



N E V A D A

AGENDA
Regular Meeting
Convention and Tourism Authority
Monday, June 12, 2023 • 6:00 PM

Members

Albert Torres - Chair
Felicity Zoberski - Board Member
Stan Lau - Board Member
Fran McKay - Board Member
Ryan Hanan - Board Member

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

Zoom information:

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

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

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

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

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

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

1. INTRODUCTORY ITEMS

1.1. Roll Call

1.2. Public Forum

1.3. (For Possible Action) Approval of Agenda

1.4. (For Possible Action) Approval of Minutes

2. REPORTS BY STAFF AND BOARD MEMBERS

3. FY2022-23 BUDGET/EXPENDITURES REPORT 05/2023

3.1. TLT May 31, 2023

4. POSSIBLE ACTION, REVIEW, AND DISCUSSION ON FCTA GRANT APPLICATION REQUESTS SUBMITTED FOR FY2023/2024 ROUND ONE, JULY-DECEMBER GRANT CYCLE.

4.1. Grant Application Submissions

5. ITEMS REQUESTED BY BOARD MEMBERS

6. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS

7. PUBLIC FORUM

8. ADJOURNMENT

Next Meeting: December 11th @ 6pm

**MINUTES OF THE
FERNLEY CONVENTION AND TOURISM AUTHORITY MEETING
DECEMBER 12, 2022**

1. INTRODUCTORY ITEMS

1.1. Roll Call

Present: Councilman Hanan, Councilwoman Zoberski, Councilman Torres, Councilman Lau (via Zoom) Deputy City Clerk Brenda Gosser, Administrative Specialist Sandy Harris, Administrative Specialist April Homme. **Absent:** Councilwoman McKay

1.2. Public Forum

There was none

1.3. (For Possible Action) Approval of Agenda

Motion: MOVE TO APPROVE THE AGENDA, **Action:** Approved, **Moved by** Councilman Ryan Hanan, **Seconded by** Councilwoman Felicity Zoberski. **Vote:** Passed, **Summary:** Yes 4, Absent 1. **Yes:** Councilwoman Zoberski, Councilman Lau, Councilman Torres, Councilman Hanan. **Absent:** Councilwoman McKay.

1.4. (Possible Action) Approval of Minutes from June 13, 2022

Motion: MOVE TO APPROVE MINUTES, **Action:** Approved, **Moved by** Councilwoman Zoberski, **Seconded by** Councilman Hanan. **Vote:** Passed, **Summary:** Yes 4, Absent 1. **Yes:** Councilwoman Zoberski, Councilman Lau, Councilman Torres, Councilman Hanan. **Absent:** Councilwoman McKay

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.

Travel Nevada, Abbigail Ortez, Industry Relations Specialist with Division of Tourism and Rural Marketing Grants Administrator, informed the board about additional grants that may be available from Travel Nevada.

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.

Dee Helming, Chair of Pony Express Territory (Highway 50). Gave presentation regarding Highway 50. He asked that Fernley participate more on the Pony Express. Chair Torres discussed having more participation with Pony Express in the future.

6:15 Councilwoman Fran McKay arrived

3. FY 2022/2023 TRANSIENT LODGING TAX BUDGET

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

April Homme, Administrative Specialist III, summarized the budget report.

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

Dana Uhlhorn presented for the Fernley Aces. He explained his upcoming events.
Johnny Lang presented for Battle Born Rangers. He explained his upcoming events.

2023 OTMX NV International - no show

Jay Rodriguez, President Fernley 4th of July addressed a correction to the application that was submitted.
Fernley JR/HS Rodeo Club presented stating their goal is to qualify and compete at the National High School Rodeo and hosts their annual rodeo.

Jay Rodriguez presented for the Biggest Little Radio. He explained his upcoming events.

Shannon Ceresola presented for the Fernley Chamber of Commerce. She explained their upcoming events.

Motion: MOVE TO AWARD \$36,090 in FCTA FUNDS, **Action:** Approved, **Moved by** Councilman Ryan Hanan, **Seconded by** Councilwoman Fran McKay. **Vote:** Passed, **Summary:** Yes 5, **Yes:** Councilwoman McKay, Councilwoman Zoberski, Councilman Lau, Councilman Torres, Councilman Hanan.

5. REPORTS BY STAFF AND BOARD MEMBERS

There were none.

6. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS

Chair Torres - get the overflow from ball tournaments in Sparks
Exploring legality of having a member at large sit on the FCTA board

7. PUBLIC FORUM

There were none.

8. ADJOURNMENT

There being no further business to come before it, the Fernley Senior Advisory Committee meeting adjourned at 7:30 PM

Approved by the Fernley Convention and Tourism Authority on June 12, 2023 by a vote of:

AYES _____ NAYS: _____ ABSTENTIONS: _____ ABSENT: _____

FCTA Chair Albert Torres

ATTEST:

CITY OF FERNLEY
 REVENUES WITH COMPARISON TO BUDGET
 FOR THE 11 MONTHS ENDING MAY 31, 2023

TRANSIENT LODGING TAX

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	DIFFERENCE	PCNT
<u>SOURCE 310</u>					
225-310-300 TRANSIENT LODGING TAX	537,476.41	537,476.41	400,000.00	(137,476.41)	134.4
225-310-900 MISCELLANEOUS REVENUE	6,500.00	6,500.00	4,000.00	(2,500.00)	162.5
TOTAL SOURCE 310	543,976.41	543,976.41	404,000.00	(139,976.41)	134.7
<u>SOURCE 360</u>					
225-360-100 INTEREST EARNINGS	31,985.18	31,985.18	1,000.00	(30,985.18)	3198.5
TOTAL SOURCE 360	31,985.18	31,985.18	1,000.00	(30,985.18)	3198.5
TOTAL FUND REVENUE	575,961.59	575,961.59	405,000.00	(170,961.59)	142.2

CITY OF FERNLEY
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 11 MONTHS ENDING MAY 31, 2023

TRANSIENT LODGING TAX

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
<u>DEPARTMENT 575</u>					
225-575-320 PROFESSIONAL SERVICES	1,440.00	1,440.00	10,000.00	8,560.00	14.4
225-575-540 ADVERTISING	.00	.00	1,000.00	1,000.00	.0
225-575-550 PRINTING & POSTAGE	482.00	482.00	1,000.00	518.00	48.2
225-575-650 GRANT AWARDS	42,397.50	42,397.50	140,000.00	97,602.50	30.3
225-575-730 IMPROVEMENTS OTHER THAN BLDGS	.00	.00	1,000,000.00	1,000,000.00	.0
TOTAL DEPARTMENT 575	44,319.50	44,319.50	1,152,000.00	1,107,680.50	3.9
TOTAL FUND EXPENDITURES	44,319.50	44,319.50	1,152,000.00	1,107,680.50	3.9
NET REVENUE OVER EXPENDITURES	531,642.09	531,642.09	(747,000.00)	(1,278,642.09)	71.2



City of Fernley, NV

05/29/2023

23-2

FY2023/24 FCTA Grant or Matching Grant Funds Application (July 1, 2023 - December 31, 2023)

Status: Active**Date Created:** May 26, 2023**Applicant**

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

Applicant Information**Coordinator Name:**

Cody Wagner

Coordinator Title:

Chair

Coordinator Telephone:

775-544-2854

Coordinator Email

fernleycommunityfoundation@gmail.com

Organization/Company Information**Name:**

Fernley Community Foundation

Mailing Address

PO Box 758

City

Fernley

State

Nevada

Zip

89408

Year Started:

2017


Tax ID#

xx-xxx4754

Organization Status (Select One)

Non-Profit*

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

 FCF - IRS Determination Letter 501c3.pdf
 Uploaded by Cody Wagner on May 22, 2023 at 4:47 pm

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

FernStock Concert 2023

Project/Event Location

Fernley Senior Center, 105 Lois Lane, Fernley, NV

Date of Event

08/12/2023

Date Work Will Begin:

07/01/2023

Date Work Will Conclude

08/19/2023

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

This year will be the fourth FernStock event put on by the Fernley Community Foundation, including the third at the current location of the Fernley Senior Center. Our objective is to continue to fundraise for the Community Response & Resource Center while also growing this into a signature regional event for Northern Nevada. We are also working this year on federally trademarking the FernStock name, as an event in Northern California borrowed the name without our permission this year. Ultimately, the long-term goal is to help the City build a venue where we can charge for admission and we can make this a serious fundraiser to help the Boys & Girls Club, City of Fernley, and Fernley Community Foundation.

Has this project/event been previously held before?

Yes

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

Yes

Please list date of prior award

06/15/2022

Please list prior award amount:

6,000

How many vendors attended to previous event:

6

Total Project/Event Budget

Total Budget Amount

9,000

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

Mobile Stage Rental/Transport: \$2,000 (50% Grant Request)
 Audio and Lighting Equipment Rental/Transport: \$1,800 (50% Grant Request)
 Audio Engineer and Production Labor: \$1,000 (50% Grant Request)
 Social Media Advertisement: \$400
 Radio Advertisement: \$500
 Newspaper Advertisement: \$500
 Design, Promotion, & Development: \$600
 Banners: \$600
 Band Fees: \$1,600 (Not Grant Eligible)

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.

FCTA Request: \$5,000
 Other Concert Sponsorships: \$4,000

Total Revenues

9,000

Grant Request

Amount Requesting \$

5,000

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

4,000

Will you accept less than requested?

Yes

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

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

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:

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

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 funds requested outside of advertising fit into category 6C under Eligible Expenses: "Events". The stage/equipment rental and other production costs are still considered start up costs, as we do not yet have a permanent stage and venue to host an event like this. Once a permanent venue is constructed for events like these, we will no longer have these start up costs related to this event.

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
Banner(s)	600
Total Amount Budgeted	If other, please explain
600	--
Explain in detail how grant disbursement will be used for advertising or other:	
Banners will be printed advertising for the event and recognizing sponsors (including City of Fernley and FCTA) for making this event happen.	

Categories	Amount Requesting
Design, Promotion & Development Fees	600
Total Amount Budgeted	If other, please explain
600	--
Explain in detail how grant disbursement will be used for advertising or other:	
We hire a professional graphic designer to create flyers, logos, design banners, and help the overall brand of the event.	

Categories	Amount Requesting
Newspaper	500
Total Amount Budgeted	If other, please explain
500	--
Explain in detail how grant disbursement will be used for advertising or other:	
Each year, we help support local journalism by running \$500 in ads through the Fernley Reporter for the event and our organization.	

Categories	Amount Requesting
------------	-------------------

Radio	500
Total Amount Budgeted	If other, please explain
500	--

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

Each year, we help support our local radio station (Biggest Little Radio) by running \$500 worth of advertisements that we record with the station's owner.

Categories	Amount Requesting
Social Media	400
Total Amount Budgeted	If other, please explain
400	--

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

Social media remains one of our most efficient advertising mechanisms, as we run paid ads on both Facebook and Instagram which helps reach a broader audience outside of Fernley.

Economic Impact

Local is defined as being within a 60-mile radius of Fernley	Estimated number of visitors
	400
	What percentage of visitors are: Local
	90

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

75

What percentage of participants are: In State

95

What percentage of participants are: Out of State

5

Explain in detail how attendance/participation will be measured:

We start with the number of people with paid tickets for our dinner, which takes place right before our concert, as "participants" (we sold 200+ tickets last year). Once the free concert starts, we take approximate counts of how many people come in and out as the event progresses. If we are able to make this a ticketed event in the future, we will have a much better idea.

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

10

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

500

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:

Same as for this year.

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

100

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

Giving our residents something to do and get out of the house has a significant impact on local business. For example, we ran an afterparty at McHoppers last year after our event for two hours, and it was packed during hours they typically aren't even open. Our crowd also supported several vendors at the concert itself.

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

Yes

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

75

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

80

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

20

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

20,000

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

75

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

80

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

20

Describe the type of anticipated media exposure:

Through our combination of advertising through social media, radio, and online newspaper, we feel like we reach a wide ranging audience both in Fernley and throughout the surrounding areas.

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

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

Attestation & Grant Agreement

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

Cody Wagner

05/22/2023

Board Decision

Date of Presentation

--

Approved Grant Amount

--

Attachments








Fernstock flyer 2023 2.jpg

Uploaded by Cody Wagner on May 26, 2023 at 4:05 pm

History

Date	Activity
May 22, 2023 at 4:45 pm	Cody Wagner started a draft of Record 23-2
May 26, 2023 at 4:05 pm	Cody Wagner added attachment Fernstock flyer 2023 2.jpg to Record 23-2
May 26, 2023 at 4:06 pm	Cody Wagner submitted Record 23-2
May 26, 2023 at 4:06 pm	approval step Initial Review was assigned to April Homme on Record 23-2

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
 Initial Review	Active	May 26, 2023 at 4:06 pm	-	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

JAN 08 2020

Date:

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

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

Dear Applicant:

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

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

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

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

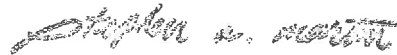
For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

FERNLEY COMMUNITY FOUNDATION

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

Sincerely,

A handwritten signature in dark ink, appearing to read "Stephen W. Martin". The signature is written in a cursive style with some loops and flourishes.

Director, Exempt Organizations
Rulings and Agreements

Letter 947

**23-3**

FY2023/24 FCTA Grant or Matching Grant Funds Application (July 1, 2023 - December 31, 2023)

Status: Active**Date Created:** May 29, 2023**Applicant**

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

Applicant Information**Coordinator Name:**

Tom Howell

Coordinator Title:

Vice Pres

Coordinator Telephone:

775-742-6908

Coordinator Email

howell.bernadette@yahoo.com

Organization/Company Information**Name:**

Fernley Jr Rodeo

Mailing Address

PO Box 24

City

Fernley

State

Nv

Zip

89408

Year Started:

1990

Tax ID#

xx-xxx8207

Organization Status (Select One)

Non-Profit*

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

Uploaded by ... on

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

Fernley Jr Rodeo

Project/Event Location

Fernley Fair Grounds/Out of Town Park

Date of Event

07/28/2023

Date Work Will Begin:

07/28/2023

Date Work Will Conclude

07/30/2023

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

The purpose of Fernley Jr Rodeo is to promote the sport of rodeo for children. FJR is a long standing annual event that encourages our youth to participate in the sport. There is over 20 events for our youth to participate in ranging in ages of 1 to 13. This prepares our young Cowboys and Cowgirls to partake in the Junior rodeo circuits, High School Rodeo and even Collage Rodeos. We also will be hosting the 3rd annual Stan Ceresola Team Roping and Breakaway on both Friday and Saturday nights. Stan was a long time Rodeo Cowboy, ACTRA member, Team Roper in our community. He was a huge supporter of our Junior Rodeo and spent many years in our arena helping our youth in their events. We will be giving away again this year a custom made Gary Capurro Saddle to the high money winner of both days.

FJR is a tradition in our community. We work hard to have the reputation as one of the best Junior Rodeos. We are proud that we receive many entries for other States bring Families to our community. Our long term goal is to continue to promote, and preserve the sport of Rodeo with our youth. To help our Cowboys and Cowgirls in High School and College and to continue to grow and bring families to our event and community.

Has this project/event been previously held before?

Yes

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

Yes

Please list date of prior award

06/13/2022

Please list prior award amount:

9,600

How many vendors attended to previous event:

3

Total Project/Event Budget

Total Budget Amount

25

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

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

Jackpot/Roping/Breakaway Expenses \$2,600

Advertising/Sponsor \$2,100

Awards:

All around saddles \$3,980

Breakaway/Roping prize line \$3,500

Buckles \$2,850

2nd thur 4th \$7,000

Pee Wee awards \$405

Total Expenses

25,000

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

Entries:

Event entries fee \$8,800

Day use \$1000

Stall fees \$600

Sponsorships:

Event Sponsor \$1,200

Gold \$1,200

Silver \$1,100

Bronze \$1,100

FCTA Grant \$10,000

Total Revenues

25,000

Grant Request

Amount Requesting \$

10

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

15

Will you accept less than requested?

Yes

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

FJR is comprised of a few adult volunteers who have the desire to promote the sport of Rodeo to the youth in our community and other rural areas. All of our awards boast the FJRA lettering and the winners use their awards at other events bring attention to Fernley. Although local bussinesses buy sponsorships in our program and website, with the rising cost of awards and livestock, grant funding is needed to fill in the gab between what we raise and what is needed to ensure that a quality event is continued to be presented in Fernley.

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

FJR is one of the largest annual events that bring Families/people to Fernley. These visitors spend money on hotel rooms, restaurants, stores and gas stations. This event benefits our youth, the community and our economy. The hospitality shown by our businesses and the local families who participate ensures that the visitors return to Fernley.

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

Yes

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

Print Advertising for 3 months in the Ropers Sports New Paper and Website. The News paper hits the Western States advertising Rodeos, Ropings and Jr events The Fernley Jr Rodeo utilizes social media along with others rodeo pages and websites as well as our own website. Direct mail to companies and businesses associated with Ranching, Farming and Rodeo. For additional funds will be used for the production of the rodeo including stock fee's, prizeline office supplies and announcer and any other expenses.

Will requested funds be used for advertising?

Yes

If Yes, please designate what you will be advertising:

Resources in Fernley

Accommodations in Fernley

Special Event(s) in Fernley

Other

If other, please specify:

Ropers Sports News, Websites, FJR website social media

Grant Request - Advertising Categories

Categories	Amount Requesting
--	10,000
Total Amount Budgeted	If other, please explain
25,000	--
Explain in detail how grant disbursement will be used for advertising or other:	
All (age groups) prize lines advertise Fernley and Fernley Jr Rodeo. Our Website, Social media and Ropers Sports News.	

Economic Impact

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

Estimated number of visitors

300

What percentage of visitors are: Local

50

What percentage of visitors are: In State

30

What percentage of visitors are: Out of State

20

Estimated number of participants:

400

What percentage of participants are: Local

50

What percentage of participants are: In State

30

What percentage of participants are: Out of State

20

Explain in detail how attendance/participation will be measured:

Tally of entry fees and visual count of spectators-survey

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

2

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

400

What percentage of previous visitors/participants were: Local

50

What percentage of previous visitors/participants were: In State

30

Describe method(s) used to measure previous attendance:

Tally of entry fees and visual count of spectators-servey

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

150

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

80% of our visitors and participants spend money in ourhotels, restaurants, stores, as well as gas stations.

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

Yes

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

50

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

30

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

20

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

3,500

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

30

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

20

Describe the type of anticipated media exposure:

News papers, magazines, social media word of month. But an big factor is reputations.

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

Visual spectator count show that we have excess of 175 people per day attending this event. This is in addition to the participants and their families. By advertising in other cities and with other organizations involved in rodeo, we will target individuals that particiapate in the event as well as increase the spectators. These young Cowboys and Cowgirls travel with there parents, grandparents and often friends and family that come to support them. These fans frequent our local restaurants, stores and gas station, pool and parks. Many stay in our hotels 2 nights just to enjoy the event.

Attestation & Grant Agreement

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

Bernadette K Howell

05/29/2023

Board Decision

Date of Presentation

--

Approved Grant Amount

--

Attachments



Stan picture.jpg

Uploaded by Bernadette Howell on May 29, 2023 at 5:06 pm



Stan picture.jpg




Uploaded by Bernadette Howell on May 29, 2023 at 5:06 pm

History

Date	Activity
May 27, 2023 at 8:51 pm	Bernadette Howell started a draft of Record 23-3
May 29, 2023 at 5:06 pm	Bernadette Howell added attachment Stan picture.jpg to Record 23-3
May 29, 2023 at 5:06 pm	Bernadette Howell added attachment Stan picture.jpg to Record 23-3
May 29, 2023 at 5:06 pm	Bernadette Howell submitted Record 23-3
May 29, 2023 at 5:06 pm	approval step Initial Reviewwas assigned to Trisha Conner on Record 23-3
May 29, 2023 at 5:34 pm	April Homme unassigned approval step Initial Review from Trisha Conner on Record 23-3
May 29, 2023 at 5:35 pm	April Homme assigned approval step Initial Review to April Homme on Record 23-3

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
✓ Initial Review	Active	May 29, 2023 at 5:06 pm	-	April Homme	-
✓ Board Review	Inactive	-	-	-	-

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



23-4

FY2023/24 FCTA Grant or Matching Grant Funds Application (July 1, 2023 - December 31, 2023)

Status: Active

Date Created: May 30, 2023

Applicant

Gabe Leija
theleijas@gmail.com
PO BOX 2314
Fernley, NV 89408
530-321-5621

Applicant Information

Coordinator Name:

Gabe Leija

Coordinator Title:

Board member

Coordinator Telephone:

5303215621

Coordinator Email

theleijas@gmail.com

Organization/Company Information

Name:

Fernley Softball Little League

Mailing Address

1380 US HWY 95A N BOX 206

City

Fernley

State

NV

Zip

89408

Year Started:

2023

Tax ID#

--

Organization Status (Select One)

Non-Profit*

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



Tax Exempt Letter.png

Uploaded by Gabe Leija on May 23, 2023 at 8:16 am

Project/Event Information

Project/Event Name

Double Header

Project/Event Location

Out of Town Park/In Town Park

Date of Event

08/12/2023

Date Work Will Begin:

07/01/2023

Date Work Will Conclude

10/02/2023

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

Fernley Softball Little League is sanctioned under Little League Baseball and we are excited about hosting two events that will both be two day events that will bring many softball teams from Nevada, California, Oregon and Utah to compete in this tournament. The first event will be August 12-13, 2023 and the second event will be September 30-October 1, 2023. With these teams come families and also extended family members who come to support the players. With the support of the City of Fernley we hope to bring even more teams to compete in the tournament in future years as they hear from others how wonderful our town is. This tournament allows are local teams to compete at a higher level and also get are name out their. Every year we hope to bring more teams and tounaments to our town.

Has this project/event been previously held before?

No

Total Project/Event Budget

Total Budget Amount

12,200

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

Double Play Tournament Package -2023 Legacy Sports Fast Picth Advertisement Fee\$7000.00 (3500.00 each weekend)
Fernley branded plaques/shirts 2000 each event= 4000 FCTA, if granted
Food 1500.00 per weekend Total 3000.00
Equipment & Field Prep (atv, chaulk, Field Prep Staff)1900.00, 950 per event.
Printer Equipment 300.00

Total Expenses

12,200

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

7000 FCTA grant
5200 Participant registration

Total Revenues

12,200

Grant Request

Amount Requesting \$

7,000

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:

It will help by getting the information of the event out to hundreds of families from out of town. By using Divional dual advertising we will be on media marketing, multi platform dashboard accessibility and essentail travel links. All this is geared towards driving more teams to travel and stay multiple weekends here in Fernley.

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

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

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?

No

If Yes, please designate what you will be advertising:

Economic Impact

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

Estimated number of visitors

850

What percentage of visitors are: Local

10

What percentage of visitors are: In State

45

What percentage of visitors are: Out of State

45

Estimated number of participants:

350

What percentage of participants are: Local

10

What percentage of participants are: In State

45

What percentage of participants are: Out of State

45

Explain in detail how attendance/participation will be measured:

Attendance will be measured by team registration through Legacy Sports Fast Pitch. We will also have a survey at the concession stand for visitors to fill out with yes or no boxes to check.

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

4

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

Per family, we estimate that each will spend \$500-\$700 for the two-day event on local accommodations, food, and entertainment in Fernley. This will have an immediate impact on Fernley's economy and local businesses.

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

Yes

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

20

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

40

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

40

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

2,000

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

20

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

40

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

38

Describe the type of anticipated media exposure:

Fernley Softball Little League anticipates that the media exposure created by this event will exceed over 2000 people in different states. The wave of anticipation and excitement created by these big tournaments will reach many people and will bring them to our community.

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

The Fernley Softball Little League two weekends of two-day events will provide an instant injection into the local economy. Fernley will host over 900 people for a weekend that will need lodging, food, and entertainment. Families that come from out of our area typically meet up with others and dine and play after the event. Last year alone of the 3 Host hotels we partnered with, all 3 sold out.

Attestation & Grant Agreement

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

Gabriel Leija
05/30/2023

Board Decision

Date of Presentation

--

Approved Grant Amount

--






Attachments

No attachments

History

Date	Activity
May 23, 2023 at 8:10 am	Gabe Leija started a draft of Record 23-4
May 30, 2023 at 5:04 pm	Gabe Leija submitted Record 23-4
May 30, 2023 at 5:04 pm	approval step Initial Review was assigned to Trisha Conner on Record 23-4

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
 Initial Review	Active	May 30, 2023 at 5:04 pm	-	Trisha Conner	-
 Board Review	Inactive	-	-	-	-
 FCTA Grant Award	Inactive	-	-	-	-
 Post Event Receipts Review	Inactive	-	-	-	-
 Final Review	Inactive	-	-	-	-



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

FERNLEY SOFTBALL LITTLE LEAGUE
C/O DAVE ALEXANDER
1380 US HWY 95A N BOX 206
FERNLEY, NV 89408

Date: 01/30/2023
Employer ID number: 92-1749502
Person to contact: Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending: December 31
Public charity status: 509(a)(2)
Form 990 / 990-EZ / 990-N required: Yes
Effective date of exemption: January 13, 2023
Contribution deductibility: Yes
Addendum applies: No
DLN: 26053425001233

Dear Applicant:

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

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

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

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

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

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

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



City of Fernley, NV

05/31/2023

23-5

FY2023/24 FCTA Grant or Matching Grant Funds Application (July 1, 2023 - December 31, 2023)

Status: Active**Date Created:** May 30, 2023**Applicant**

Lowell Patton
 lowell.patton@yahoo.com
 PO Box 2288
 Fernley, NV 89408
 7756860521

Applicant Information**Coordinator Name:**

Lowell Patton

Coordinator Title:

President

Coordinator Telephone:

7756860521

Coordinator Email

lowell.patton@yahoo.com

Organization/Company Information**Name:**

Fernley Downtown Corridor Association

Mailing Address

PO Box 2288

City

Fernley

State

NV

Zip

89408

Year Started:

2023


Tax ID#

xx-xxx1336

Organization Status (Select One)

Non-Profit*

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

 FernleyDowntownCorridorAssoc501c3.pdf
 Uploaded by Lowell Patton on May 30, 2023 at 4:32 pm

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

Historic Downtown Fernley Poker Walk

Project/Event Location

Downtown Fernley (Various Locations)

Date of Event

09/23/2023

Date Work Will Begin:

07/01/2023

Date Work Will Conclude

09/23/2023

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

Poker Walk to highlight historic buildings in Fernley's Downtown Area. One short term goal is to raise awareness for Fernley's new Main Street Fernley Program. One long term goal is to raise funds for plaques to be dedicated on/at historic locations around Fernley.

Has this project/event been previously held before?

No

Total Project/Event Budget

Total Budget Amount

3,500

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

500.00 Venue Rental
 500.00 Refreshments
 500.00 Plaque
 1000.00 Advertisement (Website, Radio, etc.) - FCTA, if granted
 1000.00 Prizes

Total Expenses

3,500

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

2500.00 Sponsorships
 1000.00 FCTA Grant

Total Revenues

3,500

Grant Request

Amount Requesting \$

1,000

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:

We would like to include locations for overnight stays at local hotels/motels, some of which are within the Downtown area.

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 believe that this event will raise the awareness of the new Main Street Fernley Program. We also intend to directly advertise hotel/motel locations if provided with this funding.

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

No

If you are requesting project/event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the 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 Website Development	Amount Requesting 500
Total Amount Budgeted 500	If other, please explain --
Explain in detail how grant disbursement will be used for advertising or other: Develop a portion of the Main Street Fernley website to include an area specifically to provide locations for motels/hotels, some of which are within the Downtown area.	

Categories Social Media	Amount Requesting 100
Total Amount Budgeted 100	If other, please explain --
Explain in detail how grant disbursement will be used for advertising or other: Provide social media posts that will direct readers to our hotel/motel location on the Main Street Fernley website.	

Categories Website Maintenance	Amount Requesting 200
Total Amount Budgeted 200	If other, please explain --
Explain in detail how grant disbursement will be used for advertising or other: Perform maintenance and upkeep to provide the most current hotel/motel locations possible.	

Categories Radio	Amount Requesting 200
Total Amount Budgeted 200	If other, please explain --
Explain in detail how grant disbursement will be used for advertising or other: Advertise event on radio and mention local accomodations.	

Economic Impact

Local is defined as being within a 60-mile radius of Fernley	Estimated number of visitors 100
	What percentage of visitors are: Local 75
What percentage of visitors are: In State 99	
What percentage of visitors are: Out of State 1	
Estimated number of participants:	

100

What percentage of participants are: Local

74

What percentage of participants are: In State

99

What percentage of participants are: Out of State

1

Explain in detail how attendance/participation will be measured:

While the event will be free to attend/participate, poker run punchcards will be used to record the participant's poker hand and must be completed with name, address, how they heard about the walk, and other geospatial data that will allow measurement.

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

25

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

\$84,245.00. Main Street America events average a Return on Investment (R.O.I.) of \$24.07 for every \$1.00 invested.

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

Yes

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

100

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

100

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

0

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

20,000

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

75

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

99

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

1

Describe the type of anticipated media exposure:

Radio advertisements during drivetime on KRNG are estimated to reach 20,000 people in a week. However, our press releases will also reach the Reno/Sparks/Carson markets and, depending on the news cycle during our event or shortly before it, we may have a camera crew and secure an interview.

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

While the buildings/areas themselves are local, they reside on various historic lists with multiple agencies. As a result, local and regional historians are familiar with these lists and, at times, have expressed interest in tours/visits to some of these buildings. Only some of these buildings/areas have signage indicating their historic nature and intend to use this annual poker walk to change that. We anticipate that this will both expose local people to the Main Street America Program and expose local and regional historians to buildings/areas in which they've expressed interest. All the while bringing more visitors to downtown specifically, but Fernley in general.

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

Lowell Patton

05/30/2023

Board Decision



Date of Presentation

Approved Grant Amount

--

--






Attachments

-  ArtIncorpAndBylaws.pdf
Uploaded by Lowell Patton on May 30, 2023 at 4:58 pm
-  MainStEconImpact.pdf
Uploaded by Lowell Patton on May 30, 2023 at 5:06 pm

History

Date	Activity
May 30, 2023 at 8:42 am	Lowell Patton started a draft of Record 23-5
May 30, 2023 at 4:57 pm	Lowell Patton added attachment ArtIncorpAndBylaws.pdf to Record 23-5
May 30, 2023 at 5:06 pm	Lowell Patton added attachment MainStEconImpact.pdf to Record 23-5
May 30, 2023 at 5:10 pm	Lowell Patton submitted Record 23-5
May 30, 2023 at 5:10 pm	approval step Initial Review was assigned to April Homme on Record 23-5

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
 Initial Review	Active	May 30, 2023 at 5:10 pm	-	April Homme	-
 Board Review	Inactive	-	-	-	-
 FCTA Grant Award	Inactive	-	-	-	-
 Post Event Receipts Review	Inactive	-	-	-	-
 Final Review	Inactive	-	-	-	-

STATE OF NEVADA

FRANCISCO V. AGUILAR
Secretary of State



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

GABRIEL DI CHIARA
Chief Deputy

**OFFICE OF THE
SECRETARY OF STATE**

Lowell Patton
315 East Main Street Suite 2288
Fernley, NV 89408, USA

Work Order #: W2023041301240
April 13, 2023
Receipt Version: 1

Special Handling Instructions:

Submitter ID: 693319

Charges

Description	Fee Description	Filing Number	Filing Date/Time	Filing Status	Qty	Price	Amount
Articles of Incorporation-Nonprofit	Fees	20233122953	4/13/2023 12:33:15 PM	InternalReview	1	\$50.00	\$50.00
Initial List	Fees	20233122955	4/13/2023 12:33:16 PM	InternalReview	1	\$50.00	\$50.00
Total							\$100.00

Payments

Type	Description	Payment Status	Amount
Credit Card	6814143901656341103286	Success	\$100.00
Total			\$100.00

Credit Balance: \$0.00

Lowell Patton
315 East Main Street Suite 2288
Fernley, NV 89408, USA

STATE OF NEVADA

FRANCISCO V. AGUILAR
Secretary of State



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

GABRIEL DI CHIARA
Chief Deputy

OFFICE OF THE
SECRETARY OF STATE

Lowell Patton
315 East Main Street Suite 2288
Fernley, NV 89408, USA

Work Order #: W2023041301240
April 13, 2023
Receipt Version: 1

Special Handling Instructions:

Submitter ID: 693319

Charges

Description	Fee Description	Filing Number	Filing Date/Time	Filing Status	Qty	Price	Amount
Articles of Incorporation-Nonprofit	Fees	20233122953	4/13/2023 12:33:15 PM	InternalReview	1	\$50.00	\$50.00
Initial List	Fees	20233122955	4/13/2023 12:33:16 PM	InternalReview	1	\$50.00	\$50.00
Total							\$100.00

Payments

Type	Description	Payment Status	Amount
Credit Card	6814143901656341103286	Success	\$100.00
Total			\$100.00

Credit Balance: \$0.00

Lowell Patton
315 East Main Street Suite 2288
Fernley, NV 89408, USA

FRANCISCO V. AGUILAR
Secretary of State

STATE OF NEVADA



Commercial Recordings Division
202 N. Carson Street
Carson City, NV 89701
Telephone (775) 684-5708
Fax (775) 684-7138

North Las Vegas City Hall
2250 Las Vegas Blvd North, Suite 400
North Las Vegas, NV 89030
Telephone (702) 486-2880
Fax (702) 486-2888

GABRIEL DI CHIARA
Chief Deputy

**OFFICE OF THE
SECRETARY OF STATE**

Business Entity - Filing Acknowledgement

04/13/2023

Work Order Item Number: W2023041301240 - 2839277
Filing Number: 20233122953
Filing Type: Articles of Incorporation-Nonprofit
Filing Date/Time: 04/13/2023 12:33:15 PM
Filing Page(s): 2

Indexed Entity Information:

Entity ID: E31229542023-3

Entity Name: Fernley Downtown Corridor
Association

Entity Status: Active

Expiration Date: None

Represented Entity

315 East Main Street Suite 2522, Fernley, NV 89408, USA

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

Respectfully,

A handwritten signature in black ink that reads "FV Aguilar".

FRANCISCO V. AGUILAR
Secretary of State

FRANCISCO V. AGUILAR
Secretary of State

GABRIEL DI CHIARA
Chief Deputy

STATE OF NEVADA



**OFFICE OF THE
SECRETARY OF STATE**

Commercial Recordings Division
202 N. Carson Street
Carson City, NV 89701
Telephone (775) 684-5708
Fax (775) 684-7138

North Las Vegas City Hall
2250 Las Vegas Blvd North, Suite 400
North Las Vegas, NV 89030
Telephone (702) 486-2880
Fax (702) 486-2888

Business Entity - Filing Acknowledgement

04/13/2023

Work Order Item Number: W2023041301240 - 2839278
Filing Number: 20233122955
Filing Type: Initial List
Filing Date/Time: 04/13/2023 12:33:16 PM
Filing Page(s): 2

Indexed Entity Information:

Entity ID: E31229542023-3

Entity Name: Fernley Downtown Corridor
Association

Entity Status: Active

Expiration Date: None

Represented Entity

315 East Main Street Suite 2522, Fernley, NV 89408, USA

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

Respectfully,

A handwritten signature in black ink that reads "FVAguilar".

FRANCISCO V. AGUILAR
Secretary of State



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

**Formation -
 Non-profit Corporation**
 Continued, Page 2

6. Benefit Corporation: (For NRS 81.010, optional. see instructions.)	By selecting "Yes" you are indicating that the corporation is organized as a benefit corporation pursuant to NRS Chapter 78B with a purpose of creating a general or specific public benefit. The purpose for which the benefit corporation is created must be disclosed in the below purpose field.	Yes <input type="checkbox"/>
7. Purpose: (Required for NRS 80, NRS 81.010, NRS 81.170-81.270, 81.410, and any entity selecting Benefit Corporation. See instructions.)	Provide education of and access to an inclusive and resilient Downtown Corridor. A place that has a thriving local economy, is distinctive and rich in character, and features welcoming spaces and diverse businesses for residents and visitors alike	
8. Member Property Rights: (NRS 81.010 see instructions)	The property rights and interest of each member are: <input type="checkbox"/> Equal OR <input type="checkbox"/> Unequal	
9. Member Property Rights: (NRS 81.410 see instructions)	The voting power and the property rights and interest of each member are: <input type="checkbox"/> Equal OR <input type="checkbox"/> Unequal	
10. Term: (NRS 81.010, 81.170-81.270, 81.410 may be perpetual)	The term of existence: (if existence is not perpetual)	11. Equal Interest Rights: (NRS 81.170-81.270) The interest and right of each member therein is to be equal.
12. Membership Fee: (NRS 81.170-81.270, must be completed)	The membership fee is \$ _____ per member. Each member signing the articles has paid the fee and their interests and rights are equal.	
13. Name, Address and Signature of: NRS 80 Name, title and signature making the statement. NRS 81.010 Name, address and signature of three or more of the original members, a majority of whom must be residents of this state. NRS 81.410 and 82 Name, address and signature of the Incorporator(s). NRS 81.170 Must be signed by the original associates or members.	I declare, to the best of my knowledge under penalty of perjury, that the information contained herein is correct and acknowledge that pursuant to NRS 239.330, it is a category C felony to knowingly offer any false or forged instrument for filing in the Office of the Secretary of State. <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px;">Lowell Patton</div> <div style="border: 1px solid black; padding: 2px;">United States</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>Name</div> <div>Country</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="border: 1px solid black; padding: 2px;">315 East Main Street, Suite 2288</div> <div style="border: 1px solid black; padding: 2px;">Fernley</div> <div style="border: 1px solid black; padding: 2px;">NV</div> <div style="border: 1px solid black; padding: 2px;">89408</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>Address</div> <div>City</div> <div>State</div> <div>Zip/Postal Code</div> </div> <div style="margin-top: 10px;"> X <u>Lowell Patton</u> </div> <div style="text-align: right; margin-top: 5px;"> (attach additional page if necessary) </div>	

AN INITIAL LIST OF OFFICERS MUST ACCOMPANY THIS FILING

Please include any required or optional information in space below:
 (attach additional page(s) if necessary)



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

Initial List and State Business License Application

Initial List Of Officers, Managers, Members, General Partners, Managing Partners, or Trustees:

Fernley Downtown Corridor Association

NAME OF ENTITY

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

IMPORTANT: Read instructions before completing and returning this form.

Please indicate the entity type (check only one):

- Corporation
 - This corporation is publicly traded, the Central Index Key number is:
- Nonprofit Corporation (see nonprofit sections below)
- Limited-Liability Company
- Limited Partnership
- Limited-Liability Partnership
- Limited-Liability Limited Partnership (if formed at the same time as the Limited Partnership)
- Business Trust

Filed in the Office of	Business Number
<i>F. V. Aguilar</i>	E31229542023-3
Secretary of State	Filing Number
State Of Nevada	20233122955
	Filed On
	04/13/2023 12:33:16 PM
	Number of Pages
	2

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

CHECK ONLY IF APPLICABLE

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

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

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

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

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

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

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

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

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

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



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

**Initial List and State
 Business License
 Application - Continued**

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

CORPORATION, INDICATE THE PRESIDENT:

Lowell Patton	USA	
Name	Country	
315 East Main Street Suite 2288	Fernley	NV 89408
Address	City	State Zip/Postal Code

CORPORATION, INDICATE THE VICE PRESIDENT:

Shannon Ceresola	USA	
Name	Country	
315 East Main Street Suite 2288	Fernley	NV 89408
Address	City	State Zip/Postal Code

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

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

X Lowell Patton

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

President	04/13/2023
Title	Date

SECRETARY OF STATE



DOMESTIC NONPROFIT CORPORATION (82) CHARTER

I, FRANCISCO V. AGUILAR, the duly qualified and elected Nevada Secretary of State, do hereby certify that **Fernley Downtown Corridor Association** did, on 04/13/2023, file in this office the original Articles of Incorporation-Nonprofit that said document is now on file and of record in the office of the Secretary of State of the State of Nevada, and further, that said document contains all the provisions required by the law of the State of Nevada.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of State, at my office on 04/13/2023.

FRANCISCO V. AGUILAR
Secretary of State



Certificate
Number: B202304133572426
You may verify this certificate
online at <http://www.nvsos.gov>



City of Fernley, NV

05/31/2023

23-6

FY2023/24 FCTA Grant or Matching Grant Funds Application (July 1, 2023 - December 31, 2023)

Status: Active**Date Created:** May 30, 2023**Applicant**

Gabe Leija
 theleijas@gmail.com
 PO BOX 2314
 Fernley, NV 89408
 530-321-5621

Applicant Information**Coordinator Name:**

Gabe Leija

Coordinator Title:

President

Coordinator Telephone:

5303215621

Coordinator Email

theleijas@gmail.com

Organization/Company Information**Name:**

Fernley BMX

Mailing Address

PO BOX 2314

City

Fernley

State

NV

Zip

89408

Year Started:

2004


Tax ID#

xx-xxx2478

Organization Status (Select One)

Non-Profit*

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

 501c3_Mon_Dec_13_2021_15-19-36.pdf

Uploaded by Gabe Leija on May 24, 2023 at 12:40 pm

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

REMIX PRO AM & RACE FOR LIFE

Project/Event Location

Fernley BMX

Date of Event

08/26/2023

Date Work Will Begin:

07/01/2023

Date Work Will Conclude

08/25/2023

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

Fernley BMX is sanctioned under USA BMX and are excited to host another two-day event that will bring many racing participants and their families from all over the United States. Racers will include Elite and Amateur sponsored professional athletes that travel globally to compete for titles, as well as children of all ages, and adults that are local that will travel to the event.

With the support of the City of Fernley last year we were able to double the number of racers and families visiting our town. The year 2022's projections are an estimated increase of 20% of additional racers and family members. With the success of last year's event and the support of the FCTA, we have secured our position as a hosting track of USA BMX premier professional REMIX PRO AM national series.

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:

8,000

How many vendors attended to previous event:

5

Total Project/Event Budget

Total Budget Amount

17,850

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

\$8000 PRO AM advertising fee: includes promotion of Fernley Race Track and City with printed, social media advertising at a national commitment

\$4000- Fernley branded trophies and plaques for participants and Event T-shirts (Fernley BMX to cover remainder)

BMX will cover include that we are not asking for grant funding for include - food/drinks (\$1200), equipment (\$1500), specific track blend top blend soil 90% sticky DG/10% clay (\$1400) = \$4100

\$150- Facebook and social media advertising,

\$1000- Restrooms and wash stations

\$350- National Announcer / Promoter for Events Other Expenses that Fernley

Rider insurance fees / per rider @ 5.00 each

sanction fees @ \$250

Total Expenses

17,850

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

It is Fernley BMX's hopes to secure \$12,000 in FCTA grant funding for the PRO-AM / Race for Life. Additionally, race participants will have a race fee of \$40.00 (set by USA BMX). From the revenue made, Fernley BMX is required to pay a \$250 sanction fee and \$5.00 per rider for insurance each day of the weekend event. All revenue generated from the event will be used for BMX programs and equipment for the riders and facility upgrades.

Total Revenues

17,850

Grant Request

Amount Requesting \$

12,000

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:

We plan to utilize funding in accordance with FCTA grant guidelines as the funds will be used to develop and promote tourism within the CITY of Fernley- Advertising includes \$8000 Development fee for PRO-AM National Advertising/promotion fee, \$4000 for Fernley Branded trophies and shirts, \$150 social media. The advertising will start in July and continue all the way up until the event date in August. Fernley BMX will cover the remaining costs and \$1000 for restrooms/hand washing station and \$350 for announcing the event by a nationally renowned BMX announcer-included in both days announcing will be City of Fernley attractions and eateries. The FTCA funding will impact the size of the event that we can bring to Fernley. Without funding assistance, we would not be able to reach as many participants and professional riders for the event with advertising and promotions for the event.

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

The Fernley BMX two-day event will provide (as has in past) an instant injection into the local economy. Fernley will host over 900 people for a weekend that will need lodging, food, and entertainment. Families that come from out of our area typically meet up with others and dine and play after the event. Within the USA BMX community, there are dozens of race teams that will travel, meet and dine together for the event. With the teams come sponsors that will also come to support the event in hopes of achieving a team title.

Fernley BMX should be selected to receive this grant funding because we provide are a local, non-profit, volunteer track that provides a fun family-oriented environment for all ages. This sport provides a unique opportunity that children, parents, aunts, uncles, and grandparents can participate and spectate and travel from track to track and city to city. This grant funding will provide a platform for Fernley BMX to host further events in the future years to come.

The event will also bring in riders from local Nevada cities that will typically return to race throughout the year and spend money in Fernley when they visit. We want people from all over the United States to come to visit Fernley and see firsthand what a great city we live in! Fernley BMX has provided an itemized list of all monies that will be spent for the event so that you can see directly where each dollar will be going. This upcoming race is a precursor to all of the races we hope to gain in the future. We hope to entice bigger and larger races for the community.

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:

Fernley BMX is asking for grant funding assistance for our Fernley PRO-AM weekend in May. We plan to utilize funding in accordance with FCTA grant guidelines as the funds will be used to develop and promote tourism within the City of Fernley- Advertising includes \$8000 Development fee for PRO-AM National Advertising/promotion fee, \$4000 for Fernley Branded trophies and shirts.

The advertising for the August Event will start in July 2023. Additional costs incurred include \$150 social media. \$1000 for restrooms and \$350 for announcing the event by a nationally renowned BMX announcer- included in both days announcing will be City of Fernley attractions and eateries.

Will requested funds be used for advertising?

No

If Yes, please designate what you will be advertising:

Economic Impact

Local is defined as being within a 60-mile radius of Fernley	Estimated number of visitors 1,500
	What percentage of visitors are: Local 30
	What percentage of visitors are: In State 30
	What percentage of visitors are: Out of State 40
	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

40

Explain in detail how attendance/participation will be measured:

Attendance and participation is measured by rider registration for the event and by survey. Last year we had over 300 event participants all which brought family members and others with them to the event. Participants traveled to Fernley from seven states.

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

530

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:

Previous attendance is measured by registration information provided to Fernley BMX and USA BMX.

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

50

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

Per family, we estimate that each will spend \$400-\$700 for the two-day event on local accommodations, food, and entertainment in Fernley. This will have an immediate impact on Fernley's economy and local businesses.

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

Yes

If 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

30

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

40

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

30

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

30

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

40

Describe the type of anticipated media exposure:

Fernley BMX anticipates that the media exposure created by this event will exceed over one-million people nationwide. The wave of anticipation and excitement created by these big USA BMX races reach many people and will bring them to our community. Radio, social media, and podcast advertising in addition to the PRO-AM promotion fees will be the vehicle that reaches many people.

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

The Fernley BMX two-day event will provide an instant injection into the local economy. Fernley will host over 900 people for a weekend that will need lodging, food, and entertainment. Families that come from out of our area typically meet up with others and dine and play after the event. Within the USA BMX community, there are dozens of race teams that will travel, meet and dine together for the event. With the teams come sponsors that will also come to support the event in hopes of achieving a team title.

Attestation & Grant Agreement

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

Gabriel Leija
05/30/2023

Board Decision

Date of Presentation

Approved Grant Amount

--

--






Attachments

No attachments

History

Date	Activity
May 18, 2023 at 9:50 am	Gabe Leija started a draft of Record 23-6
May 25, 2023 at 8:33 am	Gabe Leija updated secured field "Tax ID#" to "xx-xxx2478" on Record 23-6
May 30, 2023 at 10:19 pm	Gabe Leija submitted Record 23-6
May 30, 2023 at 10:19 pm	approval step Initial Review was assigned to Trisha Conner on Record 23-6

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
 Initial Review	Active	May 30, 2023 at 10:19 pm	-	Trisha Conner	-
 Board Review	Inactive	-	-	-	-
 FCTA Grant Award	Inactive	-	-	-	-
 Post Event Receipts Review	Inactive	-	-	-	-
 Final Review	Inactive	-	-	-	-



City of Fernley, NV

05/31/2023

23-7

FY2023/24 FCTA Grant or Matching Grant Funds Application (July 1, 2023 - December 31, 2023)

Status: Active

Date Created: May 31, 2023

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:

OTMX Nevada

Mailing Address

PO 11161

City

Reno

State

NV

Zip

89510

Year Started:

1972


Tax ID#

--

Organization Status (Select One)

Non-Profit*

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

 2023 Business Entity Info.pdf
Uploaded by Mark Lane on May 31, 2023 at 7:32 am

Project/Event Information

Project/Event Name

BMX Championship Series - Round 8

Project/Event Location

95A Motorsports Complex

Date of Event

09/24/2023

Date Work Will Begin:

09/21/2023

Date Work Will Conclude

09/24/2023

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

We typically host 2-4 motocross events every year in the greater Fernley area. This event brings in roughly 500 riders and over 1,500 people total when you combine the competitors and spectators. The weekend event includes a "Practice Day" which is on Saturday September 23rd, and a "Race Day" which is Sunday September 24th. The event pulls in folks from all over Northern NV and Northern CA. **Our objective as the host of this event, is to make sure all of our guests have a wonderful time while they are visiting in and competing in Fernley NV. All of our competitors and their families thoroughly enjoy the close proximity of lodging, restaurants, and shopping opportunities that Fernley has to offer.**

Has this project/event been previously held before?

Yes

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

No

Total Project/Event Budget

Total Budget Amount

27,000

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

Track Rental = \$6000

Medics = \$4500

Transport Equipment / Side by Side Rentals = \$2000

Toilet Rentals = \$2000

Dumpster Rental = \$700

Trophies = \$3000

BBMX Fees = \$2000

Signup Trailer Rental = \$350

Insurance = \$1,000

Volunteer Lunches = \$550

Track Staff = \$4000

Miscellaneous = \$900

Total Expenses

27,000

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

FCTA Grant = \$7000

Entry Fees = \$15000

Spectator Fees = \$5000

Total Revenues

27,000

Grant Request

Amount Requesting \$

7,000

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

20,000

Will you accept less than requested?

Yes

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

Receiving FCTA grant funds is critical to us being able to continue bringing events to Fernley every year. We are so thankful for past funds allocated. Without the funds, we're not sure we could host events. Some events are money makers which gives us some breathing room and some events are money losers.

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 hosting local events that draws in many participants and spectators from Northern NV and Northern CA, we also host an annual "International" event that brings in tourists from multiple western states and Canada. We have been doing this for over 30 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:

Track Rental, Medics, Toilet Rentals, Equipment / Side by Side Rental, Trophies

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

Economic Impact

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

Estimated number of visitors

1,500

What percentage of visitors are: Local

90

What percentage of visitors are: In State

90

What percentage of visitors are: Out of State

10

Estimated number of participants:

500

What percentage of participants are: Local

90

What percentage of participants are: In State

90

What percentage of participants are: Out of State

10

Explain in detail how attendance/participation will be measured:

From participant and spectator entries

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

1,500

What percentage of previous visitors/participants were: Local

90

What percentage of previous visitors/participants were: In State

90

Describe method(s) used to measure previous attendance:

From participant and spectator entries

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:

\$75,000 - \$150,000 spent on Hotels, Food, Drink, Fuel, Shopping & Gambling

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

90

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

10

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

75

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

75

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

25

Describe the type of anticipated media exposure:

Social Media from multiple motocross organization platforms in both NV and CA such as Facebook and Instagram

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

Travelers from all over the state of NV and Northern CA will come have fun and exercise in Fernley NV. While here, they'll enjoy all that Fernley has to offer. The monies spent while in Fernley is significant and our hope is that the monies generated for Fernley businesses, help Fernley business owners, employees and residents.

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
05/31/2023

Board Decision

Date of Presentation

--

Approved Grant Amount

--

Attachments

No attachments

History

Date

May 31, 2023 at 4:24 am
May 31, 2023 at 7:40 am
May 31, 2023 at 7:40 am

Activity

Mark Lane started a draft of Record 23-7
Mark Lane submitted Record 23-7
approval step Initial Review was assigned to April Homme on Record 23-7

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
✓ Initial Review	Active	May 31, 2023 at 7:40 am	-	April Homme	-
✓ Board Review	Inactive	-	-	-	-
📄 FCTA Grant Award	Inactive	-	-	-	-
✓ Post Event Receipts Review	Inactive	-	-	-	-
✓ Final Review	Inactive	-	-	-	-

STATE OF NEVADA

FRANCISCO V. AGUILAR
Secretary of State



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

GABRIEL DI CHIARA
Chief Deputy

OFFICE OF THE
SECRETARY OF STATE

chad johnson
14415 Ghost Rider Drive, Reno
Reno, NV 89511, USA

Work Order #: W2023012400037
January 24, 2023
Receipt Version: 1

Special Handling Instructions:

Submitter ID: 225697

Charges

Description	Fee Description	Filing Number	Filing Date/Time	Filing Status	Qty	Price	Amount
Annual List	Fees	20232899139	1/24/2023 5:37:56 AM	Approved	1	\$50.00	\$50.00
Annual List	Business License Fee	20232899139	1/24/2023 5:37:56 AM	Approved	1	\$200.00	\$200.00
Total							\$250.00

Payments

Type	Description	Payment Status	Amount
Credit Card	6745674597136674803284	Success	\$250.00
Total			\$250.00

Credit Balance: \$0.00

chad johnson
14415 Ghost Rider Drive, Reno
Reno, NV 89511, USA

FRANCISCO V. AGUILAR
Secretary of State

GABRIEL DI CHIARA
Chief Deputy

STATE OF NEVADA



OFFICE OF THE
SECRETARY OF STATE

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

Business Entity - Filing Acknowledgement

01/24/2023

Work Order Item Number: W2023012400037 - 2650944
Filing Number: 20232899139
Filing Type: Annual List
Filing Date/Time: 01/24/2023 05:37:56 AM
Filing Page(s): 2

Indexed Entity Information:

Entity ID: E0026222015-7

Entity Name: NEVADA OLD TIMERS
MOTOCROSS

Entity Status: Active

Expiration Date: None

Non-Commercial Registered Agent
JERAMIAH BROWN
8583 MOTH CIR, RENO, NV 89506, USA

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

Respectfully,

A handwritten signature in black ink that reads "FVAguilar".

FRANCISCO V. AGUILAR
Secretary of State



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

Annual or Amended List and State Business License Application

ANNUAL **AMENDED** (check one)

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

NEVADA OLD TIMERS MOTOCROSS

NV20151033454

NAME OF ENTITY

Entity or Nevada Business
Identification Number (NVID)

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

IMPORTANT: Read instructions before completing and returning this form.

Please indicate the entity type (check only one):

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

Filed in the Office of Secretary of State State Of Nevada	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="font-size: small;">Business Number</td> <td>E0026222015-7</td> </tr> <tr> <td style="font-size: small;">Filing Number</td> <td>20232899139</td> </tr> <tr> <td style="font-size: small;">Filed On</td> <td>01/24/2023 05:37:56 AM</td> </tr> <tr> <td style="font-size: small;">Number of Pages</td> <td>2</td> </tr> </table>	Business Number	E0026222015-7	Filing Number	20232899139	Filed On	01/24/2023 05:37:56 AM	Number of Pages	2
Business Number	E0026222015-7								
Filing Number	20232899139								
Filed On	01/24/2023 05:37:56 AM								
Number of Pages	2								

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

CHECK ONLY IF APPLICABLE

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

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

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

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

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

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

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

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

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

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



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

Annual or Amended List and State Business License Application - Continued

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

CORPORATION, INDICATE THE <u>TREASURER</u> :			
Debbie Roberts	USA		
Name	Country		
1072 Glen Meadow Drive	Sparks	NV	89434
Address	City	State	Zip/Postal Code
CORPORATION, INDICATE THE <u> </u> :			
Chad Johnson	USA		
Name	Country		
14415 Ghost Rider Dr.	Reno	NV	89511
Address	City	State	Zip/Postal Code
CORPORATION, INDICATE THE <u>SECRETARY</u> :			
Chris Ober	USA		
Name	Country		
5836 Scarlet Avenue	Reno	NV	89523
Address	City	State	Zip/Postal Code
CORPORATION, INDICATE THE <u>PRESIDENT</u> :			
Mark Lane	USA		
Name	Country		
3202 Barbaresco ct	Sparks	NV	89434
Address	City	State	Zip/Postal Code
CORPORATION, INDICATE THE <u> </u> :			
Gilbert Chick	USA		
Name	Country		
9000 Lemmon Drive #18	Reno	NV	89506
Address	City	State	Zip/Postal Code

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

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

X Chad Johnson

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

Officer	01/24/2023
<small>Title</small>	<small>Date</small>

UNSIGNED

SECRETARY OF STATE



NEVADA STATE BUSINESS LICENSE

NEVADA OLD TIMERS MOTOCROSS

Nevada Business Identification # NV20151033454

Expiration Date: 01/31/2024

In accordance with Title 7 of Nevada Revised Statutes, pursuant to proper application duly filed and payment of appropriate prescribed fees, the above named is hereby granted a Nevada State Business License for business activities conducted within the State of Nevada.

Valid until the expiration date listed unless suspended, revoked or cancelled in accordance with the provisions in Nevada Revised Statutes. License is not transferable and is not in lieu of any local business license, permit or registration.

License must be cancelled on or before its expiration date if business activity ceases. Failure to do so will result in late fees or penalties which, by law, cannot be waived.



IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of State, at my office on 01/24/2023.

Certificate Number: B202301243331127

You may verify this certificate
online at <http://www.nvsos.gov>

FRANCISCO V. AGUILAR
Secretary of State



City of Fernley, NV

05/31/2023

27

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

Status: Active**Date Created:** May 29, 2023**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#

xx-xxx4668

Organization Status (Select One)

Non-Profit*

***Attach copy of 501(c) or Federal Non-Profit Certificate** IRS 1.pdf

Uploaded by Robert Perea on May 25, 2023 at 7:10 pm

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

Fernley 4th July Celebration

Project/Event Location

Out of Town Park

Date of Event

07/04/2023

Date Work Will Begin:

07/01/2023

Date Work Will Conclude

07/05/2023

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

12/13/2022

Please list prior award amount:

9,400

How many vendors attended to previous event:

25

Total Project/Event Budget

Total Budget Amount

63,334.07

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

Fireworks	30,000
Insurance	1702
Advertising	19,333.70
T-Shirts	1,075.67
Pigs	880
Trash pick up	300
Porta Potties	2,259
Security	200
Parking	500
Bank fees	26.25
Music/DJ	2500
Raffle	68
Trophies	200
Fuel	128.56
Diving for Dollars	498
Donation letters	778.57
Posters	19.20
Pictures/batteries	16.46
Flaggers	1,500
Banners	375
Raffle	68
Paypal/Jotform fees	73.66
Volunteers	300
Silverflume	200
Chamber of Commerce	60
Post Office Box	156
Website	180
Quickbooks	360
Storage	120

Total Expenses

63,335.07

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

Booth Applications	4,252
Bar	695
Parade entries	1,620
Car Show	1,200
Community Donations	29,465
Raffle	425
Pigs	660
T-shirts	350
Grants	22,638.83
Fundraisers	3,980.98

Total Revenues

65,946.81

Grant Request**Amount Requesting \$**

5,000

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:

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

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

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

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

No

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

--

Will requested funds be used for advertising?

Yes

If Yes, please designate what you will be advertising:

Resources in Fernley**Accommodations in Fernley****Special Event(s) in Fernley****Other****Grant Request - Advertising Categories**

Categories	Amount Requesting
Radio	3,000
Total Amount Budgeted	If other, please explain
--	--
Explain in detail how grant disbursement will be used for advertising or other:	
--	

Categories	Amount Requesting
Television	1,500
Total Amount Budgeted	If other, please explain
--	--
Explain in detail how grant disbursement will be used for advertising or other:	
--	

Categories	Amount Requesting
Newspaper	500
Total Amount Budgeted	If other, please explain
--	--
Explain in detail how grant disbursement will be used for advertising or other:	
--	

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:
10,000

What percentage of participants are: Local
95

What percentage of participants are: In State
95

What percentage of participants are: Out of State
5

Explain in detail how attendance/participation will be measured:

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

Estimate number nights spent in Fernley because of this project/event:
200

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

500

What percentage of previous visitors/participants were: Local

95

What percentage of previous visitors/participants were: In State

95

Describe method(s) used to measure previous attendance:

Surveys by volunteers at the event

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

50

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

28

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

4

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

50,000

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

59

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

10

Describe the type of anticipated media exposure:

Radio advertising across Northern Nevada, Social Media sponsored ads, local channel television advertisements, banners throughout Fernley, local news coverage of the events.

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. The event is widely considered the best 4th of July celebration in the region.

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
05/29/2023

Board Decision

Date of Presentation

Approved Grant Amount

--

--






Attachments

No attachments

History

Date	Activity
May 25, 2023 at 6:55 pm	Robert Perea started a draft of Record 27
May 29, 2023 at 9:10 pm	Robert Perea submitted Record 27
May 29, 2023 at 9:10 pm	approval step Initial Review was assigned to Trisha Conner on Record 27
May 31, 2023 at 4:12 pm	April Homme assigned approval step Initial Review to April Homme on Record 27

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
 Initial Review	Active	May 29, 2023 at 9:10 pm	-	April Homme	-
 Board Review	Inactive	-	-	-	-
 FCTA Grant Award	Inactive	-	-	-	-
 Post Event Receipts Review	Inactive	-	-	-	-
 Final Review	Inactive	-	-	-	-

OGDEN UT 84201-0059

In reply refer to: 1004011455
Jan. 17, 2023 LTR 4168C 0
30-0364668 000000 00
Input Op: 0150517276 00014770
BODC: TE

FERNLEY 4TH OF JULY INC
% JAMIE BROWN
PO BOX 1776
FERNLEY NV 89408-1776

034186

Employer ID number: 30-0364668
Form 990 required: Yes

Dear Taxpayer:

We're responding to your request dated Jan. 05, 2023, about your tax-exempt status.

We issued you a determination letter in January 2006, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c) (4).

We also show you're a private non-operating foundation as defined under IRC 509(a).

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



05/31/2023

23-8

FY2023/24 FCTA Grant or Matching Grant Funds Application (July 1, 2023 - December 31, 2023)

Status: Active

Date Created: May 31, 2023

Applicant

Sharon Serenko
serenko89408@gmail.com
118 Primrose Dr
Fernley, NV 89408
7758466063

Applicant Information

Coordinator Name:

NANCY RIFKIN

Coordinator Title:

OUTREACH COORDINATOR

Coordinator Telephone:

415-990-8429

Coordinator Email

NBRIFKIN@GMAIL.COM

Organization/Company Information

Name:

NEVADA VETERANS COALITION

Mailing Address

P O BOX 415

City

FERNLEY

State

NV

Zip

89408

Year Started:

1992


Tax ID#

--

Organization Status (Select One)

Non-Profit*

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

 Document_2023-05-03_112945.pdf
Uploaded by Sharon Serenko on May 3, 2023 at 11:34 am

Project/Event Information

Project/Event Name

WREATHS ACROSS AMERICA

Project/Event Location

NORTHERN NEVADA VETERANS MEMORIAL CEMETERY

Date of Event

12/17/2023

Date Work Will Begin:

07/04/2023

Date Work Will Conclude

12/31/2023

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

TO COVER EACH VETERANS HEADSTONE WITH A WREATH

Has this project/event been previously held before?

Yes

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

Yes

Please list date of prior award

06/15/2022

Please list prior award amount:

7,100

How many vendors attended to previous event:

0

Total Project/Event Budget

Total Budget Amount

104,000

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

Wreaths: \$96000, Bulk Mail \$2000.00, newspaper ads :\$6000 All other itels are at zero cost to us, including: PSA Radio ads, PSA TV ads, City Reader Board, Social Media incl Facebook, NVC Web site as well as visits to all local civic organizations including: Chamber of Commerce, Rotary and others. All web hosting and web design is donated to us as well.

Total Expenses

104,000

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

Wreaths \$96000, Bulk Mail \$2000, Newspaper ads \$6000

Total Revenues

104,000

Grant Request

Amount Requesting \$

8,000

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

0

Will you accept less than requested?

Yes

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

NVC is a non-profit organization. This grant allows us to host this event each year to honor all of the veterans in our cemetery.

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

It is a 1 day event but brings hundreds and hundreds of visitors not just for the event, but for several weeks after the even to ase the wreaths and to honor our veterans.

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:

n/a

Will requested funds be used for advertising?

Yes

If Yes, please designate what you will be advertising:

Accommodations in Fernley

Other

Resources in Fernley

Special Event(s) in Fernley

Grant Request - Advertising Categories

Categories

Direct/Bulk mail for promotion of visitor awareness

Amount Requesting

2,000

Total Amount Budgeted

2,000

If other, please explain

--

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

We will be mailing out order forms with the tri-folds for sponsorship of wreaths by the public.

Categories

Newspaper

Amount Requesting

6,000

Total Amount Budgeted

6,000

If other, please explain

--

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

We will run ads in the Reno Gazette on line and in print to advertise the ceremony

Economic Impact

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

Estimated number of visitors

2,500

What percentage of visitors are: Local

75

What percentage of visitors are: In State

85

What percentage of visitors are: Out of State

15

Estimated number of participants:

2,000

What percentage of participants are: Local

85

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:

Counting is done at the entry gates by volunteers of the Fernley Republican Women

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

10

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

2,500

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:

Same as above. Counting taken at the entry gates by volunteers of the Fernley Republican Women

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

500

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

Economic impact will be mostly from sales of fuel, sundry items, food in restaurants and fast food establishments. The event itself is one day, however over the course of the season, hundreds more will visit the cemetery and add to fuel sales, food sales, etc.

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

Yes

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

50

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

80

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

14

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

500,000

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

80

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

10

Describe the type of anticipated media exposure:

We always receive media exposure. PSA's at the local TV stations, radio stations and social media. Also, we visit all of the civic organizations, military organizations, use the city reader board and our social media pages.

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

We are already receiving inquiries about this year's event from different groups and individuals. Everyone who attended previous ceremonies, goes away with a better understanding and of what these veterans have done for our country. They leave the ceremony feeling honored to be part of remembering each of them for their service to our country.

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

Sharon K Serenko


05/08/2023

Board Decision**Date of Presentation****Approved Grant Amount**

--

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Attachments






 501-C-3.pdf

Uploaded by Sharon Serenko on May 31, 2023 at 10:04 am

History

Date	Activity
May 3, 2023 at 11:32 am	Sharon Serenko started a draft of Record 23-8
May 31, 2023 at 10:02 am	Sharon Serenko removed attachment Outlay Report and Request for Reimbursement Form from Record 23-8
May 31, 2023 at 10:04 am	Sharon Serenko added attachment 501-C-3.pdf to Record 23-8
May 31, 2023 at 10:04 am	Sharon Serenko submitted Record 23-8
May 31, 2023 at 10:04 am	approval step Initial Review was assigned to Trisha Conner on Record 23-8

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
 Initial Review	Active	May 31, 2023 at 10:04 am	-	Trisha Conner	-
 Board Review	Inactive	-	-	-	-
 FCTA Grant Award	Inactive	-	-	-	-
 Post Event Receipts Review	Inactive	-	-	-	-
 Final Review	Inactive	-	-	-	-

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

25

Describe the type of anticipated media exposure:

--

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

We bring gas and diesel sales. We expose 300 campers to Fernley who must fuel up their truck, their offroad vehicles, and their bellies in Fernley. We show them the unique possibilities our town has to offer. Everyone who attends must fuel up on the way to the event or their way home. All campers dump and refuel here too.

Attestation & Grant Agreement

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

Rachel JoCarol Dallara
05/31/2023

Board Decision

Date of Presentation

--

Approved Grant Amount

--

Attachments

No attachments

History

Date

May 31, 2023 at 4:45 pm
May 31, 2023 at 10:13 pm
May 31, 2023 at 10:13 pm

Activity

Rachel Dallara started a draft of Record 23-10
Rachel Dallara submitted Record 23-10
approval step Initial Review was assigned to Trisha Conner on Record 23-10

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
✓ Initial Review	Active	May 31, 2023 at 10:13 pm	-	Trisha Conner	-
✓ Board Review	Inactive	-	-	-	-
📄 FCTA Grant Award	Inactive	-	-	-	-
✓ Post Event Receipts Review	Inactive	-	-	-	-
✓ Final Review	Inactive	-	-	-	-

OGDEN UT 84201-0029

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

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



43716

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

Dear Taxpayer:

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

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

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

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

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

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

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



City of Fernley, NV

05/31/2023

23-9

FY2023/24 FCTA Grant or Matching Grant Funds Application (July 1, 2023 - December 31, 2023)

Status: Active**Date Created:** May 31, 2023**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 May 31, 2023 at 11:48 am

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

Haunted House/ Christmas Village/ Other Events

Project/Event Location

TBD/ Main St Park/ TBD

Date of Event

07/22/2023

Date Work Will Begin:

07/21/2023

Date Work Will Conclude

12/31/2023

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

We will start off with an Open Mike Event, on July 22nd, this will be for poetry, story telling, etc. We will also hold a Ladies Club Night in September, and a Comedy Night, also in September, our big event will be our Haunted House which draws a bigger crowd every year, and we will finish with our Christmas Village. This year we are offering to build some houses earlier in the year for folks that have expressed interest in that, so we should have a bigger turnout of buildings this year.

Has this project/event been previously held before?

Yes

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

Yes

Please list date of prior award

06/15/2021

Please list prior award amount:

8,200

How many vendors attended to previous event:

1,200

Total Project/Event Budget

Total Budget Amount

16,600

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

Open Mike: Advertising only, everything else is in place./ Ladies Night: DJ and light show \$500, Drag Queen \$500, Advertising \$2000/ Comedy Night: Re-stock bar \$300, Lighting, Emcee, paid performer \$500, Merchandise \$200, Advertising \$2000/ Haunted House: Materials for House, Costumes, Special affects \$4500, Food for actors \$400, Merchandise \$600, Advertising \$4500/ Christmas Village: Additional decorations and lighting \$500, Advertising \$1000

Total Expenses

16,600

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

Sponsors \$5000, Merchandise \$500, Tickets \$1100, FCTA Grant request \$10000

Total Revenues

16,600

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:

Without the FCTA grant our advertising budget is extremely limited, we rely on donations and sponsorship money to put on our events. All of our staff is volunteer and puts in hundreds of hours for free.

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:

Fernley ACES is a growing organization in Fernley, whose sole purpose is to put on, and bring, events to Fernley to make it the place to be. Our events generate excitement for Fernley, pride for our residents, and a reason to make Fernley your next place to visit.

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
Banner(s)	1,000
Total Amount Budgeted	If other, please explain
1,000	--
Explain in detail how grant disbursement will be used for advertising or other:	
Event sponsors will be offered banners posted at the event as enticement for helping fund the event	

Categories	Amount Requesting
Radio	7,000
Total Amount Budgeted	If other, please explain
7,000	--
Explain in detail how grant disbursement will be used for advertising or other:	
We have found that advertising on the Reno stations, as well as our local stations gets the word out, and draws people from out of town.	

Categories	Amount Requesting
Social Media	500
Total Amount Budgeted	If other, please explain
500	--
Explain in detail how grant disbursement will be used for advertising or other:	
Social media advertising is cheap, and can be targeted to areas we think might be interested in traveling to our events	

Categories	Amount Requesting
Television	1,500
Total Amount Budgeted	If other, please explain
1,500	--
Explain in detail how grant disbursement will be used for advertising or other:	
We now have some video of recent events we have produced that we think would make a great commercial, we want to try and air it to see what kind of response we get.	

Economic Impact

Estimated number of visitors

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

2,500

What percentage of visitors are: Local

2,250

What percentage of visitors are: In State

90

What percentage of visitors are: Out of State

10

Estimated number of participants:

200

What percentage of participants are: Local

100

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:

Ticket sales, as well as crowd size estimates

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

25

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

2,000

What percentage of previous visitors/participants were: Local

90

What percentage of previous visitors/participants were: In State

90

Describe method(s) used to measure previous attendance:

Ticket sales, crowd estimates

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

250

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

Many people come to our events and make a night of it, buying special clothing for the event, buying food in town while visiting, and visiting other businesses while 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

90

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

10

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

50,000

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

45,000

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

45,000

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

5,000

Describe the type of anticipated media exposure:

Not only our own advertising through social media, and radio and tv advertising, but the good possibility that we will be on some of the local TV News programs as well.

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

Provides residents of Fernley an event that they can go to without having to drive 30 miles to Reno/Sparks. Brings people from our local area, (within 50 miles) to Fernley to see some great events

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

05/31/2023

Board Decision

Date of Presentation

--

Approved Grant Amount

--

Attachments



aces logo simple - Copy (2).jpg

Uploaded by Dana Uhlhorn on May 31, 2023 at 3:37 pm

History

Date	Activity
May 31, 2023 at 11:41 am	Dana Uhlhorn started a draft of Record 23-9
May 31, 2023 at 3:37 pm	Dana Uhlhorn added attachment aces logo simple - Copy (2).jpg to Record 23-9
May 31, 2023 at 3:38 pm	Dana Uhlhorn submitted Record 23-9
May 31, 2023 at 3:38 pm	approval step Initial Review was assigned to April Homme on Record 23-9

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
Initial Review	Active	May 31, 2023 at 3:38 pm	-	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 09 2019**

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

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

Dear Applicant:

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

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

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

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

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

Letter 947



06/01/2023

23-10

FY2023/24 FCTA Grant or Matching Grant Funds Application (July 1, 2023 - December 31, 2023)

Status: Active

Date Created: May 31, 2023

Applicant

Rachel Dallara
treasurer@thefern45.com
P.O. Box 1863
Fernley, NV 89408
4157164510

Applicant Information

Coordinator Name:

Rachel Dallara

Coordinator Title:

Treasurer

Coordinator Telephone:

(415) 716-4510

Coordinator Email

Treasurer@thefern45.com

Organization/Company Information

Name:

The Fern 45

Mailing Address

P.O. Box 1863

City

Fernley

State

NV

Zip

89408

Year Started:

2015


Tax ID#

xx-xxx7080

Organization Status (Select One)

Non-Profit*

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

 FinalLetter_82-1757080_THEFERN45_04152022_00.tif
Uploaded by Rachel Dallara on May 31, 2023 at 4:53 pm

Project/Event Information

Project/Event Name

The Fern 45 Patriot Poker Run

Project/Event Location

95 Motorsports Complex

Date of Event

11/04/2023

Date Work Will Begin:

07/01/2023

Date Work Will Conclude

11/07/2023

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

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

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

We are now near our 8th year (7th event due to COVID) and project to have over 350 vehicles, 700+ participants and general admission community members to check it out. Our event is held at the 95 Motorsports Complex in Fernley. We plan to have camping available November 2nd -5th 2023, a Cornhole Tourney November 3rd and the actual poker run held on Saturday November 4th. Right now, our long term goal is to provide support and donations towards Veterans programs throughout the year. Our goal for our 2023 event is to cover all expenses, expand participation to include even more out-of-state visitors to Fernley and our event and present various donations to veterans organizations throughout the state. Last year 25% of our participants were from out of state. We are one of the largest influxes of tourism to the City of Fernley.

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

05/31/2022

Please list prior award amount:

9,250

How many vendors attended to previous event:

20

Total Project/Event Budget

Total Budget Amount

101,700

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

Participant lunch \$25,000.00
 Advertising (Posters, Banners, Programs, Shirts, Sweatshirts) \$64,000.00
 Misc. Event Supplies \$4,000.00
 Entertainment \$1,000.00
 Facility Services \$500.00
 Internet \$500.00
 Raffle Prizes \$1,500.00
 Insurance \$1,500.00
 BLM Permit \$2,500.00
 Cash prize \$700.00
 Admin \$1,000.00

Total Expenses

101,700

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

Participant Registrations \$60,000.00
 Camping Registrations \$12,000.00
 Sponsors \$30,000.00
 Raffles \$15,000.00
 Merch sales \$25,000.00
 FCTA Grant \$10,000.00

Total Revenues

137,000

Grant Request

Amount Requesting \$

10,000

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

10,000

Will you accept less than requested?

Yes

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

It will allow us to extend our advertising to additional areas outside of the state.

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:

25% of our participants are from out of state. They use our gas stations, they use our grocery stores, they use our lodgings.

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

If other, please specify:

Marketing outside the local region

Grant Request - Advertising Categories

Categories

Website Hosting Fees

Amount Requesting

177.56

Total Amount Budgeted

1,141.86

If other, please explain

--

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

Website is the location to buy tickets for our event

Categories

Social Media

Amount Requesting

186.6

Total Amount Budgeted

1,200

If other, please explain

--

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

Assisting with social media marketing

Categories

Design, Promotion & Development Fees

Amount Requesting

49.96

Total Amount Budgeted	If other, please explain
321.3	--

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

Advertising posters

Categories	Amount Requesting
Brochure	210.35

Total Amount Budgeted	If other, please explain
1,352.73	--

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

Programs for the event

Categories	Amount Requesting
Design, Promotion & Development Fees	93.1

Total Amount Budgeted	If other, please explain
600	--

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

Logo placement

Categories	Amount Requesting
Other	15.39

Total Amount Budgeted	If other, please explain
99	--

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

Survey Monkey to answer FCTA questions

Categories	Amount Requesting
Website Redesign	388.75

Total Amount Budgeted	If other, please explain
2,500	--

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

Event photo and video footage for future marketing.

Categories	Amount Requesting
Other	8,874.52

Total Amount Budgeted	If other, please explain
57,070.91	Event T Shirts and Sweatshirts that advertise the event

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

Event T Shirts and Sweatshirts that advertise the event

Economic Impact

Local is defined as being within a 60-mile radius of Fernley	Estimated number of visitors
	800

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:

800

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:

Upon registration we ask for their demographics and local usage of hotels, gas, and shopping.

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

750

What percentage of previous visitors/participants were: Local

65

What percentage of previous visitors/participants were: In State

65

Describe method(s) used to measure previous attendance:

Asked on registration

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

100

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

We bring gas and diesel sales. We expose 300 campers to Fernley who must fuel up their truck, their offroad vehicles, and their bellies in Fernley. We show them the unique possibilities our town has to offer. Everyone who attends must fuel up on the way to the event or their way home. All campers dump and refuel here too.

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

Yes

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

75

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

75

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:

25

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

75

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

75

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

25

Describe the type of anticipated media exposure:

--

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

We bring gas and diesel sales. We expose 300 campers to Fernley who must fuel up their truck, their offroad vehicles, and their bellies in Fernley. We show them the unique possibilities our town has to offer. Everyone who attends must fuel up on the way to the event or their way home. All campers dump and refuel here too.

Attestation & Grant Agreement

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

Rachel JoCarol Dallara
05/31/2023

Board Decision

Date of Presentation

--

Approved Grant Amount

--

Attachments

No attachments

History

Date

May 31, 2023 at 4:45 pm
May 31, 2023 at 10:13 pm
May 31, 2023 at 10:13 pm

Activity

Rachel Dallara started a draft of Record 23-10
Rachel Dallara submitted Record 23-10
approval step Initial Review was assigned to Trisha Conner on Record 23-10

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
✓ Initial Review	Active	May 31, 2023 at 10:13 pm	-	Trisha Conner	-
✓ Board Review	Inactive	-	-	-	-
📄 FCTA Grant Award	Inactive	-	-	-	-
✓ Post Event Receipts Review	Inactive	-	-	-	-
✓ Final Review	Inactive	-	-	-	-



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

THE FERN 45
PO BOX 1863
FERNLEY, NV 89408

Date:
07/27/2022
Employer ID number:
82-1757080
Person to contact:
Name: Andrew Niemeyer
ID number: 29312
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
April 16, 2022
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053508007682

Dear Applicant:

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

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

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

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

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

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

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