



N E V A D A

AGENDA
Regular Meeting
Convention and Tourism Authority
Monday, June 13, 2022 • 6:00 PM

Members

Albert Torres - Chairman
Felicity Zoberski - Vice Chair
Stan Lau - Board Member
Ray Lacy - Board Member
Fran McKay - 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 City Council may submit public comment through the online public comment form found at <https://www.cityoffernley.org/forms>, 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 City Council 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 by may not reach council 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: City Council 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 City Council.

Order of Business: The presiding officer shall determine the order of the agenda. The Fernley City Council 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. Roll Call

1.2. Public Forum

1.3. (For Possible Action) Approval of Agenda

1.4. (For Possible Action) Approval of Minutes from December 13, 2021

2. FY 2022/2023 TRANSIENT LODGING TAX BUDGET

2.1. Final Budget FY22-23 TLT

3. REVIEW, DISCUSSION, AND POSSIBLE ACTION ON GRANT APPLICATION REQUESTS SUBMITTED FOR FY 2022/2023 ROUND ONE, JULY-DECEMBER GRANT CYCLE

3.1. Review, Discussion, And Possible Action On Grant Application Requests Submitted For FY2022/2023 Round One , July- December

4. REPORTS BY STAFF AND BOARD MEMBERS

5. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS

6. PUBLIC FORUM

7. ADJOURNMENT

Next Meeting: December 12, 2022 @ 6 PM

**Meeting Minutes of the
Fernley Convention and Tourism Authority
December 13, 2021**

Chairwoman Fran McKay called the meeting to order at 6:00 pm at Fernley City Hall, 595 Silver Lace Blvd, Fernley, NV.

1. INTRODUCTORY ITEMS

1.1. Roll Call

Present: Chairwoman Fran McKay, Board Member Ray Lacy, Board Member Albert Torres, Board Member Stan Lau, Board Member Felicity Zoberski, City Manager Daphne Hooper, Administrative Specialist III Trish Conner, City Clerk Kim Swanson, Deputy City Clerk Brenda Gosser.

1.2. Public Forum

Jay Rodriguez provided public input via zoom. He asked the board to consider his application which was submitted late.

1.3. Approval of The Agenda

Motion: MOVE TO APPROVE THE AGENDA, **Action:** Approve, **Moved by** Board Member Stan Lau, **Seconded by** Board Member Ray Lacy. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Board Member Albert Torres, Board Member Ray Lacy, Chairwoman Fran McKay, Board Member Felicity Zoberski, Board Member Stan Lau.

1.4. (Possible Action) Approval of Minutes from June 14, 2021

Motion: MOVE TO APPROVE THE MINUTES FROM JUNE 14, 2021., **Action:** Approve, **Moved by** Board Member Ray Lacy, **Seconded by** Board Member Stan Lau. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Board Member Albert Torres, Board Member Ray Lacy, Chairwoman Fran McKay, Board Member Felicity Zoberski, Board Member Stan Lau.

2. FY 2021/2022 Budget Update, Revenues Received to Date and Expenses to Date:

City Manager Hooper presented the budget and stated that she would give the total amount of funds the Board can spend after item 3. She also stated that those applications that were submitted on time have been added to the agenda and any items that arrived late are not part of the agenda and need to be placed on a future one.

3. (For Possible Action) Discussion and Possible Action to Approve Reimbursement to The 4th Of July Committee in The Amount Of \$4,516.00 For The 2021 4th Of July Event Expenses.

City Manager Hooper presented this item. She noted that the Committee had additional expenses that have not yet been funded for the period that was awarded at the last meeting. Discussion ensued.

Board Member Zoberski disclosed that she is a member of the Arts and Culture Committee and she stated that her decision making would not be impacted by her membership.

Board Member Lacy disclosed that he is a member of the 4th of July committee as a volunteer, but not an officer.

Juan Rodriguez, 4th of July Committee Vice President, stated that due to Board changes certain expenses were not submitted for reimbursement on a timely manner.

MOTION: MOVE TO NOT REIMBURSE THE 4TH OF JULY COMMITTEE IN THE AMOUNT OF \$4,516.00., **Action:** Approve, **Moved by** Board Member Albert Torres, **Seconded by** Board Member Stan Lau. **Vote:** Motion carried by roll call vote (**summary:** Yes = 4, No = 1). **Yes:** Board Member Albert Torres, Chairwoman Fran McKay, Board Member Felicity Zoberski, Board Member Stan Lau. **No:** Board Member Ray Lacy.

City Manager Hooper reviewed the grant cycle numbers and stated that the Board had access to \$53,000 that could be awarded.

4. Review, Discussion, And Possible Action on Grant Application Requests Submitted for FY 2021/22 Round Two, January - June 2022 Grant Cycle:

1. Fernley Jr High / High School Rodeo Club - Multiple Rodeo participants presented this item.
2. Nevada OTMX - Mark Lane, President and Chad, Preceding President, presented this item.
3. Nevada Veterans Coalition - Rick Rose, President, presented this item.
4. Fernley BMX - Gabe Leija, Track Operator, presented this item.
5. Fernley Aces - Dana Uhlhorn, President, presented this item.
6. Fernley 4th of July - Allison Pimentel, President, presented this item.

City Manager Hooper gave the Board instructions for submitting their proposed award amounts and reinstated that the total amount that the Board could award was \$53,000.

Break – 6:13 pm – 6:24 pm

The proposed average results were presented by City Manager Hooper; she stated that the proposed total to be awarded was \$49,740.00.

Motion: MOVE TO APPROVE THE AVERAGES TO EACH OF THE ENTITIES AS PRESENTED TONIGHT FOR THE FCTA GRANT., **Action:** Approve, **Moved by** Board Member Albert Torres, **Seconded by** Board Member Stan Lau. **Vote:** Motion carried by roll call vote (**summary:** Yes = 4, No: 1). **Yes:** Board Member Albert Torres, , Chairwoman Fran McKay, Board Member Felicity Zoberski, Board Member Stan Lau. **No:** Board Member Ray Lacy.

City Manager Hooper stated that the awardees will receive a Notice of award and instructions from the City Manager's Office.

Chairwoman McKay requested that applicants collect information on rooms reservations that happen during the events.

Rick Rose thanked the Board and invited all to the Wreaths Across America ceremony for the upcoming Saturday.

Gabe Leija thanked the Board for the support shown.

5. Discussion and Possible Action to Appoint FCTA Chairperson and Vice Chairperson

Chairwoman McKay nominated Board Member Torres for Chair and Board Member Zoberski for Vice Chair. Board Member Lau seconded.

Board Member Lacy asked if the motion can be made as one or if they needed to do 2 different motions. Chairwoman McKay stated it can be done either way. Board proceeded to vote.

Motion: MOVE TO APPOINT ALBERT TORRES AS THE CHAIR AND FELICITY ZOBERSKI AS THE VICE CHAIR., **Action:** Approve, **Moved by** Chairwoman Fran McKay, **Seconded by** Board Member Stan Lau. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 4, No = 1). **Yes:** Board Member Albert Torres, Chairwoman Fran McKay, Board Member Felicity Zoberski, Board Member Stan Lau. **No:** Board Member Ray Lacy.

6. (For Possible Action) Discussion to Increase Marketing Efforts to Attract New Applicants for FCTA Grants. (Torres)

Board Member Torres presented this item. Board Members Torres and Lau suggested ideas.

Motion: MOVE FOR STAFF TO LOOK AT OTHER MARKETING AVENUES BOTH INSIDE THE CITY OF FERNLEY AND SURROUNDING AREA, INCLUDING RENO AND SPARKS, WHETHER BE ATHLETICS OR OTHER TYPE OF EVENTS FOR OUR CURRENT FACILITIES AS WELL AS POSSIBLE FUTURE FACILITIES., **Action:** Approve, **Moved by** Board Member Albert Torres, **Seconded by** Board Member Stan Lau. **Vote:** Motion carried by unanimous roll call vote (**summary:** Yes = 5). **Yes:** Board

Member Albert Torres, Board Member Ray Lacy, Chairwoman Fran McKay, Board Member Felicity Zoberski, Board Member Stan Lau.

7. (For Possible Action) Discussion Regarding Moving the Start Time of The Fernley Convention and Tourism Meetings Back To 5 Pm. (Lacy)

Board Member Lacy presented this item. Discussion ensued. Board Member Lacy retracted his request.

8. Reports by Staff and Board Members

Chairwoman McKay reported that the lighting tree event was a success. She reminded everyone of the upcoming Wreaths Across America event.

9. Address Request(S) For Future Agenda Items

There were none.

10. Public Forum

Allison Pimentel stated that she is a member of a softball organization that does tournaments and suggested that Legacy Sports could be a good point of contact to bring athletic events to town.

There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 7:48 pm.

Approved by the Fernley Convention and Tourism Authority on June 13, 2022, by a vote of:

AYES: _____ NAYS: _____ ABSTENTIONS: _____ ABSENT: _____

Chairwoman Fran McKay:

ATTEST:

Transient Lodging Tax

Fernley Municipal Code (FMC) 26.03.16 provides for a transient lodging tax (11% of gross income) to be imposed on every licensee operating a transient lodging rental business within the city.

FMC 26.03.16 provides the 11% to be allocated and used by the city on the following percentages:

1. One percent of the tax shall be distributed as follows:
 - a. Three-eighths shall be paid to the department of taxation for the promotion of tourism.
 - b. Five-eighths shall be deposited with the county to be used to advertise the resources of the county and city related to tourism, including available accommodations, transportation, entertainment, natural resources, and climate, and to promote special events.
2. The remaining ten percent of the tax shall be deposited in a special revenue fund. Distribution of the funds collected is established by resolution of the City Council.

In 2019, the City Council adopted Resolution 19-003 modifying the allocation of the Transient Lodging Tax Revenue. Sixty percent (60%) of the revenue is to be used for the Convention/Civic Center fund and forty percent (40%) is to be used for grant awarded by the Fernley Convention and Tourism Board (FCTA).

FCTA provides two rounds of grant funding opportunities each year. Equal amounts of funding are provided for each round. Funding has been set aside for the Annual Fireworks as well as city projects, to eliminate the city competing with local organizations for funding.

Strategic Plan:

To promote citizen engagement and build strong alliances with other government entities, private sector partners, and community members.

TLT		2020-21	2021-22	2021-22	2022-23	2022-23	
		FY 2021	FY 2022	FY 2022	FY 2023	FY 2023	
Account Number	Account Title	Actual	Budget	Actual Estimated	Tentative Budget	Final Budget	Comments
225-000-310-300	Transient Lodging Tax	470,282	350,000	400,000	400,000	400,000	
225-000-310-900	Misc. Revenue	11,700	4,000	8,000	4,000	4,000	
225-000-360-100	Interest Earnings	3,832	9,000	1,000	1,000	1,000	
Total Revenues		485,814	363,000	409,000	405,000	405,000	
225-575-320	PROFESSIONAL SERVICES	4,505	10,000	150	10,000	10,000	
225-575-322	Prof Serv-Other	—	—	—	—	—	
225-575-540	Advertising	—	1,000	1,000	1,000	1,000	
225-575-550	Printing & Postage	127	1,000	500	1,000	1,000	
225-575-600	General Supplies	—	—	—	—	—	
225-575-650	Grant Awards	85,543	127,000	103,963	140,000	140,000	
	Fireworks				17,000	17,000	
	Round 1 Grants				44,000	44,000	
	Round 2 Grants				44,000	44,000	
	Other potential grants				22,000	22,000	
225-575-730	IMPROVEMENTS OTHER THAN BLDGS	—	—	—	—	1,000,000	
Total Expenses		90,175	139,000	105,613	152,000	152,000	
Net Change in Fund Balance		395,639	224,000	303,387	253,000	(747,000)	
Beginning Fund Balance		1,182,593	1,448,887	1,578,232	1,881,619	1,881,619	
Ending Fund Balance		1,578,232	1,672,887	1,881,619	2,134,619	1,134,619	
Committed Fund Balance		895,250	1,105,250	1,135,250	1,375,250	375,250	
Assigned Fund Balance		682,982	567,637	746,369	759,369	759,369	

CITY OF FERNLEY
REVENUES WITH COMPARISON TO BUDGET
FOR THE 11 MONTHS ENDING MAY 31, 2022

TRANSIENT LODGING TAX

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	DIFFERENCE	PCNT
<u>SOURCE 310</u>					
225-310-300	56,968.13	539,703.61	350,000.00	(189,703.61)	154.2
225-310-900	.00	10,400.00	4,000.00	(6,400.00)	260.0
	<u>56,968.13</u>	<u>550,103.61</u>	<u>354,000.00</u>	<u>(196,103.61)</u>	<u>155.4</u>
<u>SOURCE 360</u>					
225-360-100	.00	(27,425.89)	9,000.00	36,425.89	(304.7)
	<u>.00</u>	<u>(27,425.89)</u>	<u>9,000.00</u>	<u>36,425.89</u>	<u>(304.7)</u>
	<u>56,968.13</u>	<u>522,677.72</u>	<u>363,000.00</u>	<u>(159,677.72)</u>	<u>144.0</u>

CITY OF FERNLEY
 EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 11 MONTHS ENDING MAY 31, 2022

TRANSIENT LODGING TAX

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
225-575-320 PROFESSIONAL SERVICES	95.00	190.00	10,000.00	9,810.00	1.9
225-575-540 ADVERTISING	.00	.00	1,000.00	1,000.00	.0
225-575-550 PRINTING & POSTAGE	.00	26.77	1,000.00	973.23	2.7
225-575-650 GRANT AWARDS	7,700.00	66,549.48	127,000.00	60,450.52	52.4
	<u>7,795.00</u>	<u>66,766.25</u>	<u>139,000.00</u>	<u>72,233.75</u>	<u>48.0</u>
TOTAL DEPARTMENT 575					
	<u>7,795.00</u>	<u>66,766.25</u>	<u>139,000.00</u>	<u>72,233.75</u>	<u>48.0</u>
TOTAL FUND EXPENDITURES					
	<u>49,173.13</u>	<u>455,911.47</u>	<u>224,000.00</u>	<u>(231,911.47)</u>	<u>203.5</u>
NET REVENUE OVER EXPENDITURES					



City of Fernley, NV

05/26/2022

14

FY2022/23 FCTA Grant or Matching Grant Funds Application (July 1, 2022 - December 31, 2022)

Status: Active**Date Created:** May 20, 2022**Applicant**

Betsy Sipe
 fernley4thjuly@gmail.com
 1231 Shadow Lane
 Fernley, NV 89408
 7754334191

Applicant Information**Coordinator Name:**

Betsy Sipe

Coordinator Title:

Secretary

Coordinator Telephone:

775-433-4191

Coordinator Email

fernley4thjuly@gmail.com

Organization/Company Information**Name:**

Fernley 4th of July Committee

Mailing Address

PO Box 1776

City

Fernley

State

NV

Zip

89408

Year Started:

1968

Tax ID#

xx-xxx4668

Organization Status (Select One)

Non-Profit*

***Attach copy of 501(c) or Federal Non-Profit Certificate**

Uploaded by ... on

Project/Event Information**Project/Event Name**

Fernley 4th July Celebration

Project/Event Location

Out of Town Park

Date of Event

07/04/2022

Date Work Will Begin:

07/01/2022

Date Work Will Conclude

07/05/2022

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

The goal of the Fernley 4th of July is to celebrate America's independence the old fashioned way and bring family, friends, and communities from all across Northern Nevada together to celebrate together. The day kicks off with the parade down main street and then continues at the out of town park with free kids games, raffle, horseshoe tournament, vendor booths, and lots of good family fun. The event concludes that evening with an amazing fireworks show.

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 date of prior award

12/13/2021

Please list prior award amount:

14,640

How many vendors attended to previous event:

25

Total Project/Event Budget**Total Budget Amount**

41,180

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

Insurance	3500
Advertising	14000
T-Shirts	1600
Parade	300
Kids Games	2000
Pigs	1000
Watermelon	100
Trash	2000
Signs	3000
Porta Potties	2000
Security	2800
Parking	1000
Bar	4000
Storage	120

Banking	150	
Photography	50	
Music	1500	
Raffle	100	
Licensing/fees/Membership		750
Paint	200	
Postage/P.O. Box		210
Horseshoes	300	
Volunteers	500	

Total Expenses

41,180

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

Booth Applications	3800
Parade entries	1100
Car Show	1200
Bar	5500
Community Donations	6500
Raffle	500
Ice	100
Electricity	100
Pigs	750
Watermelon	200
FCTA Grant	14640

Total Revenues

34,390

Grant Request**Amount Requesting \$**

5,000

1:1 Matching Funds is Required for For-Profit Organizations. Amount of Matching Funds \$

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Will you accept less than requested?

Yes

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

The FCTA Grant Funds enable us to advertise this great community event all over Northern Nevada, which brings people into our town. This helps make the event a success not just for us but for the entire community. This helps increase revenues for hotels, restaurants, gas stations, and all businesses in our great town. As this event is ran 100% by volunteers from the community, without the Grant funds it would not be the great success that it is. This request is to help cover advertising expenses for ads that we run from July 1 through July 4.

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:

The Grant funds enable us to keep this a Free community event for people from far and wide to attend. While there are other 4th of July events in Northern Nevada, a lot of them cost money to attend, and that limits opportunity for many families.

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 FCTA grant guidelines in section 6 & 7:

--

Will requested funds be used for advertising?

Yes

If Yes, please designate what you will be advertising:

Resources in Fernley

Accommodations in Fernley

Special Event(s) in Fernley

Other

Grant Request - Advertising Categories

Categories	Amount Requesting
Radio	3,000
Total Amount Budgeted	If other, please explain
12,000	--
Explain in detail how grant disbursement will be used for advertising or other:	
radio ads ran July 1 - July 4	

Categories	Amount Requesting
Television	1,500
Total Amount Budgeted	If other, please explain
1,500	--
Explain in detail how grant disbursement will be used for advertising or other:	
TV ads ran July 1-4 using Spectrum local channels	

Categories	Amount Requesting
Social Media	500
Total Amount Budgeted	If other, please explain

500

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Explain in detail how grant disbursement will be used for advertising or other:

social media ads ran July 1 through July 4

Economic Impact

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

Estimated number of visitors

12,000

What percentage of visitors are: Local

70

What percentage of visitors are: In State

5

What percentage of visitors are: Out of State

5

Estimated number of participants:

10,000

What percentage of participants are: Local

95

What percentage of participants are: In State

95

What percentage of participants are: Out of State

5

Explain in detail how attendance/participation will be measured:

Surveys at the Park, on facebook, and phone calls from Advertising. Also contacting the local hotels.

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

2

Estimate the number of previous visitors/participants for same or similar project/event

500

What percentage of previous visitors/participants were: Local

85

What percentage of previous visitors/participants were: In State

95

Describe method(s) used to measure previous attendance:

Surveys by volunteers at the event

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

3,000

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

Local hotels will see increased bookings, along with restaurants and stores where people purchase food, drinks, ice, sunscreen etc. Gas stations will also see increased traffic due to the number of people coming to Fernley for the event.

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

Yes

If the actual project/event creates media exposure for Fernley, what percentages are local

30

If the actual project/event creates media exposure for Fernley, what percentages are In State

95

If the actual project/event creates media exposure for Fernley, what percentages are Out of State

5

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

50,000

Estimated percentage of people exposed to the promotion of this project/event that are local

60

Estimated percentage of people exposed to the promotion of this project/event that are In State

5

Estimated percentage of people exposed to the promotion of this project/event that are Out of State

5

Describe the type of anticipated media exposure:

Radio advertising across Northern Nevada, Social Media sponsored ads, local news channel interviews, local channel television advertisements, banners throughout Fernley

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

It brings people from all over the area and some people from out of the state to come and participate in the festivities. It helps create memories and makes people want to come back.

Attestation & Grant Agreement

I hereby declare that the information provided is accurate to the best of my knowledge and agree to the terms above:

Betsy Sipe
05/20/2022

Board Decision

Date of Presentation

Approved Grant Amount






Attachments

No attachments

History

Date	Activity
May 20, 2022 at 10:42 am	Betsy Sipe started a draft of Record 14
May 20, 2022 at 11:03 am	Betsy Sipe submitted Record 14
May 20, 2022 at 11:04 am	approval step Initial Review was assigned to April Homme on Record 14

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
 Initial Review	Active	May 20, 2022 at 11:04 am	-	April Homme	-
 Board Review	Inactive	-	-	-	-
 FCTA Grant Award	Inactive	-	-	-	-
 Post Event Receipts Review	Inactive	-	-	-	-
 Final Review	Inactive	-	-	-	-



City of Fernley, NV

05/27/2022

15

FY2022/23 FCTA Grant or Matching Grant Funds Application (July 1, 2022 - December 31, 2022)

Status: Active**Date Created:** May 20, 2022**Applicant**

Cody Wagner
 fernleycommunityfoundation@gmail.com
 1245 Farm Lane
 Fernley, Nevada 89408
 775-544-2854

Applicant Information**Coordinator Name:**

Cody Wagner

Coordinator Title:

Chair

Coordinator Telephone:

7755442854

Coordinator Email

fernleycommunityfoundation@gmail.com

Organization/Company Information**Name:**

Fernley Community Foundation

Mailing Address

PO Box 758

City

Fernley

State

NV

Zip

89408

Year Started:

20


Tax ID#

xx-xxx4754

Organization Status (Select One)

Non-Profit*

***Attach copy of 501(c) or Federal Non-Profit Certificate**

 FCF - IRS Determination Letter 501c3.pdf
 Uploaded by Cody Wagner on May 20, 2022 at 11:47 am

Project/Event Information**Project/Event Name**

FernStock 2022

Project/Event Location

Fernley Senior Center, 105 Lois Lane, Fernley, NV

Date of Event

08/13/2022

Date Work Will Begin:

07/01/2022

Date Work Will Conclude

08/13/2022

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

The long-term goal of our annual FernStock event is to grow this into Fernley's premier weekend. Once the new Community Center is built, this event will turn into a key part of the fundraising efforts to sustain that building financially. Because we don't have a venue to host this event at yet, our short-term goal is to continue to grow the event and awareness around the Community Center project by providing our whole community with a free concert and social opportunity to connect with our Foundation, the City, and other residents.

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 date of prior award

08/28/2021

Please list prior award amount:

5,400

How many vendors attended to previous event:

5

Total Project/Event Budget

Total Budget Amount

12,000

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

- Equipment Rental - Stage: \$2,500
- Production Labor: \$1,700
- Generator Rental: \$300
- Band Fees: \$2,400
- Marketing (Shirt Production): \$2,000
- Marketing (Radio): \$500
- Marketing (Newspaper): \$500
- Marketing (Social Media): \$500
- Design, Print, and Mailing: \$1,600

Total Expenses

12,000

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

- Fernley Convention & Tourism Authority Grant: \$6,000
- Additional Grants and Sponsorships: \$6,000

Total Revenues

12,000

Grant Request

Amount Requesting \$

6,000

1:1 Matching Funds is Required for For-Profit Organizations. Amount of Matching Funds \$

6,000

Will you accept less than requested?

Yes

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

Grant funding makes this part of our FernStock event happen. Without financial support for this free event and the ability to charge admission (as we don't have a secure venue yet), our focus would just turn to our dinner and golf tournament, the two events that do turn a profit and help sustain our organization. We feel the concert is a great opportunity for the City to also connect with our community and help "sell" the Community Center project to them.

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:

Return on investment. In exchange for the money that FCTA has invested in us and our efforts over the past five years, we have been able to raise and set aside over \$200,000 that will be invested in City of Fernley assets when our Community Center is constructed. This will help expand the potential of the building while decreasing the burden on our City. We have also rallied massive public support around the project and have seen these efforts pay off in opportunities to find additional funds at both the County and State levels for this project.

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 FCTA grant guidelines in section 6 & 7:

Out of our \$6,000 request, \$5,100 can be applied towards our budget under line items for advertising/marketing. We are requesting also requesting a small investment (\$900) for equipment rental as the City does not currently have a stage appropriate to bring in a real concert, which is why we need to rent a stage and pay for production labor for setup/sound.

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

Grant Request - Advertising Categories

Categories	Amount Requesting
Newspaper	500
Total Amount Budgeted	If other, please explain
500	--
Explain in detail how grant disbursement will be used for advertising or other:	
We run advertisements and a story for our event in the Fernley Reporter, helping to support local media.	

Categories	Amount Requesting
Radio	500
Total Amount Budgeted	If other, please explain

500

--

Explain in detail how grant disbursement will be used for advertising or other:

We run radio ads on 101.3 FM (Biggest Little Radio) to help support local media.

Categories

Other

Amount Requesting

2,000

Total Amount Budgeted

2,000

If other, please explain

Shirt Printing

Explain in detail how grant disbursement will be used for advertising or other:

We believe our most effective form of advertisement is through designing and printing shirts that people will continue to wear after our event. We will include the City of Fernley's logo on the back and acknowledgement that the City will be our key shirt sponsor (if funded).

Categories

Social Media

Amount Requesting

500

Total Amount Budgeted

500

If other, please explain

--

Explain in detail how grant disbursement will be used for advertising or other:

We run Facebook ads, which has proven to be one of our most effective methods of increasing awareness around this event and our efforts. It also helps drive people to the event from out of town.

Categories

Design, Promotion & Development Fees

Amount Requesting

500

Total Amount Budgeted

500

If other, please explain

--

Explain in detail how grant disbursement will be used for advertising or other:

These funds are used to design concert flyers, social media ads, shirts, programs, donor recognition banners, etc.

Categories

Direct/Bulk mail for promotion of visitor awareness

Amount Requesting

700

Total Amount Budgeted

700

If other, please explain

--

Explain in detail how grant disbursement will be used for advertising or other:

We send a direct mailer to all businesses in town, notifying them of the event, additional giving opportunities, and provide a status update on our Foundation and the development of the future Community Center.

Categories

Brochure

Amount Requesting

400

Total Amount Budgeted

400

If other, please explain

--

Explain in detail how grant disbursement will be used for advertising or other:

Printing expenses for programs (which include advertising) and banners.

Economic Impact

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

Estimated number of visitors
50

What percentage of visitors are: Local
80

What percentage of visitors are: In State

90

What percentage of visitors are: Out of State

10

Estimated number of participants:

500

What percentage of participants are: Local

90

What percentage of participants are: In State

95

What percentage of participants are: Out of State

5

Explain in detail how attendance/participation will be measured:

We sell tickets to our dinner directly preceding this event, so we will have an exact number for about half of our audience. We will try to track the rest of our audience as well as we can.

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

10

Estimate the number of previous visitors/participants for same or similar project/event

10

What percentage of previous visitors/participants were: Local

95

What percentage of previous visitors/participants were: In State

90

Describe method(s) used to measure previous attendance:

Same as anticipated for this year.

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

20

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

With the size and scope of this event right now, we will have some people come in from Reno, Winnemucca, and the surrounding areas as they did last year. These people will spend money in Fernley, which is great, but the impact on hotel stays is likely to be minimal. This event is all about future growth though. Once we have a venue, this can turn into a full weekend of festivities that people do come from all over to participate in, much like Night in the Country has transformed Yerington for a weekend every summer.

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

Yes

If the actual project/event creates media exposure for Fernley, what percentages are local

75

If the actual project/event creates media exposure for Fernley, what percentages are In State

80

If the actual project/event creates media exposure for Fernley, what percentages are Out of State

20

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

50,000

Estimated percentage of people exposed to the promotion of this project/event that are local

75

Estimated percentage of people exposed to the promotion of this project/event that are In State

80

Estimated percentage of people exposed to the promotion of this project/event that are Out of State

20

Describe the type of anticipated media exposure:

Our newspaper and radio ads will reach a wide demographic. However, social media exposure is the main advertising mechanism. Last year, our event flyer was shared over 100 times by individuals on Facebook. This reaches their friends all over the country, which creates great potential to grow this event.

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

We want to contribute to building something Fernley is proud of, both with this event and venue. We hope to one day have the budget and stage to bring in nationally known, recognizable bands and be able to raise 6 to 7 figures in one weekend. We aren't quite there yet, but it's really important to keep this event going and growing. When we have a paid Executive Director and venue to be proud of, this event will take off.

Attestation & Grant Agreement

I hereby declare that the information provided is accurate to the best of my knowledge and agree to the terms above:

Cody Wagner

05/20/2022

Board Decision

Date of Presentation

--

Approved Grant Amount

--

Attachments






No attachments

History

Date	Activity
May 20, 2022 at 11:44 am	Cody Wagner started a draft of Record 15

Date	Activity
May 20, 2022 at 3:30 pm	Cody Wagner submitted Record 15
May 20, 2022 at 3:30 pm	approval step Initial Review was assigned to April Homme on Record 15
May 23, 2022 at 10:16 am	April Homme approved approval step Initial Review on Record 15
May 23, 2022 at 10:16 am	approval step Board Review was assigned to Trisha Conner on Record 15
May 26, 2022 at 3:08 pm	April Homme assigned approval step Board Review to April Homme on Record 15
May 26, 2022 at 3:08 pm	April Homme assigned approval step Board Review to Trisha Conner on Record 15
May 26, 2022 at 3:08 pm	April Homme assigned approval step Board Review to April Homme on Record 15

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
 Initial Review	Complete	May 20, 2022 at 3:30 pm	May 23, 2022 at 10:16 am	April Homme	-
 Board Review	Active	May 23, 2022 at 10:16 am	-	April Homme	-
 FCTA Grant Award	Inactive	-	-	-	-
 Post Event Receipts Review	Inactive	-	-	-	-
 Final Review	Inactive	-	-	-	-

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

DEPARTMENT OF THE TREASURY

Date: JAN 08 2020

FERNLEY COMMUNITY FOUNDATION
C/O CODY WAGNER
1245 FARM LANE
FERNLEY, NV 89408

Employer Identification Number:
82-3324754
DLN:
29053331330029
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
August 23, 2017
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

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

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

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

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

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

Letter 947

FERNLEY COMMUNITY FOUNDATION

We sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in cursive script that reads "Stephen A. Martin".

Director, Exempt Organizations
Rulings and Agreements

City of Fernley, NV

05/26/2022

16

FY2022/23 FCTA Grant or Matching Grant Funds Application (July 1, 2022 - December 31, 2022)

Status: Active**Date Created:** May 26, 2022**Applicant**

Karen Wagner
 azjolene@yahoo.com
 4904 Humboldt Court
 Fernley, NV 89408
 775-848-3018

Applicant Information**Coordinator Name:**

Nancy Rifkin

Coordinator Title:

Outreach Event Coordinator

Coordinator Telephone:

415-990-8429

Coordinator Email

nrifkin@gmail.com

Organization/Company Information**Name:**

NEVADA VETERANS COALITION

Mailing Address

P.O. Box 415

City

Fernley

State

NV

Zip

89408

Year Started:

1992

Tax ID#

xx-xxx0822

Organization Status (Select One)

Non-Profit*

***Attach copy of 501(c) or Federal Non-Profit Certificate**

 Veterans Coalition 501 C3.pdf

Uploaded by Karen Wagner on May 26, 2022 at 2:32 pm

Project/Event Information**Project/Event Name**

WREATHS ACROSS AMERICA 2022

Project/Event Location

NORTHERN NV VETERANS MEM CEMETARY

Date of Event**Date Work Will Begin:**

12/17/2022

07/04/2022

Date Work Will Conclude

01/29/2023

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

TO COVER EVERY VETERANS HEADSTONE WITH A WREATH

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 date of prior award

06/15/2021

Please list prior award amount:

7,100

How many vendors attended to previous event:

0

Total Project/Event Budget

Total Budget Amount

87,100

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

WREATHS \$80,000

BULK MAIL \$1,100

NEWSPAPER ADS \$6,000

ALL OF THE FOLLOWING ITEMS ARE AT ZERO COST, ALL ARE DONATED: PSA RADIO ADS, PSA TV ADS, CITY READER BOARD, SOCIAL MEDIA (INCL FACEBOOK) NVC WEB SITE (INCL WEB DESIGN, HOSTING FEE, MAINTENANCE & REDESIGN) AND WE WILL VISIT ALL LOCAL CIVIC ORGANIZATONS INCLUDING CHAMBER OF COMMERCE, ROTARY CLUB AS WELL AS OTHERS.

Total Expenses

87,100

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

WREATHS \$8,000 (DONATIONS)

BULK MAIL \$1,100 (FCTA GRANT)

NEWSPAPER ADS \$6,000 (FCTA GRANT)

Total Revenues

87,100

Grant Request

Amount Requesting \$

7,100

1:1 Matching Funds is Required for For-Profit Organizations. Amount of Matching Funds \$

0

Will you accept less than requested?

Yes

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

NVC IS A NON-PROFIT ORGANIZATION. THE GRANT ALLOWS US TO HOST THE EVENT EACH YEAR TO HONOR ALL OF THE VETERANS IN OUR VETERANS CEMETERY.

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:

ALTHOUGH THIS EVENT IS ONLY ONE DAY, IT BRINGS HUNDREDS OF VISITORS TO THE CITY AND WITH ALL OF THE ADVERTISING WE ARE ABLE TO UTILIZE, FERNLEY IS PLACED IN THE FOREFRONT.

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 FCTA grant guidelines in section 6 & 7:

--

Will requested funds be used for advertising?

Yes

If Yes, please designate what you will be advertising:

Resources in Fernley

Accommodations in Fernley

Special Event(s) in Fernley

Other

Grant Request - Advertising Categories

Categories	Amount Requesting
Newspaper	6,000
Total Amount Budgeted	If other, please explain
6,000	--
Explain in detail how grant disbursement will be used for advertising or other:	
local and regional newspapers	

Categories	Amount Requesting
Other	1,100
Total Amount Budgeted	If other, please explain
1,100	BULK MAIL
Explain in detail how grant disbursement will be used for advertising or other:	
We will be utilizing local post offices to distribute event postcards with event details.	

Economic Impact

Estimated number of visitors

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

2,000

What percentage of visitors are: Local

75

What percentage of visitors are: In State

20

What percentage of visitors are: Out of State

5

Estimated number of participants:

2,000

What percentage of participants are: Local

75

What percentage of participants are: In State

20

What percentage of participants are: Out of State

5

Explain in detail how attendance/participation will be measured:

COUNTS AT THE ENTRY GATES DONE BY VOLUNTEERS FROM FRW

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

10

Estimate the number of previous visitors/participants for same or similar project/event

1,000

What percentage of previous visitors/participants were: Local

50

What percentage of previous visitors/participants were: In State

35

Describe method(s) used to measure previous attendance:

PREVIOUS COUNTS AT THE ENTRY GATES DONE BY VOLUNTEERS FROM FRW

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

1,000

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

ECONOMIC IMPACT WILL MOSTLY BE FROM SALE OF FUEL, FOOD IN OUR RESTAURANTS AND FAST FOOD ESTABLISHMENTS AND SUNDRY ITEMS FROM LOCAL STORES

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

Yes

If the actual project/event creates media exposure for Fernley, what percentages are local

50

If the actual project/event creates media exposure for Fernley, what percentages are In State

35

If the actual project/event creates media exposure for Fernley, what percentages are Out of State

15

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

500,000

Estimated percentage of people exposed to the promotion of this project/event that are local

50

Estimated percentage of people exposed to the promotion of this project/event that are In State

35

Estimated percentage of people exposed to the promotion of this project/event that are Out of State

15

Describe the type of anticipated media exposure:

PUBLIC SERVICE ADS ON BOTH RADIO AND TV. THERE WILL BE 1/4 PAGE ADS OR LARGER IN THE NEWSPAPERS.

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

WE HAVE ALREADY RECEIVED INQUIRIES ABOUT THIS YEARS EVENT FROM ALL OVER THE AREA. FERNLEY RESIDENTS AND THOSE AROUND US LOOK FORWARD TO THE EVENT IN ORDER TO PAY TRIBUTE TO OUR VETERANS AND HONOR THEM DURING THE HOLIDAYS.

Attestation & Grant Agreement

I hereby declare that the information provided is accurate to the best of my knowledge and agree to the terms above:

KAREN SUE WAGNER

05/25/2022

Board Decision

Date of Presentation

--

Approved Grant Amount

--

Attachments

No attachments

History

Date	Activity
May 25, 2022 at 1:12 pm	Karen Wagner started a draft of Record 16
May 26, 2022 at 2:35 pm	Karen Wagner submitted Record 16
May 26, 2022 at 2:35 pm	approval step Initial Review was assigned to April Homme on Record 16
May 26, 2022 at 2:56 pm	April Homme altered multi-entry field Explain in detail how grant disbursement will be used for advertising or other.; changed value from "" to "We will be utilizing local post offices to distribute event postcards with event details." on Record 16
May 26, 2022 at 2:57 pm	April Homme approved approval step Initial Review on Record 16
May 26, 2022 at 2:57 pm	approval step Board Review was assigned to Trisha Conner on Record 16

Date	Activity
May 26, 2022 at 2:58 pm	April Homme reactivated approval step Initial Review on Record 16

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
✓ Initial Review	Active	May 26, 2022 at 2:35 pm	May 26, 2022 at 2:57 pm	April Homme	-
✓ Board Review	Active	May 26, 2022 at 2:57 pm	-	Trisha Conner	-
📄 FCTA Grant Award	Inactive	-	-	-	-
✓ Post Event Receipts Review	Inactive	-	-	-	-
✓ Final Review	Inactive	-	-	-	-

OGDEN UT 84201-0029

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

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



043716

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

Dear Taxpayer:

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

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

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

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

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

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

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



City of Fernley, NV

05/27/2022

17

FY2022/23 FCTA Grant or Matching Grant Funds Application (July 1, 2022 - December 31, 2022)

Status: Active**Date Created:** May 26, 2022

Applicant

Kelsey Kibbe
info@thefern45.com
521 Garden Cir
Fernley, Nevada 89408
7759805714

Applicant Information**Coordinator Name:**

Shari Walsh

Coordinator Title:

Board Director

Coordinator Telephone:

775-848-8896

Coordinator Email

shariwalsh@thefern45.com

Organization/Company Information**Name:**

The Fern 45

Mailing Address

PO BOX 1863

City

Fernley

State

Nevada

Zip

89408

Year Started:

2015

Tax ID#

xx-xxx7080

Organization Status (Select One)

Corporate

Project/Event Information**Project/Event Name**

The Fern 45 Patriot Poker Run

Project/Event Location

95 Motorsports Complex

Date of Event

11/05/2022

Date Work Will Begin:

07/04/2022

Date Work Will Conclude

11/13/2022

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

The Fern 45 Patriot Poker Run is an off-road vehicle event held annually in November around Veterans Day to support the Nevada Veterans Coalition and other Veterans organizations/programs. This event includes 3 nights of camping, a Cornhole Tourney and a 2-loop, 45 mile off-road poker run.

Our first year in 2015, we were expecting around 20-50 vehicles to attend. To our surprise, it ended up bringing over 100 vehicles registering for the event and the Nevada Veterans Coalition showing up in uniform to present colors. Our event was successful and we were able to donate \$1,200 and a Laptop to the Nevada Veterans Coalition. These funds helped provide support to The Wreaths Across America project to place a wreath on each site at the Northern Nevada Veterans Memorial Cemetery. Our second event in 2016 showed a tremendous amount of growth-with additional advertising, marketing & merchandise-we were able to bring in over 200 vehicles and 600 participants, both in-state and out-of-state individuals.

We are now near our 7th year (6th event due to COVID) and project to have over 300 vehicles, 700+ participants and general admission community members to check it out. Our event is held at the 95 Motorsports Complex in Fernley. We plan to having camping available November 3rd-5th 2022, a Cornhole Tourney November 4th and the actual poker run held on Saturday November 5th. Right now, our long term goal is to provide support and donations towards Veterans programs throughout the year. Our goal for our 2022 event is to cover all expenses, expand participation to include even more out-of-state visitors to Fernley and our event and present a check for \$25,000 to the Nevada Veteran Coalition.

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 date of prior award

06/14/2021

Please list prior award amount:

6,090

How many vendors attended to previous event:

13

Total Project/Event Budget**Total Budget Amount**

43,800

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

A) Participant/Volunteer Lunch \$9000

B) Advertising (Posters, Banners, Programs, Shirts, Sweatshirts, Merchandise) \$ 20000

C) Misc. Event Supplies (Wrist bands, course marking supplies, venue set-up materials, tents, chairs,

tables, speakers, stage) \$2500
 D) Entertainment (Cornhole Tourney, DJ) \$1000
 E) Facility Services \$500
 F) Internet/Web Service- \$500
 G) Raffle Prizes \$1500
 H) Insurance \$5000
 I) BLM Permit \$2000
 J) Cash Prize \$500
 M) EMS/Public Safety \$300
 N) Office Expenses \$1000

Total Expenses

43,800

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

A) Participant Registration \$45,000
 A1) Visitor Fee (21 & Under) \$2000
 B) Campsite Reservations \$5400
 C) Sponsorship Donations \$27,500
 D) Raffle Ticket Sales \$15,000
 E) Merchandise \$19,000
 F) FCTA Grant Request \$10,000

Total Revenues

123,900

Grant Request**Amount Requesting \$**

10,000

1:1 Matching Funds is Required for For-Profit Organizations. Amount of Matching Funds \$

10,000

Will you accept less than requested?

Yes

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

With the rising costs of materials, permits and insurance, receiving grant funding will allow us to generate enough revenue to cover additional expenses and keep participant entries at a minimal cost and be able to make a sizeable donation to the Nevada Veterans Coalition and other Veterans Programs/Organizations.

Additional advertising dollars, via the FCTA grant, will allow us to promote the event to our community members and those visiting Fernley. This will help our efforts to secure a business relationship, sponsorship and items for raffles/auction, which offset event expenses.

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:

This event has a positive track record, generating a larger donation amount to our Veterans each year. Every year, our outreach to other states has increased, thus bringing in more out-of-state visitors to Fernley, NV. Our goal is to be able to show the off-road enthusiasts what Fernley, NV has to offer and provide a place of attraction to our participants. Our event brings exposure to other community events in Fernley, such as the Nevada Veterans Coalition, Wreaths Across America, the Fernley Community Foundation, Fernley ACEs, Fernley Rodeo, etc. The Fernley Chamber of Commerce has awarded The Fern 45 with "Non-Profit of The Year" for 2020 and 2021.

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 FCTA grant guidelines in section 6 & 7:

If approved, the FCTA grant will help to provide funding towards our event budgeted expenses, such as safety crew vests & BLM Permit (required by BLM)

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:

Hotels, Gas Stations & Groceries Stores

Grant Request - Advertising Categories

Categories	Amount Requesting
Banner(s)	250
Total Amount Budgeted	If other, please explain
500	--
Explain in detail how grant disbursement will be used for advertising or other:	
We provide banners for our sponsors and local businesses donating their resources.	

Categories	Amount Requesting
Brochure	1,500
Total Amount Budgeted	If other, please explain

3,000

--

Explain in detail how grant disbursement will be used for advertising or other:

We provide a program/brochure with our sponsors business information and details about our event and past events.

Categories

Design, Promotion & Development Fees

Amount Requesting

2,000

Total Amount Budgeted

4,000

If other, please explain

--

Explain in detail how grant disbursement will be used for advertising or other:

All our logos and promotional items are designed and vectorized to provide a clear & precise visual for our visitors and participants

Categories

Radio

Amount Requesting

150

Total Amount Budgeted

300

If other, please explain

--

Explain in detail how grant disbursement will be used for advertising or other:

Biggest Little Radio will broadcast our event and Fernley, NV to their furthest ability.

Categories

Radio

Amount Requesting

150

Total Amount Budgeted

300

If other, please explain

--

Explain in detail how grant disbursement will be used for advertising or other:

Biggest Little Radio will promote our event and Fernley, NV to their furthest ability.

Categories

Website Hosting Fees

Amount Requesting

350

Total Amount Budgeted

700

If other, please explain

--

Explain in detail how grant disbursement will be used for advertising or other:

Our website is a space to our potential sponsors to provide a legitimate explanation of our event.

Categories

Website Maintenance

Amount Requesting

2,000

Total Amount Budgeted

4,000

If other, please explain

--

Explain in detail how grant disbursement will be used for advertising or other:

Due to yearly/monthly changes within our board, events, awards, etc. The maintenance of our website is essential to provide our sponsors with up-to-date information regarding The Fern 45.

Categories

Other

Amount Requesting

3,750

Total Amount Budgeted

7,500

If other, please explain

--

Explain in detail how grant disbursement will be used for advertising or other:

This will provide us with enough monies to give our participants a free shirt advertising the City of Fernley & all our sponsors.

Economic Impact

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

Estimated number of visitors

2,000

What percentage of visitors are: Local

47

What percentage of visitors are: In State

52

What percentage of visitors are: Out of State

48

Estimated number of participants:

1,500

What percentage of participants are: Local

47

What percentage of participants are: In State

52

What percentage of participants are: Out of State

48

Explain in detail how attendance/participation will be measured:

Participants are required to provide their name, address, contact info when purchasing tickets on eventbrite.com (//eventbrite.com). Guests who will not be participating in the poker run will also be required to provide information at checkout to provide demographic information of our visitors. Visitors who attend the day of the event from seeing advertisements will be required to fill out the "guest ticket" either online or on paper.

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

3

Estimate the number of previous visitors/participants for same or similar project/event

1,500

What percentage of previous visitors/participants were: Local

80

What percentage of previous visitors/participants were: In State

10

Describe method(s) used to measure previous attendance:

Participants are required to provide their name, address, contact info when purchasing tickets on eventbrite.com (//eventbrite.com). Guests who will not be participating in the poker run will also be required to provide information at checkout to provide demographic information of our visitors.

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

200

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

The Fern 45 will impact Fernleys economy by providing our 1000+ participants and visitors access to our off-road facilities such as 95 Motorsports and various trails. The campers and off-road vehicle owners will be purchasing gasonline, diesel, groceries and miscellaneous items related to camping. Those who will not be camping at our site, will be taking advantage of the many hotels and Air BnBs.

While our participants make their way into town, they will see the many amenities Fernley has to offer. In addition to seeing amenities on the way in, our participants will see local vendors such as boutiques, local craft vendors, breweries & restaurants advertised in our vendor locations in our venue.

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

Yes

If the actual project/event creates media exposure for Fernley, what percentages are local

100

If the actual project/event creates media exposure for Fernley, what percentages are In State

100

If the actual project/event creates media exposure for Fernley, what percentages are Out of State

65

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

20,000

Estimated percentage of people exposed to the promotion of this project/event that are local

100

Estimated percentage of people exposed to the promotion of this project/event that are In State

100

Estimated percentage of people exposed to the promotion of this project/event that are Out of State

65

Describe the type of anticipated media exposure:

Social Media, Radio and Promotional banners and posters across the city located in various businesses.

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

The Fern 45 was introduced as a way to help our local veterans organizations. Our event has drawn over 50% of our participants to Fernley, thus introducing them to the resources of our City. Participants get to see the miles and miles of accessible public lands and places them at the 95 Motorsports Complex (who have plans to bring even more out-of-state visitors to their events). More than 90% of our participants have returned to our event and brought their family and friends. Our participants have also attended Fernley events such as Wreaths Across America and other off-road events, marking them on their calendar to return another year.

Attestation & Grant Agreement

I hereby declare that the information provided is accurate to the best of my knowledge and agree to the terms above:

Shari Walsh

05/26/2022

Board Decision**Date of Presentation**

--

Approved Grant Amount

--


Attachments

No attachments

History

Date	Activity
May 26, 2022 at 4:07 pm	Kelsey Kibbe started a draft of Record 17
May 26, 2022 at 7:25 pm	Kelsey Kibbe submitted Record 17
May 26, 2022 at 7:25 pm	approval step Initial Review was assigned to April Homme on Record 17

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
 Initial Review	Active	May 26, 2022 at 7:25 pm	-	April Homme	-

Label	Status	Activated	Completed	Assignee	Due Date
 Board Review	Inactive	-	-	-	-
 FCTA Grant Award	Inactive	-	-	-	-
 Post Event Receipts Review	Inactive	-	-	-	-
 Final Review	Inactive	-	-	-	-



City of Fernley, NV

05/31/2022

18

FY2022/23 FCTA Grant or Matching Grant Funds Application (July 1, 2022 - December 31, 2022)

Status: Active**Date Created:** May 29, 2022**Applicant**

Bernadette Howell
 howell.bernadette@yahoo.com
 995 Vonnie Lane
 Fernley, NV 89408
 775-742-2805

Applicant Information**Coordinator Name:**

Tom Howell

Coordinator Title:

Vice-President

Coordinator Telephone:

775-742-6908 or 775-742-2805

Coordinator Email

howell.bernadette@yahoo.com

Organization/Company Information**Name:**

Fernley Junior Rodeo

Mailing Address

PO Box 24

City

Fernley

State

Nevada

Zip

89408

Year Started:

1990


Tax ID#

xx-xxx8207

Organization Status (Select One)

Non-Profit*

***Attach copy of 501(c) or Federal Non-Profit Certificate**

 FERNLEY JUNIOR RODEO ASSOCIATION download.pdf
 Uploaded by Bernadette Howell on May 26, 2022 at 7:05 pm

Project/Event Information**Project/Event Name**

32nd Annual Junior Rodeo

Project/Event Location

Fernley Arena/Out of town Park

Date of Event

07/29/2022

Date Work Will Begin:

07/29/2022

Date Work Will Conclude

07/31/2022

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

The purpose of Fernley Jr Rodeo is to promote the sport of rodeo for children. Fernley Jr Rodeo is a long standing annual event that encourages our youth to participate in rodeo and to bring families together. There are over 20 events for our youth to participate in ranging from ages 1 to 13. This prepares our young Cowboys and Cowgirls to partake in the Junior rodeo circuits, High School Rodeo and College Rodeo. We also hosted the 1st annual Stan Ceresola Team Roping and Breakaway Roping on both Friday and Saturday night, and as we expected we had over 250 teams both nights making this one of the largest roping in the area. We were proud to give a custom made Gary Capurro saddle away to the high money winner. Gary is a local saddle maker and was a good friend of Stans. We will be doing this again this year, The 2nd annual Stan Ceresola will take place on Friday night the 29th of July and the 30th. Again, a saddle will be given away to the high money winner.

Fernley Jr Rodeo is a tradition in our community. We have worked hard to have the reputation as one the best Junior Rodeos. We are proud that we recieve many entries for other States bring families to our community. Our long term goal is to continue to promote and preserve the sport of rodeo to our youth. To help our Cowboys and Cowgirls in High School and College. To continue to grow and bring ranching, farming and rodeo families together in our community.

Next year we hope to host a sanctioned Ranch Hand Rodeo and Bronc Riding in August or September bring more families to our wonderful 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 date of prior award

06/14/2021

Please list prior award amount:

9,600

How many vendors attended to previous event:

3

Total Project/Event Budget**Total Budget Amount**

25,000

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

Rodeo Operating Expenses \$2,565 (Insurance, Website, announcer, porta potty's)

Jackpot/Roping/Breakway expenses \$2,600

Advertising/Sponsors \$2,100

Awards:

All around saddles \$3,980
 Breakaway/Roping prize line \$3,500
 Buckles \$2,850
 2nd-4th prizes \$7,000
 Pee Wee awards \$405

Total Expenses

25,000

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

Entries:

Event entries fee \$8,800
 Day use \$1000
 Stall fees \$600

Sponsorships:

Event sponsors \$1,200
 Gold \$1,200
 Silver \$1,100
 Bronze \$1,100

FCTA Grant \$10,000

Total Revenues

25,000

Grant Request**Amount Requesting \$**

10,000

1:1 Matching Funds is Required for For-Profit Organizations. Amount of Matching Funds \$

15,000

Will you accept less than requested?

Yes

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

The Fernley Jr 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 and website, with the rising cost of awards and livestock, Grant funding is needed to fill in the gaps 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 requests for twice the amount of grant funding available. Explain why your project/event should be selected to receive grant funding:

The Fernley Jr Rodeo event is one of the largest annual events that bring people and families to Fernley. These visitors spend money on hotel rooms, restaurants, stores and gas stations. This event benefits our youth, the community and our economy. The hospitality shown by our businesses and the local families who participate ensure that the visitors 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 FCTA grant guidelines in section 6 & 7:

Print advertising has and will occur in the Ropers Sports News, local and surrounding community newspapers. The association utilizes social media with specific youth rodeo pages and our own website. There is also direct mail to companies and businesses associated with rodeo (Ranching, Farming.) Poster and banners will and are being made for our event.

Will requested funds be used for advertising?

Yes

If Yes, please designate what you will be advertising:

Resources in Fernley

Accommodations in Fernley

Special Event(s) in Fernley

Other

If other, please specify:

Ropers Sports News, Ranching & Farming advertising.

Grant Request - Advertising Categories

Categories	Amount Requesting
Other	10,000
Total Amount Budgeted	If other, please explain
25,000	--
Explain in detail how grant disbursement will be used for advertising or other:	
Print Advertising for 2 months in Ropers Sports News. This News paper hit all western states. FJR utilizes social media along with other Rodeo pages and websites as well as our own website. Direct mail to companies and businesses associated with Ranching, Farming and Rodeo. Printing in our programs, Prizeline bosting Fernley Jr rodeo and Fernley.	

Economic Impact

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

Estimated number of visitors

480

What percentage of visitors are: Local

20

What percentage of visitors are: In State

50

What percentage of visitors are: Out of State

30

Estimated number of participants:

155

What percentage of participants are: Local

20

What percentage of participants are: In State

50

What percentage of participants are: Out of State

30

Explain in detail how attendance/participation will be measured:

Tally of entry forms and visual count of spectators - Survey

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

2

Estimate the number of previous visitors/participants for same or similar project/event

350

What percentage of previous visitors/participants were: Local

20

What percentage of previous visitors/participants were: In State

50

Describe method(s) used to measure previous attendance:

Entry forms will be tallied. Direct count of spectators, survey, advertising of additional events.

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

45

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

Our Rodeo draws upward of 80 or more families from out of area of Fernley, in addition to 90 or more families from surrounding areas. (Fallon, Wadsworth, Silver Springs, Reno/Sparks, Carson City and Gardnerville.) Last year we hosted The Stan Ceresola Roping and Breakaway. There were an additional 500 teams for the two day event. Our guest frequent our local restaurants, stores and gas stations. Many stay in our local hotels for the 2 day event.

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

Yes

If the actual project/event creates media exposure for Fernley, what percentages are local

40

If the actual project/event creates media exposure for Fernley, what percentages are In State

40

If the actual project/event creates media exposure for Fernley, what percentages are Out of State

20

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

4,500

Estimated percentage of people exposed to the promotion of this project/event that are local

20

Estimated percentage of people exposed to the promotion of this project/event that are In State

50

Estimated percentage of people exposed to the promotion of this project/event that are Out of State

30

Describe the type of anticipated media exposure:

Ropers Sports News, Rodeo, Farming and Ranching magazines. Social medial of all forms. Our website and addition rodeo websites.

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

Fernley Jr Rodeo has a great reputation of bring families together in our City. Ranching, Farming and Rodeo families travel and plan this weekend well in advance, as an annual event together.

Attestation & Grant Agreement

I hereby declare that the information provided is accurate to the best of my knowledge and agree to the terms above:

Tom Howell
05/29/2022

Board Decision

Date of Presentation

--

Approved Grant Amount

--






Attachments

No attachments

History

Date	Activity
May 26, 2022 at 3:57 pm	Bernadette Howell started a draft of Record 18
May 26, 2022 at 4:02 pm	Bernadette Howell updated secured field "Tax ID#" to "xx-xxx8207" on Record 18
May 29, 2022 at 10:04 pm	Bernadette Howell submitted Record 18
May 29, 2022 at 10:04 pm	approval step Initial Review was assigned to April Homme on Record 18
May 31, 2022 at 1:13 pm	April Homme changed Total Revenues from "25.000" to "25000.00" on Record 18
May 31, 2022 at 1:14 pm	April Homme changed Amount Requesting \$ from "10.000" to "10000.00" on Record 18
May 31, 2022 at 1:14 pm	April Homme changed Total Expenses from "25.000" to "25000.00" on Record 18
May 31, 2022 at 1:14 pm	April Homme changed Total Budget Amount from "25.000" to "25000.00" on Record 18
May 31, 2022 at 1:15 pm	April Homme changed 1:1 Matching Funds is Required for For-Profit Organizations. Amount of Matching Funds \$ from "15.000" to "15000.00" on Record 18

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
 Initial Review	Active	May 29, 2022 at 10:04 pm	-	April Homme	-
 Board Review	Inactive	-	-	-	-
 FCTA Grant Award	Inactive	-	-	-	-
 Post Event Receipts Review	Inactive	-	-	-	-
 Final Review	Inactive	-	-	-	-

STATE OF NEVADA

BARBARA K. CEGAVSKE
Secretary of State



Commercial Recordings & Notary Division
202 N. Carson Street
Carson City, NV 89701
Telephone (775) 684-5708
Fax (775) 684-7138
North Las Vegas City Hall
2250 Las Vegas Blvd North, Suite 400
North Las Vegas, NV 89030
Telephone (702) 486-2880
Fax (702) 486-2888

KIMBERLEY PERONDI
Deputy Secretary for
Commercial Recordings

OFFICE OF THE
SECRETARY OF STATE

Shannon McKnight
2800 Farm District Road
Fernley, NV 89408, USA

Work Order #: W2022040402011
April 4, 2022
Receipt Version: 1

Special Handling Instructions:

Submitter ID: 76512

Charges

Description	Fee Description	Filing Number	Filing Date/Time	Filing Status	Qty	Price	Amount
Annual List	Fees	20222228114	4/4/2022 2:11:10 PM	Approved	1	\$50.00	\$50.00
Annual List	Annual List Late Fee	20222228114	4/4/2022 2:11:10 PM	Approved	1	\$50.00	\$50.00
Total							\$100.00

Payments

Type	Description	Payment Status	Amount
Credit Card	6491066594656858603015	Success	\$100.00
Total			\$100.00

Credit Balance: \$0.00

Shannon McKnight
2800 Farm District Road
Fernley, NV 89408, USA

STATE OF NEVADA

BARBARA K. CEGAVSKE

Secretary of State



**OFFICE OF THE
SECRETARY OF STATE**

Commercial Recordings Division

202 N. Carson Street

Carson City, NV 89701

Telephone (775) 684-5708

Fax (775) 684-7138

North Las Vegas City Hall

2250 Las Vegas Blvd North, Suite 400

North Las Vegas, NV 89030

Telephone (702) 486-2880

Fax (702) 486-2888

KIMBERLEY PERONDI

Deputy Secretary for

Commercial Recordings

Business Entity - Filing Acknowledgement

04/04/2022

Work Order Item Number: W2022040402011 - 2034251

Filing Number: 2022228114

Filing Type: Annual List

Filing Date/Time: 04/04/2022 14:11:10 PM

Filing Page(s): 2

Indexed Entity Information:

Entity ID: C1495-1990

Entity Name: FERNLEY JUNIOR RODEO ASSOCIATION

Entity Status: Active

Expiration Date: None

Non-Commercial Registered Agent

KASEY MILLER

523 WEDGE LN, FERNLEY, NV 89408, USA

The attached document(s) were filed with the Nevada Secretary of State, Commercial Recording Division. The filing date and time have been affixed to each document, indicating the date and time of filing. A filing number is also affixed and can be used to reference this document in the future.

Respectfully,

A handwritten signature in black ink that reads "Barbara K. Cegavske".

BARBARA K. CEGAVSKE

Secretary of State



BARBARA K. CEGAVSKE
 Secretary of State
 202 North Carson Street
 Carson City, Nevada 89701-4201
 (775) 684-5708
 Website: www.nvsos.gov
www.nvsilverflume.gov

Annual or Amended List and State Business License Application

ANNUAL **AMENDED** (check one)

List of Officers, Managers, Members, General Partners, Managing Partners, Trustees or Subscribers:

FERNLEY JUNIOR RODEO ASSOCIATION

NV19901012993

NAME OF ENTITY

Entity or Nevada Business
Identification Number (NVID)

TYPE OR PRINT ONLY - USE DARK INK ONLY - DO NOT HIGHLIGHT

IMPORTANT: Read instructions before completing and returning this form.

Please indicate the entity type (check only one):

- Corporation
 - This corporation is publicly traded, the Central Index Key number is:
- Nonprofit Corporation (see nonprofit sections below)
- Limited-Liability Company
- Limited Partnership
- Limited-Liability Partnership
- Limited-Liability Limited Partnership
- Business Trust
- Corporation Sole

Filed in the Office of Secretary of State State Of Nevada	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Business Number</td> <td>C1495-1990</td> </tr> <tr> <td>Filing Number</td> <td>20222228114</td> </tr> <tr> <td>Filed On</td> <td>04/04/2022 14:11:10 PM</td> </tr> <tr> <td>Number of Pages</td> <td>2</td> </tr> </table>	Business Number	C1495-1990	Filing Number	20222228114	Filed On	04/04/2022 14:11:10 PM	Number of Pages	2
Business Number	C1495-1990								
Filing Number	20222228114								
Filed On	04/04/2022 14:11:10 PM								
Number of Pages	2								

Additional Officers, Managers, Members, General Partners, Managing Partners, Trustees or Subscribers, may be listed on a supplemental page.

CHECK ONLY IF APPLICABLE

Pursuant to NRS Chapter 76, this entity is exempt from the business license fee.

- 001 - Governmental Entity
- 006 - NRS 680B.020 Insurance Co, provide license or certificate of authority number

For nonprofit entities formed under NRS chapter 80: entities without 501(c) nonprofit designation are required to maintain a state business license, the fee is \$200.00. Those claiming an exemption under 501(c) designation must indicate by checking box below.

- Pursuant to NRS Chapter 76, this entity is a 501(c) nonprofit entity and is exempt from the business license fee. Exemption Code 002

For nonprofit entities formed under NRS Chapter 81: entities which are Unit-owners' association or Religious, Charitable, fraternal or other organization that qualifies as a tax-exempt organization pursuant to 26 U.S.C § 501(c) are excluded from the requirement to obtain a state business license. Please indicate below if this entity falls under one of these categories by marking the appropriate box. If the entity does not fall under either of these categories please submit \$200.00 for the state business license.

- Unit-owners' Association
- Religious, charitable, fraternal or other organization that qualifies as a tax-exempt organization pursuant to 26 U.S.C. §501(c)

For nonprofit entities formed under NRS Chapter 82 and 80: Charitable Solicitation Information - check applicable box

Does the Organization intend to solicit charitable or tax deductible contributions?

- No - no additional form is required
- Yes - the "Charitable Solicitation Registration Statement" is required.
- The Organization claims exemption pursuant to NRS 82A 210 - the "Exemption From Charitable Solicitation Registration Statement" is required

****Failure to include the required statement form will result in rejection of the filing and could result in late fees.****



BARBARA K. CEGAVSKE
 Secretary of State
 202 North Carson Street
 Carson City, Nevada 89701-4201
 (775) 684-5708
 Website: www.nvsos.gov
 www.nvsilverflume.gov

Annual or Amended List and State Business License Application - Continued

Officers, Managers, Members, General Partners, Managing Partners, Trustees or Subscribers:

CORPORATION, INDICATE THE <u>TREASURER</u> :			
BERNADETTE HOWELL	USA		
Name	Country		
995 VONNIE LANE	FERNLEY	NV	89408
Address	City	State	Zip/Postal Code
CORPORATION, INDICATE THE <u>DIRECTOR</u> :			
BERNADETTE HOWELL	USA		
Name	Country		
995 VONNIE LANE	FERNLEY	NV	89408
Address	City	State	Zip/Postal Code
CORPORATION, INDICATE THE <u>PRESIDENT</u> :			
WILLIAM J MCKNIGHT	USA		
Name	Country		
2800 FARM DISTRICT ROAD	FERNLEY	NV	89408
Address	City	State	Zip/Postal Code
CORPORATION, INDICATE THE <u>PRESIDENT</u> :			
Tom Howell	USA		
Name	Country		
995 Vonnie Lane	Fernley	NV	89408
Address	City	State	Zip/Postal Code
CORPORATION, INDICATE THE <u>PRESIDENT</u> :			
Shannon McKnight	USA		
Name	Country		
2800 Farm District Rd	Fernley	NV	89408
Address	City	State	Zip/Postal Code

None of the officers and directors identified in the list of officers has been identified with the fraudulent intent of concealing the identity of any person or persons exercising the power or authority of an officer or director in furtherance of any unlawful conduct.

I declare, to the best of my knowledge under penalty of perjury, that the information contained herein is correct and acknowledge that pursuant to NRS 239.330, it is a category C felony to knowingly offer any false or forged instrument for filing in the Office of the Secretary of State.

X SHANNON M MCKNIGHT

 Signature of Officer, Manager, Managing Member,
 General Partner, Managing Partner, Trustee,
 Subscriber, Member, Owner of Business,
 Partner or Authorized Signer *FORM WILL BE RETURNED IF*

Member	04/04/2022
Title	Date

UNSIGNED

FY2022/23 FCTA Grant or Matching Grant Funds Application (July 1, 2022 - December 31, 2022)

Applicant

 Jonathan Lang
 7752306116
 johlang@aol.com

19

Applicant Information

Coordinator Name:

Jonathan Lang

Coordinator Title:

Project manager

Coordinator Telephone:

7752306116

Coordinator Email

johlang@aol.com

Organization/Company Information

Name:

Battle Born Rangers

Mailing Address

1141 Thompson Street

City

Carson City

State

Nevada

Zip

89703

Year Started:

1996

Tax ID#

xx-xxx7454

Organization Status (Select One)

Non-Profit*

***Attach copy of 501(c) or Federal Non-Profit Certificate**

286

Project/Event Information

Project/Event Name

Roop County Days 2022

Project/Event Location

Fernley Raceway Range Facility

Date of Event

09/06/2022

Date Work Will Begin:

08/15/2022

Date Work Will Conclude

09/15/2022

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

Annual cowboy competitive shooting event.

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 date of prior award

06/15/2021

Please list prior award amount:

2992.58

How many vendors attended to previous event:

2

Total Project/Event Budget

Total Budget Amount

10750

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

Banquet supplies: \$3000; Water/ice and daily refreshments: \$1,600; Toilets, dumpsters, ice coolers and misc: \$2400.
Trophies and Plaques: \$850; Match Programs: \$400; Participation gifts: \$1600; Banners/Signs: \$900

Total Expenses

10750

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

Participation fees: \$7000; Requested Grant Funds: \$3750

Total Revenues

10750

Grant Request

Amount Requesting \$

3750

1:1 Matching Funds is Required for For-Profit Organizations.

Amount of Matching Funds \$

0

Will you accept less than requested?

Yes

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

Our club needs the additional funding to plan, organize and conduct a first-class competitive, cowboy shooting contest. Cowboy shooting is an international sport. A successful match will enhance our club's reputation and introduce many out of state and international shooters to the Fernley community.

Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of grant funding available.

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

We are not a one trick pony. This year's annual match will our 26th at the Fernley Raceway. This once a year match draws many contestants from across the United States and international locations. This once a year event also attracts many visitors who come back to our twice-monthly regular matches. The Battle Born Rangers are proud to be a partner of the City of Fernley.

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

No

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

--

Will requested funds be used for advertising?

Yes

If Yes, please designate what you will be advertising:

Resources in Fernley

true

Accommodations in Fernley

true

Special Event(s) in Fernley

--

Other

--

Grant Request - Advertising Categories

Categories	Amount Requesting
Banner(s)	900
Total Amount Budgeted	If other, please explain
900	--
Explain in detail how grant disbursement will be used for advertising or other:	
Signs and banners will advertise the event and the fact we are sponsored by FCTA.	

Categories	Amount Requesting
Other	2850
Total Amount Budgeted	If other, please explain
2850	--
Explain in detail how grant disbursement will be used for advertising or other:	
We plan to spend \$1600 for gifts to each contestant, \$850 to plaques and trophies for contest winners. \$400 for match programs. Total: \$2850. All of these will be printed/inscribed with the notation that the event was funded by Fernley Convention and Tourism Authority. The event program will contain listings about hotels, campgrounds, restaurants and gas stations in Fernley.	

Economic Impact

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

Estimated number of visitors

100

What percentage of visitors are: Local

2

What percentage of visitors are: In State

50

What percentage of visitors are: Out of State

48

Estimated number of participants:

70

What percentage of participants are: Local

2

What percentage of participants are: In State

50

What percentage of participants are: Out of State

48

Explain in detail how attendance/participation will be measured:

By the number of people registering to participate and the number of tickets sold to the Saturday night banquet.

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

5

Estimate the number of previous visitors/participants for same or similar project/event

65

What percentage of previous visitors/participants were: Local

1

What percentage of previous visitors/participants were: In State

50

Describe method(s) used to measure previous attendance:

Same as above: Number of people registering as contestants and number of tickets for the banquet dinner.

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

0

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

We estimate that each visitor will spend \$200 in Fernley for restaurants, groceries and miscellaneous. This comes to 200 X 100 +\$20000

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

No

Estimated percentage of people exposed to the promotion of this project/event that are local

2

Estimated percentage of people exposed to the promotion of this project/event that are In State

50

Estimated percentage of people exposed to the promotion of this project/event that are Out of State

48

Describe the type of anticipated media exposure:

We advertise the event on the national club's website. See www.SASS.com ([//www.SASS.com](http://www.SASS.com)). Also, we maintain mailing lists of visitors from prior events and we send out info to them individually.

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

This event brings a sizable crowd to Fernley and most stay five nights for the event. People spend money for accommodations, food, gas and miscellaneous supplies. Upon returning home, most of these visitors will present a positive image of Fernley to family and friends.

Attestation & Grant Agreement

I hereby declare that the information provided is accurate to the best of my knowledge and agree to the terms above:

true

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

DEPARTMENT OF THE TREASURY

Date: **APR 24 2017**

BATTLE BORN RANGERS CO
540 SHAMROCK LANE
RENO, NV 89509-0000

Employer Identification Number:
82-1197484
DIN:
26053509002867
Contact Person: CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
March 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
March 29, 2017
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

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

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

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

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

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

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