concession stand for visitors to fill out with yes or no boxes to check. Coupon codes provided by hotels allowed us to track all rooms.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	500-700
Estimate and describe the overall economic impact to Fernley because of this project/event:	Per family, we estimate that each will spend \$400-\$600 for each event on local accommodations, food, and entertainment in Fernley. This will have an immediate impact on Fernley's economy and local businesses.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	20
If yes, what percentage are In State?	40

If yes, what percentage are Out of State?	40
Estimated number of people that will be exposed to the promotion of this project/event:	2000 each event
What percentage are local?	20
What percentage are In State?	40
What percentage are Out of State?	40
Describe the type of anticipated media exposure:	Fernley Youth Softball Tournaments anticipates that the media exposure created by these events will exceed over 2000 people in different states per event. The wave of anticipation and excitement created by these big tournaments will reach many people and will bring them to our community.

(Section Break)

Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:	The Fernley Youth Softball Tournaments hosting 6 two-day events will provide an instant injection into the local economy. Fernley will host over 1800 people each event that will need lodging, food, and entertainment. Families that come from out of our area typically meet up with others and dine and play after the event. Last year alone of the 3 Host hotels we partnered with, all 3 sold out.
Explain how receiving grant funding will impact the project / event:	It will help by getting the information of the event out to hundreds of families from out of town. By using Divisional dual advertising we will be on media marketing, multi platform dashboard accessibility and essential travel links. All this is geared towards driving more teams to travel and stay multiple weekends here in Fernley.

(Section Break)

Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

Last years events sold out the following hotels for Friday and Saturday Nights. Comfort Suites Fernley, Super 8 By Wyndham Fernley, Sure Stay Hotel By Best Western.

(Section Break)

Attestation & Grant Agreement Award Terms

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."

2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.

3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.

4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.

5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices,

purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.

6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.

7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.

8. Grantee must notify the Board in writing of the completion of the grant project.

9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.

10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:

First and Last Name	Gabriel Leija
Date	05/29/2025

Email not displaying correctly? [View it in your browser.](#)

April Homme

From: noreply@civicplus.com
Sent: Thursday, May 29, 2025 9:33 PM
To: April Homme
Subject: Online Form Submittal: Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Date	5/30/2025
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Applicant Information

Applicant First Name	Cody
Applicant Last Name	Wagner
Applicant Email	fernleycommunityfoundation@gmail.com
Applicant Phone Number	775-544-2854
Applicant Address	PO Box 758
City	Fernley
State	NV
Zip	89408

(Section Break)

Coordinator First & Last Name	Cody
Coordinator Title	Wagner
Coordinator Phone Number	7755442854
Coordinator Email	fernleycommunityfoundation@gmail.com

(Section Break)

Organization / Company Information

Name	Cody
Year Started	Wagner
Mailing Address	PO Box 758
City	Fernley
State	NV
Zip	89408
Tax ID	82-3324754
Organization Status	Non-Profit
Attach copy of 501(c) or Federal Non-Profit Certificate.	FCF - IRS Determination Letter 501c3.pdf

(Section Break)

Project / Event Information

Project / Event Name	FernStock Concert 2025
Project / Event Location	Fernley Community Response & Resource Center (CRRRC)
City	Fernley
State	Nevada
Zip	89408
Date of Event	08/23/2025
Date Work will Begin	07/01/2025
Date Work Will Conclude	08/31/2025

Provide an overview of the project / event including purpose, objectives, short and long term goals

This year will be the sixth FernStock event put on by the Fernley Community Foundation. Our objective is to continue to fundraise for the future phases of the Community Response & Resource Center while also growing this into a signature regional event for Northern Nevada. This year will be particularly special, as we hope to hold our concert on the Community Lawn space, recently installed right behind the Depot building as part of the first phase of construction. We hope this will be the stable home for the event and that we can eventually work with the City of Fernley to install a stationary, permanent stage in the area.

Ultimately, the long-term goal is to help the City build a venue where we can charge for admission and make this a serious fundraiser to help the Boys & Girls Club, City of Fernley, and Fernley Community Foundation.

Has this project / event been previously held before?	Yes
Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?	Yes
Please list the date of prior reward	6/20/2024
Please list prior award amount	\$4,583.33
How many vendors attended to previous event	8

(Section Break)

Total Project / Event Budget

Total Budget Amount	9200
Expenses: Itemize all expenses including items on which grant	Mobile Stage Rental/Transport: \$3,000 (50% Grant Request) Social Media Advertisement: \$500 Radio Advertisement: \$500

monies will be expended.

Newspaper Advertisement: \$500
Design, Promotion, & Development: \$500
Banners & Brochures: \$1,000
Website Development: \$500
Band Fees: \$2,200 (Not Grant Eligible)
Sound Engineer: \$500 (Not Grant Eligible)

Total Expenses

9200

Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.

FCTA Request: \$5,000
Private Business Concert Sponsorships: \$4,200

(Section Break)

Grant Request

Amount Requesting

5000

Matching funds is required For-Profit Organizations.

4200

Will you accept less than requested?

Yes

Explain how receiving grant funding will impact the project / event

FCTA Grant funds are critical to properly advertise for the event and help cover some costs for the free public concert. Without the FCTA's help, we would probably just focus our efforts on our fundraising dinner and golf tournament, where we are actually able to generate revenue for the CRRC project and future community facilities/organizational costs. Eventually, we hope to grow this event into a true tourism driver.

Fernley Convention and Tourism Authority Board on average receives request for twice the

Through our volunteer efforts, we feel that we have made FernStock into a signature event in Fernley which gets our community excited and is well organized. Right now, we are building the base for something that could be a huge fundraiser

amount of the grant funding available. Explain why your project / event should be selected to receive grant funding.	once the operation of the CRRC is worked out and future phases are constructed. More than any other event, FernStock is unique in that the motivation behind the event is continuing to invest in Fernley's future.
--	---

Are you requesting project / event FCTA Sponsorship for expenses other than advertising?	Yes
--	-----

If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.	All funds requested outside of advertising fit into category 6C under Eligible Expenses: "Events". The stage rental is still considered a start up cost, as we do not yet have a permanent stage and venue to host an event like this (yet). Once a permanent venue is constructed for events like this, we will no longer have these start up costs related to this event.
---	---

Will requested funds be used for advertising?	Yes
---	-----

If yes, please designate what you will be advertising	Resources in Fernley, Accommodations in Fernley, Special Event(s) in Fernley, Other
---	---

If other, please specify	Capital Campaign for CRRC project.
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(Section Break)

Grant Request - Advertising Categories

Please check all that apply:	Banner(s), Brochure
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Amount(s)	1000
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Total Amount Budgeted:	1000
------------------------	------

Please check all that apply:	Design, Production & Development Fees
Amount(s)	500
Total Amount Budgeted:	500
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Newspaper, Radio
Amount(s):	1000
Total Amount Budgeted:	1000
Please select all that apply:	Social Media
Amount(s):	500
Total Amount Budgeted:	500
Please select all that apply:	Website Development, Website Hosting Fees
Amount(s):	500
Total Amount Budgeted:	500
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
If you selected other in the categories listed above, please explain in detail. below.	<i>Field not completed.</i>
Explain in detail how grant funds will be	All funds requested outside of advertising fit into category 6C under Eligible Expenses: "Events". The stage/equipment rental and other production costs are still considered start up costs,

utilized (in accordance with FCTA grant guidelines, use additional sheets as needed):

as we do not yet have a permanent stage and venue to host an event like this. Once a permanent venue is constructed for events like these, we will no longer have these start up costs related to this event. Grant requested funds:
 Mobile Stage Rental/Transport: \$1,500 (50% of cost)
 Social Media Advertisement: \$500
 Radio Advertisement: \$500
 Newspaper Advertisement: \$500
 Design, Promotion, & Development: \$500
 Banners & Brochures: \$1,000
 Website: \$500
 Total: \$5,000

(Section Break)

Economic Impact

Local is defined as being within 60-mile radius of Fernley

Estimated number of visitors:	200
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What percentage are local?	80
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What percentage are In State?	90
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What percentage are Out of State?	10
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Estimated number of participants:	1000
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What percentage are local?	90
----------------------------	----

What percentage are In State?	95
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What percentage are Out of State?	5
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Explain in detail how attendance /	We start with the number of people with paid tickets for our dinner, which takes place right before our concert, as "participants"
------------------------------------	--

participation will be measured:	(we should sell around 200 tickets for this dinner, including to guests from out-of-town to this event). Once the free concert starts, we take approximate counts of how many people come in and out as the event progresses. If we are able to make this a ticketed event in the future, we will have a much better idea of these counts and how many hotel rooms are purchased by participants.
Estimate number of nights spent in Fernley because of this project/event:	10
Explain how overnight stays will be measured:	They are estimated through mainly vendor stays and discussions with visitors at our event.
If applicable, number of previous visitors/participants for same or similar project/events:	500
What percentage are local?	95
What percentage are In State?	95
What percentage are Out of State?	5
Describe method(s) used to measure previous attendance:	Same methodology. Last year, this event was held in the parking lot of our Boys & Girls Club Teen Center due to construction at the Teen Center. This definitely decreased our typical attendance.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	+100
Estimate and describe the overall economic impact to Fernley because of this project/event:	Giving our residents something to do and get out of the house has a significant impact on local business. Additionally, we always have a strong contingent of people from Reno in attendance for our event. We create thousands of dollars of economic impact just from the vendors at the event. Our bill for

catering to the Boys & Girls Club of Truckee Meadows for our dinner was over \$5,000. McHoppers reported one of their busiest nights of the month with over \$2,000 in sales. Our silent and live auctions created over \$5,000 in fundraising revenue. In addition to the advertising supported by this grant, additional food, gas, beverages, etc. were purchased from many local businesses in the area.

Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	<i>Field not completed.</i>
If yes, what percentage are In State?	<i>Field not completed.</i>
If yes, what percentage are Out of State?	<i>Field not completed.</i>
Estimated number of people that will be exposed to the promotion of this project/event:	20,000
What percentage are local?	75
What percentage are In State?	80
What percentage are Out of State?	20
Describe the type of anticipated media exposure:	Through our combination of advertising through social media, radio, and online newspaper, we reach a wide ranging audience both in Fernley and throughout the surrounding areas, many of whom share our advertisement on social media. Facebook statistics typically show a reach of at least 20,000 people.

(Section Break)

Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:

We believe this event helps give Fernley an identity of live music, culture, and community that does improve our City's reputation.

Explain how receiving grant funding will impact the project / event:

FCTA Grant funds are critical to properly advertise for the event and help cover some costs for the free public concert. Without the FCTA's help, we would probably just focus our efforts on our fundraising dinner and golf tournament, where we are actually able to generate revenue for the CRRC project.

(Section Break)

Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

Through our volunteer efforts, we feel that we have made FernStock into a signature event in Fernley which gets our community excited and is well organized. Right now, we are building the base for something that could be a huge fundraiser and create tremendous publicity for the City of Fernley once the area is transformed into a true concert venue.

(Section Break)

Attestation & Grant Agreement Award Terms

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."

2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.

3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.

4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.

5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.

6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.

7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.

8. Grantee must notify the Board in writing of the completion of the grant project.

9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.

10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted

expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:

First and Last Name	Cody Wagner
Date	05/30/2025

Email not displaying correctly? [View it in your browser.](#)

April Homme

From: noreply@civicplus.com
Sent: Thursday, May 29, 2025 12:42 PM
To: April Homme
Subject: Online Form Submittal: Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Date	5/14/2025
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Applicant Information

Applicant First Name	Gabriel
Applicant Last Name	Leija
Applicant Email	theleijas@gmail.com
Applicant Phone Number	5303215621
Applicant Address	1061 Red Rock Rd
City	Fernley
State	NV
Zip	89408

(Section Break)

Coordinator First & Last Name	Gabriel
Coordinator Title	Leija
Coordinator Phone Number	5303215621
Coordinator Email	theleijas@gmail.com

(Section Break)

Organization / Company Information

Name	Fernley Youth Softball Tournaments
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Year Started	2024
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Mailing Address	1061 Red Rock Rd
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City	Fernley
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State	NV
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Zip	89408
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Tax ID	99-4736633
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Organization Status	Non-Profit
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Attach copy of 501(c) or Federal Non-Profit Certificate.	FYST 501c3.jpg
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(Section Break)

Project / Event Information

Project / Event Name	Fernley Tournaments- 4th of July Classic, NV Blast #38 Forever, Short Porch, Stay Humble, "Fight the Fight", Scared Hitless
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Project / Event Location	Out of Town Park/In Town Park
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City	Fernley
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State	NV
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Zip	89408
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Date of Event	7/5-6,8/9-10,9/13-14,9/27-28,10/11-12,10/25-26
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Date Work will Begin	July 1, 2025
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Date Work Will Conclude Oct. 26, 2025

Provide an overview of the project / event including purpose, objectives, short and long term goals

Fernley Youth Softball Tournaments is excited about hosting 6 events that will each be a two day event that will bring many softball teams from Nevada, California, Oregon and Utah to compete in these tournaments. The events will be 4th of July Classic July 5-6, , NV Blast #38 Forever August 9-10, Short Porch September 13-14, Stay Humble September 27-28, "Fight the Fight" October 11-12, Scared Hitless October 25-26, 2025. This will make 7 tournaments we will be hosting in 2025. With these teams come families and also extended family members who come to support the players. With the support of The City of Fernley we hope to bring even more teams to compete in the tournament in future years as they hear from others how wonderful our town is. These tournaments allow our local teams to compete at a higher level and also get our name out there. Every year we hope to bring more teams and tournaments to our town.

Has this project / event been previously held before?

Yes

Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?

Yes

Please list the date of prior reward

December 9, 2024

Please list prior award amount

12666.67

How many vendors attended to previous event

0

(Section Break)

Total Project / Event Budget

Total Budget Amount \$48,900

Expenses: Itemize all expenses including items on which grant monies will be expended.	Tournament Package -2025 Legacy Sports Fast Pitch Advertisement Fee \$5,000.00 per event (30,000) Fernley branded plaques/shirts/banners \$200 FCTA if granted per event (1,200) Food 1800.00 per event (10,800) Equipment & Field Prep (atv, chalk, Field Prep Staff) 1000 per event. (6,000) Printer Equipment 150.00 per event (900)
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Total Expenses	\$48,900
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Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	\$30,000 FCTA grant \$18,900 Participant registration/Concessions
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(Section Break)

Grant Request

Amount Requesting	30,000
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Matching funds is required For-Profit Organizations.	<i>Field not completed.</i>
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Will you accept less than requested?	Yes
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Explain how receiving grant funding will impact the project / event	It will help by getting the information of the event out to hundreds of families from out of town. By using Divisional dual advertising we will be on media marketing, multi platform dashboard accessibility and essential travel links. All this is geared towards driving more teams to travel and stay multiple weekends here in Fernley.
---	---

Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant	Last years events sold out the following hotels for Friday and Saturday Nights. Comfort Suites Fernley, Super 8 By Wyndham Fernley, Sure Stay Hotel By Best Western.
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funding available.
Explain why your project / event should be selected to receive grant funding.

Are you requesting project / event FCTA Sponsorship for expenses other than advertising? No

If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7. *Field not completed.*

Will requested funds be used for advertising? Yes

If yes, please designate what you will be advertising Resources in Fernley, Accommodations in Fernley, Special Event(s) in Fernley

If other, please specify *Field not completed.*

(Section Break)

Grant Request - Advertising Categories

Please check all that apply: Banner(s)

Amount(s) *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please check all that apply: Production & Development Fees

Amount(s)	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Social Media
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Website Hosting Fees
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Website Redesign, Website Maintenance
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
If you selected other in the categories listed above, please explain in detail. below.	<i>Field not completed.</i>
Explain in detail how grant funds will be utilized (in accordance with FCTA grant guidelines, use	It will help by getting the information of the event out to hundreds of families from out of town. By using Divisional dual advertising we will be on media marketing, multi platform dashboard accessibility and essential travel links. All this is geared towards driving more teams to travel and stay multiple weekends here in Fernley.

additional sheets as needed):

(Section Break)

Economic Impact

Local is defined as being within 60-mile radius of Fernley

Estimated number of visitors:	2000
What percentage are local?	10
What percentage are In State?	45
What percentage are Out of State?	45
Estimated number of participants:	1000
What percentage are local?	10
What percentage are In State?	45
What percentage are Out of State?	45
Explain in detail how attendance / participation will be measured:	Attendance will be measured by team registration through Legacy Sports Fast Pitch. We will also have a survey at the concession stand for visitors to fill out with yes or no boxes to check.
Estimate number of nights spent in Fernley because of this project/event:	3 nights each event
Explain how overnight stays will be measured:	We are working with the hotels again to have a code for room registration for softball families to keep track of rooms. We will

also have a survey at the concession stand for visitors to fill out with yes or no boxes to check.

If applicable, number of previous visitors/participants for same or similar project/events:	1500
What percentage are local?	10
What percentage are In State?	45
What percentage are Out of State?	45
Describe method(s) used to measure previous attendance:	Attendance was measured by team registration through Legacy Sports Fast Pitch. We also had a survey at the concession stand for visitors to fill out with yes or no boxes to check. Coupon codes provided by hotels allowed us to track all rooms.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	500-700
Estimate and describe the overall economic impact to Fernley because of this project/event:	Per family, we estimate that each will spend \$400-\$600 for each event on local accommodations, food, and entertainment in Fernley. This will have an immediate impact on Fernley's economy and local businesses.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	20
If yes, what percentage are In State?	40

If yes, what percentage are Out of State?	40
Estimated number of people that will be exposed to the promotion of this project/event:	2000 each event
What percentage are local?	20
What percentage are In State?	40
What percentage are Out of State?	40
Describe the type of anticipated media exposure:	Fernley Youth Softball Tournaments anticipates that the media exposure created by these events will exceed over 2000 people in different states per event. The wave of anticipation and excitement created by these big tournaments will reach many people and will bring them to our community.

(Section Break)

Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:	The Fernley Youth Softball Tournaments hosting 6 two-day events will provide an instant injection into the local economy. Fernley will host over 1800 people each event that will need lodging, food, and entertainment. Families that come from out of our area typically meet up with others and dine and play after the event. Last year alone of the 3 Host hotels we partnered with, all 3 sold out.
Explain how receiving grant funding will impact the project / event:	It will help by getting the information of the event out to hundreds of families from out of town. By using Divisional dual advertising we will be on media marketing, multi platform dashboard accessibility and essential travel links. All this is geared towards driving more teams to travel and stay multiple weekends here in Fernley.

(Section Break)

Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

Last years events sold out the following hotels for Friday and Saturday Nights. Comfort Suites Fernley, Super 8 By Wyndham Fernley, Sure Stay Hotel By Best Western.

(Section Break)

Attestation & Grant Agreement Award Terms

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."

2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.

3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.

4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.

5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices,

purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.

6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.

7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.

8. Grantee must notify the Board in writing of the completion of the grant project.

9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.

10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:

First and Last Name	Gabriel Leija
Date	05/29/2025

Email not displaying correctly? [View it in your browser.](#)

April Homme

From: noreply@civicplus.com
Sent: Thursday, May 29, 2025 7:09 PM
To: April Homme
Subject: Online Form Submittal: Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Date	5/29/2025
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Applicant Information

Applicant First Name	Bryan
Applicant Last Name	Hernandez
Applicant Email	george@beaconnevada.org
Applicant Phone Number	7753760108
Applicant Address	731 Fall St
City	Fernley
State	NV
Zip	89408

(Section Break)

Coordinator First & Last Name	Bryan
Coordinator Title	Hernandez
Coordinator Phone Number	7753760108
Coordinator Email	george@beaconnevada.org

(Section Break)

Organization / Company Information

Name	The Beacon
Year Started	2024
Mailing Address	731 Fall St
City	Fernley
State	NV
Zip	89408
Tax ID	99-2359374
Organization Status	Non-Profit
Attach copy of 501(c) or Federal Non-Profit Certificate.	FinalLetter_99-2359374_THEBEACON_04082024_00.pdf

(Section Break)

Project / Event Information

Project / Event Name	Fernley Splash the Stigma Water Balloon Fight Tournament
Project / Event Location	Fernley Rodeo Grounds
City	Fernley
State	NV
Zip	89408
Date of Event	8/10/2025
Date Work will Begin	8/9/2025
Date Work Will Conclude	8/11/2025

Provide an overview of the project / event including purpose, objectives, short and long term goals

The Fernley Splash the Stigma Water Balloon Fight Tournament is a community event featuring a bracketed water balloon fight tournament in which teams register and compete for the trophy in their age group. The purpose of the event is twofold. 1) To raise awareness and reduce the stigma about substance misuse and overdose and 2) to attract tourists from all over the region to compete and win. The formation of teams from all over the region will be encouraged. The event will feature paintball style competitions such as capture the flag, elimination, and attack and defend. As a culmination, the tournament will end with a mass participation free for all where the last person standing receives a special prize. This event will require team registration and waivers for liability and indemnification of the organization and the City of Fernley. The event will feature food, drink, and sales vendors, of all types. The event will also feature an "after party" with live music, dancing, and lawn games and closeout award ceremony. This event will complement and draw tourists from existing activities who are already traveling for attendance at a well-known car show that occurs annually in August each year in the Reno/Sparks area. Teams will be allowed to register up until the day of the event. An aggressive advertising campaign will be central to the success of this event, drawing the large tourist population from Reno/Sparks out to Fernley.

Has this project / event been previously held before?

No

Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?

No

Please list the date of prior reward

N/A

Please list prior award amount

\$0

How many vendors attended to previous event

0

(Section Break)

Total Project / Event Budget

Total Budget Amount	\$36,000
---------------------	----------

Expenses: Itemize all expenses including items on which grant monies will be expended.

City of Fernley Permits and Fees: Waived for non-profit
Insurance: \$2,000
Radio, internet, and social media marketing: \$5,000
Google ADs budget: \$20,000
Rentals (truck, tables, chairs, tents, blow ups, audio equipment): \$5,000
Supplies (water balloons): \$1,000
Entertainment (live band): \$1,000
Portable toilets: \$2,000

Total Expenses	\$36,000
----------------	----------

Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.

FCTA grant: \$15,000
Team registration (50 teams estimated at \$50/team): \$2,500
Fundraising est.: \$2,500
Vendors est. (30 x \$50): \$1,500
Merchandise est.: \$2,000

(Section Break)

Grant Request

Amount Requesting	\$15,000
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Matching funds is required For-Profit Organizations.

Field not completed.

Will you accept less than requested?

Yes

Explain how receiving grant funding will impact the project / event

Grant money will enable the organization to design, draft, produce and publish marketing material on radio/internet/social media, rent the necessary supplies for event hosting/facilitating, rent portable toilets, and hire live entertainment.

<p>Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant funding available. Explain why your project / event should be selected to receive grant funding.</p>	<p>This event will harness the tourism power of existing August car shows in the Reno/Sparks area in ways that existing events do not. This event allows existing tourists to experience an new form and increased level of entertainment during their stay, encourages tourists to make the short drive from Reno/Sparks to Fernley, encourages locals and in-state visitors to become patrons of Fernley attractions, and encourages healthy competition among regional competitors in a new form of athletic entertainment.</p>
--	--

<p>Are you requesting project / event FCTA Sponsorship for expenses other than advertising?</p>	<p>Yes</p>
---	------------

<p>If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.</p>	<p>In accordance with FCTA grant guidelines, all FCTA funds will be used under section 6 eligible expenses for advertising, public relations, event startup costs, and event promotion. Event startup costs do include the rental of equipment such as tents, tables, chairs, audio equipment and portable toilets. This does not include any ineligible expenses under section 7 such as the purchase of any equipment or administration. All administrative costs are completed on a volunteer basis for the promotion of welfare for the City of Fernley and its residents, and the entertainment and wellbeing of visitors.</p>
--	---

<p>Will requested funds be used for advertising?</p>	<p>Yes</p>
--	------------

<p>If yes, please designate what you will be advertising</p>	<p>Special Event(s) in Fernley</p>
--	------------------------------------

<p>If other, please specify</p>	<p><i>Field not completed.</i></p>
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(Section Break)

Grant Request - Advertising Categories

<p>Please check all that apply:</p>	<p>Banner(s), Billboards</p>
-------------------------------------	------------------------------

<p>Amount(s)</p>	<p>1, 1</p>
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Total Amount Budgeted:	\$1,500
Please check all that apply:	Design, Production & Development Fees
Amount(s)	1, 1
Total Amount Budgeted:	\$1,000
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Radio
Amount(s):	1
Total Amount Budgeted:	\$1,500
Please select all that apply:	Social Media
Amount(s):	1
Total Amount Budgeted:	\$500
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Website Redesign
Amount(s):	1
Total Amount Budgeted:	\$500
If you selected other in the categories listed above, please explain in detail. below.	The grant requested marketing budget of \$5,000 includes a comprehensive package for the design and production of radio, billboard, radio, social media, and web marketing. Additionally, this includes expenses for an event banner that will be hung at the main event stage/location. Marketing efforts include

photography, videography, a comprehensive social media strategy, and web design.

Explain in detail how grant funds will be utilized (in accordance with FCTA grant guidelines, use additional sheets as needed):

Grant funds will be used for the purchase of event insurance, for the design, drafting, production and publishing of marketing material on radio/internet/social media/web, to rent audio equipment, to rent the necessary supplies for event hosting/facilitating such as tents, tables, and chairs, to rent portable toilets, and to hire live entertainment of a local band or musician and to provide music DJ services.

(Section Break)

Economic Impact

Local is defined as being within 60-mile radius of Fernley

Estimated number of visitors: 2,000

What percentage are local? 50

What percentage are In State? 25

What percentage are Out of State? 25

Estimated number of participants: 500

What percentage are local? 50

What percentage are In State? 25

What percentage are Out of State? 25

Explain in detail how attendance / participation will be measured:

Participation will be measured through the use of manual and/or artificial intelligence (Grok) estimations from high definition event photographs/videos.

Estimate number of nights spent in Fernley because of this project/event:	2
Explain how overnight stays will be measured:	Overnight stays will be measured through direct coordination and collaboration with owners/managers of local hotel facilities through occupancy rate reports for the evening of 5/24/2026 through 5/26/2026.
If applicable, number of previous visitors/participants for same or similar project/events:	N/A
What percentage are local?	N/A
What percentage are In State?	N/A
What percentage are Out of State?	N/A
Describe method(s) used to measure previous attendance:	This will be the first annual event of its kind, however similar events use event registration and/or surveys for rough estimations of event attendance. We believe artificial intelligence measuring of high definition photographs and videos will provide a much more accurate count for event attendance.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	N/A
Estimate and describe the overall economic impact to Fernley because of this project/event:	While this would be the first annual Memorial Day event of its kind, we estimate the average spending per visitor for food, beverage, merchandise, entertainment, lodging and donation to be in the realm of \$15-50/person. While some visitors may spend little to no money, others may spend a significant amount. We could not find any relevant data on this and hope to implement a funds tracking mechanism with this event to better capture data moving forward for the benefit of FCTA

estimations. This range is from \$30,000-100,000 in economic impact for the event, with hopes that it will produce far more.

Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	40
If yes, what percentage are In State?	40
If yes, what percentage are Out of State?	20
Estimated number of people that will be exposed to the promotion of this project/event:	100,000
What percentage are local?	25
What percentage are In State?	50
What percentage are Out of State?	25
Describe the type of anticipated media exposure:	We envision the first year as being the most challenging advertising year, with subsequent years benefiting from increasing levels of success as the event gains higher levels of exposure through the years. We plan to implement a heavy internet and social media campaign with a minimum value of \$20,000 in Google AD grants and targeted self-funded or FCTA funded Facebook, Instagram, TikTok and X Ads. This will also include free local advertising through reader boards, word of mouth and social media, and other social media exposure through post sharing.

(Section Break)

Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:

This event improves tourism by piggybacking off of existing well known events, potentially drawing multiple tourists from in and out of state who are already attending August car shows in the Reno/Sparks area. It capitalizes on an existing events throughout the weekend. It appeals to the interests of both locals and tourists for their competitive nature and some water based fun during a very hot weather weekend. It provides an additional opportunity for local vendors and businesses to bring in additional traffic. It is a low cost event that allows for the recreation and cultural advancement of the City of Fernley and its residents.

Explain how receiving grant funding will impact the project / event:

FCTA funding will allow the event to be fully funded. While the event may be successful at smaller scale, FCTA funds allows for the increased marketing to out of town visitors thereby increasing the tourism revenue received. The event will be enabled to rent the necessary supplies and supports required for a successful event, and will further provide for a comprehensive event staffed primarily by local volunteers.

(Section Break)

Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

This request is intended to enhance the investment commonly made for other City of Fernley FCTA funded activities. By pairing as complementary to August car shows in the Reno/Sparks area, this allows the City of Fernley to draw nearby tourists and harness the already popular events that draws tourists from around the nation, for the Fernley based nearby water balloon event. Further, it is an opportunity for a new style of summer recreation and use of existing Fernley facilities, otherwise minimally used, to host this innovative event.

(Section Break)

Attestation & Grant Agreement Award Terms

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."

2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.

3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.

4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.

5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.

6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.

7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.

8. Grantee must notify the Board in writing of the completion of the grant project.

9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.

10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted

expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:

First and Last Name	Bryan Hernandez
Date	5/29/2025

Email not displaying correctly? [View it in your browser.](#)

April Homme

From: noreply@civicplus.com
Sent: Friday, May 30, 2025 12:23 PM
To: April Homme
Subject: Online Form Submittal: Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Date	5/30/2025
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Applicant Information

Applicant First Name	Lowell
Applicant Last Name	Patton
Applicant Email	lowell.patton@yahoo.com
Applicant Phone Number	7756860521
Applicant Address	PO Box 2288
City	Fernley
State	NV
Zip	89408

(Section Break)

Coordinator First & Last Name	Lowell
Coordinator Title	Patton
Coordinator Phone Number	7756860521
Coordinator Email	lowell.patton@yahoo.com

(Section Break)

Organization / Company Information

Name	Fernley Downtown Corridor Assoc. dba Main Street Fernley
Year Started	2023
Mailing Address	PO Box 2288
City	Fernley
State	NV
Zip	89408
Tax ID	92-3491336
Organization Status	Non-Profit
Attach copy of 501(c) or Federal Non-Profit Certificate.	501c3ApprovalLetterIRS.pdf

(Section Break)

Project / Event Information

Project / Event Name	Drive To It - Not Thru It Campaign
Project / Event Location	Billboard Approaching Fernley
City	Fernley
State	NV
Zip	89408
Date of Event	7/1/25 - 12/31/25
Date Work will Begin	7/1/25
Date Work Will Conclude	12/31/25

Provide an overview of the project / event including purpose, objectives, short and long term goals

The purpose of the Main Street Fernley "Drive to it - Not thru it" campaign is to increase visitors to Fernley. While Fernley is a "hub" at the intersection of Interstate 80, US50A, and US95A, many just travel through Fernley on their way to other places. With a growing number of events in Fernley that are starting to draw increased attendance, Main Street Fernley intends to maintain a list of these events and put a few on a billboard to encourage travelers to exit the highways and experience Downtown Fernley, or Fernley in general. Our short-term goal is to match funds 50/50 with this grant, but to obtain full sponsorship for the billboard in the long-term. Billboards will be changed on a quarterly basis to stay current with events.

Has this project / event been previously held before?

No

Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?

No

Please list the date of prior reward

N/A

Please list prior award amount

0.00

How many vendors attended to previous event

0.00

(Section Break)

Total Project / Event Budget

Total Budget Amount

\$19,500.00

Expenses: Itemize all expenses including items on which grant monies will be expended.

Billboard Print, Ship, Install, Lease 25 Weeks: \$15,000.00
 Accompanying Brochure Print, Ship: \$1,500.00
 Webpage Development 7/1/25 - 12/31/25: \$500.00
 Website Hosting 7/1/25 - 12/31/25: \$1,000.00
 Website Maintenance 7/1/25 - 12/31/25: \$1,500.00

Total Expenses

\$19,500.00

Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.

Current FCTA Grant Request: \$9,750.00
 Main Street Fernley Match: \$9,750.00

(Section Break)

Grant Request

Amount Requesting	\$9,750.00
Matching funds is required For-Profit Organizations.	\$9,750.00
Will you accept less than requested?	Yes
Explain how receiving grant funding will impact the project / event	Main Street Fernley would not, currently, be able to execute such a large undertaking on its own. If we do not receive any funding, we will pursue corporate sponsors and make every effort to execute this project anyway.
Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant funding available. Explain why your project / event should be selected to receive grant funding.	Main Street Fernley believes that Fernley, as a whole, can benefit from a program that helps divert the traveling public from current highway travel onto local streets where Fernley can showcase itself. We believe that Main Street Fernley has the strength and organization to coordinate event advertising across many of our local events. Where Fernley is concerned, we want to people to "Travel to it - Not thru it." This campaign would benefit the City of Fernley, local residents, local businesses, and local non-profits. Not many proposals can provide that.
Are you requesting project / event FCTA Sponsorship for expenses other than advertising?	Yes

If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.

All of our expenses fall under Advertising, Public Relations, or Promotion. No expenses fall into the Ineligible Expense category in Section 7 of the FCTA Grant Guidelines.

Will requested funds be used for advertising? Yes

If yes, please designate what you will be advertising Special Event(s) in Fernley

If other, please specify *Field not completed.*

(Section Break)

Grant Request - Advertising Categories

Please check all that apply: Brochure, Billboards

Amount(s) \$8,250.00

Total Amount Budgeted: \$16,500.00

Please check all that apply: *Field not completed.*

Amount(s) *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: Website Development, Website Hosting Fees

Amount(s): \$750.00

Total Amount Budgeted: \$1,500.00

Please select all that apply: Website Maintenance

Amount(s): \$750.00

Total Amount Budgeted: \$1,500.00

If you selected other in the categories listed above, please explain in detail. below. *Field not completed.*

Explain in detail how grant funds will be utilized (in accordance with FCTA grant guidelines, use additional sheets as needed):

1. A Billboard will be developed, printed, shipped, installed, and leased for 25 weeks. This billboard will be changed quarterly to allow events to be revised for the upcoming quarter. Cost: \$15,000.00
2. An accompanying brochure will be developed, printed, shipped, and circulated to local businesses to display the upcoming schedule of events. This brochure will be more detailed than the billboard, but will only be printed once with all available upcoming dates. Cost: \$1,500.00
3. The Main Street Fernley webpage will include a special landing page (for tracking purposes) that will be accessed with a QR code placed on the billboard for travelers to access more detailed information. Development, hosting, and maintenance is included in this item. Cost: \$3,000.00

Economic Impact

Local is defined as being within 60-mile radius of Fernley

Estimated number of visitors:	580
What percentage are local?	3
What percentage are In State?	18
What percentage are Out of State?	79
Estimated number of participants:	580
What percentage are local?	3
What percentage are In State?	18
What percentage are Out of State?	79
Explain in detail how attendance / participation will be measured:	A distinct QR code will be present on the billboard that will allow tracking increased traffic to website, but Main Street Fernley will request that all visitors complete an on-going survey. The proposed billboard location receives 1,080,450 views in a 25-week period.
Estimate number of nights spent in Fernley because of this project/event:	200
Explain how overnight stays will be measured:	Surveys will be sent to all website landing page participant's emails Survey will include whether travel included overnight stays and, if so, how long.

If applicable, number of previous visitors/participants for same or similar project/events:	N/A
What percentage are local?	N/A
What percentage are In State?	N/A
What percentage are Out of State?	N/A
Describe method(s) used to measure previous attendance:	N/A
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	N/A
Estimate and describe the overall economic impact to Fernley because of this project/event:	We estimate the direct and indirect economic impact of 200 room-nights to be \$324,800 based on Nevada Commission on Tourism's (Travel Nevada) 2023 visitor profile identifying Pony Express Territory visitors spend \$560 per overnight visit.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	3
If yes, what percentage are In State?	18
If yes, what percentage are Out of State?	79
Estimated number of people that will be	1,080,450

exposed to the promotion of this project/event:

What percentage are local? 3

What percentage are In State? 18

What percentage are Out of State? 79

Describe the type of anticipated media exposure: A billboard is the primary media type used in this campaign. The selected location on Westbound Interstate 80 (just east of Exit 46) provides 1,080,450 views in the period of 7/1/25 through 12/31/25. Based on the Nevada Commission on Tourism's (Travel Nevada) 2023 visitor profile and US Department of Transportation Statistics, 79% of non-business Nevada travelers are from out-of-state and 21% are from in-state locations. Due to the billboard location, local views are limited, but we feel that the accompanying brochure will help with informing locals.

(Section Break)

Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley: With a multi-media approach by utilizing a billboard and locally-distributed brochures, Main Street Fernley believes that we can leverage already-planned events to get travelers off of the highways onto local streets. We hope to experience the local-spending multiplier effect to increase tourism spending in Fernley and its impact/benefit to all local residents and the traveling public.

Explain how receiving grant funding will impact the project / event: Main Street Fernley would not, currently, be able to execute such a large undertaking on its own. If we do not receive any funding, we will pursue corporate sponsors and make every effort to execute this project anyway.

(Section Break)

Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

Main Street Fernley believes that Fernley, in general, can benefit from a campaign that helps divert the traveling public from current highway travel onto local streets where Fernley can showcase itself. We believe that Main Street Fernley has the strength and organization to coordinate this effort across many of our current local events. Where Fernley is concerned, we want the traveling public to "Travel to it - Not thru it." This campaign would benefit the City of Fernley, local residents, local businesses, and local non-profits. Not many proposals can address all of those.

(Section Break)

Attestation & Grant Agreement Award Terms

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."

2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.

3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.

4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.

5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of

invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.

6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.

7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.

8. Grantee must notify the Board in writing of the completion of the grant project.

9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.

10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:

First and Last Name	Lowell Patton
Date	05/30/25

Email not displaying correctly? [View it in your browser.](#)

April Homme

From: noreply@civicplus.com
Sent: Friday, May 30, 2025 4:56 PM
To: April Homme
Subject: Online Form Submittal: Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Fiscal Year 2025/2026 FCTA Grant or Matching Grant Funds Application (July 01,2025 to December 31,2025)

Date	5/30/2025
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Applicant Information

Applicant First Name	Shannon
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Applicant Last Name	Ceresola
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Applicant Email	sceresola@fernleychamber.com
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Applicant Phone Number	7752404785
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Applicant Address	70 N. W. Street
-------------------	-----------------

City	Fernley
------	---------

State	NV
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Zip	89408
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(Section Break)

Coordinator First & Last Name	Shannon
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Coordinator Title	Ceresola
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Coordinator Phone Number	7752404785
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Coordinator Email	sc@ceresolainspectionsservices.com
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(Section Break)

Organization / Company Information

Name	Fernley Chamber of Commerce
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Year Started	1969
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Mailing Address	70 N. West Street
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City	Fernley
------	---------

State	NV
-------	----

Zip	89408
-----	-------

Tax ID	88-0173860
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Organization Status	Non-Profit
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Attach copy of 501(c) or Federal Non-Profit Certificate.	Fernley Chamber 501C Form.pdf
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(Section Break)

Project / Event Information

Project / Event Name	Project Title
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Project / Event Location	Big Impressions
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City	Fernley
------	---------

State	NV
-------	----

Zip	89408
-----	-------

Date of Event	8/16/2025
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Date Work will Begin	07/01/2025
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Date Work Will Conclude	12/31/2025
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Provide an overview of the project / event including purpose, objectives, short and long term goals

The Fernley Chamber of Commerce wants to build on and team with the Main Street Fernley billboard campaign. They are working on the "Drive to it - Not thru it" campaign, and the Chamber wants to follow up with a secondary billboard with our "Keep your downtown vocal, shop local" campaign.

Keeping our downtown vocal and shopping local means advocating for and supporting local businesses in your town's downtown area. This includes using your voice to promote local businesses, expressing opinions about local issues, and actively choosing to shop at locally owned establishments.

We are also implementing a Chamber Bucks program. Chamber Bucks are a local currency or gift check program offered by Chambers of Commerce to boost local spending and support businesses. They can be purchased and used like cash at participating local businesses. Chamber Bucks can also serve as a promotional tool for companies to generate traffic and increase sales.

In conjunction with these programs, the Chamber will host a community bowling event on August 16 and a community holiday poker event. These two functions are part of our quarterly fundraising programs, which fund our yearly office expenses and provide donations to our community. Over the past three years, we have returned over \$9,000 to community programs, including the Lyon County Shop with a Sheriff, Fernley Community Christmas, and the Boys & Girls Club of Fernley.

These events and promotions will be advertised through the billboard program, and we plan to run TV ads to encourage shopping locally during the fourth quarter. We hope that, in conjunction with the Main Street billboard, we encourage travelers along Interstate 80 and our two bypass highways to take the opportunity to stop and shop in Fernley.

Our short-term goal is to match funds 50/50 with this grant, and in the long term, we aim to secure full sponsorship from our corporate sponsors. The billboards will be changed quarterly if possible to reflect upcoming events.

Has this project / event been previously held before?

No

Has this project / event been previously funded

No

by the Fernley
Convention & Tourism
Authority Board?

Please list the date of prior reward	N/A
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Please list prior award amount	0
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How many vendors attended to previous event	0
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(Section Break)

Total Project / Event Budget

Total Budget Amount	16,500
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Expenses: Itemize all expenses including items on which grant monies will be expended.	Billboard Print, Ship, Install, Lease 25 Weeks: \$15,000.00 Accompanying Brochure Print, Ship: \$1,500.00
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Total Expenses	16,500
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Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	Current FCTA Grant Request \$8,250 Chamber Match \$8,250
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(Section Break)

Grant Request

Amount Requesting	\$8,250
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Matching funds is required For-Profit Organizations.	\$8,250
Will you accept less than requested?	Yes
Explain how receiving grant funding will impact the project / event	The Chamber would not currently be able to fund the cost of the billboard independently. Conducting interviews with other Chamber programs along the Interstate 80 corridor, the Chamber found that after the first year, corporate sponsorship became easier to achieve due to the increase in shopping revenue at their businesses. If funds are not granted, then we may not be able to execute this plan.
Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant funding available. Explain why your project / event should be selected to receive grant funding.	The Chamber is a program that benefits our entire community and is entirely funded by the membership fees and donations of our local small and large businesses. Our commercial success is dependent on the community's businesses thriving, and I believe the billboards will drive additional tourism to our communities, further aiding our members and the Fernley community at large. The city of Fernley needs to have positive advertising to attract new people and remind our community to shop local, encouraging them to stop traveling to Reno when they can find big-city products at small-town prices.
Are you requesting project / event FCTA Sponsorship for expenses other than advertising?	No
If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.	We will use the funds exclusively for advertising.
Will requested funds be used for advertising?	Yes

If yes, please designate what you will be advertising Resources in Fernley, Special Event(s) in Fernley

If other, please specify *Field not completed.*

(Section Break)

Grant Request - Advertising Categories

Please check all that apply: Brochure, Billboards

Amount(s) \$8,250

Total Amount Budgeted: \$16,500

Please check all that apply: *Field not completed.*

Amount(s) *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

If you selected other in the categories listed above, please explain in detail. below. *Field not completed.*

Explain in detail how grant funds will be utilized (in accordance with FCTA grant guidelines, use additional sheets as needed):

1. A Billboard will be developed, printed, shipped, installed, and leased for 25 weeks. This billboard will be changed quarterly to allow events to be revised for the upcoming quarter. Cost: \$15,000.00
2. An accompanying brochure will be developed, printed, shipped, and circulated to local businesses to display the upcoming schedule of events. This brochure will be more detailed than the billboard, but will only be printed once with all available upcoming dates. Cost: \$1,500.00

(Section Break)

Economic Impact

Local is defined as being within 60-mile radius of Fernley

Estimated number of visitors: 600

What percentage are local? 3

What percentage are In State? 18

What percentage are Out of State?	79
Estimated number of participants:	600
What percentage are local?	3
What percentage are In State?	18
What percentage are Out of State?	79
Explain in detail how attendance / participation will be measured:	<p>A distinct QR code will be present on the billboard that will allow tracking increased traffic to the website, but Main Street Fernley will request that all visitors complete an ongoing survey. The proposed billboard location receives 1,080,450 views in a 25-week period.</p> <p>We will also track purchases through our Chamber Bucks program and know what monies are staying local.</p>
Estimate number of nights spent in Fernley because of this project/event:	100
Explain how overnight stays will be measured:	Surveys will be sent to anyone utilizing the QR Code, websites and or chamber bucks.
If applicable, number of previous visitors/participants for same or similar project/events:	N/A
What percentage are local?	N/A
What percentage are In State?	N/A
What percentage are Out of State?	N/A

Describe method(s) used to measure previous attendance:	N/A
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	100
Estimate and describe the overall economic impact to Fernley because of this project/event:	We estimate the direct and indirect economic impact of 200 room-nights to be \$324,800, based on the Nevada Commission on Tourism's (Travel Nevada) 2023 visitor profile, which identifies that Pony Express Territory visitors spend \$560 per overnight visit.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	3
If yes, what percentage are In State?	18
If yes, what percentage are Out of State?	79
Estimated number of people that will be exposed to the promotion of this project/event:	1,080,450
What percentage are local?	3
What percentage are In State?	18
What percentage are Out of State?	79

Describe the type of anticipated media exposure:

The billboard operators provide information. They provide the number of drivers that the billboard will impact.

(Section Break)

Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:

A billboard is the primary media type used in this campaign. The selected location on the Westbound Interstate 80 (just east of Exit 46) provides 1,080,450 views in the period of 7/1/25 through 12/31/25. Based on the Nevada Commission on Tourism's (Travel Nevada) 2023 visitor profile and US Department of Transportation Statistics, 79% of non-business Nevada travelers are from out-of-state and 21% are from in-state locations. Due to the billboard location, local views are limited, but we feel that the accompanying brochure will help inform locals.

Explain how receiving grant funding will impact the project / event:

The Chamber would not be able to fund this program without the help of the tourism grant. We are trying to provide an opportunity to showcase our city and the fantastic businesses that line our streets. We need to teach travelers and community members that they can receive friendly customer service and great shopping venues within their community.

(Section Break)

Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

We will utilize a billboard and TV advertising approach to promote shopping locally and impact the success of our local business. The Chamber is an organization that benefits everyone within our community. Keeping our business viable and profitable is an asset to our entire community. The City of Fernley needs to utilize its resources to promote what we have to offer and bring tourists into our City.

(Section Break)

I HEREBY AGREE THAT:

- 1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."**
 - 2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.**
 - 3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.**
 - 4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.**
 - 5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.**
 - 6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.**
 - 7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.**
 - 8. Grantee must notify the Board in writing of the completion of the grant project.**
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9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.

10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:

First and Last Name Shannon Ceresola

Date 5/30/2025

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