



N E V A D A

AGENDA  
Regular Meeting  
Convention and Tourism Authority  
Monday, December 12, 2022 • 6:00 PM

- Members**  
 Albert Torres - Chair  
 Felicity Zoberski - Vice Chair  
 Fran McKay -Board Member  
 Stan Lau - 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](http://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](mailto: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](mailto: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](http://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. (Possible Action) Approval of Minutes from June 13, 2022**

**2. PRESENTATIONS**

**2.1. Presentation by Travel Nevada regarding the program and service opportunities available to the Fernley Convention & Tourism Authority and event organizers. No action requested.**

**2.2. Presentation by Pony Express regarding the program and service opportunities available to the Fernley Convention & Tourism Authority and event organizers. No action requested.**

**3. FY 2022/2023 TRANSIENT LODGING TAX BUDGET**

**3.1. Final FY2022-23 Budget/Expenditures Report 11/2022**

**4. POSSIBLE ACTION, REVIEW, AND DISCUSSION ON FCTA GRANT APPLICATION REQUESTS SUBMITTED FOR FY 2022/2023 ROUND TWO, JANUARY-JUNE GRANT CYCLE**

**4.1. Grant Application Submissions**

**5. REPORTS BY STAFF AND BOARD MEMBERS**

**6. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS**

**7. PUBLIC FORUM**

**8. ADJOURNMENT**

**Next Meeting: June 12, 2023**

**MINUTES OF THE  
FERNLEY CONVENTION AND TOURISM AUTHORITY MEETING  
JUNE 13, 2022**

**1. INTRODUCTORY ITEMS**

Chairman Torres called the meeting to order at 06:00 PM at Fernley City Hall, 595 Silver Lave Blvd., Fernley, NV 89408.

**1.1. Roll Call**

**Present:** Chairman Albert Torres, Vice Chair Felicity Zoberiski, Committee Member Ray Lacy, Committee Member Stan Lau, Deputy City Manager Patrick Marsh, Deputy City Attorney Aaron Mouritsen, Administrative Specialist April Homme, Deputy City Clerk Brenda Gosser, Administrative Specialist Tiffany Wood. **Absent:** Committee Member Fran McKay.

**1.2. Public Forum**

There were none.

**1.3. (For Possible Action) Approval of Agenda**

**Motion:** APPROVE THE AGENDA. **Action:** Approve, **Moved by** Committee Member Lacy, **Seconded by** Committee Member Lau. **Vote:** Passed, **Summary:** Yes 4. **Yes:** Committee Member Zoberiski, Committee Member Lau, Committee Member Lacy, Chairman Torres, **Absent:** Committee Member McKay.

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

**Motion:** MOVE TO APPROVE THE MINUTES. **Action:** Approve, **Moved by** Committee Member Lau, **Seconded by** Committee Member Lacy. **Vote:** Passed, **Summary:** Yes 4. **Yes:** Vice Chair Zoberiski, Committee Member Lau, Committee Member Lacy, Chairman Torres. **Absent:** Councilwoman McKay.

**2. FY 2022/2023 Transient Lodging Tax Budget**

**2.1. Final Budget FY22-23 TLT**

Deputy City Manager Patrick March presented the budget.

**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**

Committee Member Lacy disclosed a potential conflict of interest and cited NRS281A.4. He said, as a business owner in the city of Fernley, the current item may affect his business but would affect his business no more and no less than any other business in the city. He said he is also a chairperson for the vendors of the 4th of July Committee.

Becky Howlit from Fernley 4th of July Club requested \$5,000 for the club.

FernStock Chair Cody Wagner requested \$6,000 that would go toward the new community center. He said they support Fernley projects.

Treasurer for the Fern 45, Stacy Parker, gave a review of the costs for the club last year compared those costs to the previous year.

Tom Howell from the Fernley Junior High and High School Rodeo Club gave an overview of the club's plans for this coming year to explain how any funds from the FCTA would be used.

Jonny Lane from the Battle Born Rangers spoke to request \$3,750.

A 10 minute break was taken at 6:32 PM.

Deputy City Manager Patrick Marsh read the average awarded amounts.

**Motion:** APPROVE THE FCTA FUNDS AWARDED TONIGHT. **Action:** Approve, **Moved by** Committee Member Lau, **Seconded by** Committee Member Lacy. **Vote:** Passed, **Summary:** Yes 4. **Yes:** Vice Chair Zoberski, Committee Member Lau, Committee Member Lacy, Chairman Torres. **Absent:** Councilwoman McKay.

#### 4. REPORTS BY STAFF AND BOARD MEMBERS

Vice Chair Zoberski thanked all the applicants who came and applied.

Committee Member Lacy spoke about the tax board for Lyon County and suggested people apply for that grant as well.

#### 5. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS

Deputy City Manager Patrick Marsh reported that a rugby team from California was interested in playing in Fernley.

Chairman Torres requested to have more tournaments in Fernley that can't be booked at the Golden Eagle and asked staff to contact the City of Sparks.

#### 6. PUBLIC FORUM

There were none.

#### 7. ADJOURNMENT

There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 06:47 PM.

Approved by the Fernley Convention and Tourism Authority on December 12, 2022, by a vote of:

AYES \_\_\_\_\_ NAYS: \_\_\_\_\_ ABSTENTIONS: \_\_\_\_\_ ABSENT: \_\_\_\_\_

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Chairman Albert Torres

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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	
<b>Total Revenues</b>		<b>485,814</b>	<b>363,000</b>	<b>409,000</b>	<b>405,000</b>	<b>405,000</b>	
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	
<b>Total Expenses</b>		<b>90,175</b>	<b>139,000</b>	<b>105,613</b>	<b>152,000</b>	<b>152,000</b>	
<b>Net Change in Fund Balance</b>		<b>395,639</b>	<b>224,000</b>	<b>303,387</b>	<b>253,000</b>	<b>(747,000)</b>	
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 5 MONTHS ENDING NOVEMBER 30, 2022

TRANSIENT LODGING TAX

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	DIFFERENCE	PCNT
<u>SOURCE 310</u>					
225-310-300	56,798.47	262,145.43	400,000.00	137,854.57	65.5
225-310-900	1,200.00	2,200.00	4,000.00	1,800.00	55.0
<b>TOTAL SOURCE 310</b>	<b>57,998.47</b>	<b>264,345.43</b>	<b>404,000.00</b>	<b>139,654.57</b>	<b>65.4</b>
<u>SOURCE 360</u>					
225-360-100	.00	( 13,161.71)	1,000.00	14,161.71	(1316.
<b>TOTAL SOURCE 360</b>	<b>.00</b>	<b>( 13,161.71)</b>	<b>1,000.00</b>	<b>14,161.71</b>	<b>(1316.</b>
<b>TOTAL FUND REVENUE</b>	<b>57,998.47</b>	<b>251,183.72</b>	<b>405,000.00</b>	<b>153,816.28</b>	<b>62.0</b>

CITY OF FERNLEY  
EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 5 MONTHS ENDING NOVEMBER 30, 2022

TRANSIENT LODGING TAX

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
<u>DEPARTMENT 575</u>					
225-575-320 PROFESSIONAL SERVICES	.00	1,140.00	10,000.00	8,860.00	11.4
225-575-540 ADVERTISING	.00	.00	1,000.00	1,000.00	.0
225-575-550 PRINTING & POSTAGE	.00	.00	1,000.00	1,000.00	.0
225-575-650 GRANT AWARDS	.00	3,750.00	140,000.00	136,250.00	2.7
225-575-730 IMPROVEMENTS OTHER THAN BLDGS	.00	.00	1,000,000.00	1,000,000.00	.0
TOTAL DEPARTMENT 575	.00	4,890.00	1,152,000.00	1,147,110.00	.4
TOTAL FUND EXPENDITURES	.00	4,890.00	1,152,000.00	1,147,110.00	.4
NET REVENUE OVER EXPENDITURES	57,998.47	246,293.72	( 747,000.00)	( 993,293.72)	33.0



City of Fernley, NV

12/01/2022

20

FY2022/23 FCTA Grant or Matching Grant Funds Application (January 1, 2023 - June 30, 2023)

**Status:** Active**Date Created:** Nov 18, 2022**Applicant**

Dana Uhlhorn  
 danamuhlhorn@yahoo.com  
 40 N. Center Street  
 Fernley, Nevada 89408  
 775-200-8618

**Applicant Information****Coordinator Name:**

Dana Uhlhorn

**Coordinator Title:**

President

**Coordinator Telephone:**

775-200-8618

**Coordinator Email**

danamuhlhorn@yahoo.com

**Organization/Company Information****Name:**

Fernley ACES (Art and Culture Event Squad)

**Mailing Address**

40 N. Center St.

**City**

Fernley

**State**

Nv

**Zip**

89408

**Year Started:**

2018

**Tax ID#**

xx-xxx8812

**Organization Status (Select One)**

Non-Profit\*

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

 ACES 501C3.pdf

Uploaded by Dana Uhlhorn on Nov 17, 2022 at 4:14 pm

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

ACES Board Project, Ladies Night, Fernley Comedy Night,  
 Music, Murals, and Margaritas

**Project/Event Location**

Primarily Fernley Art Center, and also around town at  
 parks and businesses for murals

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

01/03/2023

01/03/2023

**Date Work Will Conclude**

05/21/2023

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

Fernley ACES Board Project: This is an event anyone can participate in, you purchase a board from the ACES for \$10, then you do whatever you want on it to represent the theme. (This years theme is 'Revolution'). Participants can do decoupage, paint, sculpture, drawing, etc. We will hold a show at the end of the time period allowed, and then display the art in the city hall, and have it join the city's traveling art show. This event will start on Jan 3rd, and boards will be due on Feb 3rd, we will hold our art show on the 4th of February at the Art Center.

Ladies Night: This was a great event put on by the ACES in September of this year, the response was fantastic! The Art Center was transformed into a trendy Nightclub, the music was thumping, the drinks were flowing, and the Drag Queen main act was not to be missed! Everyone had such a blast that we agreed to do it again. This event will be held February 18th at the Art Center.

Fernley Comedy Night: This is another great event put on by the ACES in September of this year. The response was great, the comedians, and the audience had an awesome time, the house was packed, and we were asked to hold this event at least a couple of times a year. This event will be on April Fools Day, (fitting! LOL!), at the Fernley Art Center

Music, Murals, and Margaritas: This was an event that was started last year in May by the city with the Fernley ACES, and Sierra Arts Foundation helping out. With the city's permission, the ACES would like to continue the event this year, this was such a good event last year, we would like to build it into something that people look forward to every year. This year we will combine it with performance art displays, (Fire dancers, magicians, creative painting, caricature drawing, etc). This event will take place at the Fernley Art Center, the In Town Park, and various locations around town.

**Has this project/event been previously held before?**

No

**Total Project/Event Budget**

**Total Budget Amount**

34,525

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

Board Project: Materials for boards	\$500		
Print Descriptions	\$75		
Easels for Display	\$300		
Ladies Night: Decorations	\$1,000		
Food and Drink	\$300		
Sound	\$500		
Entertainment	\$500		
Fernley Comedy Night: Sound and Lighting	\$400		
Food and Drink	\$500		
Music, Murals, and Margaritas: Materials	\$10,000		
Lodging for Artists	\$2,000	Music Acts	\$3,000
Food and Drink	\$700		
Advertising for all events: Radio Advertising	\$10,000		
Social Media Ads	\$750		

TV Advertising	\$3,000
Print Media	\$1,000

**Total Expenses**

34,525

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

Boards sold for Project	\$1000
Board Project Food and Drink Sales	\$375
Ticket Sales for Ladies Night	\$2000
Ladies Night Food and Drink Sales	\$400
Ticket Sales for Comedy Night	\$2000
Comedy Night Food and Drink Sales	\$500
Building Owner's Contributions to M,M,&M	\$5000
M,M,&M Food and Drink Sales	\$2000
Vendor Space Sold at M,M,&M	\$1000
Materials Donated for M,M,&M	\$2250
Fernley ACES Funds on Hand	\$8000
FCTA Grant Request	\$10,000

**Total Revenues**

34,525

**Grant Request**

**Amount Requesting \$**

10,000

**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:**

We will be able put out a larger footprint for our advertising, being able to reach a much broader audience

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

I am not sure what other events we are competing against, but I think our events are good additions to the city of Fernley. Some of them will have lasting effects, the Music, Murals, and Margaritas event for instance, will leave an impression on the city long after the event is over. Other events that we plan and execute improve the quality of life in Fernley, offering local residents some forms of entertainment they can't usually get here in town. This keeps people from going off to Reno, or even California for entertainment, therefore keeping people here in town.

**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:**

All FCTA Grant Funds will be used for advertising

**Will requested funds be used for advertising?**

Yes

**Resources in Fernley**

If Yes, please designate what you will be advertising:



**Accommodations in Fernley**



**Special Event(s) in Fernley**



**Other**



**If other, please specify:**

Events to attend and participate in in Fernley

**Grant Request - Advertising Categories**

<b>Categories</b>	<b>Amount Requesting</b>
Banner(s)	800
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
1,600	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
We will use the money to have banners printed for some of the events	

<b>Categories</b>	<b>Amount Requesting</b>
Radio	5,450
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
10,500	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
With the FCTA Grant we will be able to afford radio airtime in the Reno market, which actually reaches into northern California	

<b>Categories</b>	<b>Amount Requesting</b>
Television	3,000
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
3,000	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
With the FCTA Grant we are going to try a little TV advertising for some of our events to see if it dramatically improves attendance	

<b>Categories</b>	<b>Amount Requesting</b>
Social Media	750
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
750	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
We will use targeted ad buys to get the word out outside of our local Fernley reach.	

**Economic Impact**

	<b>Estimated number of visitors</b>
Local is defined as being within a 60-mile radius of Fernley	3,500

**What percentage of visitors are: Local**

90

**What percentage of visitors are: In State**

5

**What percentage of visitors are: Out of State**

5

**Estimated number of participants:**

200

**What percentage of participants are: Local**

90

**What percentage of participants are: In State**

5

**What percentage of participants are: Out of State**

5

**Explain in detail how attendance/participation will be measured:**

Board Project: Board Sales, Attendance Count at Art Show at the End

Ladies Night: Ticket Sales

Comedy Night: Ticket Sales

Music, Murals, and Margaritas: Crowd Estimates

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

20

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

These events add to the joy of living in Fernley, they make people want to stay here in town, or come visit. As some of these events grow, and tie in with other events, Fernley will be seen as more of a destination, not just a stop over. Keeping people in town keeps their money here in town, we believe our events will have people staying in town and spending their entertainment dollars here.

**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**

90

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

5

**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:**

15,000

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

90

**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:**

We will reach out to the local, (Reno area), TV and Radio Stations to see if they would like to cover our events live. We will also be participating in interviews, and free ad placement for non-profits. This combined with our purchased ads on TV, Radio, and Social Media, will spread the the exposure far beyond Fernley.

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

Our Projects benefit Fernley as a whole by generating more things to see and do within our community. The more we can do this, the more people are tempted to stay in Fernley, instead of going to Reno or beyond to have a good time. Keeping people here, keeps their money here, helping the economy. Giving people fun things to do improves their quality of life!

**Attestation & Grant Agreement**

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

Dana Uhlhorn  
11/18/2022

**Board Decision**

<b>Date of Presentation</b>	<b>Approved Grant Amount</b>
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**Attachments**




No attachments

**History**

<b>Date</b>	<b>Activity</b>
Nov 17, 2022 at 4:08 pm	Dana Uhlhorn started a draft of Record 20
Nov 18, 2022 at 11:07 am	Dana Uhlhorn submitted Record 20
Nov 18, 2022 at 11:07 am	approval step Initial Reviewwas assigned to April Homme on Record 20
Nov 18, 2022 at 12:32 pm	April Homme changed Expenses: Itemize all expenses including items on which grant monies will be expended. from "Board Project: Materials for boards " to "Board Project: Materials for boards " on Record 20
Nov 18, 2022 at 12:32 pm	April Homme changed Revenue: Itemize all revenues including requested grant monies from FCTA and other entities, dona from "Boards sold for Project \$100" to "Boards sold for Project &nbs" on Record 20
Nov 18, 2022 at 12:33 pm	April Homme approved approval step Initial Review on Record 20
Nov 18, 2022 at 12:33 pm	approval step Board Reviewwas assigned to Trisha Conner on Record 20
Nov 18, 2022 at 12:33 pm	April Homme assigned approval step Board Review to April Homme on Record 20

**Timeline**

<b>Label</b>	<b>Status</b>	<b>Activated</b>	<b>Completed</b>	<b>Assignee</b>	<b>Due Date</b>
 Initial Review	Complete	Nov 18, 2022 at 11:07 am	Nov 18, 2022 at 12:33 pm	April Homme	-
 Board Review	Active	Nov 18, 2022 at 12:33 pm	-	April Homme	-

Label	Status	Activated	Completed	Assignee	Due Date
 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: **APR 09 2019**

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

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

Dear Applicant:

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

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

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

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

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://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



City of Fernley, NV

12/01/2022

21

FY2022/23 FCTA Grant or Matching Grant Funds Application (January 1, 2023 - June 30, 2023)

**Status:** Active

**Date Created:** Nov 19, 2022

**Applicant**

Jonathan Lang  
johlang@aol.com  
1141 THOMPSON ST  
CARSON CITY, NV 89703  
7752306116

**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**

nv

**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**



Uploaded by ... on

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

Roop County Days

**Project/Event Location**

Fernley Raceway Range Facility

**Date of Event**

06/18/2023

**Date Work Will Begin:**

06/16/2023

**Date Work Will Conclude**

06/25/2023

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

Annual Cowboy competitive shooting event with Nevada State Wildbunch and Blackpowder championships.

**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**

06/13/2022

**Please list prior award amount:**

3,750

**How many vendors attended to previous event:**

3

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

12,000

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

Trophies and plaques: \$1200; Participation gifts: 1300; Banners and signs: \$700; Match programs: \$500; catering for banquet: \$3400; Water, ice and daily refreshments: \$2,000; Toilets, ice coolers and misc: \$2,300; advertising: \$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.**

Participation fees: 7,500

Requested Grant funds: 4,500

**Total Revenues**

12,000

### Grant Request

#### Amount Requesting \$

4,500

#### 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 from FCTA to plan, organize and conduct a competitive cowboy shooting event that is on par, or better, than events conducted by dozens of other clubs across the United States and international locations.

#### 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 year's annual match will be our 27th at the Fernley Raceway location. This event will attract dozens of visitors from out of state and overseas locations. This is a week long event. We will have visitors camping at the racetrack, local RV parks and staying at local hotels. Many of these visitors will return to participate in our twice-monthly, one day matches that are held through out the year.

#### 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:

All of our advertising will mention Fernley as the event location. All of our awards, welcome gifts, match programs and banners/signs will mention sponsorship by the FCTA or City of Fernley as the event location.

#### 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
Magazine	600
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>

600

--

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

Advertising in the National Club's Quarterly Journal - The Cowboy Chronicle

**Categories**

Brochure

**Amount Requesting**

500

**Total Amount Budgeted**

500

**If other, please explain**

--

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

Match program describing daily events. The program cover advertises sponsorship by Fernley Convention and Tourism Authority.

**Categories**

Other

**Amount Requesting**

1,200

**Total Amount Budgeted**

1,200

**If other, please explain**

--

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

Trophies and plaques to the 1st,2nd and 3rd place winners of each event in this weeklong event. Each trophy/plaque will indicate location as Fernley, Nevada.

**Categories**

Other

**Amount Requesting**

1,300

**Total Amount Budgeted**

1,300

**If other, please explain**

--

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

Each registered participant will receive a welcome/participation gift commemoration the match and depicting Fernley, Nevada as the location.

**Categories**

Banner(s)

**Amount Requesting**

700

**Total Amount Budgeted**

700

**If other, please explain**

--

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

Banners and signs for the annual match. Each sign and banner will depict Fernley Convention and Tourism Authority as a sponsor.

**Economic Impact**

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

**Estimated number of visitors**

120

**What percentage of visitors are: Local**

1

**What percentage of visitors are: In State**

50

**What percentage of visitors are: Out of State**

50

**Estimated number of participants:**

80

**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 number of registrants for the match and the number of tickets sold for the Saturday night banquet.

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

6

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

70

**What percentage of previous visitors/participants were: Local**

2

**What percentage of previous visitors/participants were: In State**

50

**Describe method(s) used to measure previous attendance:**

We survey the registration forms for first time visitors.

**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:**

We estimate that each visitor will spend \$220 in Fernley for restaurants, groceries, gas and misc. 120 X 220 = \$26,400.

**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**

48

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

50

**Describe the type of anticipated media exposure:**

We will list the event on the national club's website of upcoming matches, we will also advertise in their quarterly journal. We will also make multiple mass emailings using club resources. The event will also be on the club's facebook page.

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

Our annual, week-long match will bring visitors from Nevada, other states and in some cases international locations. These visitors will benefit the local economy by spending an average of \$220 per person locally. The visitors will benefit from the very competitive prices in Fernley, but most of all, from the friendly, can-do attitude that is prevalent among the members of the Fernley community. Hooah!

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**Attestation & Grant Agreement**

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

Jonathan N Lang  
11/19/2022

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**Board Decision**

**Date of Presentation**

--

**Approved Grant Amount**

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**Attachments**





No attachments

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**History**

Date	Activity
Nov 19, 2022 at 10:15 am	Jonathan Lang started a draft of Record 21
Nov 19, 2022 at 11:38 am	Jonathan Lang submitted Record 21
Nov 19, 2022 at 11:38 am	approval step Initial Review was assigned to April Homme on Record 21

### Timeline

Label	Status	Activated	Completed	Assignee	Due Date
 Initial Review	Active	Nov 19, 2022 at 11:38 am	-	April Homme	-
 Board Review	Inactive	-	-	-	-
 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: **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.

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For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://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



City of Fernley, NV

12/01/2022

22

FY2022/23 FCTA Grant or Matching Grant Funds Application (January 1, 2023 - June 30, 2023)

**Status:** Active

**Date Created:** Nov 26, 2022

**Applicant**

Mark Lane  
mklane38@yahoo.com  
3202 Barbaresco ct.  
Sparks, NV 89434  
775-200-4564

**Applicant Information**

**Coordinator Name:**

Mark Lane

**Coordinator Title:**

President

**Coordinator Telephone:**

775-200-4564

**Coordinator Email**

mklane38@yahoo.com

**Organization/Company Information**

**Name:**

Old Timers Motocross of Nevada

**Mailing Address**

PO Box 11161

**City**

Reno

**State**

NV

**Zip**

89510

**Year Started:**

1978

**Tax ID#**

xx-xxx3745

**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**

2023 OTMX NV International

**Project/Event Location**

1965 S Hwy 95A - Fernley

**Date of Event**

04/14/2023

**Date Work Will Begin:**

04/13/2023

**Date Work Will Conclude**

04/16/2023

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

Our international race is round 4 of the 2023 International Old Timers Motocross series. Participants from 8 western states and 2 provinces in Canada will be attending the event. Our objective for hosting this 2023 event will be to successfully make sure all of our guests and attendees will have a safe and fun event in Fernley. All of our participants and competitors enjoy the amenities of Fernley. (Lodging, Restaurants and shopping, etc.) Thanks to Fernley and the FCTA Grant Funds program, we hope to continue this event for years to come.

**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**

01/27/2022

**Please list prior award amount:**

7,700

**How many vendors attended to previous event:**

1

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**Total Project/Event Budget**

**Total Budget Amount**

29,650

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

Track Rental of \$7,500, Food Vendor of \$2,000, Raffle Prizes of \$3,000, Event Trailer Rental Fee of \$450, Track Staff of \$5,000, Medics of \$2,800, Equipment Rental of \$2,000, Awards of \$1,200, T-Shirts and Promotional Items of \$2,500, Permits and Miscellaneous Items of \$1,200, Dumpster and Toilets of \$2,000

**Total Expenses**

29,650

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

Event Entry and Participant Fees of \$14,000, Raffle Sales of \$1,700, FCTA Grant Funds of \$14,000

**Total Revenues**

29,700

**Grant Request**

**Amount Requesting \$**

14,000

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

--

**Will you accept less than requested?**

Yes

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

Receiving FCTA support is critical to our event. Thanks to other events we hold each year and the monies we are able to raise from those events, plus the FCTA grant funds, we are collectively able to host this event every year. Some years we break even with putting on the OTMX NV International, other years we are not so lucky.

**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:**

In addition to this annual event that draws in participants and their families from 8 western states and 2 provinces in Canada, we bring thousands of people into Fernley each year with other events we hold in Fernley. We have been blessed to be able to do this for over 40 years.

**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:**

Pay for track rental, watering, EMT's, flaggers, dumpster, toilets, promotional items, etc..

**Will requested funds be used for advertising?**

Yes

If Yes, please designate what you will be advertising:

**Resources in Fernley**

**Accommodations in Fernley**

**Other**

**Special Event(s) in Fernley**

**Economic Impact**

**Estimated number of visitors**

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

500

**What percentage of visitors are: Local**

30

**What percentage of visitors are: In State**

30

**What percentage of visitors are: Out of State**

70

**Estimated number of participants:**

200

**What percentage of participants are: Local**

30

**What percentage of participants are: In State**

30

**What percentage of participants are: Out of State**

70

**Explain in detail how attendance/participation will be measured:**

From event entry forms/registrations.

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

4

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

208

**What percentage of previous visitors/participants were: Local**

30

**What percentage of previous visitors/participants were: In State**

30

**Describe method(s) used to measure previous attendance:**

From event entry forms/registrations.

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

10

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

All participants will be spending money in Fernley for lodging, gas stations, casinos, restaurants, and grocery 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**

30

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

30

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

70

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

1,200

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

10

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

10

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

90

**Describe the type of anticipated media exposure:**

Eleven different International Old Timers Motocross chapters and all their members will be exposed to the advertising. (Roughly 1200 members among all 11 chapters)

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

All participants and family members will be spending money over a four day period of time in Fernley for lodging, gas stations, casinos, restaurants, and grocery stores.

### Attestation & Grant Agreement

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

Mark Kelly Lane  
11/26/2022

### Board Decision

**Date of Presentation**

--

**Approved Grant Amount**

--






### Attachments

No attachments

### History

Date	Activity
Nov 21, 2022 at 5:02 pm	Mark Lane started a draft of Record 22
Nov 26, 2022 at 4:55 pm	Mark Lane submitted Record 22
Nov 26, 2022 at 4:55 pm	approval step Initial Review was assigned to April Homme on Record 22
Dec 1, 2022 at 9:39 am	April Homme changed Coordinator Name: from "" to "Mark Lane" on Record 22
Dec 1, 2022 at 9:39 am	April Homme changed Coordinator Telephone: from "" to "775-200-4564" on Record 22
Dec 1, 2022 at 9:39 am	April Homme changed Coordinator Title: from "" to "President" on Record 22
Dec 1, 2022 at 9:39 am	April Homme changed Coordinator Email from "" to "mklane38@yahoo.com" on Record 22

## Timeline

Label	Status	Activated	Completed	Assignee	Due Date
 Initial Review	Active	Nov 26, 2022 at 4:55 pm	-	April Homme	-
 Board Review	Inactive	-	-	-	-
 FCTA Grant Award	Inactive	-	-	-	-
 Post Event Receipts Review	Inactive	-	-	-	-
 Final Review	Inactive	-	-	-	-



City of Fernley, NV

12/01/2022

**23**

FY2022/23 FCTA Grant or Matching Grant Funds Application (January 1, 2023 - June 30, 2023)

**Status:** Active**Date Created:** Nov 28, 2022**Applicant**

Robert Perea  
 fernley4thjuly@gmail.com  
 PO Box 1776  
 Fernley, NV 89408  
 7753763219

**Applicant Information****Coordinator Name:**

Robert Perea

**Coordinator Title:**

Secretary

**Coordinator Telephone:**

775-376-3219

**Coordinator Email**

fernley4thjuly@gmail.com

**Organization/Company Information****Name:**

Fernley 4th of July

**Mailing Address**

P.O. Box 1776

**City**

Fernley

**State**

NV

**Zip**

89408

**Year Started:**

1968

**Tax ID#**

--

**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 of July

**Project/Event Location**

Out of Town Park

**Date of Event**

07/04/2023

**Date Work Will Begin:**

12/01/2022

**Date Work Will Conclude**

06/30/2023

**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**

12/14/2021

**Please list prior award amount:**

14,640

**How many vendors attended to previous event:**

30

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

54,041.95

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

Advertising 8,000  
 Insurance 2,678  
 T-shirts 834.31  
 Kids games 1,180.89  
 Pigs 880  
 Diving for Dollars 300  
 Trash pickup 300  
 Port-a-potties 2,295  
 Electronic signs 2,000  
 Security 100  
 Parking 500  
 Ice 1,033.37  
 Bar 2,078.38  
 Music 1,695  
 Raffle 200  
 Volunteers 267  
 Licensing/fees/Membership 1,520  
 Post Office Box 118  
 Website 540  
 Quick Books 300  
 Storage 120

**Total Expenses**

54,041.95

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

Booth applications 3,315  
 Parade 1,472

Car show 1,300  
 Bar 600  
 Raffle 1,932  
 Pigs 858  
 Community Donations 5,600  
 FCTA grant 14,640

**Total Revenues**

59,717

**Grant Request**

**Amount Requesting \$**

14,640

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

--

**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.

**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 opportuniy 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	8,000
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
8,000	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
--	

Categories	Amount Requesting
Website Hosting Fees	540
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
540	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
--	

Categories	Amount Requesting
Social Media	1,000
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
1,000	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
--	

Categories	Amount Requesting
Other	2,000
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
2,000	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
--	

Categories	Amount Requesting
Other	1,600
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
1,600	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
--	

Categories	Amount Requesting
Banner(s)	500
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
500	--

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

--

Categories	Amount Requesting
Newspaper	1,000
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
1,000	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
--	

**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**

95

**What percentage of visitors are: Out of State**

5

**Estimated number of participants:**

200

**What percentage of participants are: Local**

95

**What percentage of participants are: In State**

100

**What percentage of participants are: Out of State**

0

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

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

2,000

**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:**

30,000

**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**

95

**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 and newspaper advertising across Northern Nevada, Social Media sponsored ads, local news channel interviews, 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:**

Robert Perea  
11/28/2022

---

**Board Decision**

**Date of Presentation**

--

**Approved Grant Amount**

--






**Attachments**

No attachments

**History**

<b>Date</b>	<b>Activity</b>
Nov 22, 2022 at 4:15 pm	Robert Perea started a draft of Record 23
Nov 28, 2022 at 10:09 pm	Robert Perea submitted Record 23
Nov 28, 2022 at 10:09 pm	approval step Initial Review was assigned to April Homme on Record 23
Nov 30, 2022 at 12:42 pm	April Homme approved approval step Initial Review on Record 23
Nov 30, 2022 at 12:42 pm	approval step Board Review was assigned to Trisha Conner on Record 23

**Timeline**

<b>Label</b>	<b>Status</b>	<b>Activated</b>	<b>Completed</b>	<b>Assignee</b>	<b>Due Date</b>
 Initial Review	Complete	Nov 28, 2022 at 10:09 pm	Nov 30, 2022 at 12:42 pm	April Homme	-
 Board Review	Active	Nov 30, 2022 at 12:42 pm	-	Trisha Conner	-
 FCTA Grant Award	Inactive	-	-	-	-
 Post Event Receipts Review	Inactive	-	-	-	-
 Final Review	Inactive	-	-	-	-



City of Fernley, NV

12/01/2022

## 24

FY2022/23 FCTA Grant or Matching Grant Funds Application (January 1, 2023 - June 30, 2023)

**Status:** Active

**Date Created:** Nov 29, 2022

### Applicant

Monica Randolph  
monica\_randolph@yahoo.com  
PO Box 1804  
Fernley, NV 89408  
775-575-9898

### Applicant Information

**Coordinator Name:**

Monica Randolph

**Coordinator Title:**

Director

**Coordinator Telephone:**

775-575-9898

**Coordinator Email**

monica\_randolph@yahoo.com

### Organization/Company Information

**Name:**

Fernley Jr High and High School Rodeo Club

**Mailing Address**

PO Box 1804

**City**

Fernley

**State**

NV

**Zip**

89408

**Year Started:**

1980 or before

**Tax ID#**

xx-xxx4564

**Organization Status (Select One)**

Non-Profit\*

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

 IRS\_letter\_in\_good\_standings.pdf

Uploaded by Monica Randolph on Nov 28, 2022 at 5:53 pm

### Project/Event Information

**Project/Event Name**

Fernley Jr High and High School Rodeo

**Project/Event Location**

Fernley Fairgrounds - Out of Town Park

**Date of Event**

03/24/2023

**Date Work Will Begin:**

11/30/2022

**Date Work Will Conclude**

03/27/2023

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

Our Season begins in August and ends in June each year. We will be hosting our Jr High and High School Rodeo in March of 2023. This event will host contestants from all over the State of Nevada who will be competing over a period of three days. Fernley's rodeo is one of the largest due to our location and the awesome rodeo we put on. Contestants will be traveling from Las Vegas, Alamo, Wells, Winnemucca, Elko, Pahrump, Battle Mountain, Ely, Logandale, the Reno area and others. Our rodeo contestants and their families will stay in our hotels, eat at our local restaurants, shop in our stores and fuel in our stations during our event. Our short term goal is to always have the funds to cover our livestock and prize expenses for our upcoming rodeo. Our long term goal is to be able to fund a quality event which is self sustaining.

**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**

06/06/2022

**Please list prior award amount:**

10,000

**How many vendors attended to previous event:**

4

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

35,000

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

Stock \$ 10,000 (FCTA if granted)  
 Buckles \$ 4650 (FCTA if granted)  
 Fernley Team Shirts \$ 750 (FCTA if granted)  
 Printing Programs and Banners \$ 900 (FCTA if granted)  
 Supplies \$600 (FCTA if granted)  
 Sound System \$350 (FCTA if granted)  
 Announcer \$350 (FCTA if granted)  
 Cutting and Reining \$ 1250  
 Food/Volunteers \$950  
 Payout \$8000  
 Insurance \$1400  
 City Fee \$1270  
 State Fees \$6400  
 DC Bar Livestock \$1000  
 USPS \$85  
 Trash/Sanitation \$375  
 Fernley Rodeo Team Pics/Sponsor Thank Yous \$400

**Total Expenses**

38,730

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

Sponsors \$4615  
 FCTA Grant \$10,000

Entries \$24115

**Total Revenues**

38,730

**Grant Request**

**Amount Requesting \$**

10,000

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

--

**Will you accept less than requested?**

Yes

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

Receiving this grant will help defer some of the costs of the rodeo. The cost to produce this event is over \$35,000. Our members have, in the past raised a large portion of that money by working very hard with local businesses. Due to the uncertainty of any pandemic, business closures, inflation and economic concerns which remain, our club will most likely see another decline in the support these small businesses will be able to give. The funds provided by the FCTA will help with the livestock costs, prize costs and production of the program. It is our goal to host a successful rodeo each year. Your support is greatly appreciated by our members.

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

Our event has been a long standing annual event for the City of Fernley. By hosting this event, we bring over 500 people to Fernley specifically for our rodeo. These people will spend money in Fernley while they are here, increasing revenue to City businesses. We feel that if we can continue to host a successful rodeo, contestants and their families will continue to come here and participate, which in turn benefits the City. Fernley is one of the most centrally located rodeos of the year and as long as we as we keep working hard, we feel our contestants and their families will keep coming 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:**

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

**Will requested funds be used for advertising?**

No

If Yes, please designate what you will be advertising:

**Economic Impact**

**Estimated number of visitors**

Local is defined as being within a 60-mile radius of Fernley 530

**What percentage of visitors are: Local**

10

**What percentage of visitors are: In State**

85

**What percentage of visitors are: Out of State**

5

**Estimated number of participants:**

212

**What percentage of participants are: Local**

10

**What percentage of participants are: In State**

85

**What percentage of participants are: Out of State**

5

**Explain in detail how attendance/participation will be measured:**

By review of the rodeo entry forms

**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**

500

**What percentage of previous visitors/participants were: Local**

10

**What percentage of previous visitors/participants were: In State**

85

**Describe method(s) used to measure previous attendance:**

By review of entry forms

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

30

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

Fernley will be impacted by the number of people traveling with and attending the Rodeo who will purchase food, goods, fuel, services and stay in our hotels while here for the 3 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**

85

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

15

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

--

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

1,000

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

85

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

15

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

--

**Describe the type of anticipated media exposure:**

Print exposure from Sponsor ads and banners. Announcement of Sponsors during the event. We and Sponsors advertise the event of social media.

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

The immediate benefit is the competitors and their families spending money during their stay. The event helps promote Sponsor businesses. Locals and Visitors traveling to Fernley to attend the Rodeo will discover places to stay, eat and receive services and goods through the advertising.

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**Attestation & Grant Agreement**

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

Monica Randolph

11/29/2022

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**Board Decision**

**Date of Presentation**

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**Approved Grant Amount**

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**Attachments**






No attachments

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**History**

<b>Date</b>	<b>Activity</b>
Nov 25, 2022 at 5:05 pm	Monica Randolph started a draft of Record 24
Nov 28, 2022 at 6:23 pm	Monica Randolph updated secured field "Tax ID#" to "xx-xxx4564" on Record 24
Nov 29, 2022 at 10:59 am	Monica Randolph submitted Record 24
Nov 29, 2022 at 10:59 am	approval step Initial Reviewwas assigned to April Homme on Record 24
Nov 30, 2022 at 12:39 pm	April Homme approved approval step Initial Review on Record 24
Nov 30, 2022 at 12:39 pm	approval step Board Reviewwas assigned to Trisha Conner on Record 24
Dec 1, 2022 at 2:15 pm	April Homme assigned approval step Board Review to April Homme on Record 24
Dec 1, 2022 at 2:15 pm	April Homme reactivated approval step Initial Review on Record 24

**Timeline**

Label	Status	Activated	Completed	Assignee	Due Date
 Initial Review	Active	Nov 29, 2022 at 10:59 am	Nov 30, 2022 at 12:39 pm	April Homme	-
 Board Review	Active	Nov 30, 2022 at 12:39 pm	-	April Homme	-
 FCTA Grant Award	Inactive	-	-	-	-
 Post Event Receipts Review	Inactive	-	-	-	-
 Final Review	Inactive	-	-	-	-



Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0752861031  
Oct. 10, 2018 LTR 4168C 0  
27-3464564 000000 00

00018359  
BODC: TE

NEVADA STATE HIGH SCHOOL RODEO  
ASSOCIATION INC  
% KELLY CHRISTENSEN  
PO BOX 1128  
LOGANDALE NV 89021



013755

Employer ID number: 27-3464564  
Form 990 required: YES

Dear Taxpayer:

We're responding to your request dated Sep. 28, 2018, about your tax-exempt status.

We issued you a determination letter in February 2018, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

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 you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at [www.irs.gov/forms-pubs](http://www.irs.gov/forms-pubs) or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m.,

0752861031  
Oct. 10, 2018 LTR 4168C 0  
27-3464564 000000 00  
00018360

NEVADA STATE HIGH SCHOOL RODEO  
ASSOCIATION INC  
% KELLY CHRISTENSEN  
PO BOX 1128  
LOGANDALE NV 89021

local time, Monday through Friday (Alaska and Hawaii follow Pacific  
time).

Thank you for your cooperation.

Sincerely yours,



Teri M. Johnson  
Operations Manager, AM Ops. 3



City of Fernley, NV

12/01/2022

25

FY2022/23 FCTA Grant or Matching Grant Funds Application (January 1, 2023 - June 30, 2023)

**Status:** Active

**Date Created:** Nov 30, 2022

**Applicant**

Jay Rodriguez  
biggestlittleradio@gmail.com  
25 E. Main St. #7  
Fernley, NV 89408  
7754041115

**Applicant Information**

**Coordinator Name:**

Jay Rodriguez

**Coordinator Title:**

Director

**Coordinator Telephone:**

7758462537

**Coordinator Email**

biggestlittleradio@gmail.com

**Organization/Company Information**

**Name:**

Biggest Little Radio

**Mailing Address**

25 E. Main St. #7

**City**

Fernley

**State**

NV

**Zip**

89408

**Year Started:**

2016

**Tax ID#**

xx-xxx9165

**Organization Status (Select One)**

Corporate

**Project/Event Information**

**Project/Event Name**

Free Concerts at The Out of Town Park

**Project/Event Location**

Out of Town Park, Fernley

**Date of Event**

06/11/2023

**Date Work Will Begin:**

06/11/2023

**Date Work Will Conclude**

06/12/2023

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

Free Concert Summer Series at The Out of Town Park with Live Bands & Musicians, Vendors, Food Trucks, Bounce Houses, Face Painting, & Family Friendly Activities.

**Has this project/event been previously held before?**

No

---

**Total Project/Event Budget**

**Total Budget Amount**

9,000

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

Advertising-TV: \$2000.00  
 Advertising-Radio: \$2000.00  
 Advertising-Social Media: \$1000.00  
 Advertising-Print: \$250.00  
 Portable Potty's (Rental): \$1000.00  
 Musicians: \$1500.00  
 Sound/Lighting Equipment Rental: \$1250.00

**Total Expenses**

9,000

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

\$4500.00 Grant Fund  
 \$1375.00 Vendor Fees  
 \$3125.00 Sponsorships

**Total Revenues**

9,000

---

**Grant Request**

**Amount Requesting \$**

4,500

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

4,500

**Will you accept less than requested?**

Yes

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

Grant Funding will help us get the word out through advertising & bring visitors

**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 feel we should be selected to receive our grant request because this event will bring visitors to Fernley. Those visitors will spend money at this event and that will help our local vendors/businesses, potential hotel occupancy increase, and bring extra tax dollars to our city.

**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:**

There are expenses outside of advertising such as the portable restrooms & hand wash stations, musician entertainment expenses, & sound/lighting equipment rental; However, should we have issues raising enough corporate sponsorship or enough vendor fee revenue (this being our first of this type of event) we'd like to ask the board to consider sponsoring a portion of our 1:1 matching responsibility.

**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	2,000
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
2,000	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
Local, Rural, & Reno Radio Stations	

Categories	Amount Requesting
Television	2,000
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
2,000	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
TV Advertising on Spectrum & Digital Platforms	

Categories	Amount Requesting
Social Media	500
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
5,000	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
Facebook & Instagram Platforms	

Categories	Amount Requesting
Other	1,000
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
1,000	Portable Potty Rental

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

Portable Potty's & Hand Wash Stations

<b>Categories</b>	<b>Amount Requesting</b>
Other	1,500

<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
1,500	Entertainment

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

Musicians and/or Bands

<b>Categories</b>	<b>Amount Requesting</b>
Other	1,200

<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
1,200	Sound/Lighting Rental

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

Rental of Sound & Lighting Equipment

<b>Categories</b>	<b>Amount Requesting</b>
Design, Promotion & Development Fees	250

<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
250	--

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

Print Advertising

**Economic Impact**

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

**Estimated number of visitors**

1,000

**What percentage of visitors are: Local**

75

**What percentage of visitors are: In State**

75

**What percentage of visitors are: Out of State**

25

**Estimated number of participants:**

1,000

**What percentage of participants are: Local**

75

**What percentage of participants are: In State**

75

**What percentage of participants are: Out of State**

25

**Explain in detail how attendance/participation will be measured:**

Clicker (as accurate as possible) & visual estimation

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

1

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

This event will bring people together for family fun, food, shopping, & entertainment. This will also bring extra tax dollars to the City.

**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**

60

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

60

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

40

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

--

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

--

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

--

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

--

**Describe the type of anticipated media exposure:**

Radio, Television, Digial Media, & Social Media

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

People traveling to Fernley, & those within the local vicinity, will spend money on local businesses within the city & at the event, along with gas, in which impacts our local economy.

---

**Attestation & Grant Agreement**

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

Juan Rodriguez  
11/30/2022

---

**Board Decision**

**Date of Presentation**

--

**Approved Grant Amount**

--






**Attachments**

No attachments

**History**

<b>Date</b>	<b>Activity</b>
Nov 29, 2022 at 1:41 pm	Jay Rodriguez started a draft of Record 25
Nov 30, 2022 at 12:09 am	Jay Rodriguez submitted Record 25
Nov 30, 2022 at 12:09 am	approval step Initial Review was assigned to April Homme on Record 25
Nov 30, 2022 at 12:37 pm	April Homme altered approval step Board Review, changed status from Inactive to Complete on Record 25

**Timeline**

<b>Label</b>	<b>Status</b>	<b>Activated</b>	<b>Completed</b>	<b>Assignee</b>	<b>Due Date</b>
 Board Review	Complete	-	Nov 30, 2022 at 12:37 pm	-	-
 Initial Review	Active	Nov 30, 2022 at 12:09 am	-	April Homme	-
 FCTA Grant Award	Inactive	-	-	-	-
 Post Event Receipts Review	Inactive	-	-	-	-
 Final Review	Inactive	-	-	-	-



City of Fernley, NV

12/01/2022

26

FY2022/23 FCTA Grant or Matching Grant Funds Application (January 1, 2023 - June 30, 2023)

**Status:** Active

**Date Created:** Nov 30, 2022

**Applicant**

Shannon Ceresola  
shannon@electricsunnv.com  
70 N. West Street  
Fernley, NV 89408  
7752404785

**Applicant Information**

**Coordinator Name:**

Shannon Ceresola

**Coordinator Title:**

Fernley Chamber of Commerce President

**Coordinator Telephone:**

7752404785

**Coordinator Email**

shannon@electricsunnv.com

**Organization/Company Information**

**Name:**

Fernley Chamber of Commerce

**Mailing Address**

70 N. West Street

**City**

Fernley

**State**

NV

**Zip**

89408

**Year Started:**

1950

**Tax ID#**

xx-xxx3860

**Organization Status (Select One)**

Non-Profit\*

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

 Fernley Chamber 501C Form.pdf

Uploaded by Shannon Ceresola on Nov 30, 2022 at 2:16 pm

**Project/Event Information**

**Project/Event Name**

Fernley Celebrating Success Gala & Fernley Golf Classic

**Project/Event Location**

Corkscrew Ranch & Fernley Golf Course

**Date of Event**

03/18/2023

**Date Work Will Begin:**

11/29/2022

**Date Work Will Conclude**

07/30/2023

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

The Fernley Chamber is requesting grant funds to support two of our annual fundraising projects, Celebrating Success Gala and the Fernley Golf Classic Tournament. The support of the FUTA grant would help us promote and advertise to and attract a larger demographic to attend our functions. The grant would also aid in supporting our website development, website hosting, and production of our annual community business directory.

An annual event, The Celebrating Success Gala is a night of great food, networking, fundraising and appreciation for the businesses and people in our community, that make Fernley wonderful. The awards are presented to 5 category winners and the new board of directors is seated. The event will be held on March 18, 2023.

The second event held during this grant cycle is our annual Fernley Golf Classic. The tournament allows for 100 individual or 25 foursomes to indulge in a morning of golf, fun and community involvement. The date of this event is still to be determined by the Fernley Golf Course, but it is always held in the month of June.

Proceeds of our two major fund-raising projects are invested back into our community through a full-time position hosting the Fernley Chamber of Commerce office which participates in state and local tourism programs, high school academic and trade school scholarships, community beautification projects and donations to community projects.

**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**

01/01/2019

**Please list prior award amount:**

2,500

**How many vendors attended to previous event:**

300

---

**Total Project/Event Budget**

**Total Budget Amount**

45,000

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

The \$45,000 budget will be spent between the two events. The majority of the funds are sent on food and beverage, advertising, printing, auction items and facility costs.

Food & Beverage \$ 23,000, printing & advertising \$5,000, Venue fees \$ 10,000, promotions \$1,000, event entertainment \$1,000, website hosting \$1,500, auction items \$3,500.

**Total Expenses**

45,000

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

Revenue varies from year to year but generally the gala and tournament raise \$10,000 to \$15,000 per event for our continue operating budget.

**Total Revenues**

30,000

**Grant Request**

**Amount Requesting \$**

5,000

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

5,000

**Will you accept less than requested?**

Yes

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

Receiving the grant funds will allow us to promote the event on a larger scale with local radio, tv and print ads. The funds would allow us to pay for advertising with other Chamber and business organizations bringing people from other cities and organizations to attend our event and utilize our local hotels and hospitality. The funds would also allow us to develop better web based advertising on our business formats promoting the City of Fernley business, community, and local events. 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:**

The Chamber events bring in individuals and business from other towns and cities which promotes and increases Fernley's tourism. The Chamber promotes all local business and community hosted events, helping to increase tourism for other non-chamber events being held.

**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:**

The funds would be utilized for advertising as well as promotional fees, public relation costs and for event expenses. None of the funds would be utilized for administration, staffing, alcohol. The Chamber would like to develop a better web platform for advertising, local community bullitons and sharing of community information.

**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	500
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
1,000	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
We purchase local air time for the events and to promote business sponsorships that are received. We would like to develop weekly air time for community events with the radio station and support small business grand openings.	

Categories	Amount Requesting
Television	500
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
2,000	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
We purchase ad space for the local events to increase awarness of the event and sponsorship oppornities for our events to bring outside businesses to our community.	

Categories	Amount Requesting
Design, Promotion & Development Fees	1,000
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
1,500	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
Development of website capabilities to provide local advertisement and community events.	

<b>Categories</b>	<b>Amount Requesting</b>
Website Hosting Fees	500
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
1,000	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
Continued website hosting for the Chamber.	

<b>Categories</b>	<b>Amount Requesting</b>
Magazine	500
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
3,500	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
Production of the annual Fernley Chamber of Commerce Business Directory. This year the Fernley High School yearbook staff will design the layout and design of the directory. Publishing costs are bid and award to a local publishing agent.	

<b>Categories</b>	<b>Amount Requesting</b>
Banner(s)	500
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
1,000	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
Banners and sponsorsrhip signs are made for each event.	

**Economic Impact**

Local is defined as being within a 60-mile radius of Fernley	<b>Estimated number of visitors</b>
	140
	<b>What percentage of visitors are: Local</b>
	65

**What percentage of visitors are: In State**  
85

**What percentage of visitors are: Out of State**  
5

**Estimated number of participants:**  
410

**What percentage of participants are: Local**  
80

**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:**

Tickets or enteries are required and make tracking the attendees simple.

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

1

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

410

**What percentage of previous visitors/participants were: Local**

90

**What percentage of previous visitors/participants were: In State**

95

**Describe method(s) used to measure previous attendance:**

Tickets or enteries must be purchased to participate in the event. Addresses for each participant is part of the application for ticket purchases.

**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:**

The impact to the community is that local vendors are utilized for the production, supplies and locations of the events. The Chamber requires all vendors to be a member of the organization to be contracted.

**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**

80

**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:**

5,000

**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**

90

**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:**

We plan to advertise on local tv and with other business and chamber organizations in differnt cities within Nevada. Some vendors or sponors have attendees from outside of the community or state when corporate representatives attend.

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

The Chamber affairs provide the opportunity for local businesses to service the events, promote and sponsor opportunities to develop local events like Murals & Margaritas. The Chamber is a great resource for tourists to visit to find out about our local resources, businesses and meet community members.

**Attestation & Grant Agreement**

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

Shannon L. Ceresola

11/30/2022

**Board Decision****Date of Presentation**

--

**Approved Grant Amount**

--

**Attachments**






No attachments

**History**

<b>Date</b>	<b>Activity</b>
Nov 30, 2022 at 12:14 pm	Shannon Ceresola started a draft of Record 26
Nov 30, 2022 at 2:17 pm	Shannon Ceresola submitted Record 26
Nov 30, 2022 at 2:17 pm	approval step Initial Reviewwas assigned to April Homme on Record 26

**Timeline**

<b>Label</b>	<b>Status</b>	<b>Activated</b>	<b>Completed</b>	<b>Assignee</b>	<b>Due Date</b>
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Label	Status	Activated	Completed	Assignee	Due Date
 Initial Review	Active	Nov 30, 2022 at 2:17 pm	-	April Homme	-
 Board Review	Inactive	-	-	-	-
 FCTA Grant Award	Inactive	-	-	-	-
 Post Event Receipts Review	Inactive	-	-	-	-
 Final Review	Inactive	-	-	-	-



Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248162362  
Nov. 27, 2009 LTR 4168C E0  
88-0173860 000000 00

00014026  
BODC: TE

FERNLEY CHAMBER OF COMMERCE  
70 N WEST ST  
FERNLEY NV 89408-9799



3878

Employer Identification Number: 88-0173860  
Person to Contact: Mr. McQueen  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Nov. 17, 2009, request for information regarding your tax-exempt status.

Our records indicate that your organization was recognized as exempt under section 501(c)(6) of the Internal Revenue Code in a determination letter issued in January 1982.

Because you are not an organization described in section 170(c) of the Code, donors may not deduct contributions made to you. You should advise your contributors to that effect.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

*Michele M. Sullivan*

Michele M. Sullivan, Oper. Mgr.  
Accounts Management Operations I

#27

# FERNLEY CONVENTION AND TOURISM AUTHORITY APPLICATION FOR GRANT OR MATCHING GRANT FUNDS

<b>Project/Event Information</b>		
Project Title: <u>Fernley Multi-Cultural Festival</u>		
Name of Organization/Company: <u>Fernley Wadsworth Lions Club</u>		
Mailing Address: <u>P.O. Box 315</u>		
City: <u>Fernley</u>	State: <u>NV</u>	Zip Code: <u>89408</u>
Telephone: <u>775-848-7588</u>	Email: <u>fernleywadsworthlionsclub@gmail.com</u>	
Year Organization/Company Started:	Tax ID#: <u>23-7229869</u>	<u>gmail.com</u>
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
<b>Applicant Information</b>		
Applicant/Project Coordinator Name: <u>Sherry Cathel</u>		
Title: <u>Secretary</u>	Telephone: <u>775-848-7588</u>	Email: <u>svanphoenix@gmail.com</u>
<b>Project/Event Details</b>		
Date of Event: <u>6/16/22 - 6/17/22</u>	Date Work Will Begin: <u>6/16/22</u>	Date Work Will Conclude: <u>6/17/22</u>
Project/Event Location: <u>Out of Town Park</u>		
<b>Project/Event Overview</b>		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):		
<p>This event helps people share elements of their culture or ethnicity with others in the community. This can be done by dance, food, arts, storytelling, ect. This helps to educate and build social connectedness within the community and beyond. It is our goal to highlight Fernley's small town atmosphere while doing this event in order to build this into a popular event <del>in</del> that draws a large population to town for it.</p>		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please list date of award and award amount: Date: Amount:		
If previously funded: How many visitors attended? <u>1,000</u> How many vendors attended? <u>10</u>		

**Project/Event Budget**

Total Budget Amount:

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

RECEIVED

Advertising 5,000  
 Banners 1,000  
 Billboards 1,000  
 Brochures 250  
 Direct/Bulk mail 200  
 Radio 2,500

Total: 5,000

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

FCTA 5,000

Total: 5,000

**Fernley Convention and Tourism Authority Grant Request**

Amount Requesting: \$ 5,000                      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)	1,000	1,000
Billboard(s)	1,000	1,000
Brochure	250	250
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness	250	250
Magazine		
Newspaper		
Radio	2500	2500
Television		
Other (specify)		
<b>Internet/Website</b>		
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):

Grant funds will be used for advertising with banners, brochures, direct/bulk mail, radio. Our vendors, food trucks and entertainment will be advertising the event as well.

Economic Impact					
Estimated number of visitors	1,500	What percentage are:	Local* 50 %	In State 25 %	Out of State 25 %
Estimated number of participants	500	What percentage are:	Local* 80 %	In State 25 %	Out of State 25 %
Explain in detail how attendance/participation will be measured:					
Attendance will be measured at specific shows and at entrance points into the festival					
Estimate number nights spent in Fernley because of this project/event: 2					
Explain how overnight stays will be measured:					
Communication with lodging facilities in Fernley.					
If applicable, number of previous visitors/participants for same or similar project/event:		What percentages were:	Local*	% In State	% Out of State %
Describe method(s) used to measure previous attendance:					
Information Not Available					
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 goal of the event is to make it a regional attraction combining the small town atmosphere of Fernley with the unique nature of the festival.					
Does the actual project/event create media exposure for Fernley: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					
If yes, what percentages are: Local* 25 % In State 50 % Out of State 25 %					
Estimated number of people that will be exposed to the promotion of this project/event:		What percentages are:	Local 25 %	In State 50 %	Out of State 25 %
Describe the type of anticipated media exposure:					
Radio, social media, podcast.					
*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:

This event will bring tourism money into this area that will benefit our businesses. The proceeds from this event go back to the community through the non profit work of the Lions Club.

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

It will greatly increase the awareness of this event hopefully attracting the most people possible.

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:

The Lions Club uses all funds that are raised to give back to the community. This is a unique festival in Fernley and can educate the residents about the diversity that exists. This can build social connectedness that makes a community strong.

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

Applicant

Sherry J. Cook

Date:

11/30/22