



N E V A D A

AGENDA

Regular Meeting

Convention and Tourism Authority

Monday, December 8, 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. FY2025-26 BUDGET EXPENDITURES REPORT

- 2.1. FY2025-26 Expenditures Report Ending November 30, 2025**

3. (POSSIBLE ACTION) REVIEW AND DISCUSSION ON FCTA GRANT APPLICATION REQUESTS SUBMITTED FOR FY 25/2026 ROUND TWO JANUARY - JUNE GRANT CYCLE

- 3.1. Fernley Youth Softball - Fernley Youth Softball Tournaments**
- 3.2. Fernley Junior High & High School Rodeo — Fernley JR High and HS Rodeo**
- 3.3. Reno OTHG - Reno OTHG Nationals 2026**
- 3.4. NV Veterans Coalition — Memorial Day**
- 3.5. Fernley Community Foundation - Foundation Fridays**
- 3.6. Fernley Aces - InFERNo**
- 3.7. Danielle Donica - Fernley Public Market**
- 3.8. 4th of July Committee — 4th of July Celebration**
- 3.9. Boys & Girls Club - Passport to Party**

4. (FOR POSSIBLE ACTION) ELECTION OF FCTA CHAIRPERSON AND VICE CHAIRPERSON FOR A TWO YEAR TERM

5. ITEMS REQUESTED BY BOARD MEMBERS

- 5.1. Discussion and Possible Action to add an agenda item to the next City Council meeting regarding using TLT Funds for the City of Fernley 25th Anniversary Celebration.
(Request by Board Member Hanan)**

6. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS

7. PUBLIC FORUM

8. ADJOURNMENT

Next Meeting: June 8, 2026 @ 6pm

**MINUTES OF THE
FERNLEY CONVENTION AND TOURISM AUTHORITY MEETING
JUNE 9, 2025**

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

1. INTRODUCTORY ITEMS

1.1. Pledge of Allegiance

1.2. Roll Call

Present: Chairman Albert Torres, Board Member Felicity Zoberski, Board Member Stan Lau, Board Member Ryan Hanan, Executive Administrative Assistant April Homme, City Clerk Kim Swanson, Administrative Specialist I Sandy Harris, City Treasurer Robert Carson. **Absent:** Board Member Joe Mendoza.

1.3. Public Forum

None at this time.

1.4. (For Possible Action) Approval of Agenda

Motion: I MOVE TO APPROVE THE AGENDA. **Action:** Approved. **Moved by:** Board Member Stan Lau, **Seconded by:** Board Member Ryan Hanan. **Vote:** Passed, **Summary:** Yes 4. **Yes:** Board Member Zoberski, Chairman Torres, Board Member Hanan.

1.5. (Possible Action) Approval of Minutes

Motion: I MOVE TO APPROVE THE MINUTES. **Action:** Approved. **Moved by:** Board Member Stan Lau, **Seconded by:** Board Member Ryan Hanan. **Vote:** Passed, **Summary:** Yes 4. **Yes:** Board Member Zoberski, Board Member Lau, Chairman Torres, Board Member Hanan

2. FY 2024-25 BUDGET/EXPENDITURES REPORT

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

Robert Carson, City Treasurer, reported that through May 31st, the amount spent is \$96,258.66. That leaves \$43,000 that has not been expended.

April Homme, Executive Administrative Assistant, stated that the reimbursement deadline for submittal for the last round is July 30th. To date, we've had two submissions for reimbursements, and the reimbursements have been paid in the amount of \$22,667.67. The remaining balance to be reimbursed is \$44,998.99.

Board Member Zoberski inquired about the total amount available for this grant cycle. Robert Carson, City Treasurer, stated that \$57,500 is available to be awarded, which was approved at the last Council meeting.

April Homme, Executive Administrative Assistant, stated that if you were to award based on what was approved at the city council meeting at 5:30, then those amounts would be \$57,500 for this grant cycle this evening, \$57,500 for the next grant cycle. You can utilize money from the other potential grants of

\$42,500. You can use a portion; you can use all of it. But once you use that, then the next grant cycle, if you were to use all the money in that line item, you would be at \$57,500.

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

Becki Howlett and Robert Perea presented for Fernley 4th of July.

3.2. Sacred Visions Pow Wow – 14th Annual Sacred Visions Pow Wow

Trish Connor presented the Sacred Visions Pow Wow along with some of the dancers and committee members.

3.3. Nevada Veterans Coalition – Wreaths Across America

Rich Crombie presented for the Nevada Veterans Coalition.

3.4. Fernley Aces Art and Culture Event Squad – ART Lite Nite -Haunted House - Christmas Village

Dana Uhlhorn and Skye Long presented for the Fernley Aces Art and Culture Event Squad.

3.5. Fernley Jr. Rodeo Association – Fernley Jr. Rodeo

Dominic Cerasola, Dario Ceresola, and Alexi Cerasola presented for the Fernley Junior Rodeo Association.

3.6. Fernley Youth Softball – 4th of July Classic - NV Blast #38 Forever - Short Porch - Stay Humble "Fight the Fight" - Scared Hitless

Gabe Leija presented for the Fernley Youth Softball.

3.7. Fernley Community Foundation – Fernstock 2025

Cody Wagner presented for the Fernley Community Foundation.

3.8. The Beacon – Fernley Splash the Stigma Water Balloon Fight Tournament

Brian George Hernandez presented for The Beacon.

3.9. Fernley Downtown Corridor Assoc. dba Main Street Fernley – Drive To It - Not Thru It Campaign

Lowell Patton presented for Fernley Downtown Corridor Association.

3.10. Fernley Chamber of Commerce – Big Impressions

Shannon Ceresola presented for the Fernley Chamber of Commerce.

Chairman Albert Torres suggested that they put together a simple map to hand out when people come to register that shows the restaurants that are nearby.

Shannon Cerasola from the Chamber of Commerce stated that they are looking at putting one together. It's going to be part of the Chamber Bucks program because we want you to be able to know who uses the Chamber dollars as well. It'll be an overall map of the businesses of Fernley, but it would have asterisks as to which one are Chamber members.

Gabe Leija of Fernley Youth Softball stated that they do that in a digital format.

Chairman Albert Torres called for a break 7:45 - 7:55 pm.

The grants were awarded as follows:

Fernley 4th of July - \$14,375.00
Sacred Visions Pow Wow - \$8,125.00
Nevada Veterans Coalition - \$9,250.00
Fernley Aces Art and Culture Event Squad - \$8,500.00
Fernley Jr. Rodeo Association - \$9,625.00
Fernley Youth Softball Tournaments - \$22,250.00
Fernley Community Foundation - \$4,625.00
The Beacon - \$3,875.00
Fernley Downtown Corridor Association - \$6,250.00
Fernley Chamber of Commerce - \$5,250.00

4. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS

April Homme, Executive Administrative Assistant, would like to request that the Council review the current City of Fernley Convention and Tourism Authority guidelines for expending grant or matching grant money, as well as the associated Bylaws and proposes that the Board submit any request for the changes to staff by September 2025. This timeline would allow for the necessary amendments to be presented at the Council meeting on October 15 prior to the December 8th fiscal year 25/26 Round 2 award meeting, and this will also enable the city to advertise the new guidelines and bylaws before we begin accepting grant applications in November 2025.

5. PUBLIC FORUM

None at this time.

The next meeting will be December 8, 2025, at 6:00 pm.

6. ADJOURNMENT

There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 8:00 pm.

Approved by the Fernley Convention and Tourism Authority on December 8, 2025, by a vote of:

AYES _____ NAYS: _____ ABSTENTIONS: _____ ABSENT: _____

Chairman Albert Torres

ATTEST: City Clerk Kim Swanson

CITY OF FERNLEY
BALANCE SHEET
NOVEMBER 30, 2025

TRANSIENT LODGING TAX

LIABILITIES AND EQUITY

FUND EQUITY

UNAPPROPRIATED FUND BALANCE:			
REVENUE OVER EXPENDITURES - YTD	181,572.60		
BALANCE - CURRENT DATE		181,572.60	
TOTAL FUND EQUITY			181,572.60
TOTAL LIABILITIES AND EQUITY			181,572.60

CITY OF FERNLEY
REVENUES WITH COMPARISON TO BUDGET
FOR THE 5 MONTHS ENDING NOVEMBER 30, 2025

TRANSIENT LODGING TAX

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	DIFFERENCE	PCNT
	<u>SOURCE 310</u>					
225-310-300	TRANSIENT LODGING TAX	259,748.54	259,748.54	550,000.00	290,251.46	47.2
225-310-900	MISCELLANEOUS REVENUE	800.00	800.00	5,000.00	4,200.00	16.0
	TOTAL SOURCE 310	260,548.54	260,548.54	555,000.00	294,451.46	47.0
	<u>SOURCE 360</u>					
225-360-100	INTEREST EARNINGS	22,012.42	22,012.42	1,000.00	(21,012.42)	2201.2
	TOTAL SOURCE 360	22,012.42	22,012.42	1,000.00	(21,012.42)	2201.2
	TOTAL FUND REVENUE	282,560.96	282,560.96	556,000.00	273,439.04	50.8

CITY OF FERNLEY
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 5 MONTHS ENDING NOVEMBER 30, 2025

TRANSIENT LODGING TAX

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
<u>DEPARTMENT 417</u>					
225-417-410 UTILITY SERV-WATER & SEWER	.00	.00	25,000.00	25,000.00	.0
225-417-412 UTILITY SERV-REFUSE	.00	.00	5,000.00	5,000.00	.0
225-417-420 OUTSIDE SERVICES	.00	.00	68,600.00	68,600.00	.0
225-417-520 INSURANCE	33,452.50	33,452.50	30,000.00	(3,452.50)	111.5
225-417-530 COMMUNICATIONS	.00	.00	40,000.00	40,000.00	.0
225-417-621 NATURAL GAS	1,568.63	1,568.63	15,000.00	13,431.37	10.5
225-417-622 ELECTRICITY	4,538.39	4,538.39	50,000.00	45,461.61	9.1
225-417-650 COMMUNITY SUPPORT	.00	.00	100,000.00	100,000.00	.0
TOTAL DEPARTMENT 417	39,559.52	39,559.52	333,600.00	294,040.48	11.9
<u>DEPARTMENT 575</u>					
225-575-320 PROF SERV-ENGINEERING	1,140.00	1,140.00	.00	(1,140.00)	.0
225-575-540 ADVERTISING	.00	.00	1,200.00	1,200.00	.0
225-575-550 PRINTING AND POSTAGE	27.84	27.84	1,200.00	1,172.16	2.3
225-575-650 COMMUNITY SUPPORT	60,261.00	60,261.00	220,000.00	159,739.00	27.4
TOTAL DEPARTMENT 575	61,428.84	61,428.84	222,400.00	160,971.16	27.6
TOTAL FUND EXPENDITURES	100,988.36	100,988.36	556,000.00	455,011.64	18.2
NET REVENUE OVER EXPENDITURES	181,572.60	181,572.60	.00	(181,572.60)	.0

April Homme

From: noreply@civicplus.com
Sent: Monday, November 17, 2025 3:03 PM
To: April Homme
Subject: Online Form Submittal: Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Follow Up Flag: Follow up
Flag Status: Flagged

Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Date	11/13/2025
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Applicant Information

Applicant First Name	Gabriel
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Applicant Last Name	Leija
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Applicant Email	theleijas@gmail.com
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Applicant Phone Number	530-321-5621
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Applicant 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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(Section Break)

Coordinator First & Last Name	Gabriel Leija
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Coordinator Title	Board Member
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Coordinator Phone Number	530-321-5621
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Coordinator Email theleijas@gmail.com

(Section Break)

Organization / Company Information

Name Fernley Youth Softball Tournaments

Year Started 2024

Mailing Address 1061 Red Rock Rd

City Fernley

State NV

Zip 89408

Tax ID 99-4736633

Organization Status Non-Profit

Attach copy of 501(c) or
Federal Non-Profit
Certificate. [FYST 501c3.jpg](#)

(Section Break)

Project / Event Information

Project / Event Name Memorial Day Classic

Project / Event Location Out of Town Park/In Town Park

City Fernley

State NV

Zip 89408

Date of Event May 23-24, 2026

Date Work will Begin Feb. 1, 2026

Date Work Will Conclude	May 24, 2026
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Provide an overview of the project / event including purpose, objectives, short and long term goals	Fernley Youth Softball Tournaments is excited about hosting an event that will be a two day event that will bring many softball teams from Nevada, California, Oregon and Utah to compete in this tournament. The event will be May 23-24, 2026. This will be one of seven tournaments we will be hosting in 2026. 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. This tournament allows 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.
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Has this project / event been previously held before?	Yes
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Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?	Yes
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Please list the date of prior reward	Dec. 9, 2024
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Please list prior award amount	12,666.67
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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	18,450
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Expenses: Itemize all expenses including items on which grant	Tournament Package -2026 Legacy Sports Fast Pitch Advertisement Fee \$10,000.00 Fernley branded plaques/shirts/banners \$5500 FCTA if granted
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monies will be expended.	Food 1800.00 Equipment & Field Prep (atv, chalk, Field Prep Staff) 1000 per event. Printer Equipment 150.00
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Total Expenses	18,450
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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.	15,500 FCTA grant 2950 Participant registration
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(Section Break)

Grant Request

Amount Requesting	15,500
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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.
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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	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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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

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:

Design, Production & Development Fees

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:	Social Media
Amount(s):	Field not completed.
Total Amount Budgeted:	Field not completed.
Please select all that apply:	Website Hosting Fees
Amount(s):	Field not completed.
Total Amount Budgeted:	Field not completed.
Please select all that apply:	Website Redesign, Website Maintenance
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):	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)	

Economic Impact

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

Estimated number of visitors:	1900
What percentage are local?	10
What percentage are In State?	45
What percentage are Out of State?	45
Estimated number of participants:	850
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
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	1800

same or similar
project/events:

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:	100
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 the 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	2000

promotion of this
project/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 this event will exceed over 2000 people in different states. 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 two-day event will provide an instant injection into the local economy. Fernley will host over 1800 people for a weekend 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. Each year we continue to be bigger and better!

(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
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Date	11/17/25
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Email not displaying correctly? [View it in your browser.](#)





Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
PO Box 2508
Cincinnati, OH 45201

FERNLEY YOUTH SOFTBALL TOURNAMENTS
1061 RED ROCK RD
FERNLEY, NV 89408

Date: 09/10/2024
Employer ID number: 99-4736633
Person to contact: Name: Customer Service
ID number: 31954
Telephone: 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: September 2, 2024
Contribution deductibility: Yes
Addendum applies: No
DLN: 26053649005694

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.

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

Letter 947 (Rev. 2-2020)
Catalog Number 35152P

April Homme

From: noreply@civicplus.com
Sent: Wednesday, November 26, 2025 10:59 AM
To: April Homme
Subject: Online Form Submittal: Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Follow Up Flag: Follow up
Flag Status: Flagged

Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Date	11/25/2025
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Applicant Information

Applicant First Name	Monica
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Applicant Last Name	Randolph
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Applicant Email	monica_randolph@yahoo.com
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Applicant Phone Number	7755759898
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Applicant Address	PO Box 1804
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City	Fernley
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State	NV
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Zip	89408
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(Section Break)

Coordinator First & Last Name	Monica
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Coordinator Title	Randolph
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Coordinator Phone Number	7755759898
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Coordinator Email	monica_randolph@yahoo.com
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(Section Break)

Organization / Company Information

Name	Monica
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Year Started	Randolph
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Mailing Address	PO Box 1804
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City	Fernley
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State	NV
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Zip	89408
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Tax ID	27-3464564
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Organization Status	Non-Profit
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Attach copy of 501(c) or Federal Non-Profit Certificate.	<i>Field not completed.</i>
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(Section Break)

Project / Event Information

Project / Event Name	Fernley Jr High and High School Rodeo
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Project / Event Location	Fernley Fairgrounds - Out-of-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	03/13/2026-03/15/2026
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Date Work will Begin	11/30/2025
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Date Work Will Conclude	03/17/2026
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Provide an overview of the project / event including purpose, objectives, short and long term goals	Our regular season begins in August of each year and ends the following June. We will be hosting our Jr High and High School Rodeo in March of 2026. This event will host contestants from all over the State of Nevada who will be competing over a period of 3 days. Fernley's rodeo is consistently one of the largest rodeos in the State due to our location and the incredible rodeo we put on. Contestants will be traveling from Ely, Winnemucca, Pahrump, Eureka, Battle Mountain, Moapa Valley, Fallon, Las Vegas, the Reno area others. Our rodeo contestants, their families and friends will stay in our hotels, eat in our local restaurants, shop in our stores and will fuel up in our stations during our event. Our short-term goal is to have the funds for our livestock and prize expenses for our upcoming rodeo. Our long-term goal is to continue to fund a quality, self-sustaining event.
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Has this project / event been previously held before?	Yes
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Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?	Yes
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Please list the date of prior reward	12/2024
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Please list prior award amount	\$10,000
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How many vendors attended to previous event	4
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(Section Break)

Total Project / Event Budget

Total Budget Amount	40,699
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Expenses: Itemize all expenses including items on which grant monies will be expended.	Stock \$11,900 (FCTA if granted) Buckles/Trophies \$5,000 (FCTA if granted) Fernley Team Shirts \$500 (FCTA if granted) Printing Programs and Banners \$1,400 (FCTA if granted) Supplies \$600 (FCTA if granted) Sound System \$400 (FCTA if granted) Announcer \$350 Cutting and Reining \$1,250 Food/Volunteers \$950 Payout \$8,000 Insurance \$1,500 City Fee \$1,349 State Fees \$6,400 USPS \$85 Trash/Sanitation \$500 Fernley Rodeo Team Pics/Thank Yous \$600
Total Expenses	40,699
Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	Sponsors \$5,699 FCTA \$11,000 Entry Fees \$24,000

(Section Break)

Grant Request

Amount Requesting	11,000
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	Receiving this grant will help defer some of the costs of our rodeo. The cost to produce this event is estimated to be over \$40,000. Our members raise a large portion of that money by working with local businesses. This year the team will be

impact the project / event	rebuilding the relationships with the community due to a number of our long-term and key students graduating. The uncertainty of the support our small businesses will be able to give and as always economic concerns are forefront in our minds as we get ready for our rodeo. The funds provided by the FCTA will help with livestock costs, prize costs and production of our advertising program. It is our goal to host a successful rodeo each year. Your support is greatly appreciated by our members.
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.	Our event has been a long-standing annual event for the City of Fernley. By hosting this event, we bring over 500 people to Fernley specifically for our rodeo. These people will spend money in Fernley while they are here, increasing revenue for City businesses. We feel that if we can continue to host a successful rodeo, contestants and their families will keep coming here to participate, which in turn benefits the City. Our Fernley rodeo is one of the most centrally located rodeos of the year and as long as we keep working hard, we feel our contestants and families will keep coming here to enjoy what Fernley has to offer.
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.	Grant Funds will be used for Advertising and the Production of the Event. The main expense of the rodeo will be the cost of the livestock. Next is prizes. The Winners of each rodeo event will receive a trophy belt buckle. These buckles will be engraved with Fernley Junior High School Rodeo and Fernley High School Rodeo. Fernley team shirts will also be worn by our contestants. Banners will be made and hung with sponsor logos. We will also print a quality program filled with pages of those sponsoring our rodeo as advertisement to distribute at the rodeo including "Funded in part by the City of Fernley Convention & Tourism Authority" for any grant awarded.
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	<i>Field not completed.</i>

Grant Request - Advertising Categories

Please check all that apply:	Banner(s), Brochure, Other
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Amount(s)	\$1,400
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Total Amount Budgeted:	\$1,400
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Please check all that apply:	Production & Development Fees
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Amount(s)	\$40,699
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Total Amount Budgeted:	\$40,699
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Please select 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:	<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:	<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:	<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: *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):

Grant Funds will be used for Advertising and the Production of the Event. The main expense of the Rodeo will be the cost of the livestock. Next is the prizes. The Winners of each rodeo event will receive a trophy belt buckle. These buckles will be engraved with Fernley Junior High School Rodeo and Fernley High School Rodeo. Fernley team shirts are worn by our contestants. Banners will be made and hung with sponsor logos. We will also print a quality program filled with pages of those sponsoring our rodeo as advertisements to distribute at the rodeo including "Funded in part by the City of Fernley Convention and Tourism Authority" for any grant awarded.

(Section Break)

Economic Impact

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

Estimated number of visitors: 580

What percentage are local? 15

What percentage are In State? 84

What percentage are Out of State? 1

Estimated number of participants: 232

What percentage are local?	15
What percentage are In State?	84
What percentage are Out of State?	1
Explain in detail how attendance / participation will be measured:	Attendance is measured by review of entry forms or survey
Estimate number of nights spent in Fernley because of this project/event:	3
Explain how overnight stays will be measured:	We measure overnight stays by review of entries and survey. We also contact our host hotels to confirm the success of this event for them.
If applicable, number of previous visitors/participants for same or similar project/events:	560
What percentage are local?	15
What percentage are In State?	84
What percentage are Out of State?	1
Describe method(s) used to measure previous attendance:	We measure previous attendance by review of our entry forms and the rodeo recap.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	20

Estimate and describe the overall economic impact to Fernley because of this project/event:	Fernley will be impacted by the number of people traveling with their contestants to attend the Rodeo. They will stay in our hotels, purchase food, goods, fuel and other services while visiting during our 3-day event.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	85
If yes, what percentage are In State?	14
If yes, what percentage are Out of State?	1
Estimated number of people that will be exposed to the promotion of this project/event:	1000
What percentage are local?	85
What percentage are In State?	14
What percentage are Out of State?	1
Describe the type of anticipated media exposure:	We have print exposure from Sponsor ads, banner and posters. We are hoping to be included in our local newspaper. Our Sponsors are announced during our Rodeo. We advertise on social media and our Facebook Page. Our Sponsors have also advertised the event of their social media and signage.

(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 immediate benefit to the local economy is that the competitors, their families and friends spend money during their stay for our event. The event helps to promote Sponsor businesses. Locals and visitors traveling to attend the Rodeo will discover places to stay, eat, shop and receive services through the advertising.
Explain how receiving grant funding will impact the project / event:	Receiving this grant will help defer some of the Rodeo's costs. The estimated cost to produce this event is over \$40,000. Our members raise a good portion of that money by working with local businesses.

(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.	Our Rodeo event has been a long-standing annual event for the City of Fernley. By hosting with event, we bring over 500 people to Fernley specifically for our rodeo. These people will spend money in Fenley while they are here, increasing revenue for Fernley City businesses. We feel that if we can continue to host a successful rodeo, contestants, their families and friends will continue to come here and participate, which in turn benefits the City. Our rodeo is one of the most centrally located rodeos of the year and as long as we keep working hard, we feel our contestants and families will keep coming here to enjoy what Fernley has to offer.
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(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	Monica Randolph
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Date	11/26/2025
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Email not displaying correctly? [View it in your browser.](#)



April Homme

From: noreply@civicplus.com
Sent: Friday, November 21, 2025 11:18 AM
To: April Homme
Subject: Online Form Submittal: Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Date	11/21/2025
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Applicant Information

Applicant First Name	Ken
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Applicant Last Name	Gourley
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Applicant Email	president@renoothg.com
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Applicant Phone Number	775-722-9492
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Applicant Address	1414 Lander St.
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City	Reno
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State	Nevada
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Zip	89509
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(Section Break)

Coordinator First & Last Name	Ken Gourley
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Coordinator Title	President
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Coordinator Phone Number	775-722-9492
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Coordinator Email	president@renoothg.com
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(Section Break)

Organization / Company Information

Name	Reno OTHG
Year Started	1974
Mailing Address	PO Box 50674
City	Sparks
State	Nevada
Zip	89435
Tax ID	83-4144232
Organization Status	Non-Profit
Attach copy of 501(c) or Federal Non-Profit Certificate.	<i>Field not completed.</i>

(Section Break)

Project / Event Information

Project / Event Name	Reno OTHG National 2026
Project / Event Location	Fernley Motocross Track (Sandbox) 400 Vine St.
City	Fernley
State	Nevada
Zip	89408
Date of Event	May 22-24 2026
Date Work will Begin	May 21, 2026
Date Work Will Conclude	May 24, 2026

Provide an overview of the project / event including purpose, objectives, short and long term goals	Every year each chapter of the Over the Hill Gang hosts the other four chapters for club National motocross race. 300-400 total attendees are expected, racers and spectators. This is a three day event with practice on Friday, racing on Saturday and Sunday. Entrants from all over California and Nevada will arrive on Thursday, many of them will camp at the track for the weekend. The Fernley race is unique on our schedule because so many amenities are right across the freeway, gas, food, lodging. The amount of fuel consumed by the racers traveling in trucks, vans and RV's is difficult to estimate.
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Has this project / event been previously held before?	Yes
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Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?	No
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Please list the date of prior reward	NA
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Please list prior award amount	0
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How many vendors attended to previous event	8
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(Section Break)

Total Project / Event Budget

Total Budget Amount	30,301.89
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Expenses: Itemize all expenses including items on which grant monies will be expended.	Expenses Armstrong Racing Track Fee \$13,529.00 Raffle Prizes \$ 850.38 Taco Truck \$ 4,712.40 T Shirts with advertising \$ 3,429.50 Trophies with advertising \$ 2,760.76 Pro Paybacks \$ 2,185.00 Program Cost \$ 532.61
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	Total Expenses \$27,999.65
Total Expenses	27,999.65
Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	Income Rider fee \$18,564.93 Sponsorship \$ 500.00 T shirt Income \$ 2,865.19 Meal Tix \$ 3,275.77 Raffle Tix \$ 5,096.00 Total Income \$30,301.89
(Section Break)	

Grant Request

Amount Requesting	6,700.00
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	We have been hosting this event for over thirty years. Grant funding will help the OTHG continue to host the this event in the future and make it financially sustainable. Grant funding will enable the club to offset and afford its annual costs, licensing, meetings, etc. It will also allow us to expand and hold more club events at the motocross track in Fernley.
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.	To partially repeat, we have been hosting this event for over thirty years and would like to keep hosting for another thirty years. This grant money helps us in the short term as a club and will transition us toward a sustainable long term involvement in bringing people from as far away as Southern California to Fernley.

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 Trophies, programs and t shirts will have direct advertising for Fernley and contain the FCTA logo.
Will requested funds be used for advertising?	Yes
If yes, please designate what you will be advertising	Resources in Fernley, Accommodations in Fernley
If other, please specify	<i>Field not completed.</i>
(Section Break)	

Grant Request - Advertising Categories

Please check all that apply:	Brochure
Amount(s)	532.00
Total Amount Budgeted:	532.61
Please check all that apply:	Other
Amount(s)	2760.00
Total Amount Budgeted:	2760.76
Please select all that apply:	<i>Field not completed.</i>

Amount(s):	Field not completed.
Total Amount Budgeted:	Field not completed.
Please select all that apply:	Other
Amount(s):	3429.00
Total Amount Budgeted:	3429.50
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.	Event T shirts are provided for the entrants and sold to the spectators. They will have FCTA and Fernley advertising. The Event Programs will also contain FCTA and Fernley advertising. Trophies will have the FCTA logo included.
Explain in detail how grant funds will be utilized (in accordance with FCTA grant guidelines, use additional sheets as needed):	Field not completed.
(Section Break)	

Economic Impact

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

Estimated number of visitors:	400
What percentage are local?	20
What percentage are In State?	30
What percentage are Out of State?	70
Estimated number of participants:	400
What percentage are local?	20
What percentage are In State?	30
What percentage are Out of State?	70
Explain in detail how attendance / participation will be measured:	Racers pay to participate and fill out a form with their name and home address. Spectators pay at the entrance and a tally is kept.
Estimate number of nights spent in Fernley because of this project/event:	3
Explain how overnight stays will be measured:	Before the upcoming event we will contact the hotels, offer to partner with them to direct our participants to them. Afterwards we can contact the hotels to measure the amount of overnight stays from our event.
If applicable, number of previous visitors/participants for	400

same or similar
project/events:

What percentage are local?	20
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What percentage are In State?	30
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What percentage are Out of State?	70
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Describe method(s) used to measure previous attendance:	Rider Sign up race registration.
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Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	NA
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Estimate and describe the overall economic impact to Fernley because of this project/event:	Conservatively I estimate that the total economic impact for Fernley is \$99,000
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Does the actual project/event create media exposure for Fernley?	Yes
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If yes, what percentage are local?	<i>Field not completed.</i>
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If yes, what percentage are In State?	<i>Field not completed.</i>
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If yes, what percentage are Out of State?	<i>Field not completed.</i>
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Estimated number of people that will be exposed to the promotion of this project/event:	5000-6000
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What percentage are local?	20
What percentage are In State?	30
What percentage are Out of State?	70
Describe the type of anticipated media exposure:	Between the five OTHG chapters we have approx. 7000 followers on Instagram.
(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:	Hundreds of participants are coming to Fernley and will be dining out, grocery shopping and filling their gas tanks before the long drive home.
Explain how receiving grant funding will impact the project / event:	The Grant funding will allow the club to sustain itself for the future and continue to host this event in the future.
(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	We have been hosting this event for over thirty years and would like to keep hosting for another thirty years. This grant money helps us in the short term as a club and will transition us toward a sustainable long term involvement in bringing people from as far away as Southern California to Fernley.
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selected to receive
grant funding.

(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	Ken Gourley
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Date	11/21/2025
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INTERNAL REVENUE SERVICE P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

ID# 31217

JUN 12
2019

THE OVER THE HILL GANG PO
BOX 50674
SPARKS, NV 89435-0000

Employer Identification Number:

83-4144232

DLN:

26053500002919

Contact Person:

JOAN C KISER

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:

April 8, 2019

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

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-2-

THE OVER THE HILL GANG

Sincerely

,

Stephen &
marton

Director, Exempt
Organizations Rulings and
Agreements

*****AAY*****A(TTlen*****

April Homme

From: noreply@civicplus.com
Sent: Monday, November 10, 2025 10:39 AM
To: April Homme
Subject: Online Form Submittal: Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Follow Up Flag: Follow up
Flag Status: Flagged

Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Date	11/9/2025
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Applicant Information

Applicant First Name	Nancy
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Applicant Last Name	Baker Rifkin
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Applicant Email	nbrefkin@gmail.com
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Applicant Phone Number	4159908429
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Applicant Address	PO BOX 415
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City	FERNLEY
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State	NV
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Zip	89408-0415
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(Section Break)

Coordinator First & Last Name	Nancy Baker Rifkin
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Coordinator Title	Outreach Coordinator
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Coordinator Phone Number	4159908429
--------------------------	------------

Coordinator Email nbrifkin@gmail.com

(Section Break)

Organization / Company Information

Name Nevada Veterans Coalition

Year Started 1992

Mailing Address PO BOX 415

City Fernley

State NV

Zip 89408

Tax ID 88-0290822

Organization Status Non-Profit

Attach copy of 501(c) or
Federal Non-Profit
Certificate. [501 c 3 2016.pdf](#)

(Section Break)

Project / Event Information

Project / Event Name Memorial Day

Project / Event Location Northern Nevada Veterans Memorial Cemetery

City FERNLEY

State Nevada

Zip 89408-0415

Date of Event 5/25/26

Date Work will Begin 03/01/26

Date Work Will Conclude	06/30/26
-------------------------	----------

Provide an overview of the project / event including purpose, objectives, short and long term goals	This is a free annual community event to recognize our fallen veterans. This day is set aside to honor those who have given so much of themselves to this country. We have hundreds of volunteers prior to the event who help place the flags on every gravesite for the event. There are only two veterans cemeteries in Nevada. One in Southern Nevada and one in Northern Nevada. The City of Fernley, together with the Nevada Veterans Coalition [NVC] and the Nevada Department of Veterans Services [NDVS], has hosted this event for many years and it gives the citizens from here and the surrounding communities a place to come and honor these veterans.
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Has this project / event been previously held before?	Yes
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Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?	Yes
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Please list the date of prior reward	12/13/24
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Please list prior award amount	5700
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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	\$10,950
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Expenses: Itemize all expenses including items on which grant monies will be expended.	\$6,400 Advertising (Newspaper, radio, TV, digital media, printing of programs). \$3,800 Tent/Chairs rental \$ 550 Portable toilet and wash station rental \$ 200 Refreshments
--	--

Total Expenses	\$10,950
Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	\$6,400 Advertising (Newspaper, radio, TV, digital media, printing of programs). FTCA Grant Request for Advertising. \$4,550 NVC has always covered these expenses (Large Tent/Chairs rental, Portable toilet and wash station rental, misc. refreshments). We have never requested grant monies for these expenses and are not planning to again this year. The revenue sources to cover these expenses are from donations received by NVC for honor guard services provided to families.

(Section Break)

Grant Request

Amount Requesting	\$6,400
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	We're a non-profit and without the help from the City of Fernley we would not have the ability/funds to advertise for this event. the event is not only important to the community and surrounding areas but it brings hundreds of people in advance to post the flags and on the day of the event. This is a one day event, but it brings media, and thousands of attendees. We have talked to many people who attended the event and they have commented on how much they liked the hometown feel of Fernley and the camaraderie they felt at the event with the community. We're very proud of this city and how people care about the veterans.
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	The Nevada Veterans Coalition along with the City of Fernley, and the Nevada Department of Veterans Services has hosted this event for over 20 years and because of this event, thousands of visitors have been to our city and seen our beautiful cemetery. In addition to the paid advertising we also receive FREE Public Service Announcements [PSA's] and that far surpasses the low cost of the print/digital ads. Together with the paid advertising and PSA's we continue to showcase Fernley and all it has to offer.

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.

N/A

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:

Field not completed.

Amount(s)

0

Total Amount Budgeted:

Field not completed.

Please check all that apply:

Field not completed.

Amount(s)

0

Total Amount Budgeted:

Field not completed.

Please select all that apply:	<i>Field not completed.</i>
Amount(s):	0
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Newspaper, Radio, Television
Amount(s):	\$6,400
Total Amount Budgeted:	\$6,400
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	0
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	0
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	0
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):	To cover advertising for print, digital, TV, radio advertising and printed program.
(Section Break)	

Economic Impact

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

Estimated number of visitors:	2200
What percentage are local?	80
What percentage are In State?	15
What percentage are Out of State?	5
Estimated number of participants:	75
What percentage are local?	95
What percentage are In State?	5
What percentage are Out of State?	0
Explain in detail how attendance / participation will be measured:	We have contact information for most of our volunteers and we reach out to them several weeks before the event. However, many of the volunteers who participate see our advertising and social media posts and that exposure/communication brings them out to volunteer and attend. Since this is a one day event, the overnight stays are at a minimum, but the lasting impact of the event is felt for some time with the videos on the internet and sharing of them on social media for weeks following.
Estimate number of nights spent in Fernley because of this project/event:	Overnight stays may be minimal, but restaurant activity due to timing is good.
Explain how overnight stays will be measured:	We have a survey at the event and following the event on social media and in our monthly electronic newsletter. This helps us gather information about overnight stays, along with the purchase of food, gasoline, and sundry items.

If applicable, number of previous visitors/participants for same or similar project/events:	2,000
What percentage are local?	80
What percentage are In State?	15
What percentage are Out of State?	5
Describe method(s) used to measure previous attendance:	The Fernley Republican Women have always donated their time to count the attendees at the main gate with the use of digital counters. We have also used a written survey the day of the event and following the event on social media and in our monthly electronic newsletter.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	While the numbers have been fairly consistent each year, we always prepare for an increase in the attendance. This is due to many things, one of them being that the number of veterans interred at the cemetery grows each year.
Estimate and describe the overall economic impact to Fernley because of this project/event:	Even though it's a one day event it continues to bring in many visitors. It has been held every year and visitors come in from all over the state to honor our veterans. Local establishments and gas stations always benefit from the event.
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:	90,000
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:	Along with the print and digital ads in newspaper we always receive exposure from the PSA's from local TV and radio stations. We also utilize our social media pages, city reader board, and fliers that are posted around the city in local establishments. Fernley and this event are always showcased on the local evening news.

(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 is very important not only to the citizens, but it brings media attention to the city. We have hosted this event for well over 20 years and have watched it grow from a few dozen visitors to thousands. We have talked to many people, who after attending the vent have expressed to us that Fernley is a great safe place to live. They like the hometown felling of togetherness that this event brings. We are very proud of this city and the way people care about our veterans.
Explain how receiving grant funding will impact the project / event:	The Nevada Veterans Coalition is a non-profit organization and does not generate any income from this event. Without the grant for advertising we would not be able to advertise beyond our local area.

(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 Nevada Veterans Coalition has hosted this event for well over 20 years and has watched it grow from a few dozen visitors to thousands. The paid print and digital ads from this grant are essential in order to promote the event so we have a large attendance. On the day of the event the FREE media exposure we receive continues to promote the City of Fernley, as well as the veterans cemetery long after the 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	Nancy Baker Rifkin
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Date	11/10/25
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Email not displaying correctly? [View it in your browser.](#)

OGDEN UT 84201-0029

In reply refer to: 4077591934
Mar. 31, 2016 LTR 4168C 0
88-0290822 000000 00
00027281
BODC: TE

NEVADA VETERANS COALITION
% BRETT G PALMER
PO BOX 415
FERNLEY NV 89408-0415



043716

Employer ID Number: 88-0290822
Form 990 required: YES

Dear Taxpayer:

This is in response to your request dated Mar. 11, 2016, regarding
A NAME CHANGE

We issued you a determination letter in FEBRUARY 1993, recognizing
you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)
(3).

Our records also indicate you're not a private foundation as defined
under IRC Section 509(a) because you're described in IRC Section
509(a)(2).

Donors can deduct contributions they make to you as provided in IRC
Section 170. You're also qualified to receive tax deductible bequests,
legacies, devises, transfers, or gifts under IRC Sections 2055, 2106,
and 2522.

In the heading of this letter, we indicated whether you must file an
annual information return. If a return is required, you must file Form
990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after
the end of your annual accounting period. IRC Section 6033(j) provides
that, if you don't file a required annual information return or notice
for three consecutive years, your exempt status will be automatically
revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or
call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m.,
local time, Monday through Friday (Alaska and Hawaii follow Pacific
Time).

4077591934

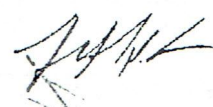
Mar. 31, 2016 LTR 4168C 0

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00027282

NEVADA VETERANS COALITION
% BRETT G PALMER
PO BOX 415
FERNLEY NV 89408-0415

Sincerely yours,



Jeffrey I. Cooper
Director, EO Rulings & Agreement

April Homme

From: noreply@civicplus.com
Sent: Saturday, November 29, 2025 10:41 PM
To: April Homme
Subject: Online Form Submittal: Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Date	11/29/2025
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Applicant Information

Applicant First Name	Cody
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Applicant Last Name	Wagner
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Applicant Email	fernleycommunityfoundation@gmail.com
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Applicant Phone Number	7755442854
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Applicant Address	1245 Farm Lane
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City	Fernley
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State	NV
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Zip	89408
-----	-------

(Section Break)

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

Organization / Company Information

Name	Fernley Community Foundation
Year Started	2017
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	Foundation Fridays
Project / Event Location	Polaris Plaza, 675 E Main Street
City	Fernley
State	Nevada
Zip	89408
Date of Event	05/01/2026
Date Work will Begin	05/01/2026
Date Work Will Conclude	09/04/2026

Provide an overview of the project / event including purpose, objectives, short and long term goals	Foundation Fridays will officially launch Polaris Plaza as a community-first outdoor event space, right in the shadows of the historic Depot building and recently-opened CRRRC. This will actually be a series of events on the first Friday of each month from May to September. It will be vendor-focused, as we envision 2-3 food trucks, 20-30 pop-up vendors including a Farmer's Market type of area, and a beverage service. We'll be partnering with Biggest Little Radio to provide audio for the event, which will include a one hour hosted session with a guest DJ helping to advertise assets in the City of Fernley and with the Fernley Community Foundation. The purpose is to provide a FREE event for our community and to promote small business and social gathering, as well as showcasing City of Fernley event potential. Our short-term objectives for this event series include helping to provide a presence on Main Street and promote support of community initiatives and nonprofits. We hope to grow this into a long-term signature event in Fernley that could include multiple non-profit organizations.
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Has this project / event been previously held before?	No
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Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?	No
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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	6500
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Expenses: Itemize all expenses including items on which grant monies will be expended.	Radio advertising with Biggest Little Radio including one hour long commercial-free Guest DJ sessions (x4): \$2,000 Social media marketing: \$500 Newspaper advertising with The Fernley Reporter: \$250 Design/Printing: \$750 Renting CRRC Restrooms with Boys & Girls Club: \$500 City licensing: \$500 Capital investment in Polaris Plaza: \$2,000 Total: \$6,500
Total Expenses	6500
Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	FCTA Grant: \$4,000 Vendor Fees: \$2,500 (\$25 each x 20 vendors x 5 events) Total: \$6,500

(Section Break)

Grant Request

Amount Requesting	4000
Matching funds is required For-Profit Organizations.	2500
Will you accept less than requested?	Yes
Explain how receiving grant funding will impact the project / event	FCTA Grant Funding will be critical to starting this event. We believe that there will be a direct correlation with helping to drive tourism in Fernley and encourage out-of-town vendors to attend.
Fernley Convention and Tourism Authority Board on average receives request for twice the	This is a prime example of "seed funding", where a small FCTA investment will help to start a brand new event here in Fernley. We believe this event has long-term potential as a signature summer event in our community that helps unite our citizens with a connection to civic involvement.

amount of the grant
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?

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.

We are requesting \$500 to rent one wing of the CRRC
specifically for additional restroom access for attendees.

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

Promotion of local businesses and vendors in Fernley.

(Section Break)

Grant Request - Advertising Categories

Please check all that
apply:

Banner(s), Other

Amount(s)

500

Total Amount Budgeted:

500

Please check all that apply:	Design, Production & Development Fees
Amount(s)	250
Total Amount Budgeted:	250
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):	2250
Total Amount Budgeted:	2250
Please select all that apply:	Social Media
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:	<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	Social media advertisement - will be used on paid ads on Facebook and Instagram Newspaper advertisement - will be used to advertise and

utilized (in accordance with FCTA grant guidelines, use additional sheets as needed):	support The Fernley Reporter Design/Print - will be used to print banners thanking all sponsors and partners in Polaris Plaza project, as well as collateral to help recognize vendors and other Foundation efforts, such as our membership program Radio advertisement - we will be partnering with Biggest Little Radio to promote our event and set up programming (including "Guest DJ" sessions) to promote the event and other Foundation efforts, including radio ads and additional social media campaigning.
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(Section Break)

Economic Impact

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

Estimated number of visitors:	100
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What percentage are local?	95
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What percentage are In State?	95
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What percentage are Out of State?	5
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Estimated number of participants:	500
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What percentage are local?	98
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What percentage are In State?	98
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What percentage are Out of State?	2
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Explain in detail how attendance / participation will be measured:	We will attempt to gauge attendance based on sales and approximate head counts as the night goes on. Since this will be free and not ticketed, we will survey vendors to develop attendance approximations.
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Estimate number of nights spent in Fernley because of this project/event:	10
Explain how overnight stays will be measured:	We will survey vendors to see who will be staying overnight. We'll also work with Fernley hotels to advertise our event, in case their customers are looking for something to do in Fernley.
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:	This will be a first-time event.
Estimate and describe the overall economic impact to Fernley because of this project/event:	We believe this event has the potential to bring enormous overall economic impact. With attendees purchasing directly from vendors, we believe that this event will potentially draw enough people for vendors to average \$500 or more in sales per Friday event. Assuming that food trucks and beverages would bring in a significantly higher average, we could dream to see over \$20,000 in sales every Friday if that event can draw enough people.
Does the actual project/event create	Yes

media exposure for
Fernley?

If yes, what percentage
are local? 95

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: Previous social media exposure for similar event from our
organization has reached over 20,000 people

What percentage are
local? 90

What percentage are In
State? 90

What percentage are
Out of State? 10

Describe the type of
anticipated media
exposure: As described in our expense planning, we will immediately use
radio and newspaper media for advertising. We believe we can
potentially reach some TV exposure as well.

(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: Foundation Fridays will be the exact type of monthly event
Fernley will thrive with over the summer. Our residents and
visitors will feel welcome at the event with free admission in a
beautiful and extremely visible location directly off Main Street.
Giving small vendors a location and event like this to utilize to
build sales will be great for small businesses, the building
blocks of a tremendous local economy.

Explain how receiving
grant funding will The advertising plan for this event, which is what will bring in
the number of people we anticipate, is dependent upon FCTA

impact the project /
event:

funding. Especially for a first-time event, this funding will be
critical for us to put on a first-class production.

(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 is unique in that it is something new to Fernley. The
organization of the event is entirely volunteer-based and will
utilize the area that our city has invested so heavily in. We
believe this is the type of event that can thrive in our
community and will help build a sense of purpose amongst our
citizens, while decreasing social isolation. It would give new
residents a comfortable environment in which to incorporate
themselves as well.

(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	11/30/25
------	----------

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



April Homme

From: noreply@civicplus.com
Sent: Wednesday, November 26, 2025 4:18 PM
To: April Homme
Subject: Online Form Submittal: Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Date	11/25/2025
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Applicant Information

Applicant First Name	Dana
----------------------	------

Applicant Last Name	Uhlhorn
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Applicant Email	danamuhlhorn@yahoo.com
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Applicant Phone Number	775-200-8618
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Applicant Address	40 N. Center Street
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City	Fernley
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State	Nevada
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Zip	89408
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(Section Break)

Coordinator First & Last Name	Dana
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Coordinator Title	Uhlhorn
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Coordinator Phone Number	775-200-8618
--------------------------	--------------

Coordinator Email danamuhlhorn@yahoo.com

(Section Break)

Organization / Company Information

Name Fernley ACES (Art and Culture Event Squad)

Year Started 2016

Mailing Address 40 N. Center Street

City Fernley

State Nevada

Zip 89408

Tax ID 83-3848812

Organization Status Non-Profit

Attach copy of
501(c) or Federal
Non-Profit
Certificate. [Fernley ACES Non-Profit paperwork.pdf](#)

(Section Break)

Project / Event Information

Project / Event
Name InFERNo

Project / Event
Location Reno-Fernley Raceway - 1965 S. Hwy 95A

City Fernley

State Nevada

Zip 89408

Date of Event 3/27/2026 to 3/29/2026

Date Work will Begin	3/25/2026
Date Work Will Conclude	3/31/2026
Provide an overview of the project / event including purpose, objectives, short and long term goals	This will be an outdoor Rock Concert, and Festival. It is a heavy metal concert, there will be vendors and participation events that coincide with that genre of music.
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	\$75,935
Expenses: Itemize all expenses	Headliner Band \$20,000

including items on which grant monies will be expended.

Travel expenses for Headliner Band	
.....	\$3,000
Food, drink, and housing for the Headliner Band	
.....	\$1,500
Procuring Agent for Headliner Band	
.....	\$1,000
Undercard Bands	
.....	\$4,000
Stage (Includes Set-up, Tear-down, and Sound Engineer).....	\$9,000
Backline for Bands	
.....	\$7,500
Security	
.....	
\$5,000	
Insurance	
.....	
\$5,000	
Portable Toilets	
.....	\$2,500
Power Generation	
.....	\$500
Radio Advertising	
.....	\$5,000
Mailers	
.....	
\$1,835	
Online ads	
.....	
\$1,000	
Streaming TV ads	
.....	\$2,500
Permits	
.....	
\$150	
Miscellaneous (+/- 10.0 %) (Additional uncategorized advertising, Eventbrite, etc.).....	\$6,450

Total Expenses	\$75,935
----------------	----------

Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry	Sponsors
	\$20,000
	Vendor Fees
	 \$2,500
	Merchandise Sales
	 \$1,500
	FCTA Grant
	 \$20,000

fees, spectator fees, etc.	Ticket Sales	\$100,000
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(Section Break)

Grant Request

Amount Requesting \$20,000

Matching funds is
required For-Profit
Organizations.

0.00

Will you accept less
than requested?

Yes

Explain how
receiving grant
funding will impact
the project / event

This project is the largest we have taken on, and it is an attempt to up the game for Fernley, in the tourism/destination market. We desperately need these funds to help with advertising to get the word out, especially outside of our local area.

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.

This event is one that has the capability to grow annually to become one of the biggest things to ever happen in this area. We anticipate adding many more participatory events, within this, as this event grows. There is the possibility of Mad Max style vehicle shows/parades; simulated knight jousting/battles; axe throwing competitions; costume parade/competitions; etc. This event could eventually pull in tens of thousands of people to this area.

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

Yes

If you are
requesting project /
event FCTA
sponsorship
(expenses other

We are asking for the FCTA to help us to bring this Nationally recognized band to Fernley. We have covered the cost of the band, and the procuring agent, at great cost, and would just like help with the transportation costs, and housing/feeding of the artists. This is estimated at \$4,500 total.

than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.

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

Volunteerism within the community

(Section Break)

Grant Request - Advertising Categories

Please check all that apply:

Other

Amount(s)

\$6,400

Total Amount Budgeted:

\$6,450

Please check all that apply:

Other

Amount(s)

\$4,500

Total Amount Budgeted:

\$4,500

Please select all that apply:

Direct/Bulk mail for promotion of visitor awareness

Amount(s):

\$1,600

Total Amount Budgeted:	\$1,835
Please select all that apply:	Radio, Television
Amount(s):	\$6,500
Total Amount Budgeted:	\$7,500
Please select all that apply:	Social Media
Amount(s):	\$1,000
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:	<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.	We are asking for \$6,400 in funds to work with Eventbrite, and other national organizations, that promote this type of event, to be included in their advertising, in all forms, across this area. We are asking for the FCTA to help us to bring this Nationally recognized band to Fernley. We have covered the cost of the band, and the procuring agent, at great cost, and would just like help with the transportation costs, and housing/feeding of the artists. This is estimated at \$4,500 total.
Explain in detail how grant funds will be utilized (in accordance with FCTA grant	We plan to heavily saturate the radio waves on the Heavy Metal Rock Station KDOT, we will also be sending mailers out to all addresses in Fernley to saturate that market. We are doing TV streaming ads, and working with the EventBrite folks that the ticket sales go through, to get their help promoting it to their base. Also the band will be putting this event on

guidelines, use additional sheets as needed):

their calendar for their 100s of thousands of followers. We have been toying with the idea of putting ads up on the movie screens in Reno, and may give this a try if there are funds available for that.

(Section Break)

Economic Impact

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

Estimated number of visitors:	2000 - 2500
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What percentage are local?	65
----------------------------	----

What percentage are In State?	NV
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What percentage are Out of State?	NV
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Estimated number of participants:	150
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What percentage are local?	85
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What percentage are In State?	NV
-------------------------------	----

What percentage are Out of State?	NV
-----------------------------------	----

Explain in detail how attendance / participation will be measured:	Ticket Sales. Contracts with bands, and service providers, like security, food service, etc.
--	--

Estimate number of nights spent in Fernley because of this project/event:	20-30
---	-------

Explain how overnight stays will be measured:	Most of the event attendees at this event will probably elect to camp onsite. However the bands, and their entourage will probably stay in local hotels. Since we will be coordinating and paying for that, we will know exactly how many nights were spent in the hotels.
If applicable, number of previous visitors/participants for same or similar project/events:	N/A
What percentage are local?	0
What percentage are In State?	NV
What percentage are Out of State?	NV
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:	The people that attend this event will spend money at local eateries, and liquor/cannabis suppliers prior to the event. They may fill up with gas here, as our prices are lower than surrounding areas. They may choose to come out for just one day of the event, and spend the rest of the time in Fernley supporting local businesses.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	95

If yes, what percentage are In State?	NV
If yes, what percentage are Out of State?	NV
Estimated number of people that will be exposed to the promotion of this project/event:	100,000
What percentage are local?	65
What percentage are In State?	NV
What percentage are Out of State?	NV
Describe the type of anticipated media exposure:	This will be an anticipated event locally, with ACES Members promoting it in interviews on all the local TV and Radio stations. We will invite them all to come out during the event, and will have a live remote from KDOT for part of it. The band itself will promote this event to their worldwide following of fans, and will have their own promotion people filming during the event to post and promote after the event.

(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 provides an experience heretofore unavailable in Fernley. Never before has a nationally recognized rock band held a concert here. Never before have people in this area had an event that allows this type of freedom of expression in a three day event, complete with camping on site, and participatory games, etc, to get involved in.
Explain how receiving grant	We absolutely need this money to make this event happen! The overall budget to produce this event will run up to \$70,000+. The Fernley ACES,

funding will impact the project / event:

(Art and Culture Event Squad), is an all volunteer group of locals that put their heart and soul into everything we produce. This event will end up putting Fernley in the news, if not this year, then in the future with some of the anticipated additions to this event over the years. The ACES does a great job of raising sponsorship money for most of our events, and we have been blessed with some large corporate grants, which is the only way we are able to do what we do, but we need the additional funds from the FCTA to help promote this event beyond the scope of what the funds we have might be able to achieve.

(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 is the kind of event that will have people well outside of Fernley, talking about it for years! The Fernley ACES realizes that there are a number of great organizations that vie for these funds, we work with a number of them, and appreciate their additions to the fabric of life here in Fernley. We are trying to expand the horizons of the folks in Fernley to think bigger, to think on a national stage level, to reach for recognition outside of our local circles. This kind of event, can make that happen.

(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 Dana Uhlhorn

Date 11/26/2025

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



April Homme

From: noreply@civicplus.com
Sent: Saturday, November 29, 2025 6:33 PM
To: April Homme
Subject: Online Form Submittal: Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Date	11/29/2025
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Applicant Information

Applicant First Name	Danielle
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Applicant Last Name	Donica
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Applicant Email	danielledonica@hotmail.com
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Applicant Phone Number	7752195090
------------------------	------------

Applicant Address	1000 Jessica Lane
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City	Fernley
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State	NV
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Zip	89408
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(Section Break)

Coordinator First & Last Name	Jeanine Nieboer
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Coordinator Title	Assistant
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Coordinator Phone Number	775-338-2224
--------------------------	--------------

Coordinator Email	jeanineanieboer@gmail.com
-------------------	---------------------------

(Section Break)

Organization / Company Information

Name	Danielle Donica
Year Started	2021
Mailing Address	1000 Jessica Lane
City	Fernley
State	NV
Zip	89408
Tax ID	USE-0000-3620-1104
Organization Status	Other
Attach copy of 501(c) or Federal Non-Profit Certificate.	<i>Field not completed.</i>

(Section Break)

Project / Event Information

Project / Event Name	Fernley Public Market
Project / Event Location	McHoppers Brew Pub 396 Hwy 95A Suite 401
City	Fernley
State	NV
Zip	89408
Date of Event	Dates upon availability
Date Work will Begin	1/14/26
Date Work Will Conclude	5/27/26

Provide an overview of the project / event including purpose, objectives, short and long term goals	We would like to offer a local market two times a month during the winter months (January-May) with unique products made around Fernley. Our objectives are to attract new business licenses as well as new vendors in the city of Fernley. Since the license requirements are now \$10 per day for an event, maybe more people would be willing to come to Fernley and get a license. We would also like to support local vendors as well as bring in other vendors from the surrounding areas to stay in local hotels and enjoy all Fernley has to offer. These events could generate new revenue in Fernley during the off season. Our short-term goals are to get enough vendors and customers to make these events successful. Our long-term goal is to continue to grow our vendor base so we can continue to host the market throughout the year.
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	none
Please list prior award amount	\$0
How many vendors attended to previous event	0

(Section Break)

Total Project / Event Budget

Total Budget Amount	\$5279.16
Expenses: Itemize all expenses including items on which grant monies will be expended.	\$3000 rent new event space at McHoppers (3 hour slots) for 10 dates Postcards 1000 for \$168 /flags and stands \$197.98+ \$110.18 Signage from Eternal Images (local business) \$378 for 2 signs, \$90 for 2 magnetic car signs

Fallon Post/Fernley Reporter/Pershing Post advertising \$85
City Fee for Event \$250
Miscellaneous fees \$1000

Total Expenses	\$5279.16
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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.

Entry fees for the vendors to the market will start at \$10 with grant funds because without grant funds will be \$40
Revenue for the city would be the \$10 license fees for a one day event

(Section Break)

Grant Request

Amount Requesting	\$5279.00
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Matching funds is required For-Profit Organizations.	\$2639.50
--	-----------

Will you accept less than requested?	Yes
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Explain how receiving grant funding will impact the project / event

If we receive these funds we would use them to offset the prices of the vendor spaces. Instead of charging \$40 for each vendor space, we could charge \$10 to get them established. This would help offset the costs for many small businesses struggling to survive in our community.

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.

We both live in Fernley and used to participate in the Poolside Farmers Market. This was a farmers market as well as a meeting place for seniors and families looking to buy local goods. We would like to see markets available all year round that are well attended and have high participation rates for the vendors as well as a low vendor turnover. We would love to see returning customers coming back each time to see their favorite vendors.

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.	We will use the funds for new vendor booth costs as well as advertising.
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	<i>Field not completed.</i>

(Section Break)

Grant Request - Advertising Categories

Please check all that apply:	Banner(s), Other
Amount(s)	postcards 1000(\$168), flag (2 at \$98.99 each) base (2 at \$55.09)
Total Amount Budgeted:	\$476.16
Please check 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:	Field not completed.
Amount(s):	Field not completed.
Total Amount Budgeted:	Field not completed.
Please select all that apply:	Newspaper
Amount(s):	\$85
Total Amount Budgeted:	\$85
Please select all that apply:	Social Media
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.	Postcards, we will get postcards and set them out at local businesses to promote the markets.
Explain in detail how grant funds will be utilized (in accordance with FCTA grant guidelines, use additional sheets as needed):	We will use the funds for new vendor booth costs as well as advertising.
(Section Break)	

Economic Impact

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

Estimated number of visitors:	200
What percentage are local?	50%
What percentage are In State?	95%
What percentage are Out of State?	5%
Estimated number of participants:	10-15
What percentage are local?	100%
What percentage are In State?	100%
What percentage are Out of State?	0%
Explain in detail how attendance / participation will be measured:	We will have a list of licensed vendors who are available for each market. We will survey participants as they enter or leave the market, by asking questions like: Where are you from? Will you be staying at one of the hotels in Fernley? Can you give us feedback about the market.
Estimate number of nights spent in Fernley because of this project/event:	1-2
Explain how overnight stays will be measured:	The hotels will let us know.
If applicable, number of previous visitors/participants for	no previous events

same or similar
project/events:

What percentage are
local?

none

What percentage are In
State?

none

What percentage are
Out of State?

none

Describe method(s)
used to measure
previous attendance:

Did not have a previous event

Project increase of
number of visitors (if
any) to Fernley because
of project/event in
comparison with
previous years:

no previous event

Estimate and describe
the overall economic
impact to Fernley
because of this
project/event:

The overall economic impact to Fernley is a market where people can come to socialize, buy handmade products and learn more about Fernley resources.

Does the actual
project/event create
media exposure for
Fernley?

Yes

If yes, what percentage
are local?

100%

If yes, what percentage
are In State?

100%

If yes, what percentage
are Out of State?

0%

Estimated number of
people that will be
exposed to the
promotion of this
project/event:

10,000

What percentage are local?	100%
What percentage are In State?	95%
What percentage are Out of State?	5%
Describe the type of anticipated media exposure:	Social media, newspaper, radio, and word of mouth.
(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:	People will be excited to have a market in Fernley during the off season or possibly year-round. Local people will visit us every 2 weeks to get needed supplies. People will travel to Fernley from surrounding areas to come to the market.
Explain how receiving grant funding will impact the project / event:	We will use the funds for new vendor booth costs as well as advertising.

(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	We both live in Fernley and would like to see markets available all year round that are well attended and have high participation rates for the vendors. We would love to see returning customers coming back each time to see their favorite vendors.
---	--

selected to receive
grant funding.

(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	Danielle Donica
Date	11/27/25

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



April Homme

From: noreply@civicplus.com
Sent: Friday, November 28, 2025 2:57 PM
To: April Homme
Subject: Online Form Submittal: Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Date	11/28/2025
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Applicant Information

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

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

Coordinator Email	4thofjulytreasurer@gmail.com
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(Section Break)

Organization / Company Information

Name	Fernley 4th of July Committee
Year Started	1968
Mailing Address	PO Box 1776
City	Fernley
State	NV
Zip	89408
Tax ID	30-0364668
Organization Status	Non-Profit
Attach copy of 501(c) or Federal Non-Profit Certificate.	IRS Letter page 2.pdf , IRS Letter page 1.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	NV
Zip	89408
Date of Event	July 4, 2026
Date Work will Begin	July 3, 2026
Date Work Will Conclude	July 5, 2026

Provide an overview of the project / event including purpose, objectives, short and long term goals	Celebrating America's independence by having a parade down Main Street, raising the American flag, to include singing of the National Anthem, at the Out of Town Park. Events at the park include a car show, games for kids and adults, live music, and one of the longest fireworks 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	June 9, 2025
Please list prior award amount	14,375.00
How many vendors attended to previous event	60
(Section Break)	

Total Project / Event Budget

Total Budget Amount	69,143.33
Expenses: Itemize all expenses including items on which grant monies will be expended.	Advertising 12,000.00 Banners 600.00 Candy bags 500.00 Camping 500.00 Donation Letters w/postage 500.00 Electronic fees 100.00 Fireworks 37,000.00 Flaggers 1,500.00 Insurance 1,400.00 Music/DJ 3,000.00 Office Supplies 200.00 Parking 500.00 Pigs 1,700.00 Port-a-Potties 3,500.00

	Raffle/Staycation 500.00
	Security 400.00
	T-shirts 600.00
	Trash pick-up 750.00
	Trophies 200.00
	Volunteers 600.00
	Watermelon Eating 150.00
	Chamber of Commerce 60.00
	Insurance - year round 1,525.25
	Phone service 362.83
	Post Office Box 188.00
	Quick Books 414.39
	Silver Flume 51.25
	Storage 120.00
	Website 180.00
Total Expenses	69,143.33
Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	Bar 750.00 Booths 6,500.00 Candy bags 500.00 Camping 1,250.00 Car Show 1,200.00 City firework donation 17,000.00 Community Donations 25,000.00 Fundraisers 2,500.00 Bingo Golf SD Grant 01/01/2026 to 6/30/2026 City 10,000.00 County 2,000.00 Paid Kids Area 500.00 Parade 1,500.00 Pigs 1,200.00 Staycation/Raffle 400.00 T-Shirts 300.00 Total 70,600.00
	(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 the 4th of July Committee 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 4th of July Committee to advertising across Northern Nevada and Northern California through radio, newsprint, television, and online digital ads 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?	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.	A portion of the funds would be used for promotional T-shirts and bags for candy collection at the parade.
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, Other

Amount(s) *Field not completed.*

Total Amount Budgeted: 2,300.00

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: Newspaper, Radio, Television, Other

Amount(s): *Field not completed.*

Total Amount Budgeted: 9,135.00

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, Other

Amount(s): *Field not completed.*

Total Amount Budgeted: 465.00

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.	Other - T-shirts and candy bags Other - digital advertising Other - cell phone
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 events.
(Section Break)	

Economic Impact

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

Estimated number of visitors:	12,500
What percentage are local?	75
What percentage are In State?	95
What percentage are Out of State?	5
Estimated number of participants:	900
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:	3
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:	500
Estimate and describe the overall economic impact to Fernley because of this project/event:	The 4th of July events draw 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 show. 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, online digital, including social media, and radio 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 tourism/local economy by both people living in Fernley and people traveling to Fernley:	Visitors from all over Northern Nevada and Northern California come to watch the parade and enjoy the activities at the Out of Town park, including watching the fireworks show. While in town they refill their fuel tanks from local gas stations, eat at local restaurants, shop at local stores and businesses, buy
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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 would allow the 4th of July Committee to promote and advertise all over Northern Nevada and Northern California to draw people to the 4th of July and fundraising 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 4th of July Committee to advertising across Northern Nevada and Northern California through radio, newsprint, television, and online digital ads 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
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Date	11/28/2025
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Email not displaying correctly? [View it in your browser.](#)



April Homme

From: noreply@civicplus.com
Sent: Saturday, November 29, 2025 8:32 AM
To: April Homme
Subject: Online Form Submittal: Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Fiscal Year R2 2025/2026 FCTA Grant or Matching Grant Funds Application (January 01, 2026 to June 30, 2026)

Date	11/26/2025
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Applicant Information

Applicant First Name	Colie
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Applicant Last Name	Glenn
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Applicant Email	cglenn@bgctm.org
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Applicant Phone Number	775-360-2444
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Applicant Address	2680 East 9th Street
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City	Reno
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State	NV
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Zip	89512
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(Section Break)

Coordinator First & Last Name	Oscar Aguilar
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Coordinator Title	Area Director
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Coordinator Phone Number	775-360-2424
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Coordinator Email	oaguilar@bgctm.org
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(Section Break)

Organization / Company Information

Name	Boys & Girls Club of Truckee Meadows
Year Started	1976
Mailing Address	2680 East 9th Street
City	Reno
State	NV
Zip	89408
Tax ID	88-0142068
Organization Status	Non-Profit
Attach copy of 501(c) or Federal Non-Profit Certificate.	501 (c) 3 IRS Letter.pdf

(Section Break)

Project / Event Information

Project / Event Name	Passport To Party 2026- BGC Fundraiser
Project / Event Location	FERNLEY COMMUNITY RESPONSE & RESOURCE CENTER
City	Fernley
State	NV
Zip	89408
Date of Event	4/25/26
Date Work will Begin	1/5/26

Date Work Will
Conclude

5/1/26

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

Passport to Party delivers one of the most unique experiences in Fernley—bringing neighbors, friends, and new faces together for an unforgettable night. Guests will enjoy four+ country-themed food booths serving chef-crafted small bites, specialty cocktails, ice-cold beer, a high-energy cover band, and a lively crowd.

The evening features:

A competitive mobile and silent auction

A rowdy live auction with exclusive experiences

A photo booth and fun event activations throughout

It's literally a passport to party—each guest collects stamps from every food booth to be entered into a drawing for a major prize. From great music, great food, and great drinks to a good-natured party atmosphere, the event is designed to bring the community together for a night of connection, celebration, and pure fun- all in the name of raising funds for the kids.

Our Primary Goal

Our primary goal—both short-term and long-term—is to raise critical funds and community awareness to ensure the Boys & Girls Club of Fernley can continue providing essential services for local youth and teens. This event remains one of our most important annual opportunities to generate support, celebrate our community, and strengthen the resources available to families.

By hosting the Fernley Passport to Party at our newly owned Boys & Girls Club facility and community center, we are creating an exciting chance for residents to experience this incredible space firsthand. This event will feature exceptional food, refreshing drinks, live entertainment, and a vibrant auction filled with exclusive items and experiences. Together, these elements create an unforgettable evening that raises funds, builds engagement, and supports the Fernley economy.

Proven Expertise and Local Insight

Our team brings decades of combined experience in hosting major fundraising events. Paired with the deep, generational

knowledge of our Fernley Board of Directors, we have the perfect blend of professional expertise and authentic community insight. This collaboration ensures that every detail of the event reflects the needs, values, and spirit of Fernley.

Why This Year Matters

This year holds special significance for Fernley. Not only will the 2026 Fernley Passport to Party be held in our newly owned community center, but it will also serve as a key opportunity to showcase our long-term vision—including a future Early Learning Center to help address Fernley’s childcare shortage.

By bringing residents into the new building, we can share our plans, gather feedback, and build excitement for facilities that will serve local families for generations. Strong attendance and community participation in 2026 will help launch the new facility with the visibility and support it deserves.

Laying the Foundation for a Stronger Future

Our focus this year is to broaden our reach, strengthen community connections, and create momentum that carries us through the opening of the new community center and beyond. A successful event doesn’t just benefit the Boys & Girls Club—it benefits the entire Fernley community by expanding youth programs, supporting working families, and creating a central gathering space where everyone feels welcome.

By raising both essential dollars and community enthusiasm, we are laying the groundwork for a brighter future—for the event, for the new facility, and for every young person who walks through our doors.

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	July 2025

Please list prior award amount	5,000
How many vendors attended to previous event	6

(Section Break)

Total Project / Event Budget

Total Budget Amount	25,400
Expenses: Itemize all expenses including items on which grant monies will be expended.	Monies Requested Fernley Newspaper Advertising: \$2,200 Passport to Party Event Signs + Flyer Print \$1,750 Website Development/Hosting/Ticketing \$1,200 Passport to Party Audio + Lighting \$1,000 Radio Advertisement Biggest Little Radio \$750 Social Media Advertising: \$500 Beyond Grant Expense: Local photographer: \$350 Passport to Party Event Décor \$500 Food \$3,000 Bar/Alcohol \$2,000 Take-home drinkware + utensils \$3,000 Permits: \$100 Operations/Staffing: \$2,750
Total Expenses	19,100
Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	Ticketing Sales \$18,000 FCTA Grant Request \$7,400
(Section Break)	

Grant Request

Amount Requesting	7,400
Matching funds is required For-Profit Organizations.	11,700
Will you accept less than requested?	Yes
Explain how receiving grant funding will impact the project / event	Impact of Grant Funding on the 2026 Fernley Passport to Party Grant funding plays a crucial role in ensuring this event reaches its full potential and continues to grow year after year. As our organization expands its footprint in Fernley—including the launch of our newly owned Boys & Girls Club facility and the future Early Learning Center—community events like this one become even more important for generating awareness, engaging families, and rallying local support. Here is how grant funding will directly strengthen and elevate the event: 1. Increased Reach and Community Engagement With grant support, we can significantly expand our marketing efforts—helping us reach more Fernley residents, local businesses, and regional visitors. Stronger promotion leads to higher attendance, which directly boosts auction participation, revenue generation, and overall community awareness of the Boys & Girls Club and our new facility. Last year’s event grew in attendance despite cold weather; with additional marketing resources, we expect an even stronger turnout in 2026. 2. Enhanced Event Experience Grant funding allows us to provide a more polished and enjoyable experience for guests, from upgraded food and beverage offerings to improved décor, entertainment, and guest amenities. These enhancements not only make the evening more memorable but also encourage supporters to return year after year—building long-term momentum for Fernley’s signature fundraising event.

3. Stronger Support for Local Businesses

Our event has a direct and meaningful impact on the local economy. Grant funding enables us to partner with more Fernley-based vendors, entertainers, caterers, and service providers. By investing these dollars back into Fernley, we strengthen small businesses while simultaneously creating a high-quality event for the community.

4. Greater Fundraising Potential

An event that attracts more attendees and provides a refined, engaging atmosphere naturally increases fundraising results. Grant funding expands our capacity to draw a larger crowd, showcase the new community center, and generate excitement around our future Early Learning Center. This translates into higher mobile and live auction participation, more community partnerships, and increased overall revenue to support youth and teen programs.

In short, grant funding multiplies the impact of every aspect of the event—helping us reach more people, raise more critical dollars, support more local families, and showcase the growth of the Boys & Girls Club in Fernley.

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 Fernley Passport to Party is uniquely positioned to generate meaningful impact for both the Fernley community and its local economy. As the Boys & Girls Club continues to deepen its roots in Fernley—now with a newly owned facility and plans for a future Early Learning Center—this event plays a critical role in bringing residents together, showcasing new community assets, and raising essential funds for youth and family services.

1. A High-Impact Event With Broad Community Benefit

This event is not just a fundraiser—it is one of Fernley’s most anticipated community gatherings. Participation has grown year after year, and last year’s turnout increased even in challenging weather. Grant support will help us continue this upward trajectory, drawing residents and visitors into Fernley and creating positive visibility for the community. The more successful the event, the greater the benefit to local youth programs, families, and community resources.

2. Supporting a New Community Asset and Fernley’s Long-Term Vision

For the first time, the event will be hosted in our newly owned Boys & Girls Club facility, offering the public a chance to see

this significant investment in Fernley's future. It also allows us to share our vision for a new Early Learning Center—an urgently needed resource that will help address Fernley's childcare shortage. Funding this event helps bring attention, momentum, and community engagement to projects that will serve families for decades.

3. A Strong Economic Driver for Fernley Businesses

Our event directly strengthens Fernley's economy. We intentionally partner with local caterers, vendors, entertainers, decorators, and service providers—many of whom rely on community events like this to grow their businesses. Increased attendance amplifies that impact. Grant funding helps expand marketing reach, draw more attendees, and in turn increase spending at Fernley establishments before, during, and after the event.

4. Demonstrated Capacity and Strong Return on Investment

The Boys & Girls Club has a proven track record of running successful, high-quality events that generate substantial economic and social returns. Funding this project means supporting an organization that delivers results, honors commitments, and invests grant dollars responsibly. Our team and our Fernley Board bring the expertise, accountability, and community insight needed to ensure this event remains one of Fernley's strongest annual assets.

Selecting the Fernley Passport to Party for grant funding means investing in a growing community, a beloved event, and the long-term wellbeing of Fernley's youth, families, and local economy.

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.

We are requesting funds for audio/lighting which will benefit a Fernley Business.

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:	Banner(s), Brochure
Amount(s)	1,750
Total Amount Budgeted:	1,750
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:	Newspaper, Radio
Amount(s):	2,950
Total Amount Budgeted:	2,950
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):	1,200
Total Amount Budgeted:	1,200
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):	We need to grow this event in 2026. We are counting on the revenue from this event to help sustain our services to youth. FTCA Grant Funds are essential to us reaching as many Fernley and NV residents as possible. We will ensure the City of Fernley and the Fernley Convention & Tourism Authority is recognized at the event and leading up to it through marketing/branding for their generosity.

(Section Break)

Economic Impact

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

Estimated number of visitors:	325
What percentage are local?	90
What percentage are In State?	100
What percentage are Out of State?	0

Estimated number of participants:	300
What percentage are local?	90
What percentage are In State?	100
What percentage are Out of State?	0
Explain in detail how attendance / participation will be measured:	We will have a formal check-in desk and our ticketing software will track all visitors.
Estimate number of nights spent in Fernley because of this project/event:	Two
Explain how overnight stays will be measured:	We will connect with local hotels to offer incentives for partnership stay tracking.
If applicable, number of previous visitors/participants for same or similar project/events:	225
What percentage are local?	95
What percentage are In State?	99
What percentage are Out of State?	1
Describe method(s) used to measure previous attendance:	Our ticketing event software/website.
Project increase of number of visitors (if any) to Fernley because of project/event in	75+

comparison with
previous years:

Estimate and describe
the overall economic
impact to Fernley
because of this
project/event:

The Fernley Passport to Party generates measurable economic benefit for the City of Fernley—not only through direct spending, but also through increased tourism activity, local business visibility, job support, and long-term community investment. As the event grows and transitions into our newly owned Boys & Girls Club facility, we anticipate an even larger economic footprint in 2026.

Below is a refreshed and expanded overview of the economic impact:

1. Increased Local Spending by Attendees

Guests frequently make purchases before and after the event, including:

Dining at local restaurants

Fuel and convenience purchases

Shopping at local retailers

Overnight stays at nearby lodging (especially for out-of-town guests)

As attendance continues to grow, these dollars have a direct and positive impact on Fernley's sales tax and transient lodging tax revenues.

2. Contracting With Local Vendors and Businesses

We will intentionally source as many services as possible within Fernley, including:

Catering and food booths

Local musicians (e.g., The Heidi Incident or other Fernley-based talent)

Graphic design, printing, banners, and signage through companies like All-In Graphics

Security services

Event support, cleanup crews, and youth employment

opportunities

These partnerships help sustain small businesses and introduce them to new audiences.

3. Local Sponsorship Revenue and Business Promotion

By securing sponsorships from Fernley-area businesses and featuring them prominently:

Social media “mini-interview” spotlights promote their services to thousands of followers

On-site signage and announcements drive customer traffic

Event exposure helps convert sponsorship support into new sales and repeat business

Sponsors receive marketing value that often extends months beyond the event.

4. Increased Tourism and Out-of-Town Participation

As the event grows and gains visibility:

More guests travel from Reno, Sparks, Fallon, and surrounding counties

Visitors spend money locally during their stay

Attendees are introduced to Fernley’s new Boys & Girls Club facility, improving community perception and generating future visits

This drives new revenue to the city and encourages future community engagement.

5. Boosting the Local Auction Economy

Our live and mobile auctions create economic opportunities by:

Sourcing Fernley-based goods, gift cards, baskets, and experiences

Introducing local businesses to hundreds of new potential customers

Encouraging return visits to Fernley restaurants, salons, shops,

gyms, and service providers

Every auction item highlights a Fernley business.

6. Marketing Exposure for Fernley

Advertising and promotions for the event reach regional audiences through:

Fernley radio

Local newspapers and circulars

Digital ads and geotargeted social media campaigns

Flyers and banners printed and displayed locally

This positions Fernley as a vibrant, active community and raises regional awareness of the city's amenities, businesses, and new community center.

7. Strengthening Fernley's Workforce and Youth Development Pipeline

By hosting the event at our new facility:

Community members are introduced to the space where Fernley youth receive academic support, meals, mentorship, and workforce training

Increased investment helps sustain youth programming that prepares Fernley teens to enter the local workforce

Long-term economic benefit grows as more local youth gain job skills and remain in the community

This is an indirect—but extremely important—economic contribution.

Does the actual project/event create media exposure for Fernley?

Yes

If yes, what percentage are local?

75

If yes, what percentage are In State?	80
If yes, what percentage are Out of State?	20
Estimated number of people that will be exposed to the promotion of this project/event:	30,000
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:	We anticipate significant media exposure through a combination of traditional media, digital marketing, and community engagement channels. Our marketing strategy will build on last year's outreach, but will expand in both reach and frequency to support continued event growth and showcase our newly opened Boys & Girls Club facility. Our planned media exposure will include: Traditional Media Paid and earned newspaper coverage in Fernley and regional publications Radio advertising on Fernley-based stations and interview segments when available Press releases distributed to northern Nevada outlets announcing the event, and location Digital & Social Media Channels Targeted social media campaigns on Facebook, Instagram Paid social ads to expand regional reach and draw visitors from surrounding areas

Short-form video content and spotlight interviews with sponsors, local businesses, and board members

Event page promotion across multiple community platforms

Owned Communication Channels

Email campaigns to Boys & Girls Club members, families, partners, and donors

Website features and update banners dedicated to the Fernley Passport to Party

Partnership-Based Media Exposure

Co-branding opportunities with the Fernley Convention and Tourism Authority

Vendor promotions featuring their involvement at the event

School district and community partner newsletters and e-blasts

On-Site and Printed Visibility

Expanded signage and banners printed locally

Flyers and posters placed throughout Fernley businesses, schools, and community hubs

Event programs and promotional displays inside the new facility

(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 Passport to Party plays a meaningful role in strengthening both local engagement and regional tourism. By drawing residents and visitors together for a high-quality community experience, the event creates economic momentum that reaches far beyond the Boys & Girls Club.

Impact on Fernley Residents

For local residents, the event celebrates everything that makes Fernley a vibrant and growing community. It encourages

individuals and families to:

Discover or rediscover local restaurants, shops, and service providers

Support Fernley-based vendors featured at the event

Engage with new amenities—including the newly owned Boys & Girls Club facility and future Early Learning Center vision

Take pride in a community event that reflects Fernley's culture, values, and growing identity

By showcasing local talent, local food, and Fernley businesses, the event keeps dollars circulating within the community and strengthens the economic fabric of the city.

Impact on Visitors and Regional Tourism

For visitors traveling from Reno, Sparks, Fallon, Lovelock, and surrounding counties, the event offers a memorable introduction to Fernley's hospitality and community spirit. These attendees contribute to the local economy by:

Dining at local restaurants before or after the event

Purchasing fuel and supplies

Staying overnight in Fernley hotels

Shopping at local retailers

Exploring Fernley attractions and recreation areas

As the event grows in visibility, it draws in new audiences—weekend travelers, event enthusiasts, families seeking unique experiences, and supporters of youth nonprofits. Many of these visitors become repeat attendees and return to Fernley for other activities, driving sustained tourism.

Long-Term Economic Ripple Effects

Beyond the immediate spending, the event generates longer-term economic advantages by:

Creating positive word-of-mouth that increases future visitation

Elevating Fernley's reputation as a welcoming, energetic

community

Showcasing the city's new community center and future childcare expansion

Encouraging regional partnerships and new business interest

Highlighting Fernley as a place worth visiting, working in, and investing in

In Summary

By bringing residents together and attracting visitors from across northern Nevada, the Fernley Passport to Party boosts tourism, drives consumer spending, and strengthens Fernley's growing reputation as a community with vibrant events, strong local businesses, and family-centered amenities.

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

Grant funding will significantly strengthen the Fernley Passport to Party by enhancing its reach, improving guest experience, and increasing the overall impact on the local community and economy. As this event continues to grow in size and visibility, financial support becomes essential to elevate quality, expand participation, and maximize the benefit to Fernley residents and businesses.

1. Greater Attendance and Community Engagement

With grant funding, we can invest in expanded marketing and outreach to ensure more residents and regional visitors are aware of the event. Higher attendance translates directly into stronger fundraising results, increased business exposure, and greater community involvement in the new Boys & Girls Club facility.

2. Enhanced Event Production and Guest Experience

Grant support allows us to improve the production value of the event—from upgraded food and beverage offerings to enhanced décor, and amenities for guests. A high-quality experience leads to better audience retention, stronger community pride, and repeat participation year after year.

3. Larger Fundraising Outcomes for Youth and Family Programs

A more successful event means greater financial support for the Boys & Girls Club programs that serve Fernley's youth and families. These funds help sustain programs that address childcare needs, youth development, mental health services, and academic support in the community.

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 Fernley Passport to Party is uniquely positioned to generate meaningful impact for both the Fernley community and its local economy. As the Boys & Girls Club continues to deepen its roots in Fernley—now with a newly owned facility and plans for a future Early Learning Center—this event plays a critical role in bringing residents together, showcasing new community assets, and raising essential funds for youth and family services.

1. A High-Impact Event With Broad Community Benefit

This event is not just a fundraiser—it is one of Fernley’s most anticipated community gatherings. Participation has grown year after year, and last year’s turnout increased even in challenging weather. Grant support will help us continue this upward trajectory, drawing residents and visitors into Fernley and creating positive visibility for the community. The more successful the event, the greater the benefit to local youth programs, families, and community resources.

2. Supporting a New Community Asset and Fernley’s Long-Term Vision

For the first time, the event will be hosted in our newly owned Boys & Girls Club facility, offering the public a chance to see this significant investment in Fernley’s future. It also allows us to share our vision for a new Early Learning Center—an urgently needed resource that will help address Fernley’s childcare shortage. Funding this event helps bring attention, momentum, and community engagement to projects that will serve families for decades.

3. A Strong Economic Driver for Fernley Businesses

Our event directly strengthens Fernley’s economy. We intentionally partner with local caterers, vendors, entertainers, decorators, and service providers—many of whom rely on community events like this to grow their businesses. Increased attendance amplifies that impact. Grant funding helps expand marketing reach, draw more attendees, and in turn increase spending at Fernley establishments before, during, and after the event.

4. Demonstrated Capacity and Strong Return on Investment

The Boys & Girls Club has a proven track record of running successful, high-quality events that generate substantial economic and social returns. Funding this project means supporting an organization that delivers results, honors commitments, and invests grant dollars responsibly. Our team and our Fernley Board bring the expertise, accountability, and community insight needed to ensure this event remains one of Fernley's strongest annual assets.

Selecting the Fernley Passport to Party for grant funding means investing in a growing community, a beloved event, and the long-term wellbeing of Fernley's youth, families, and local economy.

(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	Colie Glenn
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Date	11/29/25
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