



N E V A D A

AGENDA

Regular Meeting

Convention and Tourism Authority

Monday, June 15, 2026 • 6:00 PM

Members

Albert Torres - Chair

Felicity Zoberski - Board Member

Stan Lau -

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 June 30, 2026**

**3. (POSSIBLE ACTION) REVIEW AND DISCUSSION ON FCTA GRANT APPLICATION REQUESTS
SUBMITTED FOR FY 26/2027 ROUND ONE JULY - DECEMBER GRANT CYCLE**

- 3.1. Fernley Youth Softball — Fernley Youth Softball Tournaments**
- 3.2. NV Veterans Coalition — Wreaths Across America**
- 3.3. Fernley Junior Rodeo Association — Fernley Junior Rodeo**
- 3.4. Fernley Community Foundation — FernStock Concert 2026**
- 3.5. Fernley Community Foundation — Foundation Fridays**
- 3.6. JT Ranch and Farm — Reins of Hope at JT Ranch**
- 3.7. Fernley Aces Art & Culture Event Squad — InFERNO Music Festival**
- 3.8. 4th of July Committee — 4th of July Celebration**
- 3.9. Sacred Visions Pow Wow Committee — Sacred Visions Pow Wow**

4. ITEMS REQUESTED BY BOARD MEMBERS

5. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS

6. PUBLIC FORUM

7. ADJOURNMENT

Next Meeting: December 14, 2026 @ 6pm

**MINUTES OF THE
FERNLEY CONVENTION AND TOURISM AUTHORITY MEETING
DECEMBER 8, 2025**

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

1. INTRODUCTORY ITEMS

1.1. Pledge of Allegiance

1.2. Roll Call

Present: Chairperson Albert Torres, Vice-Chairperson Felicity Zoberiski, Board Member Ryan Hanan, Deputy City Clerk Brenda Gosser, Administrative Specialist I Sandy Harris, Executive Administrative Assistant April Homme, City Treasurer Robert Carson. **Absent:** Board Member Stan Lau, 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 AS PRESENTED. **Action:** Approved. Moved by: Board Member Ryan Hanan, **Seconded by:** Vice-Chairperson Felicity Zoberiski. **Vote:** Passed, **Summary:** Yes
3. **Yes:** Vice-Chairperson Zoberiski, Chairperson Torres, Board Member Hanan.

1.5. (Possible Action) Approval of Minutes

Motion: I MOVE TO APPROVE THE MINUTES AS PRESENTED. **Action:** Approved. **Moved by:** Board Member Ryan Hanan, **Seconded by:** Vice-Chairperson Felicity Zoberiski. **Vote:** Passed, **Summary:** Yes
3. **Yes:** Vice-Chairperson Zoberiski, Chairperson Torres, Board Member Hanan.

2. FY2025-26 BUDGET EXPENDITURES REPORT

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

Robert Carson, City Treasurer, stated the first round of allocations was \$30,000 for the 4th of July fireworks, and the Round One Grants were \$92,125. The remaining budget was \$97,875. What was allocated during the first FCTA meeting was for Round 2 to have \$50,500, and then the remainder of other potential grants of \$7,875. \$187,000, was allocated at the first FCTA meeting this year, leaving \$32,500 for other potential expenditures. There is \$99,000 left for the year in the budget. He also reviewed what was awarded versus what's been paid to date out of the first round of grants.

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

Gabriel Leija presented for the Fernley Youth Softball.

3.2. Fernley Junior High & High School Rodeo — Fernley JR High and HS Rodeo

Members of the Fernley High School Rodeo presented.

3.3. Reno OTHG - Reno OTHG Nationals 2026

Ken Gorley, President of Reno Over the Hill Gang presented.

3.4. NV Veterans Coalition — Memorial Day

Nancy Rifkin presented for the Nevada Veterans Coalition.

3.5. Fernley Community Foundation - Foundation Fridays

Cody Wagner presented for Fernley Community Foundation.

3.6. Fernley Aces - InFERNo

Jamie Daniels, Dana Uhlhorn, Buddy Wagner and Lavonne Wagner presented for the Fernley Aces.

3.7. Danielle Donica - Fernley Public Market

Daniella Donica presented for the Fernley Public Market.

3.8. 4th of July Committee — 4th of July Celebration

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

3.9. Boys & Girls Club - Passport to Party

Oscar Aguilar presented for the Boys & Girls Club.

Chair Albert Torres called for a break: 7:17 pm - 7:34 pm.

The grants were awarded as follows:

Fernley Youth Softball - \$15,500.00

Fernley Junior High & High School Rodeo - \$11,000.00

Reno OTHG - \$6,700.00

NV Veterans Coalition - \$6,400.00

Fernley Community Foundation - \$4,000.00

Fernley Aces Art and Culture Event Squad - \$13,333.33

Daniella Donica - \$5,279.00

Fernley 4th of July - \$10,000.00

Boys and Girls Club - \$7,400.00

Motion: I MOVE TO ACCEPT THE AMOUNTS AWARDED. **Action:** Approved, **Moved by:** Board Member Ryan Hanan, **Seconded by:** Vice-Chairperson Felicity Zoberski. **Vote:** Passed, **Summary:** Yes 3, **Yes:** Vice-Chairperson Zoberski, Chairperson Torres, Board Member Hanan.

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

Chairperson Albert Torres stated that he would like to stay as Chairperson and nominated Board Member Felicity Zoberski to remain as the Vice-Chairperson.

Motion: I MOVE TO NOMINATE VICE-CHAIRPERSON FELICITY ZOBERSKI TO REMAIN AT VICE-CHAIRPERSON. **Action:** Approved. **Moved by:** Chairperson Torres, **Seconded by:** Board Member Hanan. **Vote:** Passed, **Summary:** Yes 3. **Yes:** Vice-Chairperson Zoberski, Chairperson Torres, Board Member Hanan.

Motion: I NOMINATE ALBERT TORRES AS THE CHAIR. **Action:** Approved. **Moved by:** Board Member Ryan Hanan, **Seconded by:** Vice-Chairperson Felicity Zoberski. **Vote:** Passed, **Summary:** Yes 3. **Yes:** Vice-Chairperson Zoberski, Chairperson Torres, Board Member Hanan.

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)

Board member Hanan stated that they had talked about adding additional money for the 25th anniversary and would like to discuss what they intend to do. It's not specifically for fireworks, making it available to all of those groups, so that any of them would be available to apply for grant money.

Chairperson Torres stated that this will come back up in June for this Board to decide on that money. The additional for the fireworks is always a Mayor's Request, that is by practice and tradition, and this board approves that, and the Mayor attends that FCTA meeting. He asked basically, what is stopping them from increasing the amount, even if it's just for one year, because it's a big year?

Robert Carson, City Treasurer, stated there is \$345,000 sitting in restricted fund balance that's restricted for the Convention and Tourism Authority. That's why it must be presented to the City Council, because it would require a budget augmentation to increase the available allocations. This would be in the FY26 budget, so it wouldn't impact next year's FCTA allocations.

Motion: I MOVE TO REQUEST THAT COUNCIL AUGMENT OR ADJUST THE BUDGET TO ADD IN WHATEVER APPROPRIATE NUMBER OF DOLLARS THEY SEE FIT ONE TIME FOR THE 25TH ANNIVERSARY. **Action:** Approved, **Moved by:** Board Member Ryan Hanan, **Seconded by:** Vice-Chairperson Felicity Zoberski. **Vote:** Passed, **Summary:** Yes 3. **Yes:** Vice-Chairperson Zoberski, Chairperson Torres, Board Member Hanan.

6. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS

None at this time.

7. PUBLIC FORUM

April Homme, Executive Administrative Assistant, thanked everyone for all for the work that they do bringing events and art and culture to our city. She also thanked the Boys and Girls Club for the event this weekend, Breakfast with the Grinch.

The next meeting will be on June 8, 2026, at 6:00 pm.

8. ADJOURNMENT

There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 7:50 pm.

Approved by the Fernley Convention and Tourism Authority on June 15, 2026, by a vote of:

AYES _____ NAYS: _____ ABSTENTIONS: _____ ABSENT: _____

Chairperson Albert Torres

ATTEST:

**MINUTES OF THE
FERNLEY CONVENTION AND TOURISM AUTHORITY MEETING
FEBRUARY 4, 2026**

1. INTRODUCTORY ITEMS

1.1. Pledge of Allegiance

1.2. Roll Call

Present: Councilwoman Zoberski, Councilman Torres, Councilman Hanan, Councilman Mendoza, Councilman Lau arrived at 4:09 via zoom. City Attorney Aaron Mouritsen, City Clerk Kim Swanson, Deputy City Clerk Sandy Harris, Admin Spec II Rachael Goetz, City Treasurer Robert Carson, Building Official Charity Birkel, Assistant Planner Lisa Warner, Public Works Director Barry Williams, Admin Spec I Sydney Valiska.

1.3. Public Forum

None at this time.

1.4. (For Possible Action) Approval of Agenda

Motion: MOVED TO APPROVE THE AGENDA AS PRESENTED. **Action:** Approve, **Moved by:** Councilman Ryan Hanan, **Seconded by:** Councilwoman Felicity Zoberski. **Vote:** Passed, **Summary:** Yes 5. **Yes:** Councilwoman Zoberski, Councilman Torres, Councilman Hanan, Councilman Mendoza.

1.5. (Possible Action) Approval of Minutes

No minutes to approve

2. ITEMS REQUESTED BY BOARD MEMBERS

2.1. Discussion and possible action regarding restricting future FCTA funding for the Fernley ACES Events until certain conditions are met, and that the ACES follow all City of Fernley codes, procedures for permits, permissions and fees, building requirements and planning requirements. The specific conditions and requirements would be as follows:

A. Comply with all Temporary Use Permit requirements for events, including those not related to the FCTA funds

B. Comply with all building conditions for the Community Center located on the corner of Center Street and Main Street.

C. Complete the Community Center project successfully.

City Attorney Aaron Mouritsen stated this special meeting was requested by Chairman Torres in regards to specific requests for additional requirements to follow permitting processes, as well as other city standards. There was a 241-notice sent to Mr. Dana Uhlhorn last week. The only things that should be discussed as part of that notice are issues related to previous permitting requirements, previous compliance with city building codes, and interactions with staff.

City Attorney Mouritsen stated the Fernley Tourism and Authority Board resolution allows this board to add additional requirements, and this is under duties, subsection F, to take other actions, as directed. This allows this board to put requirements on any sort of funds that are to be distributed. If the board was to act today, the motion would be to amend the previous FCTA grant of funds to the Fernley ACES to meet the following requirements. If the board takes no action, the FCTA funds

will remain dispersed and will be dispersed without any requirements. The original resolution that sets up the FCTA board and then sets up its rules was originally passed in 2010. It includes absolutely no requirements in the original one requiring those who receive FCTA funds to get permits or to comply with city ordinances and codes. If the city council feels it's appropriate to amend the resolution to require that all individuals who receive FCTA funds in the future must comply with all permitting and city ordinances requirements and others that the board may feel are appropriate.

Board Member Lau joined the meeting via Zoom at 4:09

Board Member Torres asked a rundown of the permits or plans that we have asked for and not received.

Assistant Planner Warner stated in September, there were two events advertised on Facebook, the ACES Backyard Beach Party Pop-up and the ACES building walls for the haunted house. In the post it appears the public was invited and it was an outdoor event. They did not obtain Temporary Use Permits for these two events. The other item was the Christmas Village, scheduled for 11/29/2025 to 1/11/2026. They did not complete a Public Works Parks application; a Temporary use permit was pulled for this time frame. The end date was 1/11/2026. Planning was contacted on 1/12/2026 by public works to inform them the Christmas Village was still present the ACES were contacted for removal. And then the last item for planning is the community center. They've been working on that building permit for quite a while. There are options available for them for a waiver because of where it's located downtown. We've let them know several times that they could complete that waiver, which would hopefully ease getting the building permit approved, and that has not been done.

Dana Uhlhorn clarified that the building in question is owned by the Fernley Improvement Club, though the Fernley Aces manage and maintain it. He emphasizes that his organization always tries to comply with city requirements and corrects any permit issues when notified. He expresses frustration over delays in obtaining a permit for the "Music, Murals, and Margaritas" event, which requires extensive planning and coordination. He says they applied in early January and promptly provided additional requested documents, such as updated insurance, but have experienced ongoing delays.

Mr. Uhlhorn stated that the organization is not trying to avoid compliance, noting they host around 10 permitted events per year. In one case, they did not obtain a permit for a small backyard event because they did not expect a large crowd or city impact. He concluded by saying they aim to benefit the city but feel, at times, that the city is working against them.

Overall, the Fernley ACES reiterates its desire to collaborate with the city, improve communication, clarify expectations, and continue hosting events that benefit the community.

3. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS

Councilman Torres would like to discuss the agenda topic, and to add all the requirements, including fire, state, city, county and any additional requirements within the state of Nevada be followed by all recipients. It is further requested that the FCTA Board and the City Attorney review the bylaws.

4. PUBLIC FORUM

None at this time.

5. ADJOURNMENT

There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 5:12 PM

Approved by the Fernley Convention and Tourism Authority on _____, by a vote of:

AYES _____ NAYS: _____ ABSTENTIONS: _____ ABSENT: _____

Chairman Albert Torres

ATTEST:

CITY OF FERNLEY
BALANCE SHEET
JUNE 30, 2026

TRANSIENT LODGING TAX

ASSETS

225-101000	CASH-COMBINED FUND	1,275,204.83	
225-104000	INTEREST RECEIVABLE	726.39	
	TOTAL ASSETS		1,275,931.22

LIABILITIES AND EQUITY

LIABILITIES

225-227010	TLT PAYABLE TO COUNTY	302.75	
225-227015	TLT PAYABLE TO STATE	2,402.59	
	TOTAL LIABILITIES		2,705.34

FUND EQUITY

225-253000	FUND BALANCE - UNASSIGNED	(1,148,723.52)	
225-253100	FUND BALANCE - COMMITTED	2,013,634.00	
	UNAPPROPRIATED FUND BALANCE:		
	REVENUE OVER EXPENDITURES - YTD	456,246.79	
	BALANCE - CURRENT DATE	456,246.79	
	TOTAL FUND EQUITY		1,321,157.27
	TOTAL LIABILITIES AND EQUITY		1,323,862.61

CITY OF FERNLEY
REVENUES WITH COMPARISON TO BUDGET
FOR THE 12 MONTHS ENDING JUNE 30, 2026

TRANSIENT LODGING TAX

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	DIFFERENCE	PCNT
	<u>SOURCE 310</u>					
225-310-300	TRANSIENT LODGING TAX	594,384.25	594,384.25	550,000.00	(44,384.25)	108.1
225-310-900	MISCELLANEOUS REVENUE	2,400.00	2,400.00	5,000.00	2,600.00	48.0
	TOTAL SOURCE 310	596,784.25	596,784.25	555,000.00	(41,784.25)	107.5
	<u>SOURCE 360</u>					
225-360-100	INTEREST EARNINGS	45,076.21	45,076.21	1,000.00	(44,076.21)	4507.6
	TOTAL SOURCE 360	45,076.21	45,076.21	1,000.00	(44,076.21)	4507.6
	TOTAL FUND REVENUE	641,860.46	641,860.46	556,000.00	(85,860.46)	115.4

CITY OF FERNLEY
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 12 MONTHS ENDING JUNE 30, 2026

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	1,298.70	1,298.70	15,000.00	13,701.30	8.7
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	39,289.59	39,289.59	333,600.00	294,310.41	11.8
<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	58.07	58.07	1,200.00	1,141.93	4.8
225-575-650 COMMUNITY SUPPORT	145,126.01	145,126.01	220,000.00	74,873.99	66.0
TOTAL DEPARTMENT 575	146,324.08	146,324.08	222,400.00	76,075.92	65.8
TOTAL FUND EXPENDITURES	185,613.67	185,613.67	556,000.00	370,386.33	33.4
NET REVENUE OVER EXPENDITURES	456,246.79	456,246.79	.00	(456,246.79)	.0

April Homme

From: noreply@civicplus.com
Sent: Wednesday, May 27, 2026 9:25 AM
To: April Homme
Subject: [EXTERNAL] Online Form Submittal: Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Date	5/26/2026
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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	5303215621
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Applicant Address	1601 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
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Coordinator Title	Leija
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Coordinator Phone Number	5303215621
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Coordinator Email	theleijas@gmail.com
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(Section Break)

Organization / Company Information

Name	Fernley Youth Softball Tournaments
Year Started	2024
Mailing Address	1601 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 (1).jpg

(Section Break)

Project / Event Information

Project / Event Name	Fernley Tournaments-Aug 8-9 Nevada BLAST, Sept 5-6 Short Porch, Sept 26-27 Stay HUMBLE, Oct. 10-11 Fight the Fight, Oct. 31-Nov. 1 Scared Hitless
Project / Event Location	Out of Town Park/In Town Park
City	Fernley
State	NV
Zip	89408
Date of Event	8/8-9, 9/5-6, 9/26-27
Date Work will Begin	July 1, 2026

Date Work Will Conclude	Oct. 31, 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 5 events that will each be a two day event that will bring many softball teams from Nevada, California, Oregon and Utah to compete in these tournaments. The events will be Aug 8-9 Nevada BLAST #38Forever, Sept 5-6 Short Porch HR Event, Sept 26-27 Stay HUMBLE Fall Event, Oct. 10-11 Fight the Fight and Oct. 31- Nov. 1 Scared Hitless. This will make 6 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. These tournaments allow our local teams to compete at a higher level and also get our name out there. Every year we hope to bring more teams and tournaments to our town.
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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. 2025
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Please list prior award amount	15,500
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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	\$40,750
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Expenses: Itemize all expenses including items on which grant monies will be expended.	Tournament Package -2026 Legacy Sports Fast Pitch Advertisement Fee \$5,000.00 per event (25,000) Fernley branded plaques/shirts/banners \$200 FCTA if granted per event (1,000) Food 1800.00 per event (9,000) Equipment & Field Prep (atv, chalk, Field Prep Staff) 1000 per event. (5,000) Printer Equipment 150.00 per event (750)
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Total Expenses	\$40,750
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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.	\$25,000 FCTA grant \$15,750 Participant registration/Concessions
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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	Last years events sold out the following hotels for Friday and Saturday Nights. Comfort Suites Fernley, Super 8 By Wyndham Fernley, Sure Stay Hotel By Best Western.
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funding available.
Explain why your project
/ event should be
selected to receive
grant funding.

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

No

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

Field not completed.

Will requested funds be
used for advertising?

Yes

If yes, please designate
what you will be
advertising

Resources in Fernley, Accommodations in Fernley, Special
Event(s) in Fernley

If other, please specify

Field not completed.

(Section Break)

Grant Request - Advertising Categories

Please check all that
apply:

Banner(s)

Amount(s)

Field not completed.

Total Amount Budgeted:

Field not completed.

Please check all that
apply:

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 Development, Website Hosting Fees
Amount(s):	Field not completed.
Total Amount Budgeted:	Field not completed.
Please select all that apply:	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	It will help by getting the information of the event out to hundreds of families from out of town. By using Divisional dual advertising we will be on media marketing, multi platform dashboard accessibility and essential travel links. All this is geared towards driving more teams to travel and stay multiple weekends here in Fernley.

additional sheets as needed):

(Section Break)

Economic Impact

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

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

Explain how overnight stays will be measured:	We are working with the hotels again to have a code for room registration for softball families to keep track of rooms. We will
---	---

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

If applicable, number of previous visitors/participants for same or similar project/events:	2000
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:	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.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	200-500
Estimate and describe the overall economic impact to Fernley because of this project/event:	Per family, we estimate that each will spend \$400-\$600 for each event on local accommodations, food, and entertainment in Fernley. This will have an immediate impact on Fernley's economy and local businesses.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	20
If yes, what percentage are In State?	40

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

(Section Break)

Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:	The Fernley Youth Softball Tournaments hosting 5 two-day events will provide an instant injection into the local economy. Fernley will host over 1800 people each event that will need lodging, food, and entertainment. Families that come from out of our area typically meet up with others and dine and play after the event. Last year alone of the 3 Host hotels we partnered with, all 3 sold out.
Explain how receiving grant funding will impact the project / event:	It will help by getting the information of the event out to hundreds of families from out of town. By using Divisional dual advertising we will be on media marketing, multi platform dashboard accessibility and essential travel links. All this is geared towards driving more teams to travel and stay multiple weekends here in Fernley.

(Section Break)

Justification

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

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

(Section Break)

Attestation & Grant Agreement Award Terms

I HEREBY AGREE THAT:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

First and Last Name	Gabe Leija
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Date	05/27/26
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Email not displaying correctly? [View it in your browser.](#)



April Homme

From: noreply@civicplus.com
Sent: Monday, May 18, 2026 11:01 AM
To: April Homme
Subject: Online Form Submittal: Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Follow Up Flag: Follow up
Flag Status: Flagged

Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Date	5/18/2026
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Applicant Information

Applicant First Name	Sharon
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Applicant Last Name	Serenko
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Applicant Email	info@supportnnvc.org
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Applicant Phone Number	7758466063
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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
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(Section Break)

Coordinator First & Last Name	Nancy Baker Rifkin
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Coordinator Title	Outreach Coordinator and Secretary
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Coordinator Phone Number	4159908429
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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 Wreaths Across America 2026

Project / Event Location Northern Nevada Veterans Memorial Cemetery

City Fernley

State NV

Zip 89408

Date of Event 12/19/2026

Date Work will Begin 07/01/2026

Date Work Will
Conclude 01/15/2027

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

This event is the conclusion of a year long effort to sponsor wreaths that will be placed on each gravesite and at the base of the wall where veterans are interred the the cemetery. Our mission is to cover every headstone at the Northern Nevada Veterans Memorial Cemetery [NNVMC] with a veterans wreath. The goal this year is the sponsorship of 9,000 wreaths (an increase from 2025 from 8,800). The cost is \$153,000 (\$17 per wreath). This effort requires year long social media advertising, trifold printing and mailing to existing list of donors, and as the event draws nearer TV, radio, digital and print advertising to generate more sponsorships and invite attendance. This event draws thousands of attendees and volunteers the day of the event and brings visitors to the cemetery until the wreaths are removed around January 15 of 2027.

This is a beautiful annual event and allows families, friends, community, and many community organizations the opportunity to honor our veterans.

Has this project / event
been previously held
before?

Yes

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

Yes

Please list the date of
prior reward

06/11/2025

Please list prior award
amount

9250

How many vendors
attended to previous
event

0

(Section Break)

Total Project / Event Budget

Total Budget Amount	163,400
Expenses: Itemize all expenses including items on which grant monies will be expended.	\$153,000 Wreaths \$9,800 Advertising \$600 Portable Toilets
Total Expenses	\$163,400
Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	\$153,000 Wreaths - ALL donated via wreath sponsorships \$9,800 Advertising - FCTA Grant; For TV, Radio, Newspaper (print and digital), printed trifold donation request brochure & bulk mailing advertising expense. \$600 Portable Toilets - United Site Services NVC expense on behalf of cemetery
(Section Break)	

Grant Request

Amount Requesting	9,800
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	The Nevada Veterans Coalition [NVC] hosts this event along with the City of Fernley [FCTA] as a public service. The event itself is not for profit. Since the NVC is a non-profit organization, the grant funds allow us to advertise to thousands of people we could never reach without these advertising funds.
Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant	While the event itself lasts only a few hours, it brings hundreds of visitors to our City and the Northern Nevada Veterans Memorial Cemetery prior to the event (volunteers come from all over days before the event to unload the boxes of wreaths from the delivery trucks), and until the wreaths are removed in mid January.

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

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

No

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

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:

Brochure

Amount(s)

800

Total Amount Budgeted:

800

Please check all that
apply:

Field not completed.

Amount(s)	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Direct/Bulk mail for promotion of visitor awareness
Amount(s):	1,100
Total Amount Budgeted:	1,100
Please select all that apply:	Newspaper, Radio, Television
Amount(s):	7,900
Total Amount Budgeted:	7,900
Please select all that apply:	Social Media
Amount(s):	0
Total Amount Budgeted:	0
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	0
Total Amount Budgeted:	0
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	0
Total Amount Budgeted:	0
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	The Nevada Veterans Coalition [NVC] hosts this event along with the City of Fernley [FCTA] as a public service. The event itself is not for profit. Since the NVC is a non-profit organization, the gran funds allow us to advertise to thousands of people we could never reach.

additional sheets as needed):

(Section Break)

Economic Impact

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

Estimated number of visitors:	2300
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What percentage are local?	70
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What percentage are In State?	25
-------------------------------	----

What percentage are Out of State?	5
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Estimated number of participants:	2300
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What percentage are local?	70
----------------------------	----

What percentage are In State?	25
-------------------------------	----

What percentage are Out of State?	5
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Explain in detail how attendance / participation will be measured:	We have a questionnaire online via our monthly newsletter and in print at this event and the Memorial Day event to collect data about the attendees, such as; how they learned about the event, where they live, if they're staying overnight, eating in restaurants, etc... This helps us learn what advertising works so we can better focus the advertising each year. Since the wreaths are remain at the cemetery until they are removed, which is about 30 days, we do feel the visitors during that time period has a positive economic impact.
--	--

Estimate number of nights spent in Fernley	In most cases one night
--	-------------------------

because of this
project/event:

Explain how overnight stays will be measured:	Follow up is done by inquiring with local hotels following the event.
If applicable, number of previous visitors/participants for same or similar project/events:	2,200+
What percentage are local?	70
What percentage are In State?	25
What percentage are Out of State?	5
Describe method(s) used to measure previous attendance:	Counters for day of attendance, survey in our monthly newsletter, and inquiries with local restaurants and hotels regarding volume during that time period.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	100-200
Estimate and describe the overall economic impact to Fernley because of this project/event:	Visitors eat at restaurants and fill up at gas stations. Plus for visitors who are not local they see our community and explore it as an option to relocate.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	40
If yes, what percentage are In State?	60

If yes, what percentage are Out of State?	<i>Field not completed.</i>
Estimated number of people that will be exposed to the promotion of this project/event:	100,000 +
What percentage are local?	40
What percentage are In State?	60
What percentage are Out of State?	NV
Describe the type of anticipated media exposure:	Paid TV and Radio advertising, plus Public Service Announcements by TV and Radio. TV media coverage when unloading the wreaths prior to the event and the day of the event (PSA's). Paid newspaper (print & digital).

(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:	Locals are proud of the veterans cemetery and seeing it highlighted by the news. The exposure of this event brings people to the cemetery and raises curiosity about Fernley and what it has to offer as an alternative to some of the larger population areas such as; Reno and Sparks.
Explain how receiving grant funding will impact the project / event:	We are a non-profit organization that relies 100% on donations from families when we honor their veteran with our full military honor guard services, and by some community organizations and businesses who donate to us. With these limited donations we would not be able to pay for the advertising needed to promote this event.

(Section Break)

Justification

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

We do not request twice the amount we need. We ask for a grant that reflects historically what has been previously spent on advertising for this event. As stated, we cannot afford with our limited donations to pay for the advertising required to adequately promote Fernley and its beautiful veterans cemetery as the location for this 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	05/18/2026
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Email not displaying correctly? [View it in your browser.](#)



April Homme

From: noreply@civicplus.com
Sent: Thursday, May 28, 2026 1:35 PM
To: April Homme
Subject: [EXTERNAL] Online Form Submittal: Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Date	5/28/2026
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Applicant Information

Applicant First Name	Alix
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Applicant Last Name	Ceresola
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Applicant Email	alixceresola@aol.com
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Applicant Phone Number	7757423825
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Applicant Address	P.O. Box 24
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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	Alix Ceresola
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Coordinator Title	Secretary/Treasurer
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Coordinator Phone Number	7757423825
--------------------------	------------

Coordinator Email	alixceresola@aol.com
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(Section Break)

Organization / Company Information

Name	FJRA
Year Started	1990
Mailing Address	PO Box 24
City	Fernley
State	NV
Zip	89408
Tax ID	80-0168207
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	Fernley Junior Rodeo
Project / Event Location	Fernley Rodeo Grounds
City	Fernley
State	NV
Zip	89408
Date of Event	July 17-19, 2025
Date Work will Begin	July 17, 2025
Date Work Will Conclude	July 19, 2025

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

The purpose of the Fernley Junior Rodeo is to promote the sport of rodeo for children. Fernley Junior Rodeo is a long-standing annual event that encourages our youth to participate in the sport within our community. There are over 20 events for our youth to engage in, offering ages 1 - 13 the opportunity. This prepares our young cowboys and cowgirls to partake in the Junior High School, High School and College Rodeo circuits. The association will also host the 4th annual Stan Ceresola Memorial Team Roping as well as a breakaway on both Friday and Saturday Nights. Stan was a long time Rodeo Cowboy, and ACTRA Team Roper from our community and a lifelong Fernley resident. He was a huge supporter of our Junior Rodeo and spent many years in our arena helping our community's youth in their events. The Fernley Junior Rodeo is a tradition in our area and people travel from all over the state to participate in it and with our outstanding reputation as one of the best Junior Rodeos, entries have come in from surrounding states as well. Our long-term goal is to continue to promote and preserve the sport of rodeo to our youth as well exposing those who have never been able to experience it the opportunity. It is also to provide a stepping-stone to help our cowboys and cowgirls to have exposure to the sport moving towards high school and college as well as to continue to grow and bring families to our event and community.

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

1-30-26

Please list prior award amount

9,625.00

How many vendors attended to previous event

4

(Section Break)

Total Project / Event Budget

Total Budget Amount	\$28,420.00
Expenses: Itemize all expenses including items on which grant monies will be expended.	The grant funds will be used to help with the production costs of the rodeo. Rodeo Operating Expenses (Insurance, Port-a-Potty's, Announcer, Dumpster) - \$4,100.00 Team Roping/Breakaway Jackpot Expenses - \$3,850.00 Advertising/Sponsor/Programs - \$3,400.00 Awards - All Around Saddles - \$4975.00 Buckles - \$3220.00 2-4th place - \$8200.00 Pee Wee Awards - \$675.00
Total Expenses	\$28420.00
Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	Entries Event Entry fees - \$9,200 Day Use - \$1000 Stall Fees -\$600 Sponsorships Event Sponsor - \$2500 Gold - \$2000 Silver - \$1100 Bronze - \$1100 FCTA Grant - \$9625.00
(Section Break)	

Grant Request

Amount Requesting	\$10,000.00
Matching funds is required For-Profit Organizations.	17,125.00
Will you accept less than requested?	Yes
Explain how receiving grant funding will impact the project / event	The Fernley Junior Rodeo is comprised of a few adult volunteers who have the desire to promote the sport of Rodeo to the youth in the community and other rural areas. All of our awards proudly boast the FJRA lettering and the winners use their awards at other events bringing more attention to Fernley.

Although local businesses buy sponsorships in our program, with the rising costs of awards and livestock, not to mention the numerous organizations looking to local businesses for donations, grant funding is needed to fill the gap between what we raise and what is needed to ensure that a quality event is continued to be presented 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 Junior Rodeo event is one of the largest annual events that brings people to the city of Fernley. The people that come to compete in the event, as well as the numerous friends and family that accompany the participants to watch and support, spend money on hotel rooms, restaurants, gas stations, and tack/feed stores to name a few. This event benefits not only our local youth, but also our community and our economy. The hospitality shown by our businesses and the local families and our community as a whole ensures that the visitors continue to want to return to Fernley.

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.

Print advertising for 2 months in Ropers Sports Newspaper. This newspaper hits the Western States advertising rodeos, roping and junior rodeo events. The Fernley Junior Rodeo utilizes social media along with other Rodeo pages and websites to bring light to the event as well as our own junior rodeo webpage. Also, direct mail to companies and businesses associated with ranching, farming and rodeo. For additional funds will be used for the production of the rodeo including stock fees, the printing of programs, prize line, office supplies for timer's sheets etc, announcer and any other expenses.

Will requested funds be used for advertising?

Yes

If yes, please designate what you will be advertising

Resources in Fernley, Accommodations in Fernley, Special Event(s) in Fernley

If other, please specify

Field not completed.

(Section Break)

Grant Request - Advertising Categories

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

Amount(s) \$3,900.00

Total Amount Budgeted: \$3,900.00

Please check all that apply: Production & Development Fees

Amount(s) \$18,720.00

Total Amount Budgeted: \$18,720.00

Please select all that apply: Direct/Bulk mail for promotion of visitor awareness

Amount(s): \$400.00

Total Amount Budgeted: \$400.00

Please select all that apply: Magazine, Newspaper

Amount(s): \$3,600.00

Total Amount Budgeted: \$3,600.00

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): \$900.00

Total Amount Budgeted: \$900.00

Please select all that apply: Website Maintenance

Amount(s): \$900.00

Total Amount Budgeted: \$900.00

If you selected other in the categories listed above, please explain in detail. below.

Field not completed.

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

Explain in detail how grant funds will be utilized (in accordance with FCTA grant guidelines, use additional sheets as needed):*
The grant funds will be used to help with the production costs of the rodeo. Print advertising for 2 months in Ropers Sports newspaper. This newspaper hits all Western States, advertising rodeos, roping's and other junior rodeo events. The Fernley Junior Rodeo utilizes social media along with other rodeo pages and websites to promote our event as well as our own Fernley Junior Rodeo Association webpage. Direct mail is also employed to reach out to companies and businesses associated with ranching, farming and rodeo to advertise our event and get the word out. Additional funds will be used for the production of the rodeo including stock fees, the printing of programs, prize lines, office supplies, announcer and any other expenses.

(Section Break)

Economic Impact

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

Estimated number of visitors: 600

What percentage are local? 60

What percentage are In State? 20

What percentage are Out of State? 20

Estimated number of participants: 200

What percentage are local? 60

What percentage are In State?	20	
What percentage are Out of State?	20	
Explain in detail how attendance / participation will be measured:	Tally of entry forms will be tallied. Direct count of spectators and survey.	
Estimate number of nights spent in Fernley because of this project/event:	3	
Explain how overnight stays will be measured:	Entry forms will be tallied. Direct count of spectators and survey.	
If applicable, number of previous visitors/participants for same or similar project/events:	567	
What percentage are local?	55	
What percentage are In State?	25	
What percentage are Out of State?	20	
Describe method(s) used to measure previous attendance:	Entry forms will be tallied. Direct count of spectators and survey.	
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	The number of contestants has increased due to more promotion of the event and a change of date to prevent overlap of another junior rodeo.	
Estimate and describe the overall economic impact to Fernley	Our event draws people from the local area, surrounding areas and out of state that patronize our local hotels, gas stations, restaurants and stores to name a few.	

because of this
project/event:

Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	55
If yes, what percentage are In State?	25
If yes, what percentage are Out of State?	20
Estimated number of people that will be exposed to the promotion of this project/event:	25,000
What percentage are local?	33
What percentage are In State?	33
What percentage are Out of State?	33
Describe the type of anticipated media exposure:	Viewership of surrounding city and county publications and those out of state is upward of 25,000. Not all of these individuals may be interested in the sport, but the advertising will draw attention to the event and the city of Fernley and its amenities. By advertising with other organizations involved in rodeo, we will be able to target individuals that want to participate or that enjoy watching the sport to come to the area. Also, with the addition of events, more advertising will be placed on social media to reach other organizations geared toward roping and breakaway events that will coincide with the junior rodeo

(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:

Visual spectator counts show that we have an excess of over 100 people per day attending this event. This is in addition to the more than 150 plus participants and their family members that attend the event. By advertising in other cities and with other organizations involved with rodeo, we will target individuals that participate in the event as well as increase the number of spectators that are interested in learning more about the event or in having an activity to take their family to. The majority of participants range in age of 2 to 12, but these young cowboys and cowgirls travel with parents, siblings, grandparents and often extended family and friends that come from surrounding areas to support them and enjoy a fun weekend. These participants, family and friends all frequent our local restaurants, stores, gas stations, hotels, pool, and parks. Many of them stay in our hotels for 2 nights in order to enjoy both days' events.

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

The Fernley Junior Rodeo is comprised of a few adult volunteers who have the desire to promote the sport of Rodeo to the youth in the community and other rural areas. All of our awards proudly boast the FJRA lettering and the winners use their awards at other events bringing more attention to Fernley. Although local businesses buy sponsorships in our program, with the rising costs of awards and livestock, not to mention the numerous organizations looking to local businesses for donations, grant funding is needed to fill the gap between what we raise and what is needed to ensure that a quality event is continued to be presented 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

The Fernley Junior Rodeo event is one of the largest annual events that brings people to the city of Fernley. The people that come to compete in the event, as well as the numerous friends and family that accompany the participants to watch and support, spend money on hotel rooms, restaurants, gas stations, and tack/feed stores to name a few. This event benefits not only our local youth, but also our community and our economy. The hospitality shown by our businesses and the local families and our community as a whole ensures that the visitors continue to want to return to Fernley.

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	Alix Ceresola
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Date	5-28-25
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Email not displaying correctly? [View it in your browser.](#)



April Homme

From: noreply@civicplus.com
Sent: Tuesday, May 26, 2026 10:06 PM
To: April Homme
Subject: [EXTERNAL] Online Form Submittal: Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Follow Up Flag: Follow up
Flag Status: Flagged

Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Date	5/26/2026
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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
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(Section Break)

Coordinator First & Last Name	Cody
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Coordinator Title	Wagner
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Coordinator Phone Number	7755442854
--------------------------	------------

Coordinator Email	fernleycommunityfoundation@gmail.com
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(Section Break)

Organization / Company Information

Name	Cody
------	------

Year Started	Wagner
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Mailing Address	PO Box 758
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City	Fernley
------	---------

State	NV
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Zip	89408
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Tax ID	82-3324754
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Organization Status	Non-Profit
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Attach copy of 501(c) or Federal Non-Profit Certificate.	FCF - IRS Determination Letter 501c3.pdf
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(Section Break)

Project / Event Information

Project / Event Name	Project Title
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Project / Event Location	FernStock Concert 2026
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City	Fernley
------	---------

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

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

Date of Event	08/22/2026
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Date Work will Begin	07/01/2026
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Date Work Will Conclude	08/30/2026
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Provide an overview of the project / event including purpose, objectives, short and long term goals

This year will be the seventh FernStock event put on by the Fernley Community Foundation. Our objective is to continue to fundraise for the future phases of the Community Response & Resource Center while also growing this into a signature regional event for Northern Nevada. This year will be particularly special, as we hope to hold our whole event in and around the CRRC. Last year, we just hosted our concert there but had to hold our dinner next door at the Senior Center. We hope this will be the stable home for the event and that we can eventually work with the City of Fernley to install a stationary, permanent stage in the area through the construction of the gymnasium space.

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

Has this project / event been previously held before?

Yes

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

Yes

Please list the date of prior reward

06/16/2026

Please list prior award amount

4625

How many vendors attended to previous event

6

(Section Break)

Total Project / Event Budget

Total Budget Amount

10300

Expenses: Itemize all expenses including items on which grant monies will be expended.	Mobile Stage Rental/Transport: \$3,000 (50% Grant Request) 15' LED Video Wall Add On Package: \$1,500 (100% Grant Request) Social Media Advertisement: \$500 Radio Advertisement: \$500 Newspaper Advertisement: \$500 Design, Promotion, & Development: \$500 Banners & Brochures: \$1,000 Band Fees: \$2,200 (Not Grant Eligible) Sound Engineer: \$600 (Not Grant Eligible)
Total Expenses	10300
Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	FCTA Request: \$6,000 Private Business Concert Sponsorships: \$4,300 FCTA Grant funds are critical to properly advertise for the event and help cover some costs for the free public concert. Without the FCTA's help, we would probably just focus our efforts on our fundraising dinner, where we are actually able to generate revenue for the CRRC project and future community facilities/organizational costs. Eventually, we hope to grow this event into a true tourism driver. But right now, our free concert is more of a service to our community.

(Section Break)

Grant Request

Amount Requesting	6000
Matching funds is required For-Profit Organizations.	4300
Will you accept less than requested?	Yes
Explain how receiving grant funding will impact the project / event	FCTA Grant funds are critical to properly advertise for the event and help cover some costs for the free public concert. Without the FCTA's help, we would probably just focus our efforts on our fundraising dinner and golf tournament, where we are actually able to generate revenue for the CRRC project and future

community facilities/organizational costs. Eventually, we hope to grow this event into a true tourism driver.

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

Through our volunteer efforts, we feel that FernStock has transformed into a signature event in Fernley which gets our community excited and is well-organized. Right now, we are building the base for something that could be a huge fundraiser once the operation of the CRRC is worked out and future phases are constructed. More than any other event, FernStock is unique in that the motivation behind the event is continuing to invest in Fernley's future.

To add on to our event this year, we are bringing in a 15' LED video board for our stage, which brings huge opportunities to advertise lodging and tourism in Fernley, promote our sponsors, and add another elements to our bands' performances.

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

Yes

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

All funds requested outside of advertising fit into category 6C under Eligible Expenses: "Events". The stage rental is still considered a start up cost, as we do not yet have a permanent stage and venue to host an event like this (yet). Once a permanent venue is constructed for events like this, we will no longer have these start up costs related to this event. We are considering the 15' LED video board an advertising expense.

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

Non-profit efforts in Fernley.

(Section Break)

Grant Request - Advertising Categories

Please check all that apply:	Banner(s), Brochure, Other
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Amount(s)	1000
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Total Amount Budgeted:	1000
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Please check all that apply:	Design, Production & Development Fees
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Amount(s)	500
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Total Amount Budgeted:	500
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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:	Newspaper, Radio, Other
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Amount(s):	2500
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Total Amount Budgeted:	2500
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Please select all that apply:	Social Media
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Amount(s):	500
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Total Amount Budgeted:	500
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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: *Field not completed.*

If you selected other in the categories listed above, please explain in detail. below.

The "other" selection is for our 15' LED Video Board on our stage. This will help promote accommodations and local business sponsors on our stage before our show and at intermission. It will also enhance our bands' performances with visuals to go along with their show.

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

All funds requested outside of advertising fit into category 6C under Eligible Expenses: "Events". The stage/equipment rental and other production costs are still considered start up costs, as we do not yet have a permanent stage and venue to host an event like this. Once a permanent venue is constructed for events like these, we will no longer have these start up costs related to this event. Grant requested funds:
Mobile Stage Rental/Transport: \$1,500 (50% of cost)
15' LED Video Board Rental: \$1,500
Social Media Advertisement: \$500
Radio Advertisement: \$500
Newspaper Advertisement: \$500
Design, Promotion, & Development: \$500
Banners & Brochures: \$1,000
Total: \$6,000

(Section Break)

Economic Impact

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

Estimated number of visitors: 200

What percentage are local? 80

What percentage are In State? 90

What percentage are Out of State? 10

Estimated number of participants: 500

What percentage are local?	90
What percentage are In State?	95
What percentage are Out of State?	5
Explain in detail how attendance / participation will be measured:	We start with the number of people with paid tickets for our dinner, which takes place right before our concert, as "participants" (we should sell around 150 tickets for this dinner, including to guests from out-of-town to this event). Once the free concert starts, we take approximate counts of how many people come in and out as the event progresses. If we are able to make this a ticketed event in the future, we will have a much better idea of these counts and how many hotel rooms are purchased by participants.
Estimate number of nights spent in Fernley because of this project/event:	10
Explain how overnight stays will be measured:	They are estimated through mainly vendor stays and discussions with visitors at our event.
If applicable, number of previous visitors/participants for same or similar project/events:	750
What percentage are local?	95
What percentage are In State?	95
What percentage are Out of State?	5
Describe method(s) used to measure previous attendance:	Same methodology. Last year, we ended up getting thunderstorms and rain the evening of the event. This definitely decreased our typical attendance, although we still had a great turnout for the first concert held on the CRRC lawn.

Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	+100
Estimate and describe the overall economic impact to Fernley because of this project/event:	Giving our residents something to do and get out of the house has a significant impact on local business. Additionally, we always have a strong contingent of people from Reno in attendance for our event. We create thousands of dollars of economic impact just from the vendors at the event. Our bill for catering to the Boys & Girls Club of Truckee Meadows for our dinner was over \$5,000. The food truck we bring to the event always does well. Our silent and live auctions created nearly \$10,000 in fundraising revenue. In addition to the advertising supported by this grant, additional food, gas, beverages, etc. were purchased from many local businesses in the area.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	90
If yes, what percentage are In State?	90
If yes, what percentage are Out of State?	10
Estimated number of people that will be exposed to the promotion of this project/event:	20,000
What percentage are local?	75
What percentage are In State?	80
What percentage are Out of State?	20

Describe the type of anticipated media exposure:	Through our combination of advertising through social media, radio, and online newspaper, we reach a wide ranging audience both in Fernley and throughout the surrounding areas, many of whom share our advertisement on social media. Facebook statistics typically show a reach of at least 20,000 people.
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(Section Break)

Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:	We believe this event helps give Fernley an identity of live music, culture, and community that does improve our City's reputation. The funds raised from this event over the years have helped fund local contractors in the construction of Polaris Plaza.
---	--

Explain how receiving grant funding will impact the project / event:	FCTA Grant funds are critical to properly advertise for the event and help cover some costs for the free public concert. Without the FCTA's help, we would probably just focus our efforts on our fundraising dinner and golf tournament, where we are actually able to generate revenue for the CRRC project.
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(Section Break)

Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.	Through our volunteer efforts, we feel that we have made FernStock into a signature event in Fernley which gets our community excited and is well organized. Right now, we are building the base for something that could be a huge fundraiser and create tremendous publicity for the City of Fernley once the area is transformed into a true concert venue.
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(Section Break)

I HEREBY AGREE THAT:

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

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	5/26/26
------	---------

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



April Homme

From: noreply@civicplus.com
Sent: Friday, May 29, 2026 6:41 PM
To: April Homme
Subject: [EXTERNAL] Online Form Submittal: Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Date	5/26/2026
------	-----------

Applicant Information

Applicant First Name	Cody
----------------------	------

Applicant Last Name	Wagner
---------------------	--------

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
------	---------

State	NV
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Zip	89408
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(Section Break)

Coordinator First & Last Name	Cody
-------------------------------	------

Coordinator Title	Wagner
-------------------	--------

Coordinator Phone Number	7755442854
--------------------------	------------

Coordinator Email	fernleycommunityfoundation@gmail.com
-------------------	--------------------------------------

(Section Break)

Organization / Company Information

Name	Cody
Year Started	Wagner
Mailing Address	PO Box 758
City	Fernley
State	NV
Zip	89408
Tax ID	82-3324754
Organization Status	Non-Profit
Attach copy of 501(c) or Federal Non-Profit Certificate.	<i>Field not completed.</i>

(Section Break)

Project / Event Information

Project / Event Name	Foundation Fridays
Project / Event Location	Polaris Plaza, 695 E Main Street
City	Fernley
State	Nevada
Zip	89408
Date of Event	07/03/2026
Date Work will Begin	07/01/2026
Date Work Will Conclude	09/30/2026

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

IMPORTANT NOTE: Due to construction delays, we ended up cancelling our planned Foundation Fridays events on May 1 and June 5. We are also forfeiting our original \$4,000 award for the first half of 2026 if we cannot start this event before 6/30/26. We are asking for consideration for this funding proposal INSTEAD of the original \$4,000 award.

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 July to September. It will be vendor-focused, as we envision 2-3 food trucks, 15-30 pop-up vendors including a Farmer's Market type of area, and a beverage service. For the first event on July 3rd, we'll be launching this event in collaboration with the City's 25th Anniversary Celebration which will include a stage with live bands. We are financially assisting with band fees. For the events in August and September, 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.

Has this project / event been previously held before?

No

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

Yes

Please list the date of prior reward

12/15/2025

Please list prior award amount

\$4,000

How many vendors
attended to previous
event

0

(Section Break)

Total Project / Event Budget

Total Budget Amount	7500
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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 (x2): \$1,000
Band fees: \$2,000
Social media marketing: \$500
Newspaper advertising with The Fernley Reporter: \$250
Design/Printing: \$750
Renting CRRRC Restrooms with Boys & Girls Club: \$500
City licensing: \$500
Capital investment in Polaris Plaza: \$2,000

Total: \$7,500

Total Expenses	7500
----------------	------

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: \$1,000 (\$25 each x 20 vendors x 2 events)
Private Band Sponsorship Contribution: \$1,000
Food Truck and Beverage Sales Share: \$1,500

Total: \$7,500

(Section Break)

Grant Request

Amount Requesting	4000
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Matching funds is required For-Profit Organizations.	2500
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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. We also will be financially assisting with the concert aspect July 3rd, which is a city-led initiative. The concert doesn't happen without bands, which is what we are helping with.
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 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.
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.	To help with expenses related to the 25th anniversary of the City of Fernley, we are asking for \$1,000 to match the \$1,000 we are committed to raising to cover band fees up to \$2,000. 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, Other
If other, please specify	Promotion of local businesses and other nonprofit organizations in Fernley.

Grant Request - Advertising Categories

Please check all that apply:	Banner(s), Other
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Amount(s)	500
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Total Amount Budgeted:	500
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Please check all that apply:	Design, Production & Development Fees
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Amount(s)	250
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Total Amount Budgeted:	250
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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:	Newspaper, Radio
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Amount(s):	1250
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Total Amount Budgeted:	1250
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Please select all that apply:	Social Media
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Amount(s):	500
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Total Amount Budgeted:	500
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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>
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 will include other printed materials for the Foundation Fridays events.
Explain in detail how grant funds will be utilized (in accordance with FCTA grant guidelines, use additional sheets as needed):	Social media advertisement - will be used on paid ads on Facebook and Instagram Newspaper advertisement - will be used to advertise and 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.

(Section Break)

Economic Impact

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

Estimated number of visitors:	100
What percentage are local?	95
What percentage are In State?	95
What percentage are Out of State?	5
Estimated number of participants:	500

What percentage are local?	98
What percentage are In State?	98
What percentage are Out of State?	2
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.
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	This will be a first-time event.

comparison with
previous years:

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 total food/drink sales every Friday if that event can draw enough people.
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?	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 impact the project / event:

The advertising plan for this event, which is what will bring in the number of people we anticipate, is dependent upon FCTA funding. Especially for a first-time event, this funding will be critical for us to put on a first-class production. The contribution to band fees will be critical to helping to book bands for the 25th anniversary city celebration.

(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	5/26/26
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Email not displaying correctly? [View it in your browser.](#)



FERNLEY CONVENTION AND TOURISM AUTHORITY APPLICATION FOR GRANT OR MATCHING GRANT FUNDS FY26/27R1 July-December 2026

Project/Event Information		
Project Title: Reins of Hope at JT Ranch Grand Opening		
Name of Organization/Company: JT Ranch and Farm		
Mailing Address: PO Box 214		
City: Fernley	State: NV	Zip Code: 89408
Telephone: 775-426-9872		Email: reinsofhopenv@gmail.com
Year Organization/Company Started: 2014		Tax ID#: 33-2392114
Status: Please select one ☒ Non-Profit* ☐ Corporate ☐ Government ☐ Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Wesley Plount		
Title: Treasurer	Telephone: 775-426-9872	Email: wes@reinsofhopenv.com
Project/Event Details		
Date of Event: 9/30/2026	Date Work Will Begin: 7/15/2026	Date Work Will Conclude: 8/30/2026
Project/Event Location: JT Ranch 10 Worsham Ct, Fernley, NV 89408		
Project/Event Overview		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed): JT Ranch and Farm is a nonprofit organization established to maintain and support the ranch property, animals, facilities, and operational infrastructure utilized by Reins of Hope at JT Ranch, an equine-assisted therapeutic program serving individuals and families throughout Northern Nevada. The purpose of this project is to develop a safe, accessible, and welcoming therapeutic ranch environment capable of supporting equine-assisted mental health services, therapeutic animal interactions, educational programming, and community outreach activities within the City of Fernley. The project is designed to help address the significant shortage of accessible mental health resources and equine-assisted therapeutic services available throughout rural Northern Nevada, particularly for veterans, first responders, children, families, and at-risk youth. Project objectives include improving accessibility throughout the ranch property, expanding infrastructure necessary to support therapeutic programming, and enhancing the ranch's ability to accommodate participants and visitors traveling from surrounding communities to receive services. These improvements will support the continued development of a unique therapeutic destination that contributes to both community wellness and regional visitation to Fernley. Short-term goals for the project include completion of ranch accessibility and infrastructure improvements, the successful grand opening of Reins of Hope at JT Ranch, development of partnerships with veteran organizations and the Department of Veterans Affairs, collaboration with regional first responder agencies, and outreach to mental health providers and behavioral health facilities throughout Northern Nevada. (See additional pages)		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? ☐ Yes ☒ No		
If yes, please list date of award and award amount: Date: N/A Amount: N/A		
If previously funded: How many visitors attended? N/A How many vendors attended? N/A		

Project/Event Budget	
Total Budget Amount: \$36,500	
Expenses: Itemize all expenses <u>including</u> items on which grant monies will be expended.	
1. Ranch Accessibility & Pathway Improvements — \$4,500 Purchase and installation of approximately 100 cubic yards of decomposed granite (DG) from Gopher Construction to improve ranch roadways, walking paths, and client access areas. Currently, many ranch pathways consist of uneven rocky dirt surfaces that create mobility and safety challenges for clients, caregivers, and visitors. Installing DG will create a firmer, more stable, and more accessible surface for individuals utilizing wheelchairs, walkers, or other mobility accommodations. These improvements will enhance the overall visitor experience for families and caregivers traveling from surrounding Northern Nevada communities for equine-assisted therapy services, while also improving safety and accessibility throughout the property. 2. Expansion of Therapy Arena & Horse Holding Pens — \$10,000 Expansion of the existing therapy arena to include four additional covered holding pens for horses participating in equine-assisted therapy programming. The additional covered pens will allow horses not actively involved in therapy sessions to be safely separated from active clinical areas, reducing distractions and creating a more structured and therapeutic environment for clients and visitors. This expansion will increase operational capacity and improve the overall quality of the participant experience, allowing the ranch to accommodate a greater number of clients and families traveling to Fernley for specialized therapeutic services that are otherwise limited throughout Northern Nevada. (See additional pages)	
Total:	\$36,500
Revenue: Itemize all revenues <u>including</u> requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	
Requested FCTA Grant Funding (\$15,000) - Accessibility & pathway improvements and Therapeutic Arena expansion Community Donations & Local Fundraising - (\$3,800) - Received Volunteer Contributions (Ongoing) JT Ranch and Farm has received approximately \$3,800 in community donations and local fundraising support through a recent fundraiser hosted in Fernley. Those funds have already been allocated toward separate startup and grand opening preparation expenses associated with launching equine-assisted therapy services at Reins of Hope at JT Ranch. At this time, ongoing ranch operational expenses, including animal care, feeding, property maintenance, and program development, are being personally funded by the organization's volunteers. The requested FCTA grant funding will specifically support accessibility improvements, infrastructure expansion, and visitor accommodation enhancements directly related to increasing the ranch's ability to safely serve regional visitors and participants traveling to Fernley for specialized equine-assisted therapeutic services.	
Total:	\$18,800
Fernley Convention and Tourism Authority Grant Request	
Amount Requesting: \$ 15,000	Amount of Matching Funds: \$
Will you accept less funding than requested: Yes ☒ No ☐	

Grant Budget - Advertising		
Will requested funds be used for advertising? Yes ☐ No ☒		
If Yes, please designate what you will be advertising: ☐ Resources in Fernley ☐ Accommodations in Fernley ☐ Special Events (s) in Fernley ☐ Other (specify):		
Use the categories below to show in detail how grant funds will be disbursed.		
Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)		
Billboard(s)		
Brochure		
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper		
Radio		
Television		
Other (specify)		
Internet/Website		
Social Media		
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
Other		
Explain in detail		
Grant Budget - Sponsorship		
Are you requesting project/event sponsorship? ☒ Yes ☐ No		
Explain in detail how grant funds will be utilized (in accordance with the FCTA grant guidelines, use additional sheets as needed):		
JT Ranch and Farm recognizes that many projects supported through the Fernley Convention & Tourism Authority grant program focus on advertising, promotion, and special events designed to increase awareness of attractions and activities within the City of Fernley. This request differs from a traditional marketing proposal in that it focuses on the accessibility and infrastructure improvements necessary to establish and grow a destination that will generate ongoing visitation rather than a short-term increase in visitors through advertising alone. The requested funding will be utilized to complete accessibility improvements and therapeutic environment enhancements that directly support the development of Reins of Hope at JT Ranch as a regional destination for equine-assisted therapeutic services. Specifically, funds will be used to improve ranch pathways and participant access areas, enhance accessibility for individuals with mobility limitations, and expand the therapeutic arena environment to improve the quality, safety, and effectiveness of programming. (See additional pages)		

Economic Impact						
Estimated number of visitors	150	What percentage are:	Local*	100	%	In State 100 % Out of State 0 %
Estimated number of participants	100	What percentage are:	Local*	100	%	In State 100 % Out of State 0 %
Explain in detail how attendance/participation will be measured:						
The estimated participation figures of 100 participants and 150 visitors represent conservative monthly projections based on the current operational capacity of Reins of Hope at JT Ranch during its initial phase of operation. These estimates assume a single clinician providing therapeutic services and seeing an average of five participants per day. (See additional pages)						
Estimate number nights spent in Fernley because of this project/event: 0						
Explain how overnight stays will be measured:						
At the present stage of development, JT Ranch and Farm does not anticipate generating a significant number of overnight stays in Fernley as a direct result of this project. Reins of Hope at JT Ranch is currently focused on providing equine-assisted therapeutic services to participants primarily traveling from within the region for scheduled appointments, which generally last approximately one hour. As a result, overnight accommodations are not expected to be necessary during the initial phase of operation. (See additional pages)						
If applicable, number of previous visitors/participants for same or similar project/event: N/A		What percentages were: Local* % In State % Out of State %				
Describe method(s) used to measure previous attendance:						
N/A						
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years:						
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:						
The economic impact of this project extends beyond the direct expenditures associated with individual visits to the ranch. By establishing specialized equine-assisted therapeutic programming in Fernley, JT Ranch and Farm will help position the community as a destination for services that are scarce throughout Northern Nevada. (See additional pages)						
Does the actual project/event create media exposure for Fernley: ☒ Yes ☐ No						
If yes, what percentages are: Local* 80 % In State 100 % Out of State 0 %						
Estimated number of people that will be exposed to the promotion of this project/event:		What percentages are: Local % In State % Out of State %				
Describe the type of anticipated media exposure:						
Initially, anticipated media exposure will primarily consist of local and regional coverage highlighting the grand opening of Reins of Hope at JT Ranch, the development of equine-assisted therapeutic services in Northern Nevada, community partnerships, fundraising activities, and efforts supporting veterans, first responders, children, families, and at-risk youth. Media exposure is expected to occur through local newspapers, community publications, social media platforms, nonprofit communications, community calendars, and regional news outlets covering mental health, rural healthcare access, and community development initiatives. The organization will also utilize its own social media presence and partnerships with participating organizations to promote programs, events, and community engagement opportunities. (See additional pages)						
*Local is defined as being within a 60-mile radius of Fernley						

Project/Event Summary

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

JT Ranch and Farm recognizes that the Fernley Convention & Tourism Authority grant program is intended to support projects and initiatives that promote visitation, community engagement, and economic activity within the City of Fernley. The requested funding would be utilized to support accessibility, infrastructure, and visitor accommodation improvements directly connected to the development of Reins of Hope at JT Ranch as a regional destination for equine-assisted therapeutic programming and community engagement activities.

Specifically, grant funds would support improvements to ranch pathways and accessibility surfaces and expansion of covered therapeutic programming areas. These improvements are intended to create a safer, more accessible, and more welcoming environment for individuals and families traveling from throughout Northern Nevada to participate in therapeutic services, educational programming, outreach activities, and future community events hosted at the ranch.

While the requested funding is not specifically allocated toward traditional advertising expenses, the organization believes these improvements establish the foundational infrastructure necessary to support sustainable long-term visitation and regional engagement within Fernley. Due to the limited availability of equine-assisted therapeutic services throughout rural Northern Nevada, JT Ranch and Farm anticipates continued growth in participation from surrounding communities as programming expands and partnerships are developed with veteran organizations, first responder agencies, mental health providers, and educational institutions.

(See additional pages)

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

Receiving funding through the Fernley Convention & Tourism Authority grant program will allow JT Ranch and Farm to complete critical accessibility, infrastructure, and operational improvements necessary to support the launch and continued growth of Reins of Hope at JT Ranch's equine-assisted therapeutic programming.

Grant funding will directly support improvements designed to create a safer, more accessible, and more functional environment for clients, caregivers, and visitors traveling to the ranch from throughout Northern Nevada. These improvements include stabilizing ranch pathways and roadways for individuals with mobility limitations and expanding covered horse holding areas to improve the quality, structure, and safety of therapy sessions.

These upgrades will improve the overall participant and visitor experience while increasing the ranch's ability to safely and efficiently serve children, veterans, first responders, families, and at-risk youth seeking specialized therapeutic services that are currently limited within the region.

Grant funding will also accelerate project completion timelines that would otherwise depend on limited private donations and personal funding from the organization's founders. Completing these improvements now will allow JT Ranch and Farm to begin serving more regional participants sooner while establishing a welcoming and accessible environment capable of supporting future community events, educational activities, and outreach programming in Fernley.

Justification

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

JT Ranch and Farm believes this project represents a unique opportunity to support both community wellness and regional economic activity within Fernley.

Access to equine-assisted therapy and therapeutic animal-assisted services remains extremely limited throughout Northern Nevada, particularly in rural communities. Reins of Hope at JT Ranch was created to help address this gap by providing specialized therapeutic services for veterans, first responders, children, families, and at-risk youth in an area where these resources are often difficult to access.

Because of the scarcity of these services in the region, the ranch is expected to draw participants and accompanying family members from surrounding communities outside Fernley. Those visitors will spend time within the city before, during, and after therapy sessions and ranch events, creating recurring opportunities to support local restaurants, retail businesses, fuel stations, and other community establishments.

Unlike many one-time events, this project has the potential to generate ongoing visitation and long-term community engagement throughout the year. The requested improvements will help establish JT Ranch and Farm as a sustainable destination for therapeutic programming, educational opportunities, fundraising events, and community outreach activities that continue bringing visitors into Fernley over time.

The project has already demonstrated local community support through fundraising efforts and volunteer involvement, while the organization's founders continue personally funding significant operational and startup expenses to help bring these services to the community.

Funding this project would support a locally driven nonprofit effort focused on accessibility, mental health, rural healthcare access, and long-term community impact while also advancing FCTA's mission to promote visitation and positive economic activity within the City of Fernley.

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

Applicant

Wesley A. Hunt

Date:

5/30/2026

Project/Event Overview

Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):

Additional short-term objectives include hosting community events, educational opportunities, and fundraising activities designed to increase awareness of mental health resources while encouraging local and regional participation within Fernley.

Long-term goals include expanding programming capacity to support practicum and clinical internship supervised training opportunities for undergraduate and graduate-level students and developing future partnerships with the University of Nevada, Reno and other educational institutions. As the organization grows, JT Ranch and Farm and Reins of Hope at JT Ranch aim to establish Fernley as a recognized regional destination for innovative equine-assisted therapeutic programming, professional training, and community-focused mental health support.

Over time, the organization hopes to become nationally recognized for excellence in therapeutic ranch programming, attracting participants, students, professionals, volunteers, and visitors from throughout Nevada and beyond while continuing to create positive economic and community impact within the City of Fernley.

Project/Event Budget

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

3. Accessibility & Ranch Operations Utility Vehicle — \$22,000

Purchase of a utility vehicle to support ranch maintenance operations and improve accessibility for clients and visitors with mobility limitations.

JT Ranch and Farm spans approximately 4.5 acres, requiring significant travel between therapy spaces, animal areas, and activity locations. A utility vehicle will allow staff to safely transport clients, caregivers, and visitors who may have mobility challenges, while also reducing the amount of clinical session time spent transitioning across the property.

The vehicle will additionally support ranch operations, event setup, maintenance activities, and visitor accommodations during community events and therapeutic programming designed to attract regional participation and tourism activity to Fernley.

Grant Budget - Sponsorship

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

These improvements are intended to support participants, caregivers, and visitors traveling to Fernley from throughout Northern Nevada to access specialized services that are currently limited within the region. While the requested funding is not dedicated to advertising or promotional activities, JT Ranch and Farm believes the proposed improvements advance the broader purpose of the FCTA grant program by helping create a sustainable attraction that encourages recurring visitation and community engagement.

Unlike a single event or marketing campaign that may generate activity for a limited period of time, equine-assisted therapeutic programming creates ongoing opportunities for individuals and families to travel to Fernley on a recurring basis throughout the year. As participation grows through partnerships with veteran organizations, first responder agencies, mental health providers, and educational institutions, the project is expected to generate increasing levels of visitation and economic activity benefiting local businesses and the broader community.

JT Ranch and Farm respectfully requests the Board consider this application as an investment in the long-term development of a unique community asset that aligns with the FCTA's mission of increasing visitation, strengthening community engagement, and supporting economic activity within the City of Fernley. While the requested improvements may not represent traditional advertising expenditures, they provide the foundational infrastructure necessary to create and sustain the visitation and community participation that the grant program seeks to encourage.

Economic Impact

Explain in detail how attendance/participation will be measured:

(Continued from primary application)

Visitor estimates are based on the assumption that approximately half of participants will drive themselves to appointments, while the remaining participants will be transported by a parent, family member, caregiver, or other support person. Because many participants

are children or individuals who rely on others for transportation, visitor counts are expected to exceed participant counts.

These projections are based on the significant shortage of equine-assisted therapeutic services available throughout Northern Nevada. While many participants may be classified as "local" under the grant's definition of a 60-mile radius, the organization anticipates serving individuals and families traveling to Fernley from surrounding communities including Reno, Sparks, Carson City, Dayton, Fallon, Silver Springs, and other rural areas where access to equine-assisted therapeutic services is limited or unavailable. The estimates do not account for future expansion through the addition of clinical staff, interns, practicum students, or other service providers, all of which would increase the ranch's capacity to serve participants and attract additional visitors. As partnerships with veteran organizations, first responder agencies, mental health providers, and educational institutions develop, participation and visitation are expected to grow beyond these initial estimates.

Participation and visitation will be measured through a visitor sign-in process maintained at the ranch. Sign-in records will document participant visits, accompanying visitors, and attendance at community events, educational programs, and outreach activities. This process will allow JT Ranch and Farm to accurately track participation levels, monitor growth trends, and evaluate the project's impact on regional visitation to the City of Fernley.

Explain how overnight stays will be measured:

(Continued from primary application)

While overnight stays are not currently projected, the organization believes the long-term potential for overnight visitation is significant. As programming expands, JT Ranch and Farm intends to develop partnerships with veteran service organizations, first responder organizations, educational institutions, and other community partners to host retreats, training opportunities, workshops, and special events in Fernley. One example includes the future development of multi-day veteran wellness retreats in partnership with organizations such as Vet Cares and similar service providers. These programs have the potential to attract participants from throughout Nevada and across the United States, generating demand for local lodging, dining, retail, and other visitor services.

Because these partnerships and programs are still in the planning and development stages, overnight visitation cannot be reliably quantified for the current funding cycle. However, the organization views these future initiatives as an important component of its long-term vision to establish Fernley as a destination for innovative therapeutic programming, professional training opportunities, and veteran-focused wellness experiences.

Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:

(Continued from primary application)

In the near term, economic benefits are expected to come from recurring visits by participants and accompanying family members who utilize local businesses before and after appointments. Unlike a single event that generates activity over a limited period, therapeutic programming creates consistent visitation throughout the year, providing ongoing opportunities for local restaurants, retailers, fuel stations, and other businesses to benefit from visitor spending.

As the organization grows, additional economic impacts may result from professional training opportunities, educational partnerships, volunteer engagement, fundraising events, and specialized programs designed to serve veterans, first responders, and other underserved populations. These activities have the potential to attract new visitors to Fernley while strengthening the city's reputation as a community that supports innovation, wellness, and rural mental health access.

Although the long-term economic impact cannot be precisely quantified during the startup phase of the project, JT Ranch and Farm believes the development of a sustainable therapeutic ranch environment represents an investment in a community asset capable of generating recurring economic activity, supporting local businesses, and contributing to Fernley's continued growth and visibility throughout Northern Nevada.

Describe the type of anticipated media exposure:

(Continued from primary application)

As JT Ranch and Farm and Reins of Hope at JT Ranch continue to grow, anticipated media exposure is expected to expand through the development of specialized programming, veteran wellness retreats, educational partnerships, internship opportunities, and community events. Future collaborations with organizations serving veterans and first responders, as well as potential partnerships with institutions such as the University of Nevada, Reno, may create opportunities for broader statewide and national attention focused on innovative approaches to mental health support, experiential learning, and equine-assisted therapeutic programming.

Over time, the organization hopes to establish itself as a recognized leader in therapeutic ranch programming, creating opportunities for continued positive media exposure that highlights both the services provided and the City of Fernley as the home of a unique and growing community resource.

Project/Event Summary

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

The organization's long-term vision includes the development of internship and training opportunities in partnership with regional educational institutions, including the University of Nevada, Reno, which would further increase recurring visitation and professional engagement within the City of Fernley over time.

JT Ranch and Farm believes these accessibility and infrastructure improvements directly support the broader goals of promoting community participation, regional visitation, and long-term economic activity within Fernley.



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

JT RANCH AND FARM
PO BOX 214
FERNLEY, NV 89408

Date:
07/21/2025
Employer ID number:
33-2392114
Person to contact:
Name: Ms. Dong
ID number: 5662411
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:
December 01, 2024
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053554002675

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

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

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

April Homme

From: noreply@civicplus.com
Sent: Saturday, May 30, 2026 4:07 PM
To: April Homme
Subject: [EXTERNAL] Online Form Submittal: Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Date	5/28/2026
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Applicant Information

Applicant First Name	Fernley
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Applicant Last Name	ACES
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Applicant Email	fernleyaces@gmail.com
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Applicant Phone Number	775-439-2235
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Applicant Address	40 N Center St
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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	Fernley
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Coordinator Title	ACES
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Coordinator Phone Number	775-439-2235
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Coordinator Email	fernleyaces@gmail.com
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(Section Break)

Organization / Company Information

Name	Fernley
Year Started	ACES
Mailing Address	40 N Center St
City	Fernley
State	NV
Zip	89408
Tax ID	83-3848812
Organization Status	Non-Profit
Attach copy of 501(c) or Federal Non-Profit Certificate.	Fernley ACES IRS Consent Letter (2).pdf

(Section Break)

Project / Event Information

Project / Event Name	InFERNo Music & Fire Festival
Project / Event Location	Reno-Fernley Raceway
City	Fernley
State	NV
Zip	89408
Date of Event	4/10/27-4/11/27
Date Work will Begin	7/1/2026
Date Work Will Conclude	4/30/2027

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

InFERNo is a festival of music, fire, and fun that ties the unique landscape of Fernley into a post-apocalyptic wasteland music festival centered around tumbleweed bonfires. The first annual InFERNo festival featured a musical lineup topped off by internationally-known headliners, Drowning Pool surrounded by unique entertainment, fire art, and fun. The first year of the festival was a successful proof-of-concept for what we aim to make into something huge for the area. Year two will feature two big-name headliners (TBD) to draw crowds and bring tourism to Fernley, putting the city on the map in a new and unique way.

The first year, the team was delayed in solidifying details which meant that advertising and reach was diminished also. With a greater lead time, the possibilities grow.

The purpose of the festival is to bring big entertainment to Fernley and to draw attention to everything the city has to offer from near and far. This has the potential to grow into something that makes a name for Fernley and gets us noticed, much in the same way that Night in the Country has done for Yerington. This festival's unique offerings and theme set it apart from your average music festival and create a draw tapping into a different tourism market than our area has seen before.

With the successes and lessons from the first year, the ACES are prepared to make this grow year over year. The goal in the last half of 2026 is to put deposits on headliner bands and start advertising soon to draw a larger crowd. The festival will expand offerings across two days to encourage people to come and stay in Fernley, and advertising will highlight various options: from hotels to RV parks to camping at the festival.

Long-term, the goal is to continue to bring in bigger names in music to create a bigger draw and, over time, the festival will sustain itself and other ACES activities.

As a nonprofit, the ACES shouldered a huge cost to get the first year going, and needs help building the momentum for year two to really get things moving in the right direction to grow this new festival towards being self-sustaining and a draw for tourism to the area in the shoulder season when tourism typically slows.

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	12/08/2025
Please list prior award amount	13,333
How many vendors attended to previous event	15
(Section Break)	

Total Project / Event Budget

Total Budget Amount	\$191,965
Expenses: Itemize all expenses including items on which grant monies will be expended.	Headliner Band(s): \$40,000 (deposit 50% upfront) Headliner travel: \$5,000 Headliner hotel: \$2,000 Van rental for band transport: \$400 Booking agency fee: \$2,000 Guitar/Drum techs: \$300 Band cancellation insurance: \$2,400 Other Bands: \$5,000 Entertainment (armored fighters, fire dancers, etc): \$2700 Traffic Control: \$11,310 Security: \$15,000 Stage: \$60,000 Signage for venue: \$550 Fence/barricade: \$1000 Lyon Co Fire: \$12,500 Event Insurance: \$3065 Band cancellation insurance: \$2400 Portable Restroom Rental: \$3600 Music License: \$800 Merch: \$3,700 Advertising Photography: \$2,000 Radio: \$6000

	Socials: \$1,000 Streaming/Static: \$3000 Mailers: \$3,000 Table Tents: \$250 POGS: \$350 Theater Ads: \$5040
Total Expenses	\$191,965
Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	FCTA: \$20,000 Ticket Sales: \$98,613 Merch Sales: \$4,000 Vendors: \$5000 Beer: \$2,000 Bar: \$3,000 Investors: \$50,000 Sponsors: \$20,000
(Section Break)	

Grant Request

Amount Requesting	20,000
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 impact the project / event	Receiving this grant money will allow the ACES to put deposits down on headliner bands to secure the lineup for the festival and to start advertising by the fall. By doing so in the latter half of 2026, it will allow advertising to start early and get ticket sales off the ground and build excitement for 2027. The momentum is needed to secure sponsors, investors, attendees, and other partners in the festival for it to be successful.
Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant	Since this is a new festival with huge tourism potential for the area and it's run by a nonprofit, the FCTA funds would go a long way towards securing what is needed to get this off the ground and to draw attention to the city. The FCTA can provide seed money to new events and this one will not only benefit the

funding available. Explain why your project / event should be selected to receive grant funding.	City of Fernley and the ACES long-term, but it will benefit the hotels, businesses, restaurants, and the city as a whole. This is an investment in the future of Fernley and tourism to the area, with a long-term goal of being self sustaining. It's an investment in Fernley's future.
Are you requesting project / event FCTA Sponsorship for expenses other than advertising?	Yes
If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.	We are requesting funding for seed money and advertising for InFERNo 2027. Under section 6(c) of the guidelines, the FCTA funds can be used for "start-up costs...for a special event or promotion that results in interim revenues equal to the amount of the grant which are then used for advertising, promotion, and publicity." The money we are asking for is to put deposits down on headliner bands and to begin advertising for the 2027 festival to secure the lineup to have something big to attract attention and grow attendance. This will result in ticket sales, sponsorships, and partnerships which can be rolled into more advertising for the event and the amenities that the city has to offer.
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	<i>Field not completed.</i>

(Section Break)

Grant Request - Advertising Categories

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 check all that apply:	Production & Development Fees, Other
Amount(s)	20,000
Total Amount Budgeted:	166,825
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Radio, Television, Other
Amount(s):	14000
Total Amount Budgeted:	14040
Please select all that apply:	Social Media
Amount(s):	1000
Total Amount Budgeted:	1000
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.	Production Fees requested is seed money to put down deposits on headliner bands. Having the bands locked in will give us more to advertise than just the festival and the city's offerings, it'll give us a draw that can pull from farther outside the area. With more time to advertise the names of the performers will allow for greater ticket sales, more investment potential, and greater draw for sponsors, as well.

Once those deposits are put down and contracts are signed, advertising can start through things like social media, ticket outlets, theaters, radio, tv, streaming and more. The plan is to use the funds for bands and roll income back into advertising.

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

To get the festival into good shape for the best positioning in advertising, the very first step is to book the bands that will headline the show. The funds will be used to put deposits on bands to secure the lineup.

In addition to using funds for start-up costs related to deposits for booking bands, some of the funds will be funneled into advertising and promotions such as radio, television, streaming, theaters, billboards, magazines, partnership advertising with local businesses, and/or other means. The ACES team has experience with advertising events and confidence to continue to grow the recognition and exposure for Fernley.

As the word gets out and income starts to build, that will be poured back into advertising expenses and then into production expenses including rentals, permits, and other things (as listed on the budget). We want to use this money to build Fernley's name and reputation, as well as the reputation for the ACES and the InFERNo festival.

(Section Break)

Economic Impact

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

Estimated number of visitors:	1500
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What percentage are local?	50
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What percentage are In State?	70
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What percentage are Out of State?	30
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Estimated number of participants:	1500
What percentage are local?	50
What percentage are In State?	70
What percentage are Out of State?	30
Explain in detail how attendance / participation will be measured:	Ticket sales will be used to measure attendance, and by selling tickets through a ticket outlet (i.e., Eventbrite, Ticketmaster, etc), we can also tell where their home zip code is located, making it easy to measure both attendance and where they are coming from.
Estimate number of nights spent in Fernley because of this project/event:	150
Explain how overnight stays will be measured:	Some overnight stays will be counted in camping passes sold as part of the festival's offerings, and will be easily counted. The ACES will meet with local hotels to get better room counts, too.
If applicable, number of previous visitors/participants for same or similar project/events:	750
What percentage are local?	50
What percentage are In State?	70
What percentage are Out of State?	30
Describe method(s) used to measure previous attendance:	Ticket sales through Eventbrite allowed us to track where people were from and how many purchased tickets.
Project increase of number of visitors (if	1500

any) to Fernley because of project/event in comparison with previous years:

Estimate and describe the overall economic impact to Fernley because of this project/event:	We estimate a minimum of doubled attendance based on growth projections and feedback from the first event. By bringing in more well-known bands we anticipate being able to draw more people from further away.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	50
If yes, what percentage are In State?	20
If yes, what percentage are Out of State?	30
Estimated number of people that will be exposed to the promotion of this project/event:	100,000-300,000
What percentage are local?	50
What percentage are In State?	20
What percentage are Out of State?	30
Describe the type of anticipated media exposure:	TV, radio, and newspaper, and social media were all part of 2026 exposure, and those will be utilized again in addition to goals for expansion in local newspapers, magazines, news stations, theater ads and expanding more into media in the Sacramento area and outlying Nevada areas to draw more people to Fernley. By starting earlier on InFERNo 2027, the ACES will be able to better utilize media and make contact with more organizations that can help spread the word.

Project/Event Summary

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

By growing what was built in the inaugural 2026 festival, more attention will turn to Fernley as a destination to visit. The plan to hire more big-name bands will draw attention to Fernley from even farther away than before, and continue to build on an event with huge potential for the future.

For local residents, the draw is not just having something to do right here in Fernley, but it's also a reason for them to invite family and friends to visit and come join the fun. The report by Americans for the Arts from 2023 called Arts & Economic Prosperity shows that on average, locals attending an arts event will spend around \$35.56 per person on expenses outside of, but related to the event they attend. This includes things like gas, eating out, clothing, childcare, and more. For out of town visitors, that number climbs to \$54.62 per person, per event outside of expenditures for the actual event.

The benefit to the local economy is clear when it comes to bringing people to Fernley for a special event like this one. By bringing in visitors, they'll have an opportunity to see all the Fernley has to offer. Cross-promotions with local restaurants and bars encourage visitors and locals alike to get out and patronize local spots.

The attendance for InFERNo's first year are on-par with Night in the Country's first year. The potential for huge growth for Fernley is there.

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

The FCTA funds will help the ACES get started on lining things up for 2027's festival and will pave the way for growth and recognition of the event for the upcoming year. This will allow the lineup to be secured sooner which will help with the draw to the festival with less strain on the volunteer-run nonprofit Fernley ACES. By starting to get the word out earlier, the attendance is expected to grow, also.

Though organic growth of the festival is expected via word of mouth from attendees in 2026, the funds from FCTA will help get the word out farther, faster.

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 project falls squarely within the purpose of the FCTA, bringing recognition and awareness of Fernley's assets through a tourism-driven event with huge potential impact next year and in future years for the area. This is an investment in future tourism and recognition for Fernley. By bringing people in from surrounding areas, local restaurants, hotels, gas stations, and other businesses will benefit.

The grant for seed money to get the second annual inFERNo festival launched, it's an investment in not just the ACES and something new in town, but it's an investment into Fernley's future.

(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

Jaimie Daniels

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



April Homme

From: noreply@civicplus.com
Sent: Monday, May 25, 2026 4:03 PM
To: April Homme
Subject: [EXTERNAL] Online Form Submittal: Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Follow Up Flag: Follow up
Flag Status: Flagged

Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Date	5/25/2026
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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
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Coordinator Title	Howlett
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Coordinator Phone Number	775-399-4796
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Coordinator Email 4thofjulytreasurer@gmail.com

(Section Break)

Organization / Company Information

Name Fernley 4th of July

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 Celebration

Project / Event Location Main Street (parade) Out of Town park

City Fernley

State NV

Zip 89408

Date of Event July 4, 2026

Date Work will Begin August 1, 2025

Date Work Will Conclude	July 30, 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	December 8, 2025
Please list prior award amount	10,000.00
How many vendors attended to previous event	60

(Section Break)

Total Project / Event Budget

Total Budget Amount	76,642.50
Expenses: Itemize all expenses including items on which grant monies will be expended.	Advertising 12,500.00 Banners 600.00 Donation Letters w/postage 500.00 Electronic fees 100.00 Fireworks 42,000.00 Flaggers 1,500.00 Insurance 1,522.00 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
	Trash pick-up 750.00
	Trophies 200.00
	Volunteers 600.00
	Watermelon Eating 150.00
	Website 90.00
Total Expenses	76,642.50
Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	Bar 750.00 Bingo 4,344.50 Booths 6,500.00 Candy bags 500.00 Camping 1,250.00 Car Show 1,200.00 City gift fireworks 42,000.00 Community Donations 3,600.00 Grant City 10,000.00 County 2,500.00 Paid Kids Area 500.00 Parade 1,500.00 Pigs 1,200.00 Spaghetti Dinner 5,355.00 Staycation/Raffle 400.00 T-Shirts 300.00 Total 81,899.50

(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?	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.	<i>Field not completed.</i>
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:	<i>Field not completed.</i>
Amount(s)	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
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:	<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, Television
Amount(s):	12,210.00
Total Amount Budgeted:	12,210.00
Please select all that apply:	Social Media
Amount(s):	200.00
Total Amount Budgeted:	200.00
Please select all that apply:	Website Hosting Fees
Amount(s):	90.00
Total Amount Budgeted:	90.00
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>

If you selected other in the categories listed above, please explain in detail. below.

Field not completed.

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 4th of July events in Fernley 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 /

Estimating people attending the parade and the park events.

participation will be measured:

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:

650

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

Yes

media exposure for
Fernley?

If yes, what percentage are local?	70
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If yes, what percentage are In State?	95
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If yes, what percentage are Out of State?	5
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Estimated number of people that will be exposed to the promotion of this project/event:	25,000
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What percentage are local?	70
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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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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.
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(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 goods from vendors at the event, and spend the night in local hotels or camping spots.
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Explain how receiving grant funding will	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.
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impact the project /
event:

(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

Date May 25, 2026

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



April Homme

From: noreply@civicplus.com
Sent: Saturday, May 30, 2026 1:48 PM
To: April Homme
Subject: [EXTERNAL] Online Form Submittal: Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Fiscal Year R1 2026/2027 FCTA Grant or Matching Grant Funds Application (July 01, 2026 to June 30, 2026)

Date	5/30/2026
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Applicant Information

Applicant First Name	Brian
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Applicant Last Name	Wadsworth
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Applicant Email	bwadsworth787@gmail.com
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Applicant Phone Number	7753356773
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Applicant Address	PO BOX 897
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City	Wadsworth
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State	NV
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Zip	89442
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(Section Break)

Coordinator First & Last Name	Brian Wadsworth
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Coordinator Title	Committee Chairman
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Coordinator Phone Number	7753356773
--------------------------	------------

Coordinator Email	bwadsworth787@gmail.com
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(Section Break)

Organization / Company Information

Name	Sacred Visions Pow Wow Committee
Year Started	2008
Mailing Address	PO BOX 897
City	Wadsworth
State	NV
Zip	89442
Tax ID	271771943
Organization Status	Non-Profit
Attach copy of 501(c) or Federal Non-Profit Certificate.	<i>Field not completed.</i>

(Section Break)

Project / Event Information

Project / Event Name	Sacred Visions Pow Wow
Project / Event Location	Big Bend Ranch
City	Wadsworth
State	NV
Zip	89442
Date of Event	09/10/2026-09/13/2026
Date Work will Begin	07/01/2026
Date Work Will Conclude	09/13/2026

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

This will be the 15th Annual Sacred Visions Pow Wow, and has become a standing event that brings hundreds of people to the City of Fernley area. Many of our guests stay at the local hotels in Fernley, eat at the local restaurants, fill up on gas at the local gas stations, and utilize the grocery stores for their shopping needs. Our Committee is a small and dedicated group that consists of elders to youths, that every year, ensures this event is held. Our Committee is committed to providing a quality event to share our culture. The additional resources received from the FCTA grant would allow the Committee to continue hosting this important event for our communities.

The main objective of our Sacred Visions Pow Wow is the keep our Indigenous traditions alive within our communities and share our culture with everyone. We also encourage our children in keeping our traditions alive for generations to come. This event is a drug-free event and promotes and encourages healthy family values and cultural enrichment. This annual event held on the Pyramid Lake Indian Reservation. The event begins with the Sacred Visions Royalty Pageant on September 10th, 2026. The Royalty Pageant encourages youth to practice public speaking and showcasing a talent.

The short-term goal is to keep the Pow Wow funded every year to provide a gathering of our Indigenous people from different Indigenous communities. Last year's flyer is attached, and was distributed via social media, Nevada Indian Territory website, and sent to all Nevada Tribal organizations.

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

2025

Please list prior award amount

8011.00

How many vendors attended to previous event

20

(Section Break)

Total Project / Event Budget

Total Budget Amount	\$68,550
Expenses: Itemize all expenses including items on which grant monies will be expended.	Raffle Items: \$1,000 Host Hotel: \$2,000 Pageant Crowns: \$4,000 Pageant Expenses: \$500 T-Shirts: \$3,000 (Grant) Dance Categories: \$17,250 Master of Ceremonies: \$1,500 Head Staff: \$800 Arena Director: \$750 Sound System: \$1,500 (Grant) Tabulator: \$500 Handgame Tournament: \$7,000 Host Drum Expenses: \$3,000 Daily Drum Payout: \$3,000 Advertising: \$1,000 (Grant) Drum Contest: \$6,000 Equipment Rentals: \$1,000 (Grant) Labor: \$500 Arbor Maintenance: \$2,500 Office Supplies: \$250 Miscellaneous Expense: \$1,500 Sani Huts/Lights: \$6,500 (Grant) Supplies: \$3,500 (Grant)
Total Expenses	\$68,550
Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	Donation Revenues: \$29,800 Pyramid Lake Paiute Tribe: \$2,500 Category Revenues: \$8,150 Raffle Ticket Revenue: \$6,000 Handgame Revenue: \$7,000 Fundraising Revenue: \$5,100 FTCA Grant Revenue: \$11,000 Vendor Revenue: 3,000
(Section Break)	

Grant Request

Amount Requesting	\$11,000
Matching funds is required For-Profit Organizations.	\$11,000
Will you accept less than requested?	Yes
Explain how receiving grant funding will impact the project / event	The FCTA grant will help significantly with the rising costs to host the annual Pow Wow. Our Committee is comprised of volunteers that devote their days and evenings and weekends to put on this event. The Committee works year-round with fundraising to assure we have a competitive pow wow to bring in visitors to the area. Dancers bring their families and friends along to the event. Preparing the Pow Wow grounds requires a lot of Committee's time and effort to clean the grounds of weeds, arrange rental equipment, distributing the event flyers, arranging accommodations, fundraising, and making any necessary repairs to the arbor.
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 will be the 15th Annual Sacred Visions Pow Wow, and has become a standing event that brings hundreds of people to the City of Fernley area. Many of our guests stay at the local hotels in Fernley, eat at the local restaurants, fill up on gas at the local gas stations, and utilize the grocery stores for their shopping needs. Our Committee is a small and dedicated group that consists of elders to youths, that every year, ensures this event is held. Our Committee is committed to providing a quality event to share our culture. The additional resources received from the FCTA grant would allow the Committee to continue hosting this important event for our communities.
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	Equipment Rental: \$1,000 Portable lights and gasoline for generators: \$3,000 Sani-Hut Rentals: \$3,500 Sound System: \$1,500 Sacred Vision Pow Wow T-shirts: \$3,000

guidelines in section 6 &
7.

Will requested funds be used for advertising?	Yes
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If yes, please designate what you will be advertising	Resources in Fernley, Accommodations in Fernley
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If other, please specify	<i>Field not completed.</i>
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(Section Break)

Grant Request - Advertising Categories

Please check all that apply:	<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 check all that apply:	<i>Field not completed.</i>
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Amount(s)	<i>Field not completed.</i>
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Total Amount Budgeted:	<i>Field not completed.</i>
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Please select all that apply:	<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:	Radio
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Amount(s):	1000
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Total Amount Budgeted:	1000
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Please select all that apply:	<i>Field not completed.</i>
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Amount(s):	Field not completed.
Total Amount Budgeted:	Field not completed.
Please select all that apply:	Field not completed.
Amount(s):	Field not completed.
Total Amount Budgeted:	Field not completed.
Please select all that apply:	Field not completed.
Amount(s):	Field not completed.
Total Amount Budgeted:	Field not completed.
If you selected other in the categories listed above, please explain in detail. below.	Field not completed.
Explain in detail how grant funds will be utilized (in accordance with FCTA grant guidelines, use additional sheets as needed):	Grant funds will be utilized to advertise on a Fernley radio station and other stations in the Reno/Sparks area.

(Section Break)

Economic Impact

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

Estimated number of visitors:	700
What percentage are local?	50
What percentage are In State?	30

What percentage are Out of State?	20
Estimated number of participants:	200
What percentage are local?	50
What percentage are In State?	30
What percentage are Out of State?	20
Explain in detail how attendance / participation will be measured:	Participation is measured by the registration forms completed for all competitive dancers and completed vendor applications.
Estimate number of nights spent in Fernley because of this project/event:	560
Explain how overnight stays will be measured:	We will work with a host hotel to calculate the number of rooms registered during the event.
If applicable, number of previous visitors/participants for same or similar project/events:	700
What percentage are local?	50
What percentage are In State?	30
What percentage are Out of State?	20
Describe method(s) used to measure previous attendance:	Participation is measured by the registration forms completed for all competitive dancers and completed vendor applications. We will also work to have participants fill out a survey at the pow wow.

Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	5%
Estimate and describe the overall economic impact to Fernley because of this project/event:	The hundreds of visitors to this three-day event require services that are primarily available from the Fernley business community for ice, gasoline, lodging for the night, restaurants, groceries, and other consumer goods. This event brings exposure to the many amenities the City of Fernley has to offer.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	50
If yes, what percentage are In State?	30
If yes, what percentage are Out of State?	20
Estimated number of people that will be exposed to the promotion of this project/event:	700
What percentage are local?	50
What percentage are In State?	30
What percentage are Out of State?	20
Describe the type of anticipated media exposure:	We will have flyers made with the FCTA logo and posted around the area and online. We will also have the t-shirts made with the FCTA logo for exposure. As well as mentioned on our radio ads.

Project/Event Summary

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

This will be the 15th Annual Sacred Visions Pow Wow, and has become a standing event that brings hundreds of people to the City of Fernley area. Many of our guests stay at the local hotels in Fernley, eat at the local restaurants, fill up on gas at the local gas stations, and utilize the grocery stores for their shopping needs. Our Committee is a small and dedicated group that consists of elders to youths, that every year, ensures this event is held. Our Committee is committed to providing a quality event to share our culture.

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

The FCTA grant will help significantly with the rising costs to host the annual pow wow. Our Committee is comprised of volunteers that devote their days and evenings and weekends to put on this event. The Committee works year-round with fundraising to assure we have a competitive pow wow to bring in visitors to the area. Dancers bring their families and friends along to the event. Preparing the Pow Wow grounds requires a lot of Committee's time and effort to clean the grounds of weeds, arrange rental equipment, distributing the event flyers, arranging accommodations, fundraising, and making any necessary repairs to the arbor.

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 a competitive pow wow providing monetary awards for first through third places in ten age-based dance categories that normally attracts 200 registered dancers from across the country. Each session starts with the Grand Entry with all dance category participants entering the circular dance arbor, led by the Pyramid Lake Veteran's & Warriors Organization. Friday evening is the first session, two sessions on Saturday, and one final session on Sunday. Each session has a Tiny Tots (<5 years old) dance where all the little dancers are gifted with a prize. The traditional paiute buckskin women's special was introduced at this pow wow several years ago, and appears now at many

other="" pow="" wows="" a="" traditional="" handgame=""
tournament="" is="" held="" concurrently="" on="" the=""
pow="" wow="" grounds="" at="" big="" bend="" ranch=""
throughout="" the="" weekend="" a="" 5k="" fun="" run/walk=""
will="" be="" held="" on="" saturday="" morning="" to=""
promote="" health="" and="" well-being="" our=""
community="" everyone="" is="" invited="" to="" this=""
event="" in="" addition="" to="" the="" cultural="" showcase=""
attendees="" can="" purchase="" goods="" from="" our=""
vendors="" and="" enjoy="" delicious="" food="" we="" have=""
enjoyed="" working="" with="" the="" fernley="" convention=""
and="" tourism="" authority="" on="" our="" past="" events=""
and="" hope="" to="" continue="" working="" with="" the=""
board="" for="" this="" year's="" pow="">

(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	Brian Wadsworth
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Date	05/30/2026
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