



N E V A D A

AGENDA
Regular Meeting
Convention and Tourism Authority
Monday, December 11, 2023 • 6:00 PM

Members

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

City Manager

Benjamin Marchant

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

Zoom information:

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

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

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

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

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

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

1. INTRODUCTORY ITEMS

1.1. Pledge of Allegiance

1.2. Roll Call

1.3. Public Forum

1.4. (For Possible Action) Approval of Agenda

1.5. (Possible Action) Approval of Minutes

2. REPORTS BY STAFF AND BOARD MEMBERS

3. FY2023-24 BUDGET EXPENDITURES REPORT 11/2023

3.1. FY2023-24 Budget/Expenditures Report 11.30.2023

4. POSSIBLE ACTION, REVIEW, AND DISCUSSION ON FCTA GRANT APPLICATIONS REQUESTS SUBMITTED FOR FY 2023/2024 ROUND TWO, JANUARY-JUNE GRANT CYCLE

4.1. 1. The Altruistic American - Kinfolk VD Dance

2. Aces Multiple Projects - Haunted House

3. Fernley JR High & High School Rodeo - Rodeo

4. Fernley Chamber - Celebrating Success Gala

5. Boys & Girls Club - Annual Fundraiser

6. Biggest Little Radio - Easter Egg Hunt

7. Main St. Fernley - Wine and Cheese City Walk

8. Fernley Softball League - Memorial Classic

9. NV Veterans Coalition - Memorial Day 2024

10. Lions Club - Multi-Cultural Festival

11. Battle Born Rangers - Roop County Days 2024

12. Fernley 4th of July - 4th of July

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

6. STAFF REPORTS

6.1. (For Possible Action) Discussion regarding moving the June 10th Convention and Tourism Meeting to June 17th due to a conflict with the Primary Election.

7. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS

8. PUBLIC FORUM

9. ADJOURNMENT

Next Meeting: June 17th @ 6pm

**MINUTES OF THE
FERNLEY CONVENTION AND TOURISM AUTHORITY MEETING
JUNE 12, 2023**

1. INTRODUCTORY ITEMS

1.1. Roll Call

Present: Chair Albert Torres, Board Member Ryan Hanan, Board Member Fran McKay, City Clerk Kim Swanson, Administrative Specialist I Sandy Harris, Administrative Specialist III April Homme **Absent:** Board Member Felicity Zoberski, Board Member Stan Lau.

1.2. Public Forum

There was none.

1.3. (For Possible Action) Approval of Agenda

Motion: MOTION TO APPROVE AGENDA. **Action:** Approved. **Moved by:** Board Member McKay, **Seconded by:** Board Member Hanan. **Vote:** Passed, **Summary:** Yes 3. **Yes:** Board Member McKay, Chair Torres, Board Member Hanan, **No:** None.

1.4. (For Possible Action) Approval of Minutes

Motion: MOTION TO APPROVE MINUTES AS WRITTEN. **Action:** Approved. **Moved by:** Board Member Hanan, **Seconded by:** Board Member McKay. **Vote:** Passed, **Summary:** Yes 3. **Yes:** Board Member McKay, Chair Torres, Board Member Hanan. **No:** None.

2. REPORTS BY STAFF AND BOARD MEMBERS

April Homme, Administrative Specialist III, shared a video from SoSu TV. The City has contracted with SoSu to do the Fernley Focus monthly videos. They have also agreed to record FCTA events. The most recent was the Music, Murals & Margaritas Festival. At the end of each grant cycle SoSu TV will compile all the videos and we will run them on our Facebook, website and they will also be accessible on YouTube. She thanked the FCTA Board for funding the event, it is growing each year, and a special thanks to the Fernley ACES.

At the December 22, 2022, meeting Chair Torres requested the City reach out to sports leagues for the overflow on their events to be held in Fernley. Multiple leagues and organizations were contacted and informed that we have grant funding available and also we have fields available for the overflow. It was well received but have not received any applications for the grant at this point. The City of Sparks have an activity guide on their website. Would like to have something on our website along the lines of the City of Sparks where we can advertise FTCA events, all league events and sports.

Ms. Homme continued the next item Chair Torres was exploring was the legality of having a member at large sit on the FCTA Board. Per legal Article 2, Section 1 states the Board should be comprised of the members of the City Council. This will limit membership on the FCTA board to members of city council only, however, the board may direct staff to work on an amendment to the bylaws under Article 7 to add a member at large position. The City Code 2.09.34 would also need to be amended, and the amended

FCTA bylaws and City Code item would then be placed on the agenda and brought to council for approval.

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

3.1. TLT May 31, 2023

Lydia Altick, Acting City Manager, went over budget handout. The May 31st ending balance shows that there is \$107,680.50 left unexpended, but haven't received submittals for reimbursement from last grant cycle, will have numbers in July.

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

Cody Wagner presented for the Fernley Community Foundation, Fernstock is a 3 part event. He explained he is asking for funding just for the concert portion, which is free to the public. The Fernstock event has become so popular that Ferndale, CA, actually stole the name of the event, so organizers are now pursuing a federal trademark to trademark Fernstock.

Tom Howell presented for Fernley Junior Rodeo. There are 2 segments, the Junior Rodeo kids and families, and then the roping segment. He thanked the city for getting the facilities ready for the event.

Michelle Barney presented for Main Street America. The event is for the Historic Poker Run. She would like to have plaques put on historic buildings and have them registered, right now there are only 2 buildings registered. The Poker Run would be to give out a plaque this year for the historical church.

Chad Johnson presented for OTMX Nevada, Nevada Oldtimers Motocross. They are 1 of 11 chapters of older riders on the west coast. The Primary goal is to hold 1 event a year in Fernley. The request is to help with the September race at the 95A Race Track, the funds will go towards renting of the track, advertising, and staffing.

Jay Rodriguez presented for Fernley 4th of July. He went over the events and times. The request is for advertising. He showed clips of what will be shown on the television stations, streaming platforms and digital media.

Nancy Ripcan presented for the Nevada Veterans Coalition. Request is for advertising and printing of the tri-folds for the Wreaths Across America. The cost of the wreaths have increased.

Dana Uhlhorn and Jamie Daniels presented for the Fernley ACES. He went over the various events that are being scheduled. They will be advertising over various radio stations.

Shari Walsh presented for The Fern 45 Patriot Poker Run. The Poker Run started in 2015 during the Veteran's Day weekend. They raise money for the Veterans Coalition and other veteran groups. The growth has been about 20% every year with participants. In 2021 they had 315 vehicles, 210 campers and 570 participants. In 2022 they had 370 vehicles, 245 campers and 727 participants.

Double Header – No presentation.

Remix PRO AM & Race for Life – No presentation

Break 7:00 PM - 7:12 PM

Motion: MOTION TO INCREASE OUR \$44,000. BUDGET TO \$63,166. WHICH IS \$19,166. ADDED.

Action: Approved. **Moved by:** Board Member McKay, **Seconded by:** Board Member Hanan.

Vote: Passed, **Summary:** Yes 3. **Yes:** Board Member McKay, Chair Torres, Board Member Hanan.

5. ITEMS REQUESTED BY BOARD MEMBERS

There were none.

6. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS

Board Member Fran McKay would like to see future mandatory attendance, also would like to have more statistics on heads in beds.

Board Member Ryan Hanan agreed that better numbers are needed for events.

7. PUBLIC FORUM

Jay Rodrigues, Fernley 4th of July, congratulated Fran McKay for being chosen as this year’s Grand Marshall for 4th of July parade.

Chair Torres would like to have everyone who was present to please pass on that this was the biggest award night for FCTA grants in the history of the city.

8. ADJOURNMENT

There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 7:20 PM.

Approved by the Fernley Convention and Tourism Authority on December 11, 2023, by a vote of:

AYES _____ NAYS: _____ ABSTENTIONS: _____ ABSENT: _____

Chairman Albert Torres

City Clerk, Kim Swanson

TLT		FY 2022	FY 2023	FY 2023	FY 2024	FY 2024
Account Number	Account Title	Actual	Budget	Actual Estimated	Tentative Budget	Final Budget
225-000-310-300	Transient Lodging Tax	657,206	400,000	600,000	650,000	650,000
225-000-310-900	Misc. Revenue	17,400	4,000	5,000	5,000	5,000
225-000-360-100	Interest Earnings	(32,390)	1,000	(13,162)	1,000	1,000
		642,216	405,000	591,838	656,000	656,000
225-575-320	PROF SERVICES	190	10,000	10,000	10,000	10,000
225-575-540	Advertising		1,000	1,000	1,000	1,000
225-575-550	Printing and Postage	28	1,000	1,000	1,000	1,000
225-575-650	Grant Awards	92,507	140,000	127,000	140,000	140,000
	Fireworks				17,000	17,000
	Round 1 Grants				44,000	44,000
	Round 2 Grants				44,000	44,000
	Other Potential Grants				22,000	22,000
225-575-730	IMPROVEMENTS OTHER THAN BLDGS		1,000,000		2,000,000	2,000,000
Total Expenditures		92,725	1,152,000	139,000	2,152,000	2,152,000
Net Change in Fund Balance		549,491	(747,000)	452,838	(1,496,000)	(1,496,000)
Beginning Fund Balance		1,578,232	1,881,619	2,127,723	2,580,561	2,580,561
Ending Fund Balance		2,127,723	1,134,619	2,580,561	1,084,561	1,084,561
Committed Fund Balance		1,289,574	375,250	1,649,574	39,574	395,874
Assigned Fund Balance		838,149	759,369	930,987	1,044,987	1,044,987

Fund	225	Transient Lodging Tax
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	FY 2022	FY 2023	FY 2023	FY 2024	FY 2024
	Actual	Budget	Actual Estimated	Tentative Budget	Final Budget
Revenues					
225-000-310-300 Transient Lodging Tax	657,206	400,000	600,000	650,000	650,000
225-000-310-900 Misc. Revenue	17,400	4,000	5,000	5,000	5,000
225-000-360-100 Interest Earnings	(32,390)	1,000	(13,162)	1,000	1,000
Total Revenues	642,216	405,000	591,838	656,000	656,000
Expenses					
225-575-320 PROFESSIONAL SERVICES	190	10,000	10,000	10,000	10,000
225-575-540 Advertising	-	1,000	1,000	1,000	1,000
225-575-550 Printing & Postage	28	1,000	1,000	1,000	1,000
225-575-650 Grant Awards	92,507	140,000	127,000	140,000	140,000
225-575-730 IMPROVEMENTS OTHER THAN BLDGS	-	1,000,000	-	2,000,000	2,000,000
Total Expenditures	92,725	1,152,000	139,000	2,152,000	2,152,000
Net Change in Fund Balance	549,491	(747,000)	452,838	(1,496,000)	(1,496,000)
Beginning Fund Balance	1,578,232	1,881,619	2,127,723	2,580,561	2,580,561
Ending Fund Balance	2,127,723	1,134,619	2,580,561	1,084,561	1,084,561
Committed	1,289,574	375,250	1,649,574	39,574	39,574
Assigned	838,149	759,369	930,987	1,044,987	1,044,987

Fund	300	Capital Fund
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	FY 2022	FY 2023	FY 2023	FY 2024	FY 2024
	Actual	Budget	Actual Estimated	Tentative Budget	Final Budget
Revenues					
300-000-360-100 Interest Earnings	(9,895)	6,000	(3,500)	6,000	6,000
Total Revenues	(9,895)	6,000	(3,500)	6,000	6,000
Expenses					
300-425-730 Improve other than Buildings	12,906	600,000	566,000	-	-
Total Expenditures	12,906	600,000	566,000	-	-
Net Change in Fund Balance	(22,801)	(594,000)	(569,500)	6,000	6,000
Beginning Fund Balance	593,693	599,692	570,892	1,392	1,392
Ending Fund Balance	570,892	5,692	1,392	7,392	7,392

Fund	305	Capital Improvement Grant fund
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	FY 2022	FY 2023	FY 2023	FY 2024	FY 2024
	Actual	Budget	Actual Estimated	Tentative Budget	Final Budget
Revenues					
305-000-310-100 Tax Revenue	-	-	350	-	-
305-000-360-100 Interest Earnings	(731)	350	350	-	-
Total Revenues	(731)	350	700	-	-
Expenses					
305-425-730 Improve other than Buildings	-	43,745	43,745	-	-
Total Expenditures	-	43,745	43,745	-	-
Net Change in Fund Balance	(731)	(43,395)	(43,045)	-	-
Beginning Fund Balance	43,879	44,228	43,148	103	103
Ending Fund Balance	43,148	833	103	103	103

CITY OF FERNLEY
 BALANCE SHEET
 NOVEMBER 30, 2023

TRANSIENT LODGING TAX

<u>ASSETS</u>			
225-101000	CASH-COMBINED FUND	2,995,641.73	
225-104000	INTEREST RECEIVABLE	10,625.01	
	TOTAL ASSETS		<u>3,006,266.74</u>
<u>LIABILITIES AND EQUITY</u>			
<u>LIABILITIES</u>			
225-227010	TLT PAYABLE TO CDUNTY	873.13	
225-227015	TLT PAYABLE TO STATE	2,223.39	
	TOTAL LIABILITIES		3,096.52
<u>FUND EQUITY</u>			
225-253000	FUND BALANCE - UNASSIGNED	1,071,083.08	
225-253100	FUND BALANCE - COMMITTED	1,695,098.82	
	UNAPPROPRIATED FUND BALANCE: REVENUE OVER EXPENDITURES - YTD	252,086.17	
	BALANCE - CURRENT DATE	252,086.17	
	TOTAL FUND EQUITY		<u>3,018,268.07</u>
	TOTAL LIABILITIES AND EQUITY		<u>3,021,364.59</u>

CITY OF FERNLEY
 REVENUES WITH COMPARISON TO BUDGET
 FOR THE 5 MONTHS ENDING NOVEMBER 30, 2023

TRANSIENT LODGING TAX

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	DIFFERENCE	PCNT
<u>SOURCE 310</u>					
225-310-300 TRANSIENT LODGING TAX	50,927.79	244,695.41	650,000.00	405,304.59	37.7
225-310-900 MISCELLANEOUS REVENUE	.00	4,200.00	5,000.00	800.00	84.0
TOTAL SOURCE 310	50,927.79	248,895.41	655,000.00	406,104.59	38.0
<u>SOURCE 360</u>					
225-360-100 INTEREST EARNINGS	.00	24,830.76	1,000.00	(23,830.76)	2483.1
TOTAL SOURCE 360	.00	24,830.76	1,000.00	(23,830.76)	2483.1
TOTAL FUND REVENUE	50,927.79	273,726.17	656,000.00	382,273.83	41.7

CITY OF FERNLEY
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 5 MONTHS ENDING NOVEMBER 30, 2023

TRANSIENT LODGING TAX

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
225-575-320 PROFESSIONAL SERVICES	.00	1,140.00	10,000.00	8,860.00	11.4
225-575-540 ADVERTISING	.00	.00	1,000.00	1,000.00	.0
225-575-550 PRINTING & POSTAGE	.00	.00	1,000.00	1,000.00	.0
225-575-650 GRANT AWARDS	12,000.00	20,500.00	140,000.00	119,500.00	14.6
225-575-730 IMPROVEMENTS OTHER THAN BLDGS	.00	.00	2,000,000.00	2,000,000.00	.0
TOTAL DEPARTMENT 575	12,000.00	21,640.00	2,152,000.00	2,130,360.00	1.0
TOTAL FUNO EXPENDITURES	12,000.00	21,640.00	2,152,000.00	2,130,360.00	1.0
NET REVENUE OVER EXPENDITURES	38,927.79	252,086.17	(1,496,000.00)	(1,748,086.17)	16.9

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

Project/Event Information		
Project Title: Kinfolk Valentines Dance		
Name of Organization/Company: The Altruistic American		
Mailing Address: 7340 Pah Rah Dr.		
City: Sparks	State: NV	Zip Code: 89436
Telephone: (775) 342-9408		Email: PatM@TheAltruisticAmerican.com
Year Organization/Company Started: 2021		Tax ID#: 86-2104537
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Chris Battenberg		
Title: Executive Director	Telephone: (775) 351-4073	Email: ChrisB@TheAltruisticAmerican.com
Project/Event Details		
Date of Event: 02/17/2024	Date Work Will Begin: 02/17/2024	Date Work Will Conclude: 02/17/2024
Project/Event Location: Fernley Senior Center		
Project/Event Overview		
<p>Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed): This project is to bring communities and families together. The overall mission of The Altruistic American is bring awareness to the mental health crisis. We recognize there is a huge gap in services for those falling through the cracks of existing agencies and local organization. We as mental health advocates, we will stand up for those who do not have a voice reminding everyone that there is light, healing and hope throughout this journey.</p> <p>Our short term goal for this project is for families to gather and have a great time. Step out of the normal grind of everyday life, let loose and enjoy time with your family and friends.</p> <p>Our long term goal is to bring education and awareness of the mental health crisis to the Fernley community and provide resources.</p>		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
If yes, please list date of award and award amount: Date:		Amount:
If previously funded: How many visitors attended?		How many vendors attended?

Project/Event Budget	
Total Budget Amount:	10,000.00
Expenses: Itemize all expenses <u>including</u> items on which grant monies will be expended.	
DJ: \$2000 Brochures: \$500 Social Media Advertisement: \$1000 Radio Advertisement: \$1,500 TV Advertisement: \$3,500 Decor: \$1000 Prizes: \$500	
Total:	10,000.00
Revenue: Itemize all revenues <u>including</u> requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	
FCTA Request: \$5000 Other Project Sponsorships: \$5000	
Total:	10,000.00
Fernley Convention and Tourism Authority Grant Request	
Amount Requesting: \$ 5,000.00	Amount of Matching Funds: \$
Will you accept less funding than requested: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	

Grant Budget - Advertising		
Will requested funds be used for advertising? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
If Yes, please designate what you will be advertising: <input checked="" type="checkbox"/> Resources in Fernley <input type="checkbox"/> Accommodations in Fernley <input checked="" type="checkbox"/> Special Events (s) in Fernley <input type="checkbox"/> Other (specify):		
Use the categories below to show in detail how grant funds will be disbursed.		
Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)		
Billboard(s)		
Brochure	500.00	500.00
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper		
Radio	1500.00	1500.00
Television	3500.00	3500.00
Other (specify)		
Internet/Website		
Social Media	1000.00	1000.00
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
Other		
Explain in detail		
Grant Budget - Sponsorship		
Are you requesting project/event sponsorship? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Explain in detail how grant funds will be utilized (in accordance with the FCTA grant guidelines, use additional sheets as needed):		
Grant funds will be used to advertise the project in the Fernley community via brochures, social media, radio and TV.		

Economic Impact						
Estimated number of visitors	150	What percentage are:	Local* 100	%	In State	% Out of State %
Estimated number of participants	150	What percentage are:	Local* 100	%	In State	% Out of State %
Explain in detail how attendance/participation will be measured: The attendance and participation will be measured based on ticket sales.						
Estimate number nights spent in Fernley because of this project/event: 1						
Explain how overnight stays will be measured: Room block promotions with local hotels.						
If applicable, number of previous visitors/participants for same or similar project/event:		What percentages were:	Local*	%	In State	% Out of State %
Describe method(s) used to measure previous attendance: This will be our first event in the Fernley community.						
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years:						
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed: It is our intention to bring residents of the greater Reno area to the Fernley community with this event. It is our hope that visitors will patronize local restaurants, shops, and hotels while in the area for this event.						
Does the actual project/event create media exposure for Fernley: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No						
If yes, what percentages are: Local* 100 % In State % Out of State %						
Estimated number of people that will be exposed to the promotion of this project/event:	100K	What percentages are:	Local 100	%	In State	% Out of State %
Describe the type of anticipated media exposure: Based on radio, social media, TV advertising, email campaign, and print media we believe that the estimated media exposure will be 100,000 - 150,000 individuals.						
<i>*Local is defined as being within a 60-mile radius of Fernley</i>						

Project/Event Summary

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

The project will bring a new family event to the town of Fernley. Both residents of Fernley and the greater Northern Nevada community will have the opportunity to patronize local Fernley businesses before and after the event. In addition, there will be local vendors participating at the event.

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

The grant funds will assist The Altruistic American in informing the Northern Nevada community of our upcoming event via social media, radio, print media, and TV advertising. The funds will help in making the event a success by benefiting the Fernley community socially and economically.

Justification

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

We are a local non-profit organization committed to making a positive impact in Northern Nevada by fighting the stigma associated with ill mental health and seeking treatment for it. To date, all of our fundraising events have been held in the Reno/Sparks area. We have numerous business associates and friends in Fernley that have suggested the community would be receptive to this type of family event. Introducing this event will not only bring the community together in a social setting, it will also offer visitors the opportunity to explore the area and invest in the local economy. Our intent is to grow this from inception to an annual event that will bring visitors to Fernley from other areas of Nevada, as well as California. Grant funding for advertising is the key to making this a successful event. Thank you for your consideration.

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1 through June 30, and July 1 – December 31. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January – June funds must be requested by July 31. July through December funds must be requested by January 31. If funds are not requested, they will be forfeited and the Board may reallocate them to another Grantee through the Grant application and award process in the next Grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fund-able expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

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

Applicant Chris Battenberg Date: 11/30/2023

Board Decision: _____

Amount Awarded: _____



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

THE ALTRUISTIC AMERICAN
7340 PAH RAH DR
SPARKS, NV 89436

Date:
02/24/2022
Employer ID number:
86-2104537
Person to contact:
Name: Rodney Joash
ID number: 62026
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:
February 16, 2021
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053761002611

Dear Applicant:

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

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

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

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

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

Sincerely,

Stephen A. Martin

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

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

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

Project/Event Information		
Project Title: ACES Board Project; Fernley Comedy Night; Ladies Night; Music, Murals, and Margaritas Event		
Name of Organization/Company: Fernley ACES (Art and Culture Event Squad)		
Mailing Address: 40 N. Center St.		
City: Fernley	State: Nevada	Zip Code: 89408
Telephone: 775-200-8618	Email: danamuhlhorn@yahoo.com; FernleyACES@gmail.com	
Year Organization/Company Started: 2019	Tax ID#: 83-3848812	
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Dana Uhlhorn		
Title: President	Telephone: 775-200-8618	Email: danamuhlhorn@yahoo.com
Project/Event Details		
Date of Event: February 15th	Date Work Will Begin: Varies per Event	Date Work Will Conclude: Varies per Event
Project/Event Location: Fernley Art Center; N. Center St, (M,M,&M Event), various locations around town (murals)		
Project/Event Overview		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):		
<p>ACES Board Project: We have done this project numerous times over the years, this year we are trying to gain traction with some other Art Groups to be able to have a traveling art show throughout various locations in the city. Our Board Project participants would be one display, which would rotate out at City Hall, the Library, the Senior Center, and possibly other public facilities, with other groups' art also rotating at these venues, for viewing by the public.</p> <p>Comedy Night: Now an established Fernley tradition! Comics love to come out and perform at our events, and the response has been great. Looking to expand our audience range this next time with better advertising.</p> <p>Ladies Night: This event has also become a Fernley favorite, with larger attendances each time. Thinking about changing some of the event to include salsa or similar dance classes. Again with more advertising we are looking for a larger crowd.</p> <p>Music, Murals, and Margaritas: This has become our biggest event, and is rapidly becoming a signature event for Fernley. We see this event eventually drawing crowds from hundreds of miles away, even after the event is over, the art stays available to view for the future, so people can enjoy it year round. This year the event will have an even larger music, and festival type component which we believe will get people to plan their entire day around the event, and include a stay at a local hotel. As this event grows, we believe it will become a weekend long event, prompting people to stay for more than one day.</p>		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please list date of award and award amount: Date: 1st Round 2023 Amount: 6600.00		
If previously funded: How many visitors attended? 3500 How many vendors attended? 45		

Project/Event Budget

Total Budget Amount: \$59,250

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

Hard Costs:

Materials Needed:	\$15,500
Lodging for artists:	\$4,000
Musical Acts, and Entertainers:	\$6,000
Food and Drink:	\$2,750
Sound and Lighting Technician:	\$1,500
Stage w/Lights and Sound:	\$5,000
Equipment Rental:	\$2,000
Portable Toilets:	\$500
Advertising:	
Print Media:	\$3,500
Social Media (includes Spectrum):	\$5,000
Radio Advertising:	\$10,500
Website Enhancement:	\$3,000

Total: \$59,250

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

Boards sold for Board Project:	\$1,000
Tickets for Ladies Night:	\$2,500
Tickets for Comedy Night:	\$2,500
Building Owner's Contributions to M,M,&M:	\$5,000
Vendor Space Sold at M,M,&M:	\$1,750
Food and Drink Sales:	\$3,500
Materials Donated for M,M,&M:	\$2,500
Sponsorships for M,M,&M:	\$10,000
Fernley ACES Cash on Hand	\$15,500
FCTA Grant Request	\$15,000

Total: \$59,250

Fernley Convention and Tourism Authority Grant Request

Amount Requesting: \$ 15,000

Amount of Matching Funds: \$ 0

Will you accept less funding than requested: Yes No

Grant Budget - Advertising		
Will requested funds be used for advertising?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
If Yes, please designate what you will be advertising: <input type="checkbox"/> Resources in Fernley <input checked="" type="checkbox"/> Accommodations in Fernley		
<input checked="" type="checkbox"/> Special Events (s) in Fernley <input type="checkbox"/> Other (specify):		
Use the categories below to show in detail how grant funds will be disbursed.		
Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)	\$2,000	\$3,500
Billboard(s)		
Brochure	\$750	\$750
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper		
Radio	\$7,500	\$10,500
Television		
Other (specify)		
Internet/Website		
Social Media	\$3,500	\$5,000
Website Development	\$2,000	\$3,000
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
Other		
Explain in detail FCTA Grant funds will be used primarily for advertising to promote our events. We are also updating our website to be more user friendly.		
Grant Budget - Sponsorship		
Are you requesting project/event sponsorship? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Explain in detail how grant funds will be utilized (in accordance with the FCTA grant guidelines, use additional sheets as needed):		
FCTA Grant funds will be used primarily to promote our events and the city of Fernley. We will use some of the money to enhance our website and make it more user friendly. We have also been working with our website designer to get an interactive calendar up on the website that shows our upcoming events, and scheduled events for the Fernley Art Center.		

Economic Impact								
Estimated number of visitors	5,000	What percentage are:	Local* 85	%	In State 10	%	Out of State 5	%
Estimated number of participants	225	What percentage are:	Local* 75	%	In State 15	%	Out of State 10	%
Explain in detail how attendance/participation will be measured:								
Board Project: Board sales and crowd estimate for final event								
Ladies Night: Ticket Sales								
Comedy Night: Ticket Sales								
Music, Murals and Margaritas: Crowd estimates taken throughout the event								
Estimate number nights spent in Fernley because of this project/event:								
Explain how overnight stays will be measured:								
We have talked with the local hotels in the past and asked them to set up a special rate for our events, along with keeping track of how many guests requested it. Unfortunately that hasn't happened, maybe we can get some assistance from the city in reaching the right people to get this set up.								
If applicable, number of previous visitors/participants for same or similar project/event:	3,000	What percentages were:	Local* 90	%	In State 5	%	Out of State 5	%
Describe method(s) used to measure previous attendance:								
Ticket sales and crowd estimates								
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years:								
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:								
Board Project: No real impact								
Ladies Night: An evening event, attendees possibly dining within the city, and possibly staying in a local hotel afterwards.								
Comedy Night: Evening event, leading to possibly dining within the city, and staying in a local hotel.								
Music, Murals, and Margaritas: This event will draw a large crowd that will potentially stay in the city all day, dining, shopping, and coming back in the evening for the music. This will lead to many of them staying in local hotels.								
Does the actual project/event create media exposure for Fernley: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No								
If yes, what percentages are:	Local* 50	%	In State 40	%	Out of State 10	%		
Estimated number of people that will be exposed to the promotion of this project/event:	150,000	What percentages are:	Local 50	%	In State 40	%	Out of State 10	%
Describe the type of anticipated media exposure:								
We will be advertising in the greater Reno/Sparks area, which includes portions of California. Our Social Media advertising is on some sites that actually have a worldwide audience. We obviously don't expect people to travel here from say, Australia, to attend one of our events, but it may put Fernley on their map for a future visit.								
*Local is defined as being within a 60-mile radius of Fernley								

Project/Event Summary

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

Some of our events, (Ladies Night, Comedy Night), provide local entertainment for residents that they would normally have to travel outside of the city of Fernley to attend. Some of our events, like the Board Project, are available for viewing on an extended basis throughout the city, and become an item of interest for travelers and local residents alike. The Music, Murals, and Margaritas event draws a huge crowd, and really showcases the City of Fernley in a good light. This year we are a little, (a lot?!), more organized, and will be sending out press releases to all of the local media providers prior to the event, and speaking with them in advance to see if we can get some local stations and papers to cover the event. It goes without saying that the murals are available for viewing year round, and enhance the beauty of the city, making it a more enjoyable place to live.

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

By receiving the funding from the FCTA, we will expand the amount of advertising we are able to do, as well as provide a website that will make it easier for people to get the correct information about the events. The Fernley ACES recognition is growing, and more people in our local community are aware of what we do, we would like to expand this awareness to the Reno/Sparks area, and beyond. If we were not to receive the FCTA funding, our events will still happen, but our advertising budget will be much smaller, and we would expect a much smaller attendance. Eventually without this funding the events might fail completely, and we would have to stop putting them on.

Justification

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

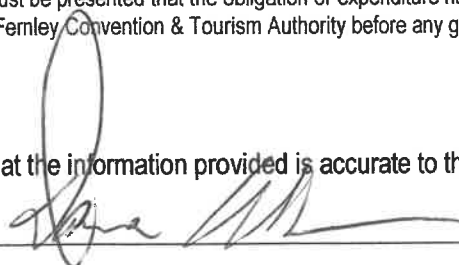
We are not sure what other events we will be competing with, but the Fernley ACES strives to provide a variety of events, that can be appreciated by all members of the city, or guests within it. These events, (with the exception of Ladies Night, and Comedy Night), are all ages events, and can be attended by anyone. Our events appeal to a wide spectrum of the population, therefore promoting a greater attendance, and more visitors to the city.

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1 through June 30, and July 1 – December 31. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January – June funds must be requested by July 31. July through December funds must be requested by January 31. If funds are not requested, they will be forfeited and the Board may reallocate them to another Grantee through the Grant application and award process in the next Grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fund-able expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

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

Applicant



Date:

11/29/23

Board Decision: _____

Amount Awarded: _____

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

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

Project/Event Information		
Project Title: Fernley Jr High and High School Rodeo		
Name of Organization/Company: Fernley Jr High and High School Rodeo Club		
Mailing Address: PO Box 1804		
City: Fernley	State: NV	Zip Code: 89408
Telephone: 775-575-9898	Email: monica_randolph@yahoo.com	
Year Organization/Company Started: 1980 or before	Tax ID#: 27-3464564	
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Monica Randolph		
Title: Director	Telephone: 775-575-9898	Email: monica_randolph@yahoo.com
Project/Event Details		
Date of Event: 03/15-03/17/2024	Date Work Will Begin: 11/30/2023	Date Work Will Conclude: 03/18/2024
Project/Event Location: Fernley Fairgrounds - Out of Town Park		
Project/Event Overview		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):		
<p>Our regular Season begins in August and ends in June each year. We will be hosting our Jr High and High School Rodeo in March of 2024. This event will host contestants from all over the State of Nevada who will be competing over a period of three days. Fernley's rodeo is one of the largest due to our location and the awesome rodeo we put on. Contestants will be traveling from Eureka, Battle Mountain, Pahrump, Wells, Las Vegas, Elko, Winnemucca, Alamo, Ely, the Reno area and others. Our rodeo contestants and their families will stay in our hotels, eat in our local restaurants, shop in our stores and fuel in our stations during our event. Our short-term goal is to always have the funds to cover our livestock and prize expenses for our upcoming rodeo. Our long-term goal is to be able to fund a quality event which is self-sustaining.</p>		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please list date of award and award amount: Date: 12/2022 Amount: \$10,400		
If previously funded: How many visitors attended? 530 How many vendors attended? 4		

Project/Event Budget	
Total Budget Amount:	\$39,455
Expenses: Itemize all expenses <u>including</u> items on which grant monies will be expended.	
Stock \$11,000 (FCTA if granted) Buckles \$5,000 (FCTA if granted) Fernley Team Shirts \$500 (FCTA if granted) Printing Programs and Banners \$1250 (FCTA if granted) Supplies \$600 (FCTA if granted) Sound System \$400 (FCTA if granted) Announcer \$350 (FCTA if granted) Cutting and Reining \$1250 Food/Volunteers \$950 Payout \$8,000 Insurance \$1500 City Fee \$1270 State Fees \$ 6400 USPS \$85 Trash/Sanitation \$400 Fernley Rodeo Team Pics/Thank Yous \$500	
Total:	\$39,455
Revenue: Itemize all revenues <u>including</u> requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	
Sponsors \$5,165 FCTA Grant \$10,000 Entry Fees \$24,290	
Total:	\$39,455
Fernley Convention and Tourism Authority Grant Request	
Amount Requesting: \$ 10,000	Amount of Matching Funds: \$
Will you accept less funding than requested: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	

Grant Budget - Advertising		
Will requested funds be used for advertising? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
If Yes, please designate what you will be advertising: <input type="checkbox"/> Resources in Fernley <input type="checkbox"/> Accommodations in Fernley <input type="checkbox"/> Special Events (s) in Fernley <input type="checkbox"/> Other (specify):		
Use the categories below to show in detail how grant funds will be disbursed.		
Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)	Programs and Banners \$1250	1250.00
Billboard(s)		
Brochure		
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper		
Radio		
Television		
Other (specify)		
Internet/Website		
Social Media		
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
Other		
Explain in detail Printing Programs and Banners \$1250		
Grant Budget - Sponsorship		
Are you requesting project/event sponsorship? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Explain in detail how grant funds will be utilized (in accordance with the FCTA grant guidelines, use additional sheets as needed):		
<p>Grant Funds will be used for Advertising and the Production of the Event. The main expense of the Rodeo will be the cost of the livestock. Next is the prizes. The Winners of each rodeo event will receive a trophy belt buckle. These buckles will be engraved with Fernley Junior High School Rodeo and Fernley High School Rodeo . Also, Fernley team shirts are worn by our contestants. Banners will be made and hung with sponsor logos. We will also print a quality program filled with pages of those sponsoring our rodeo as advertisements to distribute at the rodeo including Funded in part by the City of Fernley Convention & Tourism Authority for any grant awarded.</p>		

Economic Impact								
Estimated number of visitors	550	What percentage are:	Local* 10	%	In State 85	%	Out of State 5	%
Estimated number of participants	220	What percentage are:	Local* 10	%	In State 85	%	Out of State 5	%
Explain in detail how attendance/participation will be measured:								
Attendance is measured by review of the entry forms								
Estimate number nights spent in Fernley because of this project/event: 3								
Explain how overnight stays will be measured:								
In advance of our event, the team members contact local hotels/motels to let them know of our upcoming event. We do this to help direct our visitors and learn of any date conflicts. So far, at least one of these businesses agrees to be a host hotel where they are advertised as such. The hotels usually offer a small discount for guests mentioning they are here for the Rodeo. Then the team surveys the hotel(s) for their success during our event. We also review our entries.								
If applicable, number of previous visitors/participants for same or similar project/event: 530		What percentages were: Local* 10 % In State 85 % Out of State 5 %						
Describe method(s) used to measure previous attendance:								
We measure previous attendance by review of entry forms								
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years: 20								
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:								
Fernley will be impacted by the number of people traveling with and attending the Rodeo who will purchase food, goods, fuel, services and stay in our hotels while here for the 3-day event.								
Does the actual project/event create media exposure for Fernley: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No								
If yes, what percentages are: Local* 85 % In State 15 % Out of State %								
Estimated number of people that will be exposed to the promotion of this project/event: 1000		What percentages are: Local 85 % In State 15 % Out of State %						
Describe the type of anticipated media exposure:								
We have print exposure from Sponsor ads, banners and posters. Our Sponsors are announced during the Rodeo. We advertise on social media and our Facebook Page. Our Sponsors advertise on their social media and signage.								
*Local is defined as being within a 60-mile radius of Fernley								

Project/Event Summary

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

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

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

Receiving this grant will help defer some of the costs of the rodeo. The cost to produce this event is estimated to be over \$39,000. Our members raise a large portion of that money by working with local businesses. Due to the uncertainty of any inflation and economic concerns and really the world situation as a whole, the support our small businesses will be able to give may be impacted. The funds provided by the FCTA will help with the livestock costs, prize costs and production of the program. It is our goal to host a successful rodeo each year. Your support is greatly appreciated by our members.

Justification

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

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

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1 through June 30, and July 1 – December 31. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January – June funds must be requested by July 31. July through December funds must be requested by January 31. If funds are not requested, they will be forfeited and the Board may reallocate them to another Grantee through the Grant application and award process in the next Grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fund-able expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

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

Applicant



Date:

11/30/2023

Board Decision: _____

Amount Awarded: _____



Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0752861031
Oct. 10, 2018 LTR 4168C 0
27-3464564 000000 00
00018359
BODC: TE

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



013755

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

Dear Taxpayer:

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

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

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

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

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

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

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

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

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

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

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

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

Thank you for your cooperation.

Sincerely yours,



Teri M. Johnson
Operations Manager, AM Ops. 3

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

Project/Event Information		
Project Title: Celebrating Success		
Name of Organization/Company: Fernley Chamber of Commerce		
Mailing Address: 70 N. West Street		
City: Fernley	State: NV	Zip Code: 89408
Telephone: 775-575-4459	Email: shannon@electricsunnv.com or info@fernleychamber.org	
Year Organization/Company Started: 1965	Tax ID#: 88-0173860	
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Shannon Ceresola		
Title: Director	Telephone: 775-240-4785	Email: shannon2electricsunnv.com
Project/Event Details		
Date of Event: 3/16/24 & 6/22/24	Date Work Will Begin: Jan. 1, 2024	Date Work Will Conclude: July 31, 2024
Project/Event Location: Corkscrew Land & Cattle Co and The Ranch at Desert Lakes Golf		
Project/Event Overview		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):		
<p>The Chamber of Commerce organizes two events within this grant cycle. First we take the opportunity to celebrate our community's success by hosting the Celebrate Success Gala which recognizes our top small and big business, Non-profit organization and Steward of the Community winners that have achieved success throughout our community and provided a better landscape for our City. The Chamber also organizes a golf tournament which allows for a City of Fernley and a Chamber team to compete for the bragging rights of the Mayor's Cup. Both of these events raise funds for our Fernley High School Scholarship program that allows multiple \$1,000 scholarships to be awarded to Fernley graduates that are planning on attending a higher education or trade school. These events are organized to promote community growth, develop future business leaders and stewards of our community, as well as highlight and promote the use of local businesses while encouraging and bringing outside tourists and community representatives to visit our city and experience Fernley's ever growing commerce and community resources.</p> <p>The Chamber is working on new small business spotlights and will host bi-monthly radio segments and is working to establish a "shop small local business" gift card program with the newly organized Main Street program. We also would like to sponsor a bill board in collaboration with the Main Street Program to promote the "shop small local businesses" and visit our Main Street. These two projects would promote freeway travelers to stop and shop our local streets. We will also publish our Chamber Business Directory which is provided to every new Fernley homeowner and by request.</p>		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please list date of award and award amount: Date: 6/20/2022 Amount: \$4450.51		
If previously funded: How many visitors attended? 450 How many vendors attended? 5		

Project/Event Budget	
Total Budget Amount:	53,200.00
Expenses: Itemize all expenses <u>including</u> items on which grant monies will be expended.	
Catered Dinner for gala - \$27,055 / table chairs & linen rentals - \$1,000 = \$28,155 Band and PA Systems for gala and golf tournament \$2,300 Golf Cart Rentals and green fees \$8,100 Advertising radio gala \$1000 Advertising radio golf tournament \$1000 Porta Potty gala \$2,500 Porta Potty golf \$2,500 Advertisement - printing for gala \$800 Advertising - printing for golf tournament \$800 Internet and website for 6 months \$700 Survey Monkey Subscription for 6 months - \$195 Awards for gala \$500 Awards for golf tournament \$500 Printing for Chamber of Commerce Business Directory \$2,500 Printing of Chamber of Commerce static window clings for yearly members - \$800 Printing of promotional items for golf tournament participant bags, relocation packages and event giveaways \$950	
Total:	53,200
Revenue: Itemize all revenues <u>including</u> requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	
Ticket sales for gala - including table sales \$20,000 Player fees for golf \$10,000 Sponsorships for golf \$5,700 FCTA Grant money \$5,000 Raffle proceeds gala \$8,000 Raffle proceeds golf \$4,500	
Total:	53,200
Fernley Convention and Tourism Authority Grant Request	
Amount Requesting: \$ 5,000	Amount of Matching Funds: \$ 5,000
Will you accept less funding than requested: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	

Grant Budget - Advertising		
Will requested funds be used for advertising? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
If Yes, please designate what you will be advertising: <input checked="" type="checkbox"/> Resources in Fernley <input checked="" type="checkbox"/> Accommodations in Fernley <input checked="" type="checkbox"/> Special Events (s) in Fernley <input type="checkbox"/> Other (specify):		
Use the categories below to show in detail how grant funds will be disbursed.		
Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)	800	1500
Billboard(s)	2100	4500
Brochure	100	500
Design, Production & Development Fees	500	1000
Direct/Bulk mail for promotion of visitor awareness		
Magazine		3500
Newspaper		
Radio	800	2000
Television		
Other (specify)		
Internet/Website		
Social Media		
Website Development		
Website Hosting Fees	350	1000
Website Maintenance		400
Website Redesign	350	400
Other (specify)		
Other		
Explain in detail		
Grant Budget - Sponsorship		
Are you requesting project/event sponsorship? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Explain in detail how grant funds will be utilized (in accordance with the FCTA grant guidelines, use additional sheets as needed):		
<p>We print 2500 business directories that are provided throughout the City for free and sent to every new homeowner. They are provided for free to visitors coming to the Chamber office, We will utilize the funds to create radio and social media for the gala, golf tournament and any other event we host between January-July 2024. We are working to utilize a billboard campaign with Main Street America to advertise our main street corridor and events. Funds will be utilized for the production of awards provided to the gala program and golf winners. Advertising funds will be utilized to foster our Community Calendar providing a one stop location to find community events. We also utilize funds to print the stamp and informational handouts for Fernley for our Highway 50 travel program.</p>		

Economic Impact										
Estimated number of visitors	450	What percentage are:	Local*	80	%	In State	95 %	Out of State	5 %	
Estimated number of participants		What percentage are:	Local*		%	In State		Out of State		
Explain in detail how attendance/participation will be measured:										
We have participants fill out a survey monkey providing us feedback on the time, funds and experience of the events they attended. We also pull analytical data from our website reporting.										
Estimate number nights spent in Fernley because of this project/event: 2										
Explain how overnight stays will be measured:										
It is typical that invitees stay the night of the gala and we have had golfers from out of town stay for our event. We utilize electronic surveys as well as polls conducted via email and in our regular weekly meetings to receive feedback of the events and the tourism it provides.										
If applicable, number of previous visitors/participants for same or similar project/event:		What percentages were:	Local*	80	%	In State	99	%	Out of State	1 %
Describe method(s) used to measure previous attendance:										
Survey information is sent to all attendees, sponsors and participants. We can also pull analytical data from our website traffic reporting.										
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years: 25										
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:										
Our golf tournament is growing and we have extended our invite to other organizations in Washoe, Lyon and Churchill County. Approximately 28% of our golf participants reside outside of the City of Fernley. This was approximately a 10% increase from the previous two tournaments that we have tracked. The gala event also brings in a catering staff of 35, which now operates a commercial venue in Fernley and approximately 20% of the attendees reside outside of Fernley.										
Does the actual project/event create media exposure for Fernley: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No										
If yes, what percentages are:	Local*	85	%	In State	100	%	Out of State	0	%	
Estimated number of people that will be exposed to the promotion of this project/event:	450	What percentages are:	Local	80	%	In State	95	%	Out of State	5 %
Describe the type of anticipated media exposure:										
We advertise on our local radio station and we are looking to increase our radio sponsorship for the golf tournament to Washoe and Churchill County stations. The business directory has been shipped to over 14 states in the past calendar year and our website hosts over 4,000 yearly visitors and this number grows as we create new media content and update the website and platform.										
*Local is defined as being within a 60-mile radius of Fernley										

Project/Event Summary

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

The Chamber events bring in individuals and business from other towns and cities which promotes and increases Fernley's tourism. The Chamber promotes all local business and community hosted events, helping to increase tourism for other non-chamber events being held. The gala and golf tournament utilizes local business and Chamber members as vendors to facilitate our programs. The Chamber events also provide scholarship programs and work with industrial partners outside of the Fernley limits to promote educating our local work force and students.

Implementing the billboard program would provide a new dimension to Fernley's commerce and pull highway travelers off the road and into our community. A Nielson study provided the following information on billboard advertising.

(<https://www.lamar.com/howtoadvertise/Research/2019-Nielsen-Outdoor-Advertising-Study>)

- * 66% of smartphone users took some type of action on their device after seeing an outdoor ad
- * More than 40% searched for a brand online after seeing an outdoor ad
- * 20% of those who saw a directional outdoor ad immediately visited the advertised business
- *74% who visited a business after seen a directional outdoor ad made a purchase
- *Adults ages 16 – 34 is the demographic most engaged with outdoor advertising

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

The grant funds will allow us to create, design and implement the billboard program, advertise and grow our two major community events and continue to sponsor the local high school with our scholarship program and maintain our full-time office manager position that fields daily visitors and phone calls.

Justification

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

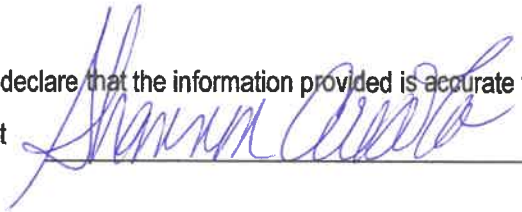
The Chamber of Commerce works diligently to help existing businesses and works with the federal, state and local agencies to develop new businesses. The group is working to promote the success of Fernley as a whole and our small businesses that are the heart and soul of our community. Rather it is brick and mortar, on line, home or food trucks, small business are a majority of our employers in the community and they are the bedrock for private funding for local social, educational and entertainment projects throughout the year. Our organization promotes all businesses small or large, non-profit organizations and community events.

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1 through June 30, and July 1 – December 31. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January – June funds must be requested by July 31. July through December funds must be requested by January 31. If funds are not requested, they will be forfeited and the Board may reallocate them to another Grantee through the Grant application and award process in the next Grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fund-able expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

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

Applicant



Date:

11/29/13

Board Decision: _____

Amount Awarded: _____



Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248162362
Nov. 27, 2009 LTR 4168C EO
88-0173860 000000 00
00014026
BODC: TE

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



3878

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

Dear Taxpayer:

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

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

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

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

Sincerely yours,

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

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

Project/Event Information		
Project Title: Boys & Girls Club of Fernley Annual Fundraiser		
Name of Organization/Company: Boys & Girls Club of Truckee Meadows		
Mailing Address: 2680 East 9th Street		
City: Reno	State: Nevada	Zip Code: 89512
Telephone: 775-331-5437	Email: jrowe@bgctm.org	
Year Organization/Company Started: 1976	Tax ID#: 88-0142068	
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Julie Rowe		
Title: COO	Telephone: 775-360-2446	Email: jrowe@bgctm.org
Project/Event Details		
Date of Event: 4/27/24	Date Work Will Begin: 2/1/24	Date Work Will Conclude: 4/28/24
Project/Event Location: Community Art Center , McHoppers OR the BGC Fernley Teen Center -TBD		
Project/Event Overview		
<p>Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):</p> <p>This will be the first-ever non-member fundraiser for the Boys & Girls Club of Fernley, and it is imperative that we make this first year, unforgettable as we hope not only sustain but to grow year after year- making it a signature Fernley event - with broad appeal. While we are still exploring venues, the ultimate goal will be to host this event in the new Fernley Community Center.</p> <p>Our objective is to raise money and awareness for the Club in order to continue to serve as many youths and teens in the Fernley community as possible. Raising money can be fun and can simultaneously benefit the local economy. Our event will combine good food, great drinks, and live entertainment - plus, we will host an auction filled with desirable experiences and goods.</p> <p>The Boys & Girls Club of Truckee Meadows successfully executes four signature events in Reno each year; we have the expertise and strong planning skills to host a perfect event. That, paired with our newly formed Fernley Board of Directors' lifetime knowledge of what the Fernley community wants and needs is the ideal recipe for a remarkable event.</p> <p>If this event is poorly marketed or poorly executed, we will lose the community's and visitors' faith and support- we have ONE SHOT to get this right.</p>		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
If yes, please list date of award and award amount: Date: Amount:		
If previously funded: How many visitors attended?		How many vendors attended?

Project/Event Budget	
Total Budget Amount:	
Expenses: Itemize all expenses <u>including</u> items on which grant monies will be expended.	
Band Booking Fee: \$2,000 Audio and Lighting Equipment Rental/Transport: \$1,600 Audio Engineer and Production Labor: \$1,000 Alcohol: \$1,000 Food: \$3,000 Decor: \$400 Marketing (100% Grant Request) Social Media Advertisement: \$700 Email 20K + Contacts : Free (BGC List) Press Kit & Possible on-air news interviews: \$0 Reno + Fernley Radio Advertisement: \$1,300 Flyer/Brochure Print for local businesses: \$500 Fernley Reporter Newspaper Advertisement: \$500 Design, Promotion, & Development: \$1,200 Banners: \$800 Website Development/Hosting/Ticketing: \$1,500	
Total:	\$15,500
Revenue: Itemize all revenues <u>including</u> requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	
Ticket Sales: \$9,000 FCTA Request: \$6,500	
Total:	15,500
Fernley Convention and Tourism Authority Grant Request	
Amount Requesting: \$ 6,500	Amount of Matching Funds: \$ 9,000
Will you accept less funding than requested: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	

Grant Budget - Advertising		
Will requested funds be used for advertising? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
If Yes, please designate what you will be advertising: <input checked="" type="checkbox"/> Resources in Fernley <input checked="" type="checkbox"/> Accommodations in Fernley <input checked="" type="checkbox"/> Special Events (s) in Fernley <input type="checkbox"/> Other (specify):		
Use the categories below to show in detail how grant funds will be disbursed.		
Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)	\$800	\$800
Billboard(s)		
Brochure	\$500	\$500
Design, Production & Development Fees	\$1,200	\$1,200
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper	\$500	\$500
Radio	\$1,300	\$1,300
Television		
Other (specify)		
Internet/Website		
Social Media	\$700	\$700
Website Development	\$1,500	\$1,500
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
Other		
Explain in detail We will use a ticketing platform called Greater Giving.		
Grant Budget - Sponsorship		
Are you requesting project/event sponsorship? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Explain in detail how grant funds will be utilized (in accordance with the FCTA grant guidelines, use additional sheets as needed):		
<p>FCTA Grant funds are critical to properly advertise for the event. Advertising + Website = \$6,500</p> <p>City of Fernley and Fernley Convention & Tourism Authority will be recognized as a key sponsor for the event and will be included on all printed materials.</p>		

Economic Impact											
Estimated number of visitors	200	What percentage are:	Local*	90	%	In State	95	%	Out of State	5	%
Estimated number of participants	150	What percentage are:	Local*	90	%	In State	85	%	Out of State	5	%
Explain in detail how attendance/participation will be measured:											
We will measure attendance and participation strictly by the number of tickets purchased.											
Estimate number nights spent in Fernley because of this project/event: Three											
Explain how overnight stays will be measured:											
We will solicit local hotels to partner with and promote room block/discount rates for concert attendees. After the event closes, We will request a full report from all hotels.											
If applicable, number of previous visitors/participants for same or similar project/event: N/A			What percentages were:								
			Local*	n/a	%	In State	n/a	%	Out of State	n/a	%
Describe method(s) used to measure previous attendance:											
n/a											
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years: n/a											
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:											
We will involve local businesses/vendors in the sponsorship, hosting, possible catering, alcohol purchase and auction items. Additionally, providing residents with fun and unique out-of-home activities brings patrons to storefronts.											
Does the actual project/event create media exposure for Fernley: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No											
If yes, what percentages are:											
			Local*	75	%	In State	80	%	Out of State	20	%
Estimated number of people that will be exposed to the promotion of this project/event: 18,000			What percentages are:								
			Local	75	%	In State	80	%	Out of State	20	%
Describe the type of anticipated media exposure:											
We will use our marketing and PR expertise to extend our media exposure through traditional and non-traditional channels, resulting in an effective integrated marketing campaign. The plan will also include paid and earned media (press release + media relations)											
*Local is defined as being within a 60-mile radius of Fernley											

Project/Event Summary

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

A first-class event benefits local residents by allowing them to showcase the amenities and offerings of the City of Fernley, while also increasing community engagement, pride, and morale.

Visitors exposed to this great city will channel their positive experience into word-of-mouth testimonials and repeat visits.

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

Grant funding will ensure we have enough resources to advertise and communicate the inaugural event. Marketing will be critical to raising awareness as it requires new participant buy-in.

While we will focus on local vendors for the venue, food, auction, and alcohol, we believe the best way to solidify tourism from surrounding areas, such as Reno, will be to bring in a beloved band from that area- resulting in their fan following visiting Fernley for this epic event.

Much care and thought will be put into selecting a band that will appeal to Fernely residents, Reno, and surrounding visitors.

We hope to grow and host the event in the future City-owned Community Response & Resource Center, which will function as the new Fernley home for our Boys & Girls Club.

Justification

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

The Boys & Girls Club of Truckee Meadows (Fernley) is northern Nevada's leading nonprofit youth services agency. Our mission is to enhance the quality of life for children ages 0 to 18 in Nevada through affordable after-school, summer, and school break programming and services. The Club is committed to creating healthy children, in body and mind, with a sense of competence, usefulness, responsibility, belonging, and influence through diverse programs and community involvement. We seek revenue streams outside membership fees to keep our costs low for families. Grant funding for this event will help us garner revenue from a new source, ultimately improving and sustaining our presence in the lives of Fernley youth.

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1 through June 30, and July 1 – December 31. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January – June funds must be requested by July 31. July through December funds must be requested by January 31. If funds are not requested, they will be forfeited and the Board may reallocate them to another Grantee through the Grant application and award process in the next Grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fund-able expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

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

Applicant

Julie Rowe

Date:

11.30.23

Board Decision: _____

Amount Awarded: _____

Internal Revenue Service

Date: July 5, 2006

BOYS AND GIRLS CLUB OF TRUCKEE
MEADOWS
2680 E 9TH ST
RENO NV 89512-3231

Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201

Person to Contact:

Judy Simonson 31-04016
Correspondence Specialist/Screeners

Toll Free Telephone Number:
877-829-5500

Federal Identification Number:
88-0142068

Dear Sir or Madam:

This is in response to your request of July 5, 2006, regarding your organization's tax-exempt status.

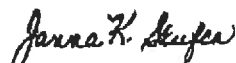
In January 1977 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

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

Sincerely,



Janna K. Skufca, Director, TE/GE
Customer Account Services

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

Project/Event Information		
Project Title: 2nd Annual Easter Egg Hunt		
Name of Organization/Company: Biggest Little Radio		
Mailing Address: 25 E. Main St. #7		
City: Fernley	State: NV	Zip Code: 89408
Telephone: 7754041115	Email: biggestlittleradio@gmail.com	
Year Organization/Company Started: 2016	Tax ID#: 80-0979165	
Status: Please select one <input type="checkbox"/> Non-Profit* <input checked="" type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Jay Rodriguez		
Title: Coordinator	Telephone: 7758462537	Email: biggestlittleradio@gmail.com
Project/Event Details		
Date of Event: 3/30/24	Date Work Will Begin: 3/30/24	Date Work Will Conclude: 3/30/24
Project/Event Location: Out of Town Park		
Project/Event Overview		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed): Community Wide Easter Egg Hunt. In 2023 about 1,000+ people attended with parents and children, and we distributed 15,000 candy filled easter eggs. There's music by a DJ, vendors, a bounce house, face painting, and more. Plus, free photos with the Easter Bunny.		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
If yes, please list date of award and award amount: Date: Amount:		
If previously funded: How many visitors attended?		How many vendors attended?

Project/Event Budget	
Total Budget Amount:	5600.00
Expenses: Itemize all expenses <u>including</u> items on which grant monies will be expended.	
Advertising-Radio: \$2000.00	
Advertising-Digital/Social Media: \$1500.00	
Advertising-Print: \$250.00	
Portable Potty's (Rental): \$600.00	
Sound Equipment Rental: \$1250.00	
Park Fee: \$150 (Asking City to Sponsor the Park Fee)	
Total:	
5600.00	
Revenue: Itemize all revenues <u>including</u> requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	
\$2800.00 Grant Fund - <i>FCTA</i>	
\$1800.00 Corporate Sponsors	
\$500 Vendor Fees	
\$500 Donations	
Total:	
5600.00	
Fernley Convention and Tourism Authority Grant Request	
Amount Requesting: \$ 2800.00	Amount of Matching Funds: \$ 2800.00
Will you accept less funding than requested: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	

Grant Budget - Advertising		
Will requested funds be used for advertising? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
If Yes, please designate what you will be advertising: <input type="checkbox"/> Resources in Fernley <input type="checkbox"/> Accommodations in Fernley <input checked="" type="checkbox"/> Special Events (s) in Fernley <input type="checkbox"/> Other (specify):		
Use the categories below to show in detail how grant funds will be disbursed.		
Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)		250.00
Billboard(s)		
Brochure		
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper		
Radio		2000.00
Television		
Other (specify)		
Internet/Website		
Social Media		1500.00
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		Porta Potty & Sound Rental
Other		1850.00
Explain in detail		
Grant Budget - Sponsorship		
Are you requesting project/event sponsorship? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Explain in detail how grant funds will be utilized (in accordance with the FCTA grant guidelines, use additional sheets as needed): We are asking for additional sponsorship from the City for the Park Fee of \$150. We will be using the Gazebo area and the far east field, north west of the Gazebo. FCTA will be included in all advertising.		

Economic Impact							
Estimated number of visitors	200	What percentage are:	Local*	%	In State	75	% Out of State 25 %
Estimated number of participants	1200	What percentage are:	Local*	60	%	In State	30 % Out of State 10 %
Explain in detail how attendance/participation will be measured: Clicker count & aerial images via licensed and permitted drone.							
Estimate number nights spent in Fernley because of this project/event: 1							
Explain how overnight stays will be measured: Local hotel occupancy							
If applicable, number of previous visitors/participants for same or similar project/event:	1000	What percentages were:	Local*	90	%	In State	90 % Out of State 10 %
Describe method(s) used to measure previous attendance: Clicker count & drone							
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years: 200							
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed: Families together for the Easter Holiday Weekend. This event brings visiting family from out of state and in state to join local families who attend this event.							
Does the actual project/event create media exposure for Fernley: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No							
If yes, what percentages are: Local* 75 % In State 75 % Out of State 25 %							
Estimated number of people that will be exposed to the promotion of this project/event:	400000	What percentages are:	Local	75	%	In State	75 % Out of State 25 %
Describe the type of anticipated media exposure: Radio, Digital Media, & Social Media							
*Local is defined as being within a 60-mile radius of Fernley							

Project/Event Summary

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

This event supports our local economy by money being spent locally all around, including vendors, shopping locally, and local restaurants, not to mention local hotels for visiting families.

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

Receiving grant funding will help us spread the word within and outside Fernley to bring added attendees to this event, especially visitors.

Justification

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

Our event brings families together to gracefully celebrate Easter in a grand Egg Hunt, largest in Fernley, that's memorable & enjoyable.

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1 through June 30, and July 1 – December 31. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January – June funds must be requested by July 31. July through December funds must be requested by January 31. If funds are not requested, they will be forfeited and the Board may reallocate them to another Grantee through the Grant application and award process in the next Grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fund-able expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

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

Applicant



Date:

11.30.23

Board Decision: _____

Amount Awarded: _____

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

Project/Event Information		
Project Title: Main Street Fernley		
Name of Organization/Company: Main Street Fernley		
Mailing Address: P.O. Box 2288		
City: Fernley	State: NV	Zip Code: 89408
Telephone: 775-686-0521	Email: lowell.patton@yahoo.com	
Year Organization/Company Started:	Tax ID#: 92-3491336	
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Lowell Patton		
Title: President	Telephone: 775-686-0521	Email: lowell.patton@yahoo.com
Project/Event Details		
Date of Event:	Date Work Will Begin: Jan. 1, 2024	Date Work Will Conclude: July 31, 2024
Project/Event Location: Fernley		
Project/Event Overview		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):		
<p>Fernley's Main Street Organization is based through a national program that has been developed to help aide cities and towns to revitalize, grow and sustain downtown businesses and infrastructure. Our organization believes that main streets are for everyone. The core of our approach to revitalization is a commitment to creating places of shared prosperity, equal access to opportunity, and inclusive engagement. Main Street America models and champions this vision through our actions and programs. The Main Street program is now a funded Nevada State Program and our chapter is working with the Governor's Office of Economic Development and Nevada's Main Street program director. We have submitted our 5013C application and it is pending with the IRS. Main Street empowers communities to set their own destinies. While revitalization is challenging work, the Main Street program offers a road-map for locally-owned, locally-driven prosperity. Downtown is important because it's the heart and soul of any community. If you don't have a healthy downtown, you simply don't have a healthy town.</p> <p>We are a fledgling program and are looking for grant funds to increase our awareness throughout our community, grow our organization by attending local events to recruit team members and partnerships, as well as develop our website, offset some of the startup expenditures and facilitate our future membership drive and fundraising events. These funds will allow us to facilitate the Main Street Poker Walk, and bi-monthly events hosted at local downtown businesses that will aid in membership drives, fund raising activities and community fun classes.</p>		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please list date of award and award amount: Date: 5/20/2023 Amount: 1,000		
If previously funded: How many visitors attended? 0 How many vendors attended? 0		

Project/Event Budget

Total Budget Amount: 8,100

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

- Website development and improvements - \$3,500
- Brochures - \$1,500
- Advertising radio - \$100
- Training Expenses - \$1000
- Public Relations Firm Fees \$3,000
- Advertising - local websites and print ads \$1,000
- Advertisement - printing of promotional handouts \$700
- Internet and website hosting for 6 months \$600
- Survey Monkey Subscription for 6 months - \$195 - needed for surveys for community input and Strategic Planning program through the State of Nevada.

Total:

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

- Sponsorships for poker walk \$1,000
- Raffle proceeds poker walk \$500
- Private funding \$3,000
- Raffle and event revenue \$1,000

Total:

Fernley Convention and Tourism Authority Grant Request

Amount Requesting: \$ 2,500

Amount of Matching Funds: \$ 2,500

Will you accept less funding than requested: Yes No

Grant Budget - Advertising

Will requested funds be used for advertising? Yes No

If Yes, please designate what you will be advertising: Resources in Fernley Accommodations in Fernley
 Special Events (s) in Fernley Other (specify):

Use the categories below to show in detail how grant funds will be disbursed.

Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)	500	1200
Billboard(s)		
Brochure	400	1,500
Design, Production & Development Fees	500	1000
Direct/Bulk mail for promotion of visitor awareness		
Magazine	200	350
Newspaper		
Radio	500	600
Television		
Other (specify) advertisement fees in other event or program ads	550	500
Internet/Website		
Social Media		
Website Development	600	300
Website Hosting Fees	150	300
Website Maintenance	100	400
Website Redesign	200	400
Other (specify) event expenditures	600	500
Other survey program	195	400

Explain in detail

Grant Budget - Sponsorship

Are you requesting project/event sponsorship? Yes No

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

Main Street is looking for new memberships and board directors. In an effort to gain these positions and host our events we are looking to allocate funds to expand our website design, host our website and design and produce our advertising materials. We are currently working on programs with the Chamber of Commerce and A.C.E.S. to promote and increase exposure on local downtown events and businesses. The advertising expenses will also incorporate utilizing ad space in other local publications, radio advertisements developing promotional handouts and giveaways to provide exposure to our community and drive our grass roots programs. We pay for a survey program so we can conduct informational gathering opportunities to help navigate our strategic planning with the State.

Main Street will be hosting bi-monthly wine & cheese events at The Nest & Electric Sun and other various Main Street locations. These events will be utilized as membership drives, fundraising events and an avenue for the Fernley community to experience the businesses located along the Main Street corridor and provide input for what they would like their downtown landscape to become and provide input on our needs to make the downtown area viable and a place they want to visit.

Economic Impact									
Estimated number of visitors	What percentage are:		Local*	%	In State	%	Out of State	%	
Estimated number of participants	100	What percentage are:		Local* 95	%	In State 99	%	Out of State 1	%
Explain in detail how attendance/participation will be measured:									
<p>We have participants fill out a survey monkey providing us feedback on the time, funds and experience of the events they attended. We also pull analytical data from our website reporting.</p>									
Estimate number nights spent in Fernley because of this project/event: 0									
Explain how overnight stays will be measured:									
<p>To date we do not have any analytical data for overnight stays, as our current event objectives don't facilitate this directive.</p>									
If applicable, number of previous visitors/participants for same or similar project/event:	What percentages were:		Local*	%	In State	%	Out of State	%	
Describe method(s) used to measure previous attendance:									
<p>Survey information will be sent to all attendees, sponsors and participants. We can also pull analytical data from our website traffic reporting.</p>									
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years: 20									
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:									
<p>Our program is scheduled to host our first community event so we expect to receive at least 20 participants and this will be an increase over no events held last year. We will be hosting bi-monthly community events that will include wine and cheese tastings, art classes and awareness meet & greets for our program.</p>									
Does the actual project/event create media exposure for Fernley: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No									
If yes, what percentages are: Local* 95 % In State 100 % Out of State 0 %									
Estimated number of people that will be exposed to the promotion of this project/event: 450	What percentages are:		Local 95	%	In State 100	%	Out of State	%	
Describe the type of anticipated media exposure:									
<p>We are developing an advertising program on our local radio station. We will purchase an ad in the Chamber of Commerce business directory and on their website as it has a high level of visitors throughout the year. We will be hosting bi-monthly events within the downtown corridor to promote the local businesses and drive events that are community and family focused for a better downtown environment.</p>									
*Local is defined as being within a 60-mile radius of Fernley									

Project/Event Summary

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

The Main Street events are geared toward revitalizing our downtown corridor and helping small businesses survive as well as develop new business in accordance to our communities needs.

We are working on small obtainable projects to develop aesthetic design standards for the downtown corridor utilizing NDOT and the Cities development codes to create an inviting, accessible walking environment and incentives for business to help in the beautification of our downtown district. Examples of beautification projects are floral planter boxes, increase event or seasonal banner installations, town center signage for holiday or special community events, and benches along Main Street. Family organized events are hosting art classes, historical Chiquita events and functions that are focused around family learning.

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

The grant funds will allow us to create, design and implement the website, radio programs, advertise and grow our major community events and help facilitate website, advertising promotional program and business development expenses. The funds will allow Main Street Program to partner with locally organized events to increase their size and provide an economical surge within the Main Street corridor.

Dollar for dollar, Main Street has proven itself to be one of the most impactful, cost-effective community revitalization models in the country. What sets Main Street America™ apart is the powerful network: the unique combination of grassroots dedication to comprehensively improving quality of life at the local level, integral support and expertise provided by Coordinating Programs at the city, county, and state level, and leadership and direction from Main Street America.

Justification

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

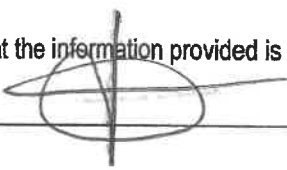
The Main Street Fernley program works diligently with the City of Fernley, Chamber of Commerce and our downtown corridor to aid existing businesses and we have begun working with the federal, state and local agencies to develop new program revenue, local grant funding opportunities and our downtown businesses. The group is working to promote the success of Fernley's Main Street as a whole. Small businesses are the heart and soul of our community. Rather it is brick and mortar, online, home operated; small business are a majority of our employers in the community and they are the bedrock for our cities success. Our organization promotes all businesses small or large, non-profit organizations and community events. The Main Street Approach is a time-tested framework for community-driven, comprehensive

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1 through June 30, and July 1 – December 31. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January – June funds must be requested by July 31. July through December funds must be requested by January 31. If funds are not requested, they will be forfeited and the Board may reallocate them to another Grantee through the Grant application and award process in the next Grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fund-able expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

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

Applicant



Date: November 30, 2023

Board Decision: _____

Amount Awarded: _____

Justification

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

The Main Street Fernley program works diligently with the City of Fernley, Chamber of Commerce and our downtown corridor to aid existing businesses and we have begun working with the federal, state and local agencies to develop new program revenue, local grant funding opportunities and our downtown businesses. The group is working to promote the success of Fernley's Main Street as a whole. Small businesses are the heart and soul of our community. Rather it is brick and mortar, online, home operated; small business are a majority of our employers in the community and they are the bedrock for our cities success. Our organization promotes all businesses small or large, non-profit organizations and community events. The Main Street Approach is a time-tested framework for community-driven, comprehensive

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1 through June 30, and July 1 – December 31. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January – June funds must be requested by July 31. July through December funds must be requested by January 31. If funds are not requested, they will be forfeited and the Board may reallocate them to another Grantee through the Grant application and award process in the next Grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fund-able expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

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

Applicant _____

Date: 11/30/23

Board Decision: _____

Amount Awarded: _____

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

Project/Event Information		
Project Title: Memorial Day Classic		
Name of Organization/Company: Fernley Softball Little League		
Mailing Address: 1380 US HWY 95A N BOX 206		
City: Fernley	State: NV	Zip Code: 89408
Telephone: 5303215621		Email: theleijas@gmail.com
Year Organization/Company Started: 2023		Tax ID#: 92-1749502
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Gabe Leija		
Title: Board Member	Telephone: 5303215621	Email: theleijas@gmail.com
Project/Event Details		
Date of Event: May 25-26, 2024 Date Work Will Begin: Feb. 1, 2024 Date Work Will Conclude: May 26, 2024		
Project/Event Location: Out of Town Park/In Town Park		
Project/Event Overview		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):		
<p>Fernley Softball Little League is sanctioned under Little League Baseball and we are excited about hosting an event that will be a two day event that will bring many softball teams from Nevada, California, Oregon and Utah to compete in this tournament. The event will be May 25-26, 2024. This will be one of five tournaments we will be hosting in 2024. With these teams come families and also extended family members who come to support the players. With the support of Lyon County we hope to bring even more teams to compete in the tournament in future years as they hear from others how wonderful our town is. This tournament allows our local teams to compete at a higher level and also get our name out there. Every year we hope to bring more teams and tournaments to our town.</p>		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please list date of award and award amount: Date: June 14, 2023 Amount: 3000		
If previously funded: How many visitors attended? 1500 How many vendors attended? 0		

Project/Event Budget	
Total Budget Amount: 6100	
Expenses: Itemize all expenses <u>including</u> items on which grant monies will be expended.	
Tournament Package -2024 Legacy Sports Fast Pitch Advertisement Fee \$3500.00 Fernley branded plaques/shirts 2000 FCTA if granted Food 1500.00 Equipment & Field Prep (atv, chalk, Field Prep Staff) 950 per event. Printer Equipment 150.00	
Total:	6100
Revenue: Itemize all revenues <u>including</u> requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	
3500 FCTA grant 2600 Participant registration	
Total:	6100
Fernley Convention and Tourism Authority Grant Request	
Amount Requesting: \$ 3500	Amount of Matching Funds: \$
Will you accept less funding than requested: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	

Grant Budget - Advertising		
Will requested funds be used for advertising? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
If Yes, please designate what you will be advertising: <input type="checkbox"/> Resources in Fernley <input type="checkbox"/> Accommodations in Fernley <input checked="" type="checkbox"/> Special Events (s) in Fernley <input type="checkbox"/> Other (specify):		
Use the categories below to show in detail how grant funds will be disbursed.		
Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)	X	
Billboard(s)		
Brochure		
Design, Production & Development Fees	X	
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper		
Radio		
Television		
Other (specify)		
Internet/Website		
Social Media	X	
Website Development		
Website Hosting Fees	X	
Website Maintenance		
Website Redesign		
Other (specify)		
Other		
Explain in detail Tournament Package 2024 Legacy Sports Fastpitch Advertising fee \$3500		
Grant Budget - Sponsorship		
Are you requesting project/event sponsorship? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Explain in detail how grant funds will be utilized (in accordance with the FCTA grant guidelines, use additional sheets as needed): It will help by getting the information of the event out to hundreds of families from out of town. By using Divisional dual advertising we will be on media marketing, multi platform dashboard accessibility and essential travel links. All this is geared towards driving more teams to travel and stay multiple weekends here in Fernley.		

Economic Impact											
Estimated number of visitors	1500	What percentage are:	Local*	10	%	In State	45	%	Out of State	45	%
Estimated number of participants	650	What percentage are:	Local*	10	%	In State	45	%	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: 3											
Explain how overnight stays will be measured:											
We are working with the hotels again to have a code for room registration for softball families to keep track of rooms. We will also have a survey at the concession stand for visitors to fill out with yes or no boxes to check.											
If applicable, number of previous visitors/participants for same or similar project/event: 1000			What percentages were: Local* 10 % In State 45 % Out of State 45 %								
Describe method(s) used to measure previous attendance:											
Attendance was measured by team registration through Legacy Sports Fast Pitch. We also had a survey at the concession stand for visitors to fill out with yes or no boxes to check. Coupon codes provided by hotels allowed us to track all rooms.											
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years:											
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:											
Per family, we estimate that each will spend \$300-\$500 for the event on local accommodations, food, and entertainment in Fernley. This will have an immediate impact on Fernley's economy and local businesses.											
Does the actual project/event create media exposure for Fernley: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No											
If yes, what percentages are: Local* 20 % In State 40 % Out of State 40 %											
Estimated number of people that will be exposed to the promotion of this project/event: 2000			What percentages are: Local 20 % In State 40 % Out of State 40 %								
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.											
*Local is defined as being within a 60-mile radius of Fernley											

Project/Event Summary

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

The Fernley Softball Little League two-day event will provide an instant injection into the local economy. Fernley will host over 1500 people for a weekend that will need lodging, food, and entertainment. Families that come from out of our area typically meet up with others and dine and play after the event.

Last year alone of the 3 Host hotels we partnered with, all 3 sold out.

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

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

Justification

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

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

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1 through June 30, and July 1 – December 31. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January – June funds must be requested by July 31. July through December funds must be requested by January 31. If funds are not requested, they will be forfeited and the Board may reallocate them to another Grantee through the Grant application and award process in the next Grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fund-able expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

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

Applicant GABRIEL LEIVA Date: 11/28/2023

Board Decision: _____

Amount Awarded: _____



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

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

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

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

Project/Event Information		
Project Title: MEMORIAL DAY 2024		
Name of Organization/Company: NEVADA VETERANS COALITION		
Mailing Address: P O BOX 415		
City: FERNLEY	State: NV	Zip Code: 89408
Telephone: 775846-6063	Email: SERENKO89408@GMAIL.COM	
Year Organization/Company Started: 1992	Tax ID#:	
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: RICK ROSE		
Title: PRESIDENT	Telephone: 775 315-7892	Email: MLUSGT@YAHOO.COM
Project/Event Details		
Date of Event: MAY 27, 2024	Date Work Will Begin: 1/1/2024	Date Work Will Conclude: 6/1/2024
Project/Event Location: NORTHERN NEVADA VETERANS MEMORIAL CEMETERY		
Project/Event Overview		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed): This is the day set aside to honor all of our fallen veterans, those who have given so much of themselves to this country. There are only 2 veteran cemeteries in Nevada, and Fernley is honored to have one of them. The city of Fernley together with the Nevada Veterans Coalition has hosted this event for many many years and it gives the citizens from here and the surrounding areas a place to come and honor those veterans.		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please list date of award and award amount: Date: DEC 2022 Amount: \$5000		
If previously funded: How many visitors attended? 2500 How many vendors attended? 0		

Project/Event Budget

Total Budget Amount: \$6000.00

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

\$6000 Digital & print ads in the Reno Gazette Journal

All other expenses including refreshments, TV & radio ads are PSA's and done at no cost to us. We will also utilize our social media including Facebook.

The only expenses we will have are the above mentioned RGJ ads.

Total: \$6000

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

FCTA grant to cover the advertising.

As stated above all other expenses are donated by local citizens and local media

Total: \$6000

Fernley Convention and Tourism Authority Grant Request

Amount Requesting: \$ 6000

Amount of Matching Funds: \$ 0

Will you accept less funding than requested: Yes No

Grant Budget - Advertising

Will requested funds be used for advertising? Yes No

If Yes, please designate what you will be advertising: Resources in Fernley Accommodations in Fernley
 Special Events (s) in Fernley Other (specify):

Use the categories below to show in detail how grant funds will be disbursed.

Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)		
Billboard(s)		
Brochure		
Design, Production & Development Fees	DONATED	
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper	\$6000	
Radio	DONATED	
Television	DONATED	
Other (specify)		
Internet/Website		
Social Media	DONATED	
Website Development	DONATED	
Website Hosting Fees	DONATED	
Website Maintenance	DONATED	
Website Redesign	DONATED	
Other (specify)		
Other		

Explain in detail

Grant Budget - Sponsorship

Are you requesting project/event sponsorship? Yes No

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

THIS GRANT WILL BE USED ONLY FOR PRINT & DIGITAL ADS IN THE RENO GAZETTE JOURNAL

Economic Impact											
Estimated number of visitors	2500	What percentage are:	Local*	80	%	In State	15	%	Out of State	5	%
Estimated number of participants	75	What percentage are:	Local*	95	%	In State	5	%	Out of State		%
Explain in detail how attendance/participation will be measured:											
Volunteers from the Fernley Republican Women will, as in years past, be at the entrance to the NNVMC using hand click counters to measure the attendance.											
Estimate number nights spent in Fernley because of this project/event: 2-3											
Explain how overnight stays will be measured:											
Since this is a 1 day event, the overnight stays are at a minimum, but the lasting impact of the event is long lasting.											
If applicable, number of previous visitors/participants for same or similar project/event:			What percentages were:								
			Local*		%	In State		%	Out of State		%
Describe method(s) used to measure previous attendance:											
Same as above, The Fernley Republican Women have always donated their time to this event to count the number of visitors.											
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years:											
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:											
Even though this is a 1 day event, it continues to bring in many visitors. It is held every year and visitors come in from all over the state to honor our heroes. The local restaurants and gas stations always benefit from the event.											
Does the actual project/event create media exposure for Fernley: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No											
If yes, what percentages are: Local* 80 % In State 15 % Out of State 5 %											
Estimated number of people that will be exposed to the promotion of this project/event: 85000			What percentages are:								
			Local	75	%	In State	20	%	Out of State	5	%
Describe the type of anticipated media exposure:											
Along with the print and digital ads in the RGJ, we always receive exposure with the PSA's from local TV and Radio stations. We also utilize our social media pages, the city reader board and flyers to be posted around the city in our local establishments.											
Fernley and this event are always showcased on the local evening news casts.											
*Local is defined as being within a 60-mile radius of Fernley											

Project/Event Summary

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

This event is very important not only to the citizens, it brings media attention to the city. We have hosted the event for well over 20 years and have watched it grow from a few dozen visitors to a few thousand. We have talked to many people ,who after attending the event ,have expressed to us that Fernley is a great, safe place to live. They like the home town feeling of togetherness that the event brings. We are very proud of this city and the way that the people care for our veterans.

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

The Nevada Veterans Coalition is a non-profit organization and does not generate income from the event. Without the grant, we would not be able to advertise the event beyond our local area.

Justification

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

The Nevada Veterans Coalition along with the City of Fernley FCTA grant, has hosted this event for over 20 years. Because of the event, thousands of visitors have visited our City, Fernley. The FREE media exposure we receive from the event far surpasses the low cost of the print/digital ads. However together, the media and the ads will continue to showcase the city and continue to put Fernley on the Map!

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1 through June 30, and July 1 – December 31. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January – June funds must be requested by July 31. July through December funds must be requested by January 31. If funds are not requested, they will be forfeited and the Board may reallocate them to another Grantee through the Grant application and award process in the next Grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fund-able expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

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

Applicant Sharon L. Lusk Date: 11-27-23

Board Decision: _____ Amount Awarded: _____

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



043715

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).

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

Project/Event Information		
Project Title: <i>Fernley/Wadsworth Multi Cultural Event</i>		
Name of Organization/Company: <i>Fernley Wadsworth Lions Club</i>		
Mailing Address: <i>P.O. Box 515</i>		
City: <i>Fernley</i>	State: <i>NV</i>	Zip Code: <i>89408</i>
Telephone: <i>775-990-3378</i>	Email: <i>svanphoenix@gmail.com</i>	
Year Organization/Company Started: <i>1980</i>	Tax ID#: <i>1006196641-001</i>	
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: <i>Sherry Carthel</i>		
Title: <i>Club Member</i>	Telephone: <i>775-990-3378</i>	Email: <i>svanphoenix@gmail.com</i>
Project/Event Details		
Date of Event: <i>6/7 - 6/8</i>	Date Work Will Begin: <i>6/7</i>	Date Work Will Conclude: <i>6/8</i>
Project/Event Location: <i>Out of Town Park</i>		
Project/Event Overview		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):		
<p><i>This event is a celebration of diversity in and around Fernley. It is a way for local businesses to get an economic boost. There will be food, music, dancing, comedy, a car show, artwork, and a talent show for example. Visitors will also be able to experience the quality of life Fernley has to offer.</i></p>		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
If yes, please list date of award and award amount:	Date:	Amount:
If previously funded: How many visitors attended?		How many vendors attended?

Project/Event Budget

Total Budget Amount: 8,600.00

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

Banners 1,600

Brochures 500

Shirts With Advertising 250

Radio 4,000

Social Media 600

Flags 700

Shirts With Advertising 250

Porta Potty 200

Entertainment 500

Total: 8600.00

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

FCTA Request \$ 6,000

Other Sponsorship 2,600

Total: 8600.00

Fernley Convention and Tourism Authority Grant Request

Amount Requesting: \$ 6,000.00

Amount of Matching Funds: \$

Will you accept less funding than requested: Yes No

Grant Budget - Advertising

Will requested funds be used for advertising? Yes No

If Yes, please designate what you will be advertising: Resources in Fernley Accommodations in Fernley
 Special Events (s) in Fernley Other (specify): *Quality of Life In Fernley & Diversity*

Use the categories below to show in detail how grant funds will be disbursed.

Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)	1,600	1,600
Billboard(s)		
Brochure	500	500
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper		
Radio	4,000	4,000
Television		
Other (specify)		
Internet/Website		
Social Media	600	600
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify) <i>Flags</i>	700	700
Other <i>Shirts with Advertising</i>	250	250
Explain in detail		

Grant Budget - Sponsorship

Are you requesting project/event sponsorship? Yes No

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

Grant funds will be utilized using the above advertising methods utilizing local vendors for everything we are able to. We will be focusing on training our volunteers to tap into extended family and professional networks to advertise this event and what Fernley has to offer. Having sound advertising platforms will give this network a place to go to

Economic Impact					
Estimated number of visitors	1,000	What percentage are:	Local* 75 %	In State 20 %	Out of State 5 %
Estimated number of participants	300	What percentage are:	Local* 75 %	In State 20 %	Out of State 5 %
Explain in detail how attendance/participation will be measured:					
Survey raffle tickets will be given away for free. Volunteer counters will be placed at entrance points.					
Estimate number nights spent in Fernley because of this project/event: 1-2					
Explain how overnight stays will be measured:					
Survey raffle tickets will be given away to hotels.					
If applicable, number of previous visitors/participants for same or similar project/event:		What percentages were:	Local*	% In State	% Out of State %
Describe method(s) used to measure previous attendance:					
N/A					
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years:					
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:					
Local vendors will be used for advertising. Hotels, gas stations, grocery stores, and food establishments will benefit from visitors brought to Fernley.					
Does the actual project/event create media exposure for Fernley: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					
If yes, what percentages are: Local* 10 % In State 80 % Out of State 10 %					
Estimated number of people that will be exposed to the promotion of this project/event:	100,000	What percentages are:	Local 75 %	In State 20 %	Out of State 5 %
Describe the type of anticipated media exposure:					
We will bring utilizing reporters from near-by TV stations and radio stations locally, in state, and out of state.					
*Local is defined as being within a 60-mile radius of Fernley					

Project/Event Summary

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

Vendors, food trucks, performers, and visitors who will need or want to stay both days will utilize our accommodations giving Fernley an economic boost.

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

Getting the event advertised will be the greatest chance of increasing visitors to the event.

Justification

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

We believe this benefits the economy of Fernley, increases our exposure, and celebrated our diversity.

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1 through June 30, and July 1 – December 31. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January – June funds must be requested by July 31. July through December funds must be requested by January 31. If funds are not requested, they will be forfeited and the Board may reallocate them to another Grantee through the Grant application and award process in the next Grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fund-able expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

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

Applicant Sherry Cothel Date: 11/30/23

Board Decision: _____ Amount Awarded: _____

rec'd 8/15/16

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

DEPARTMENT OF THE TREASURY

Date: AUG 14 2016

{ Employer Identification Number:
23-7229869
DLN:
17053013335026
Contact Person:
BRAD S FLETCHER ID# 31669
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
November 15, 2014
Contribution Deductibility:
No
Addendum Applies:
No

LIONS CLUB OF FERNLEY WADSWORTH
PO BOX 515
FERNLEY, NV 89406-0515

IRS

LIONS CLUB OF
FERNLEY WADSWORTH

EIN # : 23-7229869

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)(4). This letter could help resolve questions on your exempt status. Please keep it for your records.

Donors cannot deduct contributions they make to you under IRC Section 170(c)(2).

Based on the information you submitted with your application, we approved your request for reinstatement under Revenue Procedure 2014-11. Your effective date of exemption, as listed at the top of this letter, is retroactive to your date of revocation.

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-NC" in the search bar to view Publication 4221-NC, Compliance Guide for Tax-Exempt Organizations (Other than 501(c)(3) Public Charities and Private Foundations), which describes your recordkeeping, reporting, and disclosure requirements.

Letter 948

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

07/13/2023

Work Order Item Number: W2023071300601 - 3026861
Filing Number: 20233346758
Filing Type: Amended List
Filing Date/Time: 07/13/2023 10:42:27 AM
Filing Page(s): 2

Indexed Entity Information:

Entity ID: C10427-2003

Entity Name: FERNLEY-WADSWORTH
LIONS CLUB

Entity Status: Active

Expiration Date: None

Non-Commercial Registered Agent

MOLLY WALKER

186 E MAIN STREET, SUITE 2, 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

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

Project/Event Information		
Project Title: Roop County Days, 2024		
Name of Organization/Company: Battle Born Rangers		
Mailing Address: 1141 Thompson Street		
City: Carson City	State: Nevada	Zip Code: 89703
Telephone: 775-230-6116	Email: johlang@aol.com	
Year Organization/Company Started: 1995	Tax ID#: 82-119454	
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Johnny Lang		
Title: Coordinator	Telephone: 775-230-6116	Email: johlang@aol.com
Project/Event Details		
Date of Event: 22-29 June 2024	Date Work Will Begin: 15 June 2024	Date Work Will Conclude: 30 June 2024
Project/Event Location: Club range facility at the Fernley Raceway.		
Project/Event Overview		
<p>Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):</p> <p>The Battle Born Rangers are pleased to host another annual match, "Roop County Days," at our range facility co-located with the Fernley Raceway. The match is scheduled for 22 to 29 June 2024 and we expect to host approximately 70 shooters and another 30 to 40 spectators. This will be our 27th Roop County Days match at our Fernley facility and we are making several improvements with the goal of making this the best match ever with a record number of participants and spectators. One big change this year is the addition of a mine cart moving stage. This will allow shooters to safely shoot a series of targets while seated in a moving mine cart. In the short-term, we will be working over the next few months to get our Fernley facility ready for show-time next June. This involves a lot of maintenance and clean-up done by volunteers from our club. Our long term goal is to make our annual match the most popular in the West. We can accommodate 120 shooters and as many spectators who want to come. We look forward to the date when we can turn-down applicants to Roop County Days because the match is full.</p>		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please list date of award and award amount: Date: 11 Dec. 2022 Amount: \$3,890		
If previously funded: How many visitors attended? 84 How many vendors attended? 2		

Project/Event Budget	
Total Budget Amount:	\$12,640
Expenses: Itemize all expenses <u>including</u> items on which grant monies will be expended.	
Range clean-up and preparation: (cleaning supplies, paint, etc.)	\$400
Catered Banquet	\$3,840
Water, ice and coolers	\$1,100
Porta-Toilets and hand wash stations	\$2,200
Plaques and trophies	\$1,600
Match programs and scorecards	\$600
Participation gifts	\$1,300
Banners and signs	\$900
Ad in SASS quarterly journal	\$700
Total:	\$12,640
Revenue: Itemize all revenues <u>including</u> requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	
70 participants X \$110 registration fee = \$7,700	
FCTA Grant	\$4,940
Total:	\$12,640.00
Fernley Convention and Tourism Authority Grant Request	
Amount Requesting: \$ 4,940	Amount of Matching Funds: \$ 0
Will you accept less funding than requested: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	

Project/Event Budget	
Total Budget Amount:	\$12,640
Expenses: Itemize all expenses <u>including</u> items on which grant monies will be expended.	
Range clean-up and preparation: (cleaning supplies, paint, etc.)	\$400
Catered Banquet	\$3,840
Water, ice and coolers	\$1,100
Porta-Toilets and hand wash stations - <i>FCTA</i>	\$2,200
Plaques and trophies - <i>FCTA</i>	\$1,600
Match programs and scorecards - <i>FCTA</i>	\$600
Participation gifts - <i>FCTA</i>	\$1,300
Banners and signs - <i>FCTA</i>	\$900
Ad in SASS quarterly journal	\$700
Total:	\$12,640
Revenue: Itemize all revenues <u>including</u> requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	
70 participants X \$110 registration fee = \$7,700	
Total:	\$7,700
Fernley Convention and Tourism Authority Grant Request	
Amount Requesting: \$ 4,940	Amount of Matching Funds: \$ 0
Will you accept less funding than requested: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	

Grant Budget - Advertising		
Will requested funds be used for advertising?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
If Yes, please designate what you will be advertising: <input checked="" type="checkbox"/> Resources in Fernley <input checked="" type="checkbox"/> Accommodations in Fernley <input type="checkbox"/> Special Events (s) in Fernley <input checked="" type="checkbox"/> Other (specify):		
Use the categories below to show in detail how grant funds will be disbursed.		
Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)	\$900	\$900
Billboard(s)		
Brochure		
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness		
Magazine	\$700	\$700
Newspaper		
Radio		
Television		
Other (specify)		
Internet/Website		
Social Media		
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
Other		
Explain in detail		
Grant Budget - Sponsorship		
Are you requesting project/event sponsorship? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Explain in detail how grant funds will be utilized (in accordance with the FCTA grant guidelines, use additional sheets as needed):		
We will use grant funds to promote tourism to Fernley in the following ways:		
1. All plaques, awards and gifts will be inscribed with the match location: Fernley, Nevada		
2. All printed materials will be annotated with the following: "Sponsored by Fernley Convetion and Tourism Authority." Our shooter's booklet will include a list of Fernley restaurants, hotels, RV parks and shopping centers.		
3. The porta-toilets and hand washing stations will have a placard showing "Sponsored by Fernley Convention and Tourism Authority."		
4. The letter of instruction mailed to all participants will describe facilities available in Fernley. For example, restaurants, shopping locations, hotels and RV parks.		

Economic Impact			
Estimated number of visitors	110	What percentage are:	Local* 2 % In State 78 % Out of State 20 %
Estimated number of participants	70	What percentage are:	Local* 4 % In State 71 % Out of State 25 %
Explain in detail how attendance/participation will be measured:			
We will have an exact count based on the number of participants registering for the match and also the number of visitors who will be present for the awards banquet.			
Estimate number nights spent in Fernley because of this project/event: 660			
Explain how overnight stays will be measured:			
We will hand-out a survey at the awards dinner asking attendees how many nights they have spent in Fernley and other relevant questions.			
If applicable, number of previous visitors/participants for same or similar project/event:	58	What percentages were:	Local* 3 % In State 65 % Out of State 22 %
Describe method(s) used to measure previous attendance:			
Survey handout at the awards dinner			
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years: 12-15			
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:			
We estimate that each attendee will spend an average of \$70 a day in Fernley by purchasing restaurant services, groceries, gasoline, campground, hotel and miscellaneous expenses. 110 X 6 days at the event X \$70 = \$46,200.			
Does the actual project/event create media exposure for Fernley: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If yes, what percentages are: Local* 2 % In State 78 % Out of State 20 %			
Estimated number of people that will be exposed to the promotion of this project/event:	500	What percentages are:	Local 1 % In State 50 % Out of State 49 %
Describe the type of anticipated media exposure:			
We are already listed on the SASS (national club) website as an upcoming annual match. Also, we will be listed in the quarterly SASS journal. It is also listed on the Battle Born Rangers website and facebook page.			
*Local is defined as being within a 60-mile radius of Fernley			

Project/Event Summary

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

The Battle Born Rangers 27th annual match known as Roop County Days will benefit the local economy in the following ways:

1. Our match participants and visitors will spend thousands of dollars during the week long Roop County Days annual match. Some will stay at local hotels and RV parks, the majority will "dry camp" at our range facility. Either way, almost all of them will make daily trips to Fernley to use restaurants, buy groceries, gasoline and other supplies.
2. As Fernley is located along one of the nation's major transit routes - Interstate 80, visitors to Roop County Days will recall the availability of services and supplies in Fernley. When traveling on other trips, they will certainly use Fernley as an essential stop and recommend it to their families and friends. In other words, people who come to Roop County Days become familiar with the great people and the resources available in Fernley.

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

The grant money will allow us to host a world-class cowboy shooting match in accordance with the national club's rules and standards. There are dozens of annual matches each year in the western states. We compete with cowboy shooting clubs from neighboring states in attracting shooters. We need the grant money in order to keep our regulars coming and drawing more new-comers. We cannot do this without the financial assistance from the City of Fernley and we are very grateful for this help.

Justification

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

1. The annual Roop County Days cowboy shooting match is a one week event. Almost all participants spend several nights in Fernley.
2. The Battle Born Rangers also host one day matches three times a month during the year. Almost all of the participants in these monthly matches are from out of town. We often have out of state visitors also show-up for a monthly match.
3. We are both proud and honored to host the marksmanship portion of the annual High School Rodeo Championship that takes place each year in Fernley.
4. We greatly value our relationship with the City of Fernley.

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1 through June 30, and July 1 – December 31. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January – June funds must be requested by July 31. July through December funds must be requested by January 31. If funds are not requested, they will be forfeited and the Board may reallocate them to another Grantee through the Grant application and award process in the next Grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fund-able expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

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

Applicant

Jim Lang

Date:

25 NOV 2023

Board Decision: _____

Amount Awarded: _____

REV'd 11/25/23 10:43 AM
dmt

BATTLE BOSEY BANKERS CO
540 SPRAYBROCK LANE
RENO, NV 89509-0000

DLN: 36053509002867
Contact Person: ID# 11954
CUSTOMER SERVICE
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
March 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
March 29, 2017
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

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

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

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

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

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

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

Project/Event Information		
Project Title: Fernley 4th of July		
Name of Organization/Company: Fernley 4th of July Committee		
Mailing Address: PO Box 1776		
City: Fernley	State: NV	Zip Code: 89408
Telephone: 775-376-3219	Email: fernley4thjuly@gmail.com	
Year Organization/Company Started: 1968	Tax ID#: 30-0364468	
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Robert Perea		
Title: Secretary	Telephone: 775-376-3219	Email: fernley4thjuly@gmail.com
Project/Event Details		
Date of Event: 07/04/2023	Date Work Will Begin: 12/04/2023	Date Work Will Conclude: 07/05/2024
Project/Event Location: Fernley Out of Town Park		
Project/Event Overview		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):		
<p>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 to celebrate together. The day kicks off with the parade down Main St. and then continues at the Out of Town Park with a flag raising ceremony, car show, games for kids, and a great fireworks show to wrap things up.</p>		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please list date of award and award amount: Date: 12/13/22 Amount: \$9,400		
If previously funded: How many visitors attended? 10,000 How many vendors attended? 45		

Project/Event Budget	
Total Budget Amount:	\$63,818.00
Expenses: Itemize all expenses <u>including</u> items on which grant monies will be expended.	
Fireworks	30,000
Advertising	20,000 - (FCTA Grant 10,000.00 / Lyon Co grant 10,000.00)
Insurance	1,800
T-shirts	800
Trophies	200
Pigs	900
Music/DJ	2,500
Diving for dollars	498
Banners	375
Donation letters 800 (includes postage)	100
Pay pal/Square	100
Office supplies	200
Volunteers	600
Posters	25
Pictures-batteries	20
Trash pick up	300
Port-a-potties	2,500
Flaggers	1,500
Security	200
Parkina	500
Total:	63,818
Revenue: Itemize all revenues <u>including</u> requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	
Booths	5,875
Bar	600
Paid Kids area	800
Parade	1,560
Car show	1,300
Pigs	1,000
T-shirts	250
Lyon Co Grant	10,000
FCTA Grant	10,000
Community donations	18,000
Fundraisers	4,000
Total:	55,385
Fernley Convention and Tourism Authority Grant Request	
Amount Requesting: \$ 10,000	Amount of Matching Funds: \$
Will you accept less funding than requested: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	

Grant Budget - Advertising		
Will requested funds be used for advertising?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
If Yes, please designate what you will be advertising: <input checked="" type="checkbox"/> Resources in Fernley <input checked="" type="checkbox"/> Accommodations in Fernley <input checked="" type="checkbox"/> Special Events (s) in Fernley <input type="checkbox"/> Other (specify):		
Use the categories below to show in detail how grant funds will be disbursed.		
Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)		
Billboard(s)		
Brochure		
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper	500	500
Radio	9,500	9,500
Television	10,000	10,000
Other (specify)		
Internet/Website		
Social Media		
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
Other		
Explain in detail We advertise on radio in Fernley, Yerington, Fallon and Reno/Sparks and on TV which reaches all of Northern Nevada and		
Grant Budget - Sponsorship		
Are you requesting project/event sponsorship? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Explain in detail how grant funds will be utilized (in accordance with the FCTA grant guidelines, use additional sheets as needed): Funds will be used to advertise the Fernley 4th of July events and our fundraising events such as a bingo fundraiser and a spaghetti feed.		

Economic Impact						
Estimated number of visitors	12,000	What percentage are:	Local* 70	%	In State 95	% Out of State 5 %
Estimated number of participants	10,000	What percentage are:	Local* 95	%	In State 95	% Out of State 5 %
Explain in detail how attendance/participation will be measured:						
Surveys at the park, Facebook, through advertisers and local hotelsm						
Estimate number nights spent in Fernley because of this project/event: 200						
Explain how overnight stays will be measured:						
Room counts from local motels.						
If applicable, number of previous visitors/participants for same or similar project/event:	12,000	What percentages were:	Local* 70	%	In State 95	% Out of State 5 %
Describe method(s) used to measure previous attendance:						
Surveys by volunteers at the event, customer counts from vendors at the park, parade entries, room counts from motels.						
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, use additional sheets if needed:						
The 4th of July brings people from all over the Northern Nevada area to come and participate in the festivities, including one of the largest 4th of July parades and the longest fireworks show in Northern Nevada. The event is widely considered the best 4th of July celebration in the region.						
Does the actual project/event create media exposure for Fernley: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No						
If yes, what percentages are: Local* 95 % In State 95 % Out of State 5 %						
Estimated number of people that will be exposed to the promotion of this project/event:	500,000	What percentages are:	Local 80	%	In State 80	% Out of State 20 %
Describe the type of anticipated media exposure:						
Radio and TV advertising, newspaper advertising and coverage of events, live radio broadcast during the fireworks.						
*Local is defined as being within a 60-mile radius of Fernley						

Project/Event Summary

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

People traveling to Fernley stay in local motels, shop in local stores, eat in restaurants and buy gas at local gas stations.

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

It will allow us to advertise the event widely across northern Nevada and in northern California to help draw people to the event.

Justification

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

The Fernley 4th of July is one of the biggest 4th of July celebrations in northern Nevada. It brings visitors to the parade, park festivities and fireworks that spend money in Fernley. It is Fernley's largest annual event.

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1 through June 30, and July 1 – December 31. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January – June funds must be requested by July 31. July through December funds must be requested by January 31. If funds are not requested, they will be forfeited and the Board may reallocate them to another Grantee through the Grant application and award process in the next Grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fund-able expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

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

Applicant

Robert L. Reese

Date:

11-26-23

Board Decision: _____

Amount Awarded: _____